

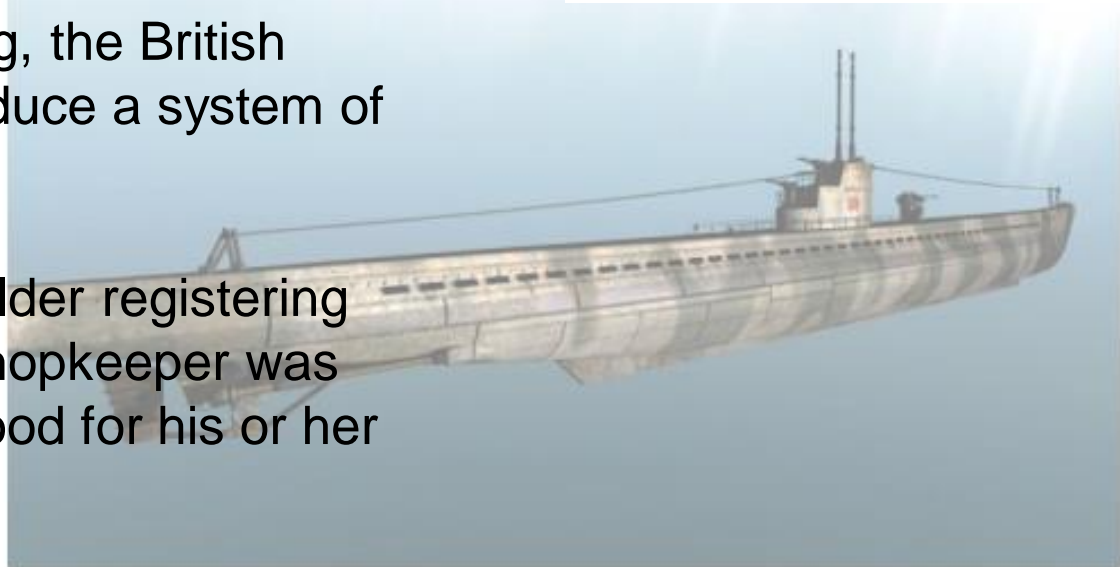
LO: To learn about rationing in World War II

Before the [Second World War](#) started [Britain](#) imported about 55 million tons of food a year from other countries.

Understandably, the [German](#) government did what they could to disrupt this trade. One of the main methods used by the Germans was to get their battleships and submarines to hunt down and sink British merchant vessels.

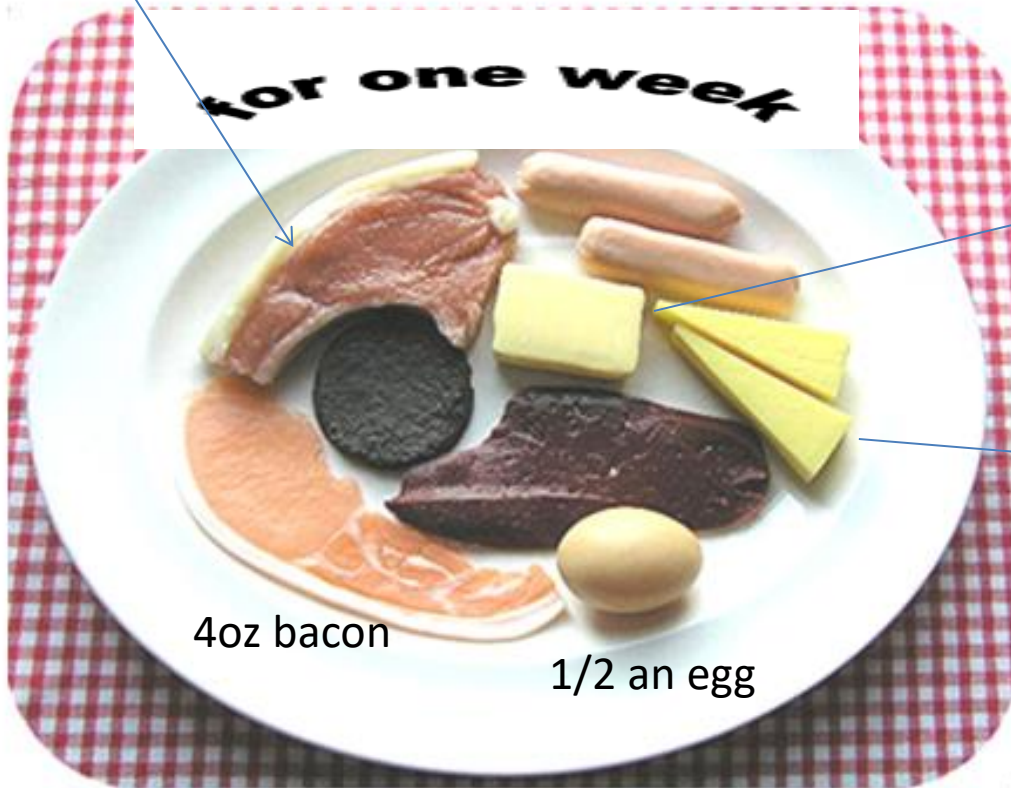
With imports of food declining, the British government decided to introduce a system of [rationing](#).

