



HEYWOOD HILL

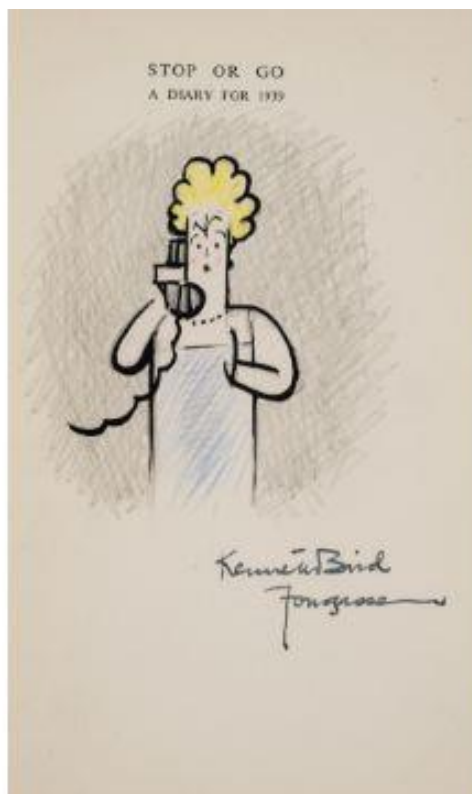
MAYFAIR

## FOUGASSE

FOUGASSE [BIRD, Kenneth] **A Group of Inscribed Books**

London

A collection of 13 books illustrated by Fougasse. All are inscribed warmly to “Freda”. Two of the books included original artwork.



Kenneth Bird was born in London on 17 December 1887, the son of Arthur Bird, a company director. He was educated at Cheltenham College and King's College London (B.Sc.). While at King's College he attended evening art classes at the Regent Street Polytechnic and at the School of Photo-Engraving in Bolt Court.

He was seriously injured at the Battle of Gallipoli during World War I and invalided out of the British Army.

Bird first contributed to Punch in 1916, while convalescing, and also contributed to several other British newspapers and magazines, including the Graphic and Tatler. His pen name was based on the fougasse, a type of mine.

As one of the best known cartoonists of the time, he was one of 170 authors who created doll-sized books exclusively for Queen Mary's Dolls' House; his illustrated verse tale, written on postage stamp-sized pages, was published as a regular-sized hardback in 2012 by the Royal Collection and Walker Books.

In the course of the 1920s and 1930s, his drawings evolved from the traditionally representational to an innovative, spare, style that was both unique and popular, featuring in many advertising campaigns as well as in magazine editorial. He became art editor of Punch from 1937 to 1949, then editor until 1953. He was the only cartoonist ever to edit the magazine. During World War II, he worked unpaid for the Ministry of Information, designing humorous but effective propaganda posters including the famous "Careless Talk Costs Lives" series. For this work he was awarded the honour of Commander of the Order of the British Empire in 1946. In 1951 he was elected as Master of the Art Workers' Guild.

He illustrated and co-wrote several humorous books with W. D. H. McCullough. These included the very successful *Aces Made Easy* on the subject of contract bridge, in 1934, and *You Have Been Warned – A Complete Guide to the Road*, in 1935.

The collection comprises:

*Stop or Go. A Diary for 1939.* (1938). First edition. Signed on the half-title "Kenneth Bird. Fougasse" under an original pen and ink and pencil drawing of a lady on a telephone, her hair heightened in yellow. Possibly a cartoon of Freda (?)

*Jotsam* (1939). First edition. Inscribed "Freda with all the author's compliments Fougasse. With an original ink sketch of two birds on a drooping branch.

*...And the Gatepost.* (1940). First edition. Inscribed "Freda A Happy Christmas Fougasse."

*The Changing Face of Britain.* (1940). First edition. Inscribed "Freda with love from the author"

*Running Commentary.* (1941). First edition. Inscribed "Freda A Merry Christmas from the author. Fougasse."

Just a Few Lines. Verses by A.W.B. (Arthur Bird). Drawings by Fougasse (Kenneth Bird). (1943). First edition. Inscribed "Freda with every Christmas wish KB. Fougasse."

Family Group. (1944). First edition. Inscribed "Freda a happy Christmas Kenneth. Fougasse".

Home Circle (1945). First edition. Inscribed "Freda with love from Kenneth".

A School of Purposes. A Selection of Fougasse Posters 1939-1945. (1946) First edition. Inscribed "Freda from Kenneth & a very merry Christmas"

You Have Been Warned. (1947). Revised Edition. Inscribed "Freda with love from Kenneth. Fougasse."

Us. (1951). First edition. Inscribed "Freda with love from Kenneth Christmas 1951. Fougasse."

An Animal Anthology. (1954). First edition. Inscribed "Freda A Happy Christmas from Kenneth. Fougasse."

Between the Lines. (1958). Inscribed "Freda with the author's love. Christmas 1958".

All in original bindings but without dust wrappers. Very good copies

Sold with a scarce Fougasse ephemeron - a miniature wall calendar for 1947. Issued for the UFAW "With all good wished for 194y from UFAW (The Universities Federation for Animal Welfare). 95 x 105 mm.

Stiff card with original blue string hanging hoop with the tear off month calendar intact. The tear off calendar is mounted beneath a Fougasse design of a lion sleeping with a sheep.

[37714] £2,500.00