



Sotheran's

EST. LONDON 1761

**VINTAGE
TRAVEL POSTERS**



Exhibition of Collection on view in the Gallery 12th November – 3rd December 2021

Head of Print Department: Richard Shepherd

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Gallery opening hours:

Monday - Friday: 9.30am-6pm

Note to the reader:

This catalogue contains only a selection of the prints we have available. Please contact us if you are looking for any additional prints, or view them on our website: www.sotherans.co.uk

We offer a comprehensive mounting and framing service, can advise on the restoration of prints, and are happy to provide photographic images of the prints in this catalogue, or of our other stock. The images in this catalogue are intended as a guide only. We strongly recommend that our customers see the prints in person but are also happy to offer condition reports before purchase.

VINTAGE TRAVEL POSTERS 2021

Sotheran's
EST. LONDON 1761



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Vintage Travel Posters 2021

Sotheran's are delighted to present the fifteenth Annual Travel Posters exhibition. We are looking forward to seeing as many of you as possible for the Private View on Thursday 11th November from 6.00 - 8.00pm. This will be the first party at Sotheran's for almost 2 years!

We have some lovely posters on offer this year. There are more British posters than usual (items 1-13). Perhaps this is as a result of the increased demand for holidays closer to home over the last year.

There are some wonderful Irish posters too (items 14-16). I particularly love the poster advertising the Bundoran Great Northern Hotel (item 15). It really makes me want to go there which was the exact intention of these posters at the time.

We have some impressive posters by the great artist Roger Broders with the two originals from the South of France being particularly desirable (items 26-27).

My favourite this year is the Erich Hermes Swiss poster (item 48) which brings back fond memories of holidays in the Alps. I can imagine if James Bond did skiing holidays he would do them in the style of the gentleman shown in this poster.

The colours in some of the posters in exhibition are striking and they stand out even when seen from a distance. Perhaps none more so than the Frank Wooton poster of Rhodesia (item 72).

The exhibition will be on display in the Print department from Friday 12th November to Friday 3rd December 2021. I do hope you will be able to come and see them as they do look even better in person.



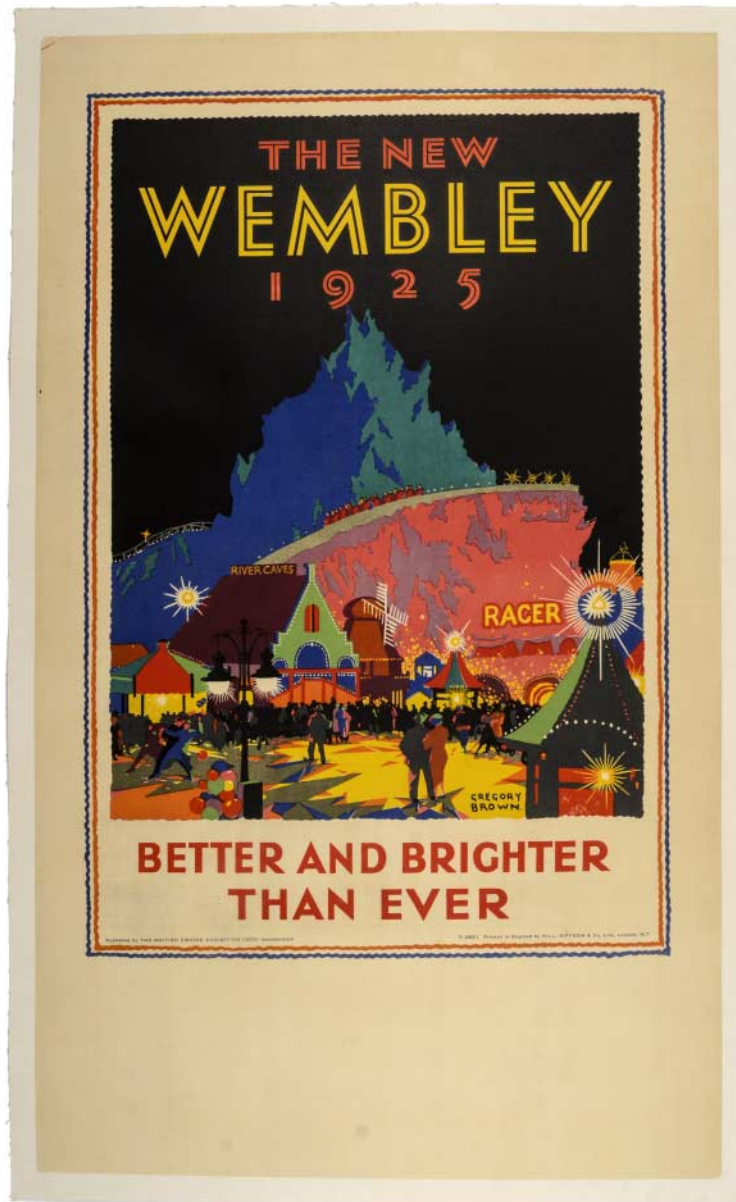
1. ANON. Fly to Britain by B.O.A.C. Original lithograph with colour, linen backed, printed in Great Britain, 1950. 1000 x 635 mm.

With two Italian stamps to lower right corner.

£1,250



2. BURTON, Jackson. Weston-Super-Mare, for this year's holiday. Original lithograph with colour, linen backed, printed in England by Ben Johnson & Co., Ltd, c.1930. 760 x 490 mm. £550



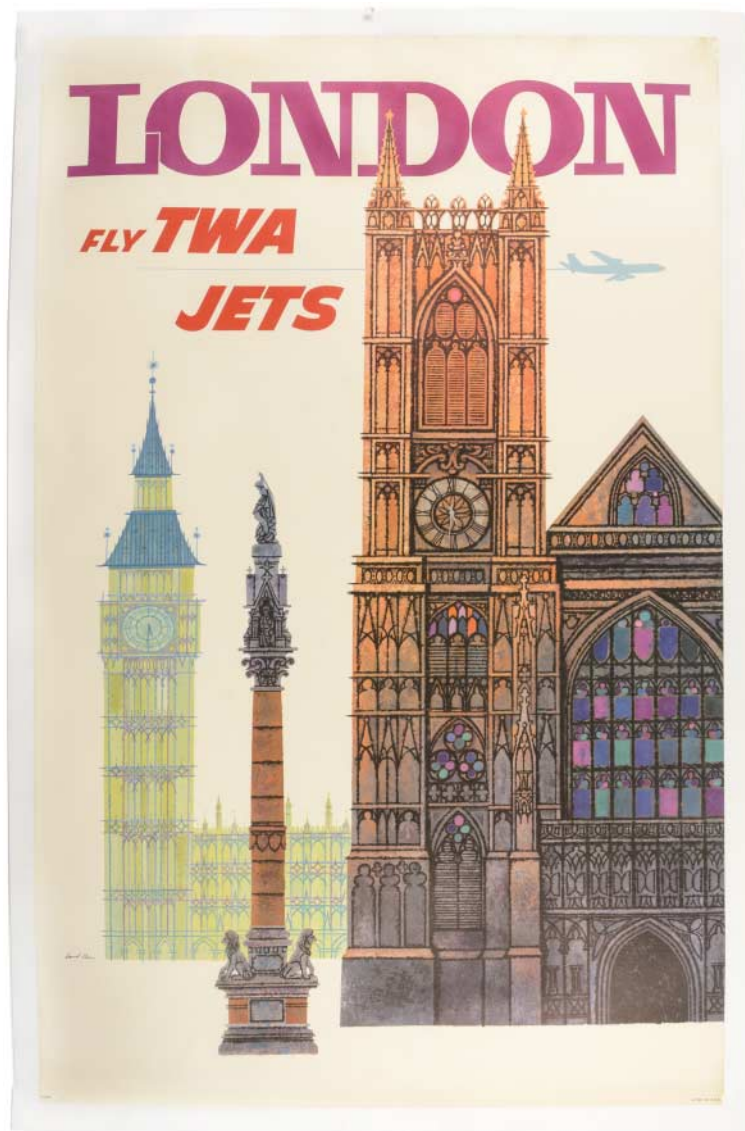
3. BROWN, Gregory. The New Wembley, 1925, Better and Brighter than Ever. Original lithograph with colour, linen backed, printed in England by Hill, Siffken & Co., London, published by the British Empire exhibition, 1925. 1000 x 600 mm. £1,750



4. JOHNSTON. Lytham St Annes. Original lithograph with colour, linen backed, published by the Railway Executive (London Midland Region), printed in Great Britain by London lithographic Company, c.1950. 1020 x 645 mm. £895



5. NIELSON, Otto. London, by SAS. Original lithograph with colour, linen backed, printed by Al-Offset, Andreasen & Lachmann, Copenhagen, c.1950. 995 x 630 mm. £850



6. KLEIN, David. London, Fly TWA Jets. Original lithograph with colour, linen backed, printed in U.S.A, c.1960. 1020 x 630 mm.

Tear to top centre of poster which has been contained during linen backing.

