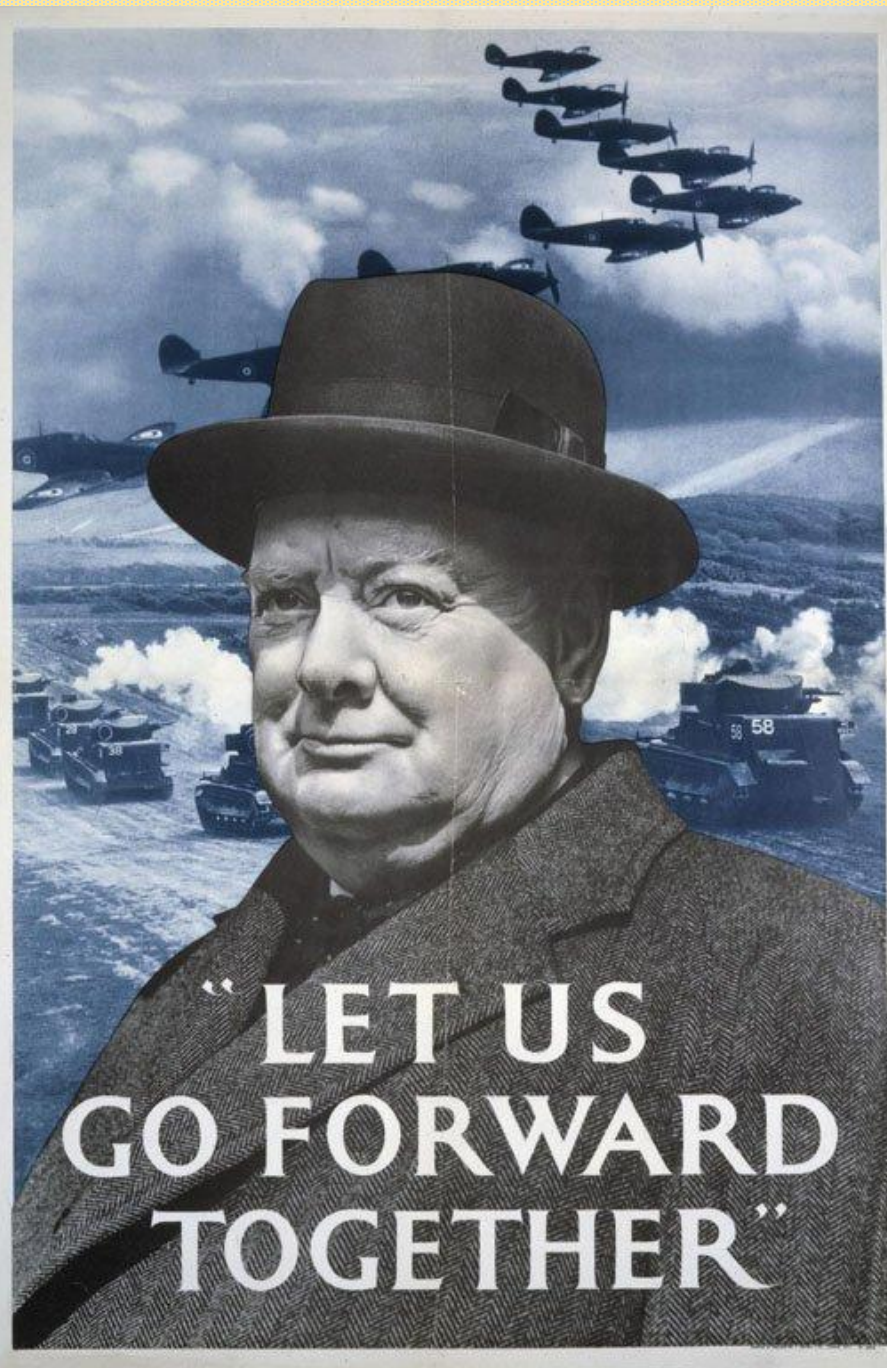
