

# VINTAGE TRAVEL POSTERS 2022



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## Vintage Travel Posters 2022

Sotheran's are very pleased to present you with our sixteenth Annual Vintage Travel Posters exhibition. We are excited to be able to offer many posters which we have never sold previously as well as some which we have had examples of in the past.

The catalogue begins with a collection of British posters (items 1-7) which include a fantastic poster by Abram Games (item 3). This shows the famous Speedbird logo and highlights the important flight route between the UK and USA.

There are a number of posters by the famous artist Roger Broders within the exhibition. The two which stand out are the London - Baghdad and Golf de La Soukra (items 51 & 52). Neither of these have passed through our hands before and they are very rare indeed. You can almost feel the heat in the colours of the London-Baghdad poster. Golf is not the first thing you think of when Tunisia is mentioned but it looks like a fine setting for it.

We have also included at the back of the catalogue some of the rarest luggage labels we have ever had (items 69-78). These are part of a larger single owner collection we purchased directly from the Grandson of the Gentleman who made these journeys. He made a point of asking the concierge or travel agency for spare labels whenever he travelled, which have then been kept in meticulous condition for close to 100 years.

The Cannes label (item 78) is perhaps the finest I have seen.

The exhibition will be on display in the Print department from Friday 18th November to Friday 9th December 2022. We do hope you will find some posters or labels that remind you of the glamorous Golden age of Travel.

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

### VINTAGE TRAVEL POSTERS

on Thursday 17th November 2022, 6:00 - 8:00pm

at

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

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**Exhibition: 18th November- 9th December 2022**



1. ANON. British Airways. Concorde. Original lithograph with colour, printed by IAL in England, 1976. 760 x 510 mm.

Some creasing down middle of poster not affecting overall look which is good.

£550



2. ANON. British Airways. Concorde. Original lithograph with colour, printed in England by Cripplegate Printing Co. Ltd, 1977. 1010 x 635 mm.

Some creasing down middle of poster not affecting overall look which is good.

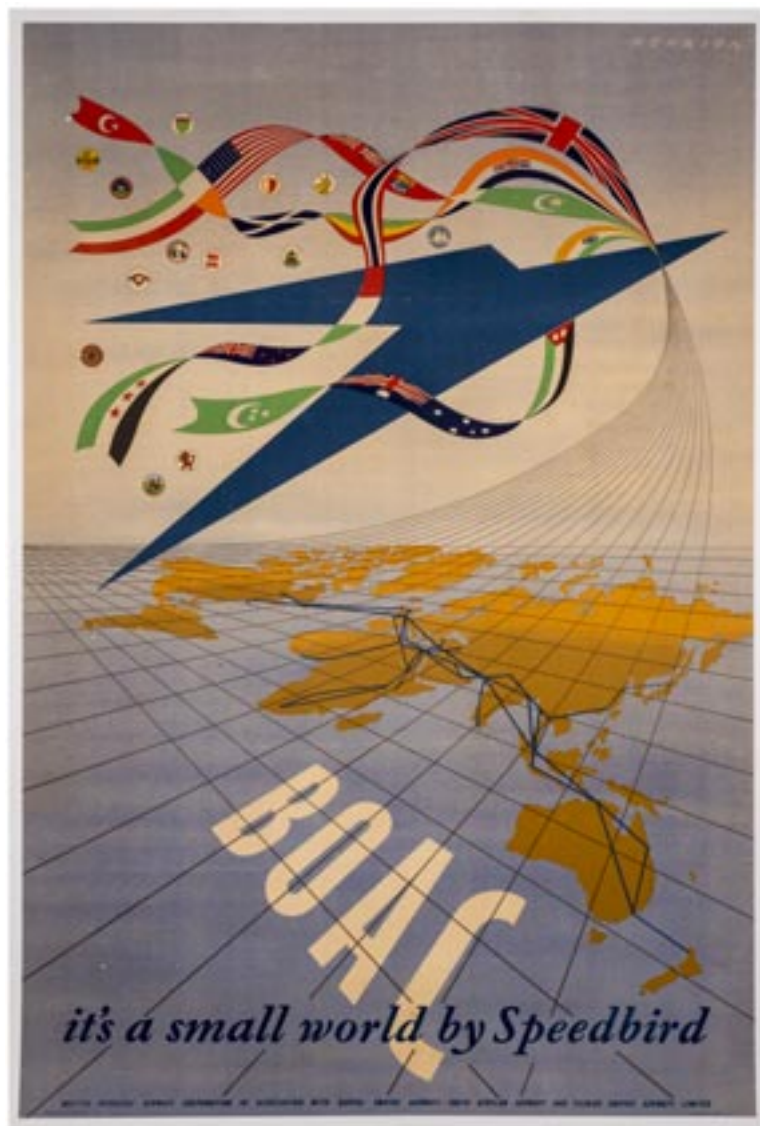
£695



3. GAMES, Abram (1914-1996). BOAC Atlantic Ocean Stratocruiser Speedbird. Original lithograph with colour, linen backed, published by BOAC, 1949. 760 x 500 mm.