This involved every householder registering with their local shops. The shopkeeper was then provided with enough food for his or her registered customers.



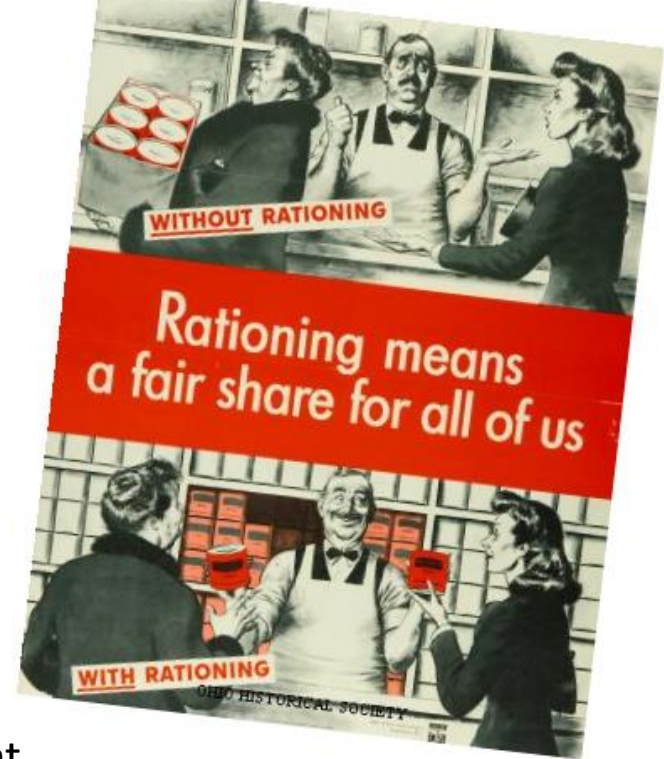
Rations

One shilling's worth of meat = 5p



8oz fat
including
2oz butter

3oz cheese



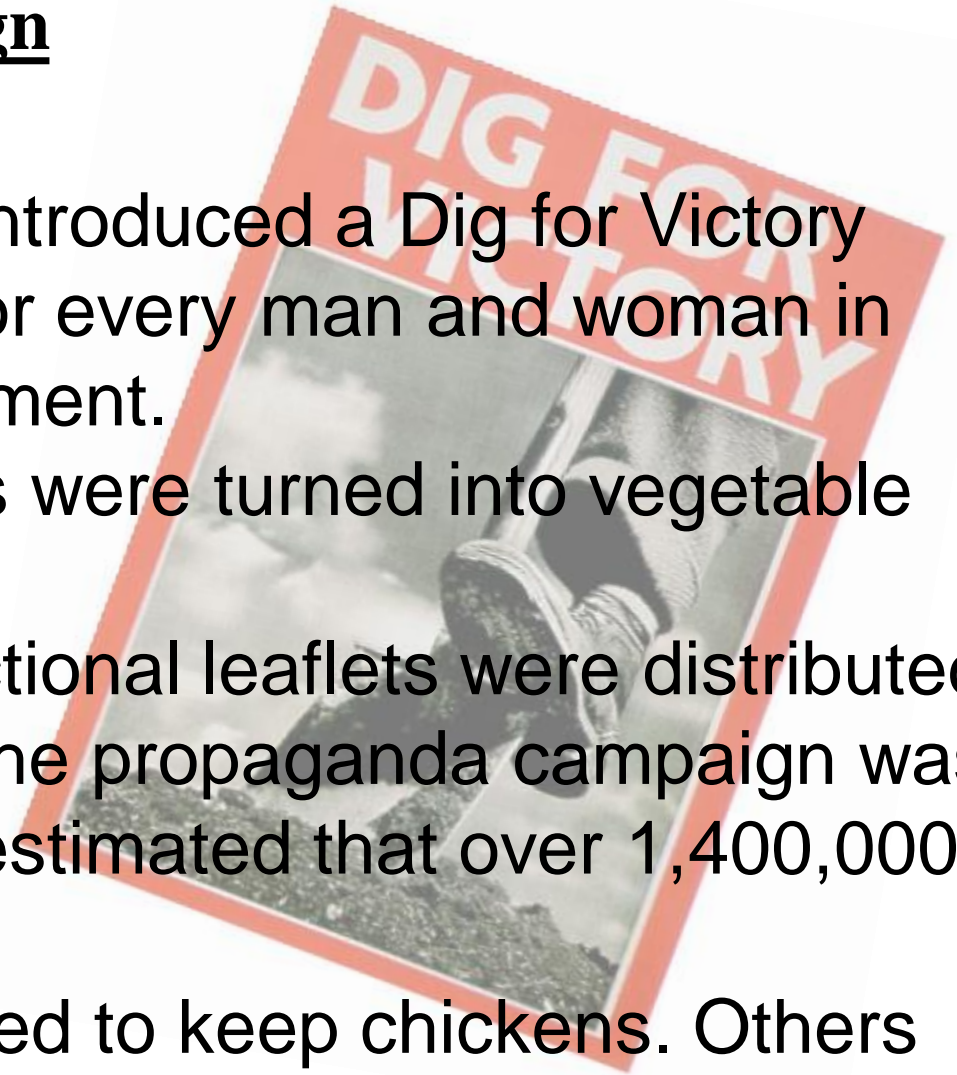
Dig for Victory campaign

The government also introduced a Dig for Victory campaign that called for every man and woman in Britain to keep an allotment.

Lawns and flower-beds were turned into vegetable gardens.

Over ten million instructional leaflets were distributed to the British people. The propaganda campaign was successful and it was estimated that over 1,400,000 people had allotments.

People were encouraged to keep chickens. Others kept rabbits and goats. Pigs were especially popular as they could be fed on kitchen waste.





WOMEN! Farmers can't grow all your vegetables

You must grow your own. Farmers are growing more of the other essential crops—potatoes, corn for your bread, and food for the cows. It's up to *you* to provide the vegetables that are vital to your children's health—especially in winter. Grow all you can. If you don't, they may go short. Turn your garden over to vegetables. Get the older children to help you. If you haven't a garden ask your local council for an allotment. **DO IT NOW.**

DIG *for Victory*

DIG FOR VICTORY

For their sake-
GROW YOUR OWN VEGETABLES

DIG FOR

VICTORY

**SAVE
KITCHEN WASTE
TO FEED THE
PIGS!**



**KEEP IT DRY. FREE
FROM GLASS, METAL,
BONES, PAPER ETC.**



**IT ALSO FEEDS
POULTRY ... Your
Council will collect**

BETTER POT-LUCK



**with
Churchill
today**

THAN HUMBLE PIE

**under
Hitler
tomorrow**



DON'T WASTE FOOD!

