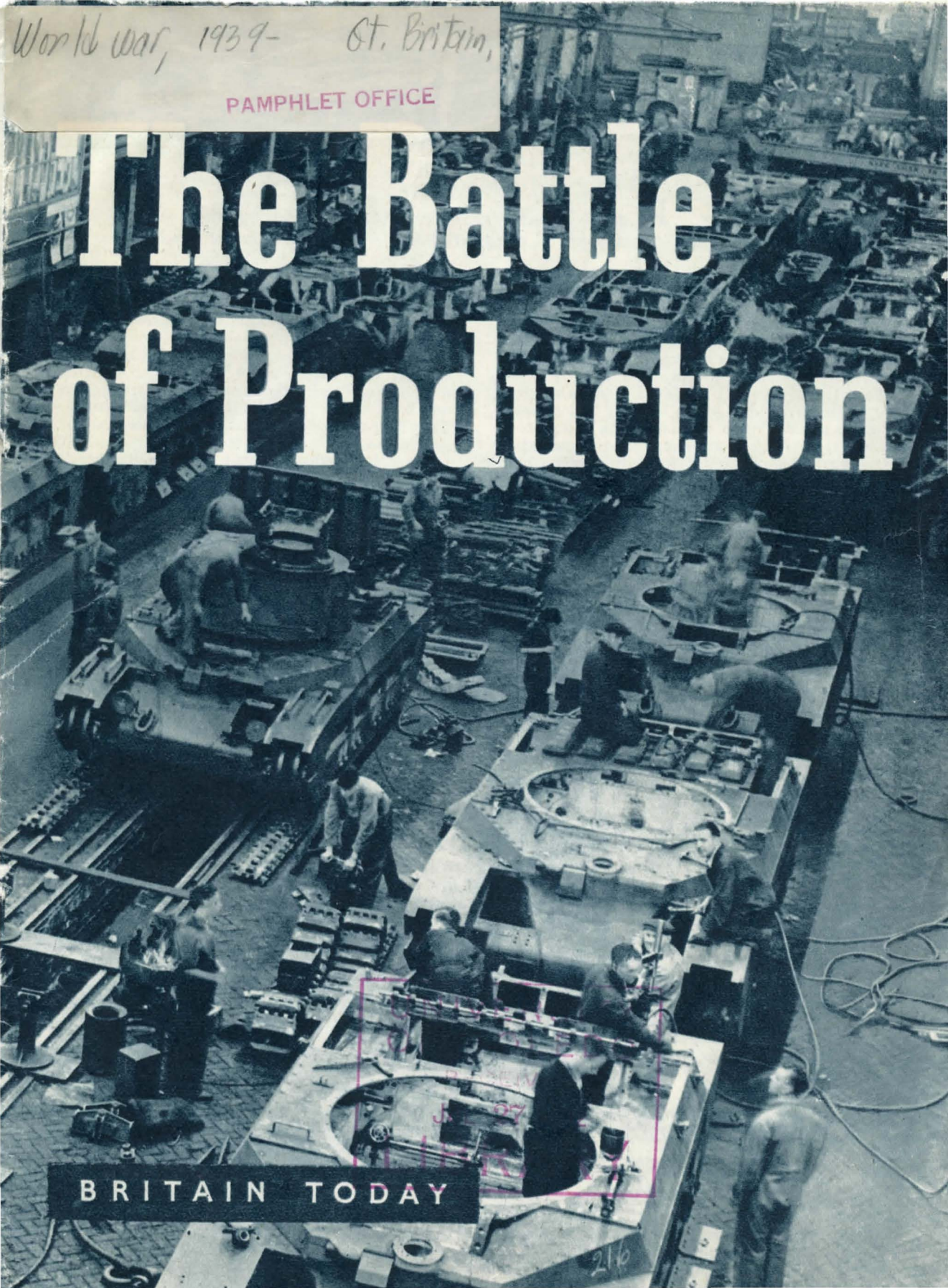


World war, 1939- St. Britain,

PAMPHLET OFFICE

The Battle of Production

BRITAIN TODAY



A great industrial nation reorganises for Victory

IN 1938 Britain's great industrial machine hummed a rhythm of peace. To-day, it beats out a song of battle—the Battle of Production for victory.

For instance, in 1938 the Government used only 20 per cent. of the nation's resources for national defence and other purposes, but by the end of 1940 the Government was spending 51½ per cent. of the national income very largely for war purposes. Now the ratio has gone up still further and is probably around 60 per cent.

