

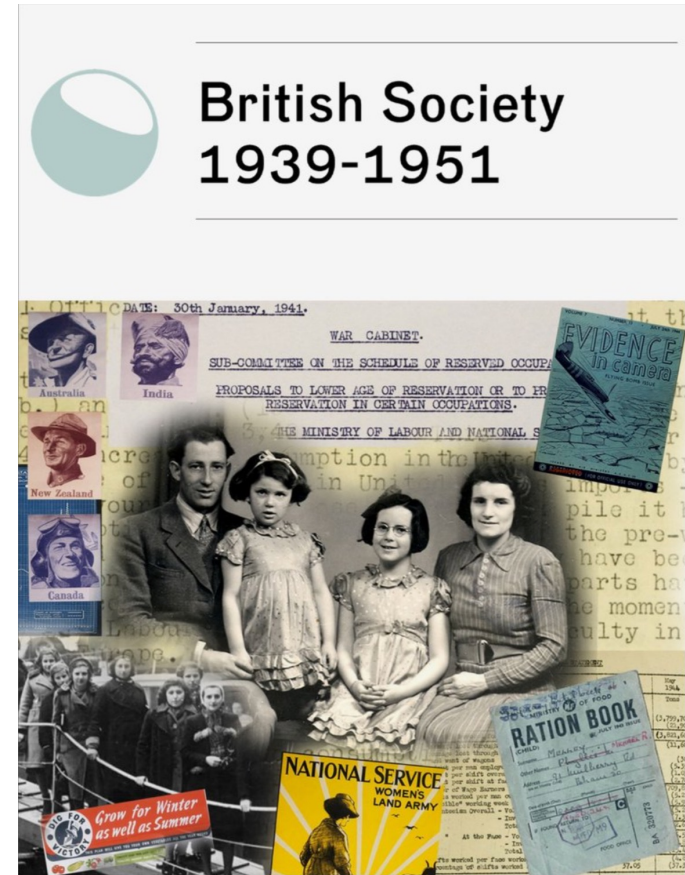


History of
Advertising
Trust

British Society, 1939-1951

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Jan 2022

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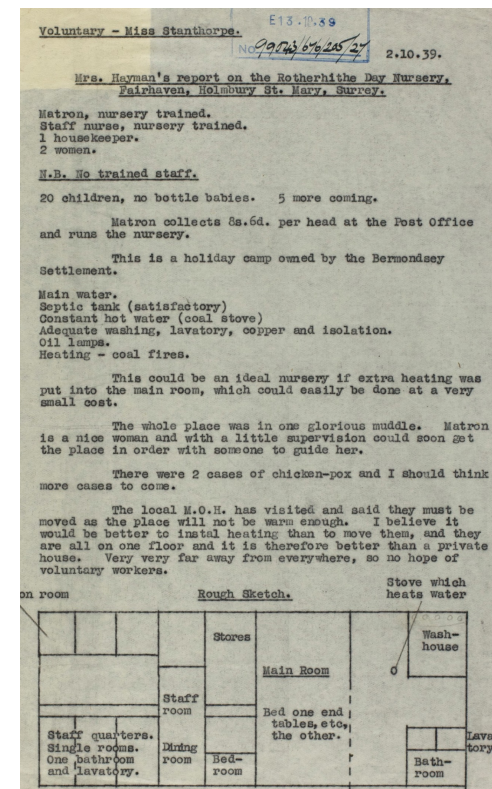
***Unique documentation of
marginalized groups
when British society was under its
greatest stress***

British Society, 1939-1950



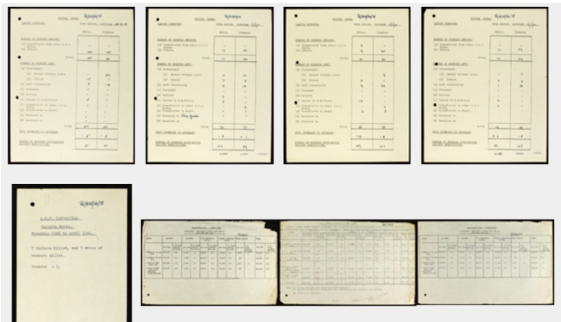
MAF 59/18: Women's Land Army, Recruiting Posters

- Exclusive, previously undigitized files from 11 government departments, as well as associated adverts and propaganda
- Sourced from the UK National Archives & the History of Advertising Trust
- 117,000 pages from 1938-1957
- Social, economic, political, and cultural coverage, including gender, health, race, education, labour, domestic conditions, food studies, childhood, and more.



