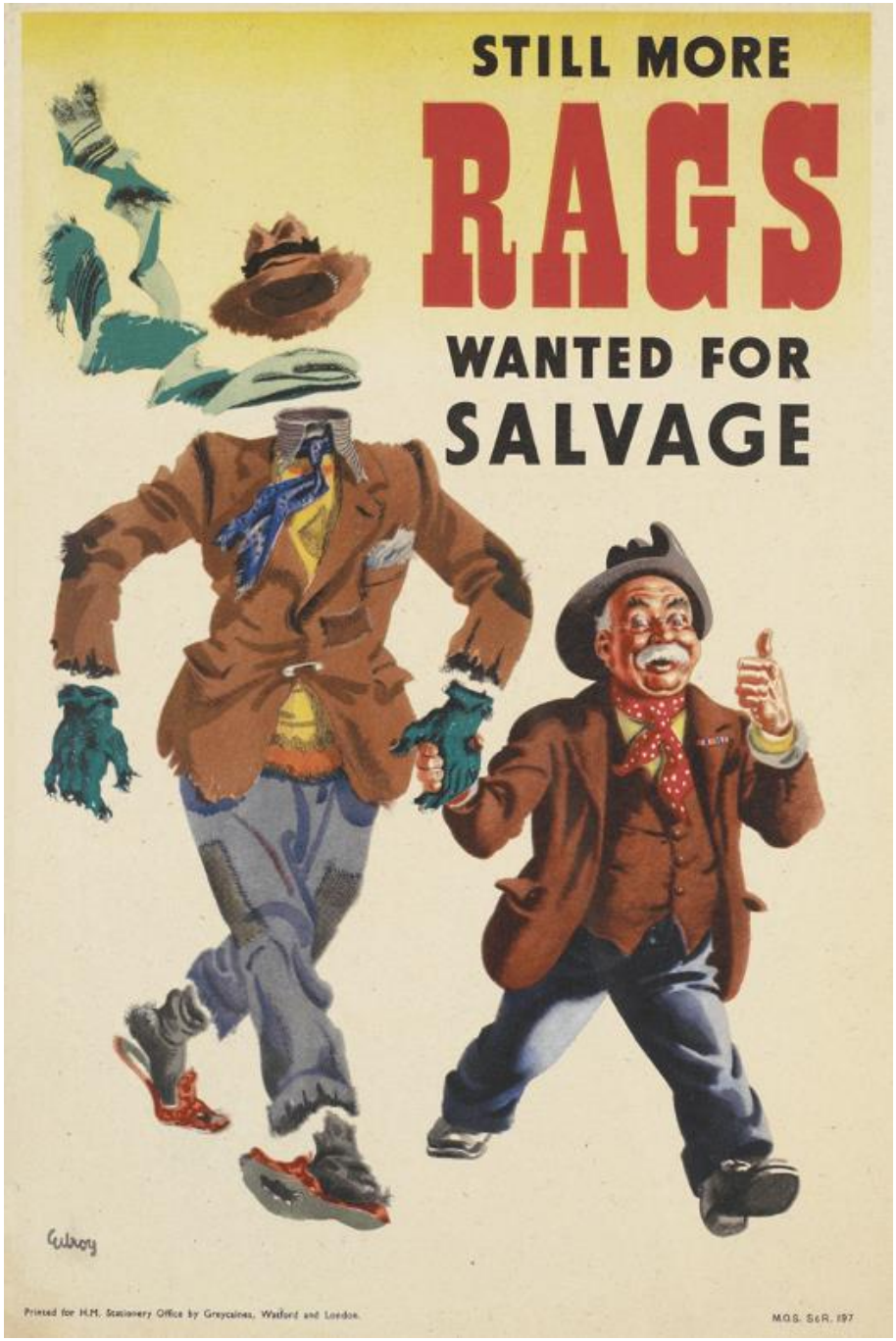


What were people encouraged to do with their clothes?