And this change-over has been made with truly astonishing speed. Mr. Churchill has declared that in this war it has taken less than two years to reach the stage of total-war economy reached in the four years of the last war. Britain has been twice as efficient this time.

And Britain has been more than twice as efficient as

the Nazis. In the last nine months of 1940 she diverted as much of her effort from peace to war as the Nazis diverted during the whole of 1938-40!

What is the secret of Britain's great achievement? A combination of the old and the new. A combination of the traditional policy of keeping the sea lanes open for the import of raw materials (see map on right) with the new spirit of sacrifice in which the people of Britain have faced their ordeal. They have willingly gone on rations so that weapons can be made in place of peace-time luxuries. A free people, fighting for the freedom of the world, they have chosen to convert their factories into arsenals, their ploughshares into swords.

*In 1938
Britain chose*

FROCKS



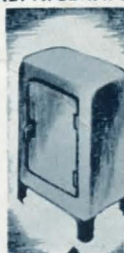
plus

TAILORING



plus

REFRIGERATORS



*In 1942
Britain chooses*



SERVICE KIT

plus



BATTLEDRESS

plus



WARSHIP



SAUCEPANS



MOTOR CARS



GOOD TIME



plus

plus

plus

= PEACE



ALUMINIUM



ENGINES



GOLD

UNIVERSITY OF TOLEDO
RECEIVED
JUL 27 1942
LIBRARY

plus

plus

plus

= VICTORY



AEROPLANES



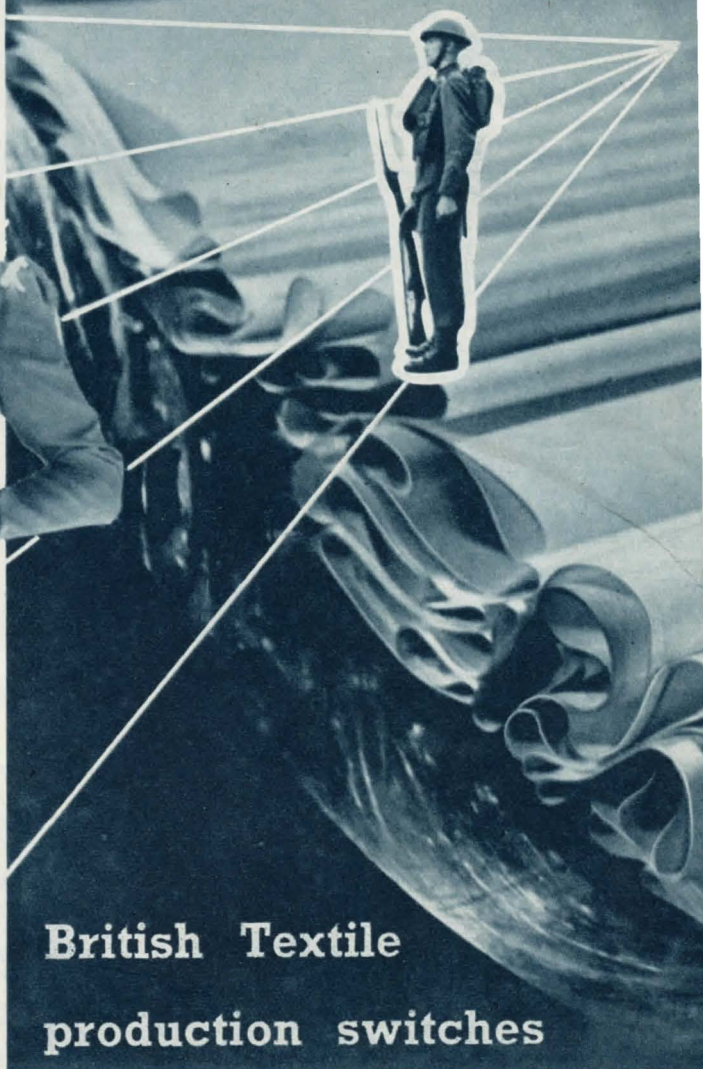
TANKS



WAR SAVINGS



PEACETIME PRODUCTION

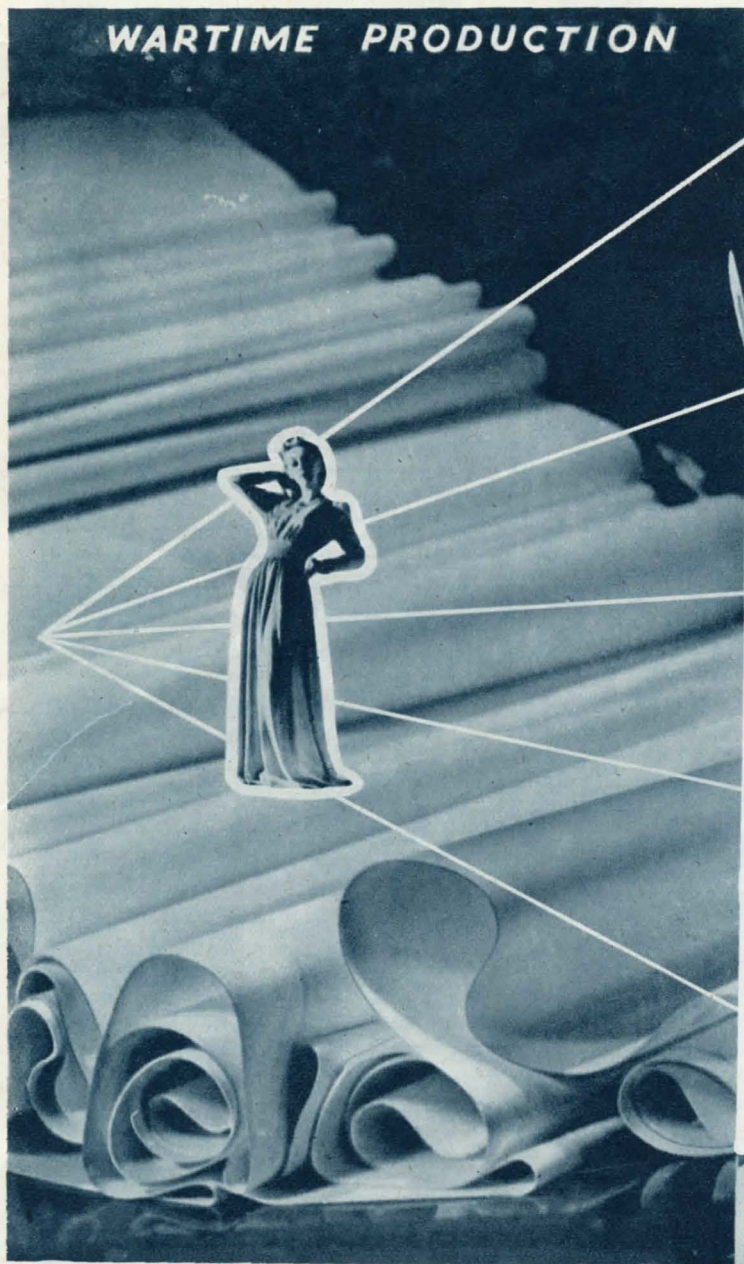


**British Textile
production switches
from beauty to battledress**

British textiles have helped the world to live gracefully. Millions all over the world have recognised the worth of Scotch tweeds and English worsteds; women of many nationalities have been proud to wear the brilliantly designed and superbly woven fabrics which come from British looms.

War has not stopped these looms for a single instant. During 1941 they produced nine thousand miles of material, enough and to spare to stretch from London to Cape Horn!