HLG 900/41 : Mrs. Hayman's report on the Rotherhithe Day Nursery, October 1939

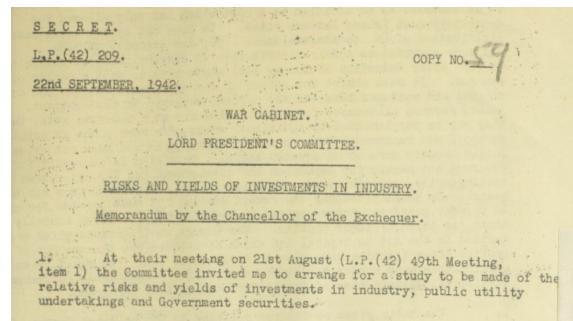
Unique insights into how policy was made



Data

Statistics and narrative detailing the situation

- Reports
- Surveys
- Letters from the Public
- Statistical Data
- Maps, Charts, and Diagrams



Analysis

Government interpretation and response

- Briefings
- Official Correspondence
- Meeting Minutes
- Memoranda



Policy

Implementation and propaganda

- Advertisements
- Pamphlets, Posters
- Film and Broadcast Transcripts
- Press Summaries and Publications

Topical Coverage

<p>Preparations for War and Peace</p> <ul style="list-style-type: none"> Pre-war planning The wartime economy Health and welfare Central and local government Post-war planning 	<p>Military Activity and Home Defence</p> <ul style="list-style-type: none"> Air Raid Precautions and Civil Defence Air raid shelters Conscription Civilian-military interactions Invasion contingencies 	<p>Bombing and Attacks on the Population</p> <ul style="list-style-type: none"> Damage to property Disruption to services Casualties and injuries Psychological impacts Reconstruction and salvage
<p>Rationing and Supply</p> <ul style="list-style-type: none"> Agriculture and food supply Rationing, licensing, and price control Fuel and utilities Retail and consumer goods Enforcement and regulation 	<p>Evacuation</p> <ul style="list-style-type: none"> Evacuation scheme Reception and billeting Education and schooling Unofficial evacuations Dislocated populations 	<p>Industry and Infrastructure</p> <ul style="list-style-type: none"> Manufacturing and materials Transport and travel Labour supply and relations Gender and work Reserved occupations
<p>Domestic Life</p> <ul style="list-style-type: none"> Eating and cooking Housing and living conditions Wages and cost of living Families and relationships Entertainment and culture 	<p>Information Services and Propaganda</p> <ul style="list-style-type: none"> Public opinion and morale Publicity campaigns and initiatives News and information channels Censorship and surveillance Rumours and gossip 	<p>Social Relations</p> <ul style="list-style-type: none"> Crime and policing The black market Political movements and disruption Social identities and divisions Foreign nationals and newcomers



View images

Document Title Papers Nos. 217(43) - 302(43)

Reference CAB 71/14

Date 1st October 1943 - 31st December 1943

Former Department Reference Series LP

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Description

A file of memoranda, graphs, and statistical information concerning the workings of the Lord President's Committee on domestic affairs during the Second World War. The documents discuss the potential use of viruses to try and exterminate Britain's rat population; and the committee's attempts to recruit more doctors to serve both within the British Armed Forces, and amongst the civil population. The documents also cover a gradual improvement in Britain's food stocks, with fewer shipments from abroad being lost to enemy attacks; the possibility of increasing the food rations given to British livestock; and the prices of various key foodstuffs within the British market, including pork, potatoes, and dairy products. Other documents comment on the payment of pensions to British ex-servicemen and their families; the committee's efforts to recruit more women to fill key positions in British industry and agriculture; and initial planning for the post-war reconstruction of Britain's cities.

