



When the U.S.A. entered World War One in April 1917, it lost no time in producing many more propaganda posters than any other single nation. These encompassed recruitment to the various armed services, raising of war finance via the hugely successful liberty bond issues, and advertising for the support of women workers in munitions plants and building aircraft in large hangars. Women had to work for paid employment for the sake of their families.

Not only did women have to keep "the home fires burning," but they also took on voluntary and paid employment that was diverse in scope and showed that women were highly capable in diverse fields. There is little doubt that this expanded view of the role of women in society changed the outlook of what women could do and their place in the workforce. Although women were still paid less than men, women's equality was starting to arise as women received two-thirds of the typical pay for men.

In this poster, graphic designer Adolph Trierler (1886-1981), encourages women to do war work.