The poster depicts USA and Great Britain placed in a stylistic rendering and map divided by the Atlantic Ocean, indicating flights to each continent. The speedbird logo is visible in two different colours.

£3,150



4. HENRION, Frederick Henry Kay (1914-1990). BOAC, It's a small world by Speedbird. Original lithograph with colour, linen backed, published by BOAC - British Overseas Airways Corporation, 1947. 760 x 510 mm.

The emblem designed in 1932 by Theyre Lee-Elliott as the corporate logo for Imperial Airways. The term "Speedbird" is still in use as the call sign for British Airways. £1,050

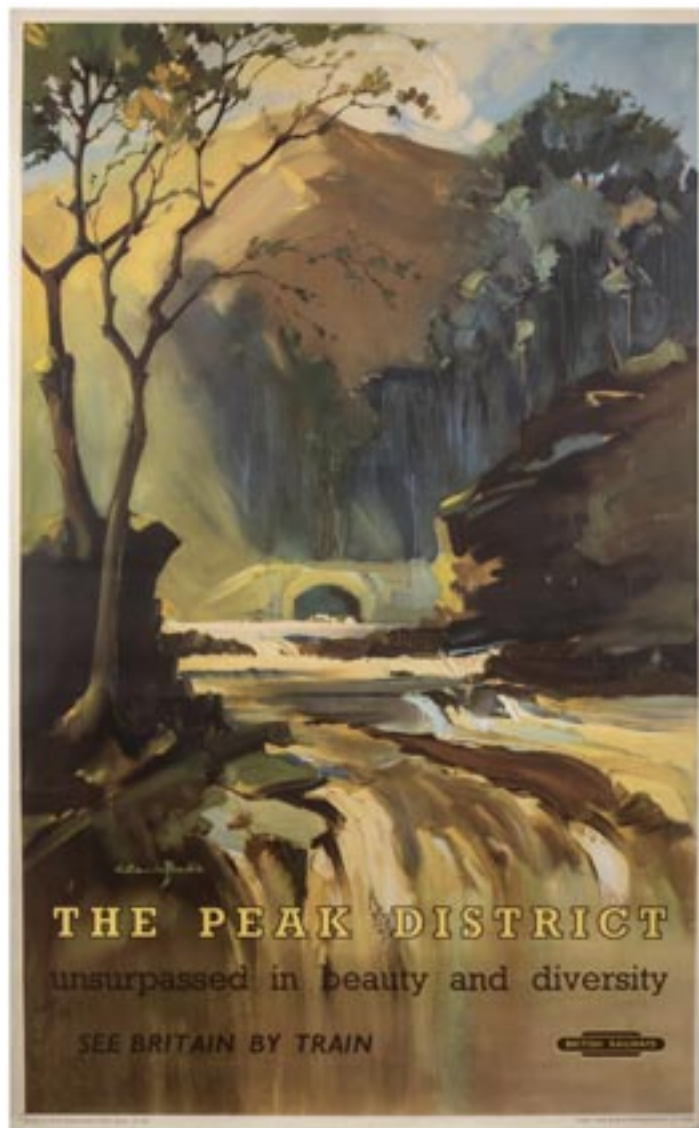


5. MORRIS, G.R. BEA BOAC BSSA - British Airways - around the world. Original lithograph with colour, linen backed, printed by Chromoworks Ltd., London, 1948. 1020 x 640 mm.

Some tape staining to lower edges of poster.

£1,200





6. BUCKLE, Charles. The Peak District. Original lithograph with colour, printed in Great Britain by McCorqudale & Co., Ltd, London, published by British Railways, c.1955. 1010 x 630 mm. £495





7. CATTERMOLLE, Lance (1898-1992). Where Hereward the Wake made his last stand, Ely Cathedral rises in majesty. Original lithograph with colour, linen backed, printed in Great Britain by Waterlow & Sons limited, London and Dunstable, published by the Railway Executive, c.1955. 1015 x 635 mm.

