



## Careless Talk Costs Lives: Fougasse and the Art of Public Information

By James Taylor

Bloomsbury Publishing PLC. Hardback. Book Condition: new. BRAND NEW, Careless Talk Costs Lives: Fougasse and the Art of Public Information, James Taylor, Writing under the pen name of Fougasse, Cyril Kenneth Bird was one of the most popular cartoonists and illustrators of the first half of the twentieth century and arguably the best-known and loved creator of British poster art. The images and captions to his eight World War II propaganda posters 'Careless Talk Costs Lives', which were part of the anti-rumour/gossip campaign orchestrated by the Ministry of Information, are remembered fondly today by millions who experienced life on the Home Front. Other humorous wartime Fougasse designs encouraged the country to be more efficient and productive; to save energy, paper and time. One of his Fuel Economy labels depicts Hitler and Emperor Hirohito jumping for joy captioned 'Switched-on switches & turned on taps Make happy Huns & joyful Japs'. The 'Careless Talk.' campaign had a big influence on American, Canadian and Australian anti-gossip posters. American versions included the more hard-hitting 'A Careless Word.A Needless Loss', and 'A Careless Word.Another Cross'. Fougasse was also popular in France, and his 'Careless Talk' designs were published in the 14 Feb 1940 issue of...



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