

From the Political Pipe to Devil Eyes: A History of the  
British Election Poster from 1910-1997

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Figures

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The author would like to thank the People's History Museum (PHM), the Conservative Party Archive, Bodleian Library, Oxford, (CPA) the London School of Economics, Wigan Leisure and Culture Trust, Gallery Oldham, The British Cartoon Archive at Kent University (BCA) for permission to reproduce objects from their respective collections. All efforts were made to secure permission for all images used in the thesis.

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## I.0 Introduction

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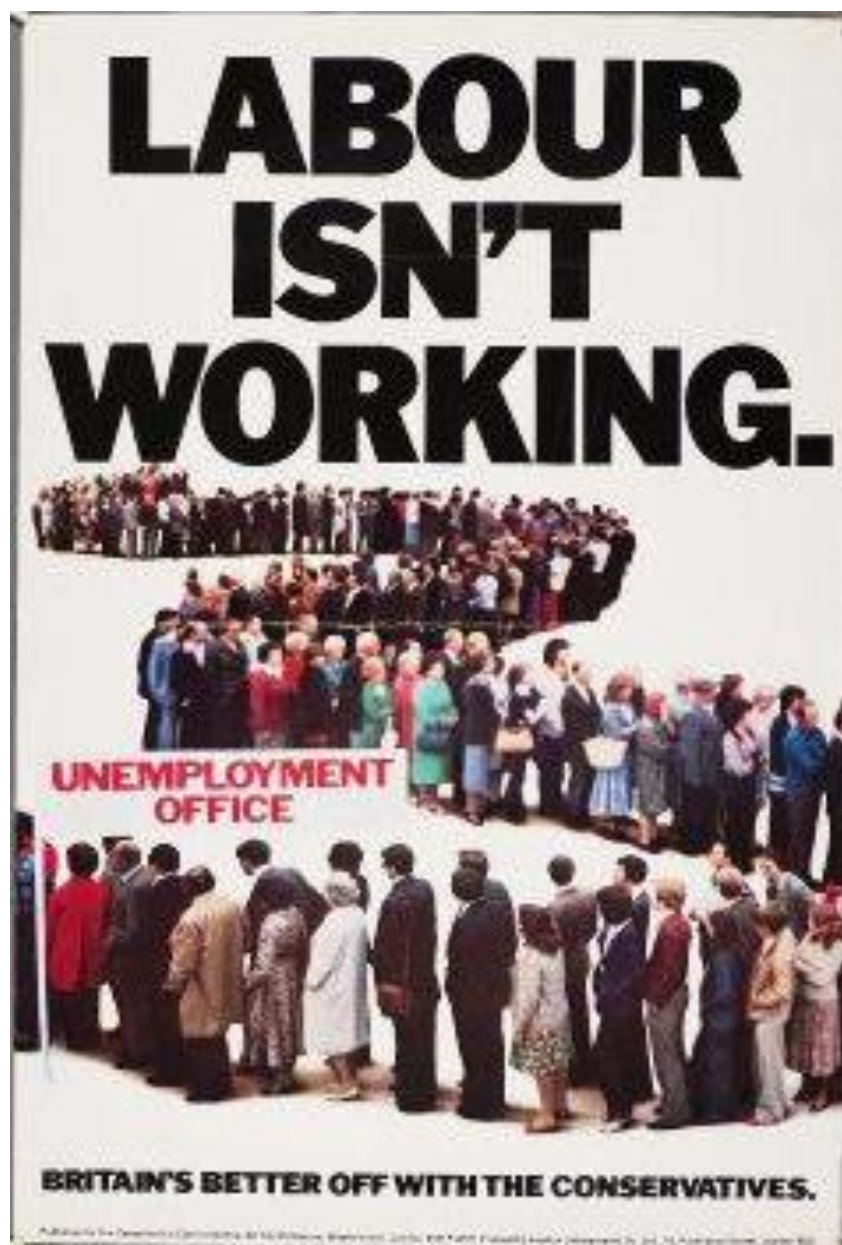


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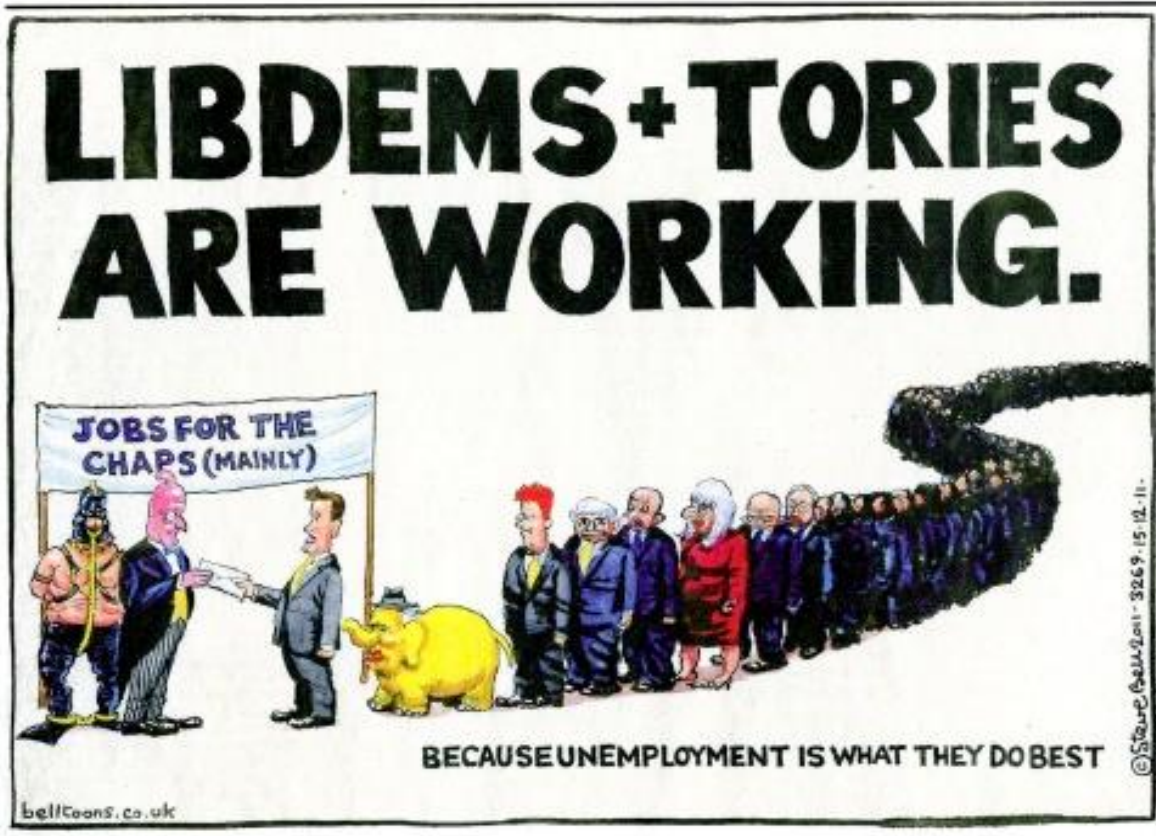


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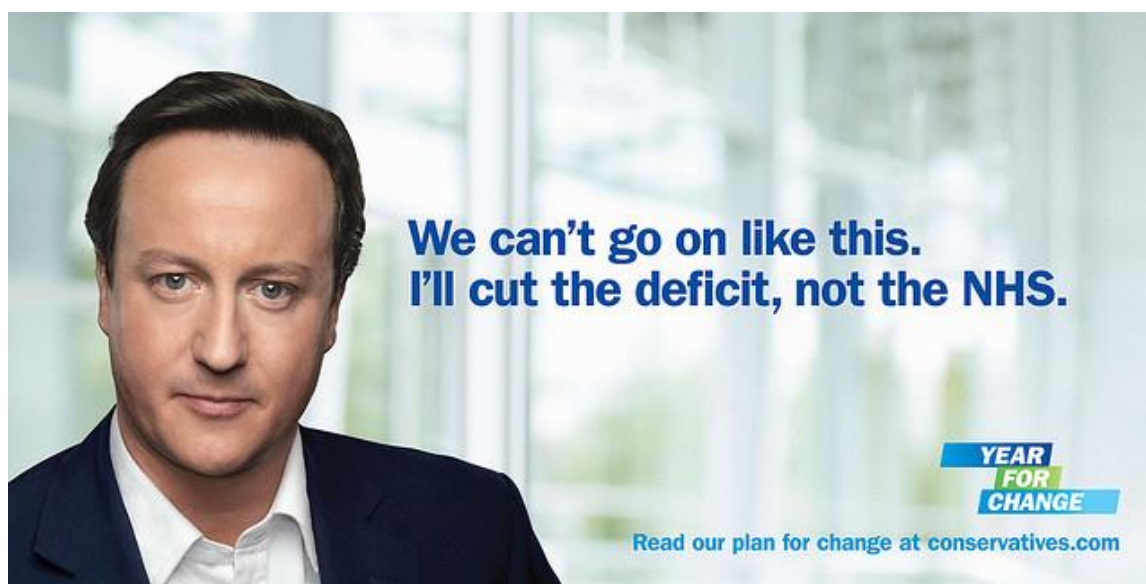


Figure i.6 *We can't go on like this*, 2010, Conservative Party.

## 1.0 The General Elections of 1910

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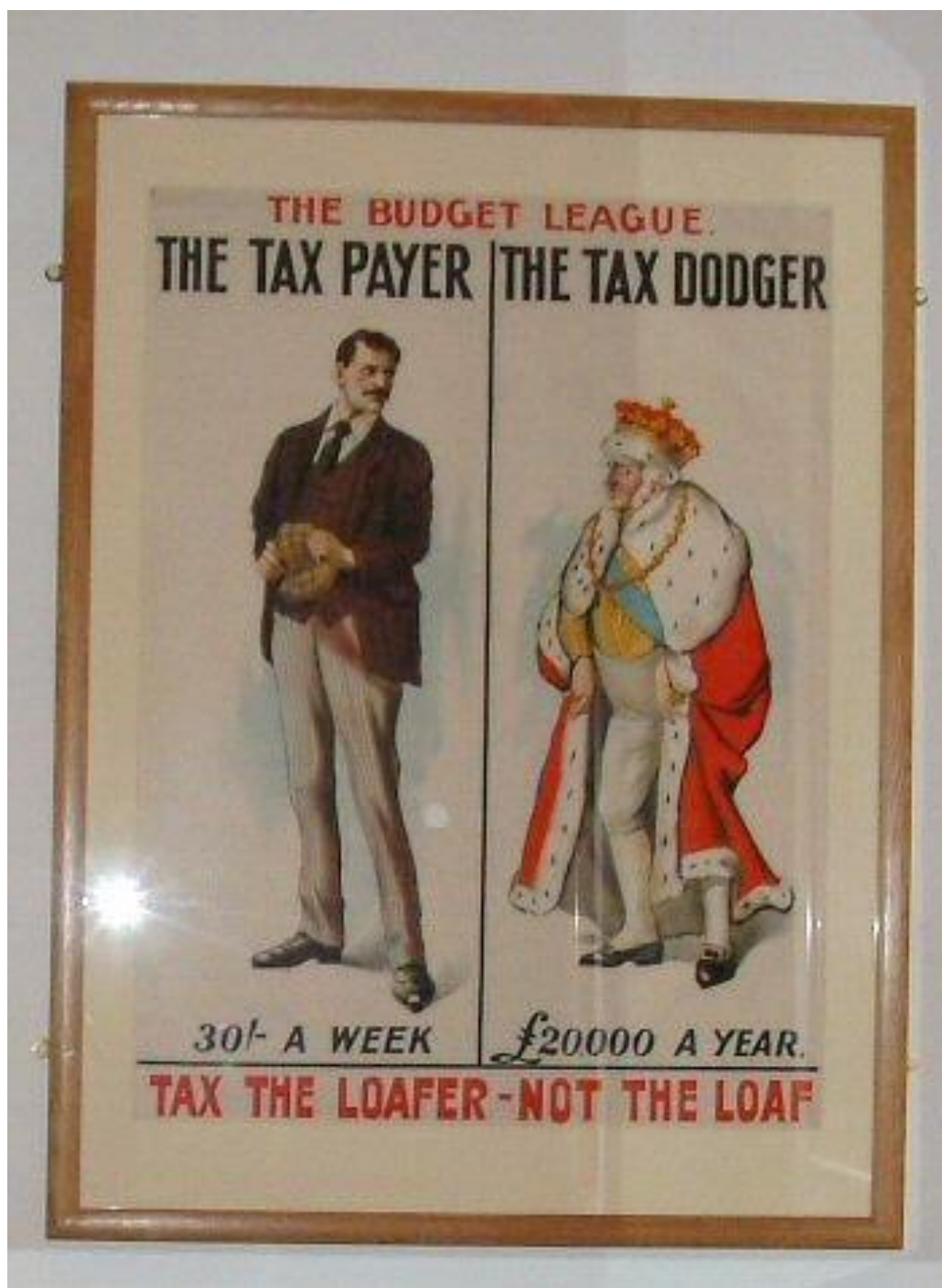


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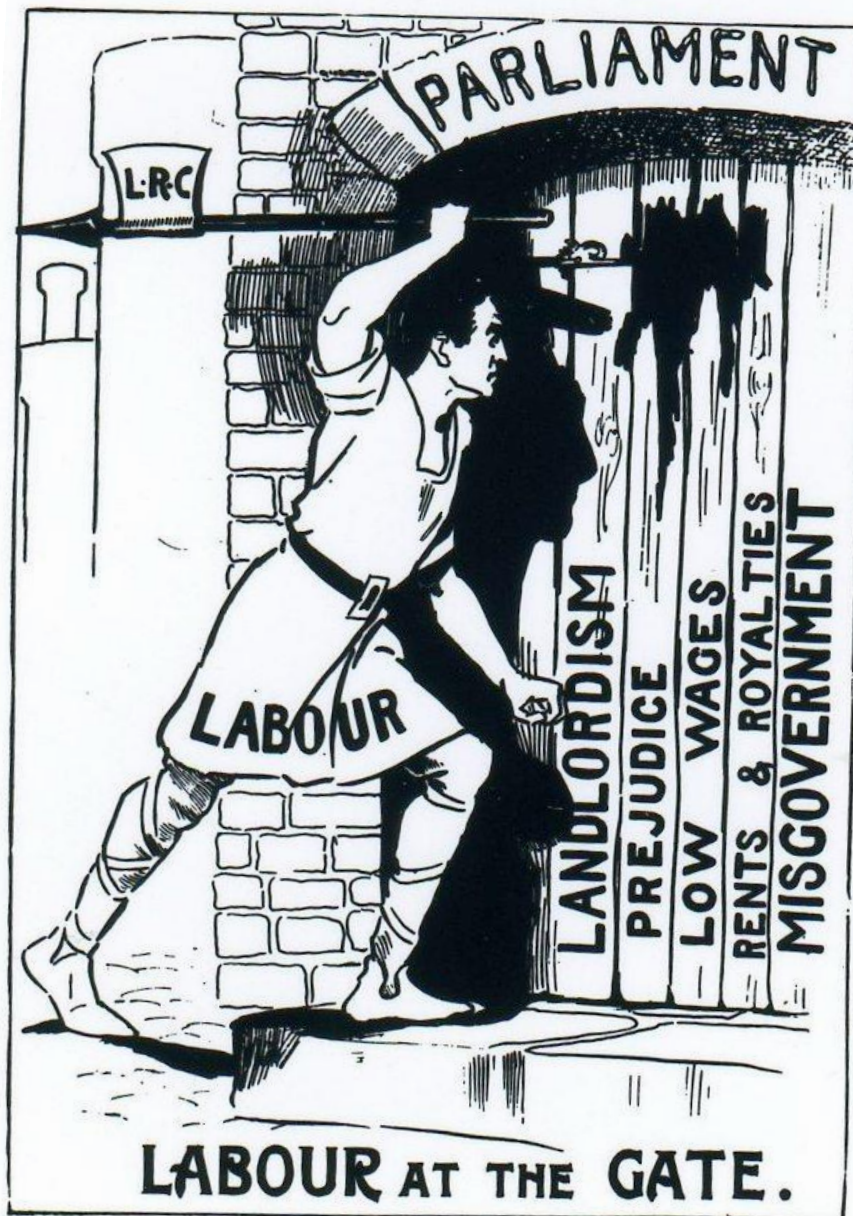


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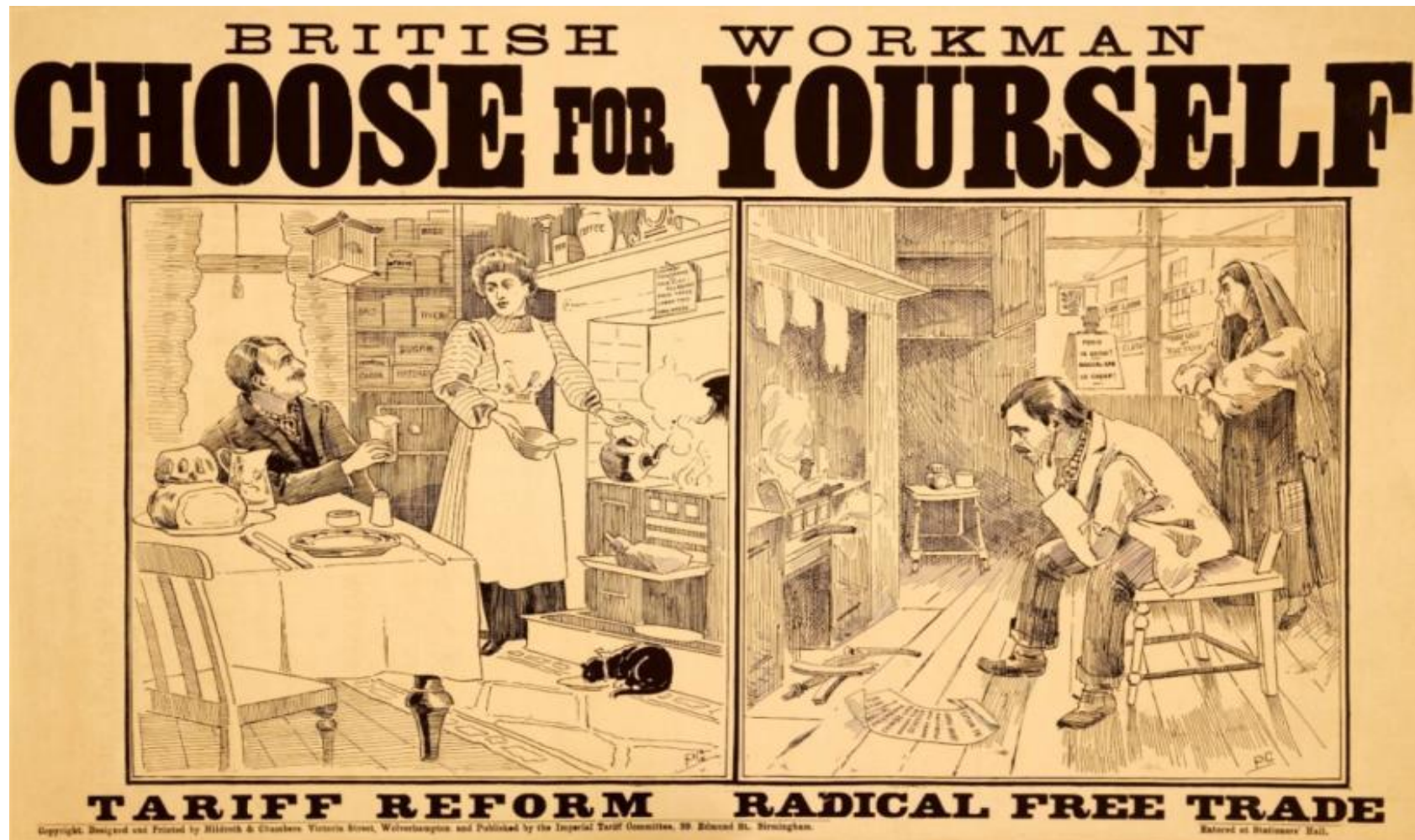


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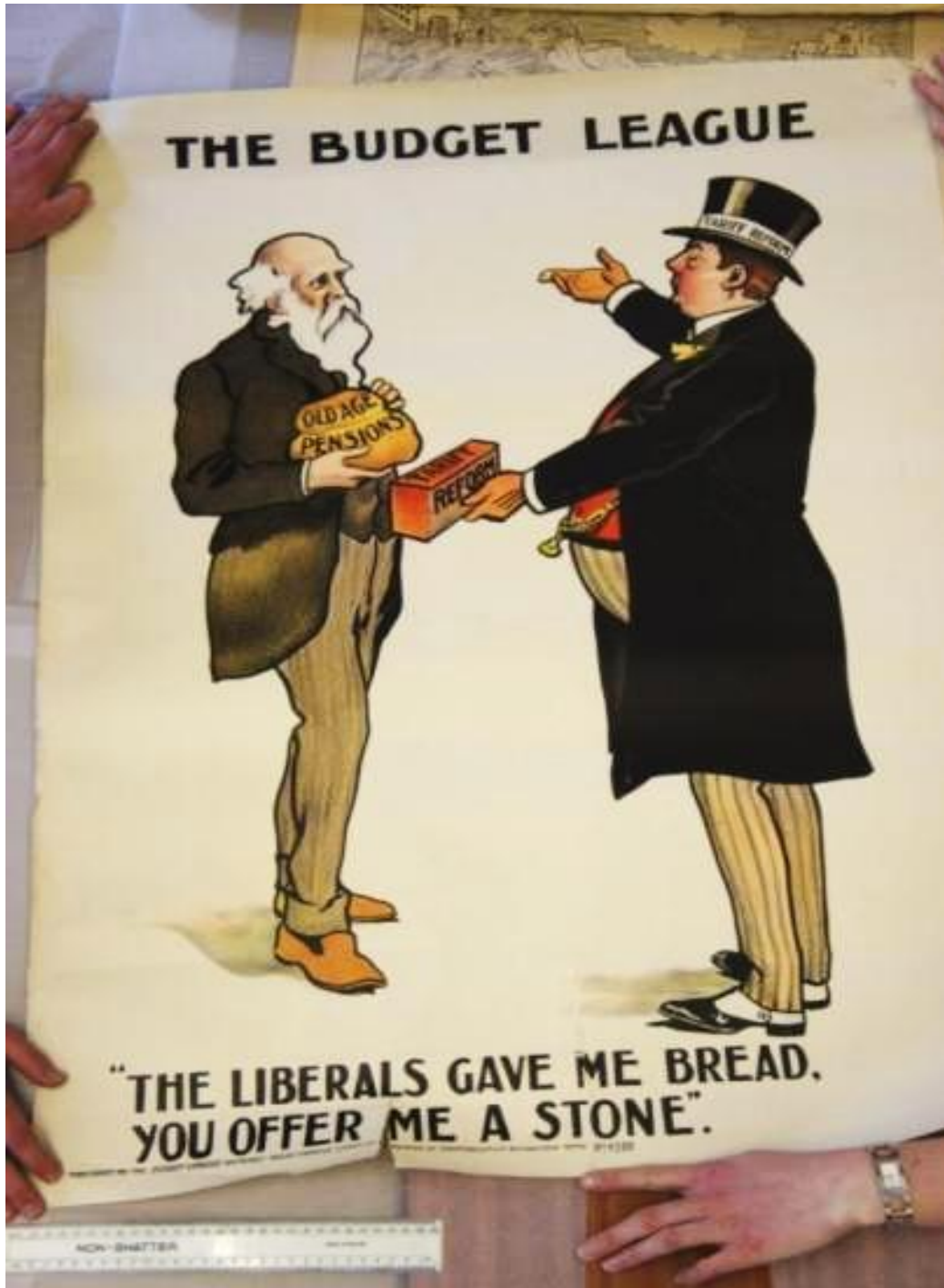


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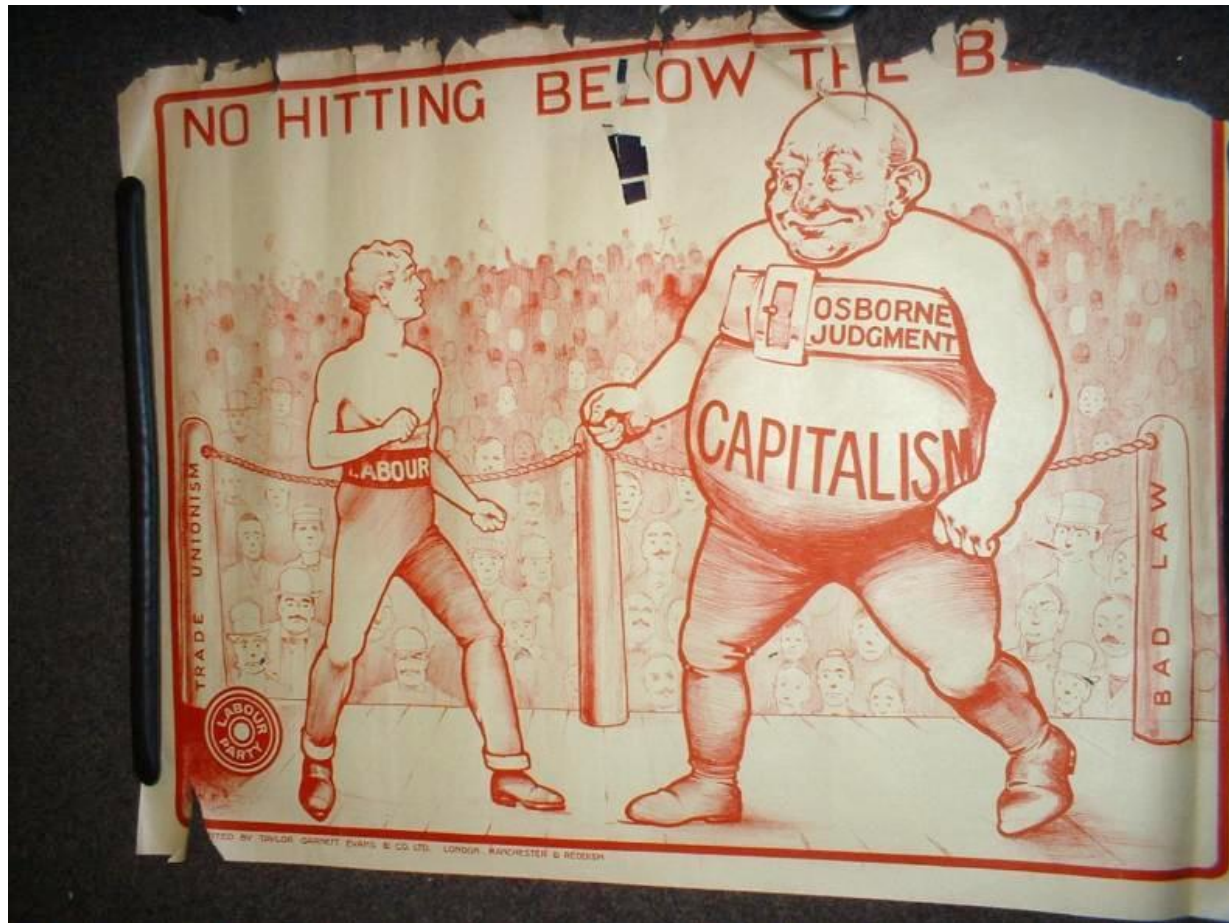