Lance was the son of Sydney Cattermole, an artist, and grandson of George Cattermole (1800-68) - illustrator of 'The Old Curiosity Shop' and other Charles Dickens works. £450



8. HENRY, Paul (1876-1958). LMS, Donegal, Ireland for Holidays. Original lithograph with colour, linen backed, published for London Midland & Scottish Corporation, printed in Great Britain by John Horn, Limited, London & Glasgow, c.1930. 1020 x 640 mm.

Paul Henry (11th April 1876 - 24th August 1958) was an Irish artist noted for depicting the West of Ireland landscape in a spare post-impressionist style.

Some tears to main image and loss of paper to margins. All contained & restored during linen backing.  
£1,850



9. ANON. Cooks Tours and Cruises to Norway Sweden & Denmark. Original lithograph with colour, linen backed, printed by David Allen & Sons, London, c.1920. 1010 x 635 mm. £3,250



10. ALBERS, Brian (1939-). Lillehammer 94 Winter Olympics - No.16 - Famous Norwegians. Original lithograph with colour, published by LOOC - Lillehammer Olympic Organizing Committee, 1994. 700 x 500 mm. £125



11. BECKMAN, Anders (1907-1967). Flyg och Bada. Original lithograph with colour, published by Aerotransport, printed by J. Olséns Lito, Stockholm, Sweden, 1935. 1000 x 700 mm.

Some small tears to top and bottom centre.

£1,500





12. RASMUSSEN, Aage (1913-1975). DSB - Steam Locomotive. Original lithograph with colour, linen backed, printed by Andreasen & Lachmann, Copenhagen, Denmark, 1950. 1000 x 620 mm. £950





13. SVENSSON, Olle (1911-1992). SAS - Scandinavian Airlines System. Original lithograph with colour, published by SAS - Scandinavian Airlines System, printed by J. Olséns Litografiska Anstalt, Sweden, c.1950. 990 x 620 mm. £1,500



14. KLEIN, David (1918-2005). Europe, fly TWA. Original lithograph with colour, printed in U.S.A., c.1960. 1015 x 635 mm. £550



15. DALI, Salvador (1904-1989). Alpes, Chemins de Fer Francais. Original lithograph with colour, printed in France for the French National Railways (SNCF), 1970. 990 x 620 mm.

Some creases to main image. Minor tears to margins.

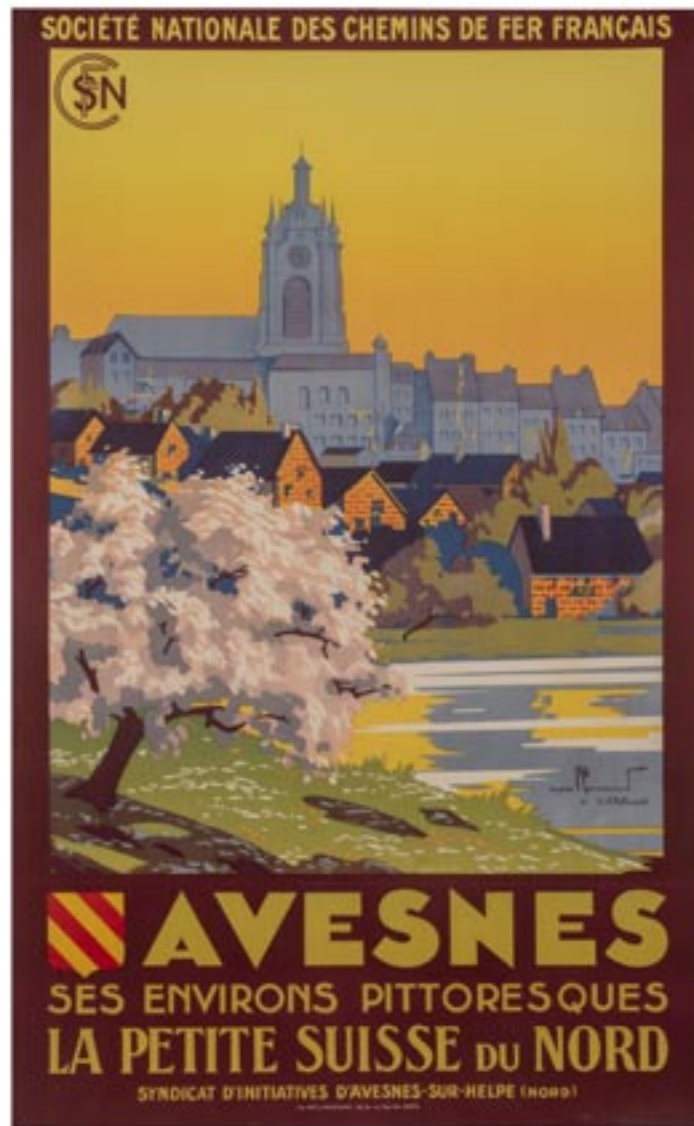
£295



16. 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.