£650



7. NICOLL, Gordon (1888-1959). Windsor, See Britain by train, British Railways. Original lithograph with colour, published by British Railways (Western Region), printed in Great Britain by Charles & Read Ltd, 1962. 1010 x 635 mm. £495



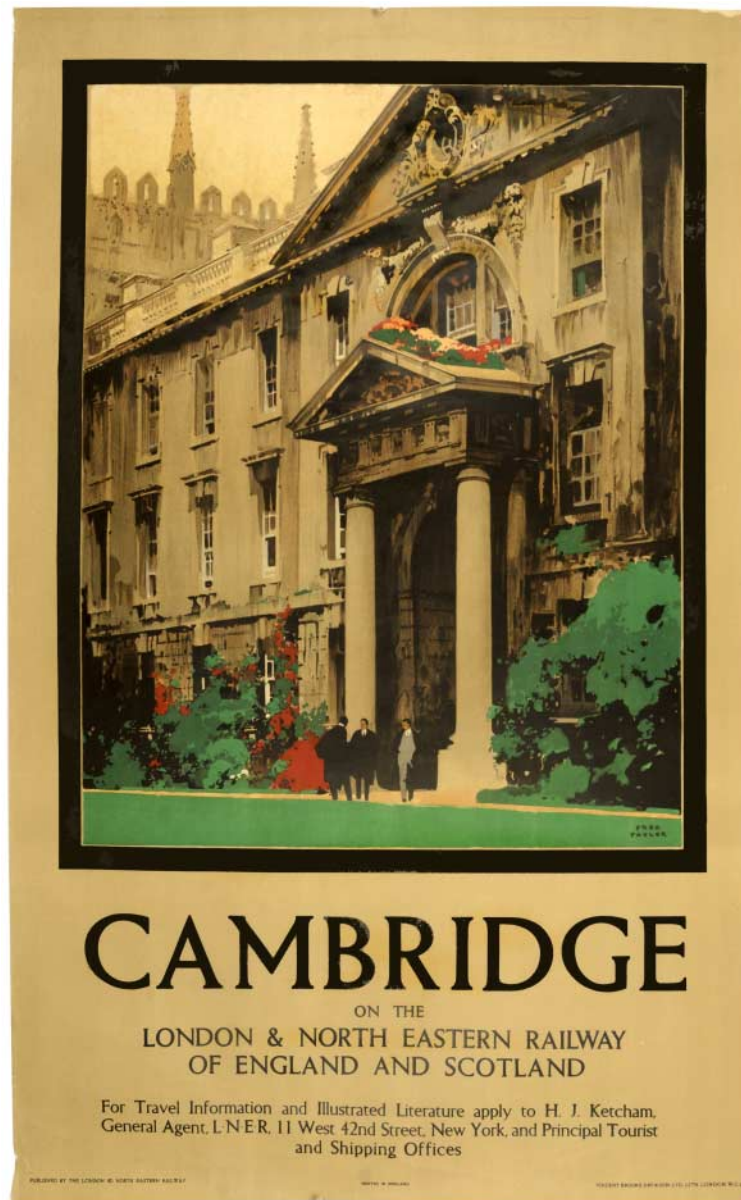
8. KEMPSTER & EVANS. BEA to Britain. Original lithograph with colour, linen backed, printed in England by Chromoworks Ltd., London, 1957. 1010 x 645 mm. £650



9. SZOMANSKI, Wladyslaw R. (1911-1996). Merry Christmas - fly BEA in the New Year - British European Airways. Original lithograph with colour, published by BEA - British European Airways, printed by Waterlow & Sons Limited, London and Dunstable, 1958. 1010 x 630 mm. £950



10. SMITHSON BROADHEAD, W (1888-1960). This is Torquay - GWR. Original lithograph with colour, printed by W.E.Berry Ltd., Bradford, published by GWR Great Western Railway, c.1930. 1020 x 630 mm. £2,150



11. TAYLOR, Fred (1875-1963). Cambridge on the London & North Eastern railway of England and Scotland. Original lithograph with colour, printed by Vincent Brooks. Day & Son Ltd, published by the London & North Eastern Railway, c.1930. 1020 x 635 mm.

The college shown is King's.

£1,150



12. W. Visit Lakeland and see the Wonderful Scenery of Lake Windermere. Original lithograph with colour, published by British Railways, printed in Great Britain by Jordison & Co., Ltd., London & Middlesbrough, c.1950. 760 x 505 mm. £350



13. ANON. The Manx Electric Railway, for Snaefell and Ramsey. Original lithograph with colour, linen backed, printed by Richard Johnson & Sons limited, colour printers, Manchester, c.1920. 500 x 620 mm.

With inset views of Snaefell, Summit Hotel and Ramsey.

The Manx Electric Railway, running for over 125 years since 1893 along the eastern coast of the Isle of Man, with the majority of Victorian & Edwardian era infrastructure and rolling stock still in use. £650



14. ANON. Ulster for your holidays. Original lithograph with colour, linen backed, c.1928. 990 x 635 mm. £1,650



15. HORDON, Margaret. Bundoran, Great Northern Hotel, Donegal, Ireland. Original lithograph with colour, linen backed, printed in 1932. 1010 x 630 mm.

The hotel and Golf course were founded in 1894. The Golf course is one of the oldest in Ireland.

Some slight tears to left margin and one small tear to top margin which have been contained during linen backing. Some fold marks. £3,950



16. TREIDLER, Adolph (1886-1981). Ireland - Irish International Airlines. Original lithograph with colour, printed by Browne and Nolan Ltd., Dublin, published by Aer Lingus Irish International Airlines, c.1950. 1020 x 630 mm. £1,050



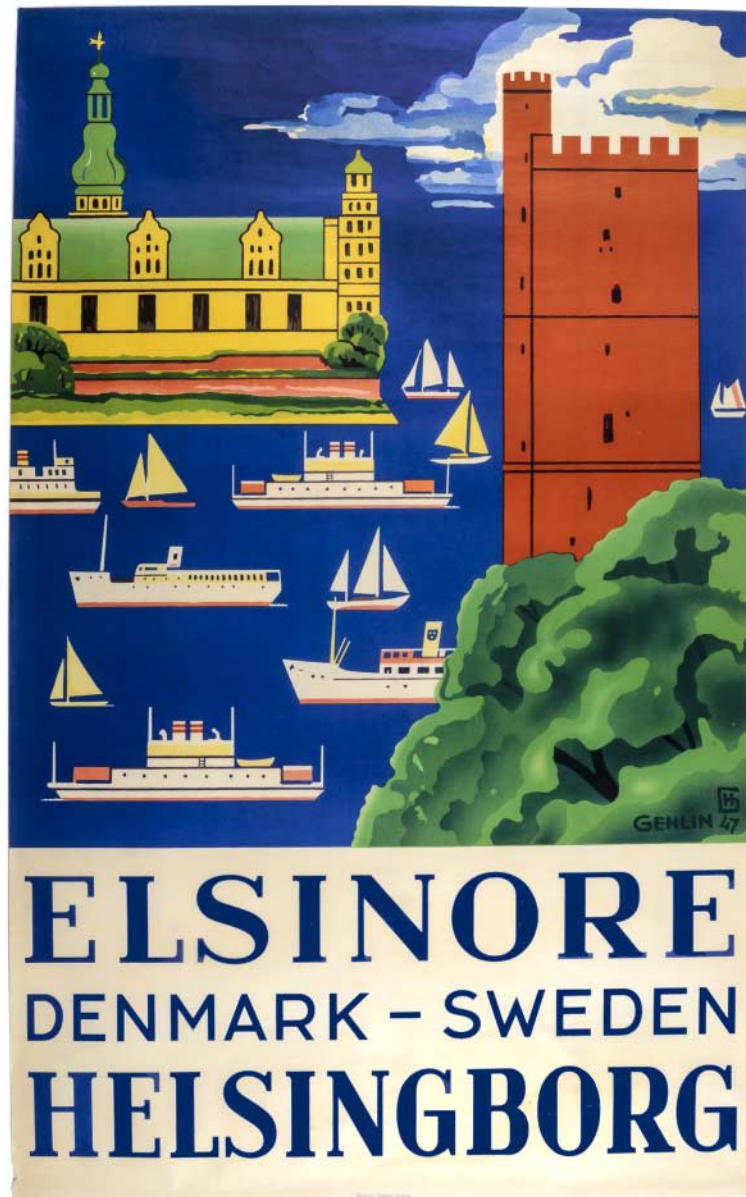
17. DAHL, Karl (1886-1954). Norway Direct, Norwegian America Line. Original lithograph with colour, linen backed, as published by NAL, printed by Emil Moestue A/S, Norway, 1948. 1000 x 625 mm.

Depicting a Viking longship in front of MS Oslofjord.