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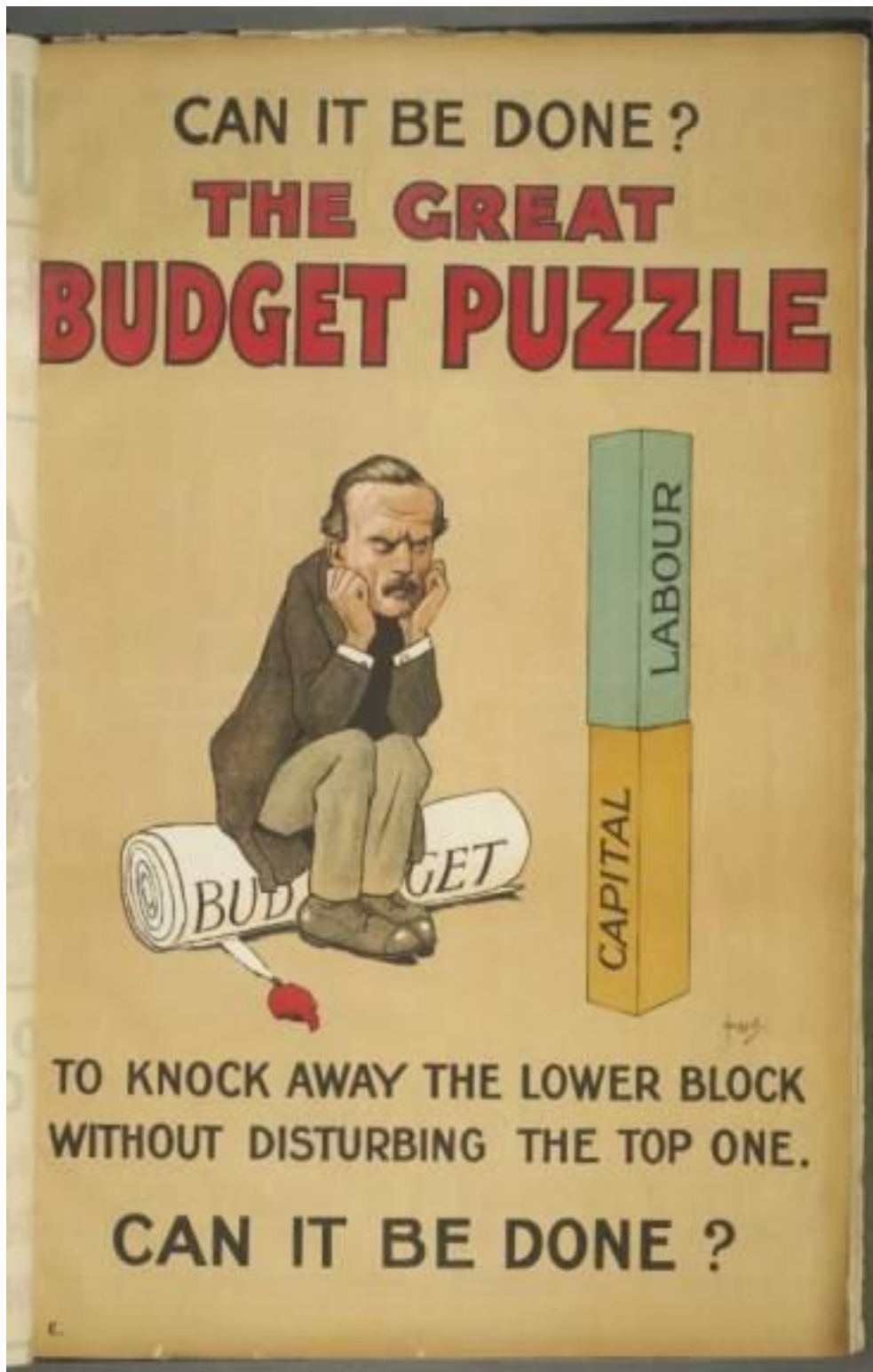


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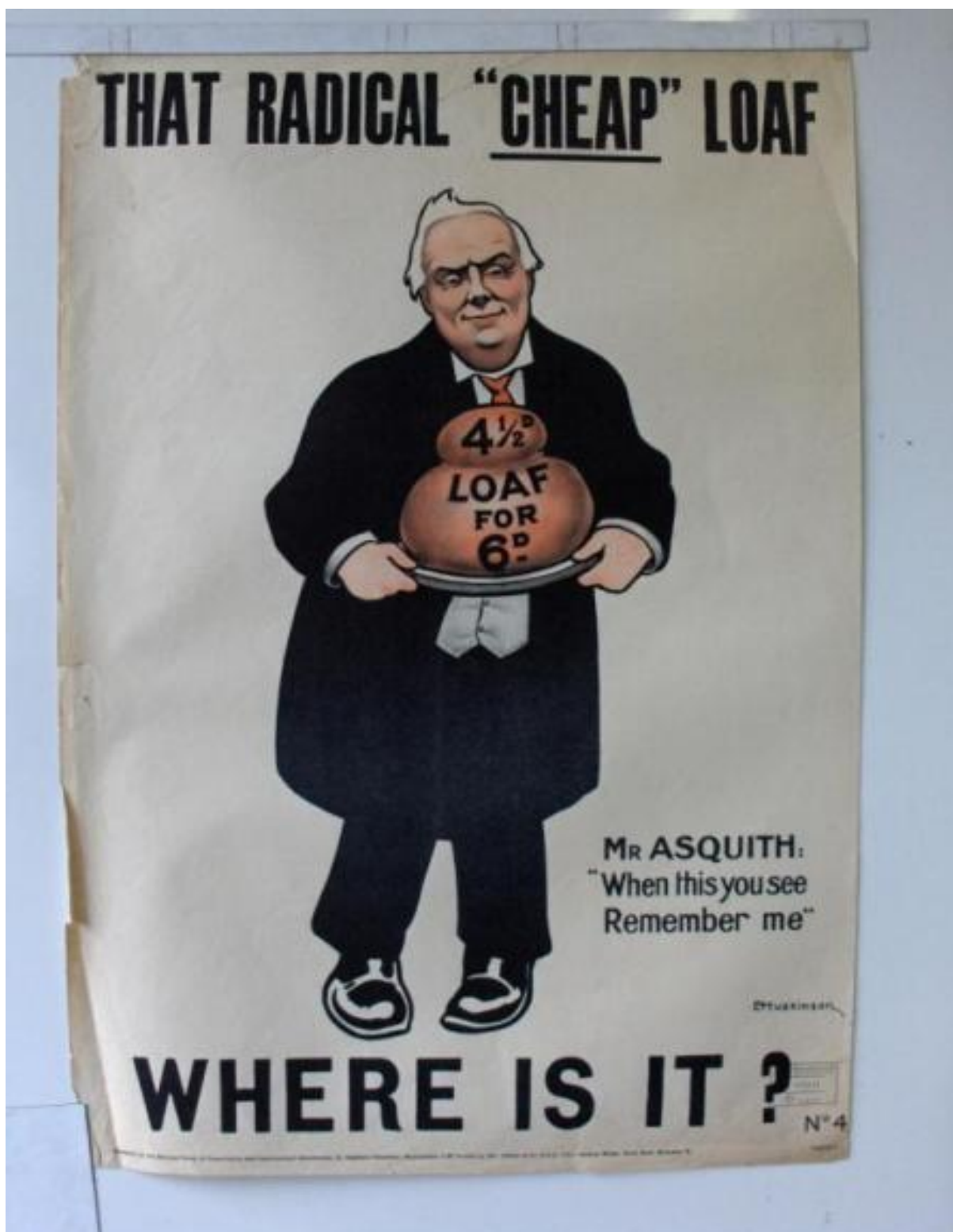


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**THE BUDGET LEAGUE.**

**The Worker's Burden**  
*as the Tories*  
*would make it*



**TARIFF REFORM  
 BUDGET**  
 TAXES ON FOOD, CLOTHES,  
 MATERIALS AND EVERYTHING

**FROM 1900 TO 1905  
 THE TORIES PUT  
 £ 12,000,000  
 ON FOOD TAXES.**

**FROM 1906 TO 1909  
 THE LIBERALS TOOK  
 £ 5,000,000  
 OFF FOOD TAXES.**

**For 50 Years the LIBERALS have not  
 added to the taxation of food.**

Figure 1.27 *The Worker's Burden*, 1909, Hudson and Son for the Budget League, PHM



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## 2.0 The General Election of 1929

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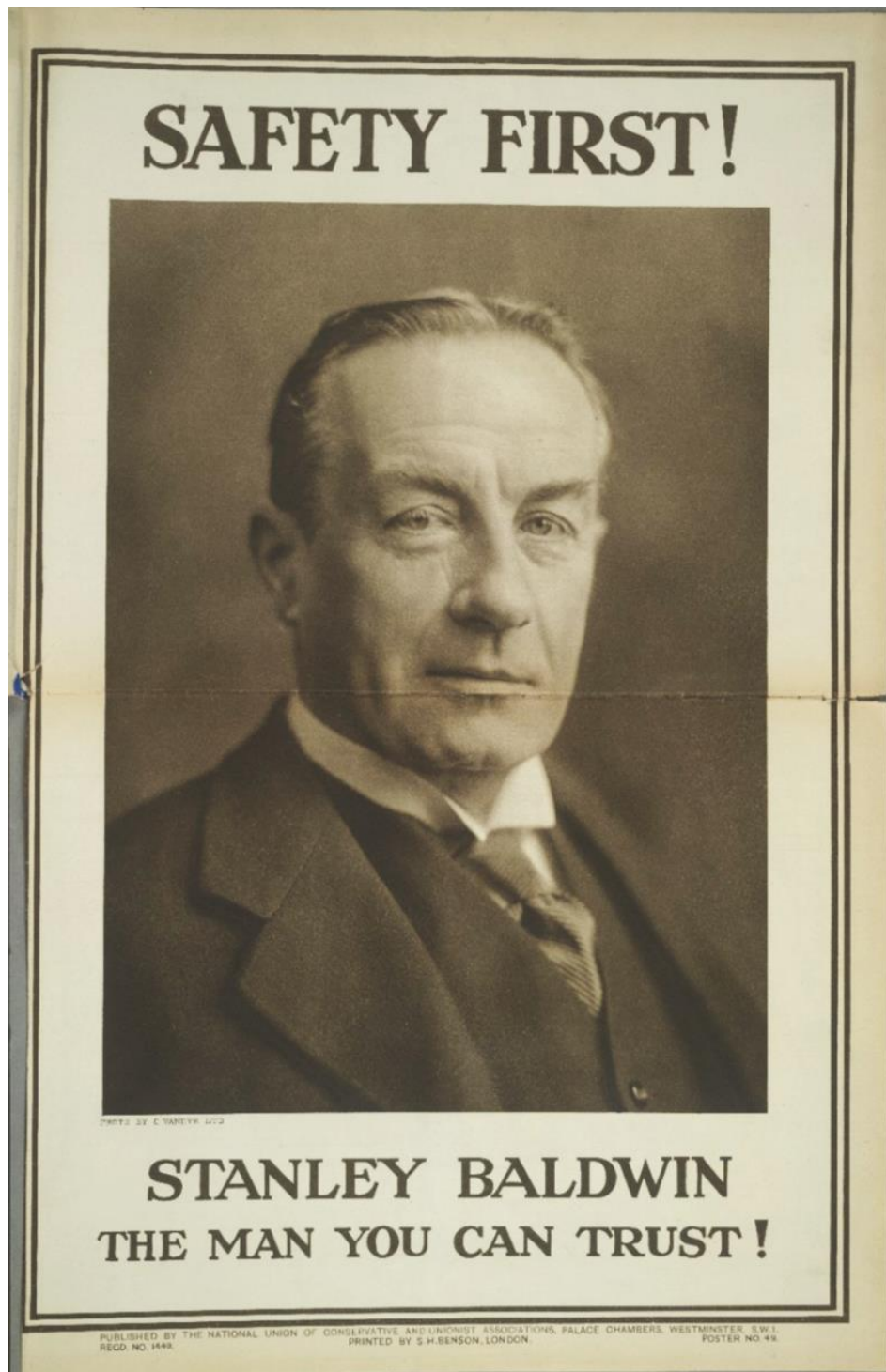


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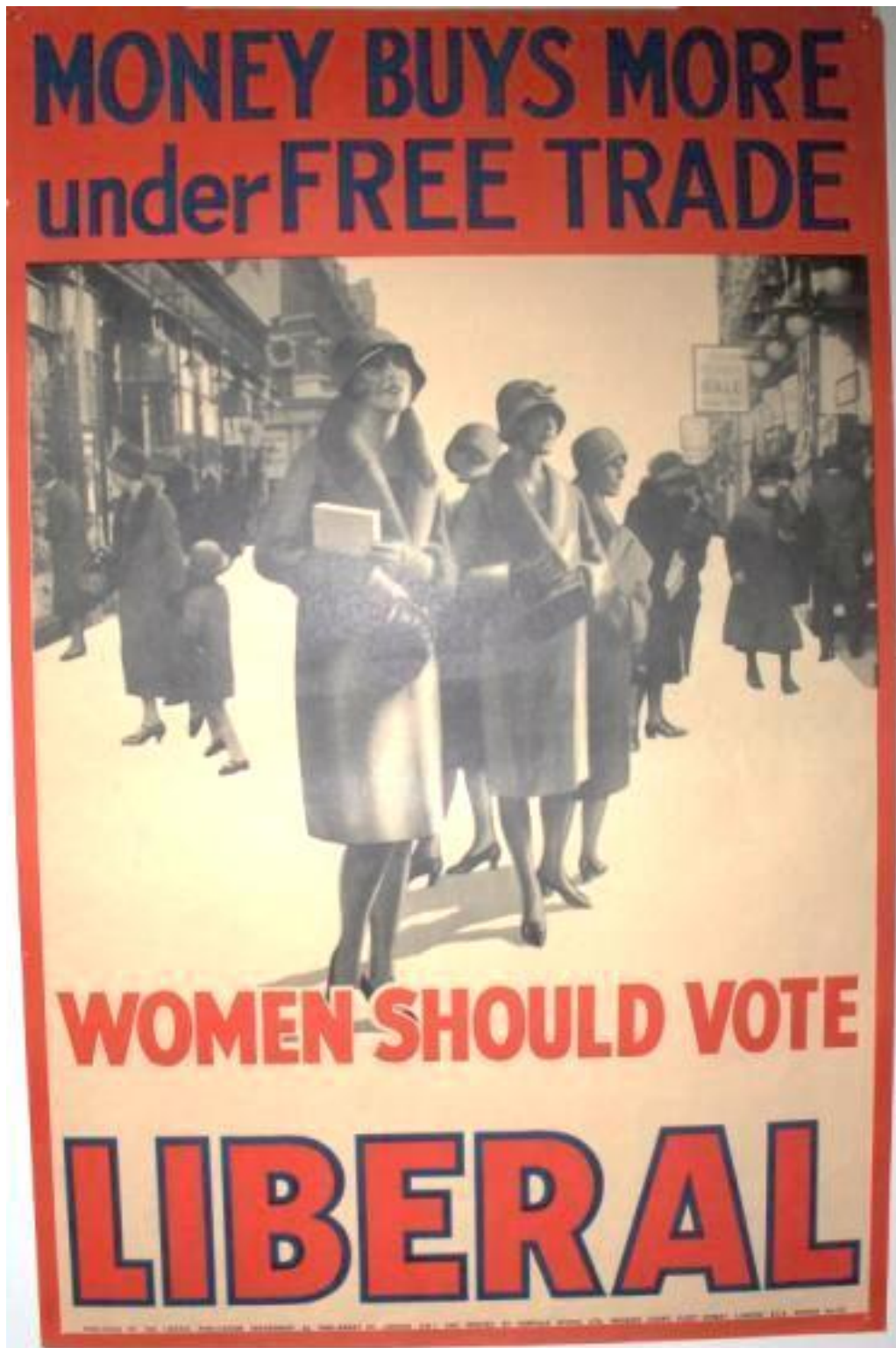


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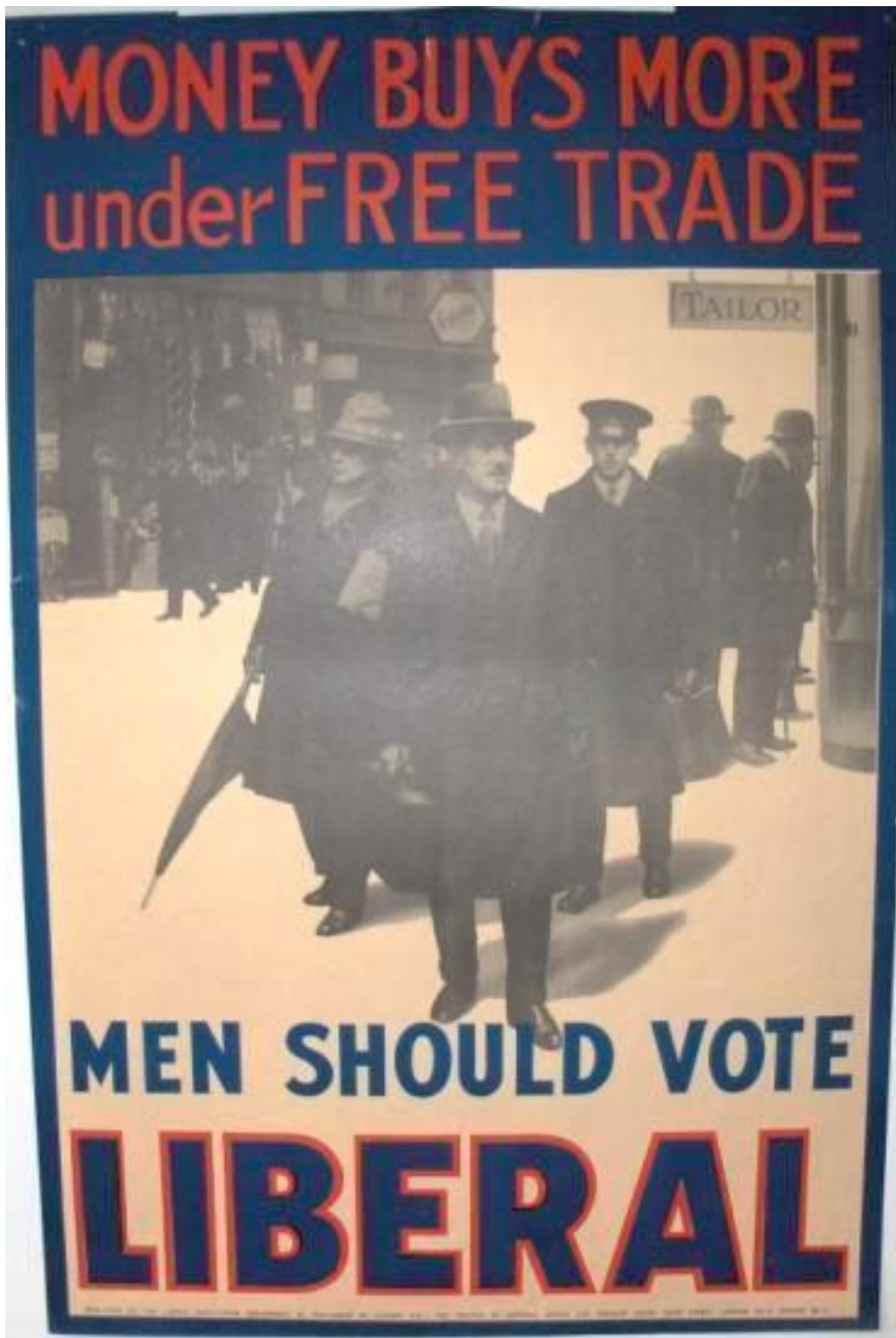


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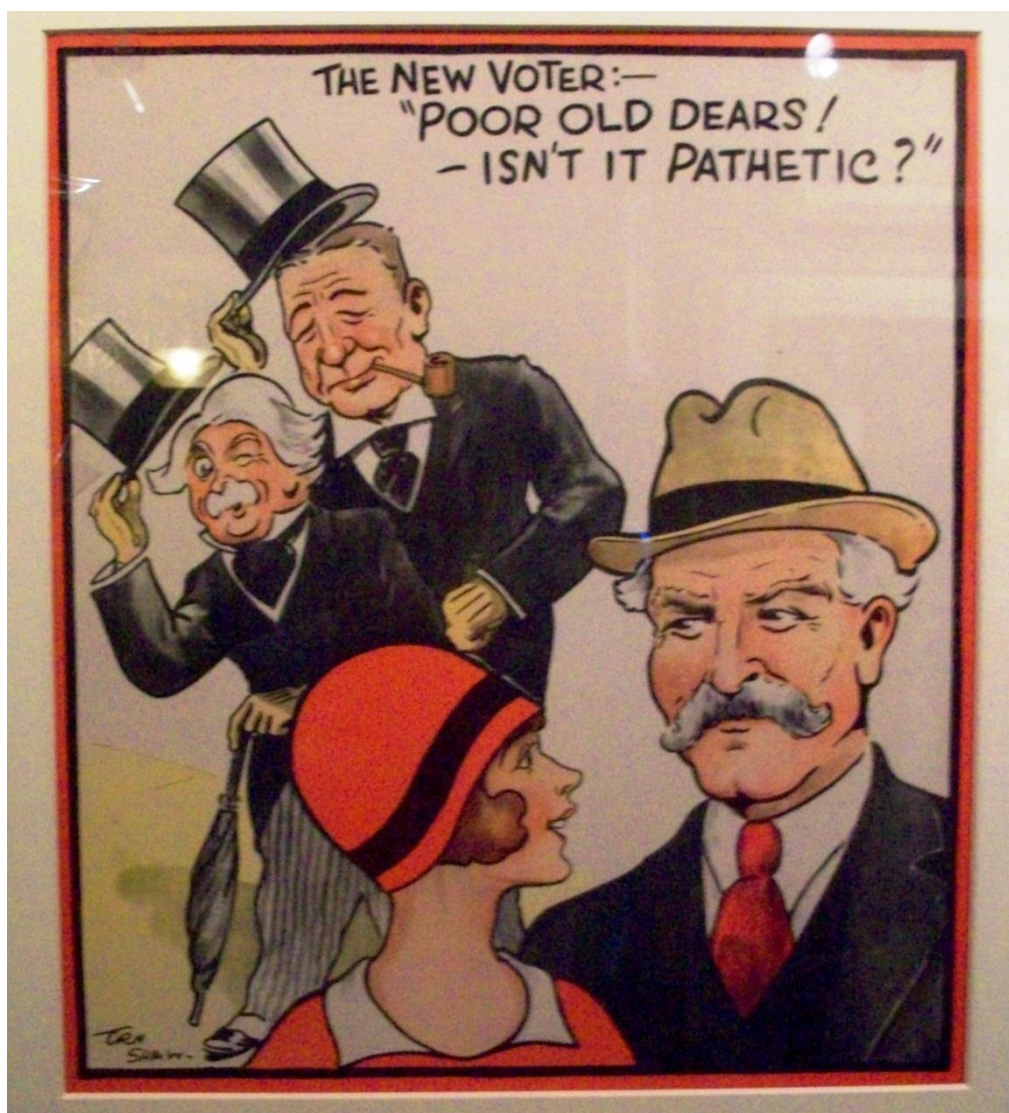


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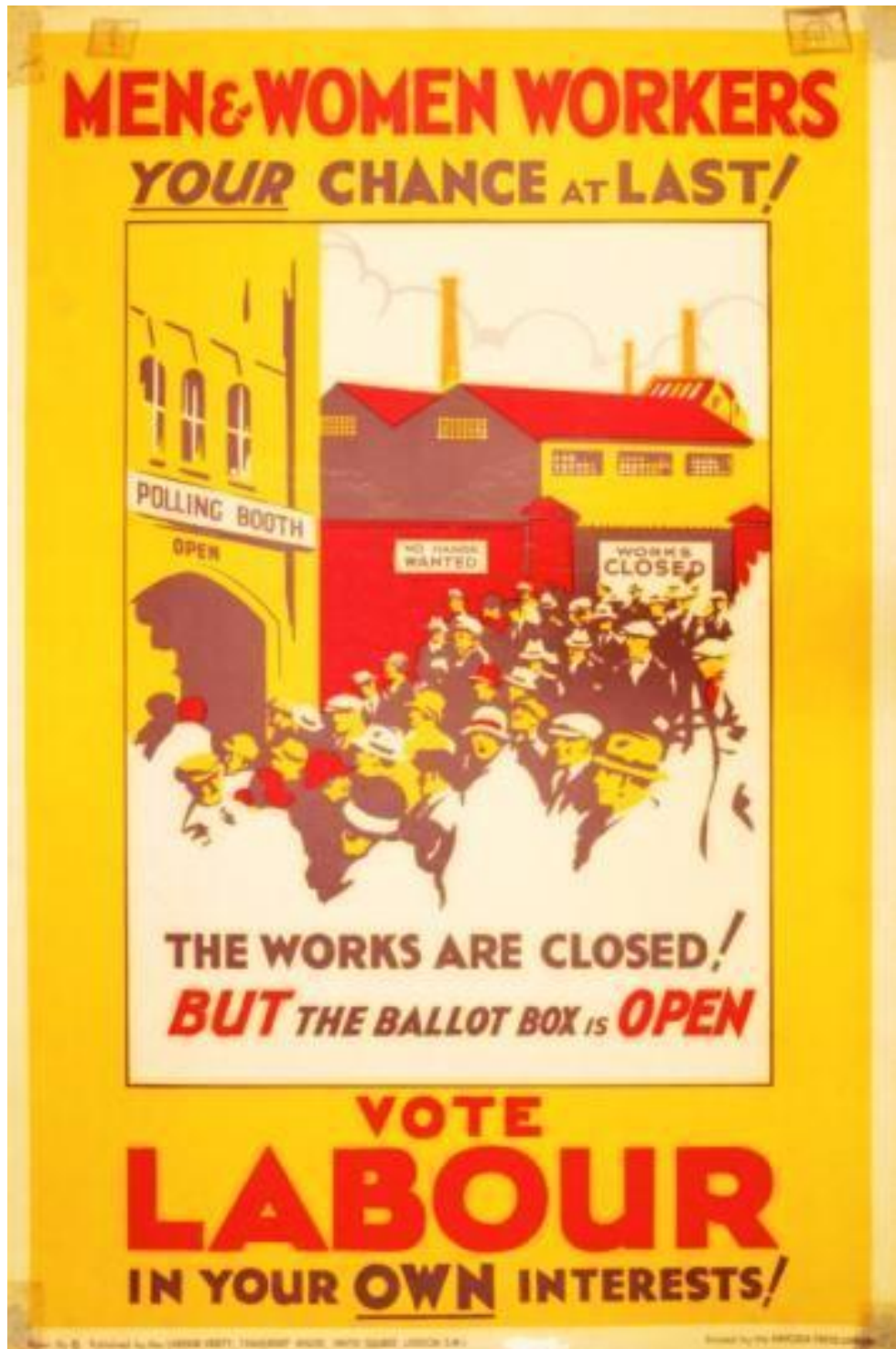


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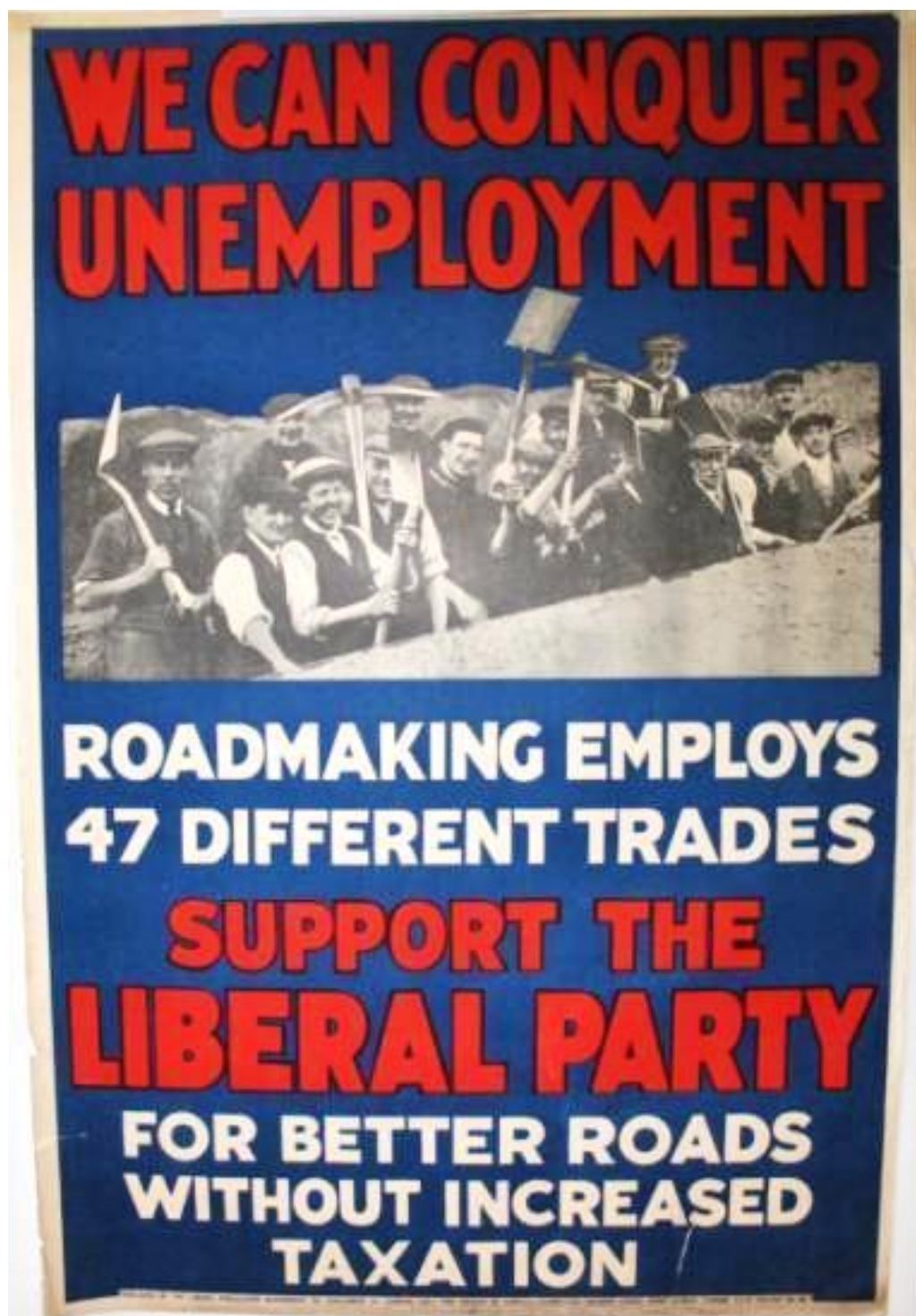


