

**SOTHERAN'S**

**VINTAGE TRAVEL POSTERS**

**AND LUGGAGE LABELS, LONDON 2024**

**Sotheran's**  
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# VINTAGE TRAVEL POSTERS 2024

Sotheran's  
EST. LONDON 1761



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## **Vintage Travel Posters 2024**

Sotheran's are very pleased to present you with our Eighteenth Annual Travel Posters exhibition catalogue.

There are as ever some highly desirable posters within the latest offering.

We often get asked how you can tell the difference between the original posters and later editions. Generally, the paper they are printed on gives the best insight into whether they are originals or have been printed more recently. In the 1920's through to 1950's most posters designed for the Travel industry were produced in high numbers and so the paper used was cheap and therefore thin and, in many cases, fragile. The reason why these are so rare to find in good condition today is because in all but a very few cases they tended to be discarded after they had been displayed. Looking back this seems remarkable considering the calibre of artists that were being commissioned to design the posters.

Most posters which are printed after the originals tend to be on much heavier paper and have a digital rather than lithographic look.

There are of course some examples of high quality later printings such as La Ciotat - Plage by Dabo (item 10) and Monte Carlo by Roger Broders (item 12) both printed in France by CIWLT in 1989. In the case of these posters, they have been printed using traditional methods (lithography) rather than the more common digital examples available from various sources on the internet.

Unless stated all the posters in this catalogue are original lithographs as printed at time of first production.

Similarly, the rarity of the original luggage labels continues to increase. It is getting scarcer to find examples of the earliest Hotel, shipping and airline labels in good condition. Most of these were either stuck onto trunks making them virtually impossible to peel off without the label becoming badly damaged or simply discarded at the end of the journey.

Luckily for us our regular suppliers Grandfather had the forethought to ask the concierge or travel agents for a spare label or in some cases two whenever he was travelling. This ensured that he was able to keep at least one of his labels safe for posterity.

There are many highlights from the exhibition. If I was to choose my favourite poster, I would pick either the one of Cortina (item 17) for its lovely depiction of the village with the mountains in the backdrop, or Fly to Australia (item 35) for its vibrant colours and image of the spectacular Constellation plane.

My favourite luggage label in the exhibition is the Splendide Hotel (item 61) which is very much a miniature travel poster and was almost certainly produced as a larger format poster too.

We hope you will enjoy the exhibition catalogue and for those of you able to come and see the posters and luggage labels in person you will be very welcome to do so at our new Mayfair location.



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

Some creasing and fold marks visible.

£450



2. FRAZER, William Miller. Perth the Fair City- Scotland's Holiday Centre. Original lithograph with colour, printed by McCorquodale & Co., Ltd., London, c.1930. 1025 x 1260 mm. £950



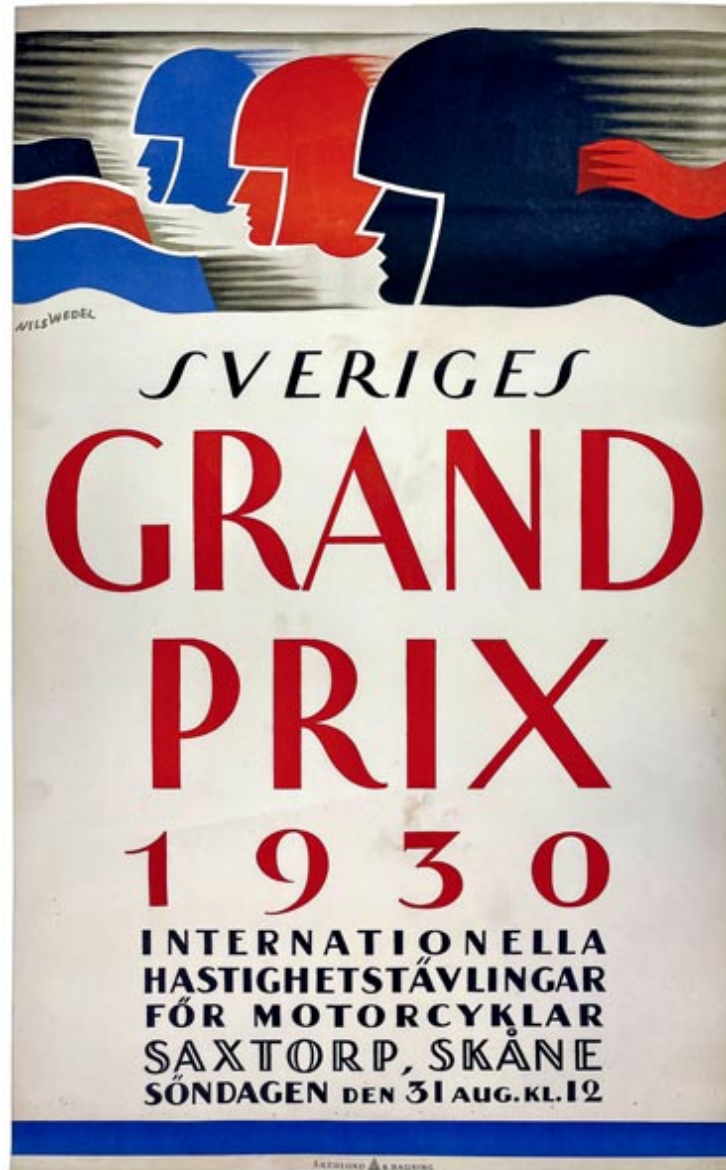
3. ANON. London & Paris to Scandinavia in 8 hours. Original lithograph with colour, linen backed, printed by Ivar Hægströms, published by Aerotransport, KLM, 1931. 980 x 605 mm. £2,750



4. OLSEN, Oddmund. Formula 1 - Texaco Grand Prix Anderstorp, 1974. Original lithograph with colour, printed by AB Tryckericentralen i Borås, 1974. 700 x 495 mm.

On June 9th, 1974, the Scandinavian Raceway in Anderstorp hosted the 1974 Swedish Grand Prix, which was the seventh out of fifteen races in the World Championship of Drivers and the Cup for Formula One Manufacturers.

Jody Scheckter and Patrick Depailler, both driving Tyrrell-Cosworth 007s, dominated the race. Although Depailler had the pole position, Scheckter won the race by 0.380 seconds, securing his inaugural Grand Prix victory. £250

