



KAD 72691

Photo # NH 78889-KN Navy Recruiting Poster, 1972

During the 1970s, the U.S. Navy worked to overcome the stereotype that it was not as inclusive as other branches of the military. This enlistment poster, produced in 1972, shows the Navy's evolving policy of inclusion. The slogan on this poster, "You can study black history and you can go out and make it," was one such attempt at targeting African American men. This poster echoed a World War I recruitment poster which read, "The Navy needs you! Don't read American history, make it!"

*Image courtesy of Naval History and Heritage Command.*