£1,450



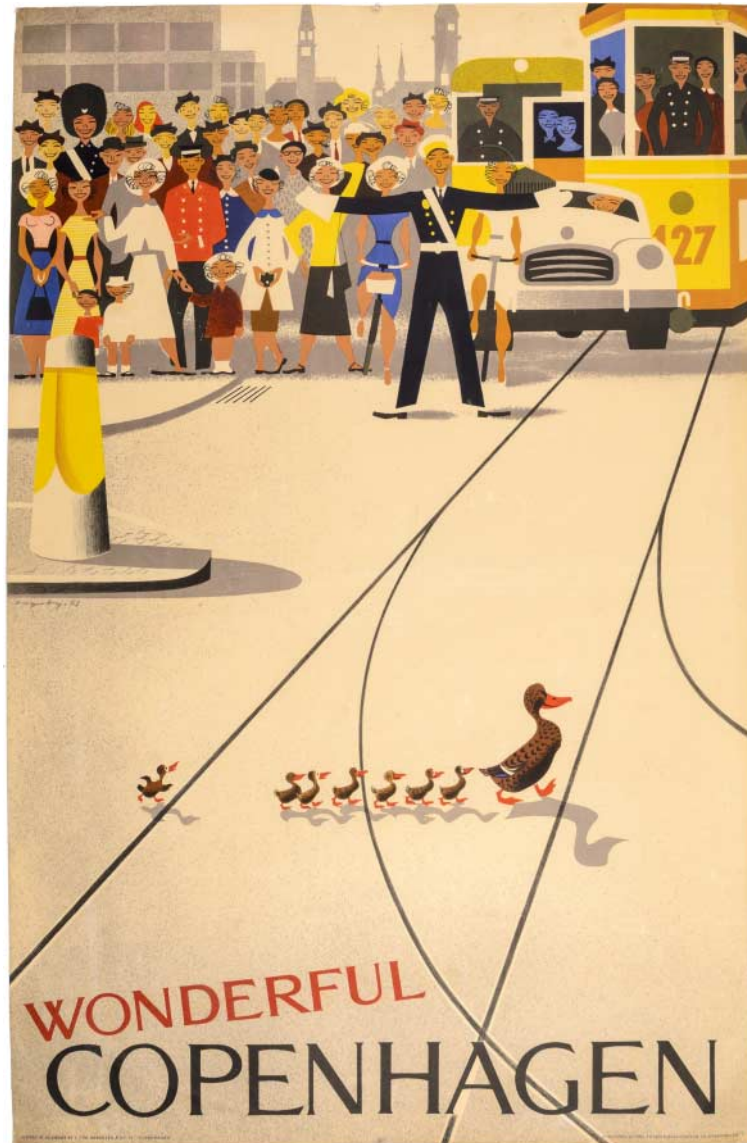
18. ANON. Halsingborg, Sweden. Original lithograph with colour, linen backed, printed by A.-B Kopia, Stockholm, c.1940. 1000 x 620 mm. £675



19. GEHLIN, John Erik Hugo (1889-1953). Elsinore Denmark - Helsingborg Sweden. Original lithograph with colour, printed by Halsingsborgs litografiska Aktiebolag, Denmark, 1947. 1000 x 620 mm. £825



20. PEDERSEN, Fritjof (1923–2018). SAS Royal Viking. Original lithograph with colour, linen backed, printed by Helsingborgs Litografiska AB, published by SAS Scandinavian Airlines System, c.1950. 1000 x 620 mm. £1,450



21. VAGNBY, Viggo (1896-1966). Wonderful Copenhagen - Denmark. Original lithograph with colour, printed in Denmark by Tutein & Koch, published by The Tourist Association of Copenhagen, 1953. 1000 x 620 mm. £1,250



22. ADAMS, Dacres. Imperial Airways use throughout Europe, Shell petrol exclusively. Lithograph with colour, after the original, published by Royle publications Limited, printed in England by W. R. Royle & Son limited, London, 1969. 510 x 755 mm.

After the original which was printed in 1929.

Some minor tears to edges with stain to top right corner.

£295



23. CASSANDRE, A. Mouron. L.M.S. Best Way. Lithograph after the original from 1928, printed by Henri Mouron Adagp, Paris, WM editions, France, 1985, 925 x 115 mm.

Cassandre, pseudonym of Adolphe Jean-Marie Mouron (24 January 1901 - 17 June 1968) was a French painter, commercial poster artist, and typeface designer.

Cassandre became successful enough that with the help of partners he was able to set up his own advertising agency called Alliance Graphique, serving a wide variety of clients during the 1930s. He is perhaps best known for his posters advertising travel, for clients such as the Compagnie Internationale des Wagons-Lits. He was a pioneer on airbrush arts.

£350



24. **BRODERS, Roger (1883-1953).** La Ciotat - Plage. Lithograph after the original, printed in France, by CIWLT, 1989. 885 x 595 mm. £450



25. BRODERS, Roger (1883-1953). Le Tour du Mont Blanc. Lithograph after the original, printed in France, by CIWLT, 1989. 855 x 620 mm. £450



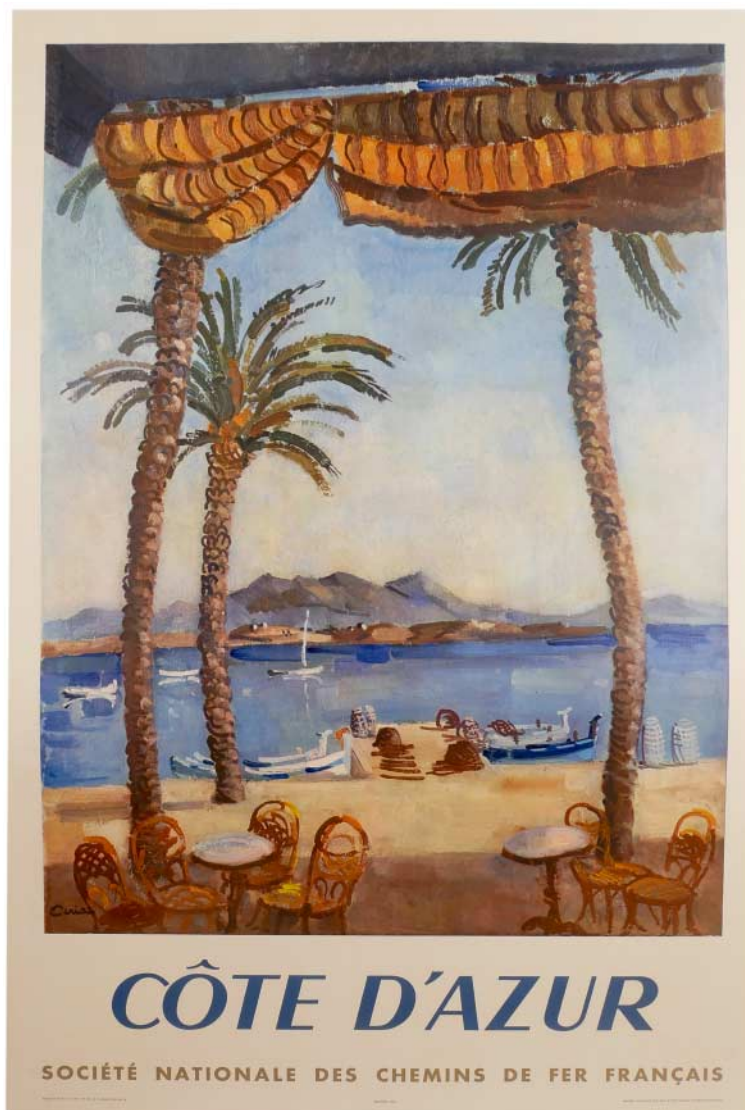
26. BRODERS, Roger (1883-1953). Marseille Point de Depart de La Cote d'Azur. Original lithograph with colour, linen backed, c.1929. 990 x 620 mm. £5,750



27. **BRODERS, Roger** (1883-1953). The French Riviera for Perpetual Sunshine. Original lithograph with colour, linen backed, printed by McCorquodale & Co., Ltd., London, 1930. 1020 x 635 mm.

The beach shown is Juan-Les Pins.

£5,850



28. CERIA, Edmond (1884-1955). Cote D'Azur. Original lithograph with colour, linen backed, published by S.N.C.F, printed in France for and by the French National Railways, 1951. 990 x 625 mm. £675



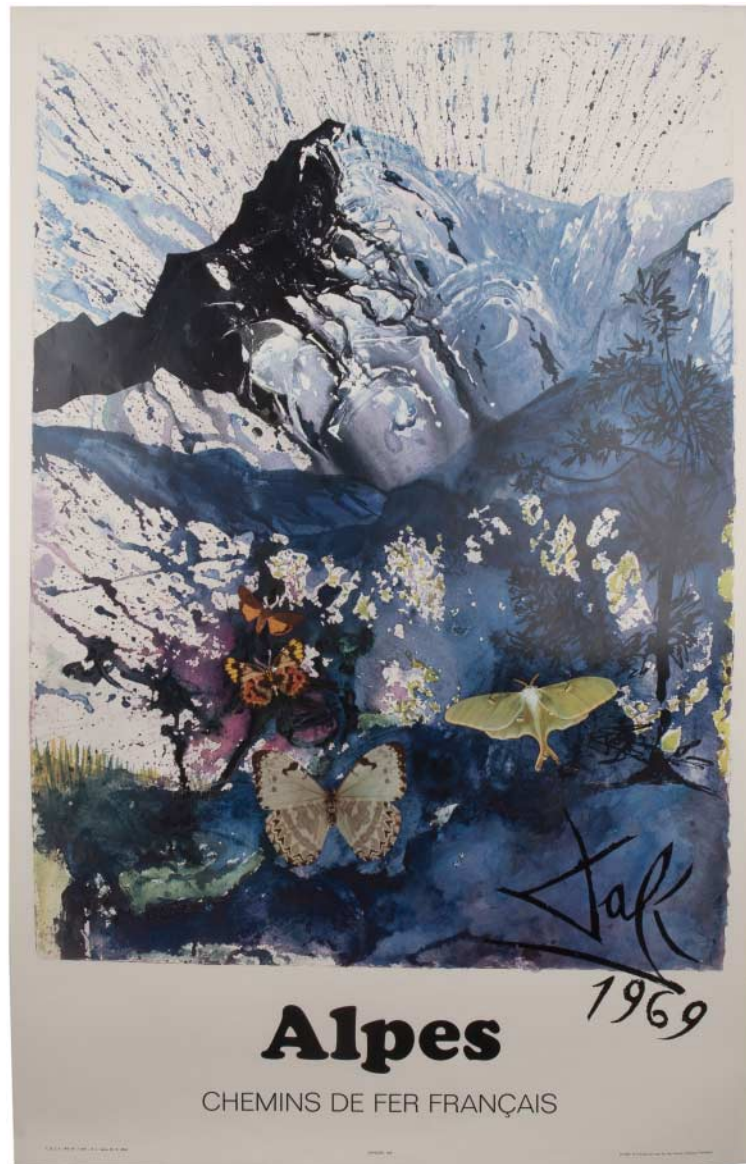
29. CERIA, Edmond (1884-1955). Bretagne. Original lithograph with colour, printed by Draeger in France for and by the French Railways, 1953. 995 x 625 mm.