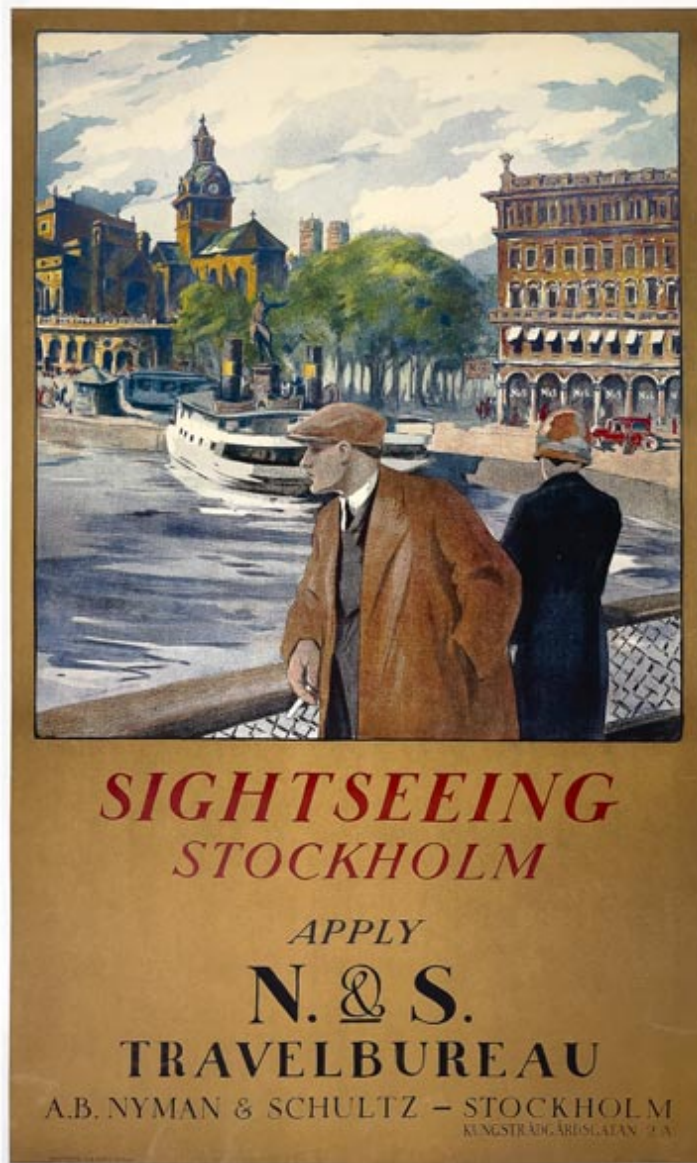


5. WEDEL, Nils (1897-1967). Sweden Grand Prix 1930. Original lithograph with colour, printed by Åkerlund & Rausing, published by the Swedish Grand Prix Saxtorp, 1930. 1000 x 595 mm.

The Swedish Grand Prix of 1930 marked the dawn of a new era in racing, specifically for motorcycle competitions. In the picturesque village of Saxtorp in southern Sweden, an unprecedented number of spectators gathered to witness thrilling two-wheel racing. It was a historic event that left a lasting impression.

Interestingly, the printer of this poster, Åkerlund & Rausing, later went on to establish Tetra Pak in 1951 as a subsidiary. The connection adds an intriguing layer of history to this remarkable piece.  
£1,700





6. ANON. Sightseeing Stockholm. Original lithograph with colour, linen backed, printed by Rokotryck, AB Kopia, STHLM, published by Nyman & Schultz AB, c.1920. 980 x 600 mm.

Showing the Royal Swedish Opera House.

£2,450



7. BOGELUND, Thor (1890-1959). Det Danske Luftfartselskab - Benyt luftvejen fra København. Original lithograph with colour, printed by Andraesen & Lachmann, published by Det Danske Luftfartselskab, 1925. 770 x 560 mm. £1,550



8. KARJALAINEN, Aarne (1898-1965). Aero OY 1929. Original lithograph with colour, linen backed, printed by Tilgmann Offsettryckeri, 1929. 670 x 445 mm.

Designed by the celebrated Finnish graphic artist Aarne Karjalainen, the poster likely depicts a Junkers G23 or G24 aircraft gracefully flying over a sailboat along the Finnish coastline. £1,600



9. **BOUCHER, Lucien** (1889-1971). Air France - South America. Original lithograph with colour, printed by Perceval, Paris, 1950. 1000 x 620 mm.

Depicting a Lockheed constellation in flight. The constellation was able to fly non-stop over the Atlantic. £2,450



10. DABO. La Ciotat - Plage. Lithograph after the original, printed in France, by CIWLT, 1989. 885 x 595 mm. £450



11. GRAVE-SCHMANDT, Heinz (1920-1993). Plaisirs d'hiver en Allemagne Prenez le train. Original lithograph with colour, linen backed, printed by WER, 1962. 995 x 630 mm. £500



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



13. CLERISSI, E. Monaco. Original lithograph with colour, linen backed, printed by Héliochromie Sadag, Bellegarde, published by Édition de L'Office National Monégasque du Tourisme - PLM, c.1920. 1000 x 630 mm.

The poster shows a view from above of Monaco with The Rock and The Le Palais des Princes de Monaco before the construction of Fontvieille. £2,850





14. 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. £175



15. KLEIN, David (1918-2005). Rome, fly TWA. Original lithograph with colour, linen backed, printed in U.S.A, c.1960. 1000 x 645 mm. £550



16. CUSSETTI, Carlo (1866-1949). Service D'Hiver, PLM, Pisa, Florence, Rome, Naples, Venice. Original lithograph with colour, linen backed, printed in Italy, c.1900. 1080 x 770 mm.

Fold lines, tears and minor loss to paper which have been contained during linen backing. £950



17. ANON. Cortina D'Ampezzo e Le Tofane. Original lithograph with colour, linen backed, printed by L. Salomone, Roma, Italy, c.1930. 1010 x 700 mm.

Cortina is a town and comune in the heart of the southern (Dolomitic) Alps in the province of Belluno, in the Veneto region of Northern Italy. Situated on the Boite river, in an alpine valley, it is an upscale summer and winter sport resort known for its skiing trails, scenery, accommodation, shops and après-ski scene, and for its jet set and Italian aristocratic crowd. £6,500



18. ANON. Vallee D'Aoste, Arpy, Pension Bellevue. Original lithograph with colour, linen backed, printed by Salussolia di G. Alifredi - Torino, Italy, 1947. 950 x 700 mm. £650



19. WEHRLI A.-G. Switzerland - Matterhorn, Zermatt. Original heliograph, linen backed, printed by Impr. Rotogravure, Geneve, c.1920. 1000 x 650 mm.

Some discolouration and repaired tears visible.

£1,150



20. ANON. Switzerland Railway, Montreux-Bernese-Oberland. Original lithograph with colour, linen backed, printed in Switzerland, 1944. 1020 x 645 mm.

Some staining, minor tears all contained during linen backing.

£1,200



21. KOSEL, Hermann (1896-1983). Austria. Original lithograph with colour, linen backed, printed in Austria, c.1930. 955 x 630 mm. £850





22. CORNELIUS, Peter. Kiel 1972 [Munich Olympics Sailing]. Original lithograph with colour, linen backed, printed in Germany by Klein und Volbert, Munchen, 1972. 1190 x 860 mm.

Largest version of this poster.

Central fold line and some minor tears to edges visible, which have been contained during linen backing. £450



23. LONGINES. München 1972 [1972 Munich Olympics Cycling]. Original lithograph with colour, linen backed, printed in Germany by Franz Rehm Verlag, Munchen, 1972. 1190 x 860 mm.

Largest version of this poster.

Central fold line and some minor tears to edges visible, which have been contained during linen backing.

£450



24. GAEBELE, Albrecht. München 1972 [1972 Munich Olympics Fencing]. Original lithograph with colour, linen backed, printed in Germany by Klein und Volbert, Munchen, 1972. 1190 x 860 mm.

Largest version of this poster.

Central fold line and some minor tears to edges visible, which have been contained during linen backing.