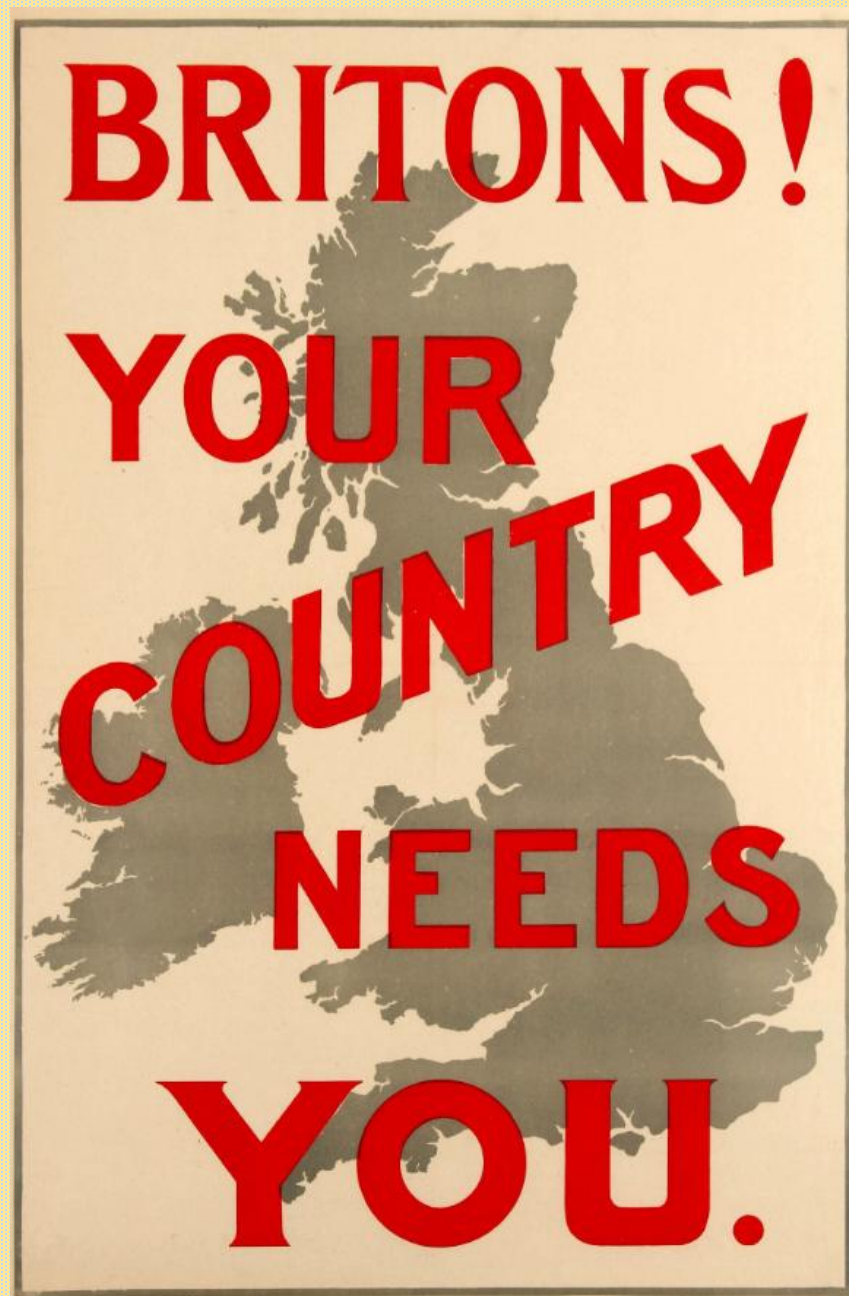