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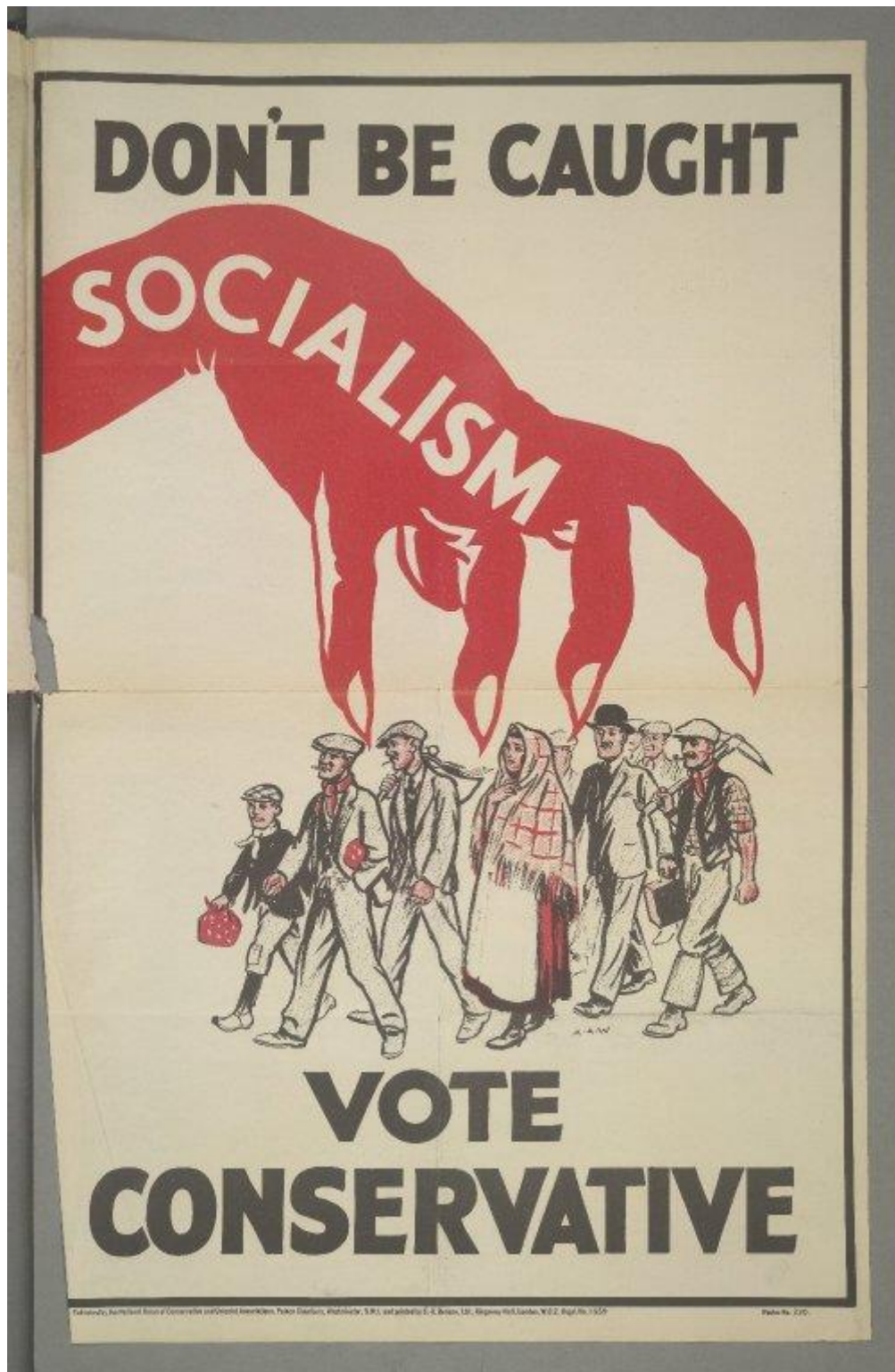


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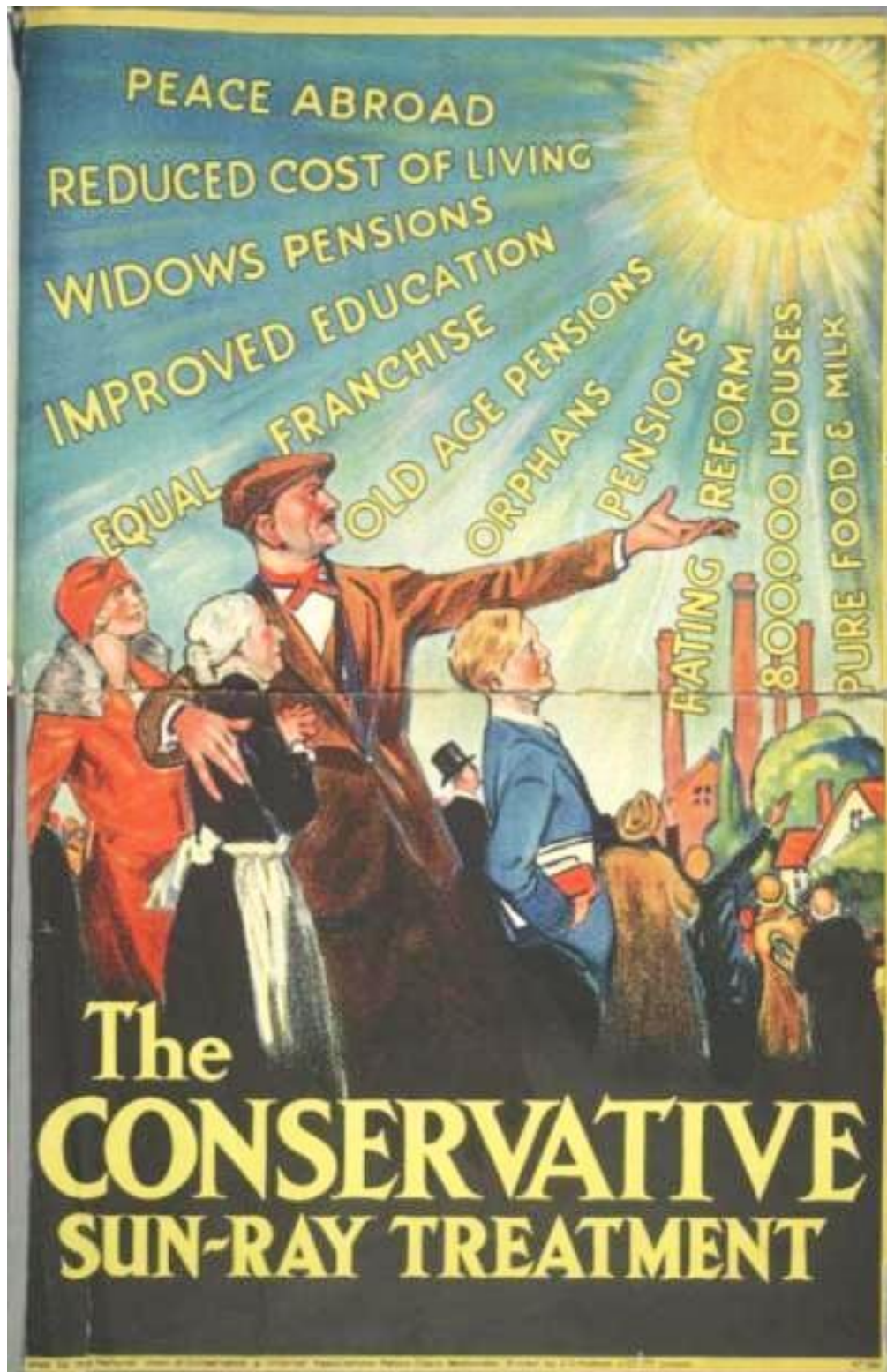


Figure 2.24 *The CONSERVATIVE SUN-RAY TREATMENT*, 1929, The National Union of Conservative & Unionist Associations, CPA, POSTER 1929-24.

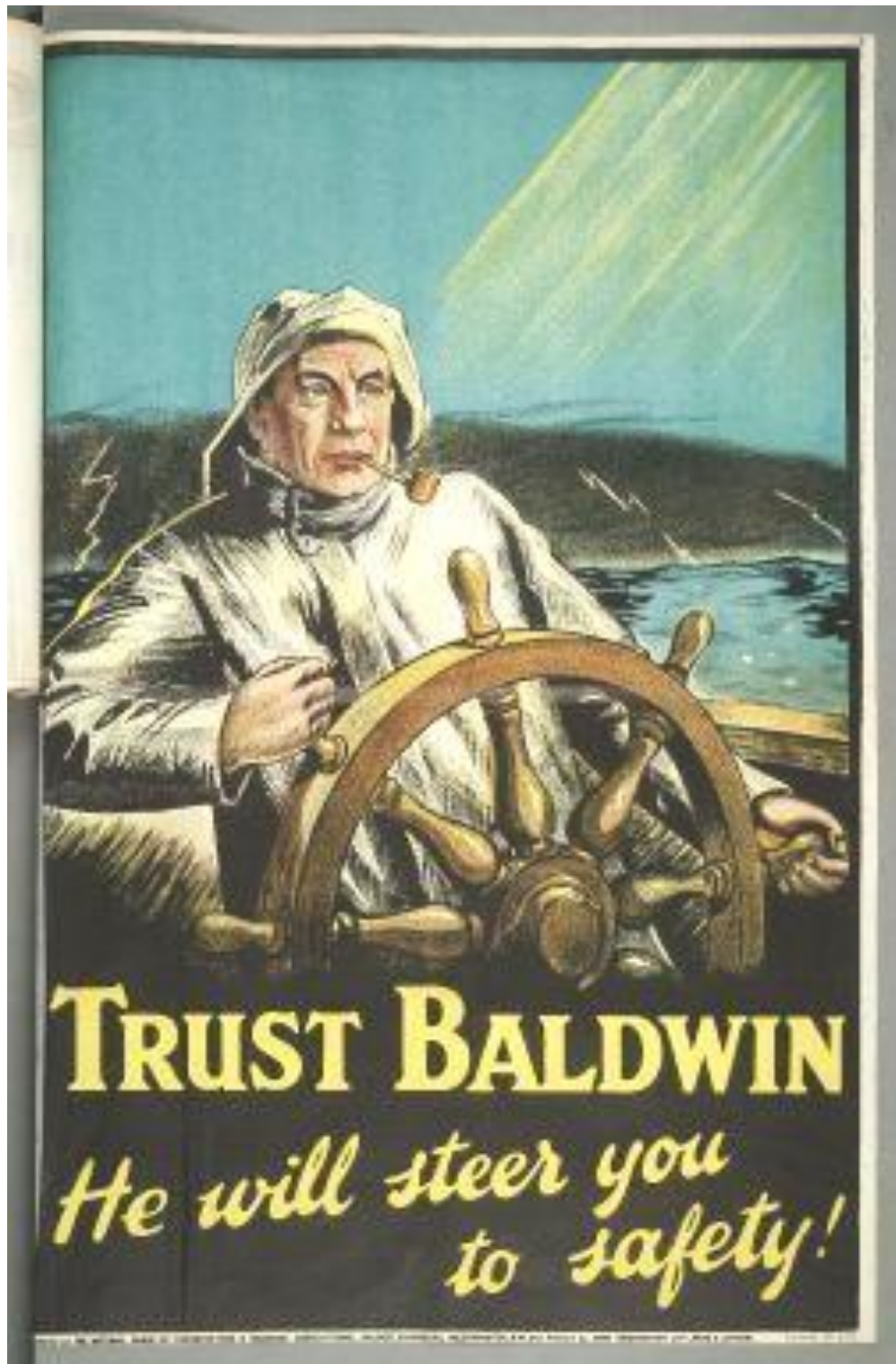


Figure 2.25 *TRUST BALDWIN He will steer you to safety!*, CPA, POSTER 1929-32.

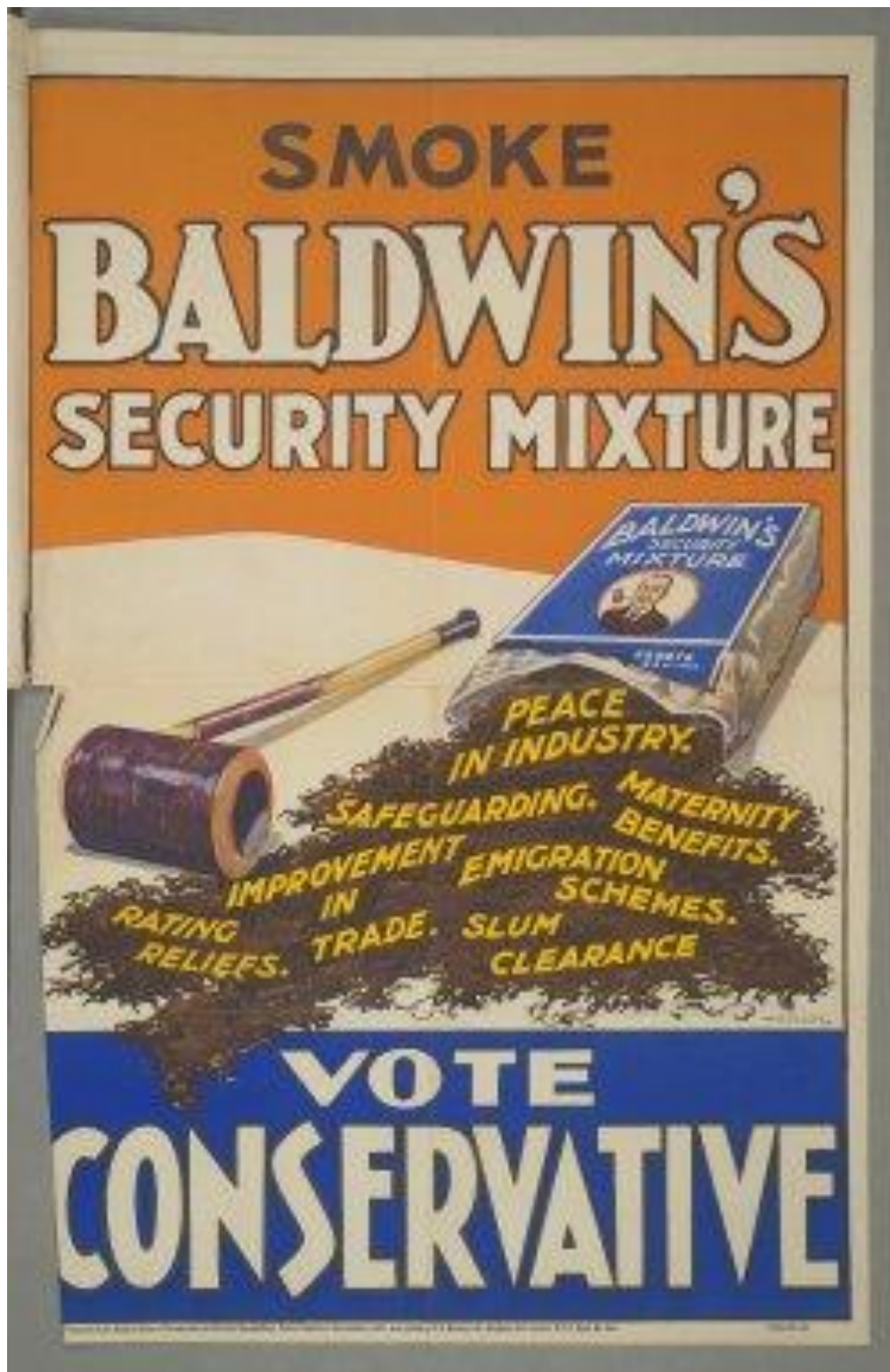


Figure 2.26 *BALDWIN'S SECURITY MIXTURE*, 1929, CPA, POSTER 1929-44.

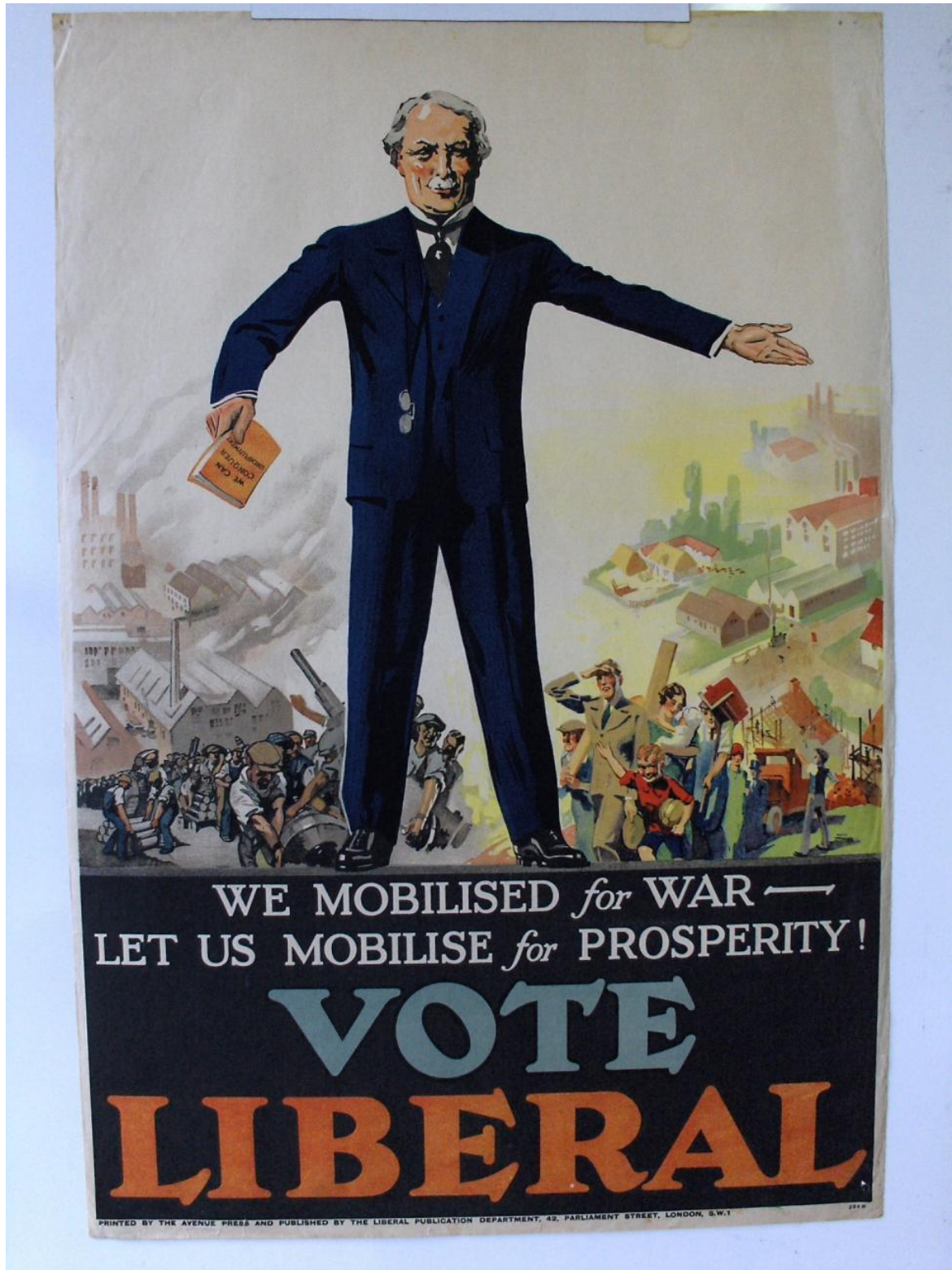


Figure 2.27 *WE MOBILISED for WAR – LET US MOBILISED for PROSPERITY*, 1929, Liberal Publication Department, Mundaneum.



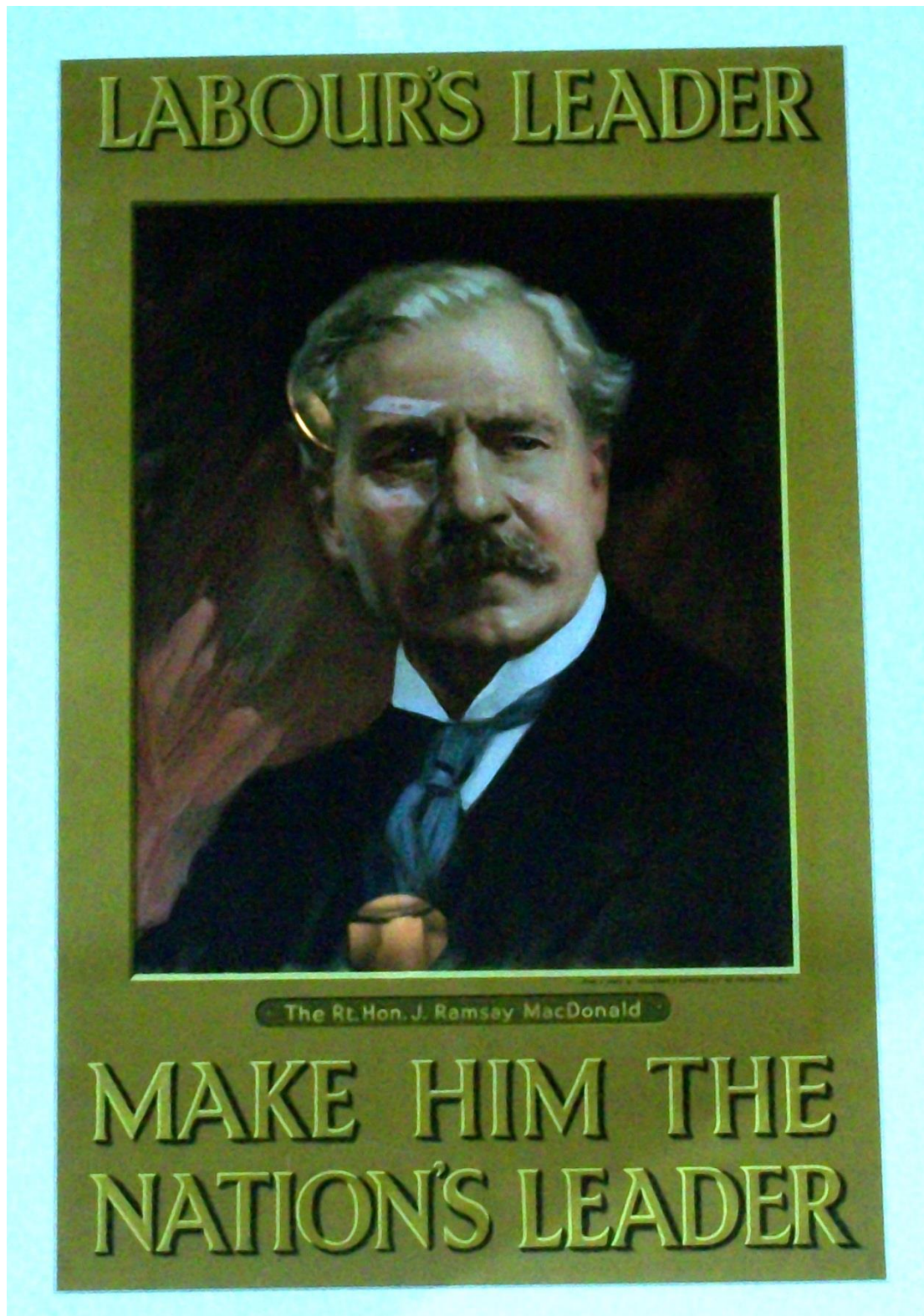


Figure 2.28 *LABOUR'S LEADER MAKE HIM THE NATION'S LEADER*



Figure 2.29 *GENERAL MANAGER WANTED*, 1929, Labour Party, PHM.



Figure 2.30 *WORDS WORDS WORDS*, Labour Party, Mundaneum.

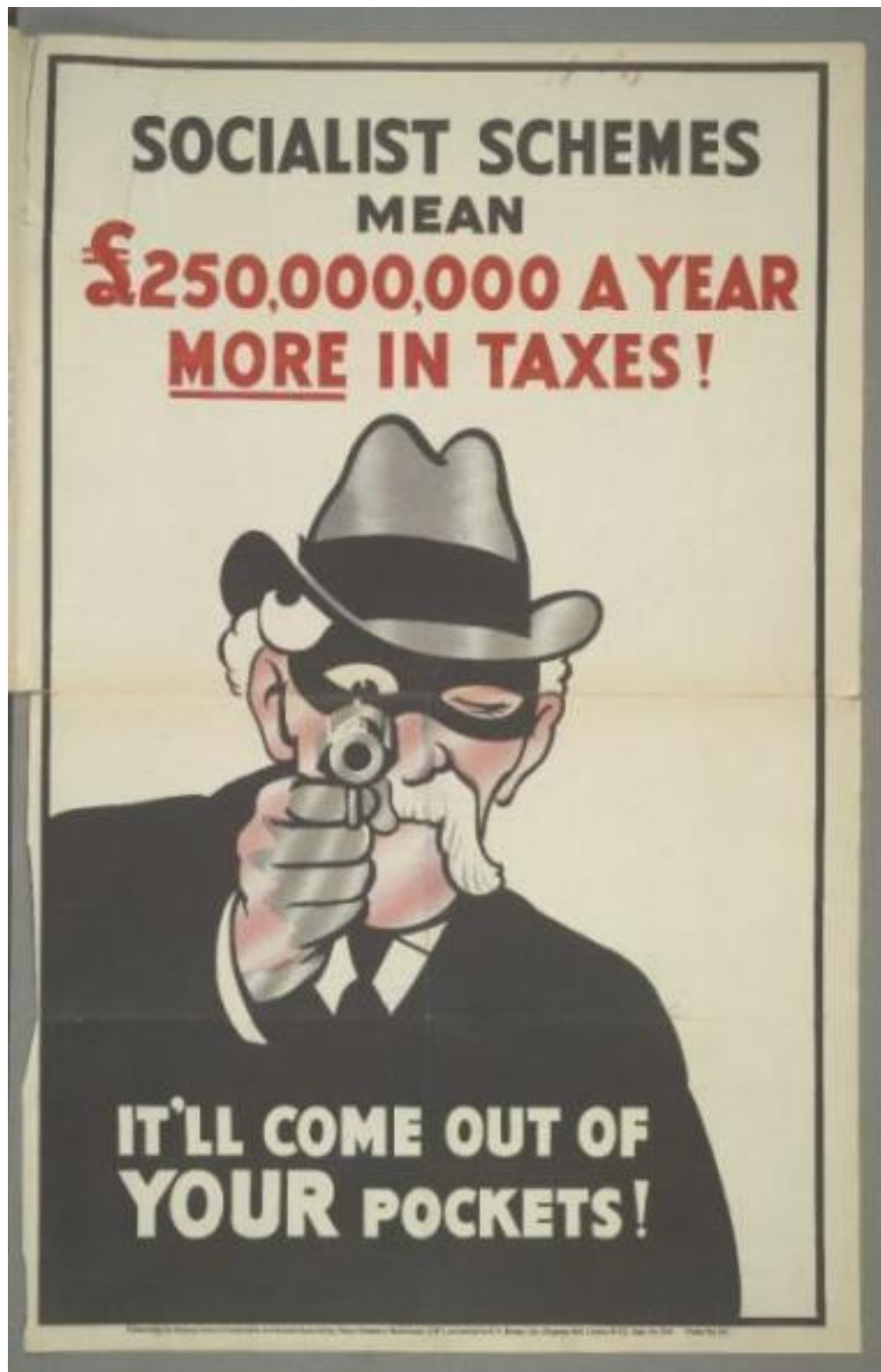


Figure 2.31 *SOCIALIST SCHEMES MEAN £250,000,000 MORE A YEAR IN TAXES!*, 1929, National Union of Conservative and United Association, CPA, POSTER 1929-41.