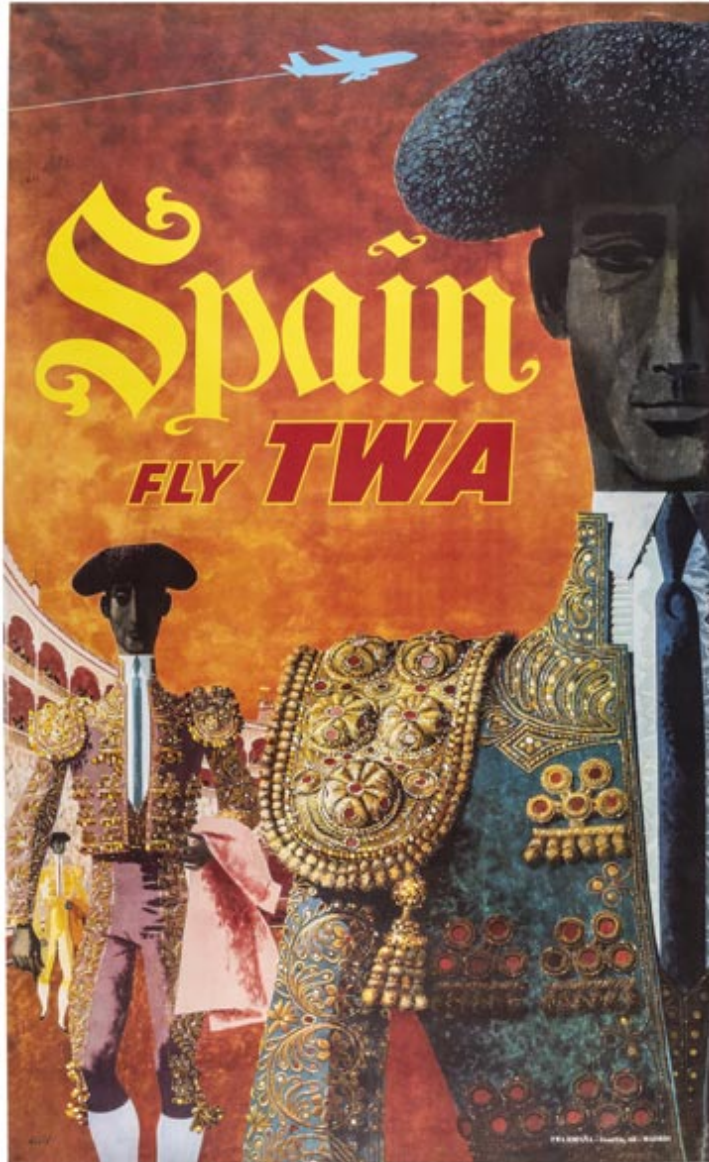
£450



25. ALMALICTION, S. Fly TWA to Greece. Original lithograph with colour, linen backed, published by TWA, c.1955. 1025 x 630 mm.

Depicting a Lockheed Constellation plane.

£600



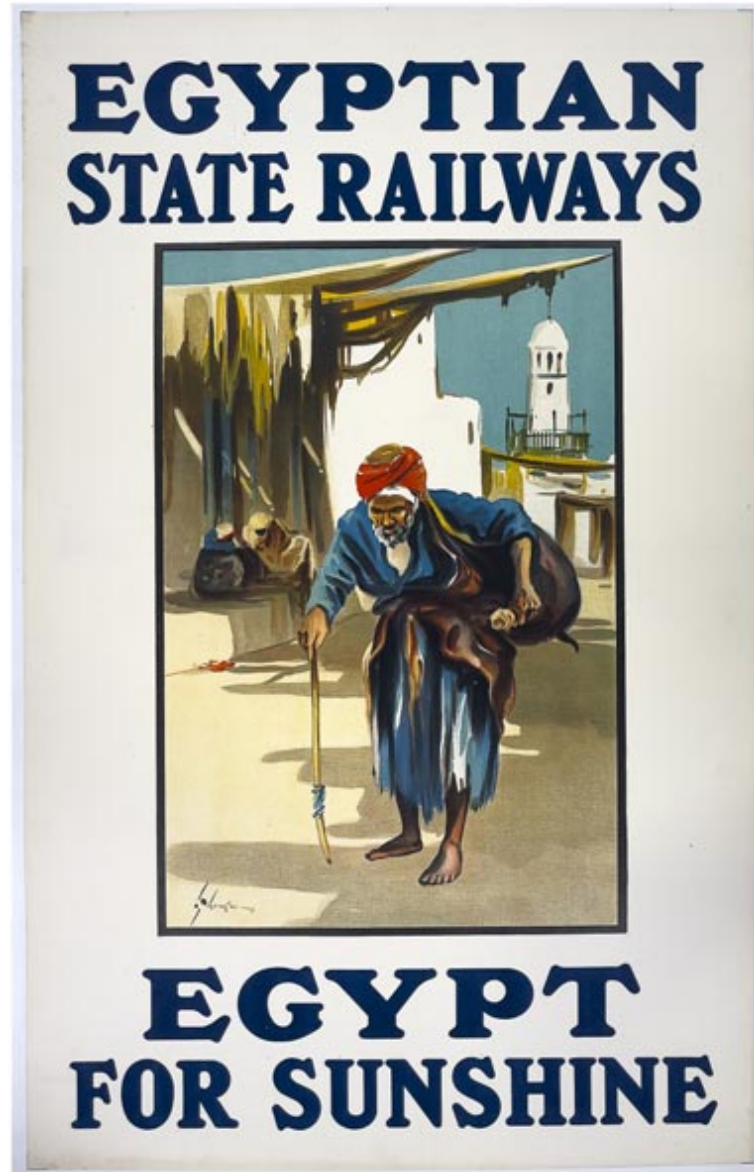
26. KLEIN, David (1918-2005). Spain, fly TWA. Original lithograph with colour, printed in U.S.A.,  
c.1960. 1015 x 635 mm. £450



27. JENNINGS, Charles J. Tours & Cruises, 1924. Original lithograph with colour, linen backed, printed by Stafford & Co., Ltd., Netherfield, Notts, published by Dean & Dawson Ltd, 1924. 1005 x 620 mm. £1,600



28. FERNEZ, Louis (1900-1983). Le Sud Algerian Touggourt. Original lithograph with colour, linen backed, printed by Lith Baconnier, Alger, published by Chemins de Fer Algériens de l'Etat CFAE, 1925. 1040 x 745 mm. £1,850



29. ANON. Egyptian State Railways, Egypt for Sunshine. Original lithograph with colour, linen backed, published by Egyptian State Railways, c.1920. 1010 x 645 mm. £1,300





30. ANON. Fly to South America by B.O.A.C. Original lithograph with colour, linen backed, published by B.O.A.C., c.1950. 1005 x 635 mm.

Some fold lines visible.

£800



31. MAADEN, P.V.D. To South Africa by KLM. Original lithograph with colour, linen backed, printed by Kühn en Zoon, Rotterdam, published by Royal Dutch Airlines, c.1950. 990 x 600 mm.

KLM was established on 7 October 1919, making it the world's oldest airline still operating under its original name.

Some tears to edges of poster.