Select all Download citations

Document	Title	Date	
<input type="checkbox"/> i	Front Cover		Download PDF (856 KB)
<input type="checkbox"/> iv	Table of Contents		Download PDF (2.07 MB)
<input type="checkbox"/> 217	USE OF RATIN AND SIMILAR VIRUSES. Memorandum by the Minister of Health and the Secretary of State for Scotland	1st October 1943	Download PDF (827 KB)
<input type="checkbox"/> 218	REPAIR AND CONVERSION OF HOUSES. Memorandum by the Minister of Labour & ...	1st October 1943	Download PDF (1.64 MB)

Learning and research tools

Research Tools

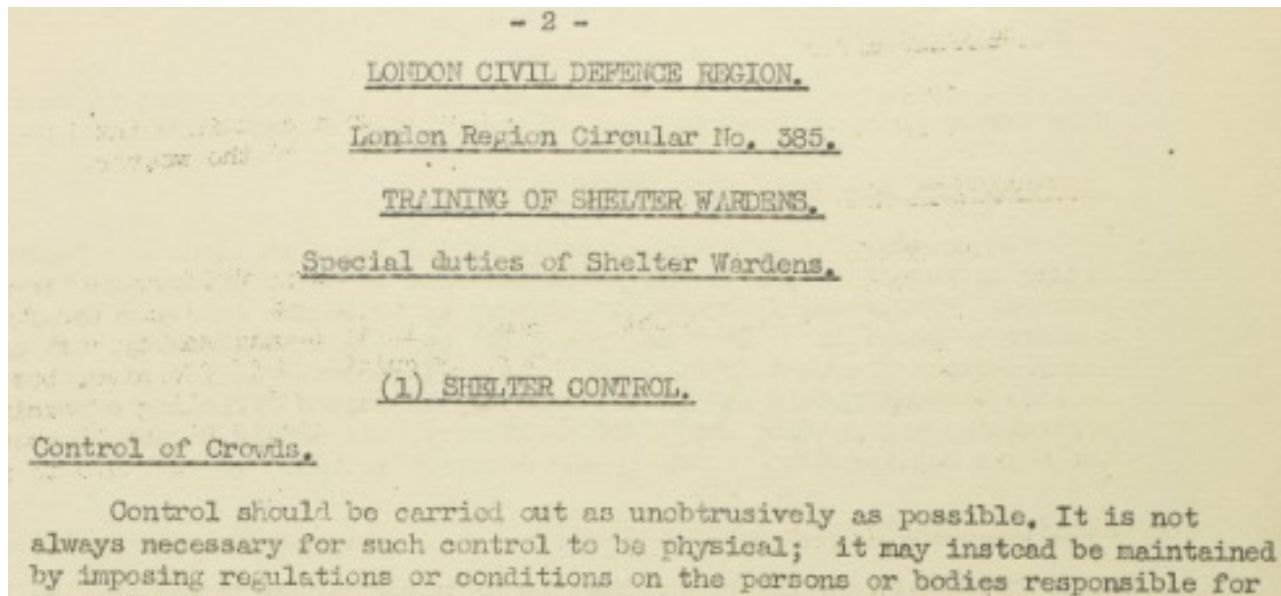
- In-depth subject indexing
- Table-of-contents for each file with detailed abstract.
- Glossary of key government people
- Organizational directory

Learning Tools

- Video introductions
- Subject essays
- Lesson plans
- Reading lists and document-based questions

Impact of war on business and society

- Reports on living conditions, social tensions and crowd psychology during air raids.
- Photographic and narrative surveys of bomb damage.
- Surveys of demographic and industrial changes at a national and local level.



HO 207/386: Instructions to shelter wardens on how to control crowd disorders in public shelters, June 1941.

Domestic roles and labor



- Efforts to redefine the role of women
- Public information adverts promoting government policy
- Ministry of Information film scripts and production documents.
- “Kitchen Front” radio broadcast transcripts

Democratic Imperialism

“We are ready, our sons are ready, each of us is ready to give all that he can to be one with the Empire and to defend our country. We pray that you will tell King George these feelings that are in our hearts.”

These are the words of the Senior Chief of Central Kavirondo in the Colony of Kenya. Declarations such as this have come from every quarter of the Colonial Empire — from native princes and European communities, from tribal councils and labour leaders, from Africa and Asia, the Mediterranean and the West Indies, from the Islands of the Atlantic and the Pacific Oceans.

When the Test Came

When the test came, these 60 million peoples of different races and religions spoke with one voice, confident in the power of the Empire to win through to final victory, and proud of an Empire which they know is the guarantee of their freedom and progress.