Some minor tears and tape staining to margins.

£250



17. COMMARMOND, Pierre (1897-1983). Avesnes - La petite Suisse du Nord. Original lithograph with colour, published by Société Nationale des Chemins de fer Français, printed by Imp. Art & Tourisme, Paris, 1934. 1000 x 615 mm. £925





18. GANIER, Henry (1845-1936). Brides-les-Bains Salins-Moutiers. Original lithograph with colour, linen backed, published by PLM - Paris-Lyon-Méditerranée, printed by Imprimeries Lemercier, 1895. 1000 x 750 mm.

Salins-Moutiers is the principal gateway point for the Les Trois Vallées ski resorts if travelling by train and Brides-les-bains was a Olympic host Village during the Albertville 1992 Olympic Winter Games.

Some minor staining to edges of poster.

£1,600





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



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



21. **BRODERS, Roger** (1883-1953). *La Plage de Calvi*. Corse. Modern printing after the original, printed in France on very high quality Hahnemuhle 100% cotton paper. Superior quality ink as used on lithographic press, 2022. 1000 x 700 mm. £275

£275



22. 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





23. F.B. Generation 80, Affiches D'Artistes. Original lithograph, published by w.m. Editions, Paris, 1988.  
1010 x 700 mm. £350



24. NOYER, Denis-Paul. Le Tre Catelan. Original lithograph with colour, from the series, "Restaurants," signed and numbered 85/220 by the artist, printed in France, c.1979. 760 x 560 mm. £350





25. RAZZIA. Pret a Porter Feminin, Paris. Original lithograph, published by Razzia, edite par rassemblement de L'Affiche, Francaise, 1981. 900 x 600 mm. £75



26. **REBROIN-TACK.** Cap Martin Roquebrune, PLM, Cote D'Azur. Original lithograph with colour, linen backed, printed by A.D.I.A, Nice, c.1930. 990 x 610 mm.

With the Monte Carlo Country Club in the distance showing their tennis courts.

£4,750



27. DOMERGUE, Jean Gabriel (1889-1962). Monte-Carlo. Original lithograph with colour, linen backed, printed by Nationale, Monaco, c.1960. 990 x 620 mm.

In great condition with vivid strong colours.

Domergue was born in Bordeaux and studied at the École nationale supérieure des Beaux-Arts. In 1911, he was a winner of the Prix de Rome. From the 1920s onwards he concentrated on portraits, and claimed to be “the inventor of the pin-up”. £2,950



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



29. **BRODERS, Roger** (1883-1953). Monte Carlo. Modern printing after the original, printed in France on very high quality Hahnemuhle 100% cotton paper. Superior quality ink as used on lithographic press, 2022. 1000 x 700 mm. £275





30. FALCUCI. 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





31. 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



32. 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



33. 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



34. ROSALES, Eduardo Santonja (1899-1966). Roncesvalles Navarra. Original lithograph with colour, linen backed, published by PNT Patronato Nacional de Turismo, 1929. 1010 x 640 mm.

Some loss of paper to edges and staining.

£1,050





35. ANON. The Fiesta de Toros in Spain - Iberia. Original lithograph with colour, linen backed, printed in 1958. 1000 x 615 mm. £1,250





36. K.N.T. Tenerife, Eterna Primavera. Original lithograph with colour, printed in 1958. 1000 x 615 mm.  
£475



37. WOOTON, Frank (1911-1998). Fly to Portugal by BOAC. Original lithograph with colour, published by BOAC, 1951. 1020 x 640 mm. £1,300



38. KOSTAS, Linakis (1917-2000). Island of Mykonos, Greece. Original lithograph with colour, linen backed, published by Greek Tourist Department, printed by Phoenix Co. Ltd., Athens, 1949. 800 x 590 mm. £1,600



39. SLUIS, Piet (1929-). Aer Lingus - Vatican City Rome Italy. Original lithograph with colour, printed in c.1950. 1020 x 610 mm. £850



40. MARANGOLO, Franz (1912-1995). Campari, Soda. Modern printing after the original, printed in France on very high quality Hahnemuhle 100% cotton paper. Superior quality ink as used on lithographic press, 2022. 1000 x 700 mm. £275





41. ANON. Napoli, Italy. Original lithograph with colour, published by ENIT - FS, printed by Richter & C. Napoli, c.1930. 993 x 608 mm.