Figure 2.32 *THE CHEAPJACK*, 1929, National Union of Conservative and United Association, CPA, POSTER 1929-40.

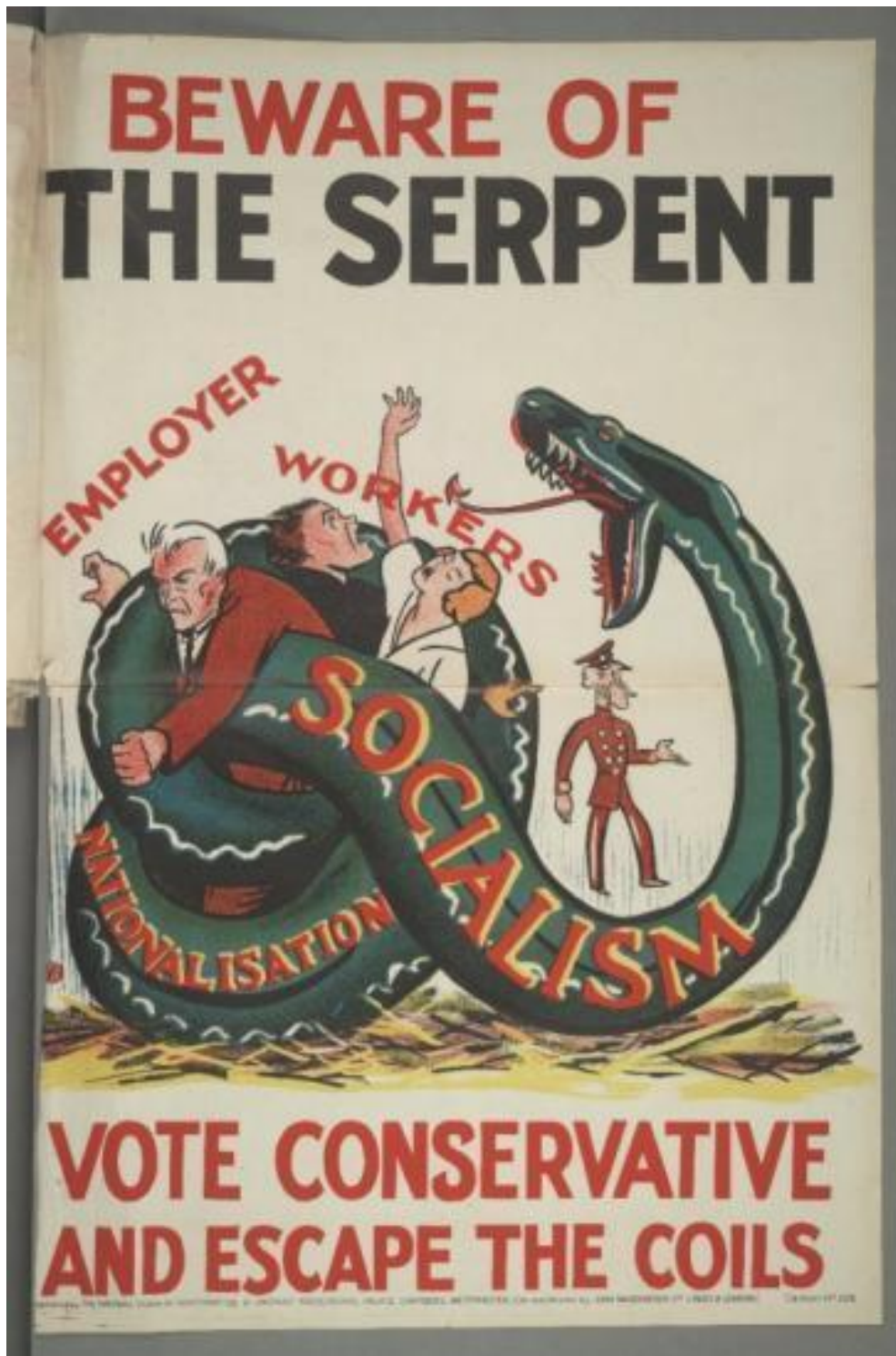


Figure 2.33 *BEWARE OF THE SERPENT*, 1929, National Union of Conservative and Unionist Associations, CPA, POSTER 1929-26.



Figure 2.34 *SO PRETTY! - TILL THEY BURST!*, 1929, National Union of Conservative and Unionist Associations, CPA, POSTER 1929-28.



Figure 2.35 *VOTE CONSERVATIVE AND SAFEGUARD YOUR EARNINGS*, 1929, National Union of Conservative and Unionist Association CPA, POSTER 1929-39.



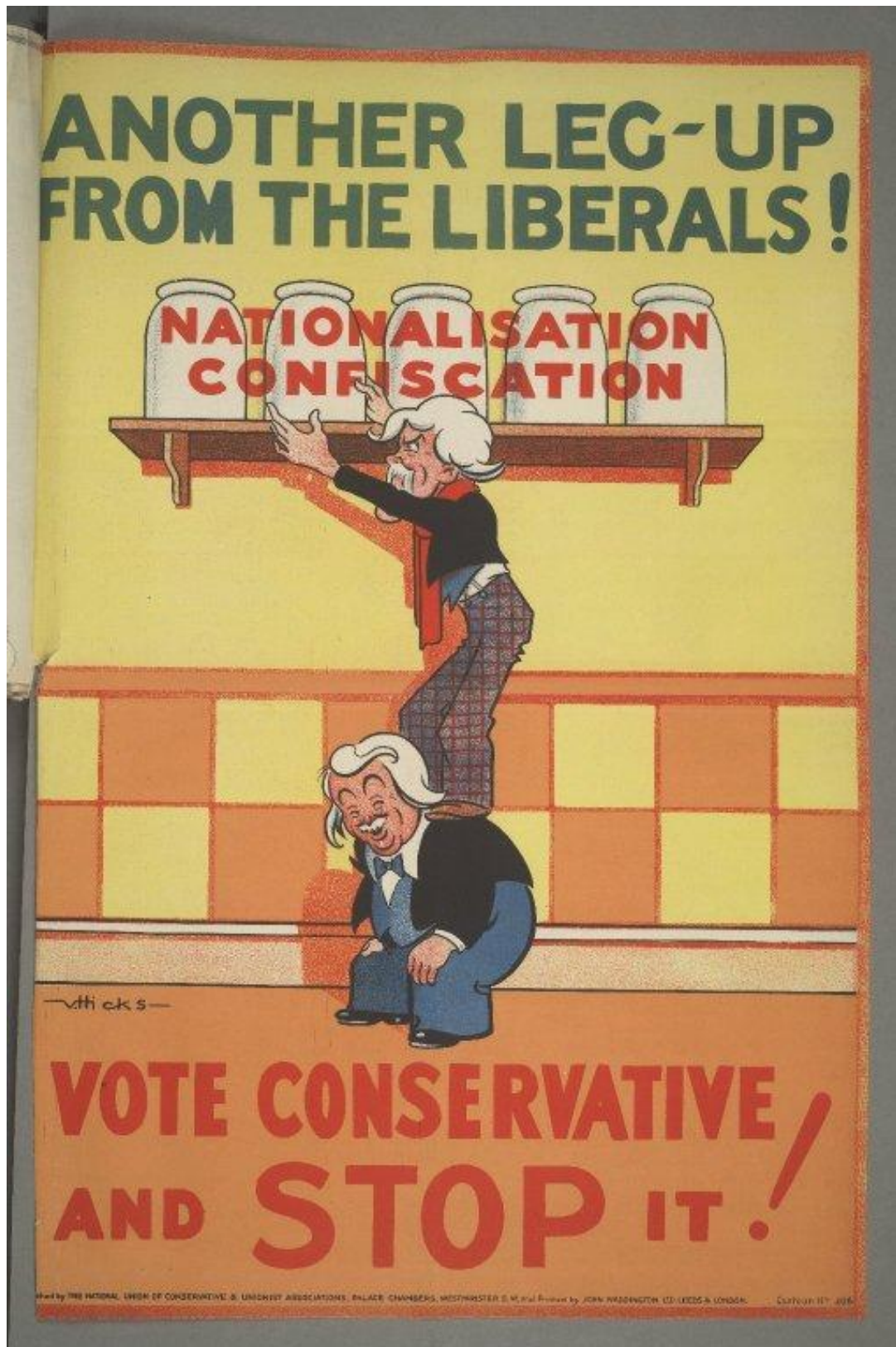


Figure 2.36 *ANOTHER LEG-UP FROM THE LIBERALS!*, National Union of Conservative and Unionist Association, CPA, POSTER 1929-39.

### 3.0 The General Election of 1950

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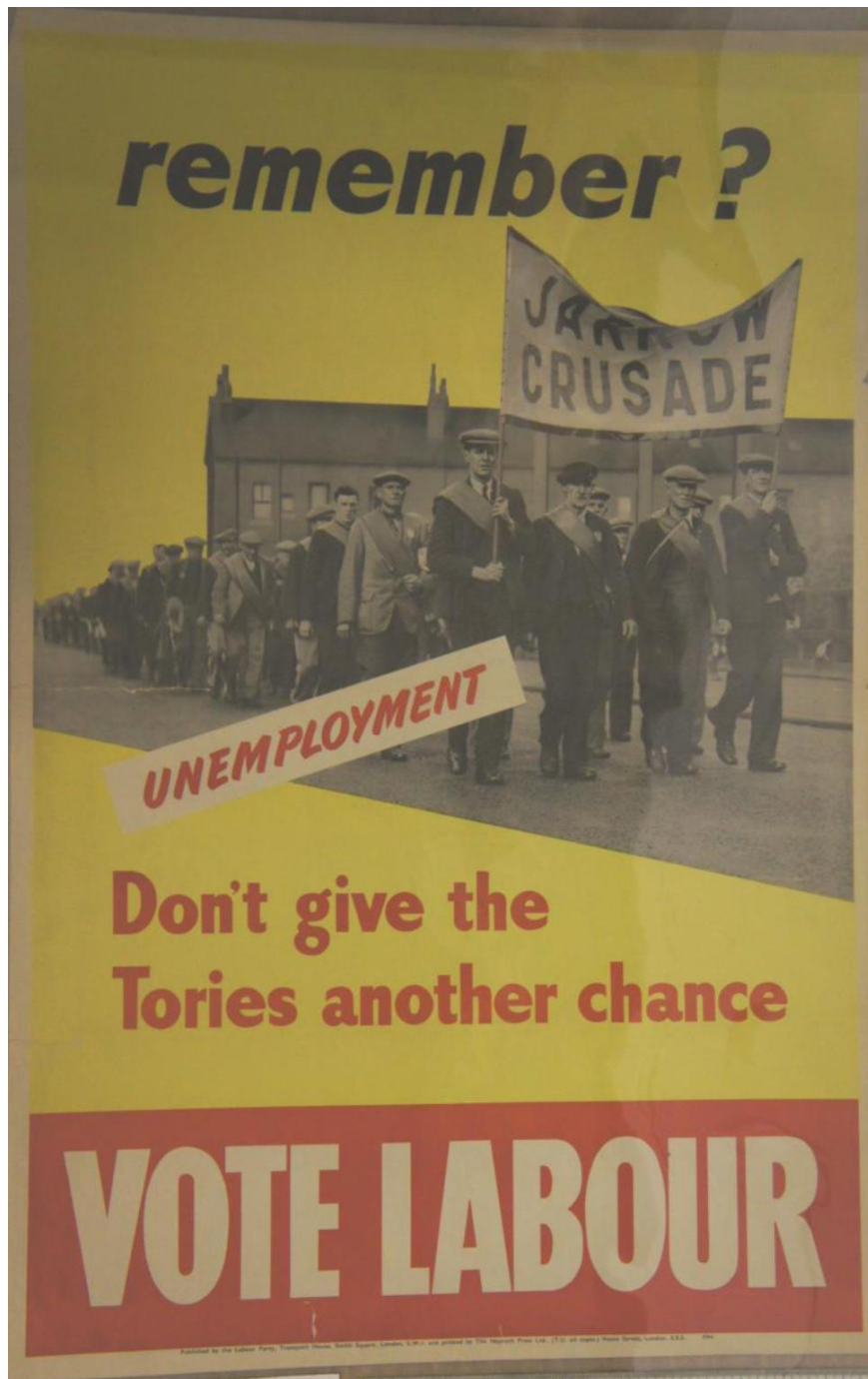


Figure 3.4 *Remember?* Labour Party, 1950, PHM: 1995.39.226.

## of the future



His future—will it be the kind of future you would like him to grow into? Will he have a chance in it to use the precious powers of will, and of initiative? Powers which you will have passed on to him and take pride in.

Will he find a world that offers him respect for the freedom and dignity of the individual in whatever walk of life he takes?

Will he get these things and freedom or will he live in conditions 'by order of' a government—and with hopes constantly disappointed because of the indecision and bad planning of the authorities? Let him have a chance to make his own way.

The Conservatives believe that individuality and enterprise are two of the greatest things on earth. They are two rocks on which we have always—in these Islands—built our happiness and pride. The Conservatives *believe* in the people of Britain. So they will give them the chance to profit from their labours.

## the CONSERVATIVES

Figure 3.2 *Think of the future*, History of Advertising Trust, 21/73/4/3/C



Figure 3.3 *Don't throw a spanner in the STEEL works*, Conservative and Unionist Central Office, CPA: 1951-15.

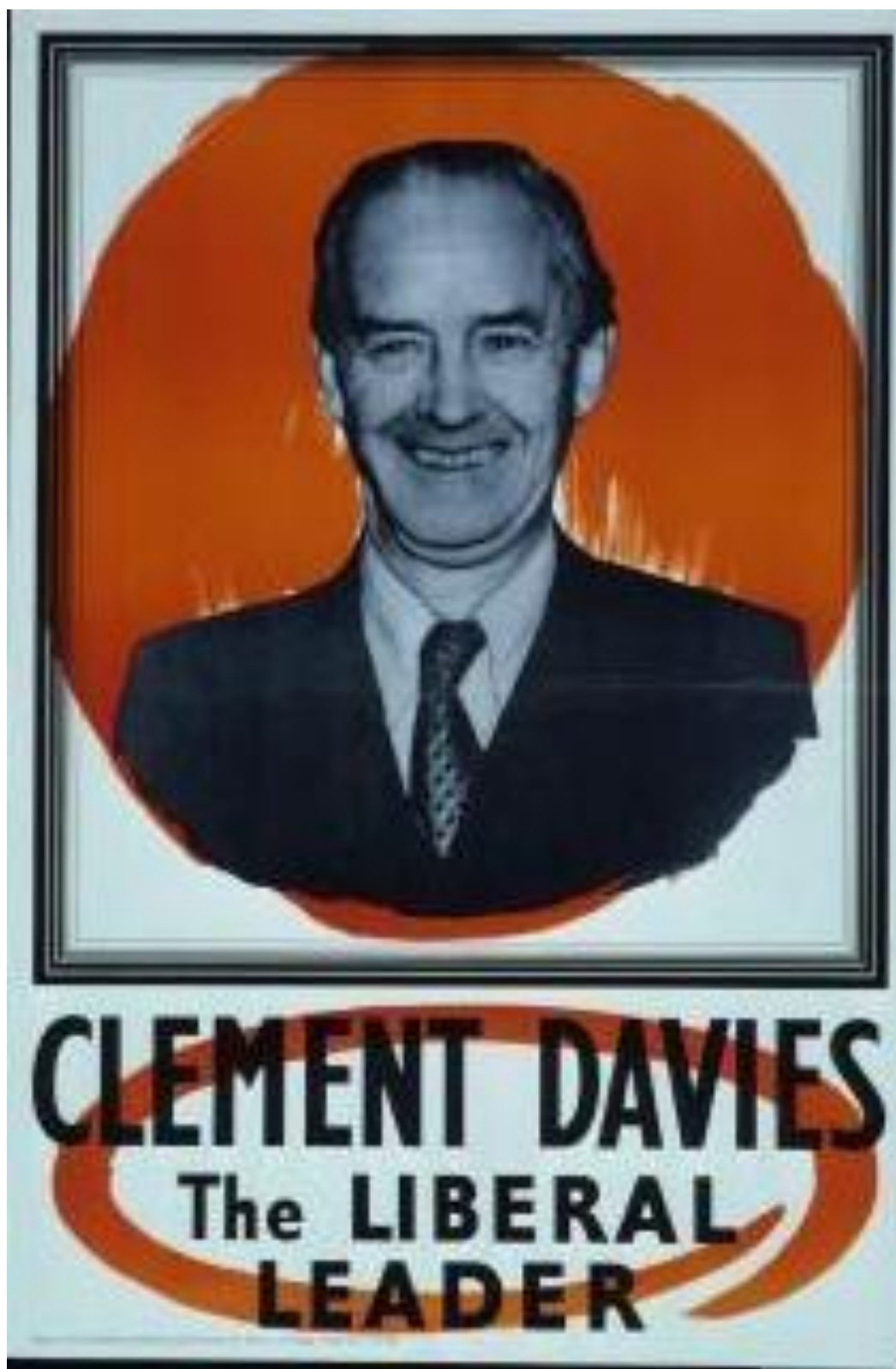


Figure 3.4 *CLEMENT DAVIES THE LIBERAL LEADER*, 1950, Liberal Publication Department, Hoover Institution: UK 2495.

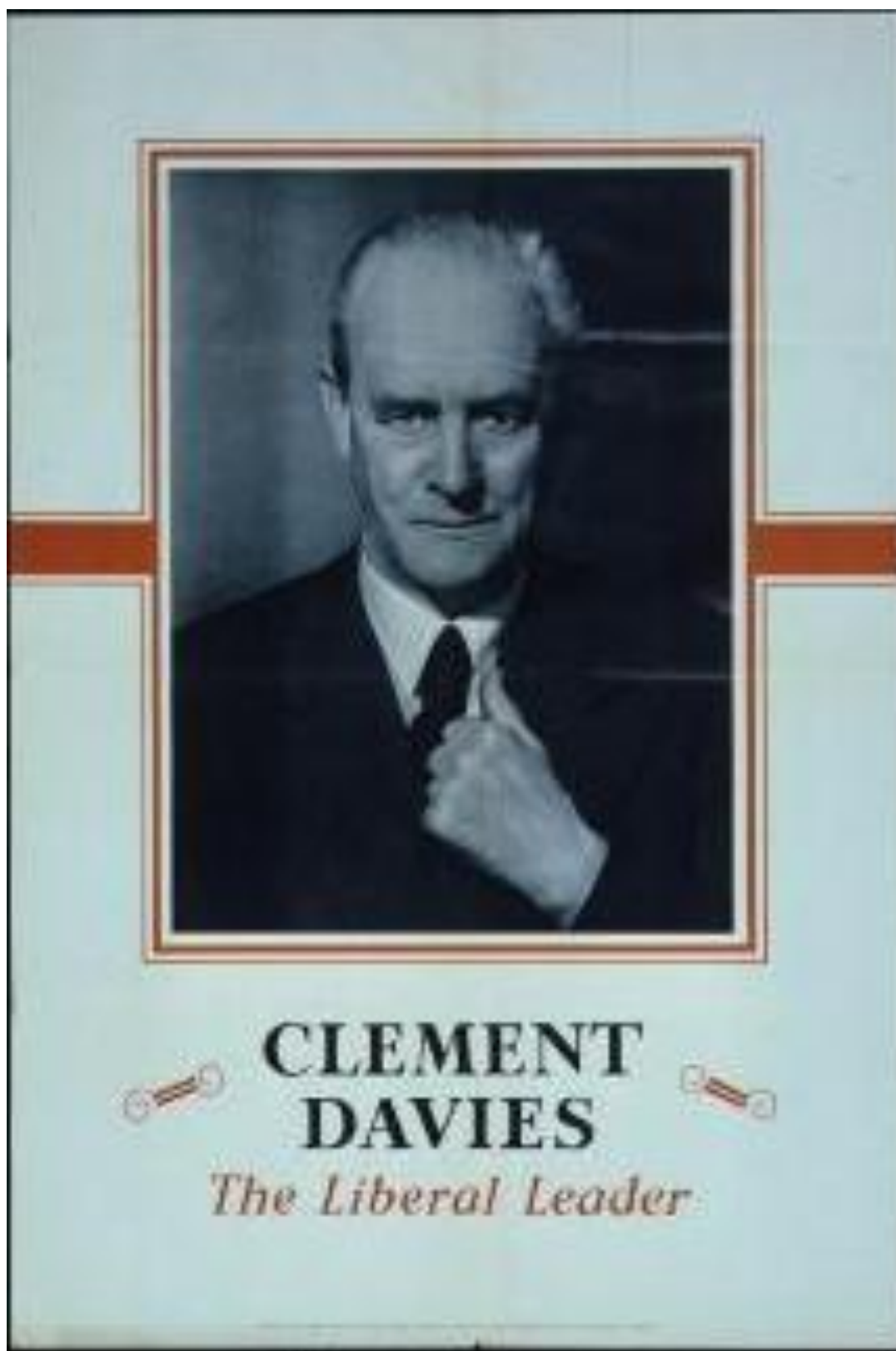


Figure 3.5 *CLEMENT DAVIES The Liberal Leader*, 1951, Liberal Publication Department, Hoover Institution: UK 2494.

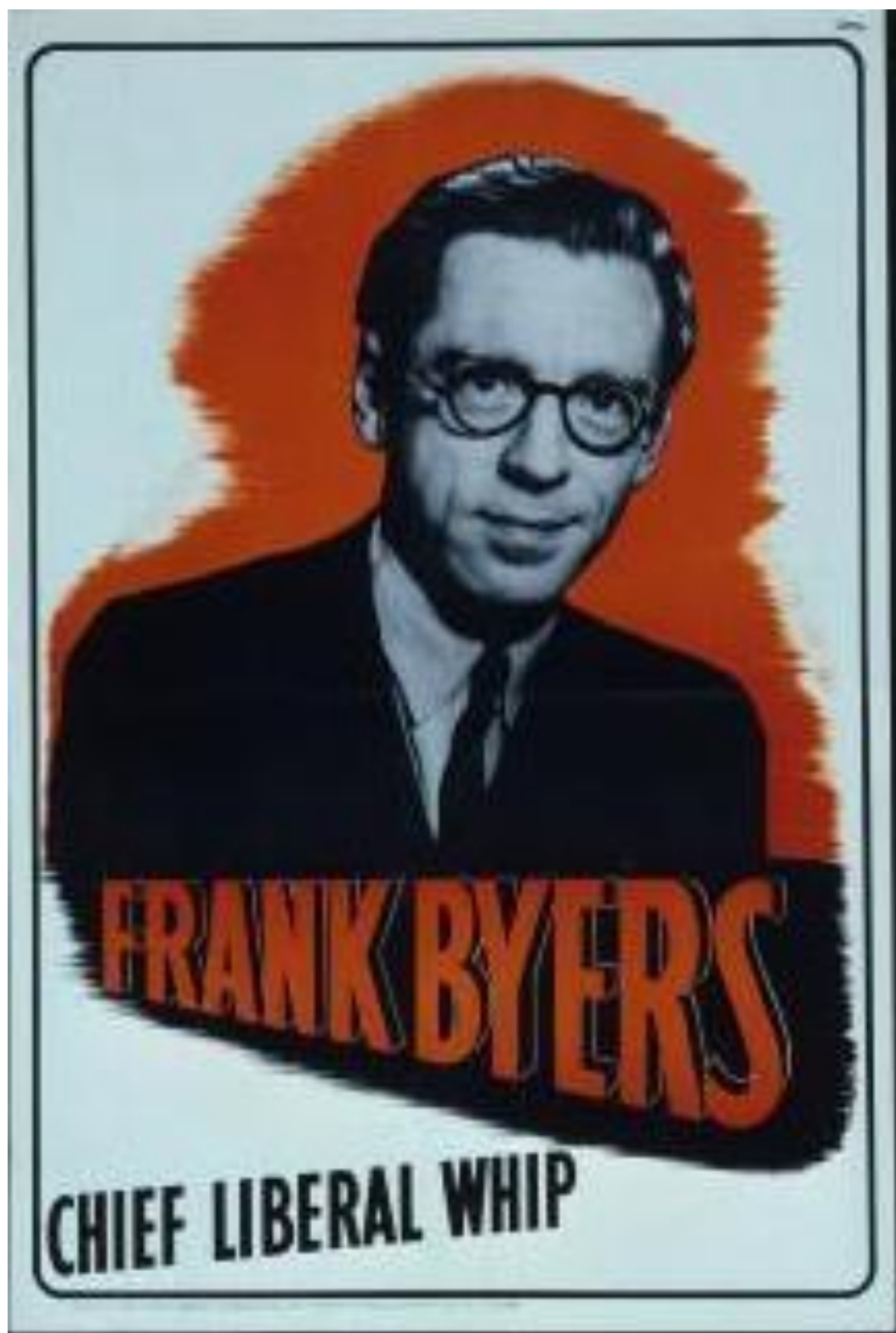


Figure 3.6 *FRANK BYERS CHIEF LIBERAL WHIP*, 1950, Liberal Publication Department, Hoover Institution: UK 2497.

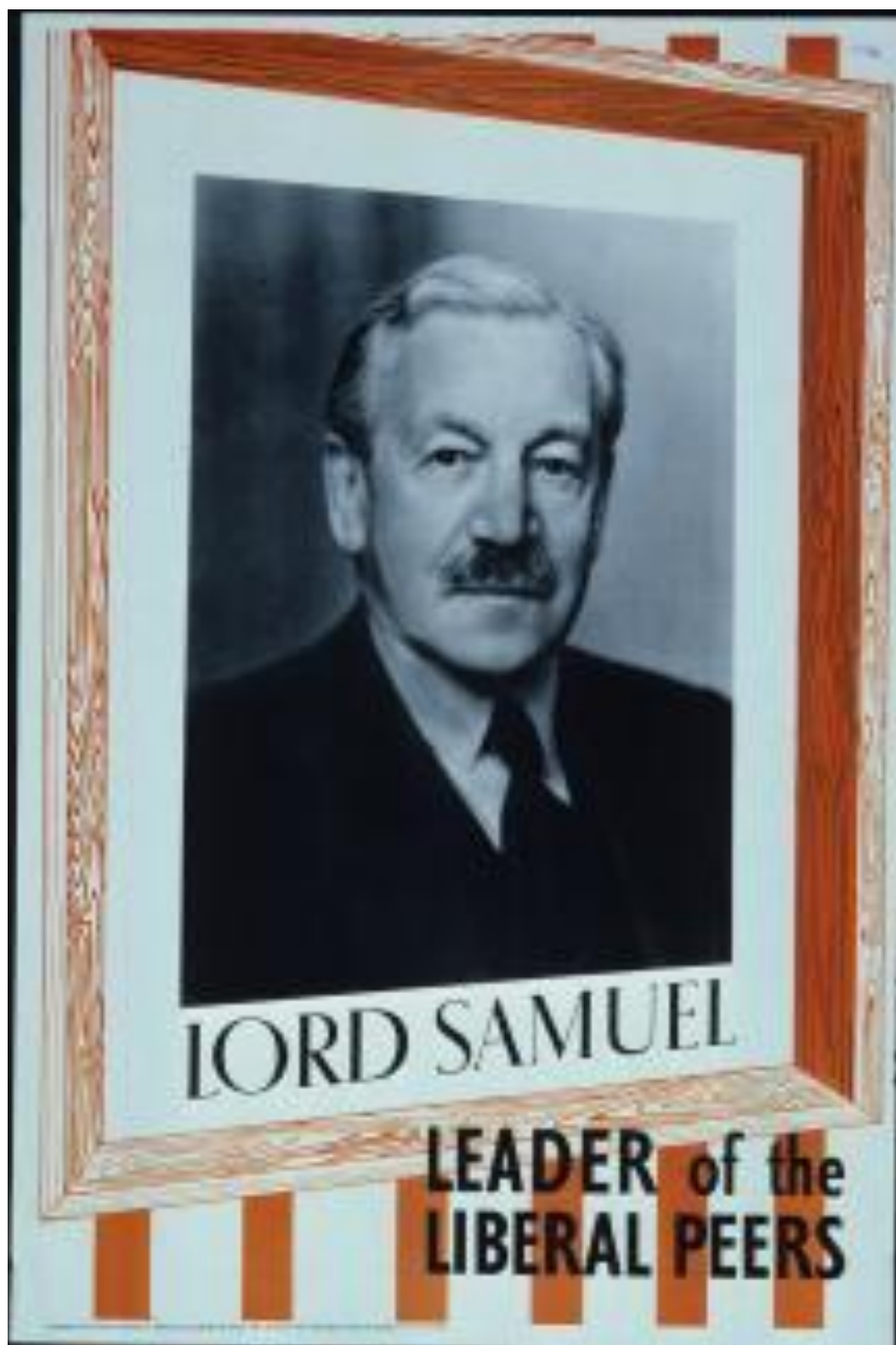


Figure 3.7 *LORD SAMUEL LEADER of the LIBERAL PRESS*, 1950, Liberal Publication Department, Hoover Institution: UK 2498.