Some creases to edges.

£350



30. DALÍ, Salvador (1904-1989). Alsace, Chemins de Fer Français. Original lithograph with colour, printed in France for the French National Railways (SNCF), 1970. 990 x 620 mm. £250



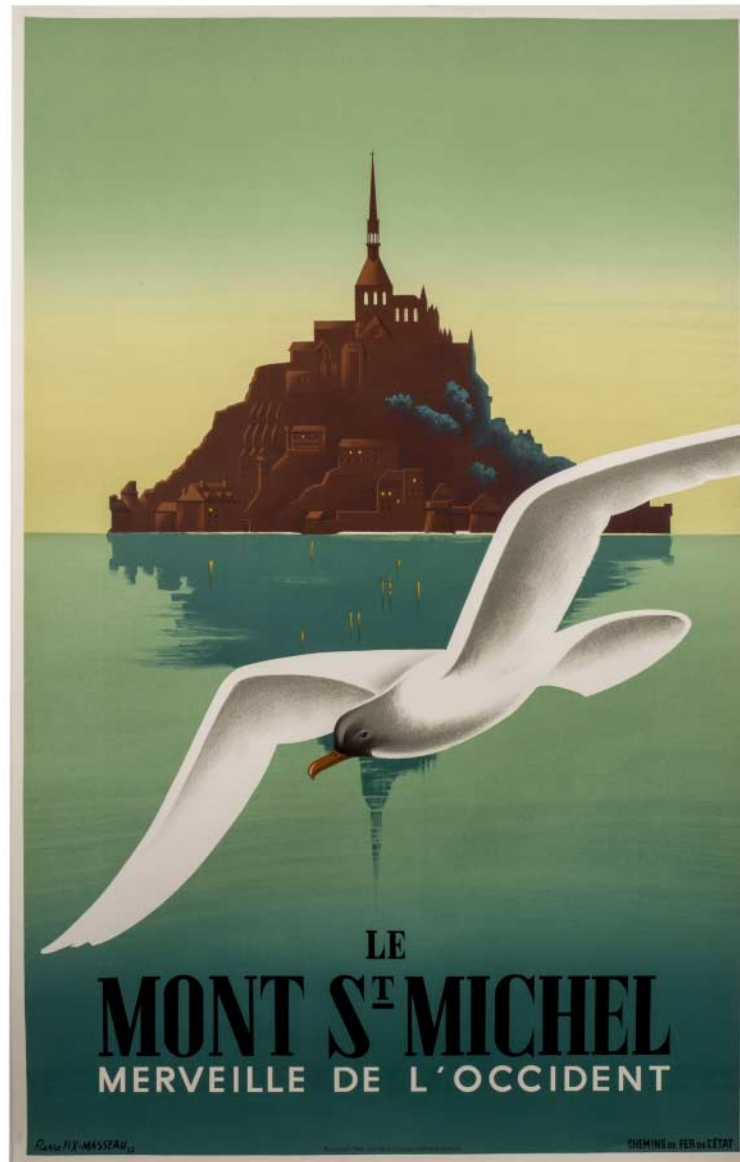
31. DALÍ, Salvador (1904-1989). Alpes, Chemins de Fer Français. Original lithograph with colour, printed in France for the French National Railways (SNCF), 1970. 990 x 620 mm. £350



32. FREPPEL, A. Syndicat D'Initiative, Ste Marie-Aux- Mines, Ht-Rhin. Original lithograph with colour, printed in France, c.1930. 1010 x 650 mm.

Some foxing to corners and minor tears.

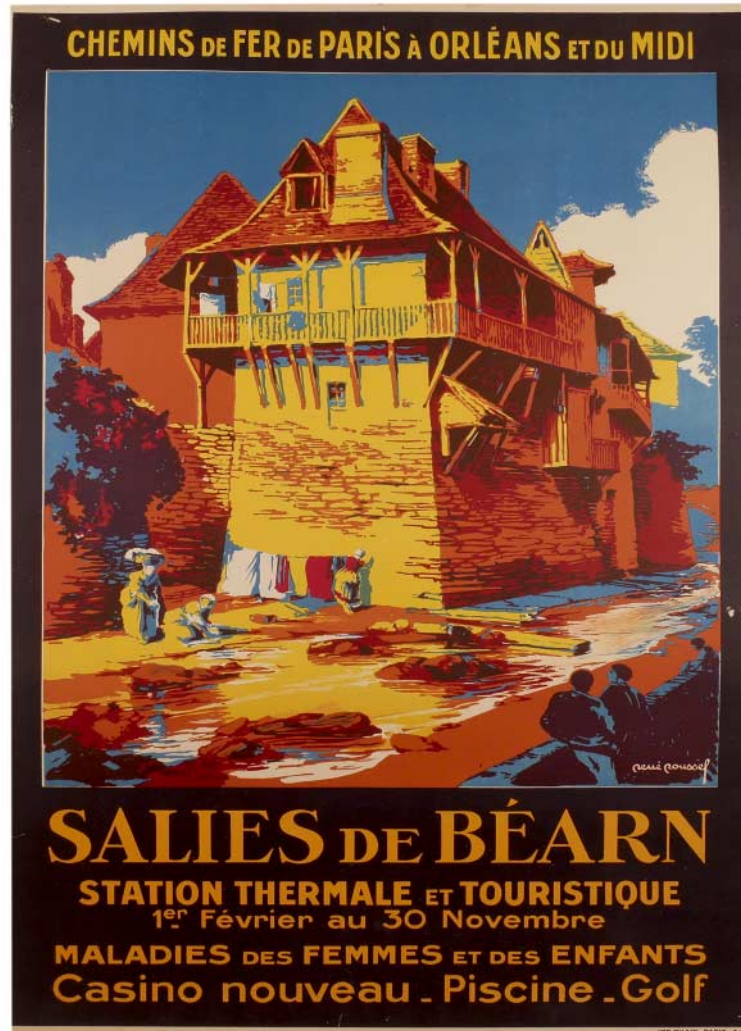
£695



33. FIX-MASSEAU, Pierre. Le Mont St Michel. Lithograph after the original from 1937, printed in France, par l'affiche europeenne, 1988. 1000 x 630 mm. £395



34. PEAK, B. French Line, S.S. France. A new concept in luxury for all. Original lithograph with colour, printed in U.S.A, c.1960. 1170 x 760 mm. £575



35. ROUSSEL, Rene. Salies de Bearn, Casino Nouveau, Piscine, Golf. Original lithograph with colour, linen backed, printed by Chaix, Paris, 1931. 980 x 630 mm. £495



36. WAROQUIER, Henry De. France, Burgundy. Original lithograph with colour, printed in France for and by the French National railways, Percival, Paris, 1954. 1000 x 620 mm.

Some creases to edges.

£350



37. NOYER, Denis-Paul. Le Grand Cascade. Original lithograph with colour, from the series, "Restaurants," signed and numbered 130/220 by the artist, printed in France, c.1979. 760 x 560 mm. £350



38. NOYER, Denis-Paul. *Le Tre Catelan*. Original lithograph with colour, from the series, "Restaurants," signed and numbered 87/220 by the artist, printed in France, c.1979. 760 x 560 mm. £350



39. NOYER, Denis-Paul. Le Doyen. Original lithograph with colour, from the series, "Restaurants," signed and numbered 173/220 by the artist, printed in France, c.1979. 760 x 560 mm. £350



40. NOYER, Denis-Paul. Brasserie Lipp. Original lithograph with colour, from the series, "Restaurants," signed and numbered 109/220 by the artist, printed in France, c.1979. 760 x 560 mm. £350



41. **BRODERS, Roger** (1883-1953). Monte Carlo. Lithograph after the original, printed in France, by CIWLT, 1989. 890 x 560 mm. £550



42. FALCUCCI. Monaco 19 Avril 1931. Lithograph after the original as reproduced by the Automobile Club de Monaco, printed in Paris, 1983. 1000 x 680 mm. £150



43. FALCUCCI. Monaco 17 Avril 1932. Lithograph after the original as reproduced by the Automobile Club de Monaco, printed in Paris, 1983. 1000 x 680 mm. £150



44. MINNE, B. Monaco 1er et 2 Juin 1952. Lithograph after the original as reproduced by the Automobile Club de Monaco, printed in Paris, 1991. 1000 x 680 mm. £150



45. RAMEL, J. Monaco 22nd Mai 1955. XIIIe. Grand Prix. Lithograph after the original as reproduced by the Automobile Club de Monaco, printed in Paris, 1983. 1000 x 680 mm. £150