Comradeship

No part of the British Empire pays taxes or tribute in any form to Britain. Instead of drawing taxes from the Colonies, the taxpayers of Britain help those Colonies which cannot pay their way. In 1940 — in the middle of the greatest war in history — an Act of Parliament was passed, providing that over £11,000,000, which had been lent to Colonies in past years, should be converted into free gifts. The same Act enables another £50,000,000, spread over 10 years, to be given to the Colonies to help them to develop their own resources and improve their standards of living by better methods of agriculture, better health conditions and better housing; and a further £5,000,000 for research into these and other problems.

'Building for the Future

“From London,” it was officially declared as recently as May, 1940, “there will be assistance and guidance, but no spirit of dictation.”

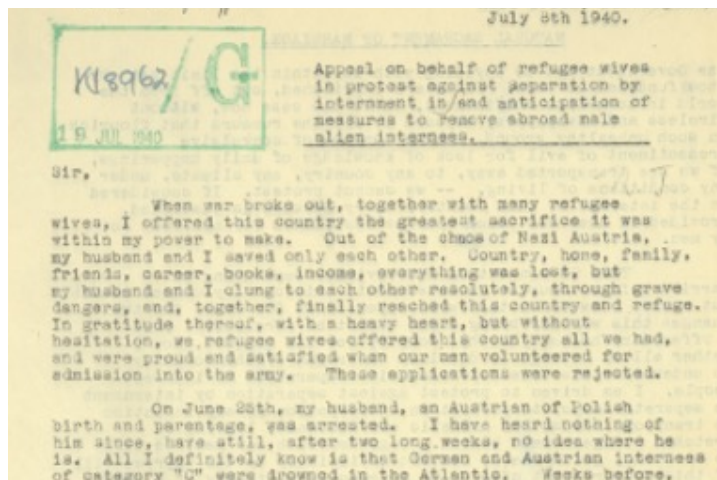
Here is the keynote of British colonial policy. Its aim is to foster natural growth — economic, social and political. That is why African tribes, for example, are encouraged more and more to appeal to their own laws, administered by their own native courts. Africans are learning how best to spend local revenue for local needs, so preparing themselves for wider responsibilities in years to come.

Slowly but surely we are building for the future. To-day we are fighting to save their work from the hands of the *Destroyer*, whose only idea for colonial peoples is permanent slavery.

A COMMONWEALTH IN ARMS

History of
Advertising
Trust: O&M
wartime
book no 3,
1940

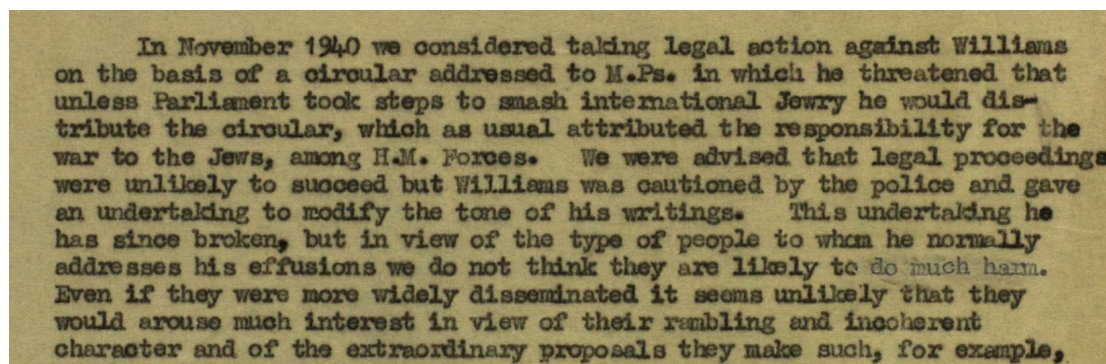
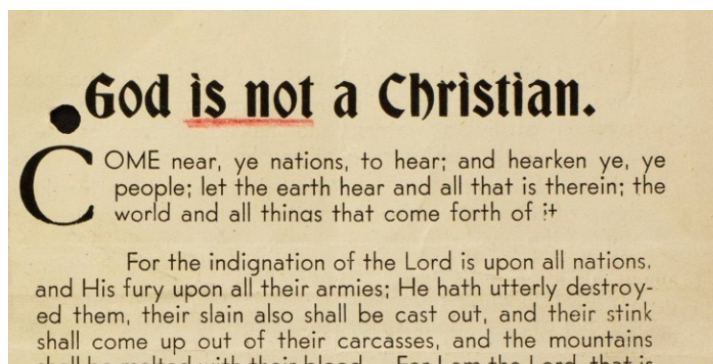
Race Relations & Refugees



