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


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Andre J. Alves; Evan Roberts
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.

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