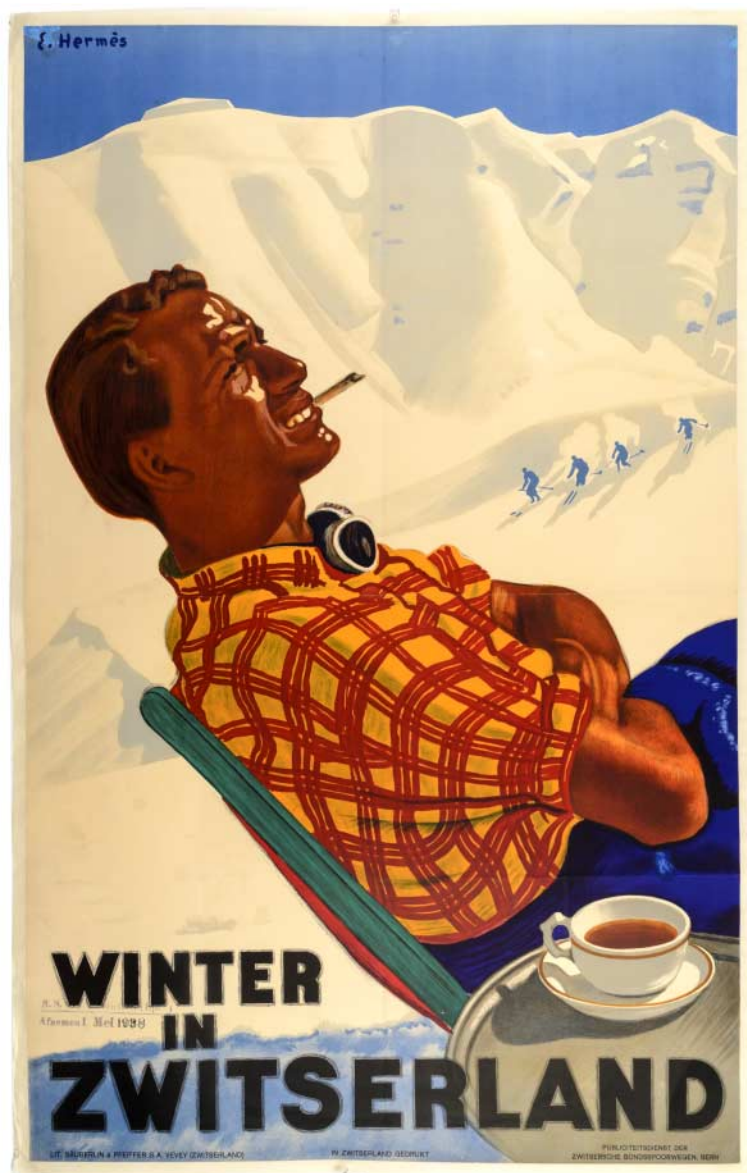
46. MINNE, B. Monaco 19 Mai 1957. Lithograph after the original as reproduced by the Automobile Club de Monaco, printed in Paris, 1983. 1000 x 680 mm. £150



47. ERNI, H. Appenzeller Bahn, Switzerland. Original lithograph with colour, printed by Schoop Urnasch, Switzerland, c.1950. 1000 x 685 mm.

Appenzell is a historic canton in the northeast of Switzerland and entirely surrounded by the canton of St. Gallen.

£850



48. HERMES, Erich (1881-1971). Winter in Zwitterland. Original lithograph with colour, backed on thin Japanese paper, printed by lit. Sauberlin & Pfeiffer S.A. Vevey, Switzerland, 1938. 1005 x 620 mm. With a stamp dated 1938.

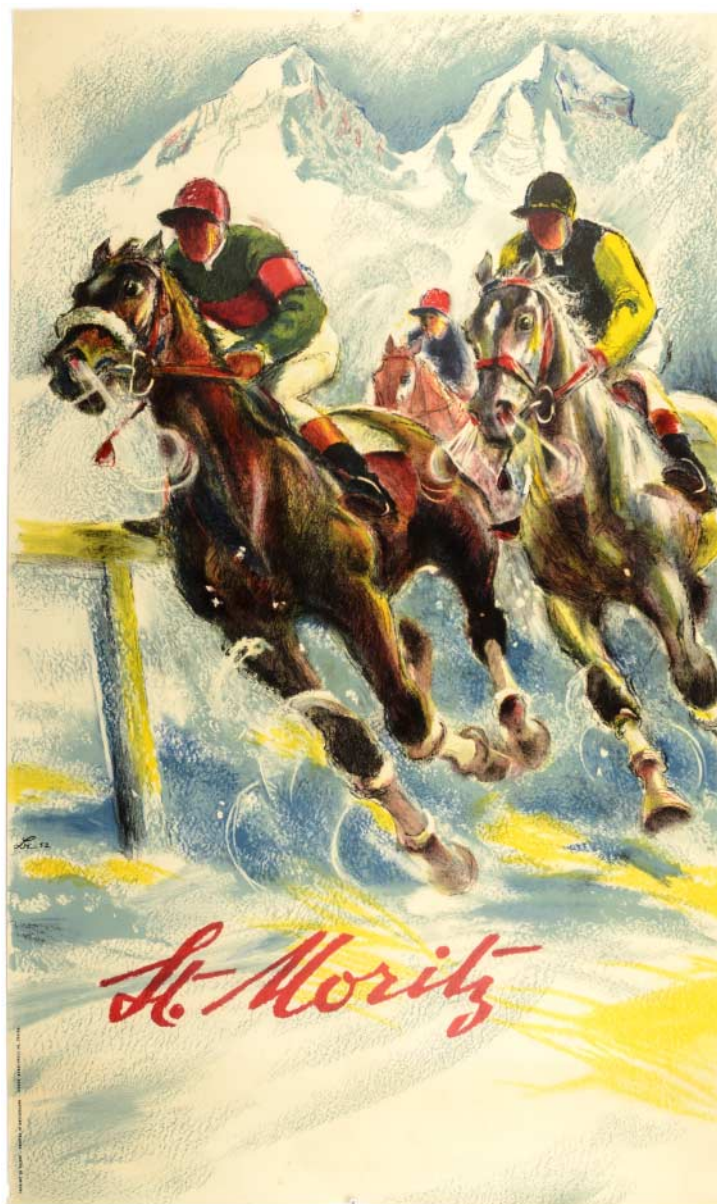
£7,500



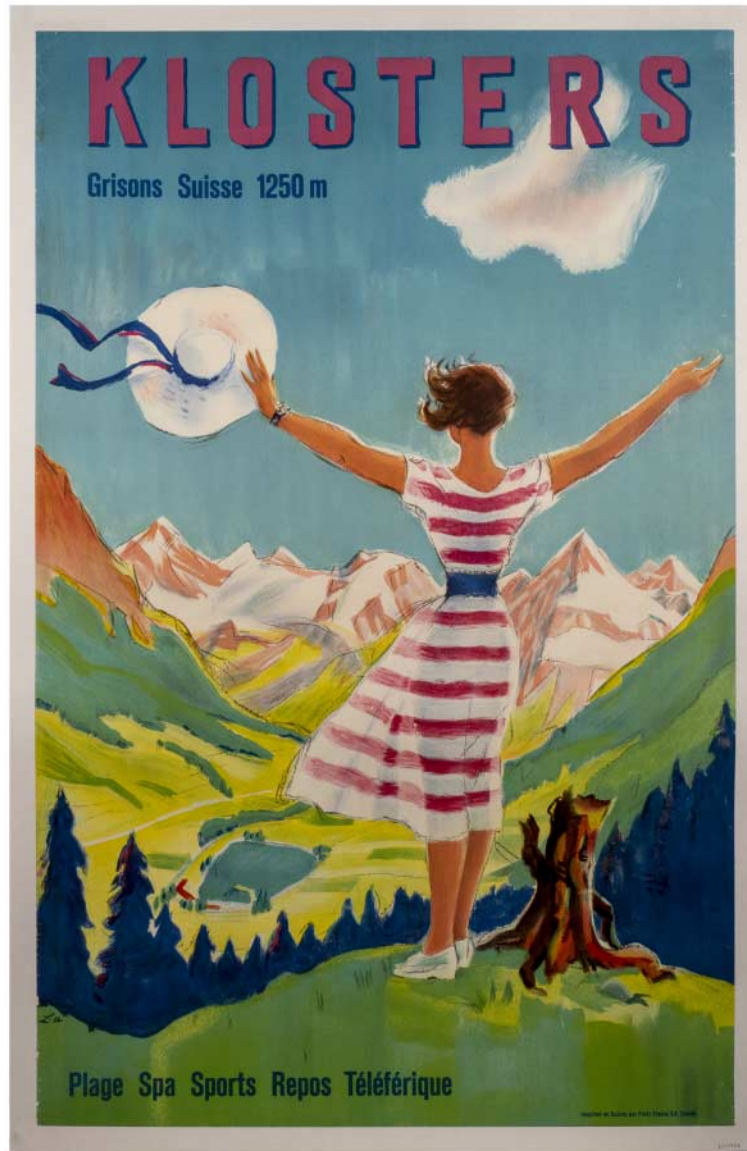
49. STEINER, Albert. St. Moritz, Station Thermale. Original lithograph with colour, linen backed, printed by Orell Füssli, Arts graphiques S.A., Zürich, Switzerland, 1949. 990 x 625 mm.

Some minor tears which have been restored during linen backing.