Bombs over Sheffield

*WW2: Propaganda and
Information Posters*



“LET US
GO FORWARD
TOGETHER”



BRITISH!



AND PROUD OF IT

*'Make every job a
standard for others to follow!'*

Bill Jones.

BRITAIN'S EUROPEAN ALLIES ATTACK IN BRITISH AIRCRAFT







YOU can help
to build me a gun

YOU CAN LEARN QUICKLY AND YOU WILL BE
WORKING TO WIN

ASK AT ANY EMPLOYMENT EXCHANGE FOR ADVICE
AND FULL DETAILS. A JOB IS WAITING FOR YOU

U.S.G. © 1945 BY THE BUREAU OF LABOR AND NATIONAL SERVICE

PRINTED FOR THE DISTRICT OFFICE BY JAMES CO. LONDON, N.Y. 10-142

***EVERY RIVET
A BULLET***



SPEED THE SHIPS

G.  R.

**YOUR KING
AND
COUNTRY
NEED YOU
ENLIST NOW**

WOMEN'S • ROYAL • NAVAL • SERVICE



join the
Wrens

AND • FREE • A • MAN • FOR • THE • FLEET

APPLY TO DIRECTOR W.R.N.S. ADMIRALTY S.W.I.
OR THE NEAREST EMPLOYMENT EXCHANGE

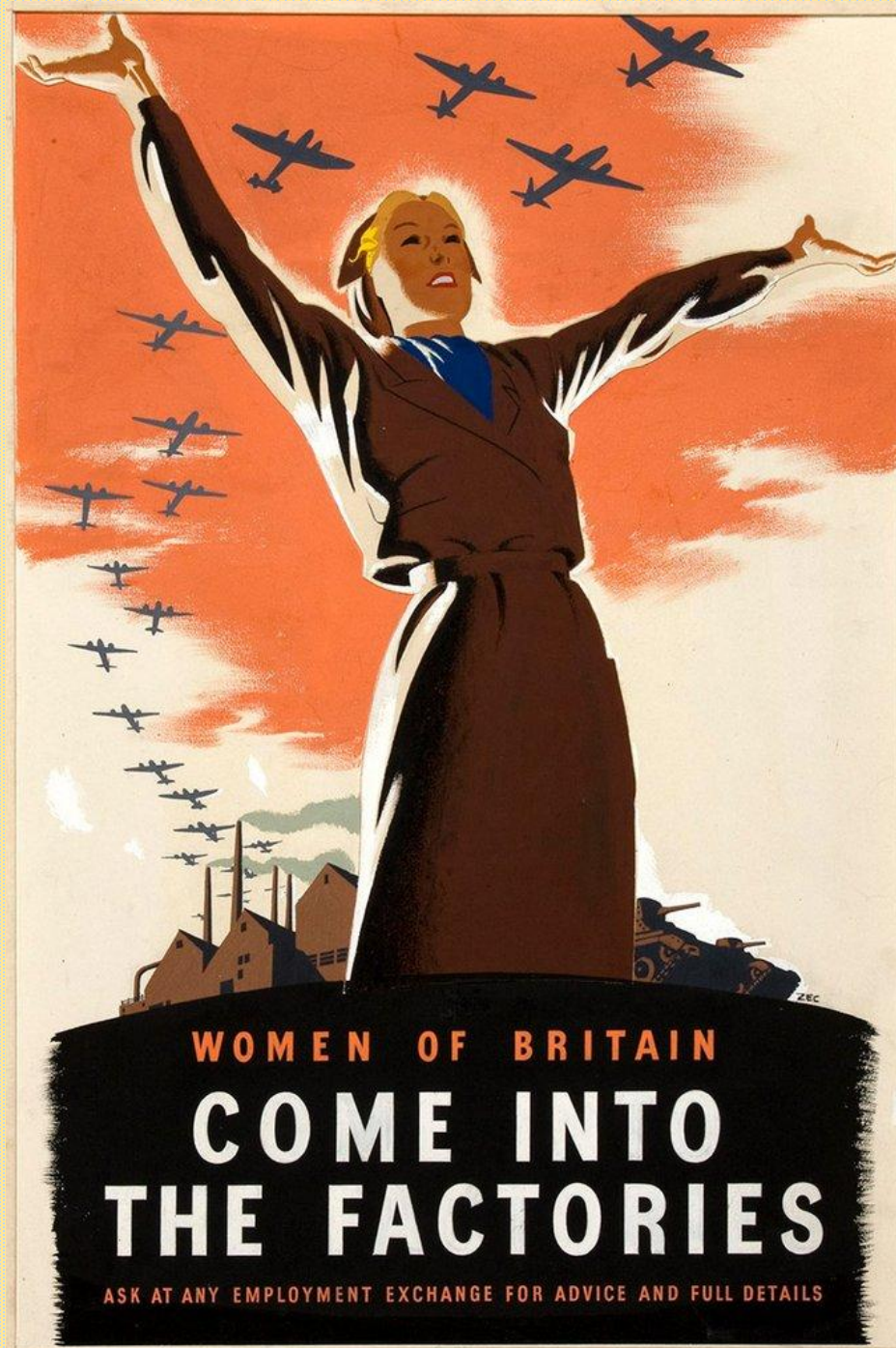
They can't
get on
without us



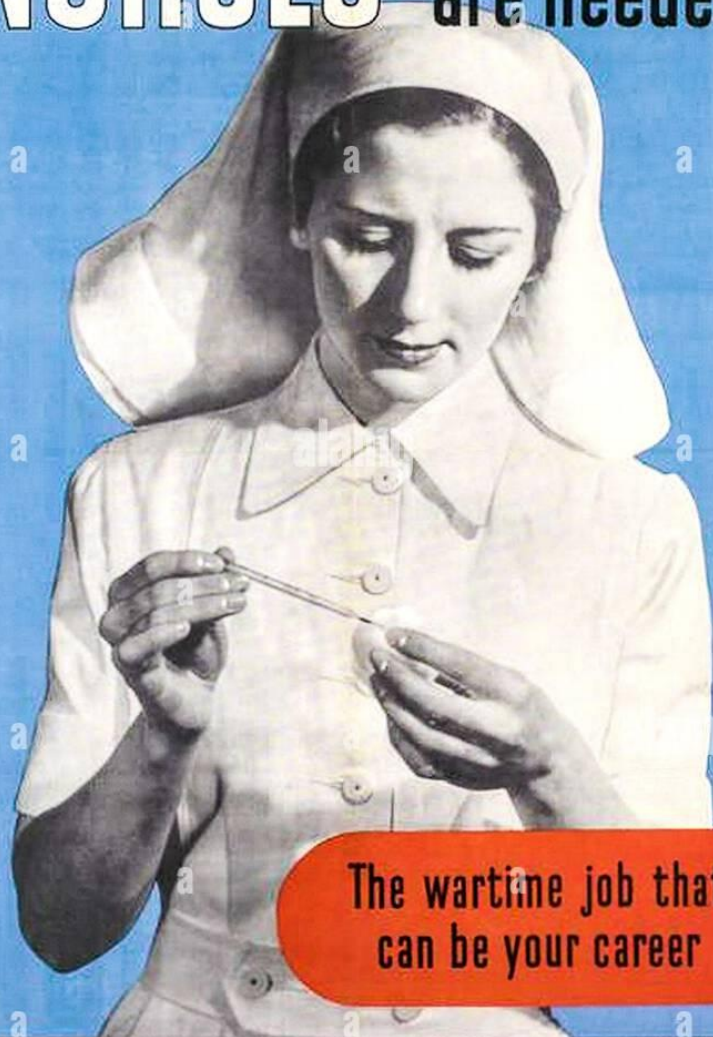
JOIN ME
