

"Lookout in the blackout" by [Pat Keely](#), Probably 1940

A poster, depicting a man's head wearing a hat with his eye looking right (following the of the arrow), appearing from the gloom of the The 'lookout in the blackout' campaign first originated in February 1940, due to the number of in the blackout. The campaign, initially only in the press, but with posters in the planning stages, was issued under the guidance of the Ministry of War

"Road safety poster" by [Pat Keely](#), Unknown, possibly 1941

A road safety poster, depicting a man wearing a white, crossing at a green wartime street crossing light. The text colours, using amber and green, cleverly echo the colour of, giving the for go-ahead when appropriate.

In 1941, Mass-Observation carried out a five-week observational study to assess the success of the campaign to get people to wear the white armband depicted in this poster, and found that only 7% were wearing or carrying something white.

"Shine your torch downwards" by [Tom Gentleman](#), Pre-1943

A road safety poster in a strong modern graphic style, depicting two civilian men shining their as they each other in the road. The slogan is direct and to the point: 'Shine your torch downwards when crossing the road' so as not to blind and other in the blacked out streets.

UBL . M●+BV●		
road safety direction armband shadowy civilian night	traffic lights signal torch pedestrians Transport cross	fatal accidents drivers

"Dig for Plenty" by [Le Bon](#), 1944

A Ministry of food production poster using the slogan 'Dig for Plenty'. Illustrated with a box of winter, it is aimed at the amateur, rather than industrial 'Dig for Victory' was a campaign that ran throughout much of the war. The famous illustration, visible in the bottom left-hand corner, took on a life of its own early in the war. The benefits of growing one's own were stressed. Such over-heightened colour visions of abundant vegetables, rarely fruit or salad, but good food in a time of shortages, would have appealed to the public.

U B L . M • + B V	
Agriculture 'foot on the spade' Vegetables agriculturalists	Nutritious colourful Food Gardener

"Volunteer housewife" by [Showell](#), Unknown date

A poster design for the Ministry of, illustrated with a friendly, volunteer suburban She is a line of members of the uniformed services to urban children. This poster was largely aimed at those in who needed to be persuaded to accept urban children. The more usual audience of parents who needed to be convinced to send their children away to areas is also addressed. This image was probably rejected (Note the cross through the centre of the piece) because the people in the image did not appear friendly enough.

"Children should be evacuated" by [Dudley S Cowes](#)

A poster designed for the Ministry of Health in the latter part of 1940 to reinforce the message that children should be out of London. The background to the poster shows a with the flying defiantly from the rubble.

U B L . M • + B V		
Motherly 'blitzed' street receive Health	reception areas safe Housewife	evacuated Union Flag stepping from

"Keep mum – she's not so dumb" by [Harold Forster](#), 1942

A careless talk poster, illustrated with the figure ofreclining, and from each branch of the Armed Forces about her, with the slogan 'Keep mum – she's not so dumb!'

The campaign was issued in 1942, for the attention of all ranks, with this particular image intended for officers' messes and other places where the commissioned ranks met. 'Sex appeal' had been introduced in the form of a beautiful spy. The poster is a reminder that 'when in the company of a beautiful woman, remember that beauty may conceal brains'.

"The more information you keep under your hat" Artist unknown, date unknown

A Careless talk poster, illustrated with civilian and armed forces, with the slogan 'The more information you keep under your hat' (trilby hat) and the caption 'the safer he'll be under his' (steel helmet). As with many Careless talk posters, the images focus on the head area, indicating whatever knowledge was contained in the head, it should be kept there. Aimed across the classes, the campaign needed to make everyone realise that they might know of importance, and so could be dangerous to the

"Hitler with an ear stretched out to hear careless talk" Artist unknown, Possibly 1940

A Careless talk cartoon poster depicting the left-hand side of Hitler's with an enlarged, accompanied by a rhyming caption. Hitler was often used in Careless talk posters, as he was an individual who personified, and could be held for, all that the Nazis stood for.

"Colonel Shultz" Artist unknown, 1939-1945

A Careless talk poster, illustrated by a uniformed German Intelligence Officer, (Colonel Shultz) depicted as a typical masochistic officer, his eyes shaded. The accompanying text is a to British troops encouraging

them to give details to friends, assuring them that German Intelligence would hear.

..... had changed the way wars were fought, with the importance of communications more evident in the Second World War than in any previous war. Rather than risk stealing documents, it was often safer and more profitable for the spy to keep his ears and eyes open. of information could be collated quickly into a meaningful whole: Troop and ship movements, the position of power stations and munitions plants, the state of public morale ... plenty of useful to the could be pieced together from a few scraps of gossip, innocent in themselves but fatal in bulk.

"Seductive 'siren'" by [Whitear](#), Probably post-1942

A Careless talk poster, illustrated with a glamorous, seductive 'siren' sat on a stool, with the slogan: 'You forget – but she remembers...'. In this image, the 'siren' makes eye contact with the viewer. The colouring in the poster indicates that men will be drawn to this woman as a moth to a flame. The image depicts a conventional spy, in the style of the Mata Hari. The idea of the prostitute as spy was common, with the need for 'expendable intermediaries' to disguise dealings between spies and the secret service.

"Zipp it!" by [Radcliffe](#), Unknown, probably post-1940

A cheerful Careless talk poster, illustrating the head of a, with a shadow behind him, which could be interpreted as those listening in the shadows. The soldier is pulling a across his mouth, to in any important military information. The image is accompanied by the slogan: 'Zipp it! Careless talk costs lives'.

U B L . M • + B V		
officers face nation a blonde-haired woman headgear information ear	responsible Technology identifiable keep Nazi Message Military	Data Glamour Enemy Fragments Soldier Bar zip-fastener

"Up housewives and at 'em" by [Yates-Wilson](#), August 1940

A brightly coloured salvage poster, illustrated by threemarching housewives, each from a different
An extract from Herbert Morrison's speech (August 1940), 'Up housewives and at 'em', is carried as a banner by the central figure. The women are being asked to increase the saving of their household scrap, particularly, metal and bones, which could be to make armaments. A leaflet and poster campaign was targeted at residential areas where a large housewife readership could be assured.

"Private Scrap" by [G. Cullen](#), 1940-1945

A poster produced by the Ministry of Information for the Ministry of Supply, designed for an exhibition on scrap. The poster portrays 'Private Scrap', a cartoon figure composed ofof waste products, including metal and rubber. Highlighting the important link between the civilian and military efforts, those contributing scrap could view themselves as part of the fighting force, helping to the Lancaster bomber depicted in the The first scrap campaigns were produced in early 1940.

U B L . M • + B V	
build	various elements
paper	background
banner	recycled
determined-looking	generation

"Lend a hand with the potato harvest" by [Eileen Evans](#), Post-1943

The image depicts, in an oversized basket, collecting the harvest, with the slogan 'Lend a hand with the potato harvest at a farming holiday camp'.

The 'Lend a Hand on the Land' campaign looked to attract to use their holidays to work in areas. It first went national in 1945, and ran into the years, even running in conjunction with the 'Holidays at Home' campaign. People 'discovered that farm work was a dignified, and

notably cheap, way of taking a in wartime', continuing a long-term trend, where the industrial workforce would help with the annual harvest.

U B L . M • + B V	
workers	rural
holiday	urbanites
post-war	potato