We Can Do It! by J. Howard Miller was made as an inspirational image to boost worker morale. The lady in 'We can do it!' poster of 1943, or more famously known as Rosie the Riveter has been a case of disagreement for many years. The term Rosie the Riveter was coupled with various apparently fabricated stories. The song portrayed a vigorous female labor during the American war production but was in no way associated with the cover girl in the poster. The painting: It was certainly also not the famous painting in the Memorial Day issue of the Saturday Evening Post, by Norman Rockwell published on May 29th, 1943. The journey of Rosie the Riveter from the darkness of WWII into a world of feminism highlights an ignored fact. The iconic "We Can Do It" poster and how it became an icon of solidarity and empowerment. Our more recognisable Rosie is commonly regarded as a symbol of American women entering the workforce while their men were at war. In 1942 Westinghouse Electric and Manufacturing Company commissioned the graphic artist J Howard Miller to produce a series of posters, each intended to be displayed for a limited amount of time. The "We Can Do It!" image was to be posted on the walls of one of their Midwest plants from 15-28 February 1943. Not surprisingly, this pop icon has crossed cultures. Chicago-based artist Robert Valadez created a Mexican version, named Rosita Adelita, which, as he explains, takes cues...
from both Mexican and American pop imagery.