Showing the Bay of Naples with Mount Vesuvius erupting in the distance.

£2,150



42. WINTERS, Jozef (1911-1981). Antwerpen, Welthafen-Kunststadt. Original lithograph with colour, linen backed, printed by Lithocart de Bosschaertstr.117 Aut, c.1935. 1000 x 615 mm. £1,050



43. **SCHELL.** Cities of Art, Belgium. Original lithograph with colour, linen backed, printed in Belgium for the ministry of communications, Belgium Tourist Office, c.1950. 995 x 625 mm.

Some paper loss to lower corners which has been conserved during linen backing.

£395



44. LOBL. St. Anton am Arlberg Tirol. Original lithograph with colour, published by Landesfremdenverkehrsamt für Tirol, printed by Alpina Offset, c.1970. 930 x 585 mm. £350

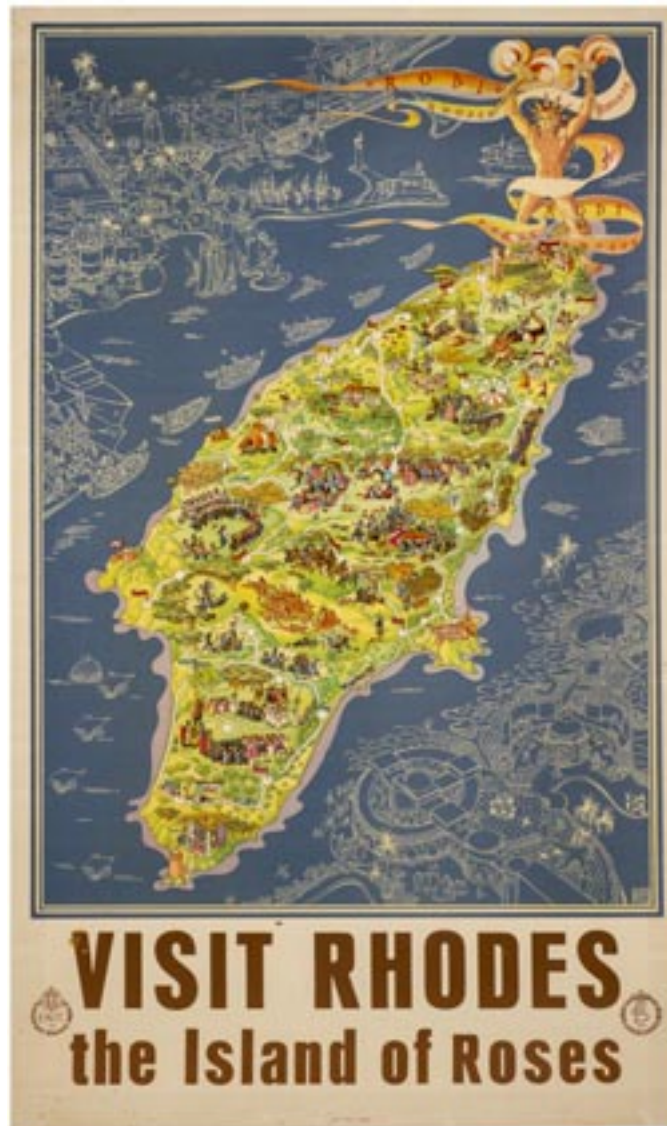


45. **BOHRINGER, Reinhold.** Austria Stubai Alpen Tirol. Original lithograph, linen backed, published by Stelle für den Wiederaufbau der österreichischen Fremdenverkehrswirtschaft, printed by WUB, Innsbruck, c.1930. 615 x 530 mm.

Some tape staining, horizontal fold and minor discolouration.

£425





46. HUBER, Egon. Visit Rhodes, the Island of Roses. Original lithograph with colour, published by INIT, printed by Pizzi & Pizio, Milano, 1935. 840 x 495 mm.

Some staining to lower part of poster within text.

£1,350



47. KLEIN, David (1918-2005). Germany Fly TWA Jets. Original lithograph with colour, linen backed, printed in U.S.A, c.1960. 1020 x 630 mm. £450



48. GAEBELE, Albrecht. München 1972 [1972 Munich Olympics Hurdles]. Original lithograph in colours, printed in Germany by Franzis-Druck, Munchen, 1972. 1180 x 840 mm.

There is a tear to top centre of poster which has been contained with tape to reverse.

