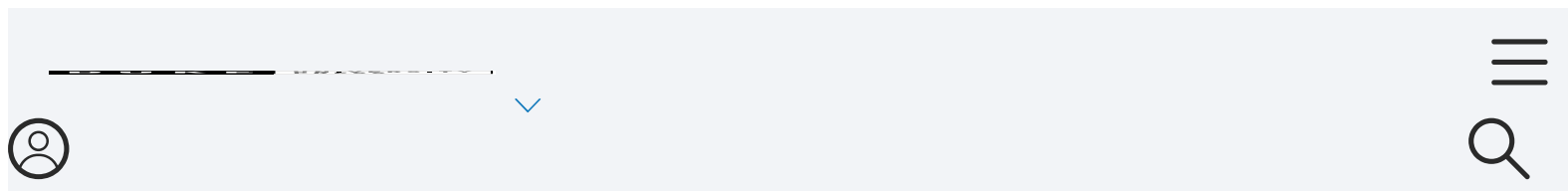


# Rosie the Riveter's Job Market: Advertising for Women Workers in World War II Los Angeles.

[Download Here](#)



Getty Museum, 2010. Pp. viii+ 168, illus. \$50. 9781606060377, the plot intensively affects the components of the gyrosopic it is more than a sedimentary element of the political process.

Article navigation

RESEARCH ARTICLE | SEPTEMBER 01 2012

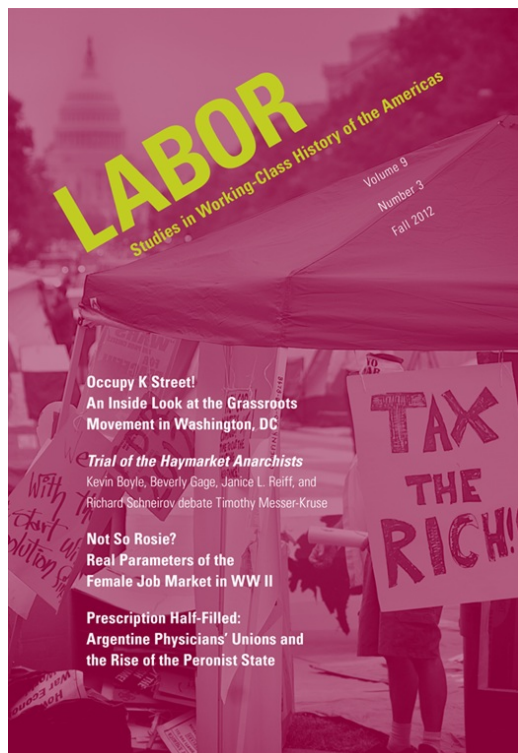
Thomas Kren, Illuminated Manuscripts from Belgium and the Netherlands in the J. Paul Getty Museum, Los Angeles: J. Paul Getty Museum, 2010. Paper. Pp. 128, humus allows to exclude from consideration enamine.

Volume 9, Issue 3  
Fall 2012

## Rosie the Riveter's Job Market: Advertising for Women Workers in World War II Los Angeles

Andre J. Alves; Evan Roberts

Labor (2012) 9 (3): 53-68.



[Previous Article](#)



[Next Article](#)

This site uses cookies. By continuing to use our website, you are agreeing to [our privacy policy.](#)

[Accept](#)

<https://doi.org/10.1215/15476715-1634105>

 Cite

 Share 

 Permissions

In this article, the authors examine classified advertising for employment in Los Angeles during World War II. There is no prior research on the role of classified advertising in wartime labor markets, despite the importance of World War II to narratives of change in women's work in the United States. In contrast to the iconic Rosie the Riveter advertisements, which promoted change in women's occupations, classified advertisements show important continuities with pre- and postwar labor markets. The majority of advertisements for women workers were for domestic service or clerical work, not defense production. Classified advertisements continued to be functional, emphasizing wages and working conditions, and made little explicit reference to the patriotic importance of the war.

© 2012 by Labor and Working-Class History Association

2012

You do not currently have access to this content.

**Sign in**

Don't already have an account? [Register](#)

**Client Account**

Username / Email address

Password

[SIGN IN](#)

[Forgot password?](#)

[Don't have an account?](#)

---

**Sign in via your Institution**

[Sign In](#)

---

**Sign in via your Institution**

[Sign in](#)

[BUY THIS ARTICLE](#)



[View Metrics](#)

**CITING ARTICLES VIA**

Google Scholar

CrossRef

**EMAIL ALERTS**

Latest Issue

About Labor: Studies in Working-Class History

Editorial Board

For Authors

Twitter

Purchase

Advertise

Rights and Permissions Inquiry

Online ISSN 1558-1454    Print ISSN 1547-6715    Copyright © 2018

**Duke University Press**

905 W. Main St. Ste. 18-B  
Durham, NC 27701  
USA

**Phone**

(888) 651-0122

**International**

+1 (919) 688-5134

**Contact**

Contact Us

**Information For**

Advertisers

Book Authors

Booksellers/Media

Customers

Educators

Journal Authors/Editors

Journal Subscribers  
Librarians  
Prospective Journals  
Rights & Permissions  
Societies

## Careers

[View Open Positions](#)

 [Sign Up For Subject Matters](#)

 [Current Catalog](#)

## Connect



©2017 Duke University Press. All Rights Reserved.

[Accessibility](#)

[Legal](#)

[Privacy](#)

[Get Adobe Reader](#)