



Instructions on what to do in a Gas attack. This information was placed in Sunday newspapers. May 1941.





Gas Raid quiz to be placed in newspapers by the government.

ANTI-GAS CAMPATON

Preliminary Memorandum

THE PROBLEM

The Ministry of Home Security have asked General Production Division of the Ministry of Information to submit a Plan for the following objective:

- (a) To instruct the public in
 - i. How to behave if a gas warning is given
 - ii. How to act if gassed
 - iii. How to put on gas masks quickly
- (b) To persuade the public to keep their gas masks with them always.

METHODS

Several discussions have taken place between representatives of Home Security and G.P.D. and the following methods have been approved by both sides.

Press Advertising

A series of 4 advertisements to appear in all the Sunday newspapers, with the exception of the Glasgow Sunday Post. In Northern Ireland, which has no Sunday newspaper, the Belfast Evening Telegraph will be used.

The reason for choosing the Sunday papers is that a very large readership is achieved, the total circulation being about $15\frac{1}{2}$ millions, and that the announcements are generally read in favourable circumstances, i.e. in the home.

Anti-Gas campaign, government planning document. 1941.

GAS.

P.M/66

1. A report has been received from an observation station near Deal that last week two white German scaplanes marked with a red cross pruised slowly backwards and forwards within a very close distance of the coast.

One was shot down by the R.A.F. the other was circled by our dighters but was allowed to get away unmolested.

- 2. From Intelligence reports we are threatened by large concentrations of gas.
- 3. There appears to be only two methods by which gas could be satisfactorily released:-
 - (a). By beats and ships from the sea.(b). From Aeroplanes.
- 4. The first method is feasible, ships, barges, and craft of all kinds could be used, and given suitable weather, could be sailed over during the night and left stranded on our shores emitting gas.
- 5. The German success with a gas cloud in 1915 may well influence them.
- 6. The idea of putting gas and gas emitting apparatus in Red Gross Ships or asroplanes would also be in keeping with their sense of humaur.
- 7. It is believed that the above may be an iminent menace.
- 8. To be forewarned would be to be forearmed and it is suggested that if a gas cloud was experienced on our shores here at the present moment the result might be serious. If troops and civilians were warned at once of this possibility the surprise element would be countered and the defeat of the ruse possible.
- 9. It is however submitted that gas proof rooms (not necessarily in bomb proof shelters) should as far as possible be at once constructed in any area where such an attack is possible.
- 10. If there is a fear of such German attack it is of course essential that all ships or scroplanes, hospitals or otherwise should be sunk as far as possible from these shores.

18-7-40.

C. M. Kulchusan
Lt. Colonel. R.A.
Commanding 56th. Heavy Regiment, R.A.