£295



49. ANON. Fly TWA, Switzerland. Original lithograph with colour, linen backed, published by TWA Trans World Airlines, c.1950. 990 x 610 mm.

The poster depicts a Lockheed Constellation flying over Lake Lucerne and the Alps, with a large ski pole adorned with Alpine flowers.

Some minor tears to centre of poster contained during linen backing.

£1,650



50. OTTH, Jean-Pierre. Valais, Schweiz Suisse Switzerland Svizzera. Original lithograph with colour, printed by Brügger S. A. Meiringen, 1958. 1020 x 640 mm. £1,950





51. **BRODERS, Roger** (1883-1953). London-Baghdad in 8 days by Simplon-Orient-Express. Original lithograph with colour, linen backed, printed by Lucien Serre & Cie, Paris, 1931. 990 x 630 mm.

Depicting the Ctesiphon Arch.

Ctesiphon is located approximately at Al-Mada'in, 32 km southeast of the modern city of Baghdad, Iraq, along the river Tigris. Ctesiphon measured 30 square kilometers, more than twice the surface of 13.7-square-kilometer fourth-century imperial Rome.

The archway of Chosroes (Taq Kasra) was once a part of the royal palace in Ctesiphon and is estimated to date between the 3rd and 6th centuries AD. It is located in what is now the Iraqi town of Salman Pak.

Rare poster.

£3,500



52. **BRODERS, Roger** (1883-1953). *Golf de La Soukra Tunis*. Original lithograph with colour, linen backed, printed by Imprimerie de Vaugirard, Paris, 1932. 1010 x 620 mm.

Some minor staining to top right corner of poster, not affecting overall look which is good. Minor tears restored during linen backing.

£6,650



53. BAYLIS, Arthur William (1894-1946). Zimbabwe - The Riddle of Rhodesia. Original lithograph with colour, linen backed, published by The Department of Publicity, Salisbury, Southern Rhodesia, printed by The Government Lithographic Press, 1938. 980 x 615 mm.

The Queen of Sheba hovers wraith-like near Zimbabwe's tower. The ruins of Great Zimbabwe - the capital of the Queen of Sheba, according to an age-old legend - are a unique testimony to the Bantu civilization of the Shona between the 11th and 15th centuries.

£2,500



54. NIELSEN, Otto (1916-2000). South Africa by SAS. Original off-set lithograph, published by SAS, printed by Andreasen & Lachmann, Copenhagen, c.1950. 1000 x 620 mm.

Some tears & pin holes to corners.

£450



55. NIELSEN, Otto (1916-2000). Middle East by SAS. Original off-set lithograph, linen backed, published by SAS, printed in Denmark by affset Axel Andreasen & Sonner, c.1950. 1015 x 615 mm. £795





56. ANON. Banaras, India. Original lithograph with colour, linen backed, printed by M/S. Bolton Fine Art Litho Works, Bombay, published by the Government of India, for the Ministry of Transport, 1957. 1000 x 630 mm. £650



57. NIELSEN, Otto. Far East by SAS. Original off-set lithograph, published by SAS, printed by Al Offset, Andreasen & Lachmann, Denmark, c.1950. 1000 x 620 mm. £650



58. NIELSON, Otto (1916-2000). New York by SAS. Original lithograph with colour, linen backed, printed by The Aller Press Ltd, c.1950. 1000 x 620 mm. £1,650



59. NIELSEN, Otto (1916-2000). North America by SAS. Original off-set lithograph, published by SAS, printed by Al Offset, Andreasen & Lachmann, Denmark, c.1950. 1000 x 620 mm. £695



60. ESPERT ARCOS, Jose (1907-1957). Mexico. Original lithograph with colour, published by Departamento De Turismo - Asociacion Mexicana de Turismo, printed by Offset Galas Mex 45, 1945. 940 x 680 mm. £1,650





61. NIELSEN, Otto (1916-2000). South America by SAS. Original off-set lithograph, published by SAS, printed by Axel Andreasen & Sonner, Denmark, c.1950. 1000 x 620 mm.

Some minor tears to lower left corner.

£650



62. LEMEN, Frank (1902-1985). Bermuda. Original lithograph with colour, linen backed, printed by Mardon, Son & Hall, Ltd., Bristol, 1950. 970 x 610 mm. £1,600



63. MARSH, Lucie Patterson (1890-1978). Play the Game - YWCA Tennis. Original lithograph with colour, linen backed, published by YWCA - Bureau of Social Education National Board of the Young Women Christian Associations, c.1920. 660 x 510 mm. £3,150



64. LAURENCE, Sydney Mortimer (1865-1940). *This is Alaska*. Original lithograph with colour, linen backed, published by Alaska Steamship Company, printed by Far West Lithograph & Printing Co., Seattle, c.1930. 870 x 550 mm.

