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## Make Do and Mend Keeping Family and Home Afloat on War Rations Various Authors

### Description

The rationing period during World War II was a difficult time, and yet it is remembered nostalgically as a time of unity and great sacrifice.

*Make Do and Mend* focuses on clothes rationing, which was introduced in June 1940. With the nation's industrial output concentrated on the war effort, basic clothes were in short supply 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, so the need to recycle clothing and be inventive with other materials became a necessity. The government issued the leaflets included in *Make Do and Mend* to advise on how best to avoid wasting valuable resources by recycling curtains into dresses and old sheets into underwear; in short how to 'make do and mend' rather than buying new clothes.

Produced from original material held in archives the leaflets are also a nostalgic showcase of forties style, which makes them the perfect gift.

### Sales Points

- A beautiful collection of timely and nostalgic leaflets that will take you back to a bygone era of wartime austerity
- These facsimiles of official British Government WWII leaflets cover repairing, refurbishing and recycling, and provide a fascinating insight into how propaganda promoted national unity
- A fantastic example of 1940s' style, design and illustration, with great hints and tips that are still relevant today
- Over 28,000 copies sold of the first edition

### Reviews

- 'This book is packed with tips from the era, including reproductions of original leaflets, on everything from how to prolong the life of clothing to moth prevention' - *Yours*
- 'These nostalgic collections make a fascinating document of wartime austerity' - *The Lady*
- 'Packed full of vintage thrifty tips for saving money' - *Irish Tatler*
- 'A rather handy guide to surviving this age of austerity' - *Crafts magazine*

Michael O'Mara.

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