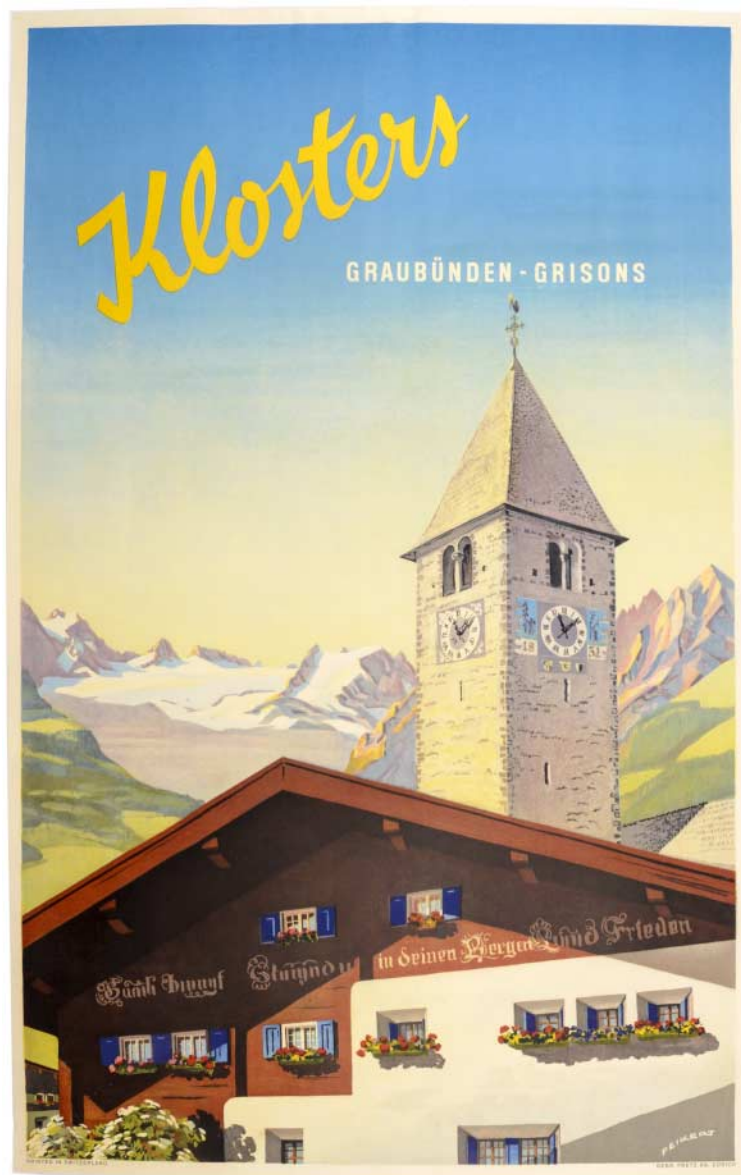
£650



50. LAUBI, Hugo (1888-1959). St. Moritz, Switzerland, horse racing. Original lithograph with colour, printed in Switzerland by Druck Gebr. Fretz AG., Zurich, 1952. 1020 x 650 mm. £2,450



51. LAUBI, Hugo (1888-1959). Klosters Grisons Suisse. Original lithograph with colour, linen backed, printed by Fretz Frères, Zurich, 1954. 1020 x 640 mm. £2,150



52. PEIKERT, Martin (1901-1975). Klosters, Graubünden Grisons. Original lithograph with colour, backed on Japanese paper, printed in Switzerland by Druck Gebr. Fretz AG., Zurich, 1942. 1010 x 640 mm. £3,500



53. SURBEK, Victor (1885-1975). Schweiz - Alpenposten. Original lithograph with colour, printed by H. Vontobel Graph. Anstalt Feldmeilen, Switzerland, c.1940. 1000 x 620 mm. £1,350



54. **BRODERS, Roger (1883-1953).** La Plage de Calvi. Corse. Lithograph after the original, printed in France, by CIWLT, 1989. 890 x 620 mm. £450



55. NEVIN. The French and Italian Riviera, British Railways. Original lithograph with colour, linen backed, published by British Railways, printed by Charles & Read Ltd, London & Harlow, c.1960. 1020 x 635 mm. £675



56. ROCHEGROSSE. Rome Exposition Internationale 1911. Original lithograph with colour, linen backed, printed by J Barrau, Paris, published by PLM - Paris-Lyon-Méditerranée, 1911. 1020 x 730 mm.
£1,575



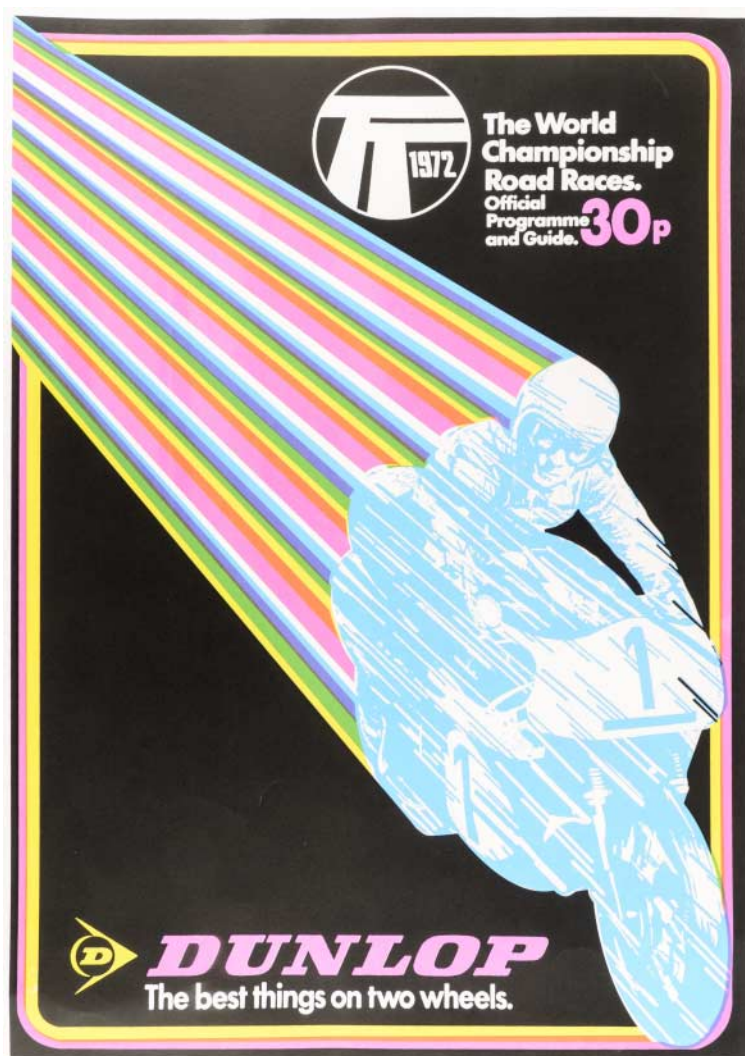
57. KLEIN, David (1918-2005). Rome, fly TWA Jets. Original lithograph with colour, printed in U.S.A., c.1960. 1015 x 635 mm. £450



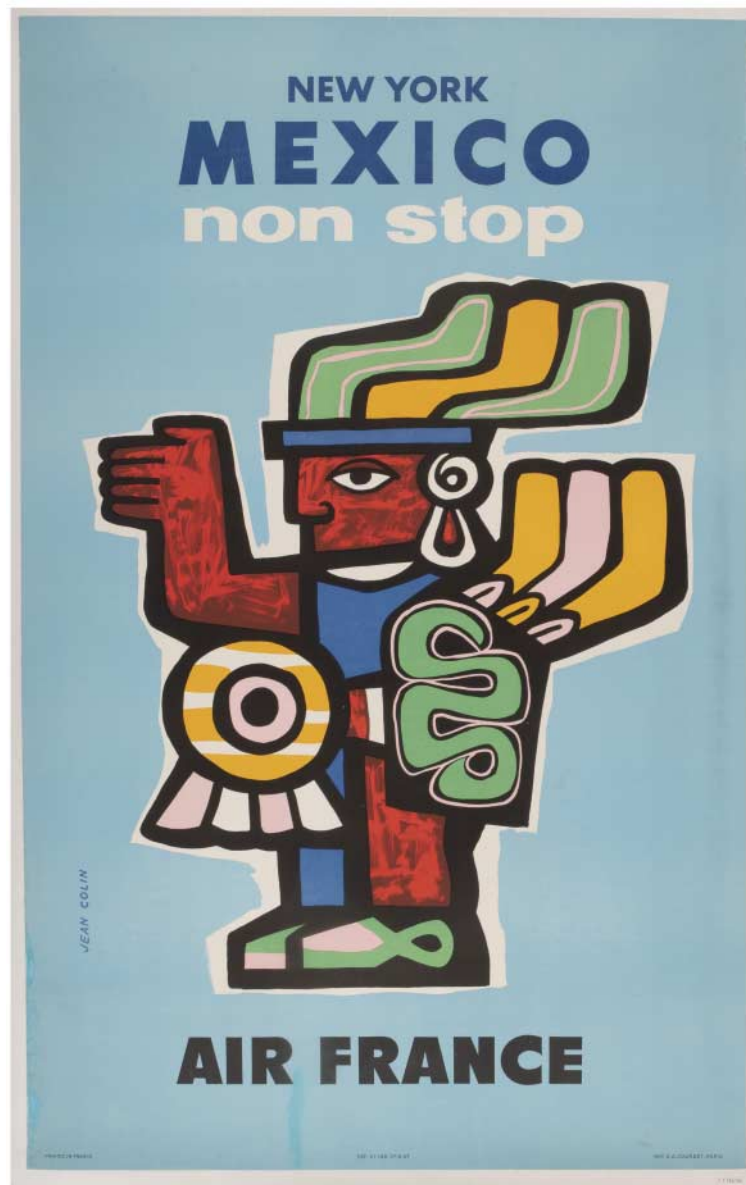
58. TREMATORE, Severino (1895-1940). Der Gardasee - Lake Garda - Italy. Original lithograph with colour, linen backed, printed by Barabino & Graeve, Genova, published by ENIT - FS, 1924. 1000 x 690 mm. £3,150



59. SHEPHERD, Charles. Royal Mail Mediterranean Cruises. Original lithograph with colour, linen backed, printed in England by Sanders Phillips & Co Ltd., The Baynard Press, London, c.1930. 990 x 610 mm. £1,050



60. JW. Dunlop, the best thing on two wheels. Original lithograph from an edition of 55, signed by the artist, printed in 2019. 595 x 420 mm. £85



61. COLIN, Jean. New York, Mexico, non stop, Air France. Original lithograph with colour, linen backed, printed in France by Imp. S.A. Courbet_Paris, 1957. 1000 x 625 mm.

