

**You can be Black,
and Navy too.**



Photo # NH 76528-KN Recruiting Poster, 1972

This enlistment poster, produced in 1972, shows the Navy's evolving policy of inclusion. While minorities have always been a crucial component of the armed forces, before the modern Civil Rights era, segregated practices were common. During the 1970s, the US Navy worked to overcome the stereotype that it was not as inclusive as other branches. The slogan on this poster, "You can be Black, and Navy too," was one such attempt at targeting African American men. Admiral Elmo Zumwalt's new policies in the Navy more closely mirrored societal changes, as well. For example, the Navy began stocking ships' stores with hair picks and allowing hair to be worn in afro-styles.

Image courtesy of Naval History and Heritage Command.