£1,375



32. PEERS, Charles Ernest (1875-1944). South Africa, Sunshine and Blue Skies. Original lithograph with colour, linen backed, c.1930. 1010 x 625 mm. £2,450



33. SHEPHERD, Charles (1892-1976). Tour to South Africa, Union-Castle Line. Original lithograph with colour, linen backed, printed by The Baynard Press, London, 1931. 1015 x 635 mm. £700



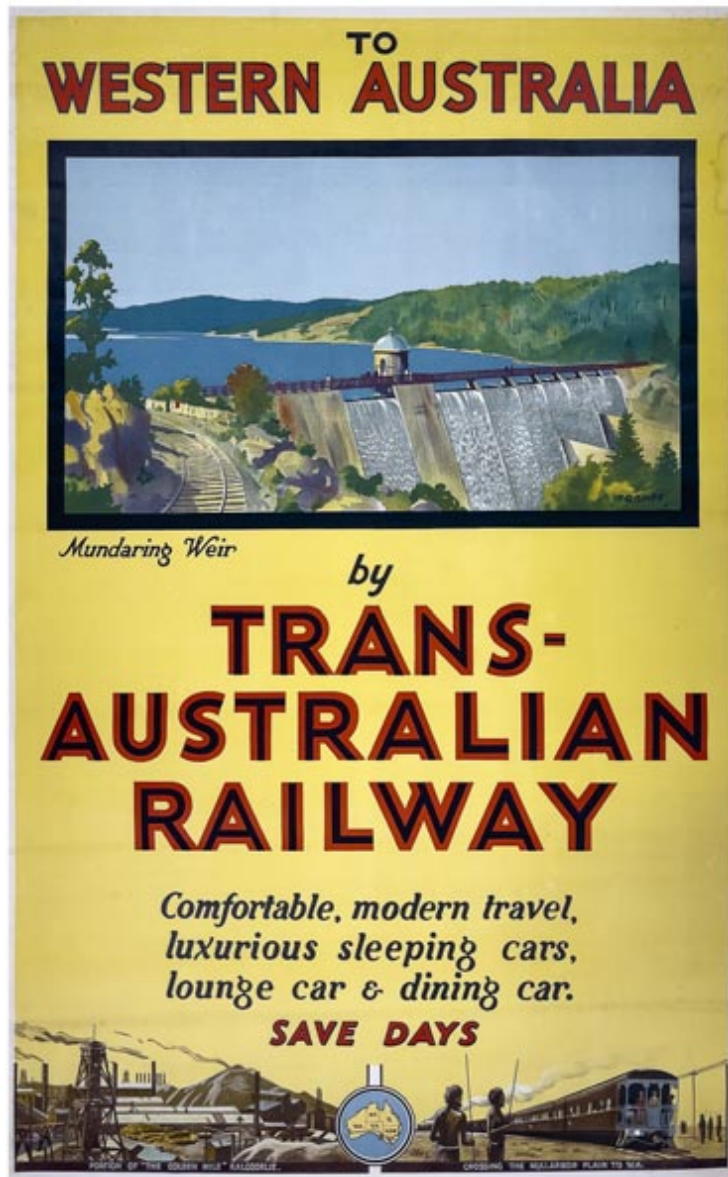
34. Vernon, Leo East Africa. Original lithograph with colour, published by The British Information Service, 1947. 760 x 505 mm. £2,150



35. WOOTON, Frank (1911 - 1998). Fly to Australia by BOAC and QUANTAS. Original lithograph with colour, published by BOAC - British Overseas Airways Corporation, 1950. 1000 x 630 mm.

The rancher in the yellow shirt looks up to the sky to see the spectacular Lockheed Super Constellation aircraft.

£3,250



36. TROMPF, Percival Albert (Percy) (1902-1964). To Western Australia by Trans-Australian Railway. Original lithograph with colour, published by Trans-Australian Railway, 1933. 1010 x 635 mm. £2,500

# **VINTAGE LUGGAGE LABELS**





37. ANON. Grand Hotel, Venice. Original Hotel luggage label, c.1910. 110 x 150 mm.

This seventeenth Century building on the Grand Canal was originally known as the Palazzo Dandolo. The first Ridotto Publico was held here where traders, travellers and nobility indulged in pleasure, gambling and intrigue.

Through time the building has had many uses and became the Grand Hotel in the late nineteenth Century. The Benetton family acquired the 100 room Hotel which comprises now of three buildings, including the Palazzo Dandolo in the 1990's.

Printers: Stab. M.Fontana-Venezia.

This is a very rare label in fine condition.

£310



38. ANON. Anglo American Hotel, Florence. Original Hotel luggage label, c.1910. 120 x 180 mm.

Originally built in 1792 as one of the first Hotels in Florence. It is located in the historic City centre near the river Arno. Guests have included Leo Tolstoy and Maria Callas.

Printers: Lit. Richter and C. Napoli.

Rare.

£200



39. ANON. Hotel Cristina, Algeciras Spain, facing Gibraltar. Original Hotel luggage label, c.1920. 175 x 100 mm.

The Hotel opened in 1901 in response to the housing needs arising from the opening of the Algeciras - Bobadilla railway. It was built in British Colonial style imported from the nearby British overseas territory of Gibraltar.

The original Hotel burned down in 1928 but was rebuilt and opened in 1932. The Hotel catered very much to Ocean Liner passengers travelling to the Far East and who wanted to break their journey in Gibraltar. There were no quality Hotels in Gibraltar before 1932, when the Rock Hotel opened.

Many famous guests include Churchill, Charles de Gaulle and Orson Welles.

Rare.

£175



40. ANON. Nippon Yusen Kaisha. S.S. Maru. Original luggage label, c.1920. 140 x 150 mm.

The NYK Line was founded in 1870 and was originally known as the Tsukomo Shokai Shipping Co. During the early part of the Twentieth Century various worldwide routes were started including South America, Australia and Canada. The first passenger liner service was from Yokohama to Shanghai and NYK's first service to London was in 1899.

In World War II the NYK line provided military transport and Hospital ships. After the War all NYK ships were confiscated as reparations by the allies but by the mid 1950's their fleet was once again seen around the World. NYK revived its passenger ship business in 1989 with cruise ships operated by its newly formed subsidiary Crystal Cruises.

This label was collected on a journey from Yokohama to Hawaii in 1923.

Very rare label.

