

Sotheran's
**Travel
Posters**
2025

VINTAGE TRAVEL POSTERS 2025

Sotheran's



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Vintage Travel Posters 2025

Sotheran's are delighted to present you with our nineteenth annual Travel Posters exhibition catalogue. These posters all evoke different memories or feelings depending on your experience of the destination or composition.

One of my favourite posters is of Newquay (item 4) as it shows Towan beach which is probably my favourite of all of Cornwall's wonderful surfing beaches.

Another poster which is likely to resonate with people would be Clan Lands of Scotland (item 5) where you can trace your ancestor's roots.

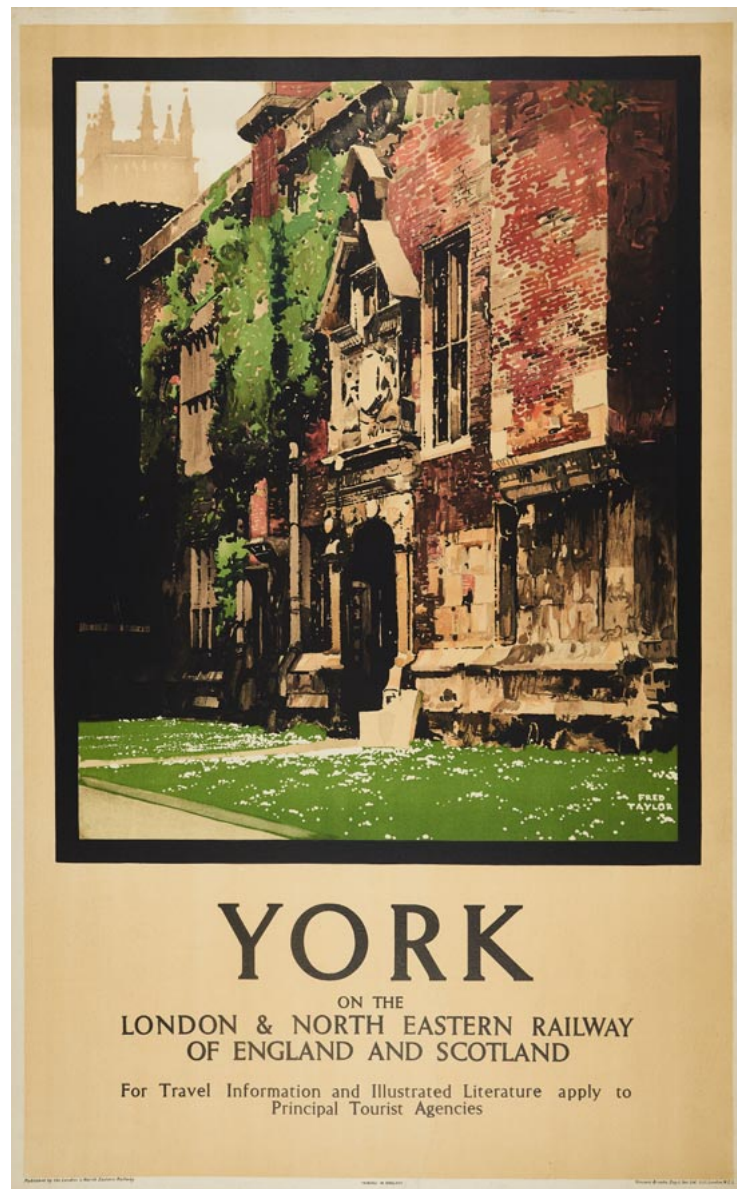
As Guinness's (item 6) popularity nears an all-time high and with the opening of London's own brewery expected soon this should also lead to an increased appeal for the poster.

We were very fortunate to be able to acquire an early proof printing of the iconic Monte-Carlo poster (item 24) by Roger Broders in wonderful condition. This represents a true collector's item.

Within our luggage label offerings we have the Eastern Bengal Railway (item 48) which is incredibly rare and although we do not know the name of the artist they were clearly very talented.

Returning to the surfing connection, the Wentworth Hotel label (item 59) is great fun and would look wonderful on the wall.

We hope you enjoy the collection and find something that resonates with you. All the posters and luggage labels will be on display at our new location on 1st Floor, 22 Charing Cross Road in the heart of London between Friday 14th November - Friday 5th December 2025.



1. TAYLOR, Fred (1875-1963). York. Original lithograph with colour, linen backed, published by The London & North Eastern Railway of England and Scotland, printed by Vincent Brooks, Day & Son Ltd. Lith. London, c.1920. 1015 x 635 mm. £1,050



2. BAGDATOPOULOS, William Spencer (1888-1965). The Golden Arrow all Pullman Train, Cie Wagons Lits. Original lithograph with colour, linen backed, printed by Sungravure process, 1926. 1010 x 640 mm.