Go Through Your Wardrobe – Make-Do And Mend

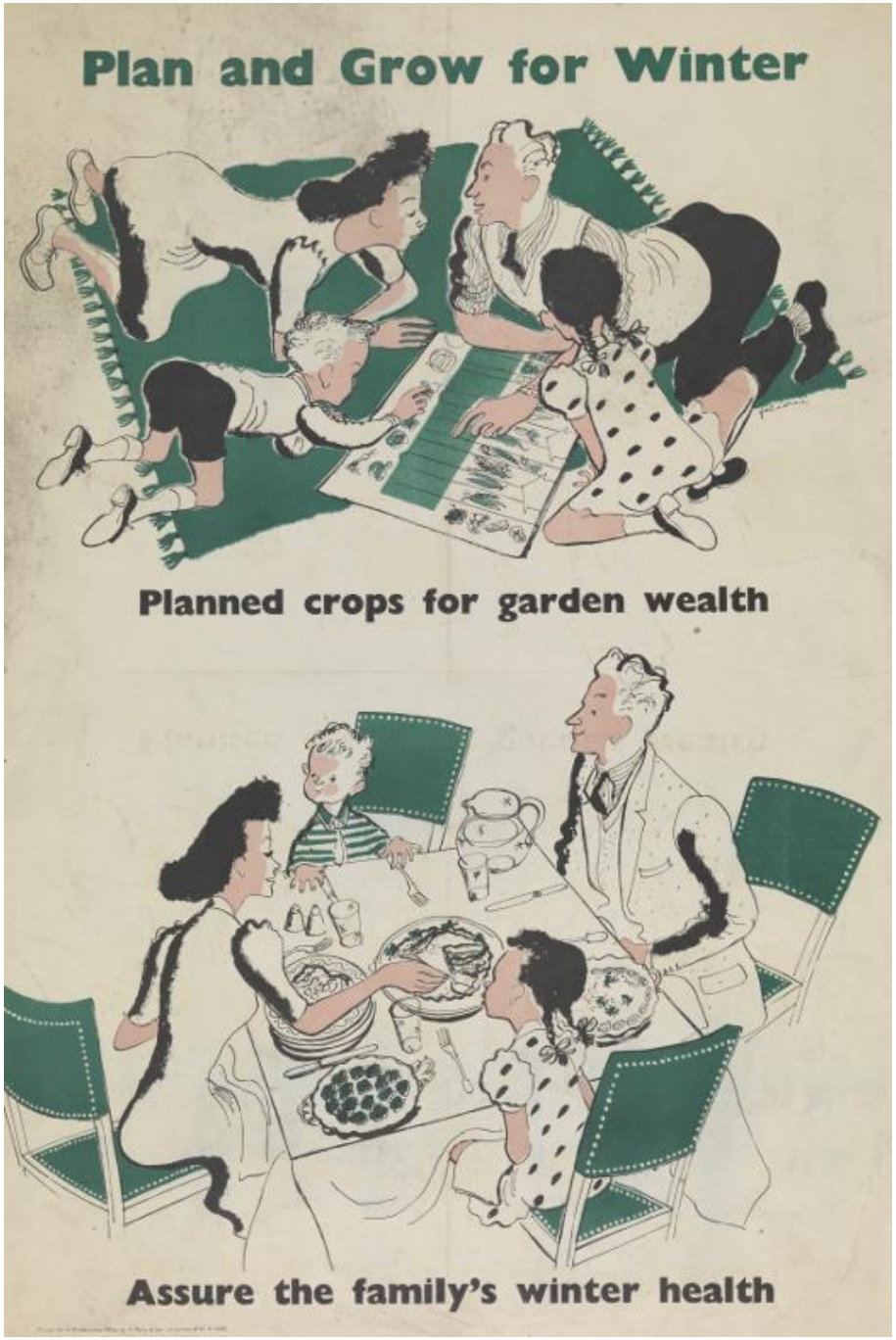
Clothes rationing was introduced by the British Government in June 1941. It was essential raw materials were not wasted as factories were utilized for the production of weapons. The Make Do and Mend campaign was launched by the Board of Trade in 1942. This poster was illustrated by Donia Nachsen to encourage people to repair their clothes and make use with clothing they already had.



What were people encouraged to do with their clothes?

Donate their rags - Still More Rags Wanted For Salvage

The artist John Gilroy has featured a dustman leading a figure made of rags for recycling. This poster was designed in 1943 to encourage people to give any fabric material to the rag collector for salvage. Rag could be used to make uniforms and blankets for soldiers.



What were people encouraged to do with their food?

Grow their own - Plan And Grow For Winter

In 1939 Britain was reliant on cheap imports of food from overseas, and only 30% of food was home-produced. The introduction of rationing by the Ministry of Food was therefore inevitable in January 1940 and families were encouraged to grow their own. By 1943 there were over 1.4 million allotments, producing over a million tons of vegetables that year.



What were people encouraged to do with their food?