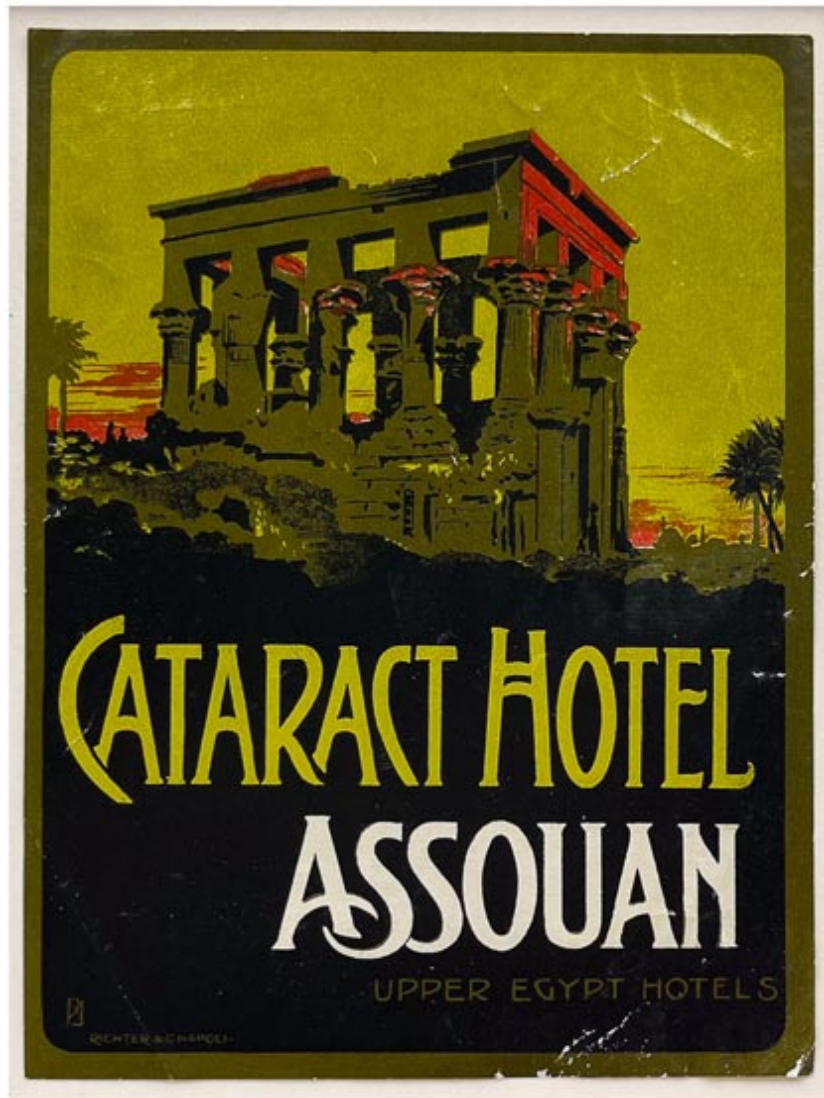
£220



41. ANON. Canadian Pacific Ocean Services Limited. Original luggage label, c.1920. 100 x 160 mm.

The Canadian Pacific railway expanded into shipping in the late Nineteenth Century. In 1915 the company formed Canadian Pacific Ocean services to manage its North Atlantic fleet.

The name of the company was changed in 1921 to Canadian Pacific Steamships Ltd, becoming based in Liverpool. During World War I the majority of the companys fleet was requisitioned fo War service.  
£100



42. ANON. Cataract Hotel, Assouan. Original Hotel luggage label, printed by Richter & C. Napoli, c.1920. 145 x 110 mm.

The Hotel located on the banks of the Nile at Aswan opened in 1899. It was built by Thomas Cook and designed by Architect Henri Favarger. It was primarily used by European travellers sailing on the Nile.

Agatha Christie set portions of her novel "Death on the Nile" at the Hotel. The 1978 film of the novel was shot at the Hotel. Guests have included Tsar Nicholas II, Winston Churchill and Princess Diana.

Rare.

Lower left corner fold visible and some minor creasing.

£190



43. ANON. Hotel D' Italie Bauer-Grunwald, Venise. Original Hotel luggage label, c.1925. 185 x 210 mm.

The building can be located on old maps dating back to 1500. The Hotel is located on the Grand Canal and was founded in 1880 by Mr Bauer and Mr Grunwald, an Austrian who married Bauers daughter.

In 1930 the Hotel was sold and an extra floor was added on top in 1939. The Hotel was closed for much of the 1940's during which extensive renovations took place. An extension was added in 1949 to the rear of the Hotel which faces Campo San Moise. It was built in a brutal modernist design.

Today the 1949 wing is marketed as the Hotel Bauer while the older section is marketed as the Hotel Bauer Palazzo.

This size label for the Hotel is rare.

£210



44. ANON. Hotel des Anglais, Menton. Original Hotel luggage label, c.1925. 90 x 140 mm.

The Hotel opened in 1880 when Menton was becoming a fashionable resort for the wealthy elite.

Menton's micro-climate lured Royal visitors like Empress Eugenie, Queen Victoria and King Edward VII. Trains such as the Cote D'Azur Pullman and the Blue Train made Menton easily accessible.

The Hotel became very much a Health resort and advertised "Dancing at 5 o'clock and Winter sea bathing."

Most of Menton's Grand Hotels have survived but not the Hotel des Anglais.

£155





45. ANON. Beau-Rivage Palace Hotel, Lausanne. Original Hotel luggage label, c.1925. 90 x 140 mm.

The Hotel opened in 1861 on the shores of Lake Geneva and was built in Art Nouveau style. The Neo-Baroque Palace wing designed by Architect Eugene Jost opened in 1908, when the Hotel then became known as the Beau-Rivage Palace Hotel.

The Hotel is registered in the Swiss inventory of cultural property of national and regional significance.

Printers: Lit. Sonor Geneve.

£175



46. ANON. Grand Hotel Gardone Riviera Lago di Garda. Original Hotel luggage label, c.1927. 140 x 90 mm.

The Hotel opened in 1884 but its success was so great that by 1897 a huge refurbishment and extension was underway.

Special evenings, dances and masked balls held in the great ballroom of the Hotel during the Belle Epoque were memorable. Lake Gardas mild climate attracted a large number of guests during the Winter Season.

Golf courses grew in the area making it a centre of excellence for Golf enthusiasts. Famous guests include Winston Churchill, Somerset Maugham and Vladimir Nabakov.

Printers: Unione Tipo-Lito Bresciana.

This very rare label was collected by the owner whilst staying at the Hotel and visiting Lake Garda in May 1927.

£625



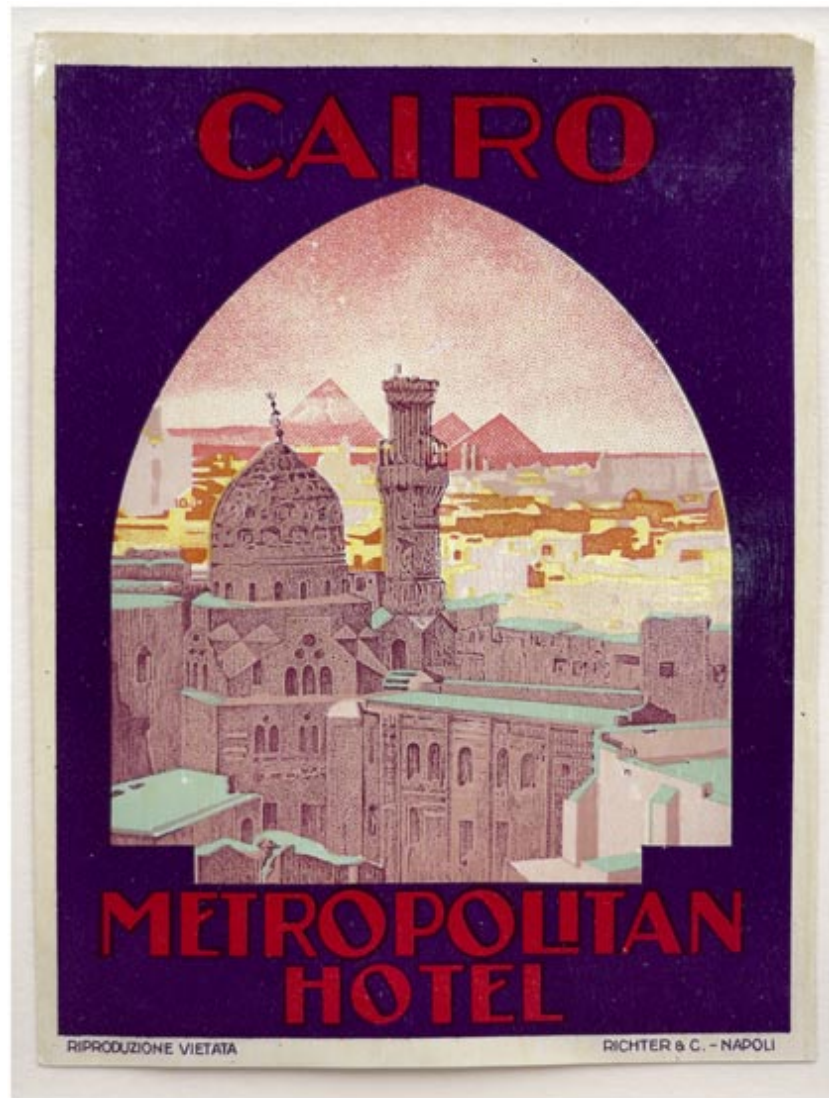
47. ANON. Compagnie Internationale des Wagon Lits Oberland Express. Original luggage label, c.1927. 110 x 140 mm.