£2,500





65. 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.

Some minor staining & tears contained during linen backing.

£1,600





66. ROGERS, Harry (1929-2012). Qantas, Japan. Original lithograph with colour, published by Queensland and Northern Territory Aerial Services Limited (QANTAS), printed by W.F.Schey, 1959. 1000 x 730 mm. £1,350



67. HERBERT, Stanley (1905-1967). Fly to Australia by Constellation BOAC QEA. Original lithograph with colour, linen backed, published by British Overseas Airways - Corporation Qantas Empire Airways Limited, printed by The Baynard Press, England, 1945. 710 x 510 mm. £2,450



68. ANON. New Zealand. Original lithograph with colour, linen backed, printed by R. E. Owen, Government Printer, Wellington, New Zealand, 1966. 1000 x 610 mm. £375



69. ANON. London Night Ferry Paris. Original luggage label, printed in 1936. 130 x 130 mm.

The night ferry was introduced in October 1936. The train was operated by Compagnie Internationale Des Wagons-Lits until 1977 when it was then taken over by British Rail.

The first class sleeping cars and the baggage vans travelled the entire journey. Second class passengers had to walk on and off the ship in the standard way. There was a Pullman car for serving meals. The Night ferry was withdrawn from service in 1980.

Scarce label in fine condition.

£195





70. ANON. Grand Hotel du Louvre, Paris. Original luggage label, printed in c.1910. 140 x 170 mm.

Hotel opened in 1855 and was built at the request of Napoleon III. It moved to its current location in Place Andre Malraux in 1897.

It was one of the most modern Hotels of its time. Lifts, Bureau de Change, Gourmet Cuisine. £195