Figure 3.8 *You're winning the peace*, 1951, Labour party, PHM: NMLH 1995.39.126.



Figure 3.9 *You are in power* – 1951, Labour party, People's History Museum.

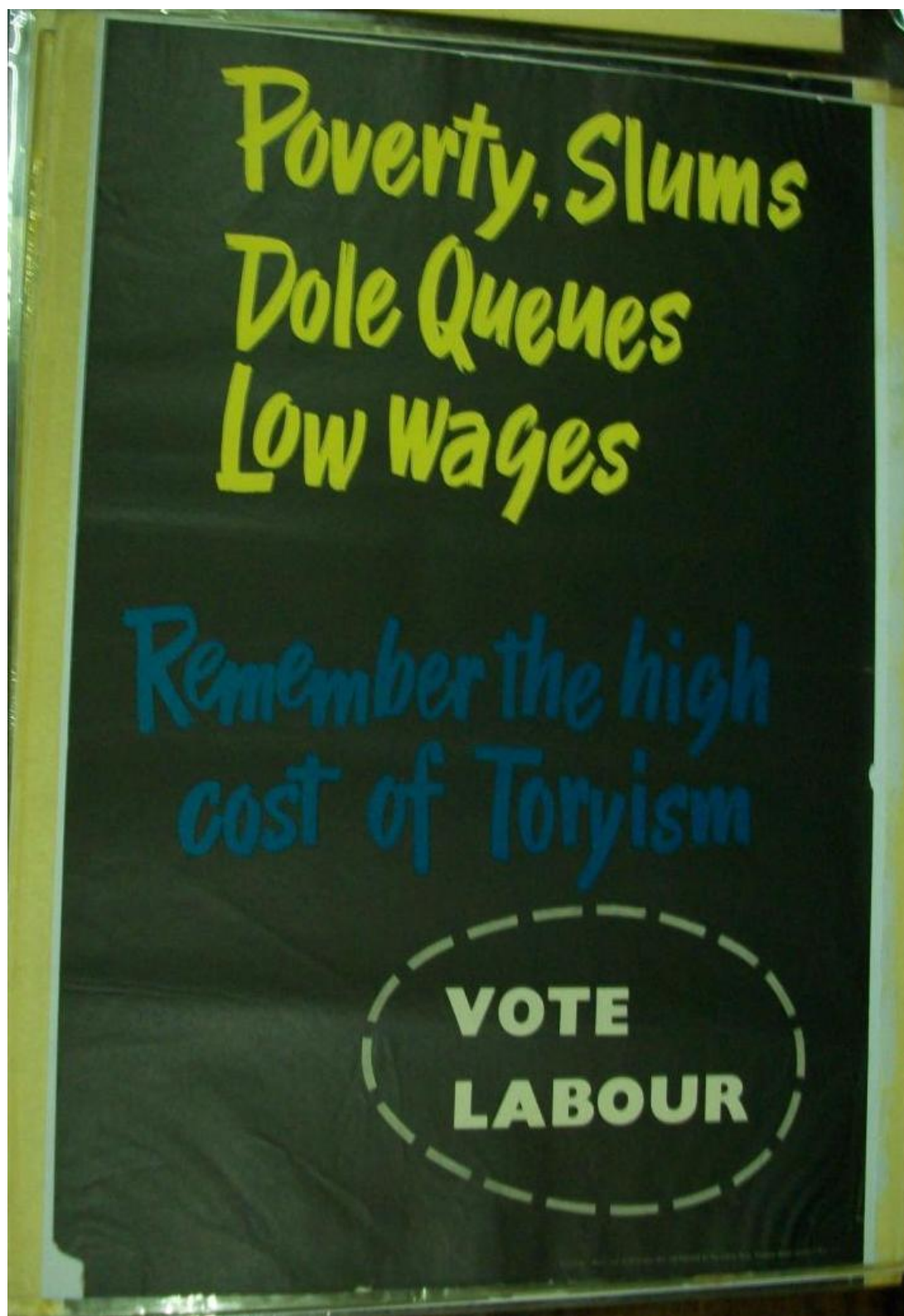


Figure 3.10 *Poverty, Slums Dole Queues Low Wages*, 1951, Labour party, People's History Museum.



Figure 3.11 *After four years LABOUR*, 1950, Conservative and Unionist Central Office, CPA: 1950-05.

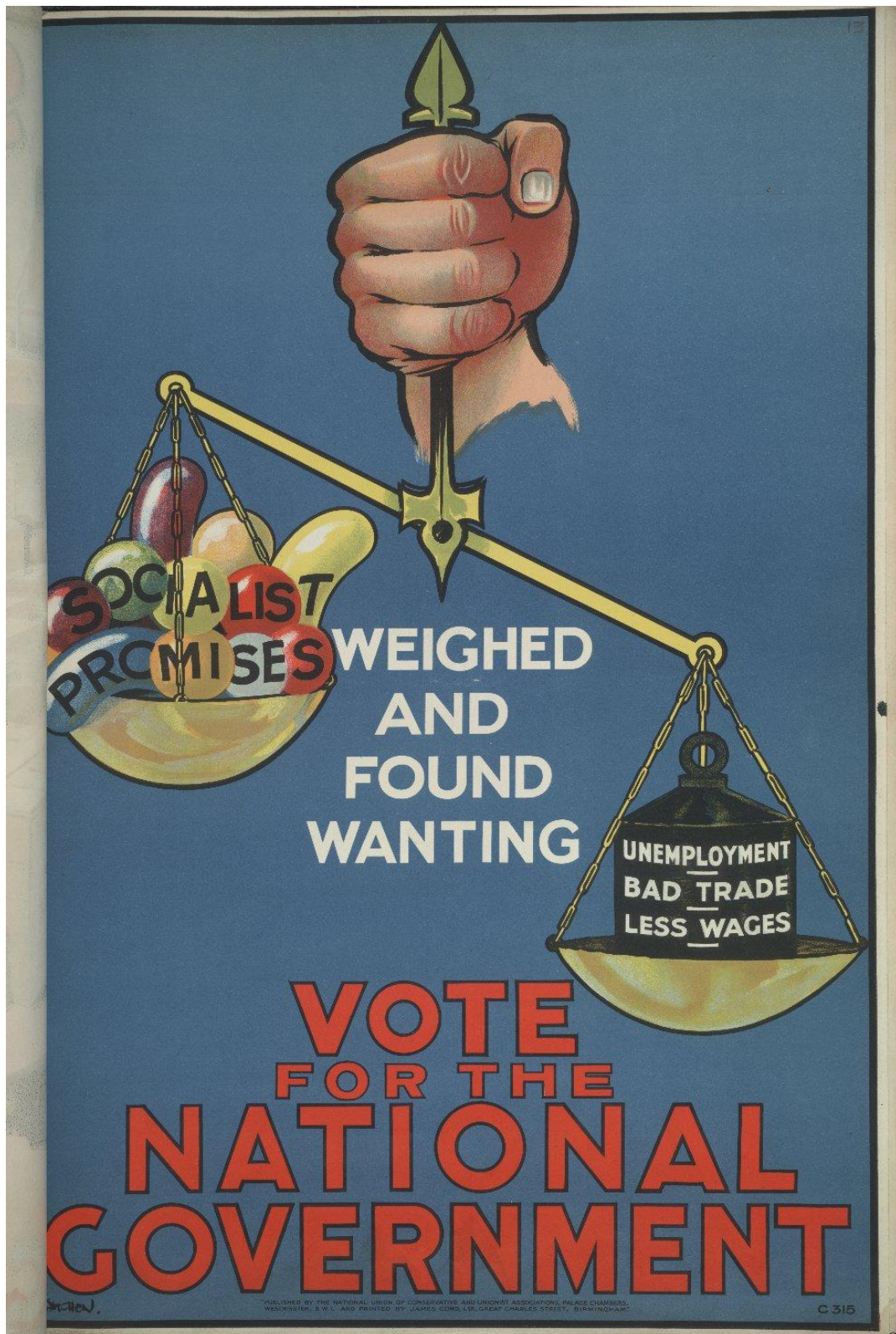


Figure 3.12 *WEIGHED AND FOUND WANTING*, 1931, National Union Conservative and Unionist Associations, CPA: 1931-13.

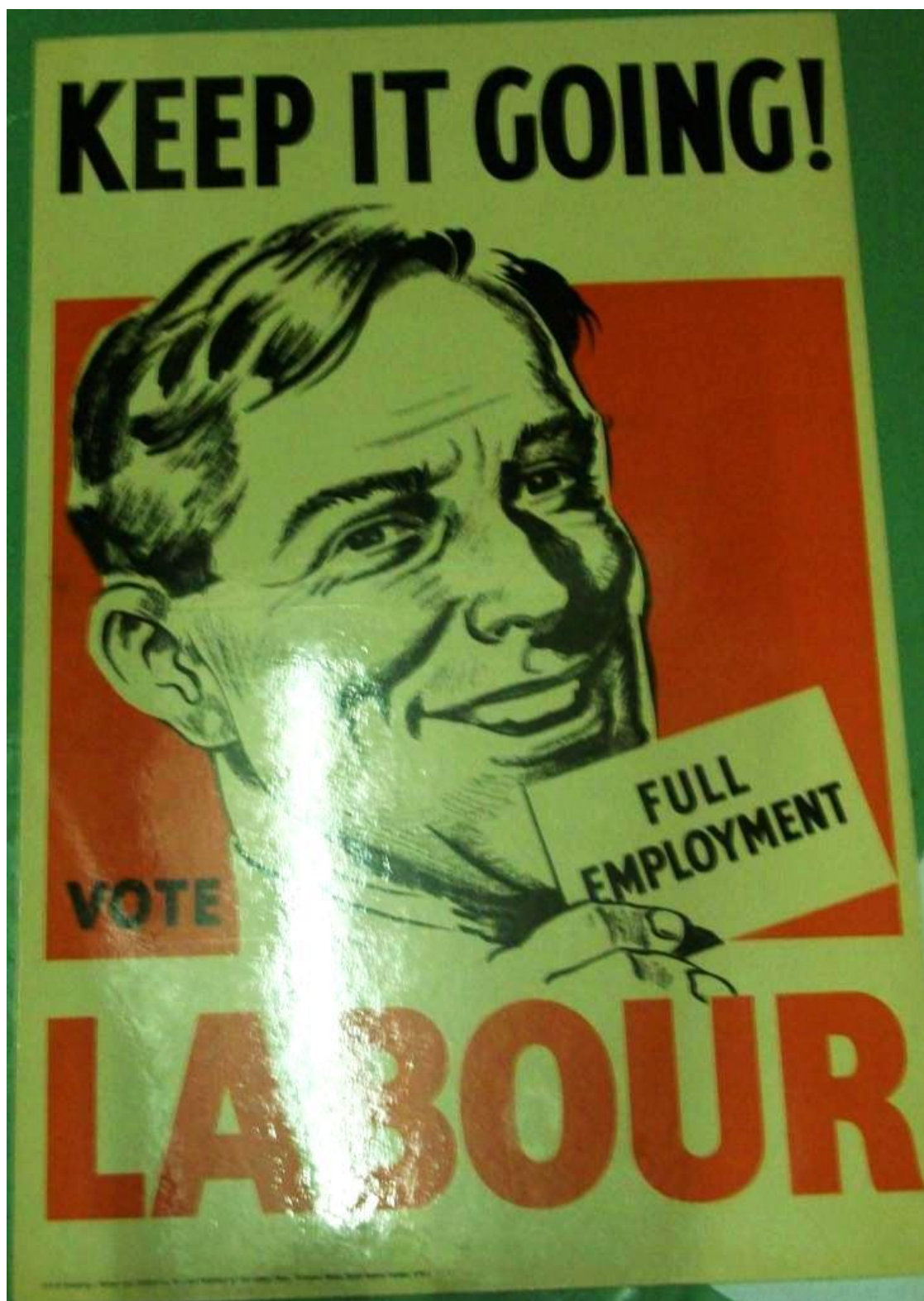


Figure 3.13 *KEEP IT GOING*, 1950, Labour party, PHM.

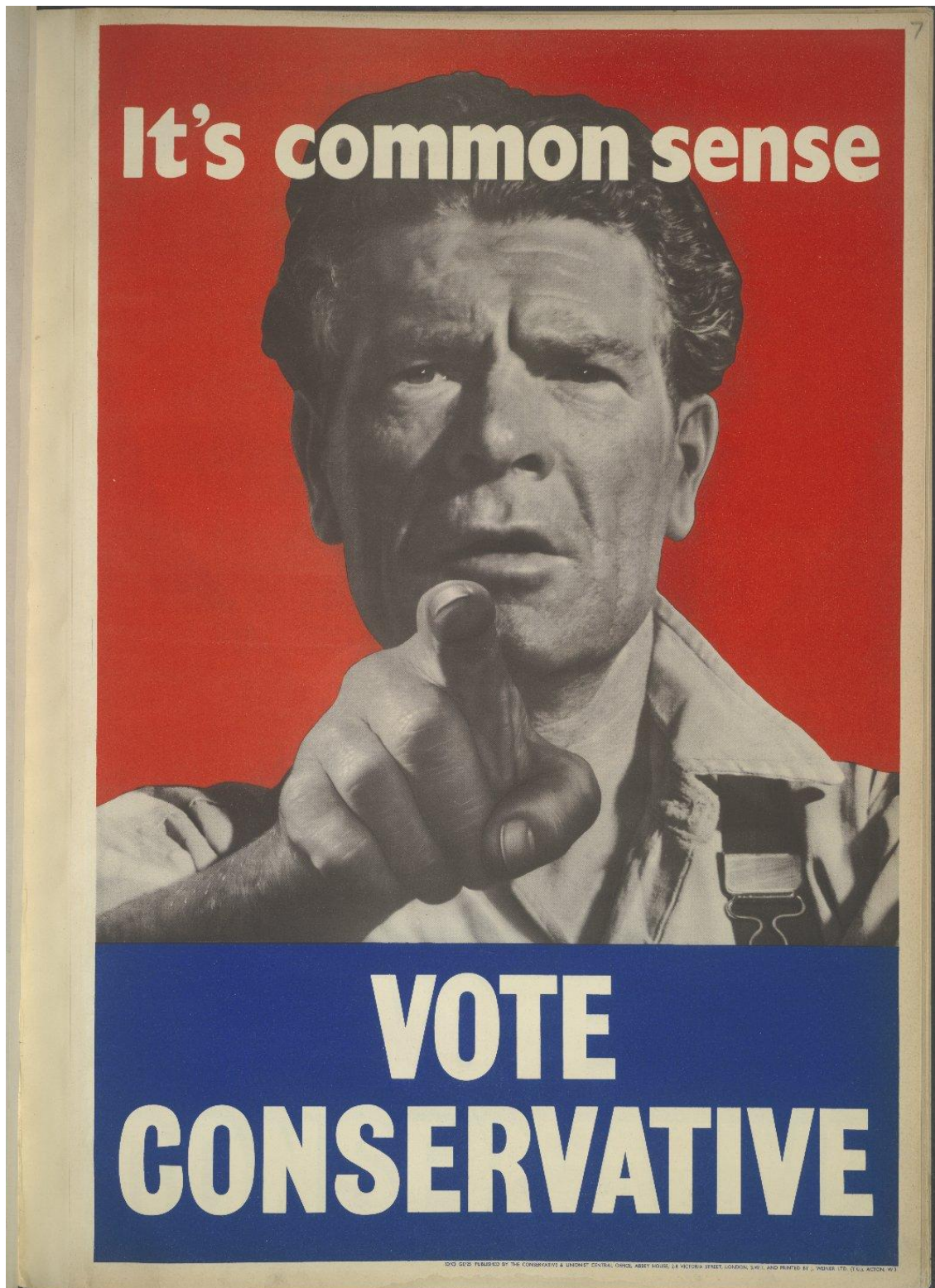


Figure 3.14 *It's common sense*, 1950, Conservative and Unionist Central Office, CPA: POSTER 1995-07.



Figure 3.15 *BRITONS WANTS YOU*, 1914, Imperial War Museum: PST 2734.





Figure 3.16 *for family – happiness – and a home*, 1950, Conservative and Unionist Central Office, CPA: 1950-09.



Figure 3.17 *HEALTHY THANKS TO LABOUR*, 1950, Labour Party, PHM.



Figure 3.18 *Family Allowances*, 1950, Labour party of Great Britain, PHM.

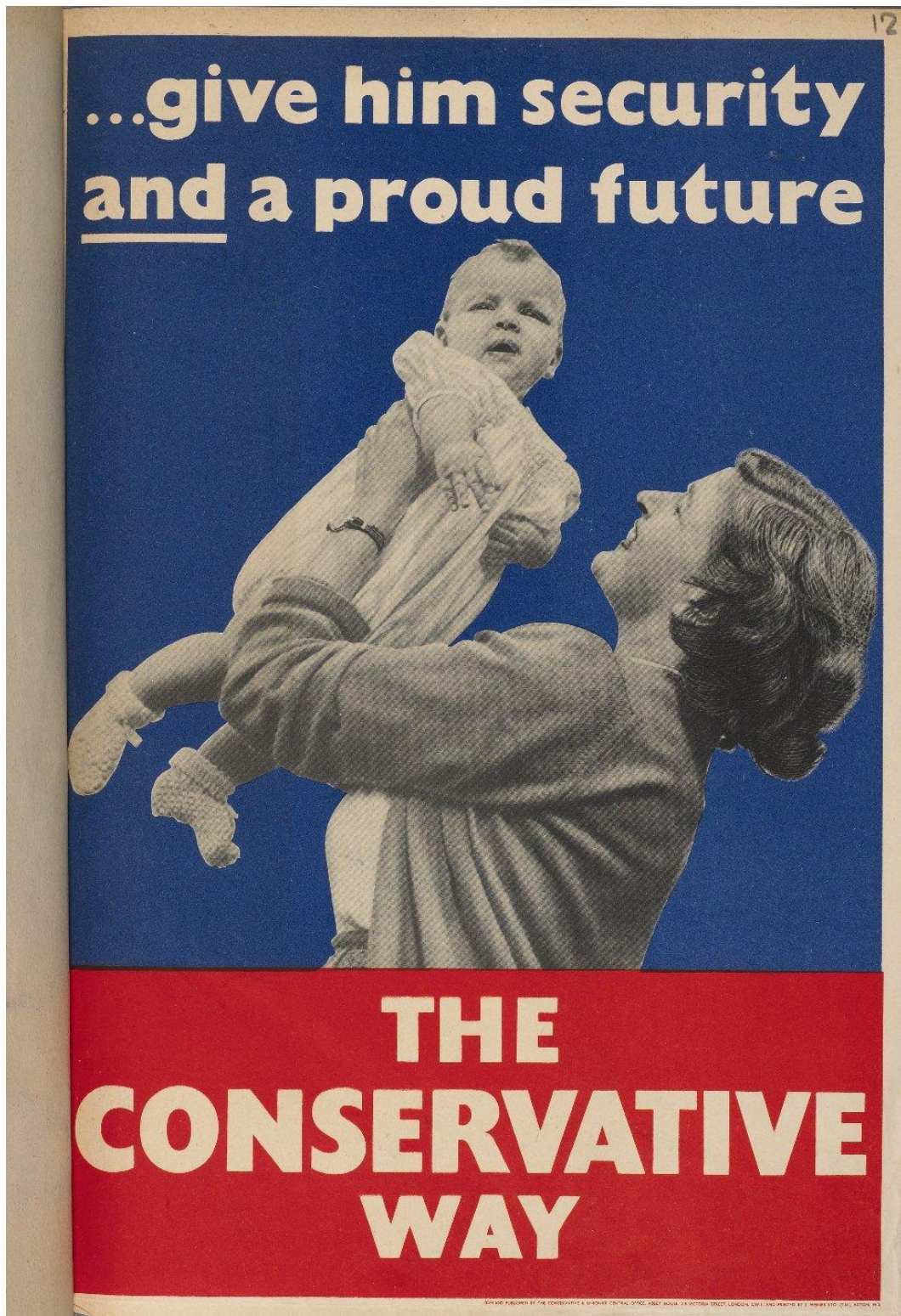


Figure 3.19 *give him security and a proud future*, 1950/1951, Conservative and Unionist Central Office, CPA: POSTER 1951-22.

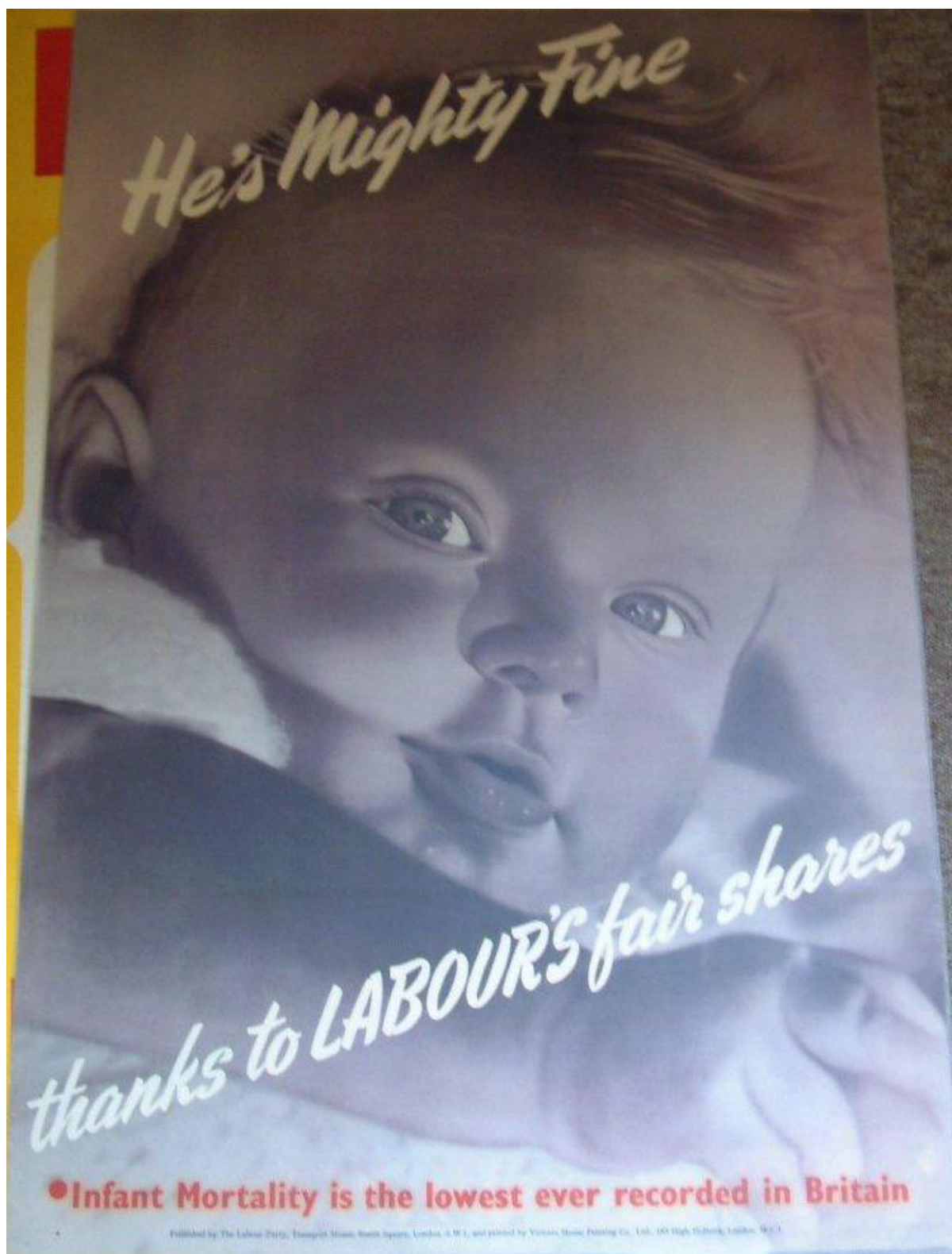


Figure 3.20 *He's Mighty Fine*, 1948, Labour party, PHM.



Figure 3.21 "The way things are going I shall be grown up before we get OUR HOUSE", 1951, Conservative and Unionist Central Office, CPA: POSTER 1951 06.



Figure 3.22 *LABOUR'S HEALTH SERVICE*, 1950, Labour party, PHM.

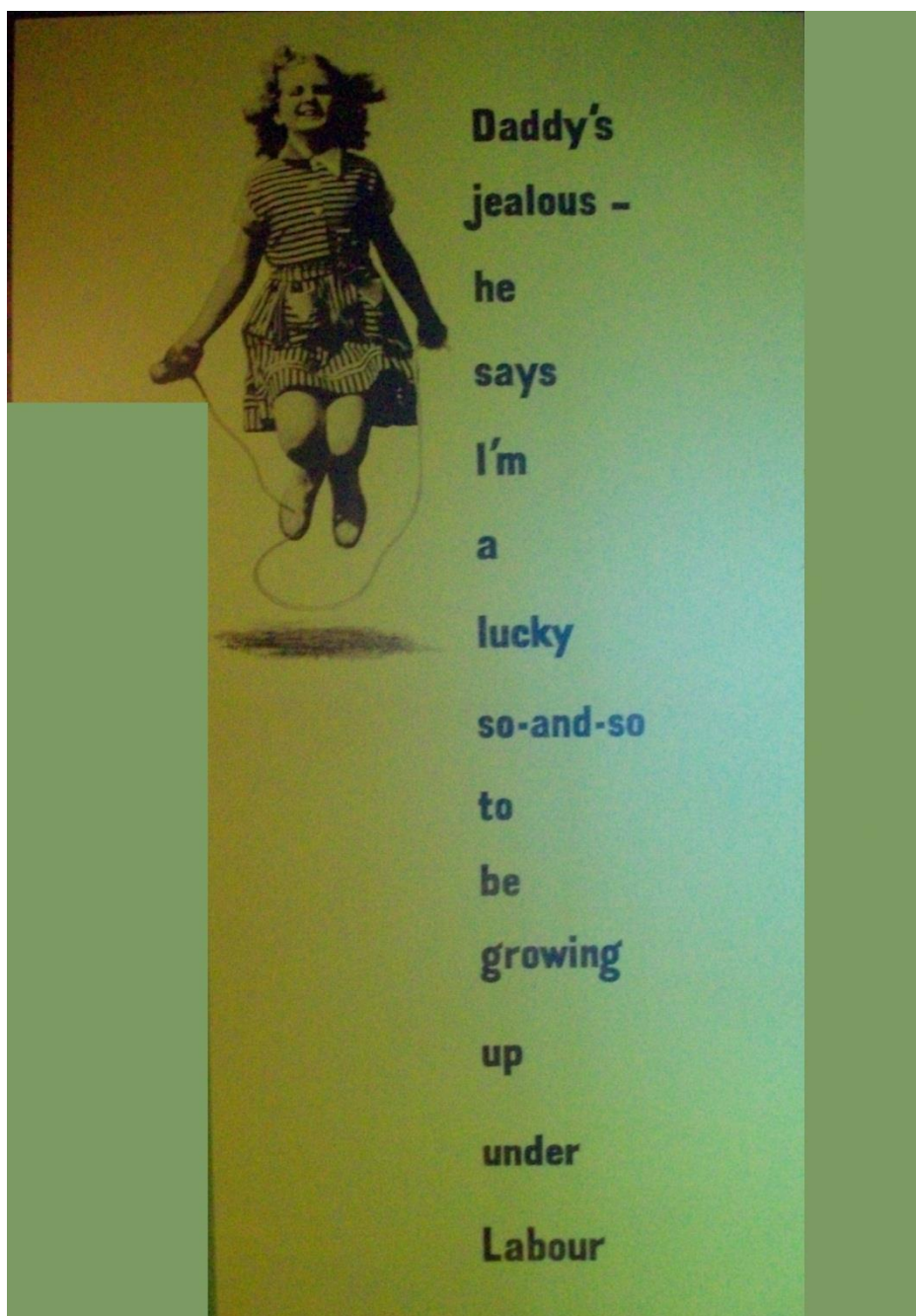


Figure 3.23 *DADDY'S JEALOUS*, 1950, Labour Party, PHM.