Supply their own food - Grow Your Own Food

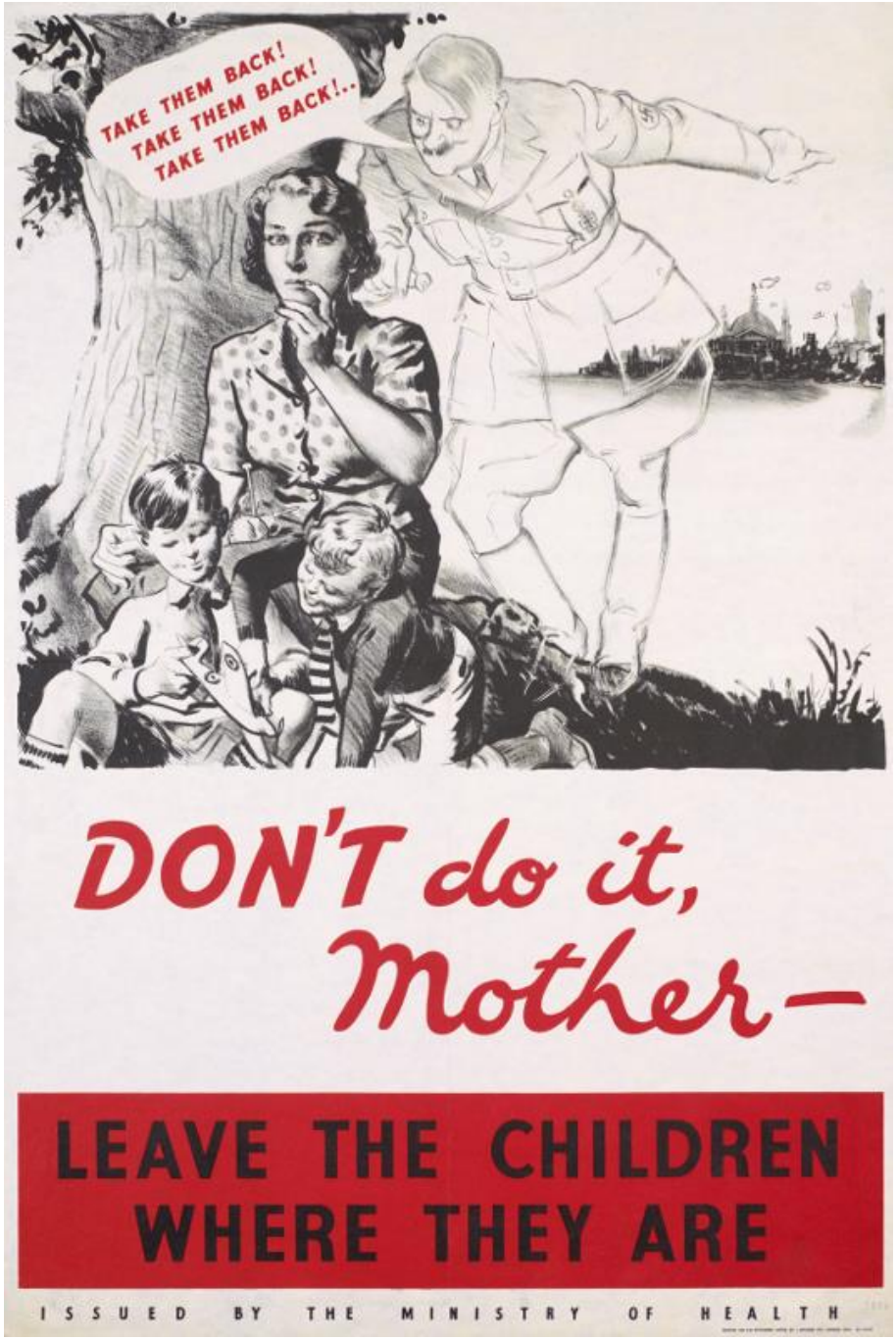
Abram Games was appointed Official War Office Poster Artist and created this effective poster to encourage people to grow their own food using all available space. The connection between the food grown in the ground and the food on your plate was one that the government was keen to emphasise, particularly for those who lived in built up areas and were not familiar with growing their own fruit and vegetables.

How were people encouraged to stay safe?



Share shelters: In A Raid – Open Your Door To Passers-By

Tom Purvis designed posters for the Ministry of Supply and for National Savings. This poster was designed to remind people to share their shelters and help others take cover when the air raid sounds. People were encouraged to stick it on the inside of a door as a handy reminder.



How were people encouraged to stay safe?

Evacuate the children: Don't Do It, Mother – Leave The Children Where They Are

In 1939, when this poster was made, heavy bombing of the urban areas of Britain was predicted. When the first wave of evacuation began on 1st September 1.5 million children were moved, most in school groups. However, as no bombing occurred during the first year, nearly half of all evacuees returned home by January 1940. This poster was used to encourage mother's to keep their children out of London as Hitler appears as a ghostly figure trying to get her to take her children back home.