



Campaigns and Posters



The war meant that things were limited, so posters were created to encourage the public not to waste products or consume things unnecessarily and to recycle. They were also used to encourage people to grow their own fruit and vegetables in gardens or allotments.

What was recycled during the war?

Tins and metal – for aircraft tanks and weapons

Boiled bones – to make glue for aircraft and glycerine for explosives

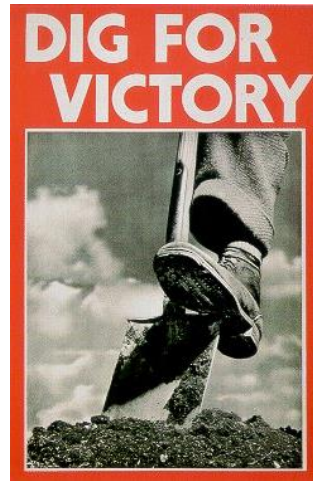
Kitchen waste – for feeding pigs, goats and chickens

Rubber – for tyres.

Dig for Victory campaign

Dig for victory was a campaign created in response to the wartime problem of food shortages. Throughout history, several wars have been lost due to lack of food. Before the Second World War, Britain imported around 55 million tons of food (3/4 of the country's food). The food was imported by ships, but during the war, these ships were attacked by enemy submarines and warships, and cargo ships were used to import war materials rather than food. This all resulted in food shortages and the beginning of rationing.

In October 1939 the government launched their “Dig for Victory” campaign. People were urged to use gardens and any spare piece of land, such as parks, golf clubs or tennis courts, to grow their own vegetables. Campaign posters encouraged the public. Posters were colourful, eye-catching and had very little text, but they were powerful tools!



Dig for Victory was a very successful campaign. From 815,000 allotments in 1939, the number rose to 1,400,000 by 1943!

Make do and Mend

Make do and mend was another campaign launched by the government. Clothes were also being rationed and material was in short supply, so posters were made to ask people to “make do and mend”. This meant that people should make their clothes last as long as possible and fix them as best they could, rather than buying new ones. When people’s clothes wore out, they were asked to recycle them and make them into something else! Have a think, what would you make your clothes into?



Visit <http://www.primaryhomeworkhelp.co.uk/war/campaigns.htm> to research some other important campaigns and posters that were used during World War Two.