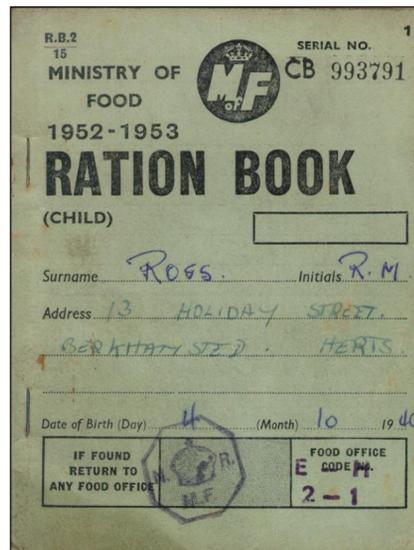


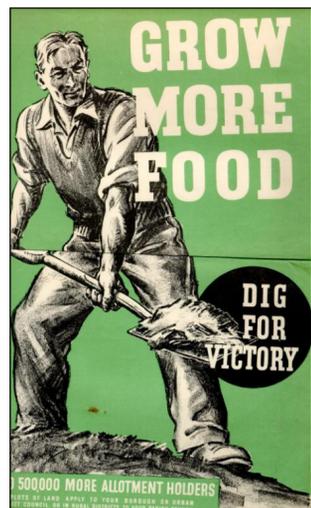
Rationing

To ensure that everyone had an equal supply of basic essentials, a system of rationing was introduced. Ration books were distributed, which contained coupons to be exchanged for foodstuffs. The amount of each rationed food was expressed by weight, for example 4oz of butter.

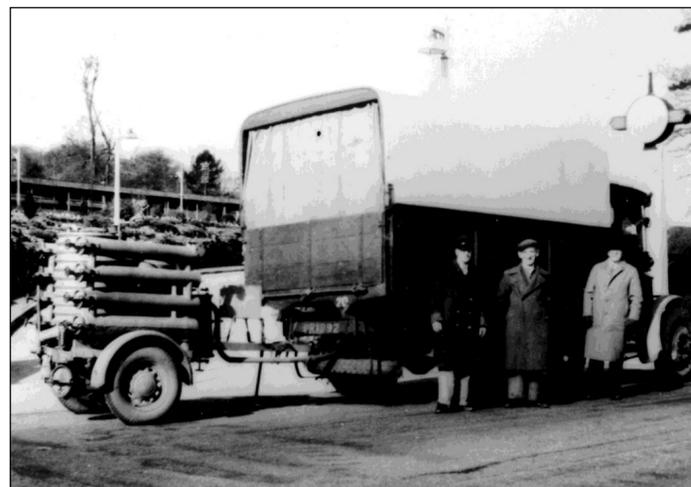
Only meat was expressed in terms of money, which allowed a certain degree of flexibility, as a larger amount of a cheaper cut or a smaller amount of a more expensive cut could be exchanged for the coupon. Government campaigns such as 'Dig for Victory' ensured a supply of vegetables, which people could grow in their gardens. Food rationing continued long after the war, as this ration book from 1952-1953 displays. Meat was the last product to be rationed; rationing finally ended in 1954. (DACHT : BK 4348.22)



The Government established British Restaurants, which provided a meal without the need to use ration coupons. This is the British Restaurant at the Village Hall, Rucklers Lane, Kings Langley. (DACHT : 62.18a.1)



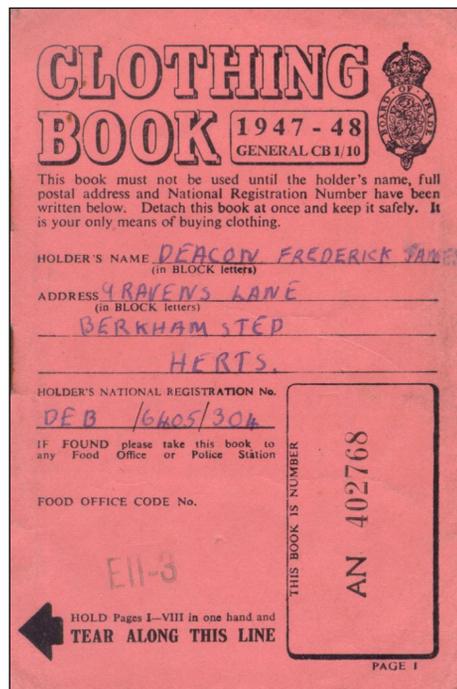
Lord Woolton was the Minister of Food and called on women to mobilise themselves on the Kitchen Front. Generally, people ate a healthy diet, as due to rationing there was little chance of eating excess fat and sugar. Thanks to Government campaigns such as 'Dig for Victory', which prompted people to grow food in their gardens, there was an abundance of vegetables. (DACHT : BK 3912.25)



One of John Dickinson's fleet of lorries at Apsley Station shown with gas trailer to replace the normal petrol supply. (DACHT : 62.12.14)



A waste paper collection outside the Church Room, Potten End. (DACHT : 62.12.14)



Many factories and mills began to manufacture products for the war effort and, as a result, clothing was also rationed in order to save manpower for essential services. To save on cloth and accessories, various restrictions were made on the number of pockets and buttons allowed on garments, including the restriction that trousers were not permitted to be made with a turn up.

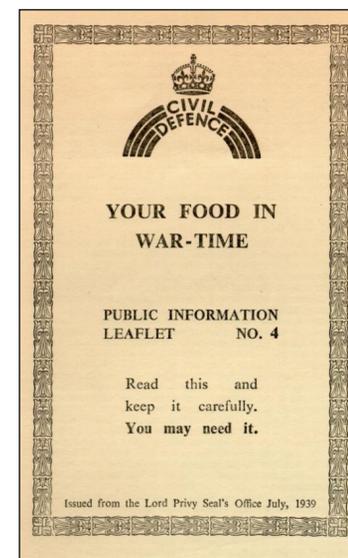
The number of coupons issued varied from year to year, but a total of around 66 coupons were issued to last for one year. Considering that a dress would cost seven coupons and a pair of trousers eight coupons, many people embraced the 'Make Do and Mend' campaign, whereby clothes would be repaired or altered as necessary. (DACHT : BK 4348.74)



Petrol for private motoring was restricted in 1942; this motor fuel ration book dates from 1950. Slogans such as, 'Is your journey really necessary?' encouraged people to pursue other travel options and it was possible to save petrol rations by sharing car journeys. Cars were a relatively rare commodity and so petrol rationing directly affected less people than the food and clothing rationing.

Elephant Eats Ration Book

"While everybody has heard that an elephant never forgets, Mr WD Leaney of 105 Queen Street, Hemel Hempstead, will certainly never forget an elephant. Last week while doing the weekly shopping for his wife, Mr Leaney passed Handpost Farm, where he was asked to assist in erecting a tent for the circus. Thoughtfully, he put his carrier bag containing the ration books on a fence, which he considered to be a safe distance from an elephant chained in the field. Not knowing how far an elephant's trunk can stretch, he began to give what help he could in erecting the tents. When he had finished he turned round just in time to see the last piece of red ration book container disappear down the elephant's throat. Mr Leaney has now been issued with emergency ration books." (Gazette Newspaper 16 June 1944)



One of a series of leaflets issued by the Government and delivered to all households. (DACHT : BK 3912.54)



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