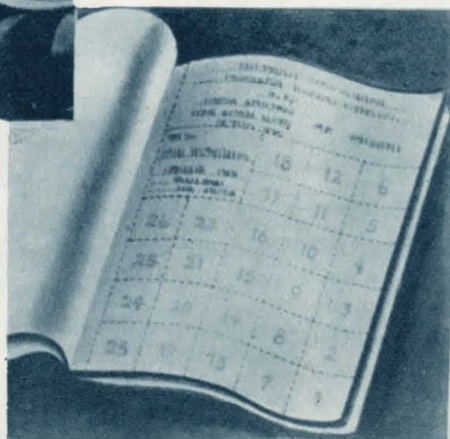
WARTIME PRODUCTION

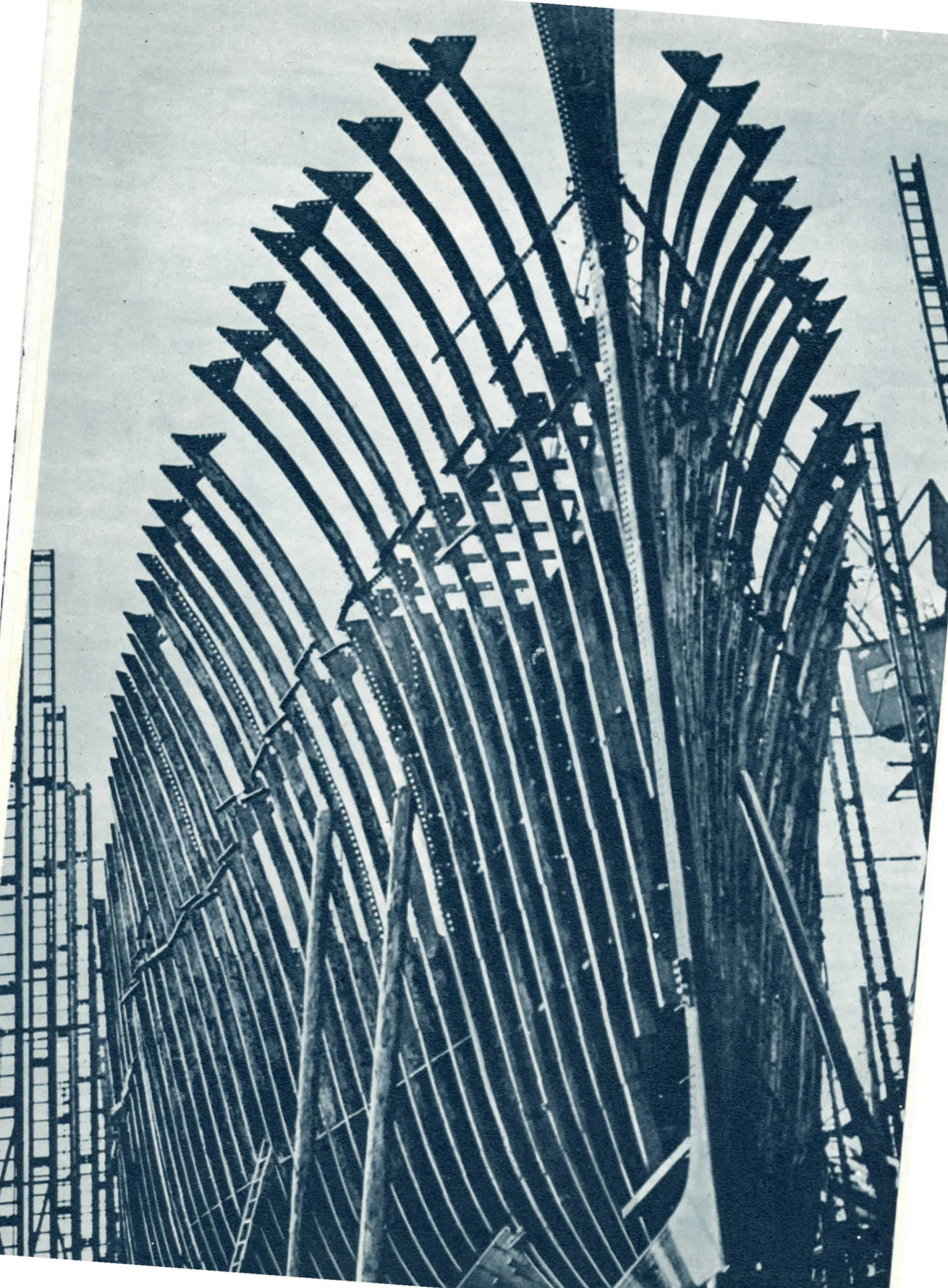


By permission of Bradford Dyers Assn., England

But these nine thousand miles of material are made in three colours only, khaki, and the two blues, navy and air force. In Britain to-day living gracefully has been subordinated to living in freedom.

