

American Women in Uniform in LIFE magazine During WWII

2017 WELL Conference (Feb. 18 2017)
at the National Women's Education Center

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American Women in Uniform in LIFE during WWII

- ▶ During WW II, the representation of women in uniform in LIFE magazine **follows the government's policy on military women.**
- ▶ When the war situation demands and the mobilization of women is necessary, **capability and physical strength of servicewomen are emphasized .**
- ▶ their activities remain **within the field of women**, stressing their **femininity, beauty, and domesticity.**

Apr.19, 1943 , Women in Uniform on Front Line "Flying Nurses Aid U.S. African Campaign"



"Typical of the flying nurses who are the U.S. Army Medical Corps in this work is **pretty Second Lieut. Julia Cornie Riley.**"

LIFE Sep 21 1942

"WAVES UNIFORM" **capability & beauty**



"To **design a functional yet feminine uniform** for this newest Navy corps, the Navy turned to Mainbocher, Chicago-born designer who won fame in Paris."

LIFE Feb. 26 1944 "American Red Cross" **Capability, & Beauty, Femininity**



"hand-picked for **looks**, education, personality, and experience"

"The majority are **in their late 20s.**"

"Doughnuts win the war!"

LIFE Feb. 12 1945 A Pretty WAC girl **Beauty & Femininity**



"**A civilian and a soldier staring at a pretty WAC and ignoring a Hannagan bating girl!**"