Rationing of clothes

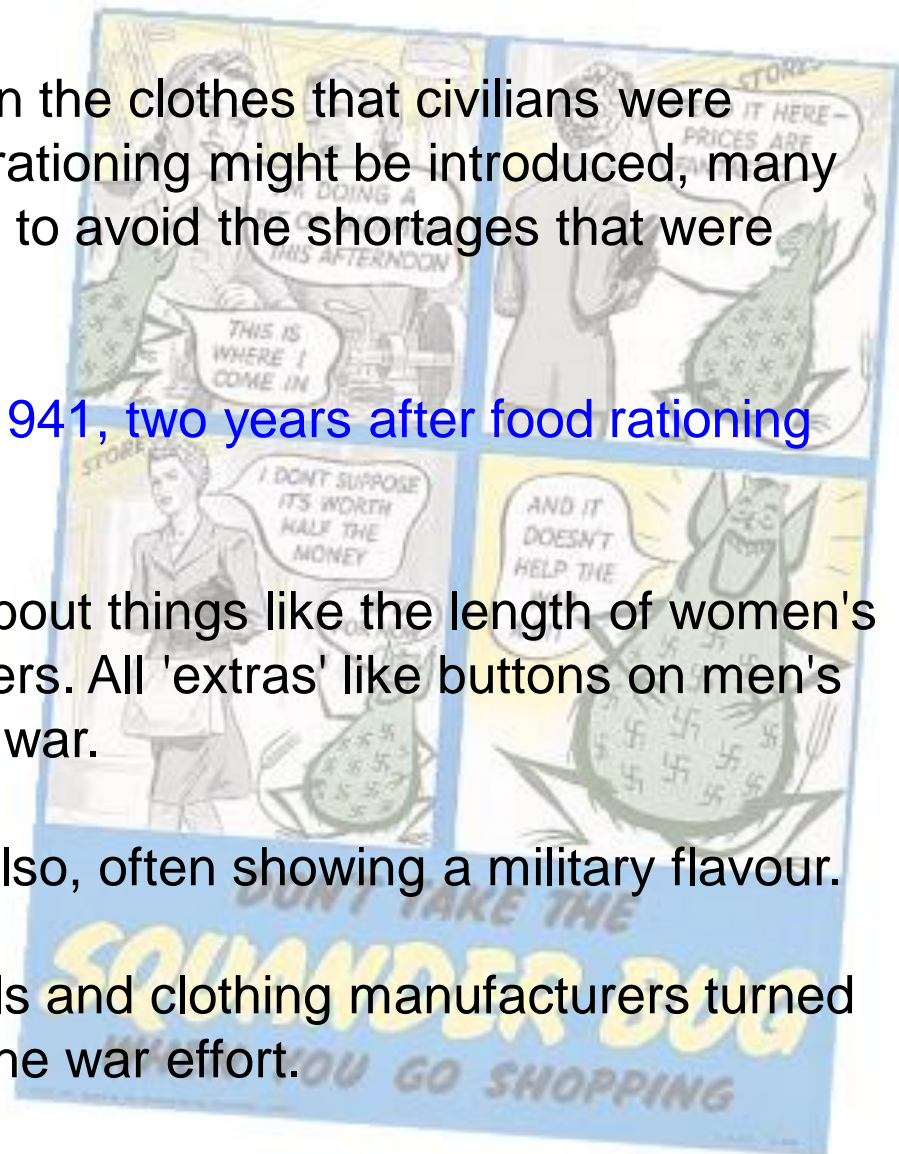
Until 1941, the war had little impact on the clothes that civilians were wearing. When it was rumoured that rationing might be introduced, many women went on a panic buying spree to avoid the shortages that were sure to come.

Clothing rationing began on June 1, 1941, two years after food rationing started.

Rationing brought strict regulations about things like the length of women's dresses and the width of men's trousers. All 'extras' like buttons on men's jacket sleeves were a casualty of the war.

Styles were influenced by the times also, often showing a military flavour.

Many fabrics were unavailable as mills and clothing manufacturers turned their production over to products for the war effort.



STORE

I'M DOING A BIT OF SHOPPING THIS AFTERNOON

THIS IS WHERE I COME IN

STORE

SPEND IT HERE - PRICES ARE FANTASTIC

I DON'T SUPPOSE IT'S WORTH HALF THE MONEY

TA-TA FOR NOW

AND IT DOESN'T HELP THE WAR A BIT

DON'T TAKE THE SQUANDER BUG WHEN YOU GO SHOPPING

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Clothes rationing was introduced in 1941. Adults were rationed to a fixed number of clothing coupons per year, each item of clothing having a coupon value, plus the price fixed by law.

