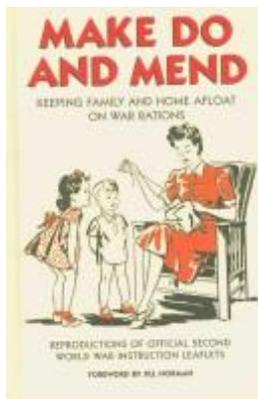


Michael O'Mara, 2007 - 160 pages

Food rationing was introduced in England in January 1940 after supply ships were attacked by German U-boats. The first food items to be rationed were butter, sugar, bacon, and ham, though restrictions were also eventually placed on meat, fish, jam, biscuits, cheese, eggs, and milk. In response, the Ministry of Food produced a series of "Eating for Victory" pamphlets that advised the general public on how to cope with these shortages. Designed to lift spirits in a time of shortage, these jolly leaflets contained a variety of recipes and cooking advice ranging from how to make steamed and boiled puddings and hints on how to reconstitute dried eggs. For all the hardship that rationing brought, the food restrictions resulted in many people eating more healthily than ever before. A nostalgic look back at one of the most difficult and yet healthiest times in history, this quaint collection is also a relevant guide to good eating today.

Michael O'Mara Books, 2007 - 160 pages



With the nation's industrial output concentrated on the war effort and a clothes ration in place by June 1940, basic clothes were in short supply in wartime England and high fashion was an unknown commodity. Adults were issued as little as 36 coupons a year to spend on clothes, but a man's suit could cost 22 coupons, a coat 16, and a lady's dress 11. The need to recycle and be inventive with other materials became more and more necessary, and so the government issued a series of leaflets containing advice on how to make fabric and clothing go the extra mile. Reproduced in this intriguing collection, these pamphlets included tips on recycling

curtains into dresses and instructions for turning old sheets into underwear. Covering darning, patching, knitting, and more, this is a nostalgic look at the innovative thriftiness of the 1940s.