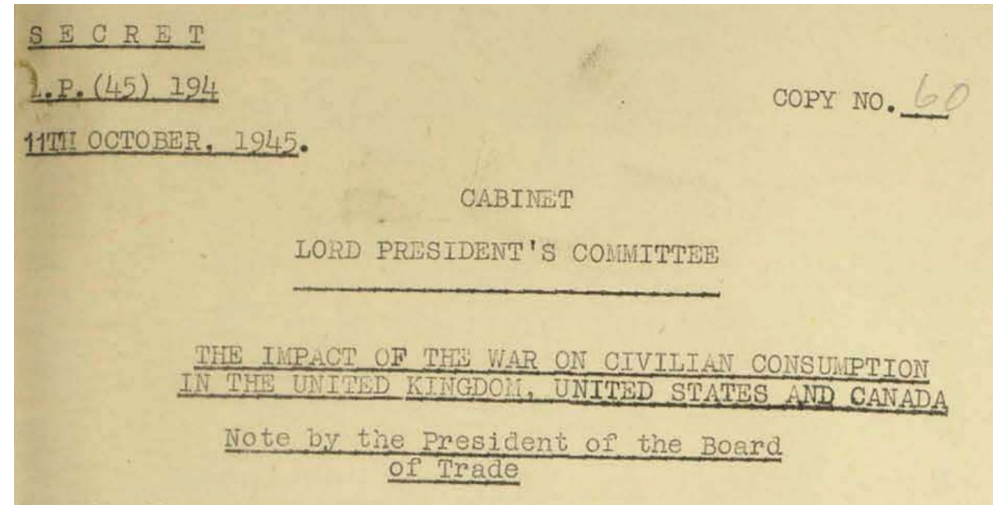
- Policy documents on the status of foreign nationals, and reports on their experiences.
- Reports on racial tensions and anti-Semitism
- Coordination of domestic programmes with the rest of the world, and surveys other countries' experience.

Appeal for a refugee detained as an "enemy alien", July 1940

HO 262/9: Anti-Semitism: minutes and reports. An anti-semitic pamphlet and a discussion of strategies on how to counter it.



Geographical Coverage



- Documentation on the Empire and its role during the war, including surveys of attitudes towards it.
- Comparative statistics from around the world

International Editorial Board



- Dr Brett Holman,
University of New England, Australia
- Dr David Clampin,
Liverpool John Moores University, UK
- Dr Juliette Pattinson,
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- Professor Daniel Ussishkin,
University of Wisconsin-Madison, USA
- Dr Karen Schaller,
University of East Anglia, UK

In-depth file information



Ministerial collections

- [CAB 71 - War Cabinet, Lord President's Committee, Minutes and Papers.](#)
- [CAB 74 - War Cabinet, Food Policy Committee, Minutes and Papers.](#)
- [ED 136/111-128 - Board of Education and successors, Private Office, Files and Papers: Evacuation papers.](#)
- [ED 138/48-53 - Board of Education and Ministry of Education: Second World War and General Historical Survey: Evacuation papers.](#)
- [FO 371 - Foreign Office: Political Departments: General Correspondence from 1906-1966. Political: General: Refugees. Advisory Council on Aliens.](#)
- [HLG 82 - Ministry of Works and Buildings, Nuffield College Social Reconstruction Survey, Reports and Papers.](#)
- [HLG 900 - Ministry of Health: Evacuation Schemes and Billeting Arrangements, Second World War, Specimens of Series of Documents Destroyed. Government Evacuation Scheme.](#)
- [HO 192 - Ministry of Home Security: Research and Experiments Department, Registered Papers, General Survey of Damage in Great Britain \(Birmingham\).](#)
- [HO 199/381-487 - Ministry of Home Security, Intelligence Branch, Registered Files: Civil intelligence papers.](#)
- [HO 203 - Ministry of Home Security, Daily Intelligence Reports.](#)
- [HO 262 - Ministry of Information, Home Intelligence Files.](#)
- [LAB 6/7-94 - Ministry of Labour and National Service. Sub-Committees on Military Recruitment; Reserved Occupations and Manpower Priorities: Minutes.](#)