Some tears which have been restored during linen backing.

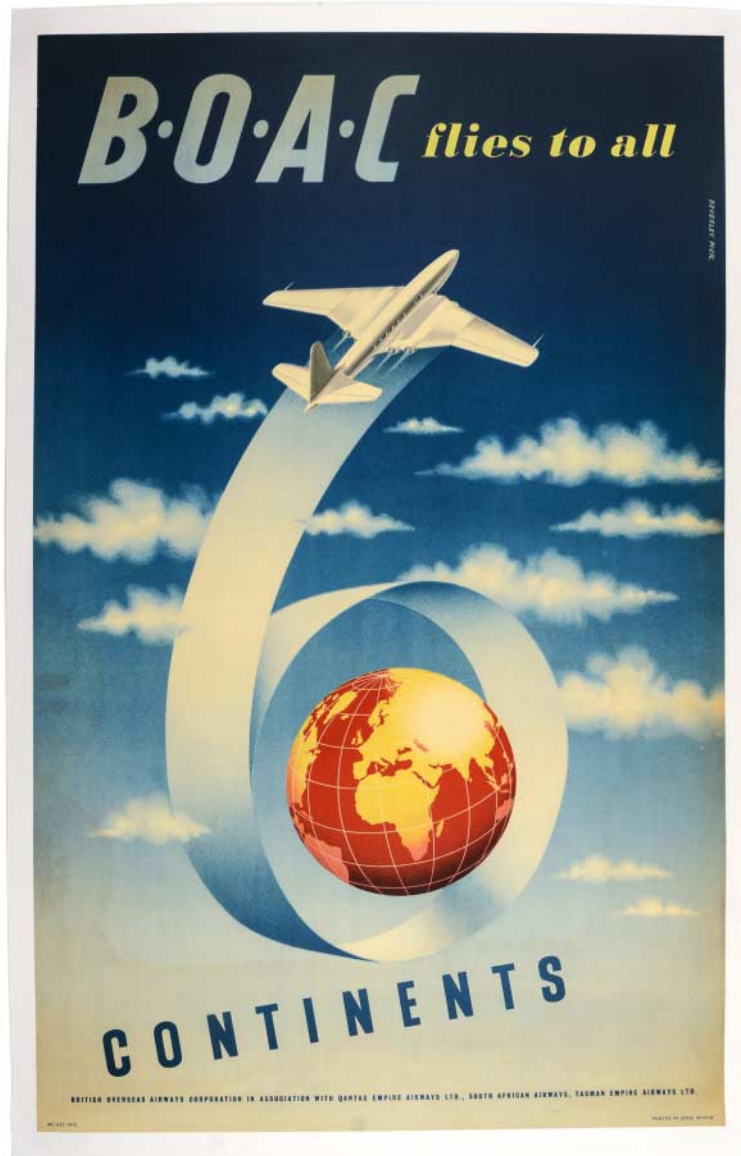
£695



62. LEWITT, Jan (1907-1991). HIM, George (1900-1982). AOA American Overseas Airlines USA. Original lithograph with colour, linen backed, printed by W.R. Royle & Son., Ltd., London, 1948. 950 x 600 mm.

Some minor tears and loss of paper.

£495



63. PICK, Beverley. B.O.A.C flies to all Continents. Original lithograph with colour, linen backed, printed in Great Britain, 1949. 1000 x 625 mm. £1,375



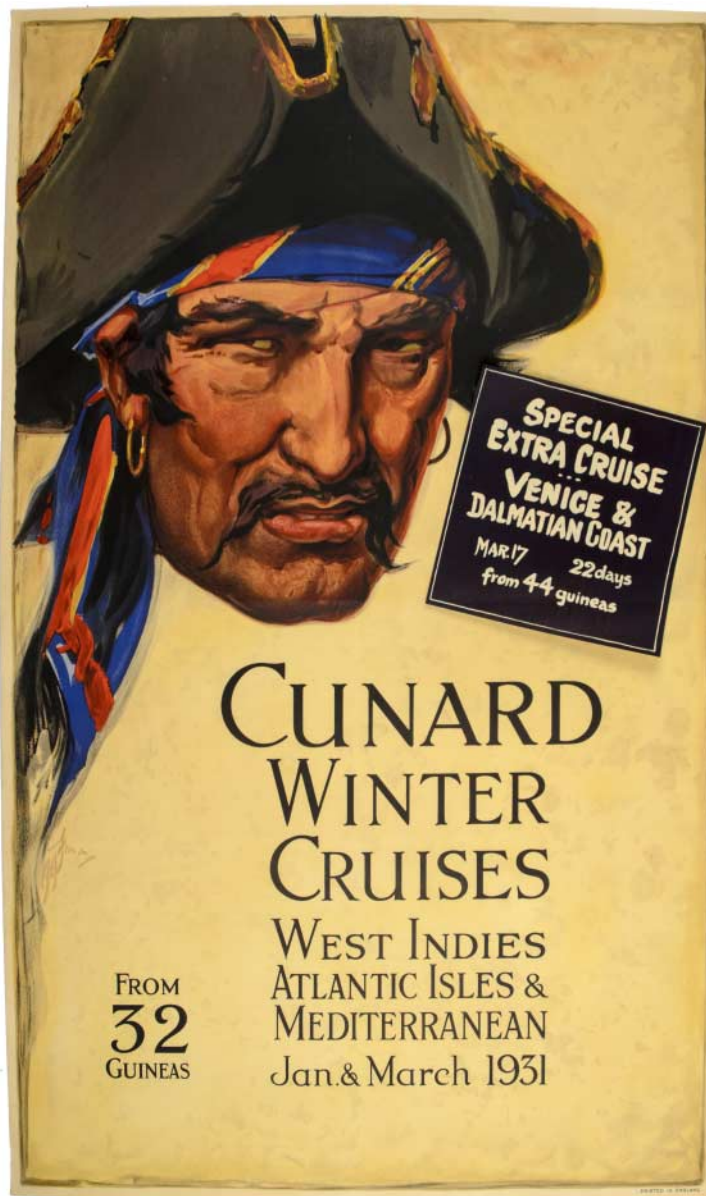
64. ANON. "Golden Prospects." Cunard Canadian Services. Original lithograph with colour, linen backed, printed by the British colour printing company Ltd, London & Liverpool, c.1925. 1000 x 620 mm.

With two French stamps in lower right corner.

£1,500



65. GOSS, G.W. Canada Vacations Unlimited. Original lithograph with colour, linen backed, printed for the Canadian Government Travel Bureau, Canada, 1951. 610 x 455 mm. £475



66. FRACK, A H. Cunard Winter Cruises 1931. Original lithograph with colour, printed in England, published by Cunard Steamship Company, Ltd, 1931. 1020 x 640 mm.

With an added small sheet stuck onto poster promoting "Special Extra Cruise" to Venice & Dalmatian Coast.

Some lines visible where poster has been previously folded.