BRITAIN'S MEN AND WOMEN ARE RATIONED FOR CLOTHES SO THAT THE KIT OF HER FIGHTING MEN CAN REMAIN THE BEST IN THE WORLD





Britain must have ships!—Faster than ever before new ships grow in the yards of the world's mightiest sea power

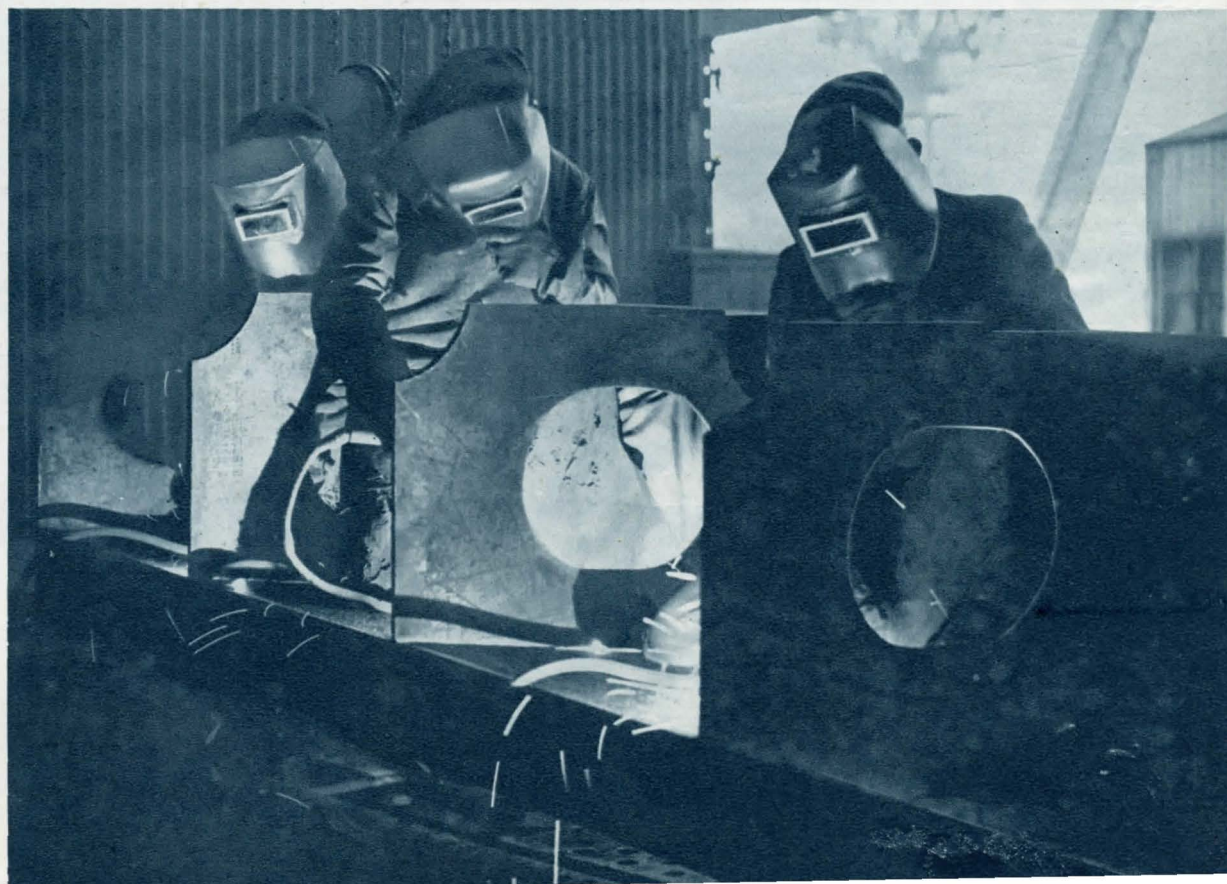
Britain has always built ships. But never before has she built so many or built them so fast.

The war-time expansion of the ship-building industry has been enormous. 154 new factories, or extensions to existing factories, were completed in 1941 for the Admiralty alone. Between March 1940 and March 1941, 480 brand-new ships joined the Royal Navy alone! Merchant ship-building has been vastly increased, too. Since May 1940 the output has gone up by more than 50 per cent., and the yards are now so packed with new ships a-building that new techniques have had to be adopted. Merchant ships are now being fabricated in sections in ordinary steel works inland, and transported to assembly yards on the rivers and at the coast. At least

one-third of the components of each ship can be dealt with outside the usual ship-building centres.

Ship-building is not the only task of British shipwrights. They have also to repair ships damaged by torpedo or bomb. It is an amazing fact that in a single week in March 1941 ships totalling more than 1,100,000 tons were returned to service after repair in British shipyards.

What is the most significant aspect of this huge endeavour? Surely it is this: that British ship-building is concentrating on one thing only—victory! The luxury liners, fit for millionaires, are forgotten. In Britain to-day is being launched a mighty fleet of ships to carry on the fight for freedom.



The tide of sinking has been stemmed—