Some creases visible, contained during linen backing.

Very rare.

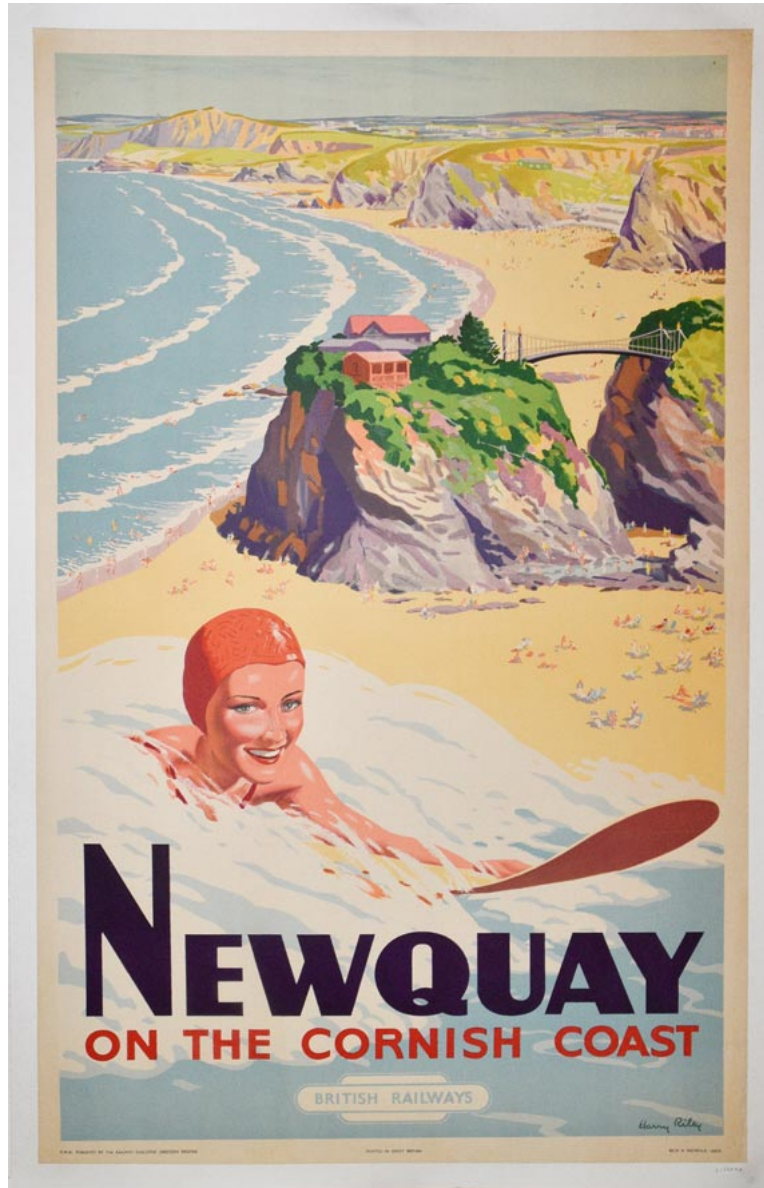
£7,000



3. KIRKE, Eve (1900-1969). You can be sure of Shell, Strand on the Green, Chiswick. Original lithograph with colour, linen backed, poster No. 319, printed by Vincent Brooks, Day & Son Ltd, lith, London, 1932. 760 x 1145 mm.

Some tears & pin holes which have been contained during linen backing.

