

**BETTER POT-LUCK**



with  
Churchill  
today

**THAN HUMBLE PIE**

under  
Hitler  
tomorrow

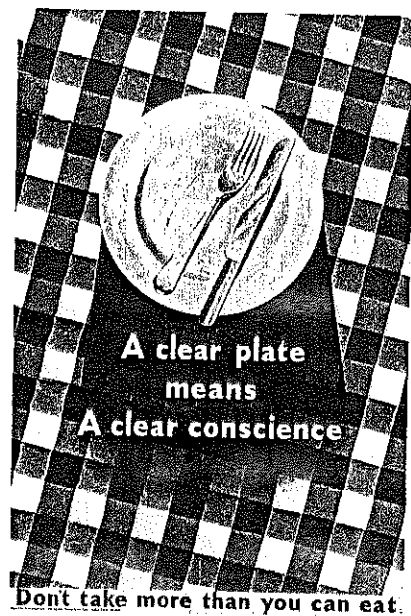


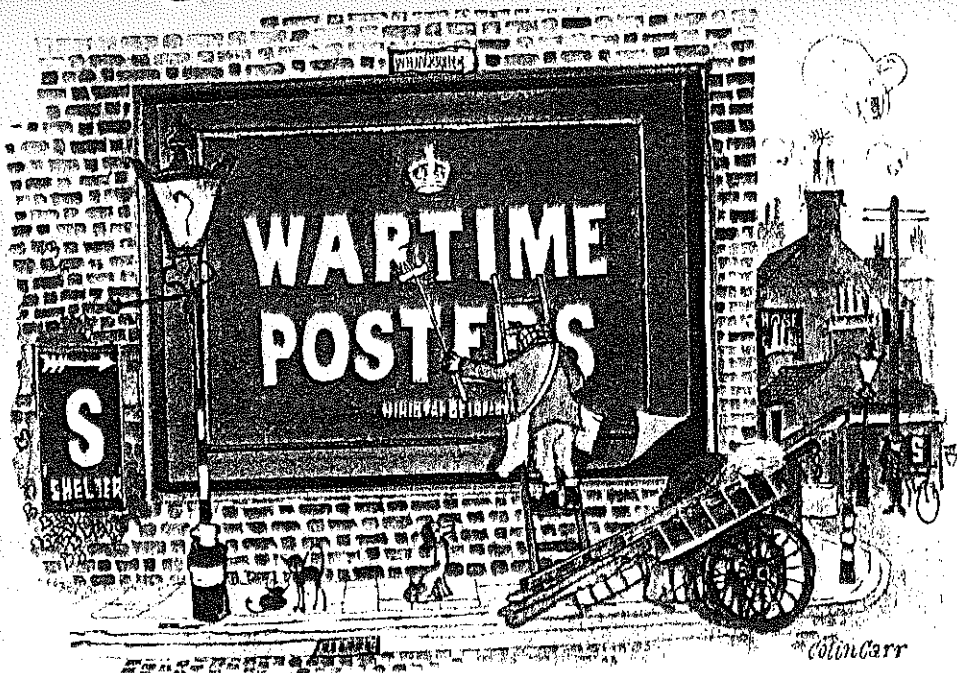
**DON'T WASTE FOOD!**

**DIG FOR  
VICTORY**

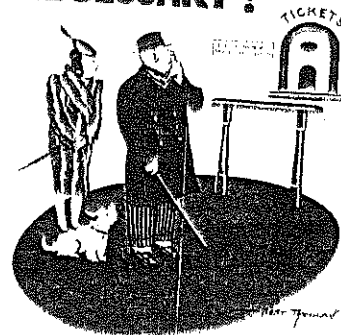


*Victory Garden*





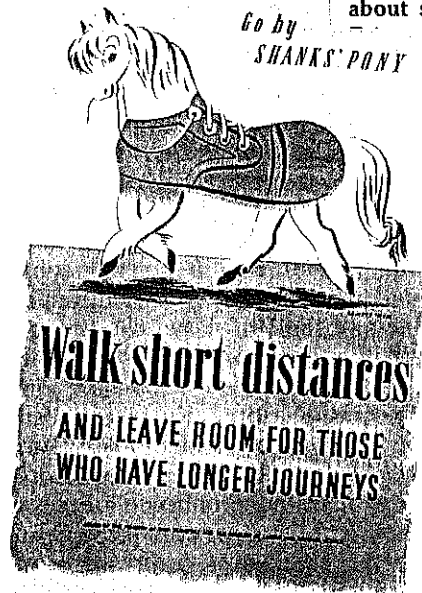
IS YOUR  
JOURNEY  
REALLY  
NECESSARY?



RAILWAY EXECUTIVE COMMITTEE

As men were drafted into the Services, so the posters appealed for women to fill the gap and help with the war effort. Publicity swelled recruitment for the Land Army in particular and helped spare more men for active service.

On the domestic front there was advice about saving water, food, fuel and heating.



Remember?  
Over  
50  
Years  
ago!