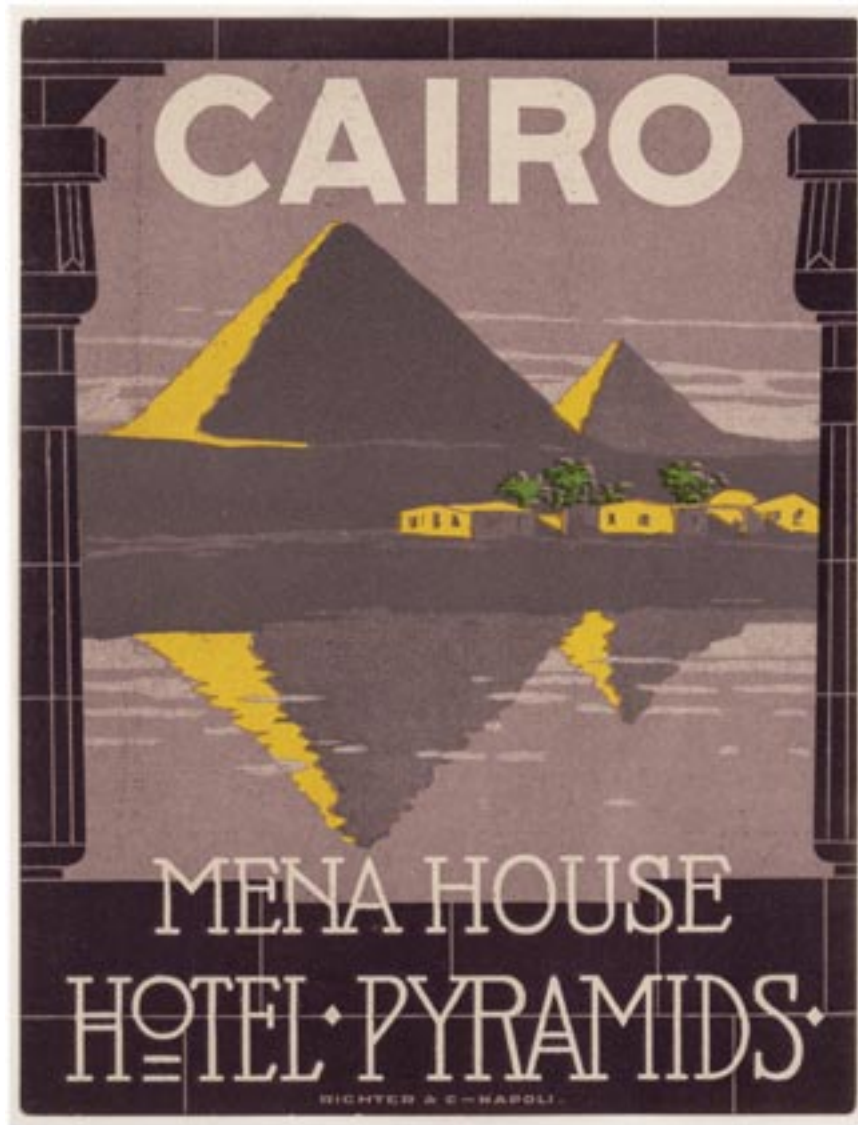


71. ANON. Hotel de Crillon, Place de La Concorde, Paris. Original luggage label, printed in c.1920. 120 x 150 mm.

The Hotel opened in 1909 in a building dating to 1758 on Place de la Concorde.

In 1788 Francois de Crillon acquired the building for his home. In 1907 the Societe du Louvre purchased the property and turned it into a Hotel. It is now a historical monument. Many famous guests including Churchill, Madonna and Theodore Roosevelt have stayed.

£195



72. ANON. Cairo, Mena House Hotel, Pyramids. Original luggage label, printed by Richter & C. Napoli, c.1920. 145 x 110 mm.

Hotel opened in 1886 at Giza. Famous guests included King Farouk, Churchill and Agatha Christie.

The printers Richter were originally a Swiss company but now established in Naples. Mario Borgoni was their artistic director who designed this label. He rarely signed his works. £275



73. ANON. Jungfraubahn. Original luggage label, printed by Fiedler, S.A. Chaux-de-fonds, in c.1925. 140 x 160 mm.

The Jungfraubahn is a mountain railway in the Bernese Oberland which opened in 1912 and connects Kleine Scheidegg in the Bernese Oberland to the Jungfrauoch across the Valais border.

The station which is next door to the Berghaus (Hotel) is at 3457 Metres making it the highest station in Europe.

Very rare.

£295



74. ANON. Compagnie Internationale des Wagons-Lits, Edelweiss, Train Pullman. Original luggage label, printed in c.1928. 110 x 140 mm.

The Edelweiss was a luxury train operated by C.I.W.L and ran between Amsterdam and Lucern. It went via Brussels and Basel.

In 1957 it became one of the First Class only Trans Europe Express trains.

Very rare indeed.

£595





75. ANON. The Cornish Riviera Express, Great Western Railway. Original luggage label, printed in c.1930. 75 x 100 mm.

This train was introduced by GWR in 1904 to run between London Paddington and Penzance. For the first two years the train ran only during the Summer months. The publicity employed by GWR in the 1930's elevated the train to iconic status.

Scarce in this condition.

£195





76. ANON. Trans Siberian Express. Moscow-Vladivostok 10 days. Original luggage label, printed in c.1935. 65 x 145 mm.

This luggage label was issued to customers travelling on the train by the Intourist agency in London which opened in 1933.

After the Russian revolution carriages from the Nord Express in St. Petersburg were confiscated by the Government and were used for the new Trans-Siberian Express.

Brochures promoting the luxurious life style on board the train contrasted with the fate of forced labourers improving the railway line.

Very rare and in fine condition.

£350



77. ANON. Train-Bleu. Original train luggage label, c.1935. 105 x 140 mm.

The Calais-Mediterranee Express was a luxury French night express train which operated from 1886 to 2003. It gained international fame as the preferred train of wealthy and famous passengers between Calais and the French Riviera in the two decades before World War II. It was colloquially referred to as Le Train Bleu (which became its formal name after World War II), and the Blue Train in English, because of its dark blue sleeping cars. It also became the subject of Agatha Christie's detective novel *The Mystery of the Blue Train* in 1928.

Early passengers included Coco Chanel, Duke of Windsor and Charlie Chaplin.

Rare.

£395



78. CARUCHET, Henri. Cannes, Hotel Montfleury, Vue prise de L'Hotel. Original luggage label, printed by Pap. Imp des Hotels A Boutillier, Paris, c.1912. 120 x 145 mm.

Cannes along with other resorts on the Cote D'Azur was becoming an ever popular resort for tourists seeking a warmer Winter climate.

The artist of this label, Henri Caruchet lived in Paris and illustrated many decorative objects including postcards and book jackets.

He was a member of the National Society of Fine Arts and died in 1948. He chose to include Louis Bleriot's XI in this label.

The original Hotel is now demolished but a new Hotel was constructed by the Jardin Montfleury.

Very rare.

£395