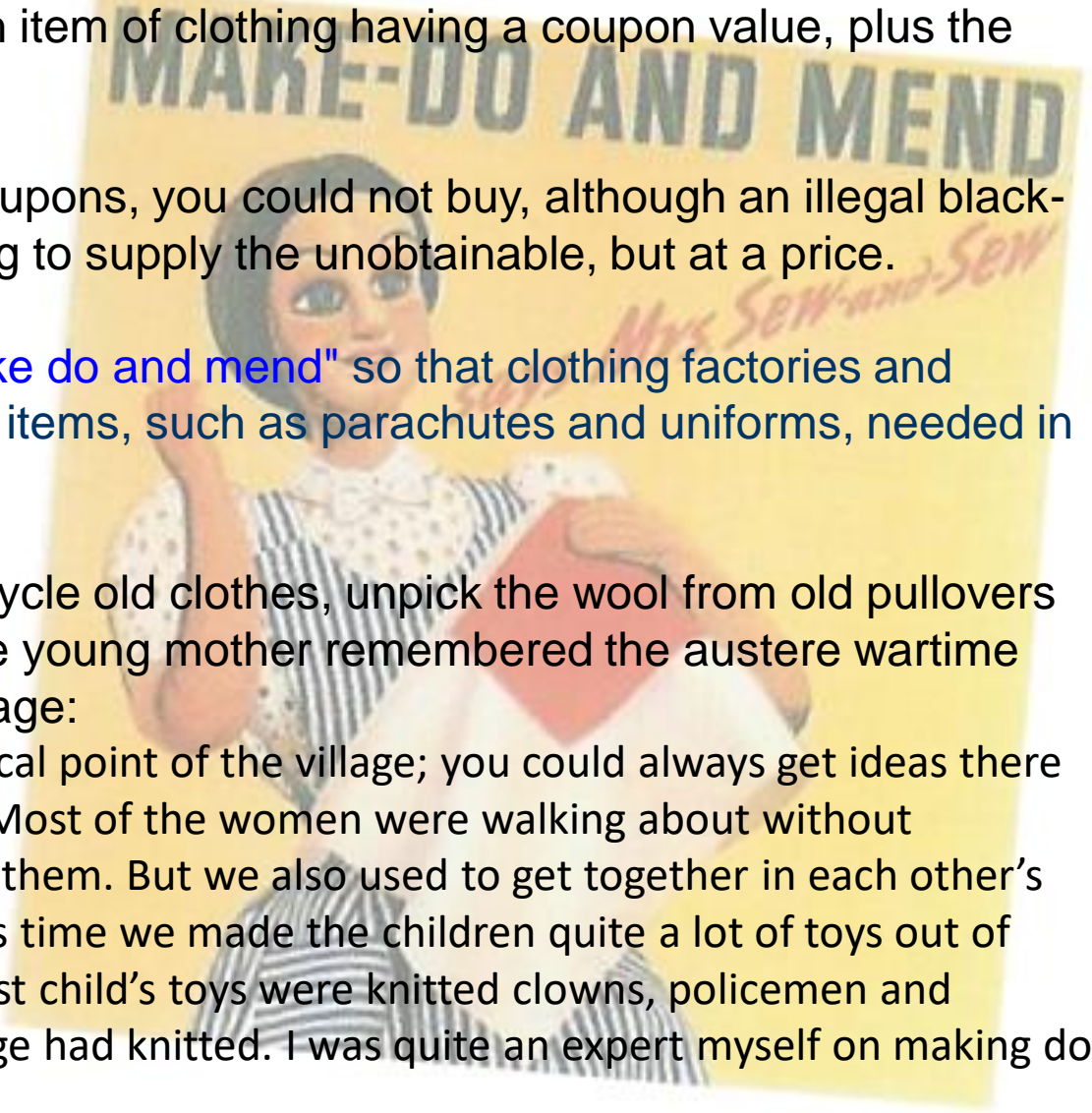
If you had the money, but no coupons, you could not buy, although an illegal black-market grew up of traders willing to supply the unobtainable, but at a price.

People were also urged to "Make do and mend" so that clothing factories and workers could be used to make items, such as parachutes and uniforms, needed in the battle against Germany.

People were encouraged to recycle old clothes, unpick the wool from old pullovers to darn socks, for example. One young mother remembered the austere wartime atmosphere of her Wiltshire village:

'The Women's Institute was the focal point of the village; you could always get ideas there about what to make out of what. Most of the women were walking about without stockings on, you just couldn't get them. But we also used to get together in each other's houses. I remember one Christmas time we made the children quite a lot of toys out of knitting wool - most of my youngest child's toys were knitted clowns, policemen and soldiers that the ladies of the village had knitted. I was quite an expert myself on making do and mend.

People used to bring things to me from the village and say, 'What can we do with this?' - an old coat, perhaps, from which you could make a lumbar jacket for a boy or a skirt for a girl...



Each person was given 66 coupons to last them a year.

Later it was reduced to 48 coupons.

Children were allocated an extra 10 clothing coupons above the standard ration to allow for growing out of clothes during a



Children's clothing was made from old items that had been cut down and restyled and women even made their own underwear. Wide legged underpants called 'scanties' could be made from discarded flour bags that had been unpicked and boiled clean.

Buttons and hooks made do when elastic became hard to get.

Silk stockings were in short supply during the war. It was considered rude for women to go around bare legged but the government had forbidden employers to make women wear stockings. Women working in factories could overcome the problem by wearing trousers but nurses found it hard to get around a demanding matron. Many a nurse walked to work in order to save enough money to buy stockings rather than deal with the wrath of the matron. Where employers were not so concerned about dress etiquette, like at the Grocery Store or the Picture Theatre, girls painted their legs with makeup and drew a line down the back to look like a seam. This was fine until it rained!



Rationing means a fair share for all of us