The Compagnie was founded by Georges Nagelmakers to establish a network of luxurious long distance passenger trains across Europe. The Oberland Express was inaugurated in 1896 and ran until 1939.

The Route from Paris (with connections from Calais and Ostend, for London passengers) went via Berne to Interlaken. The route during the nineteen twenties largely met the increasing numbers of Winter Sports enthusiasts but also catered to Summer visitors.

Rare.

£575



48. ANON. Cairo Metropolitan Hotel. Original Hotel luggage label, printed by Richter & C. Napoli, c.1929. 125 x 95 mm.

The Metropolitan Hotel began life as the Grosvenor Hotel in the 1920's. It was designed by the Italian Architect Alfonso Sasso.

In 1929 the lease was purchased by Egypt's premier Hotelier Charles Baehler who did his own refurb and reopened the Hotel as the Metropolitan Hotel.

It is now known as the Cosmopolitan Hotel.

First issue. Very rare.

£165



49. ANON. Hotel Aletti, Alger. Original Hotel luggage label, printed by Baconnier, Alger, c.1930. 175 x 120 mm.

The Hotel was designed by Joseph Aletti and built in Art Deco style. It opened in 1930 and the complex included a Casino, Theatre, shops as well as the Hotel.

Joseph Aletti had managed several famous Hotels including the Negresco in Nice and Hotel du Park in Vichy.

Guests have included Charlie Chaplin and Nelson Mandela.

This label was to celebrate the opening of the Hotel and was printed for a very short period only making it rare. £245



50. ANON. Hotel Continental, Pau. Original Hotel luggage label, c.1930. 135 x 85 mm.

The Hotel opened in 1919 and was designed by Architect Joseph Larregain in Haussman style. It is very similar in design to the Plaza Athenee Hotel in Paris.

During the first World War the building was used as a military Hospital but it would soon attract a massive influx of wealthy foreign tourists.

During the second World War the French resistance used the Hotel to hide Jewish refugees leaving for Spain. The Hotel underwent major renovations during the 1960's. £175



51. ANON. The Sherry-Netherland Hotel, New York. Original Hotel luggage label, c.1930. 80 x 165 mm.

The building is located at the junction of East 59th Street and Fifth Avenue.

The site had been occupied since the early 1890's by the Hotel New Netherland which was built for William Astor and demolished in 1926. The new Sherry-Netherland was opened in 1927 and designed by Schultze and Weaver.

Louis Sherry was a noted restaurateur, famous for ice creams and had run a Hotel and restaurant Sherrys at 44th Street and Fifth Avenue.

When the New York City land marks commission created the Upper East Side historic district in 1981 the Sherry-Netherland was included within its boundaries. £145



52. ANON. Grand Hotel Tripoli. Original Hotel luggage label, printed in c.1930. 140 x 85 mm.

The Hotel was built in 1927 and designed by Italian Architect Floristano Di Fausto. At the time it was considered an Architectural masterpiece. Erwin Rommel visited the Hotel in 1941 when he was leading Germany's North Africa campaign.

In 1942 the Hotel suffered heavy bombing causing it to close. A new grand Hotel was built in 1982.

A rare label in fine condition.

£275





53. ANON. Claridge's Hotel, Alexandrie (Egypte). Original Hotel luggage label, c.1930. 115 x 155 mm.

For much of its life the Hotel was known as the Alexandria Savoy. The Hotel opened in 1907 and was one of the City's oldest Hotels. The Hotel offered luxurious accommodation and even the bedrooms were furnished by Maple and Company of London and Krieger of Paris.

The Savoy appears in Baedeker's guide to Egypt for 1911 and 1914 but disappears by the next edition in 1929. The Savoy was sold in the late 1920's and was renamed Claridge's. In the 1930's it became the British Navy Club and eventually apartments.

During the Hellenistic period Alexandria was home to a lighthouse ranking among the Seven Wonders of the Ancient World.

Rare.

£200



54. ANON. Winter Palace Hotel, Jericho, Palestine. Original Hotel luggage label, c.1930. 95 x 135 mm.

The first Hotel was built in 1907 but was destroyed in the great earthquake that struck Palestine in 1927. The new Hotel to which this label relates was built in 1930 on the site of the original Hotel.

The well known Jericho conference of 1948 was held at the Hotel with the purpose of uniting the East and West Banks under the rule of King Abdullah I. The Hotel closed in 1979. Today the building is considered a cultural building which should be preserved.

Arabic script.

Rare.

£190



55. ANON. King David Hotel, Jerusalem. Original Hotel luggage label, c.1930. 170 x 125 mm.

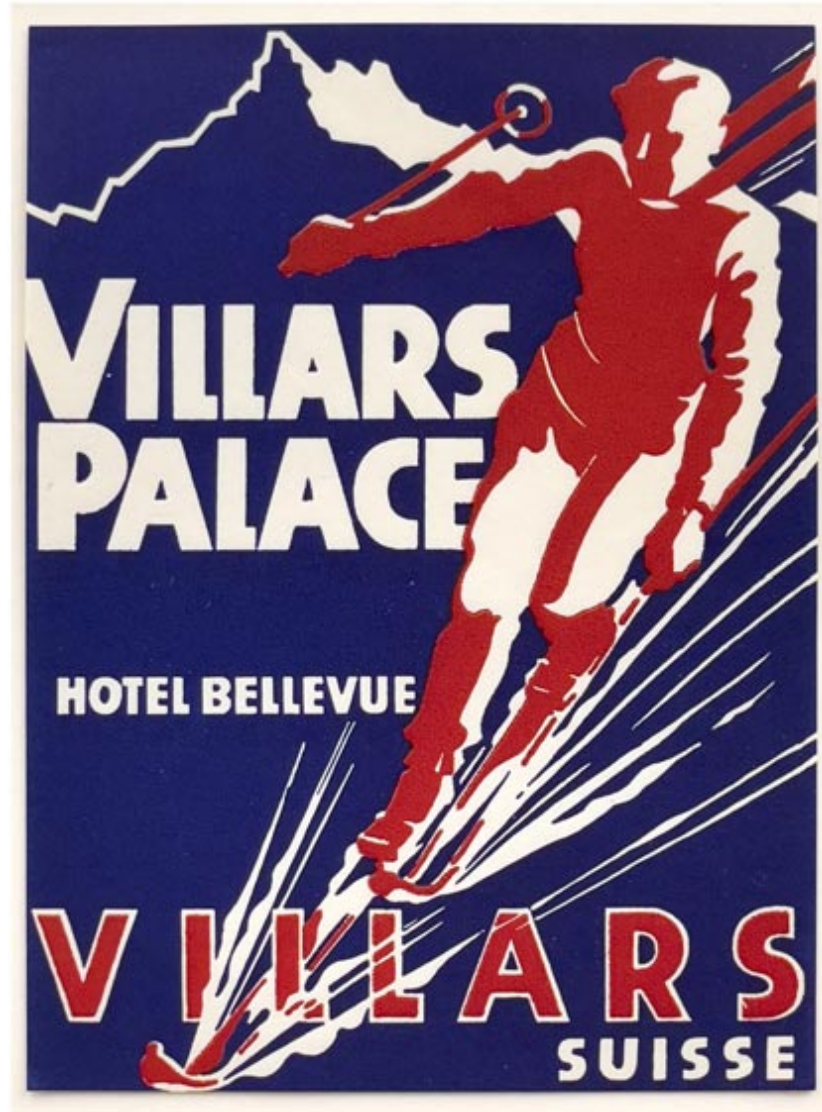
The Hotel opened in 1931 on King David Street. It was built of locally quarried pink limestone. The Hotel was founded by Ezra Mosseri a wealthy Egyptian Jewish banker. From its earliest days the King David Hotel hosted Royalty and heads of state including King Abdullah I of Jordan and King Alfonso XIII of Spain, forced to abdicate in 1931.