IN THE **NEW** **ATS** **TERRITORIAL**

A VITAL BRANCH OF BRITAIN'S TERRITORIAL ARMY
9 DIVISIONS - WITH MODERN EQUIPMENT





NURSES & Midwives are needed



The wartime job that
can be your career

ENQUIRE AT THE NEAREST APPOINTMENTS OFFICE OF THE MINISTRY OF
LABOUR & NATIONAL SERVICE OR WRITE TO: 24 KINGSWAY, LONDON, W.C.2

PHOTO BY G. B. BARNES FOR THE LANCET. THE LANCET, 1941.

For a healthy, happy job



Join the
**WOMEN'S
LAND
ARMY**

APPLY TO NEAREST W.L.A. COUNTY OFFICE OR TO W.L.A. HEADQUARTERS 6 CHESHAM STREET LONDON

Approved by the Ministry of Agriculture and the Ministry of Labour and National Service

*'We could do with thousands
more like you...'*



**JOIN THE
WOMEN'S LAND
ARMY**

Apply to NEAREST W-L-A COUNTY OFFICE or to W-L-A HEADQUARTERS 6, CHESHAM STREET, LONDON S.W.1

Issued by the Ministry of Labour and National Service in conjunction with the Ministry of Agriculture.

Come and help with the
VICTORY HARVEST



You are needed in the fields !