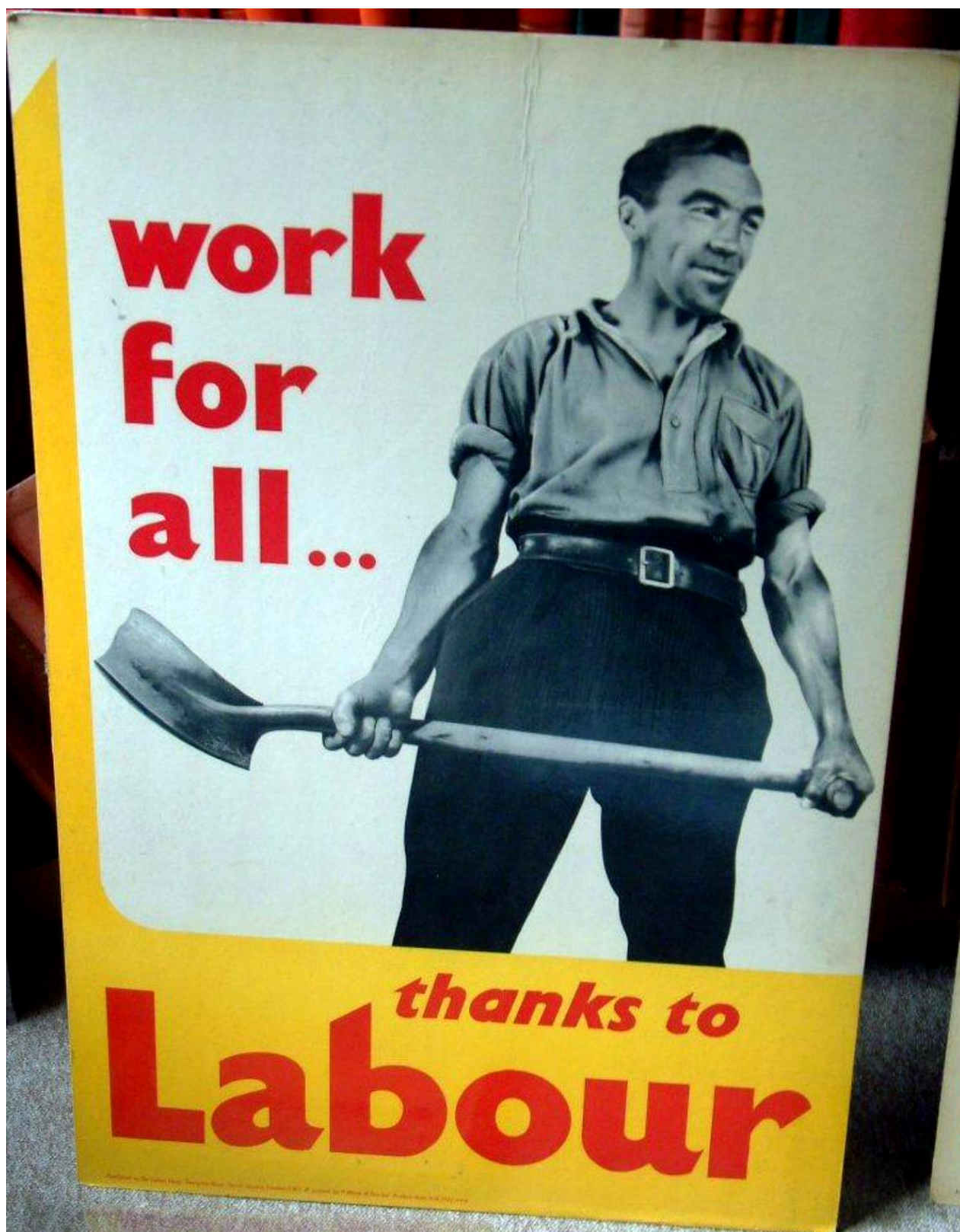


Figure 3.24 *Work for all*, Labour party, 1950, PHM.



Figure 3.25 *LABOUR FOR SECURITY*, 1945, Labour party of Great Britain, PHM.



Figure 3.26 *for fair wages fair prices – and a house to live in*, 1950, Conservative and Unionist Central Office, CPA: POSTER 1950-03



Figure 3.27, advertising hording in 1950s, <http://vintageposterblog.com/2011/06/27/hoarding/#.UsbTnLCGIMt>



Figure 3.28 16-sheet Michael Foot poster, 1950.



Figure 3.29 COVER UP, BLOKES! HERE'S A COP!, David Low, *Evening Standard*, 19 Jan 1950.

## 4.0 The General Election of 1970

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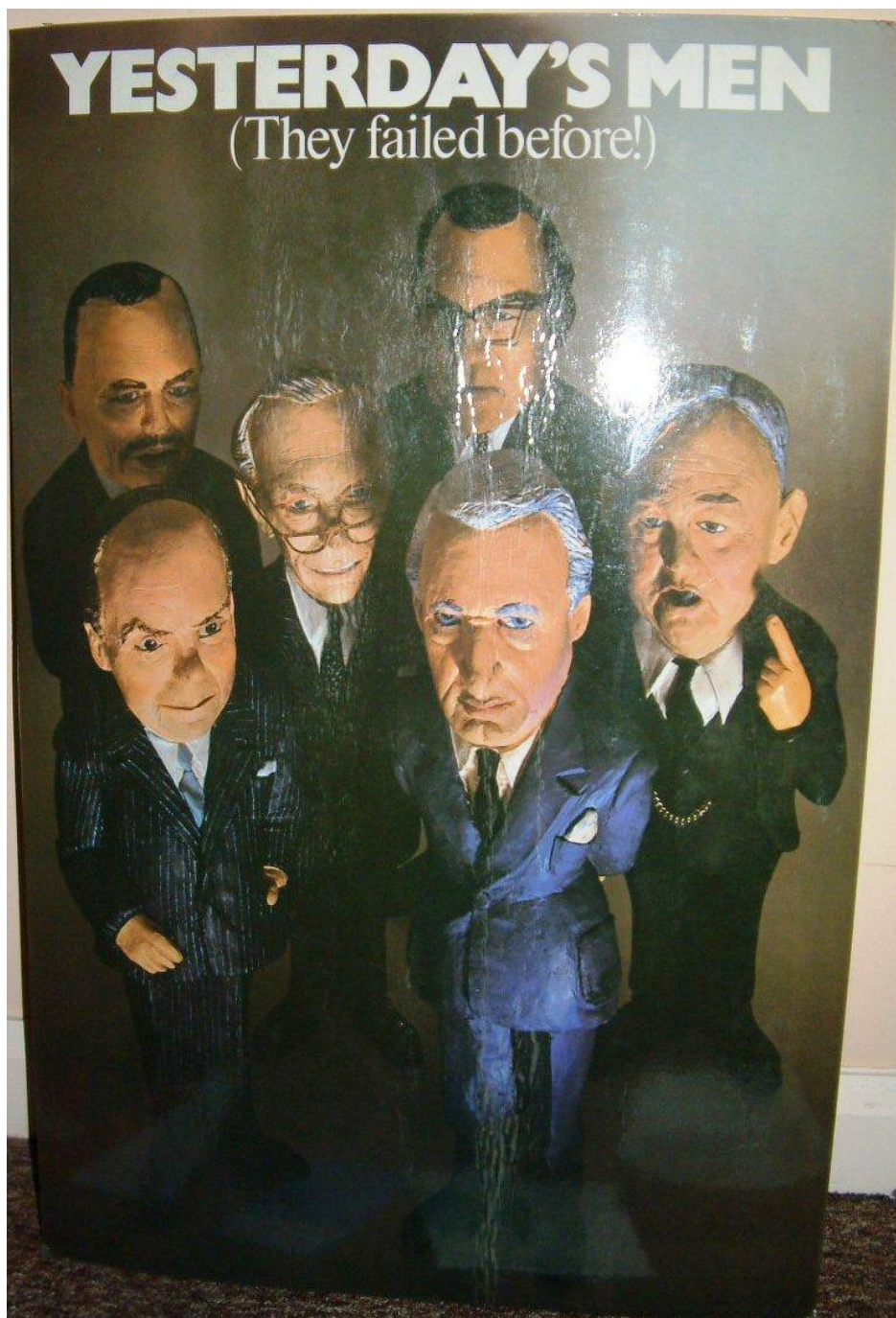


Figure 4.1 *YESTERDAY'S MEN (They Failed Before!)* Labour Party, 1970, PHM.

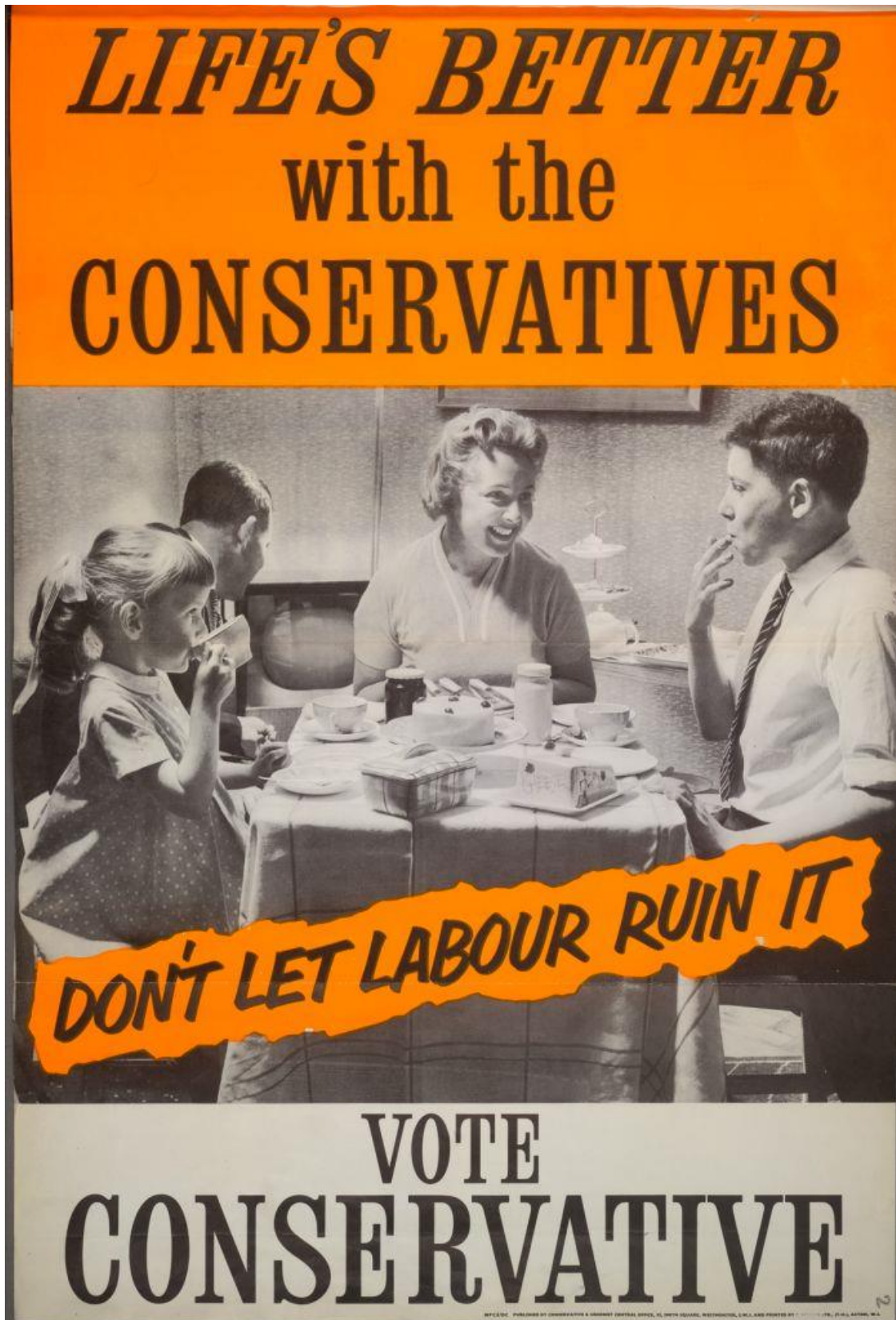


Figure 4.2 *LIFE'S BETTER with the CONSERVATIVES*, Conservative and Unionist Central Office, 1959, CPA.



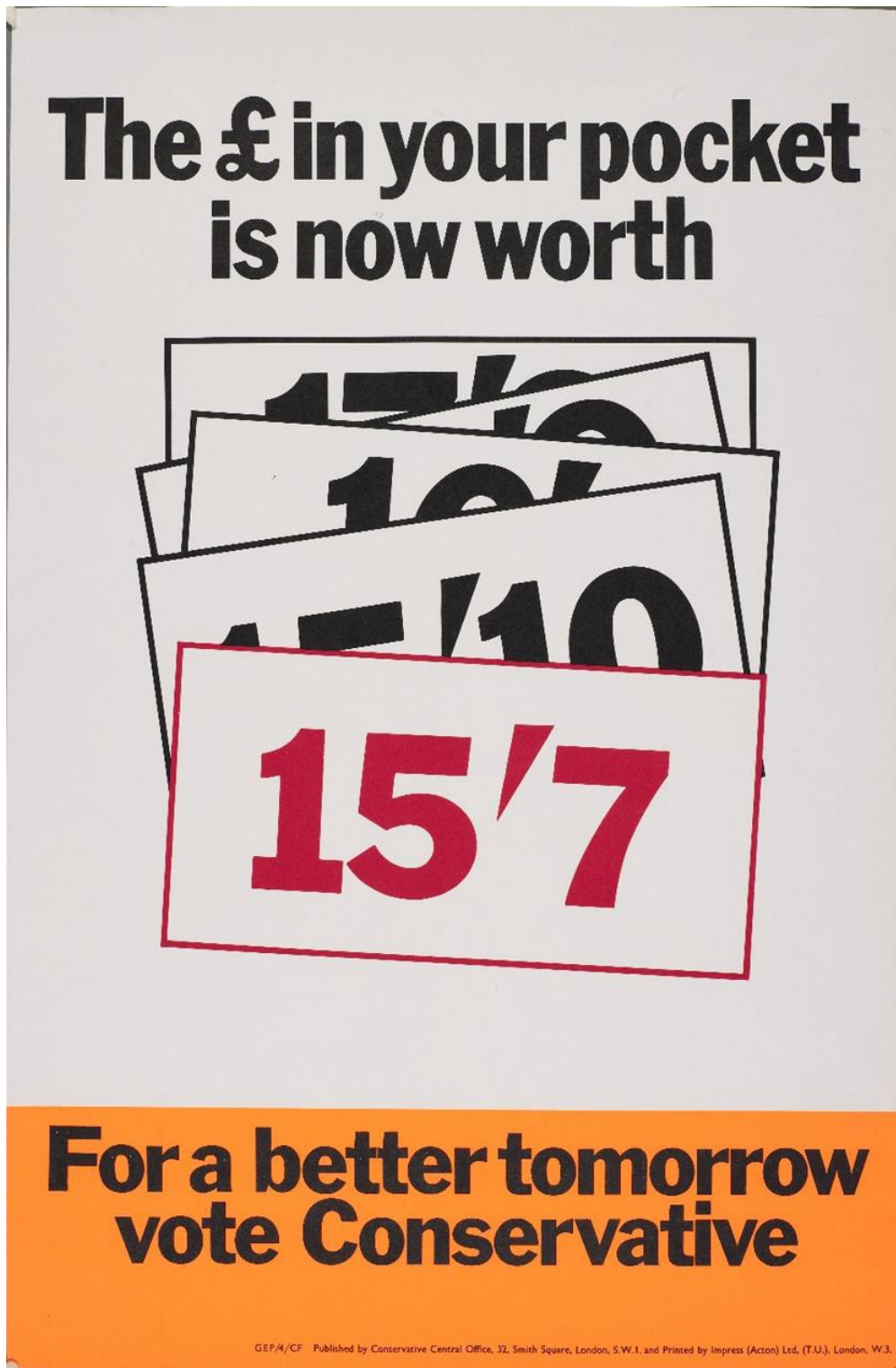


Figure 4.3 *The £ in your pocket is now worth 15'7* (1970) Conservative Central Office, CPA.

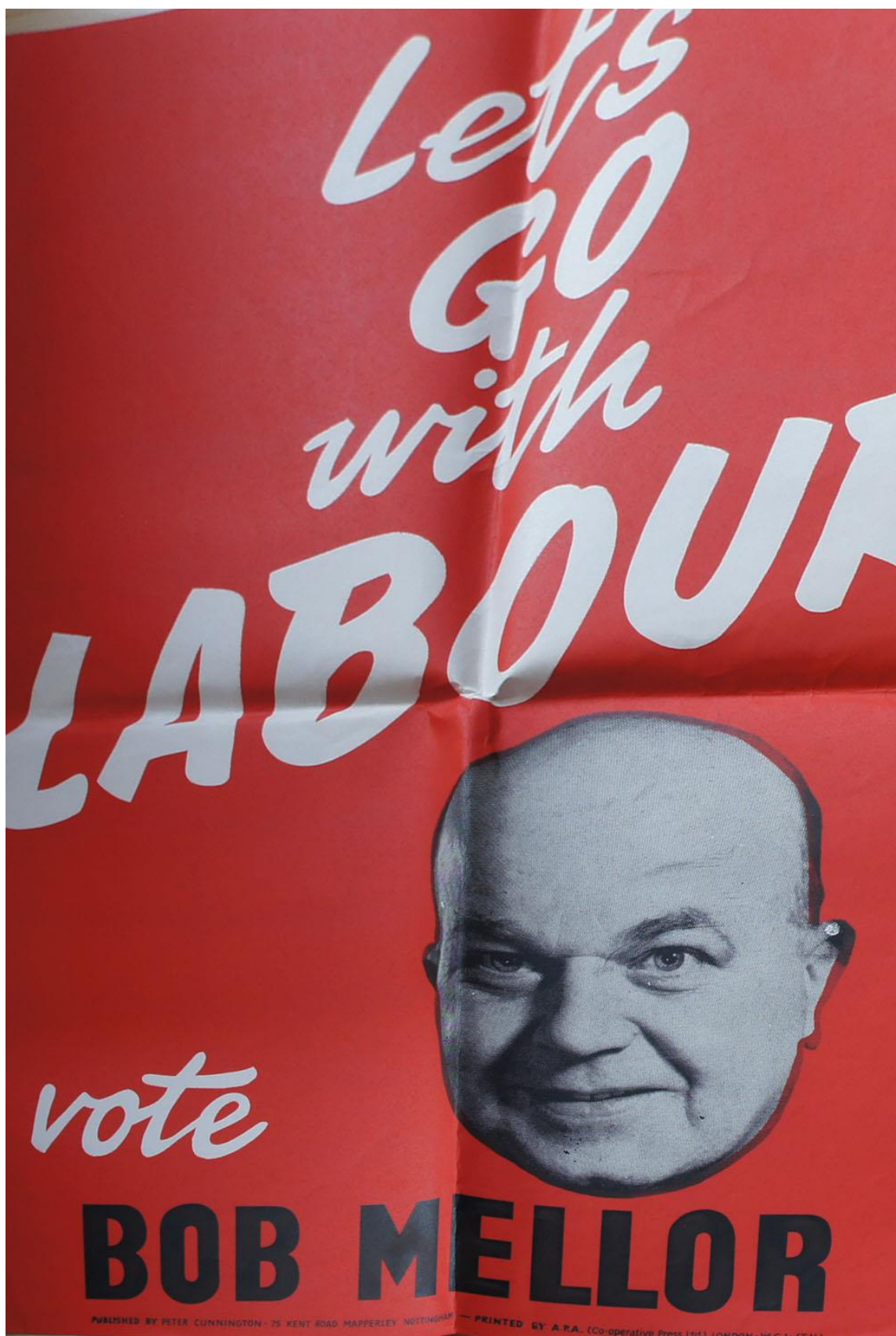


Figure 4.4 *Vote Bob Mellor*, 1964, Peter Cunnigton, PHM.

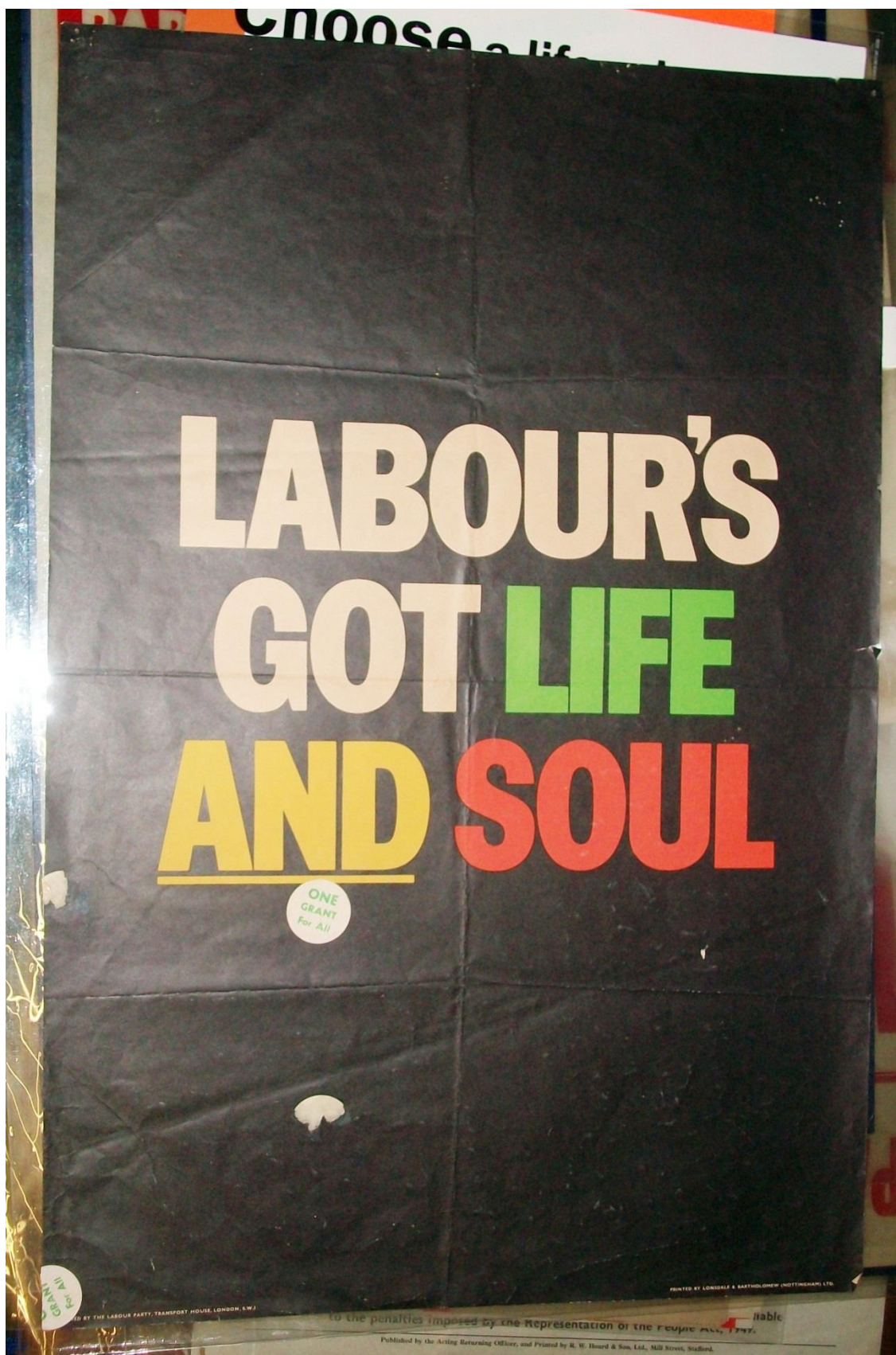


Figure 4.5 *Labour's got Life and Soul*, 1970, Labour Party, PHM.

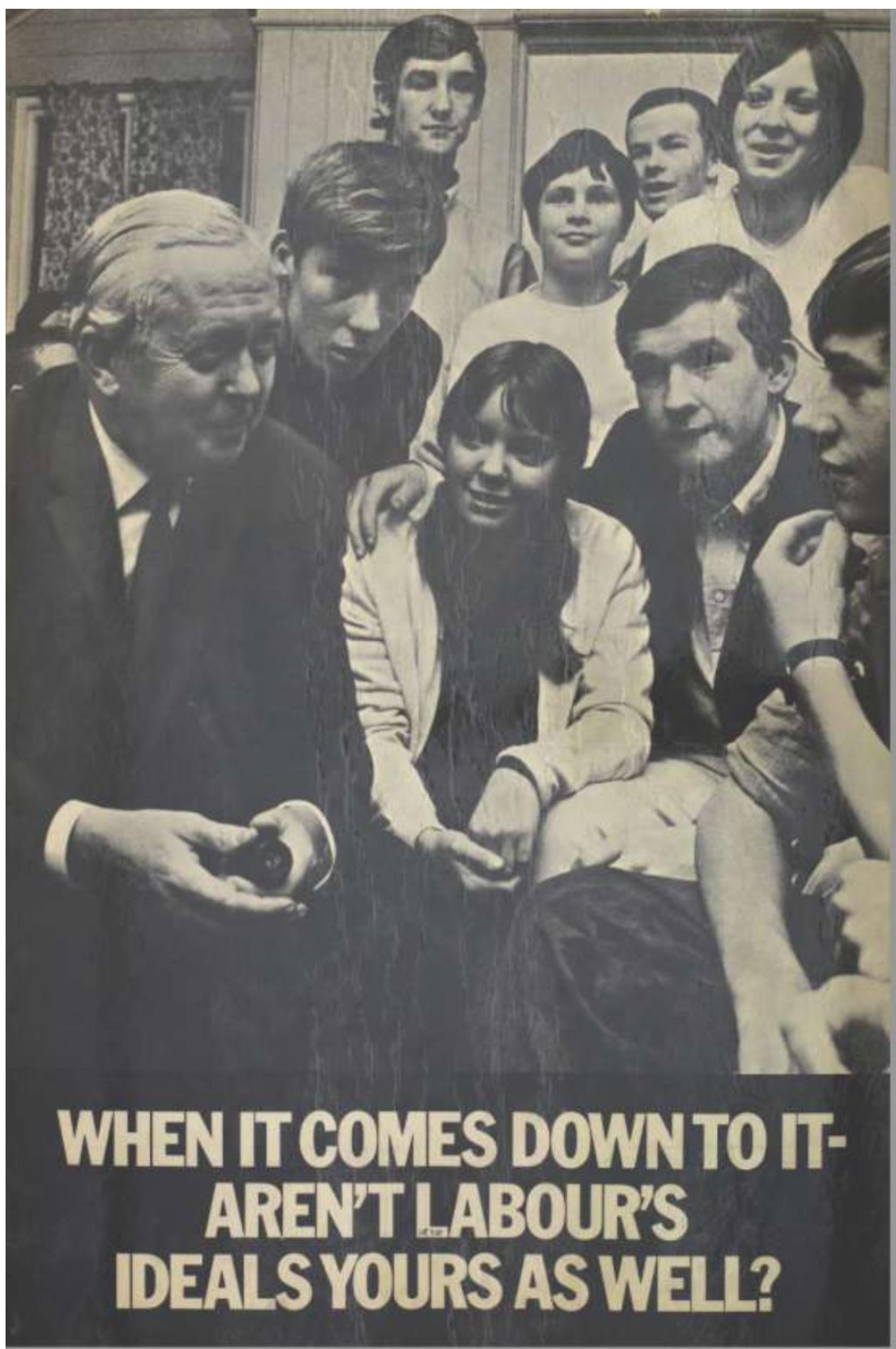


Figure 4.6 *WHEN IT COMES DOWN TO IT - AREN'T LABOUR'S IDEALS YOURS AS WELL*, 1970, Labour Party of Great Britain, PHM.



Figure 4.7 *THE ADMAN COMETH*, Vicky, *The Evening Standard*, 21 May 1963, BCA.



Figure 4.8 Cookson, What's so damned amusing? *Evening News*, 10 February 1970.



Figure 4.9 *Kiss Kiss*, Penguin Books



Figure 4.10 *PEOPLE MATTER* (1964), Labour Party, PHM.





Figure 4.11 *FIVE YEARS TO FINISH THE JOB*, (1966), Labour Party of Great Britain, PHM.



Figure 4.12 Gibbard, *The Guardian*, 1 September 1969, BCA.



Figure 4.13 Jon, *Daily Mail*, 2 September 1969, BCA.