During the British mandate the southern wing of the Hotel was turned into a British administrative and military headquarters, which was bombed in 1946 by the Zionist group Irgun.

Recent guests include Margaret Thatcher, Madonna and Bill Clinton.

Printers: Richter & C. Naples.

£175



56. ANON. Villars Palace Hotel, Suisse. Original Hotel luggage label, c.1930. 120 x 90 mm.

The Hotel opened in 1913 at the same time as the train station opened. Catering to both Winter and Summer guests the Hotel provided all the comforts of modern living available at the time. Room telephones, elevators and even the start of room service featured.

Various Royalty, Celebrities and Sports players have stayed. It is now a listed historic building. The Hotel is now owned by Club Mediterranee. £175



57. ANON. Sabena. Original luggage label, c.1930. 95 x 135 mm.

Sabena was created by the Belgian Government and began operations in 1923. Its first commercial flight was from Brussels to London via Ostend. In 1925 Sabena pioneered a long haul service to Leopoldville in the Belgian Congo.

By 1931 Sabena had 43 aircraft, the mainstay type being the Fokker FVII as depicted in this label.

Scarce.

£175



58. ANON. Brown's Hotel, London. Original Hotel luggage label, c.1930. 75 x 155 mm.

The Hotel was founded in 1832 by James and Sarah Brown. The site was expanded significantly from the initial townhouse at 23 Dover Street. Numbers 21,22 and 24 Dover Street were added by James Brown and later expanded into Albemarle Street.

Famous guests include Rudyard Kipling, Mark Twain and Theodore Roosevelt. The Hotel has never been renamed, rebuilt or relocated, thus making it London's oldest luxury Hotel.

Rare.

£185



59. ANON. L'Hermitage Hotel, La Baule, France. Original Hotel luggage label, c.1930. 135 x 90 mm.

The Hotel was built in 1926. Its location overlooking the Atlantic ocean in one of the most spectacular bays in the World soon started to attract the elite of Paris.

Keen to attract a British clientele of golfing enthusiasts the owner Francois Andre helped finance the flight route linking London to Deauville and La Baule.

The beach below the Hermitage played host to the car races where many famous drivers came to compete in the 1930's. Guests include Churchill, Onassis and Maurice Chevallier.

Printers: R. Richard & Cie, Paris.

£135



60. ANON. The Waldorf Astoria, Park Avenue, New York. Original Hotel luggage label, printed in c.1931. 120 x 120 mm.

The original Waldorf Astoria was built on 5th Avenue and was demolished in 1929 to make way for the construction of the Empire State building.

The new Hotel opened in 1931 between 49th and 50th Streets on Park Avenue and this label was issued to mark that move.

The Architects Schultze and Weaver designed an Art Deco landmark which would become iconic.

Rare.

£155





61. ANON. Splendide Hotel, Evian les Bains. Original Hotel luggage label, c.1932. 155 x 120 mm.

The Hotel was created in 1860 by the mineral water company under the name Grand Hotel des Bains. After the Hotel had been extended and a new floor was added in 1897 the Hotel then became the Hotel Splendide. It was now classed as a Palace Hotel with 230 rooms.

Some of the most renowned guests were Sarah Bernhardt, Gustave Eiffel and Marcel Proust.

The Hotel was destroyed in 1983.

Printers: Schwob and Richard, Paris.

£165



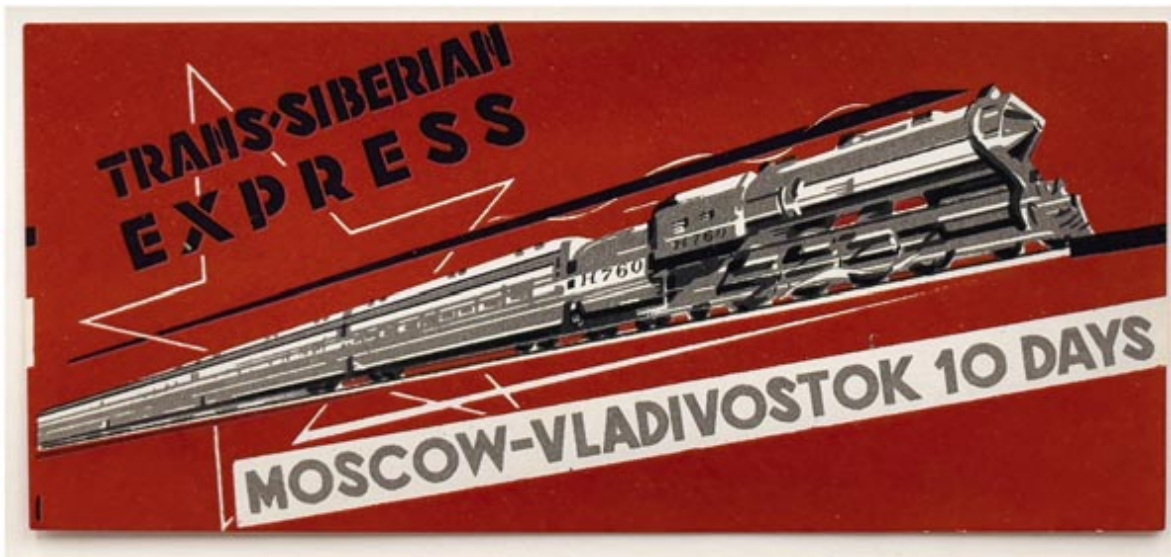
62. ANON. Carlton Hotel, Cannes. Original Hotel luggage label, c.1935. 110 x 160 mm.

The Hotel located on the Croisette opened in 1911 by Henry Ruhl. Grand Duke Michael Alexandrovich helped finance the construction. The first conference of the league of nations was held here in 1922.

The majority of film stars attending the Cannes film festival chose to stay at The Carlton.

Printers: B. Arnaud, Lyon, Paris.

£110



63. 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.

£400



64. ANON. The Coronation Scot to London Euston. Original luggage label, c.1937. 85 x 125 mm.

The Coronation Scot was a named express passenger train of the London Midland and Scottish Railway. It was inaugurated in 1937 for the coronation of King George VI and Queen Elizabeth and ran until the start of the 2nd World War in 1939.