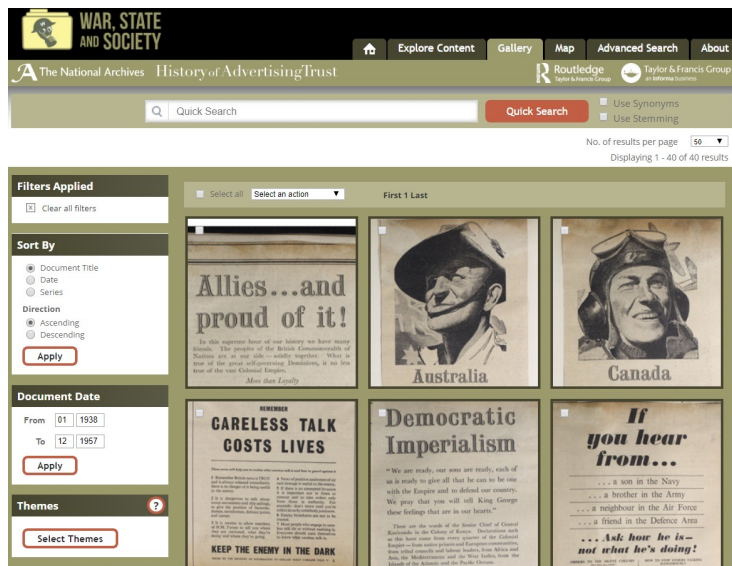
Local records

- [HLG 7 - Ministry of Health: Second World War Special Wartime Functions, Registered Files \(LN and other series\) and Papers. Evacuation: Regional Officers' Reports.](#)
- [HO 205 - Ministry of Home Security: 'O' Division: Correspondence and Papers.](#)
- [HO 207 - Ministry of Home Security: Civil Defence Regions, Headquarters and Regional Files.](#)
- [MAF 59 - Board of Agriculture, Women's Land Army: Correspondence, papers and minutes of Committees.](#)
- [MAF 67 - Ministry of Food, Food Control Committees, Select Minutes.](#)
- [WO 199 - War Office, Military Headquarters Papers: Home Guard papers and histories.](#)

Propaganda collections

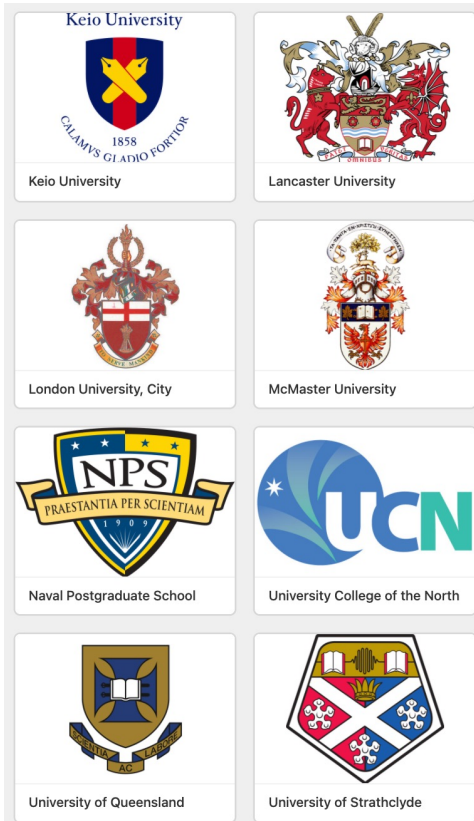
- [INF 6/326-675 - Central Office of Information and Predecessors: Film Production Documents: Wartime films.](#)
- [MAF 102/2-7 - Ministry of Food, Public Relations Group: Kitchen Front Broadcasts.](#)
- [HAT OM - History of Advertising Trust: Wartime Guard Books](#)

Software Features



- Currently available on the T&F platform
- Migration to the *Commons Platform* by Sept. 2022
- New tools include
 - Links to open content
 - Ability to upload content
 - Improved performance
 - Modern design

Value for small and large research institutions



Sample customers

'An exceptional resource which allows students and researchers alike to dive deeply into virtually all aspects of the British home front during the Second World War. From the official and public face of the war to the rumours that spread like fire, from the individual experiences of civilians under aerial bombardment to government effort to manage the total war economy - it's all here.'

Brett Holman, University of New England (Australia)

'The sheer volume of material available here deserves recognition: this is not a partial nor selective review, but rather a comprehensive catalogue of various aspects of British society during the Second World War.'

David Clampin, Liverpool John Moores University