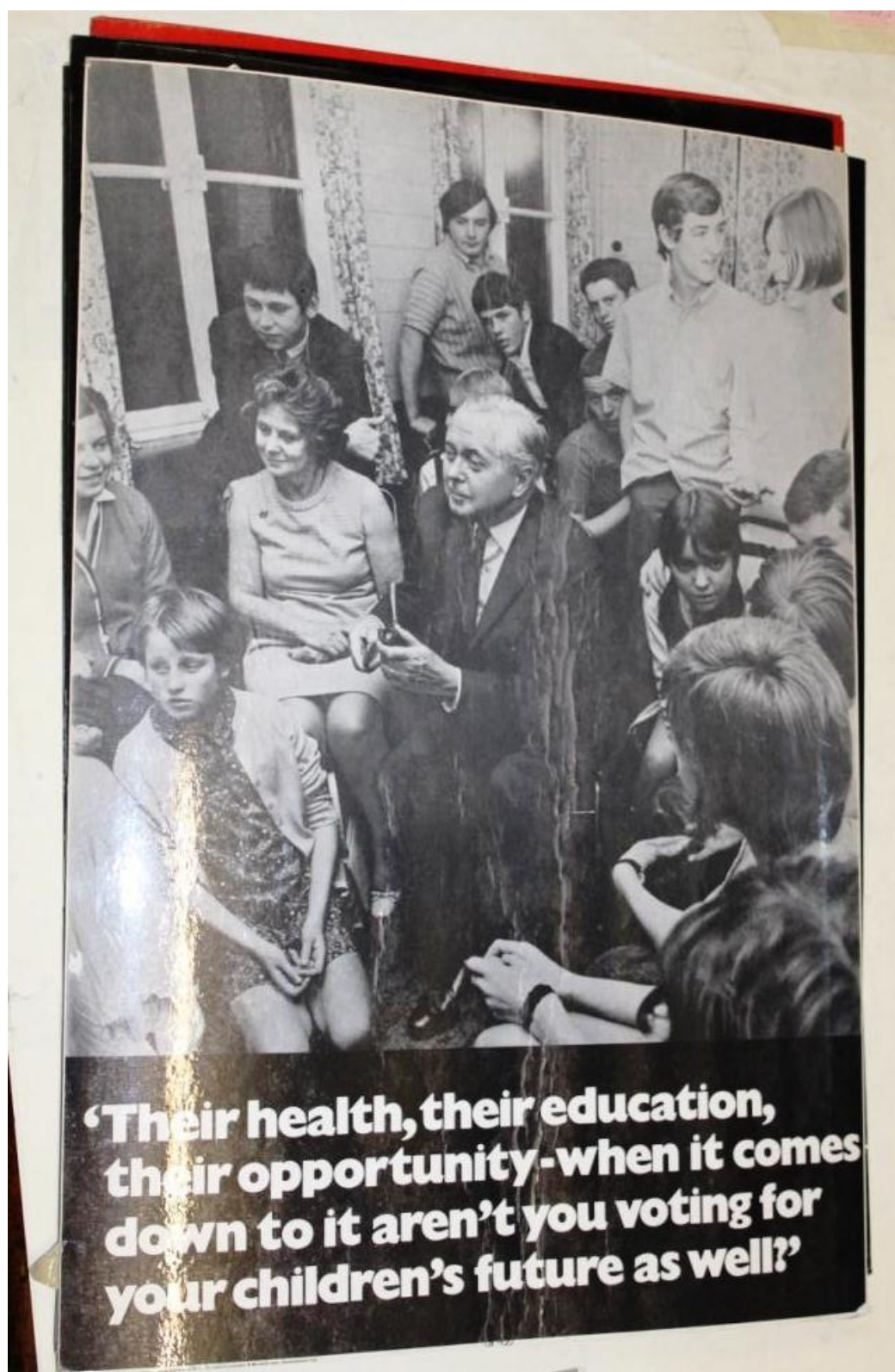


Figure 4.14 *Their health, their education, their opportunity – when it comes down to it aren't you voting for your children's future as well*, Labour Party, PHM.



Figure 4.15 *'Now Britain's strong let's make it great to live in'*, (1970), Labour Party, PHM.

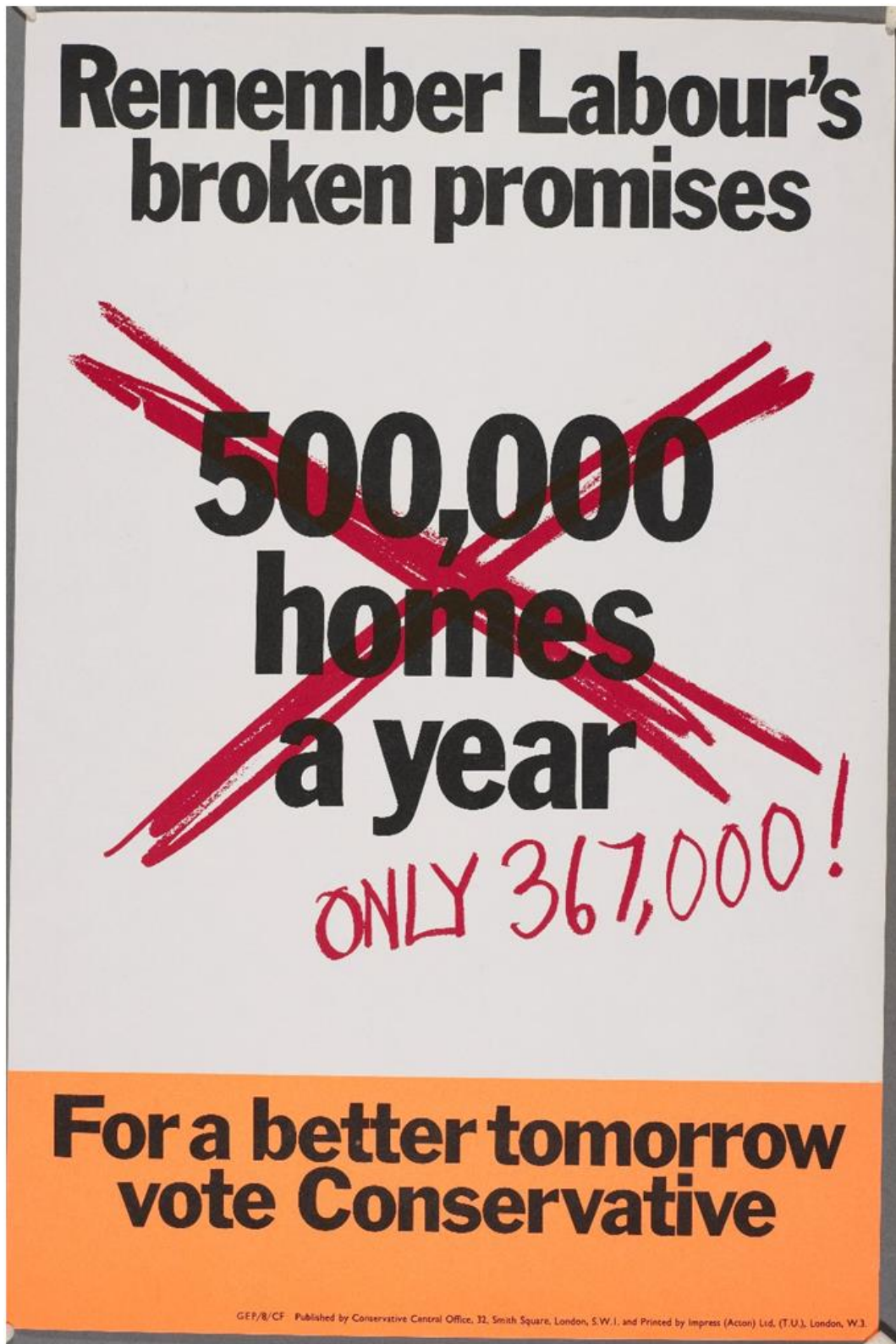


Figure 4.16 500, 000 homes a year, Conservative Central Office, CPA.

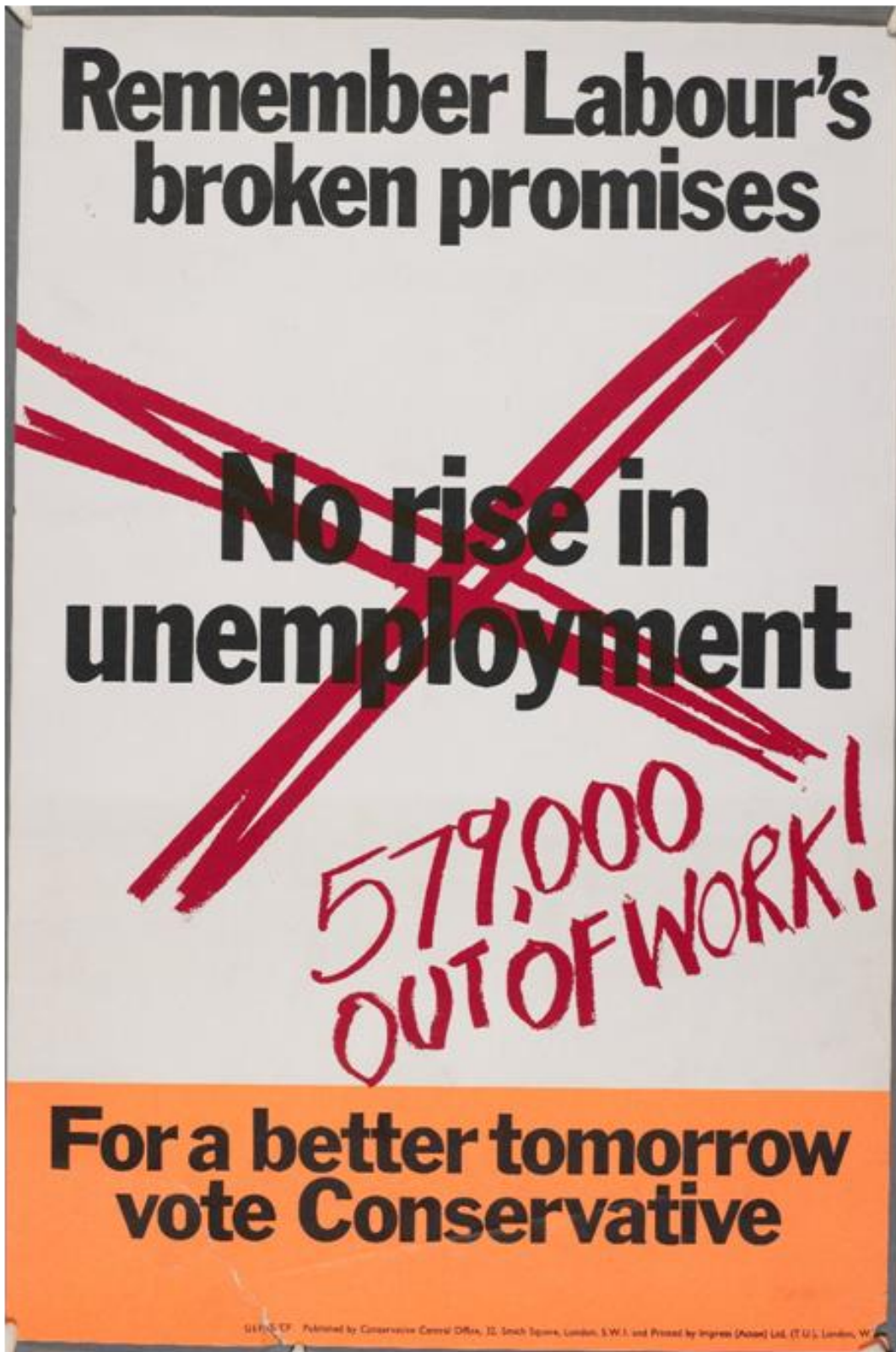


Figure 4.17 *No rise in unemployment*, 1970, Conservative Central Office, CPA.

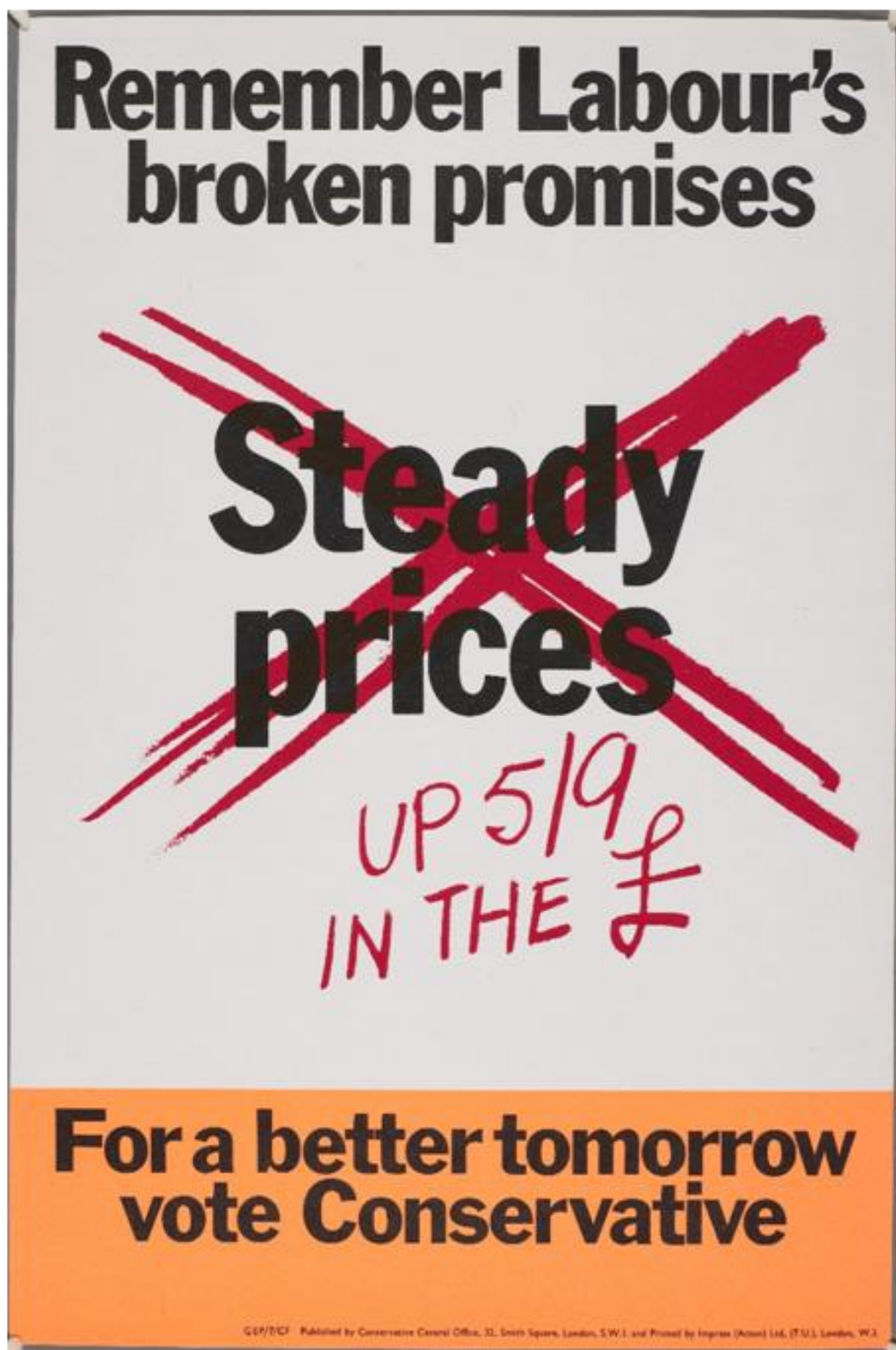


Figure 4.18 *Steady prices*, 1970, Conservative Central Office, CPA.

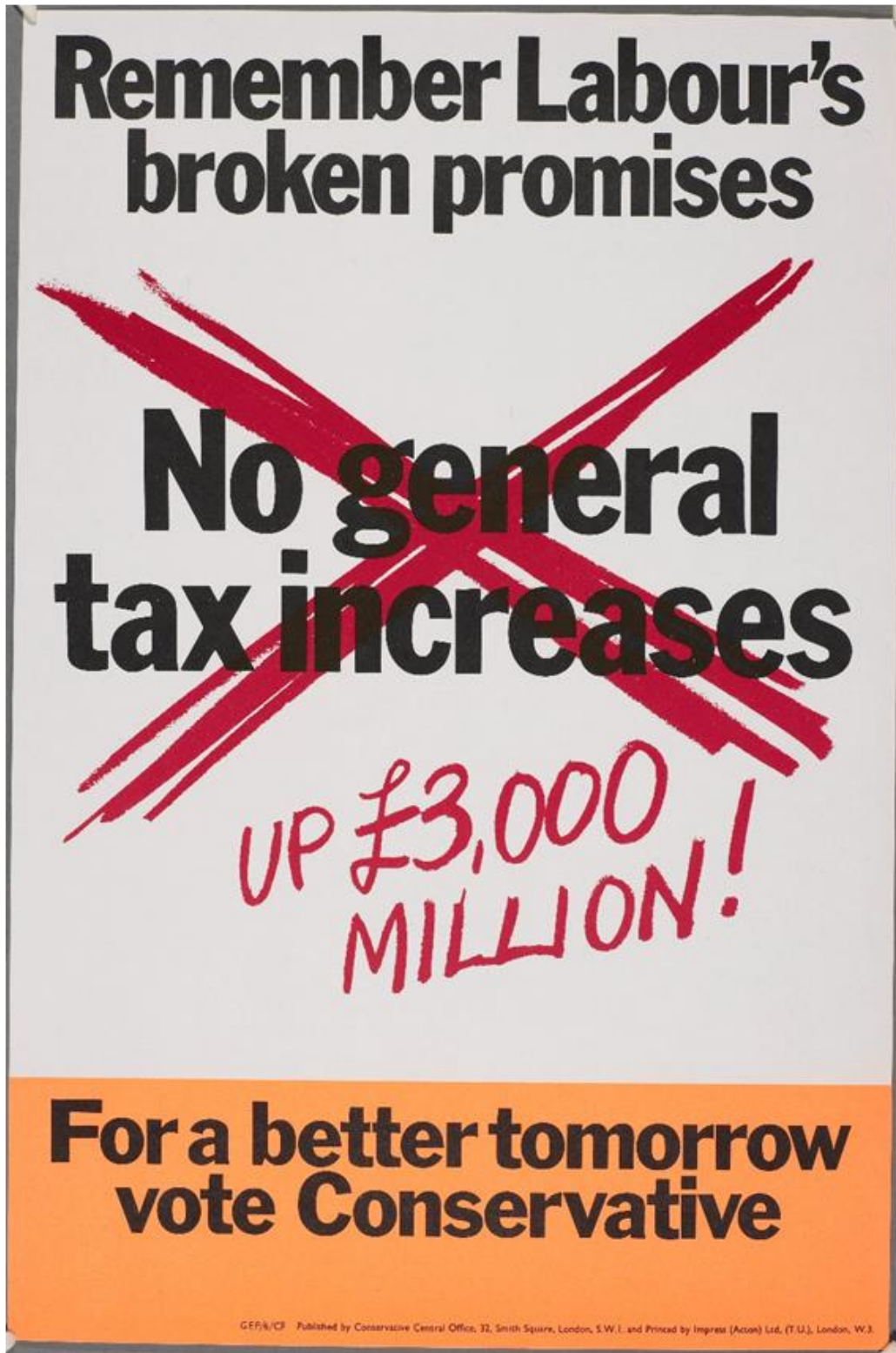


Figure 4.19 3% mortgages, 1970, Conservative Central Office, CPA.



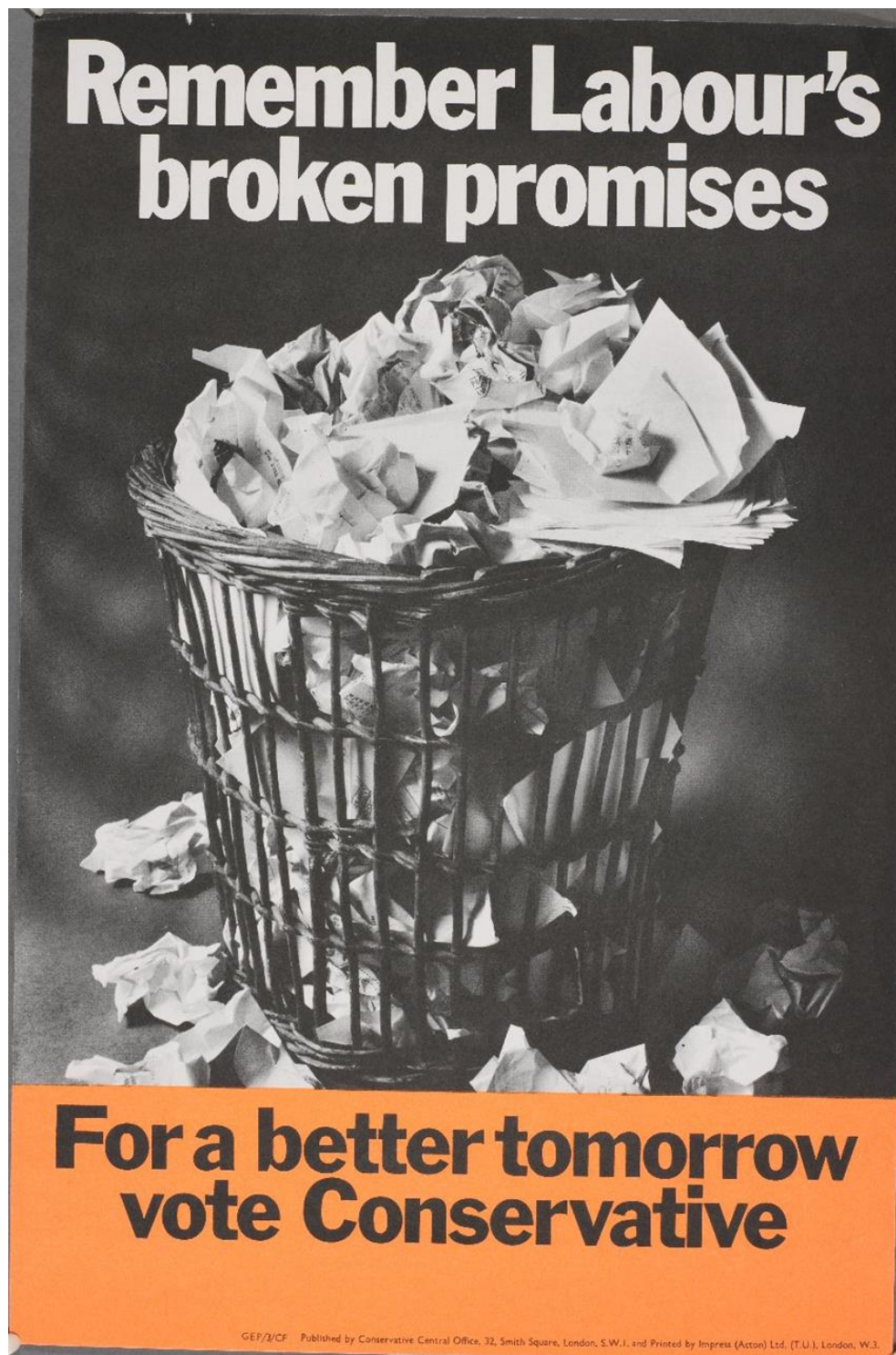


Figure 4.20 *Remember Labour's broken promises*, 1970, Conservative Central Office, CPA.



Figure 4.21 *Rubbish!*, 1970, Labour Party, PHM.



Figure 4.22 *For a better tomorrow vote Conservative*, 1970, Conservative Central Office CPA.



Figure 4.23 *VOTE JUDITH HART LABOUR*, 1970, Judith Hart's election agent, PHM.



Figure 4.24 *We're voting Conservative!* 1970, Conservative Central Office, CPA.



Figure 4.25, Bernice Rhodes on steps of Transport House, 12 May 1970. PHM

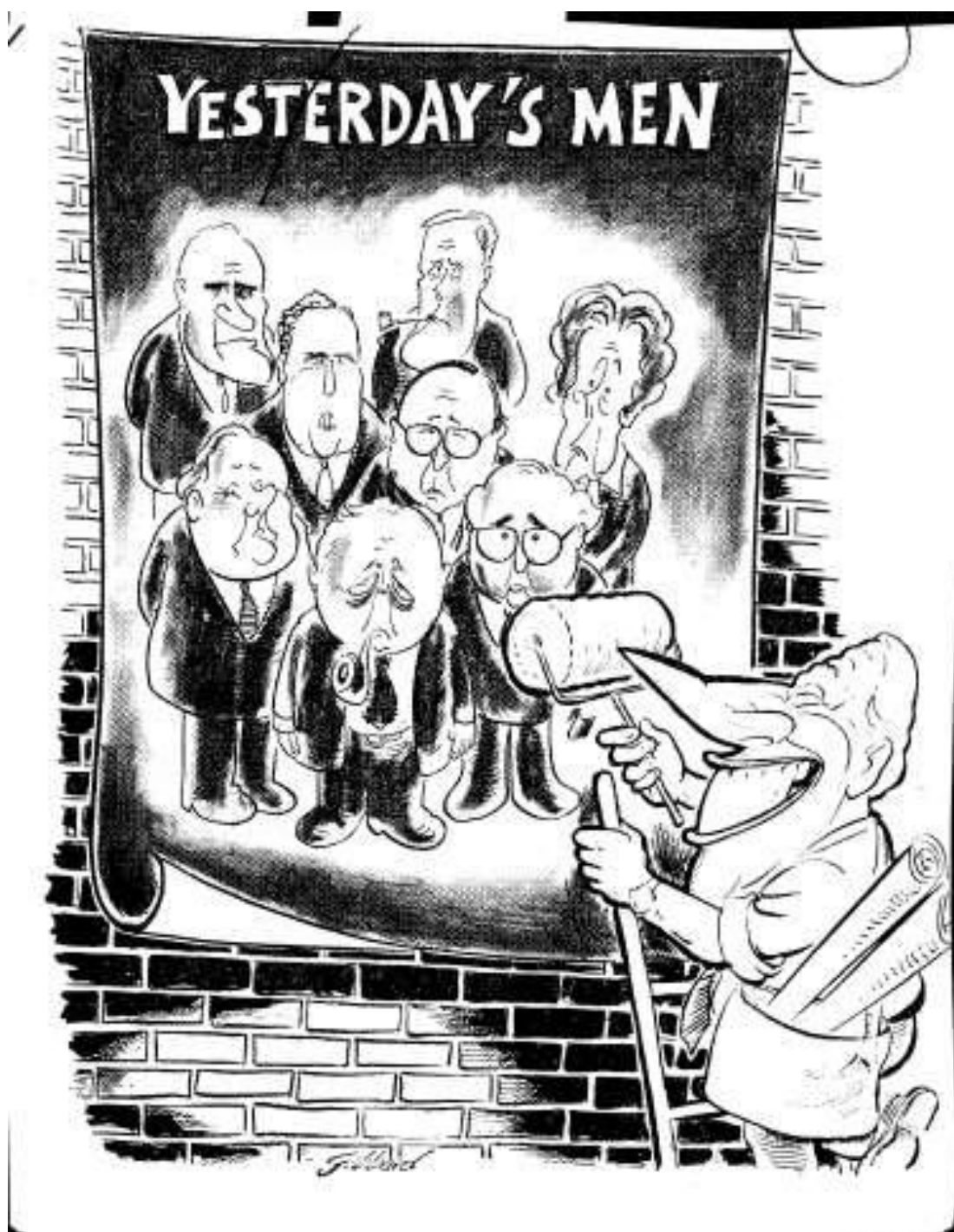


Figure 4.26 *YESTERDAY'S MEN*, L. Gibbard, *The Guardian*. 20 June 1970, BCA.

## 5.0 The General Election of 1997

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Figure 5.1 *NEW LABOUR NEW DANGER*, 1997, Conservative Central Office, CPA, POSTER 1997-08.