APPLY TO NEAREST EMPLOYMENT EXCHANGE FOR LEAFLET & ENROLMENT FORM
OR WRITE DIRECT TO THE DEPARTMENT OF AGRICULTURE FOR SCOTLAND
15 GROSVENOR STREET, EDINBURGH.

Air Raid Wardens **WANTED**



**AND THEY ARE WANTED
NOW**

GET INTO TOUCH WITH YOUR LOCAL COUNCIL

C.W. BACON '32

PRINTED FOR H.M. STATIONERY OFFICE BY J. & C. CO. LTD., LONDON. (21.10.45)

A.A.P. 24

PUBLIC WARNING

The public are advised to familiarise themselves with the appearance of British and German Aeroplanes so that they may not be alarmed by British aircraft and may take shelter if German aircraft appear. **Should hostile aircraft be seen, take shelter immediately** in the nearest available shelter. Remain there until the aircraft have left the vicinity: do not stand about in crowds and do not touch unexploded bombs.

In the event of **HOSTILE** aircraft being seen in country districts the nearest Naval, Military or Police authorities should, if possible, be advised immediately by telephone of the **time of appearance, the direction of flight and number of aircraft.**

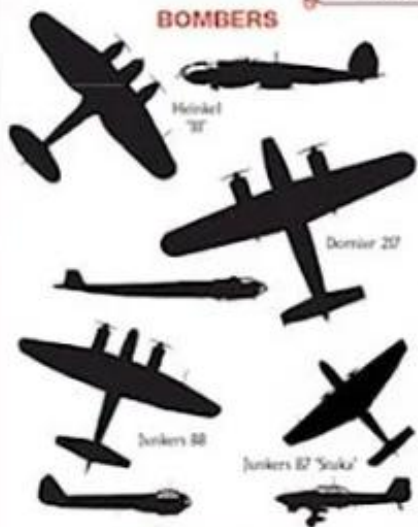
GERMAN

FIGHTERS



Note specially the shape of the wing
type and position of engines.

BOMBERS



BRITISH

FIGHTERS



BOMBERS



WESTAIRC

During World War II, Britain warned all men and women to help with the war. Like the armed services, the people at home were asked to do their bit to help the war effort. The government used information propaganda posters, radio, film and radio-visuals to get its message over to the public. Posters were put up in shops and along streets, inside buildings, public houses and village halls.



**YOU CAN'T BE CERTAIN
-YOU CAN BE READY**



**JOIN YOUR LOCAL
SPECIAL CONSTABULARY**

ASK AT ANY POLICE STATION

ISSUED BY H.M. GOVERNMENT

CIVIL DEFENCE

WOMEN WANTED FOR EVACUATION SERVICE



OFFER YOUR SERVICES
TO YOUR LOCAL COUNCIL



LEAVE THIS TO US
SONNY—YOU OUGHT
TO BE OUT OF LONDON

MINISTRY OF HEALTH EVACUATION SCHEME

She's in the Ranks too !



**CARING FOR EVACUEES
IS A NATIONAL SERVICE**

ISSUED BY THE MINISTRY OF HEALTH

First Aid Section



You'd want
to help—
but
could you?

