

THEN *and* NOW!

A Tribute To “Rosie The Riveter”

(NAPSA)—A celebrated group of women who were indelibly etched in American lore have been honored by Ford Motor Company. Ford paid tribute to “Rosie the Riveter,” a nickname given to the women who turned in their aprons for hard hats and entered the U.S. labor force during World War II. Select real-life “Rosies” and their descendants gathered at the site of the new Rosie the Riveter National Park in Richmond, California, on November 11.

“We Can Do It!” That was the caption on the famous World War II poster of “Rosie the Riveter.”

The ceremony announced a nationwide effort to collect stories, authentic artifacts and personal histories from living “Rosies” and the families of “Rosies” who joined the World War II Home Front effort. Material collected will be archived and used to create exhibits in the park’s visitor center to commemorate this significant period in American history.

Among the descendants who took part in the celebration was the daughter of Rose Will Monroe, who was hired to work at Ford’s Willow Run Aircraft Factory in 1942 and was chosen to appear in a promotional film encouraging women to join the country’s workforce. As a result “Rosie” became the nickname given to all women



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who entered the U.S. labor effort during World War II, and a stern-faced, muscle-flexing woman depicted in the poster became a symbol of all those who worked on domestic soil to keep American industry moving forward.

Ford has been asking all “Rosies,” Rosie direct descendants and others who helped win the war on the Home Front to log on to www.ford.com/go/rosie and share their personal stories.

Ford Motor Company was the first industrial corporation to hire women at its factories, beginning a long legacy of women pioneers at the company.