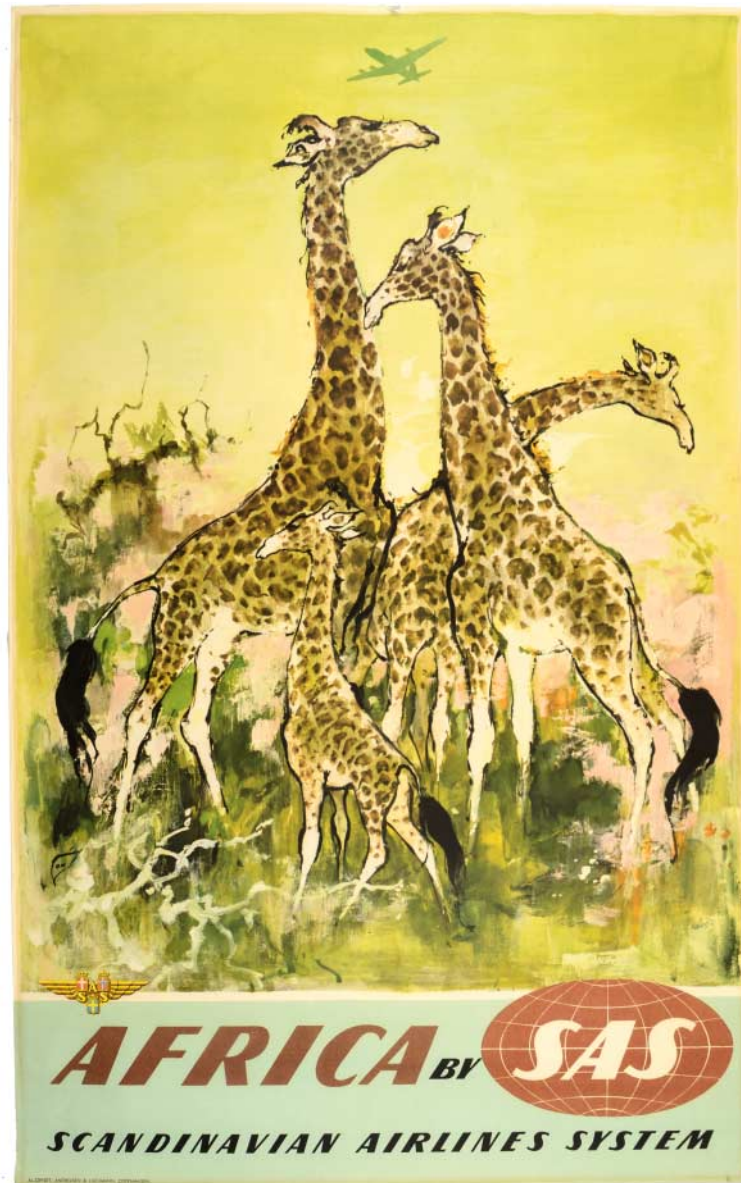
£1,450



67. WOOTON, Frank (1911-1998). Fly to Ceylon by B.O.A.C. Original lithograph with colour, printed in Great Britain, 1951. 1015 x 635 mm. £2,200



68. NETZLER, Kurt. Japan, Scandinavian Airlines System (SAS). Original lithograph with colour, linen backed, printed by Törnbloms/Esselte STHLM, Sweden for SAS, 1951. 1000 x 620 mm. £1,550



69. NIELSEN, Otto (1916-2000). Africa by SAS, Giraffe. Original lithograph with colour, printed by Al-offset, Andreasen & Lachmann, Copenhagen, c.1950. 1000 x 620 mm.

Some minor foxing at lower part of poster.

£1,050



70. ANON. Fly to South Africa by B.O.A.C & S.A.A. Original lithograph with colour, linen backed, printed in Great Britain, 1950. 760 x 505 mm.

Some tears which have been contained during linen backing.

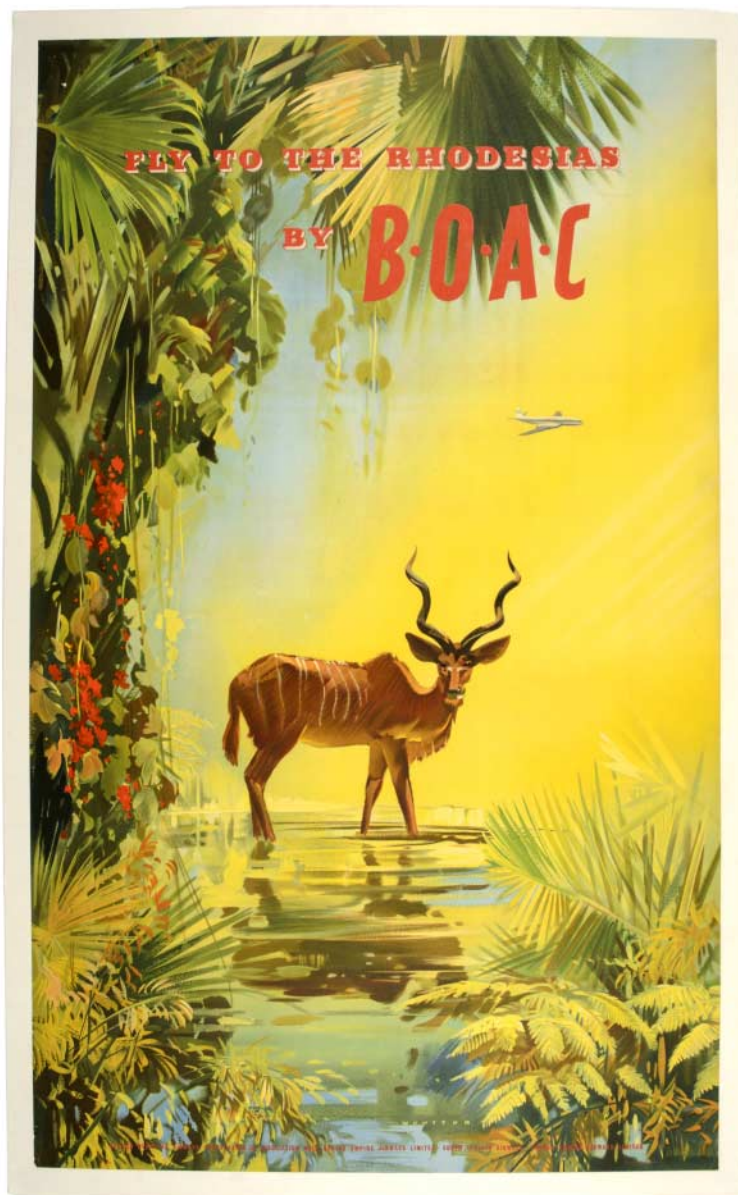
£1,150



71. JOHNSON, A.O. Mossell Bay, for safe bathing, excellent golf, unsurpassed fishing. Original lithograph with colour, linen backed, published by the Mossel Bay publicity association and the South African Railways and Harbours, c.1935. 1010 x 635 mm.

Some loss of paper to corners, tears & signs of folding.

£1,500



72. WOOTON, Frank (1911-1998). Fly to the Rhodesias, by B.O.A.C. Original lithograph with colour, linen backed, printed in Great Britain, 1951. 1015 x 635 mm.

Large tear to centre of poster contained during linen backing.

£1,750



VINTAGE LUGGAGE LABELS

Sotheran's are also pleased to present our newest collection of vintage luggage labels, available online at sotherans.co.uk, or from the shop. Luggage labels remind us of a different age of travel when the journey was as big a part of the holiday as the destination. Customers travelling by air in the early days could expect exceptional service and comfort. The emphasis was very much on style rather than speed. We hope you enjoy this latest offering of newly acquired labels

*The Directors of Henry Sotheran Ltd.
request the pleasure of your company
at a private view of*

VINTAGE TRAVEL POSTERS

on
Thursday 11th November 2021
6pm - 8pm

at
Henry Sotheran's Print Department
2 Sackville Street, London, W1S 3DP

*RSVP : Richard Shepherd
telephone : 020 7439 6151
email : richard@sotherans.co.uk*


EST. LONDON 1761

Exhibition: 12th Nov - 3rd December

Sotheran's Departments

PRINTS

Downstairs at Sotheran's is devoted to the Print Department which offers a fine selection of original prints covering many subjects including Natural History, Botany, Architecture and Topography, Vintage Posters, Art Deco, Sporting and Military. Amongst the artists we feature are G.B. Piranesi, David Roberts, John Gould and Edward Lear.

Contact: **Richard Shepherd** richard@sotherans.co.uk

TRAVEL AND EXPLORATION

A large stock of important accounts of exploration and discovery in Asia, Africa, the Americas, the Middle East, Central Asia, Australasia, and Europe. The department also has sections on the Polar Regions and mountaineering in all continents.

Contact: **Georg Kastl** georg@sotherans.co.uk

LITERATURE AND GENERAL ANTIQUARIAN

Fine, rare and important books in the field of English literature from the 16th to the 20th century, including first editions and signed and inscribed books. This department also stocks library sets, fine bindings, early Bibles and Prayer Books, and illustrated books, with sections also on sports, economics and Winston Churchill.

Contact: **Oliver Clegg** oliver@sotherans.co.uk & **Rebekah Cron** rebekah@sotherans.co.uk

MODERN FIRST EDITIONS

We have a large selection of 20th-century literature covering tastes as diverse as James Joyce and Ian Fleming. Signed, inscribed and association copies are also available, as well as sections on Crime Fiction and Science Fiction.

Contact: **Rebekah Cron** rebekah@sotherans.co.uk

CHILDREN'S AND ILLUSTRATED

A small, refined and continually changing stock of collected children's books dating from the 18th century to the 1960s. Our specialities are children's classics, including the perennial favourites *Wind in the Willows*, *Winnie-the-Pooh* and *Alice in Wonderland*, and books with artwork by masters of illustration such as Rackham, Dulac, Nielsen, Heath Robinson, Charles Robinson, Mabel Lucie Attwell, Beatrix Potter, Warwick Goble, Anne Anderson, Margaret Tarrant, et al. We also endeavour to unearth (not literally) and promote gloriously produced children's books of all periods.

Contact: **Rosie Hodge** rh@sotherans.co.uk

NATURAL HISTORY AND SCIENCE

We carry a select stock of fine quality, mainly British antiquarian natural history books on wide range of subjects including, ornithology, zoology, botany, evolution, earth sciences, chemistry, physics and mathematics. We also stock the New Naturalist series.

Contact: **Chris Saunders** cs@sotherans.co.uk

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Exhibition

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2 Sackville Street, London, W1S 3DP
12th November to Friday 3rd December