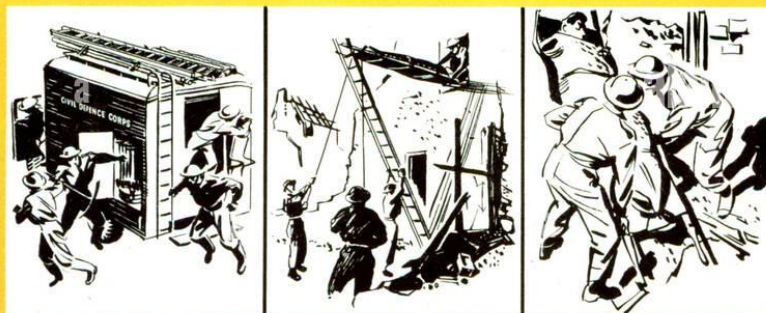
Join today's Civil Defence

Ask at your local council offices



**This
is a
man's
job**

**JOIN THE
Rescue Section**



CIVIL DEFENCE CORPS
Ask at your Council Offices

ISSUED BY H.M. GOVERNMENT

CIVIL DEFENCE

WOMEN WANTED AS AMBULANCE DRIVERS



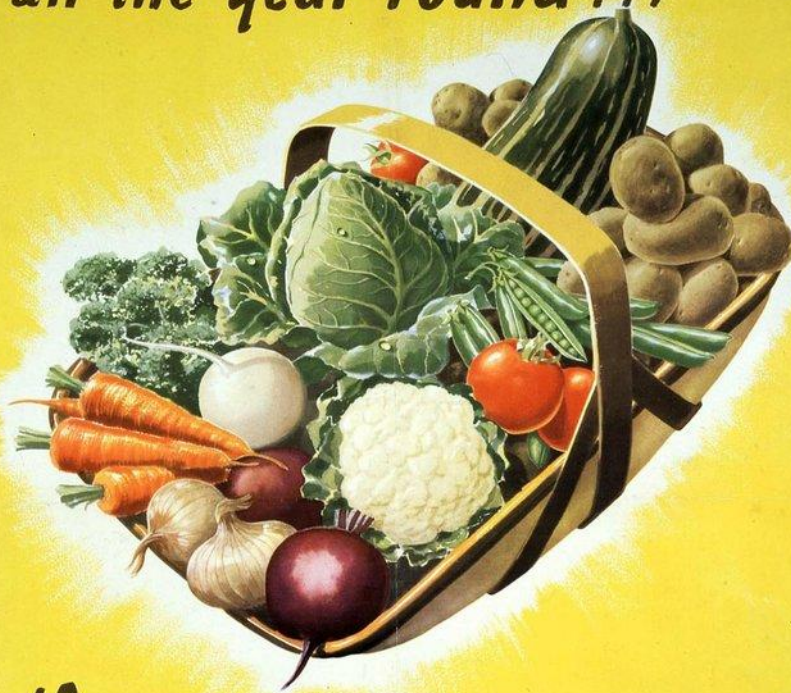
OFFER YOUR SERVICES TO YOUR LOCAL COUNCIL
OR ANY BRANCH OF WOMENS VOLUNTARY SERVICES

N A T I O N A L S E R V I C E

DIG FOR VICTORY



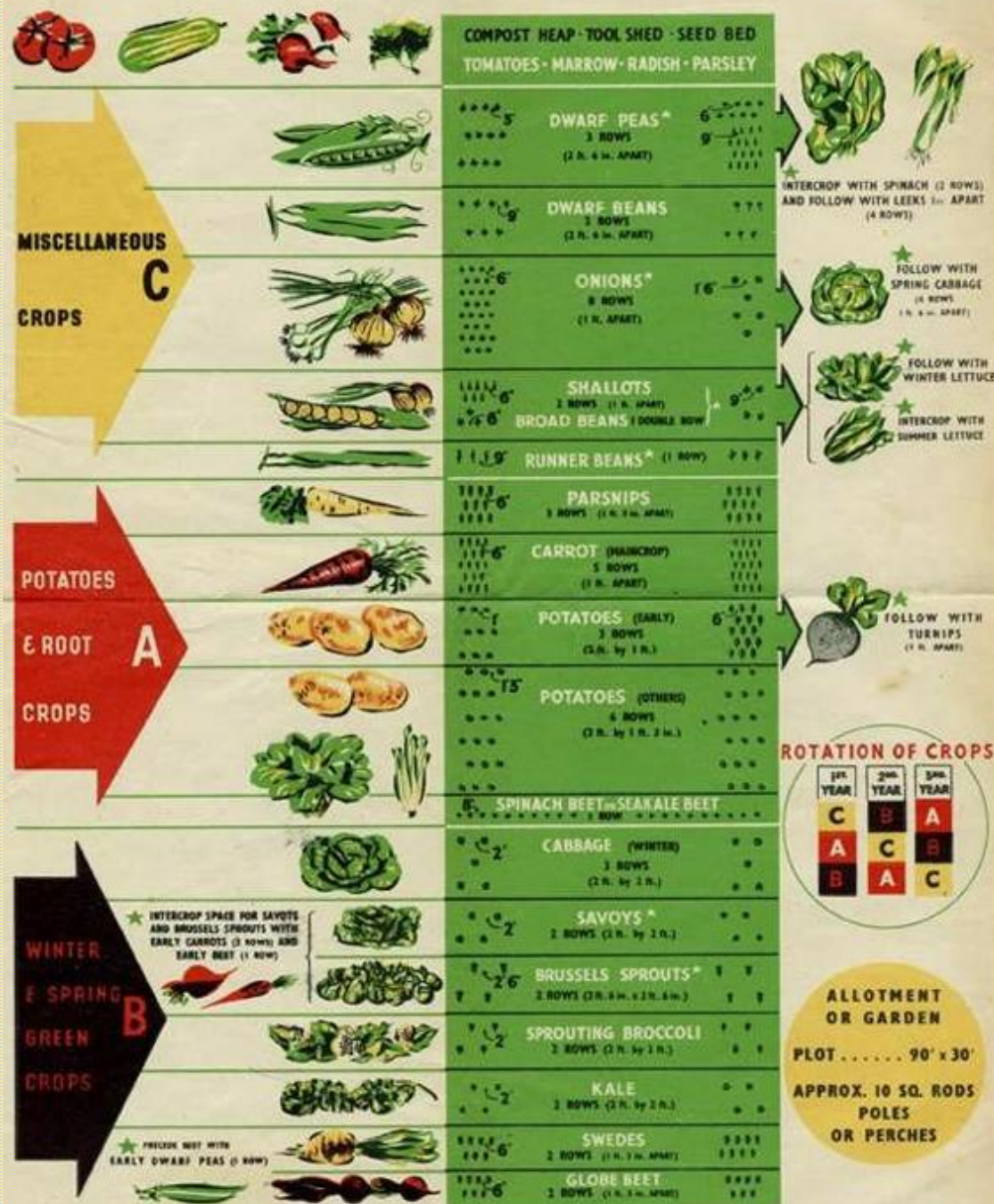
*Your own vegetables
all the year round...*



