

Rationing - women and the home front

Advertisement which appeared in local newspapers in July 1940

WOMEN AND THE HOME FRONT

We quote the following from a circular which has been issued by the leaders of Moral Re-arming under the above heading:-

Knowing that 70 per cent of the nation's shopping is done by women, we can begin by accepting the responsibility that lies on our side of the counter.

We therefore determine:

1. To carry out the spirit as well as the letter of regulations with regard to buying.
2. To consider the needs of others and refrain from selfish hoarding.
3. To make frank enquiries if we are puzzled by a rise in price instead of suspecting, profiteering and gossiping about it.
4. To co-operate with our tradespeople by paying bills promptly.
5. To recognise difficulties caused by shortage of staff: to wait patiently for our turn and choose quickly when it comes.
6. To take a pride in thrift; to remember that many of our daily necessities are brought from overseas at the peril of men's lives, and to see that nothing is wasted or carelessly used.

In this spirit we can fight to conquer the fear, greed and selfishness which are the ultimate causes of war itself. Such a spirit cannot be rationed. It is as vital a need as our daily bread if we are to build up a world where our children can rejoice in the freedom of fullness of life.