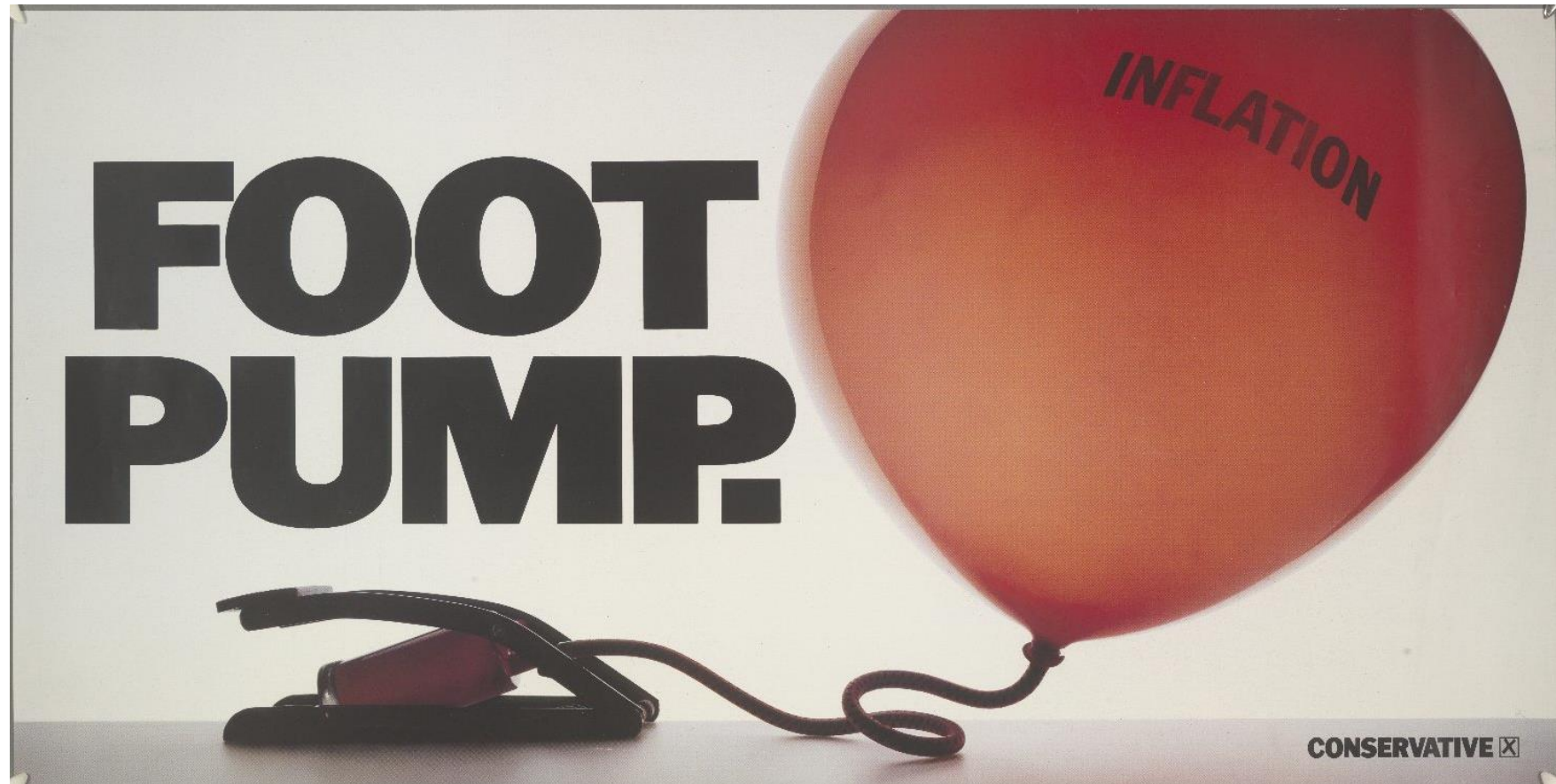


Figure 5.2 *FOOT PUMP*, 1983, CPA: POSTER 1983-04



FIGURE 5.3, *LABOUR'S POLICY ON ARMS*. 1987, CPA: POSTER 1987-08

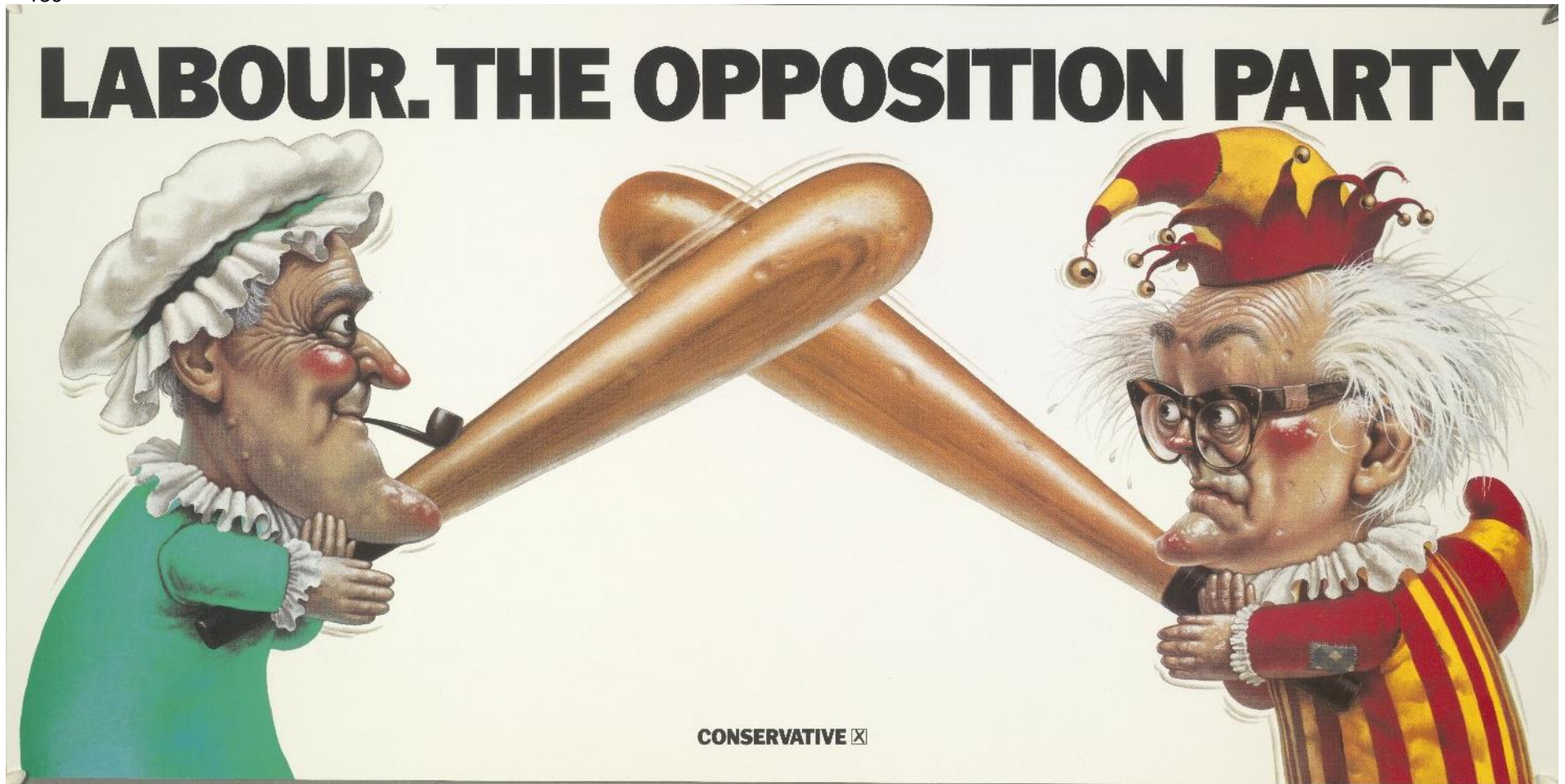


Figure 5.4 *LABOUR. THE OPPOSITION PARTY*, 1983, Conservative party, CPA: POSTER 1983-09



Figure 5.5 *YES IT HURT. YES IT WORKED.* 1996, Conservative party, CPA: POSTER 1997-21<sup>1</sup>

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<sup>1</sup> The Conservative Party Archive does not have a colour version of the poster, but it would have originally appeared in blue.



Figure 5.6 *BRITAIN IS BOOMING. DON'T LET LABOUR BLOW IT.* , 1997, CPA: 1997- 01



Figure 5.7 *NEW LABOUR NEW DANGER* (1997), Conservative Central Office, CPA: POSTER 1997-17

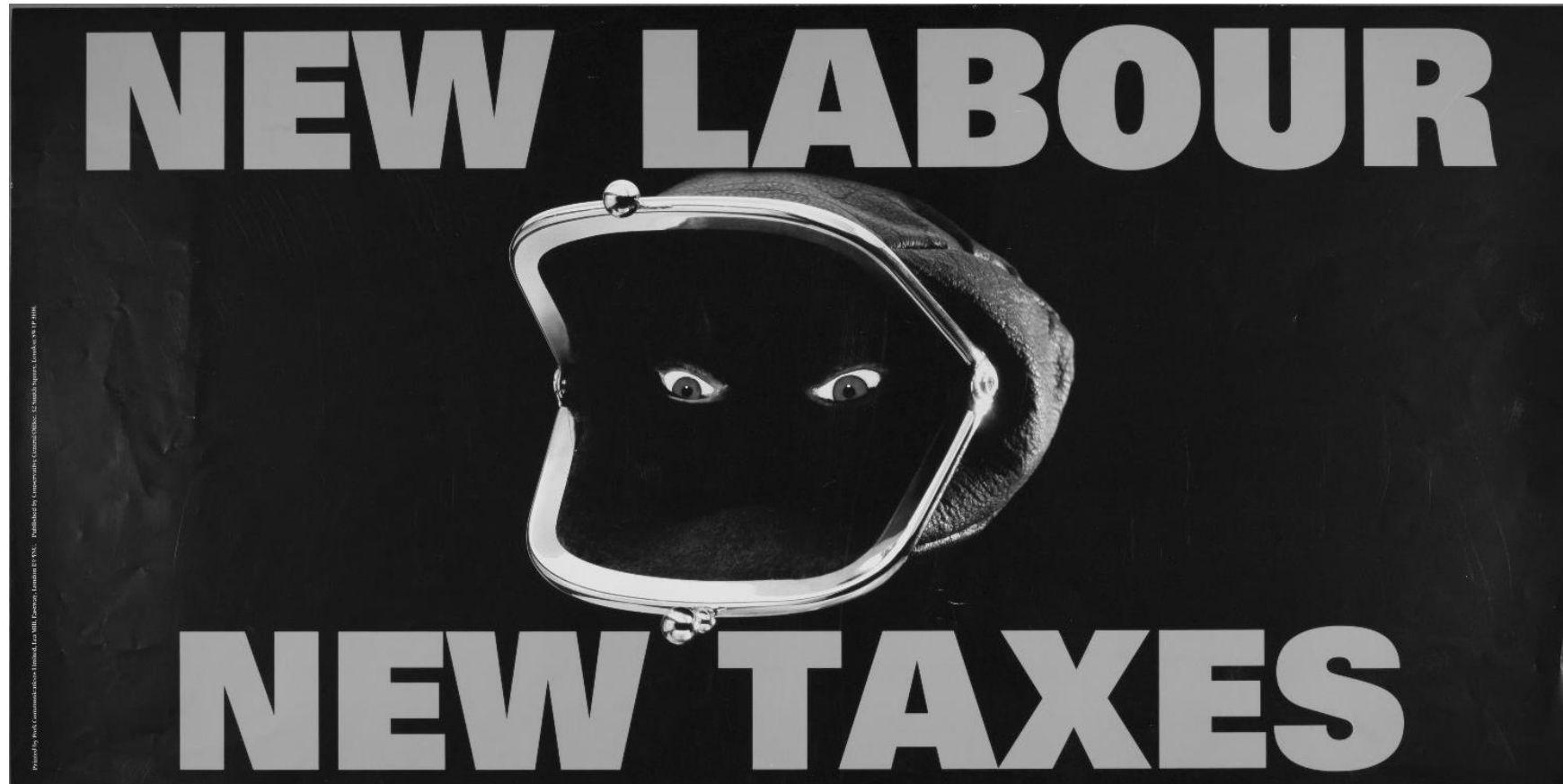


Figure 5.8 *NEW LABOUR NEW TAXES*, (1996), Conservative Central Office, CPA: POSTER 1997-06



Figure 5.9 £700 (1997) Conservative Central Office, CPA: POSTER 1997-07





Figure 5.10 *AS PROMISED*, 1996, Conservative Central Office, CPA: 1997-19

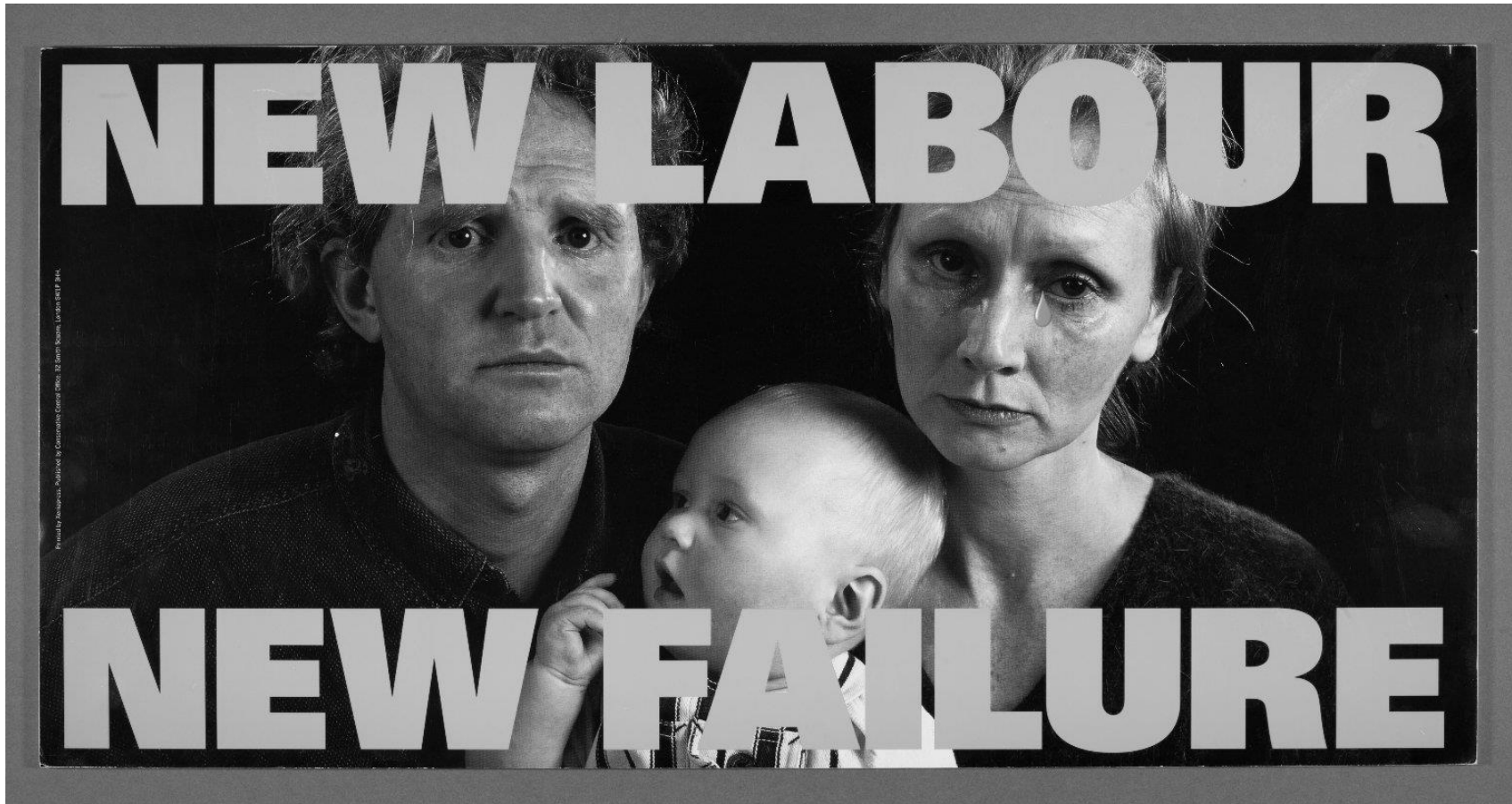


Figure 5.11 *NEW LABOUR NEW FAILURE* (1997), Conservative Central Office, CPA: POSTER 1997-09

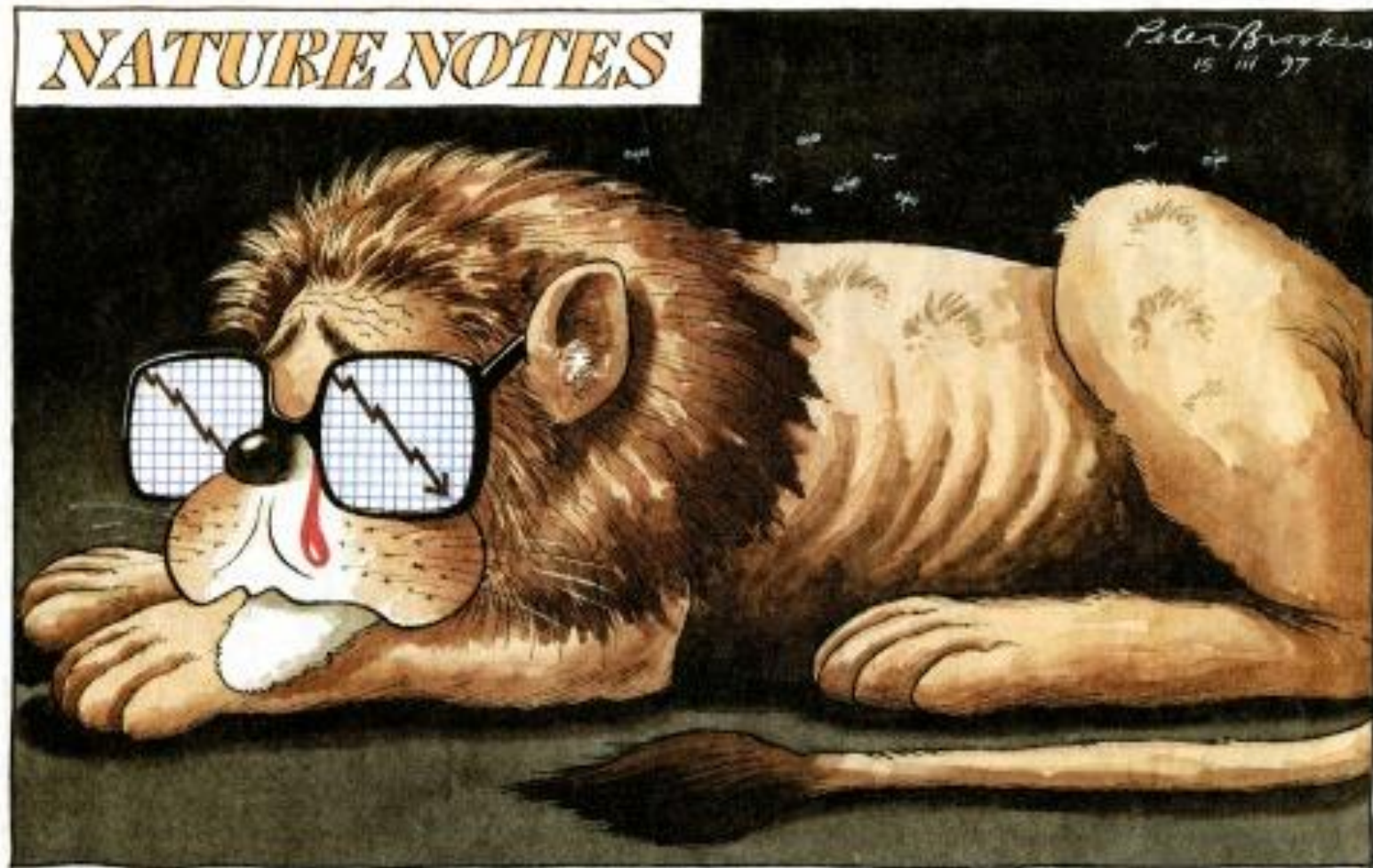


Figure 5.12 Peter Brookes, *Nature Notes*, *The Times*, 15 Mar 1997, BCA: PC109.



Figure 5.13 TAX, 1996, Labour Party<sup>2</sup>

<sup>2</sup> The Labour party archive does not contain an image of the poster. This image [http://news.bbc.co.uk/1/hi/uk\\_politics/1221209.stm](http://news.bbc.co.uk/1/hi/uk_politics/1221209.stm), [accessed 16<sup>th</sup> Nov, 2013]

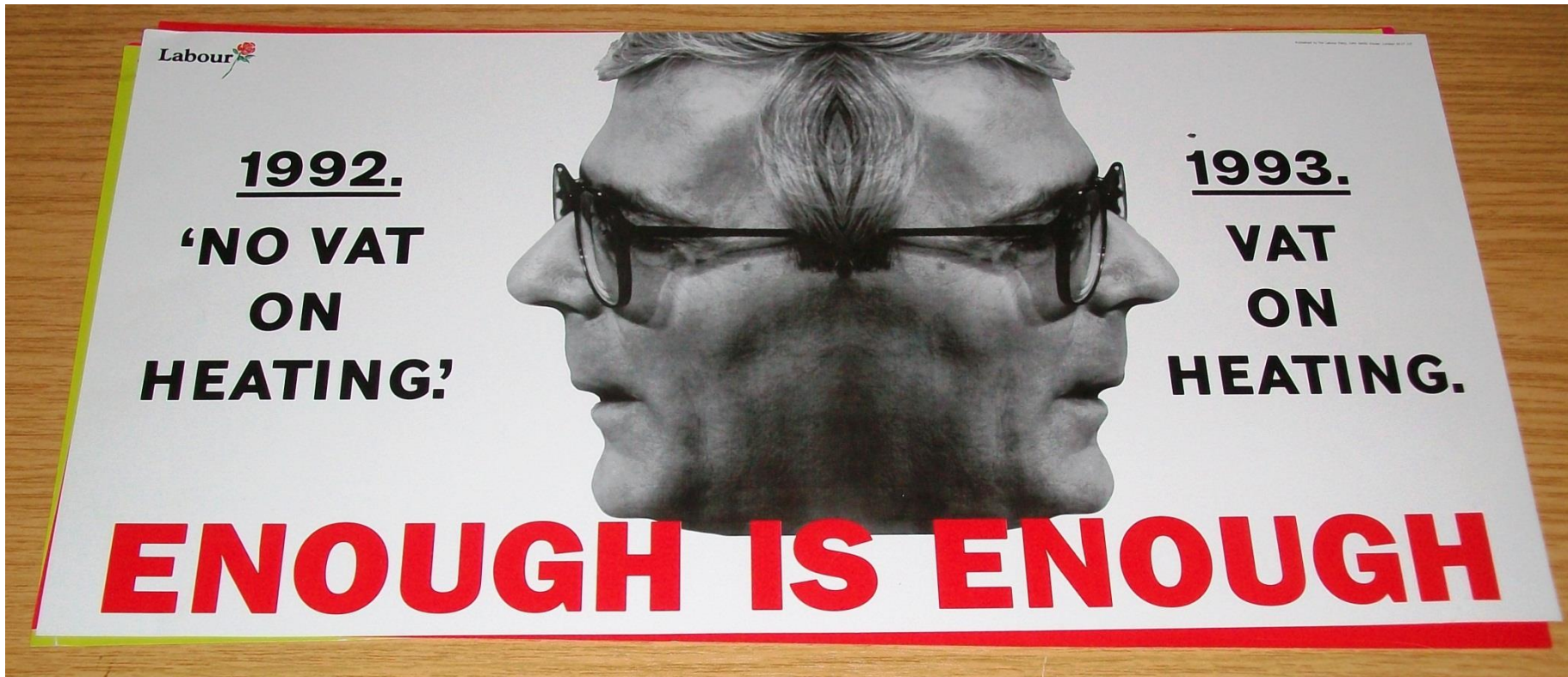


Figure 5.14 *ENOUGH IS ENOUGH*, 1997, Labour Party, PHM



Figure 5.15 *CLASS SIZES WILL BE SMALLER*, 1997, Labour Party PHM



Figure 5.16. *because Britain deserves better*, 1997, Labour Party, PHM



Figure 5.17 *NOW VOTE BECAUSE YOU DESERVE BETTER*, 1997, Labour Party, PHM.





Figure 5.18 General Election 1997 Billboard Posters, 1997, PHM



Figure 5.19 *BECAUSE BRITAIN DESERVES BETTER*, 1997, Labour Party, PHM.



Figure 5.20 "It's our new positive campaign" *Daily Express*, 1 Apr 1997, BCA: PC 1708.

## 6.0 Conclusion

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Figure 6.1 *BUILDING A FOUNDATION. WEARING IT.* 2010, Labour Party

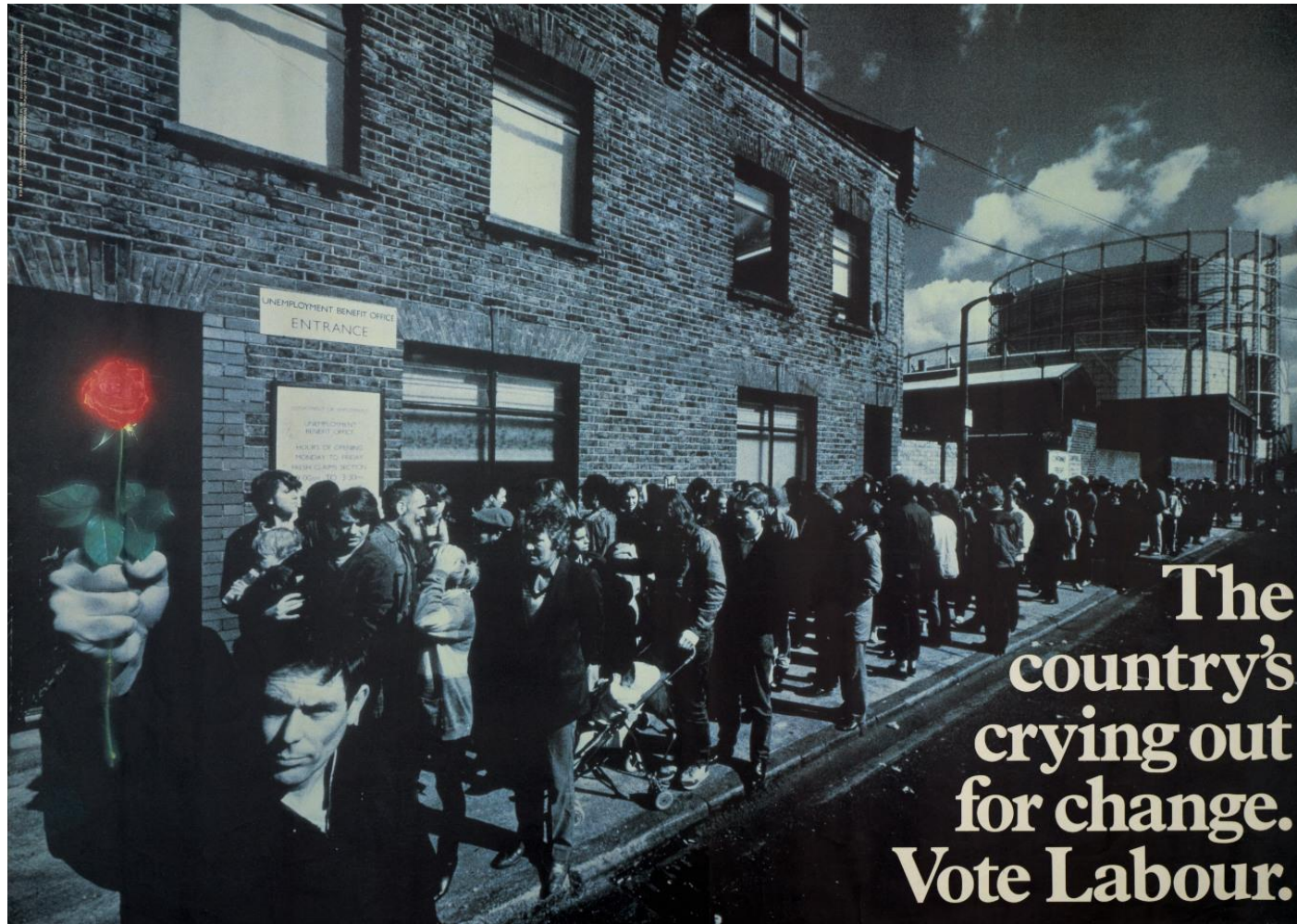


Figure 6.2 *The country's crying out for change. Vote Labour.* 1987, Labour Party, PHM

**I TOOK  
BILLIONS FROM  
PENSIONS  
VOTE FOR ME**

Or vote for change. Vote Conservative



Figure 6.3 *I TOOK BILLIONS FROM PENSIONS VOTE FOR ME*, 2010, Conservative Party



Figure 6.4 *I've never voted Tory before, but we need to sort out the economy.* 2010, Conservative Party