if you

**DIG FOR
VICTORY NOW**

THIS PLAN WILL GIVE YOU YOUR OWN VEGETABLES ALL THE YEAR ROUND



THE COLORADO BEETLE.



Greatly enlarged.



Beetle
Life size.



Damaged foliage,
showing eggs.



Grub
Life size.

A DANGEROUS FOREIGN POTATO PEST.

WATCH YOUR POTATO PLANTS.

If you find Striped Beetles about $\frac{1}{2}$ inch long, or red Grubs, eating the Potato Foliage, send specimens to the Ministry of Agriculture, 10, Whitehall Place, London, S.W.1.

TURN THAT GAS
DOWN



THE DAUGHTER WHO HEAPED ON THE *COAL*



SAVE FUEL
TO MAKE MUNITIONS
FOR BATTLE



ISSUED BY THE MINISTRY OF FUEL AND POWER

1,000 Bomber Raid!



**It takes 50,000 tons of coal
to make the bombs alone!**

DON'T WASTE COAL

COKE · GAS · ELECTRICITY · WATER ALL MEAN COAL

WHILE WE WASTE **BREAD...**



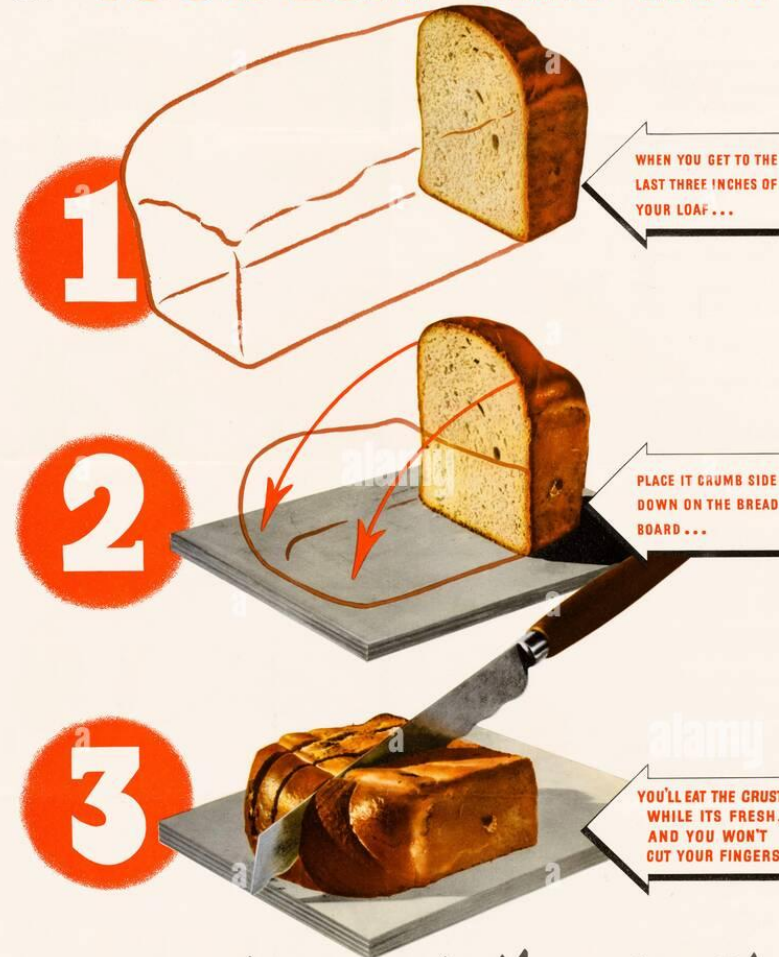
WE TAKE A SLICE OFF BRITAIN'S LOAF



DON'T WASTE **BREAD**



CUT the last three inches of **YOUR LOAF THIS WAY**



*...and so eat the crust
while it's fresh*



*“Homemade
bread wins
the war”*

BETTER POT-LUCK



with
Churchill
today

THAN HUMBLE PIE



under
Hitler
tomorrow

DON'T WASTE FOOD!

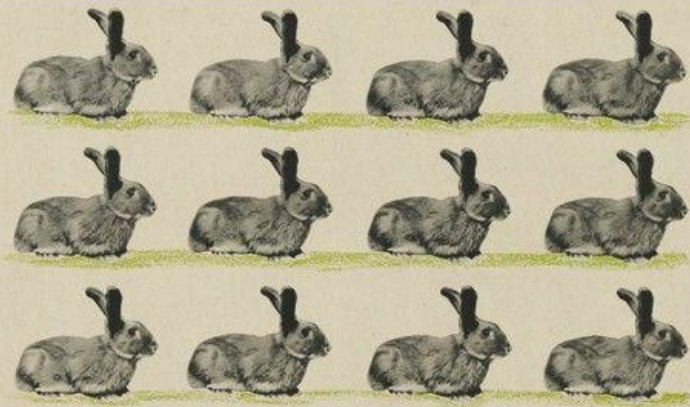


KEEP IT DRY, FREE FROM GLASS, METAL, BONES, PAPER, ETC.
IT ALSO FEEDS PIGSYOUR COUNCIL WILL COLLECT.



One Rabbit

has at least 12 young in a year = 45 lbs of meat



-and it's off the ration

SUGGESTIONS *for* BREAKFAST



A GOOD BREAKFAST EVERY DAY IS THE FIRST RULE IN
THE BOOK OF HEALTH

Get up early enough to enjoy breakfast without hurry. A cup of tea and a morsel of toast gulped down with one eye on the clock is no use to anyone. Breakfast is an important meal for all of us, but especially important for growing school children and young factory workers.





My Goodness — My GUINNESS

Go through your wardrobe



MAKE DO AND MEND

KEEPING FAMILY AND HOME AFLOAT
ON WAR RATIONS



REPRODUCTIONS OF OFFICIAL SECOND
WORLD WAR INSTRUCTION LEAFLETS

FOREWORD BY JILL NORMAN



You never know who's on the wires!

**BE CAREFUL
WHAT YOU SAY**



**The more you
keep information
under your hat**



**-the safer he'll be
under his!**

CARELESS TALK COSTS LIVES

REEVES



CARELESS TALK

COSTS LIVES



**Keep mum
she's not so dumb!**

CARELESS TALK COSTS LIVES



**"THIS TIME
WE ARE ALL
IN THE
FRONT LINE"**

H.M THE KING

Buy **WAR SAVINGS**
CERTIFICATES *Regularly!*



BACK THE GREAT ATTACK
with WAR SAVINGS



TOGETHER