It ran on the West coast main line between London Euston and Glasgow Central and was designed to compete with rival services on the East coast main line.

Rare.

£320



65. ANON. SS Ile de France, French Line. Original luggage label, c.1939. 170 x 130 mm.

The SS Ile de France was a French luxury ocean liner that operated on the prestigious transatlantic route between Europe and New York from 1927 to 1958.

She was built for the Compagnie Generale Transatlantique also known as the French Line and launched in 1926. Although she was not the fastest or largest she was considered the most beautifully decorated in Art Deco style and very much favoured by the young, wealthy and fashionable elites.

During World War II she served as a troop ship. Just before being scrapped in 1961 she was used as a floating prop for the 1960 MGM disaster movie "The Last Voyage" with the fictional name "SS Claridon."

£110



66. ANON. Trans Europ Express. Original luggage label, c.1957. 95 x 95 mm.

The Trans Europ Express was an International First Class Railway service in western and central Europe that was founded in 1957 and ceased in 1995.

All trains were first class only and required payment of a special supplement over the normal first class ticket price. All the trains were named and only stopped at major cities. At its height the Tee network comprised 39 different named trains serving 31 routes. £110

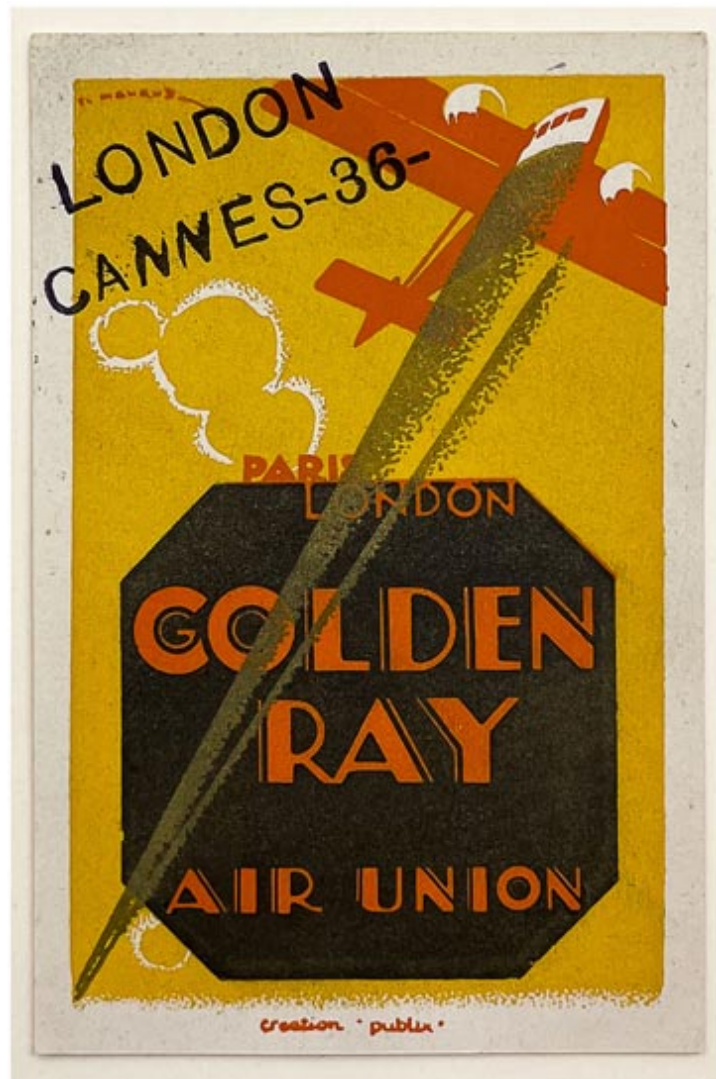


67. HOERTZ, Frederick (1889-1978). Anchor Line to Europe. Original luggage label, c.1931. 115 x 165 mm.

The Anchor Line was a Scottish merchant shipping company based in Glasgow. The company was founded in 1855 and dissolved in 1980. RMS Transylvania was launched in 1925. She was converted into an armed merchant cruiser during World War II.

In 1940 she was torpedoed and sunk by German U Boat (U-56).

Frederick Hoertz was an American artist well known for his marine paintings. He designed labels for several shipping companies including Cunard. £110



68. MAURUS, Edmond (1903-77). Air Union, Golden Ray Paris London. Original luggage label, c.1930. 120 x 80 mm.

Air Union was founded in 1923 and operated from Le Bourget airport Paris. In 1929 Air Union offered a luxury "All Pullman" service from Paris to London known as the "Golden Ray."

There was a spacious cabin for customers who could dine in the air with a choice of meals. If customers were continuing their journeys beyond Paris (as this labels shows with stamp for Cannes) they would have to change aircraft at Le Bourget.

Cannes airport opened in 1930. Air Union was absorbed by Air France in 1933.

Printers: Creation Publix

Very rare.

£285





69. ROMOLI, Filippo (1901-1969). Hotel Alcione, Forte dei Marmi. Original Hotel luggage label, c.1930. 105 x 105 mm.

Forte dei Marmi is an Italian seaside town west of Florence. The Hotel opened in 1929 in the exclusive area of “Roma Imperiale.”

In 1926 Romoli started doing publicity graphics for the Barabino and Graeve, the Genovese printers. He designed many posters and a number of Hotel labels in the Art Deco style. Two of his best labels are considered to be for the Hotel des Bains Venice and the one for the Alcione.

First issue label.

Rare.

£155



70 ANON. Pan American Airways System, America's International Air Transport System. Original luggage label, c.1935. 130 x 100 mm.

Pan Am introduced the Sikorsky aircraft in the early 1930's followed by the Boeing 314 in 1938 (Yankee Clipper).

On July 1939 Pan Am introduced the service on the Northern route to England - from Port Washington (New York) - Shediac New Brunswick - Botwood Newfoundland - Foynes Ireland - Southampton. This label depicts a stylized Sikorsky S-40 (See an Aviation Legend - Pan Am by Barnaby Conrad, page 18, Woodford Press.)

A similar label is shown in Barnaby Conrads book "An Aviation Legend." Page 18. £175



71. ANON. The Kowloon Hotel, Kowloon [Hong Kong]. Original Hotel luggage label, c.1925. 155 x 180 mm.

The Hotel opened in 1923 on Hankow Road, Kowloon. It was located just a three minute walk to the Star Ferry which would take its customers to Hong Kong Island.

The Hotel appeared in the 1924 Thomas Cook guide to Hong Kong. The Hotel was used by the Japanese after the invasion of Hong Kong, to intern allied civilians before moving them to Stanley Camp.

The Hotel closed in 1955. Rare

£185



72. ANON. Hong Kong Hotel. Original Hotel luggage label, c.1940. 115 x 155 mm.

The Hong Kong Hotel was Hong Kong's first luxury Hotel modelled after sumptuous London Hotels. It opened on Queens Road and Pedder Street in 1868, later expanding into the Victoria Harbour waterfront.

The Hotel provided a special launch to meet arriving passengers on incoming ships and ferry them direct to the Hotels pier.

Before the Japanese invasion of Hong Kong in December 1941 civilians and Hong Kong Government officials had to assemble at the Hotel for evacuation to Australia. The Hotel closed in 1952.

Cantonese script. Rare

£195

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