



Miller was based in Pittsburgh during the war. His work came to the attention of the Westinghouse Company (later, the Westinghouse War Production Co-Ordinating Committee), and he was hired to create a series of posters. The posters were sponsored by the company's War Production Co-Ordinating Committee, one of the hundreds of labor-management committees organized under the supervision of the national War Production Board.

He based the "We Can Do It!" poster on a United Press International (UPI) picture taken of Geraldine Doyle working at a factory. At the time of the poster's release the name "Rosie" wasn't associated with the picture;[1] that came later when a popular patriotic song called "Rosie the Riveter" was released and Norman Rockwell painted his Rosie the Riveter.[2]

Although the "We Can Do It!" image is famous today, during the war it was just one of many in Miller's series. The poster itself was not widely known on the home front because it was shown only at Westinghouse, and because it was posted for only two weeks.



Leonardo di ser Piero da Vinci pronunciation (help·info), April 15, 1452 – May 2, 1519) was an Italian polymath, scientist, mathematician, engineer, inventor, anatomist, painter, sculptor, architect, botanist, musician and writer. Leonardo has often been described as the archetype of the Renaissance man, a man whose unquenchable curiosity was equaled only by his powers of invention.[1] He is widely considered to be one of the greatest painters of all time and perhaps the most diversely talented person ever to have lived.

Leonardo is revered for his technological ingenuity.[2] He conceptualised a helicopter, a tank, concentrated solar power, a calculator, the double hull and outlined a rudimentary theory of plate tectonics.[4] Relatively few of his designs were constructed or were even feasible during his lifetime,[nb 3] but some of his smaller inventions, such as an automated bobbin winder and a machine for testing the tensile strength of wire, entered the world of manufacturing unheralded.[nb 4] As a scientist, he greatly advanced the state of knowledge in the fields of anatomy, civil engineering, optics, and hydrodynamics.

