

“This strong geometric construction is a good example of Games' 'design engineering', as he termed it. Although the public loved the 'Blonde Bombshell' poster and it attracted many new recruits, Conservative MP Thelma Cazalet Keir complained to Parliament, 'Women should be attracted into the army by patriotism, not glamour! This poster is better suited to advertise beauty products.' It evoked heated debate and public furore, which raged for nearly a month as Germany bombed Britain day and night. Finally the Minister of Labour, Ernest Bevin, yielded to the staid critics and ordered it to be withdrawn after it hung on the hoardings for five weeks. He commented to the *Evening Standard* in October 1941: 'I understand this poster has evoked both commendation and criticism in about equal proportions. Reserve stocks are now exhausted and I do not propose to reprint it.' By now Abram was used to controversy and revelled in it.”

Naomi Games, “Further Notes from the Estate of Abram Games' Archive,” in Naomi Games, Catherine Moriarty, and June Rose, *Abram Games: His Life and Work* (New York: Princeton Architectural Press, 2003), p. 184 (fig. 18).