£1,600



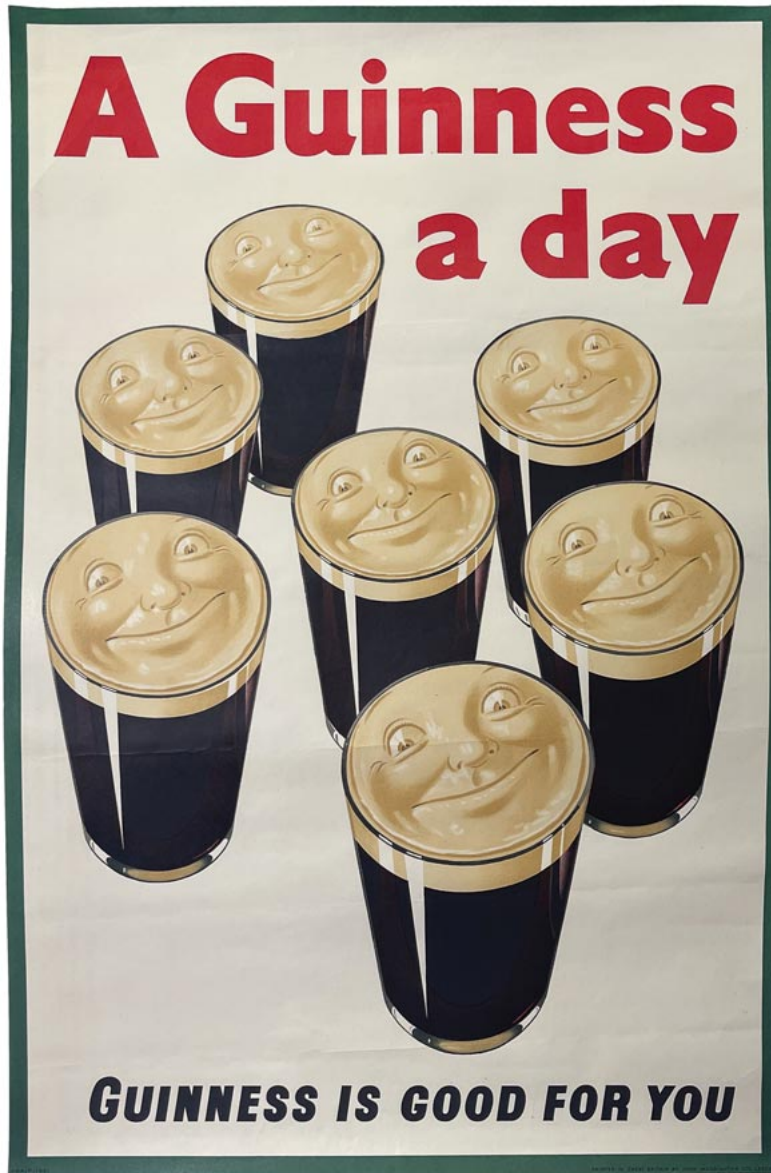
4. RILEY, Harry (1895-1966). Newquay on the Cornish Coast. Original lithograph with colour, linen backed, printed by Beck & Inchbold, Leeds, published by the Railway Executive, 1948. 1015 x 640 mm. Showing a surfer at Towan beach round the headland from Fistral. A great Cornish poster.

Some restored tears contained during linen backing.

£6,000



5. ANON. Clan Lands of Scotland. Original lithograph with colour, published by David MacBrayne Ltd, printed by John Horn Ltd of Glasgow, 1965. 1000 x 620 mm. £650



6. ANON. A Guinness A Day Is Good For You. Original lithograph with colour, printed by John Waddington Ltd, Leeds, c.1930. 760 x 505 mm. £3,000



7. EIDEM, Paul Lock (1902-1992). Norway, Pulpit Rock. Original lithograph with colour, linen backed, published by Norges Statsbaner (NSB), printed by Norsk Lith. Officin, Oslo, 1935. 1000 x 620 mm.

The scene is a vibrant, almost fantastical interpretation of an iconic Norwegian landscape. At centre stage is what appears to be Pulpit Rock (Preikestolen) — exaggerated for dramatic effect — with two small figures standing at the edge, gazing across a serene fjord. (Lysefjord). Below, a steamship cruises the still waters, while a railway line daringly tunnels through the cliffside — a delightful, surreal twist not found in reality, but wonderfully imaginative for travel promotion.

Some fold marks, and long tear that has been restored.

£3,950



8. HOERTZ, Frederick J. (1889-1978). Norwegian America Line. Original lithograph with colour, linen backed, published by Norwegian America Line (NAL), printed by American Colortype Co., N.Y. 1924. 710 x 535 mm.

Norwegian America Line was established in 1910 to operate passenger and cargo services between Norway and the USA. £1,350



9. LINGSTROM, Freda (1893-1989). Norway, for real Winter sport. Original lithograph with colour, linen backed, published by Norwegian State Railways, printed in England, c.1922. 1010 x 630 mm.

Lingstrom gained her first job at Alf Cooke's London works as a designer, where she stayed for 15 months. After periods at Carlton Studios and Norfolk, Lingstrom decided in 1922 to work on her own. Her first clients were railway companies, including the London and North Eastern Railway, the Underground Group and the Norwegian state railway. The Norwegian and Swedish government commissioned her to design Scandinavian travel material for the English market.

Freda and her friend Maria Bird together went on to create Andy Pandy and The Flower Pot Men.

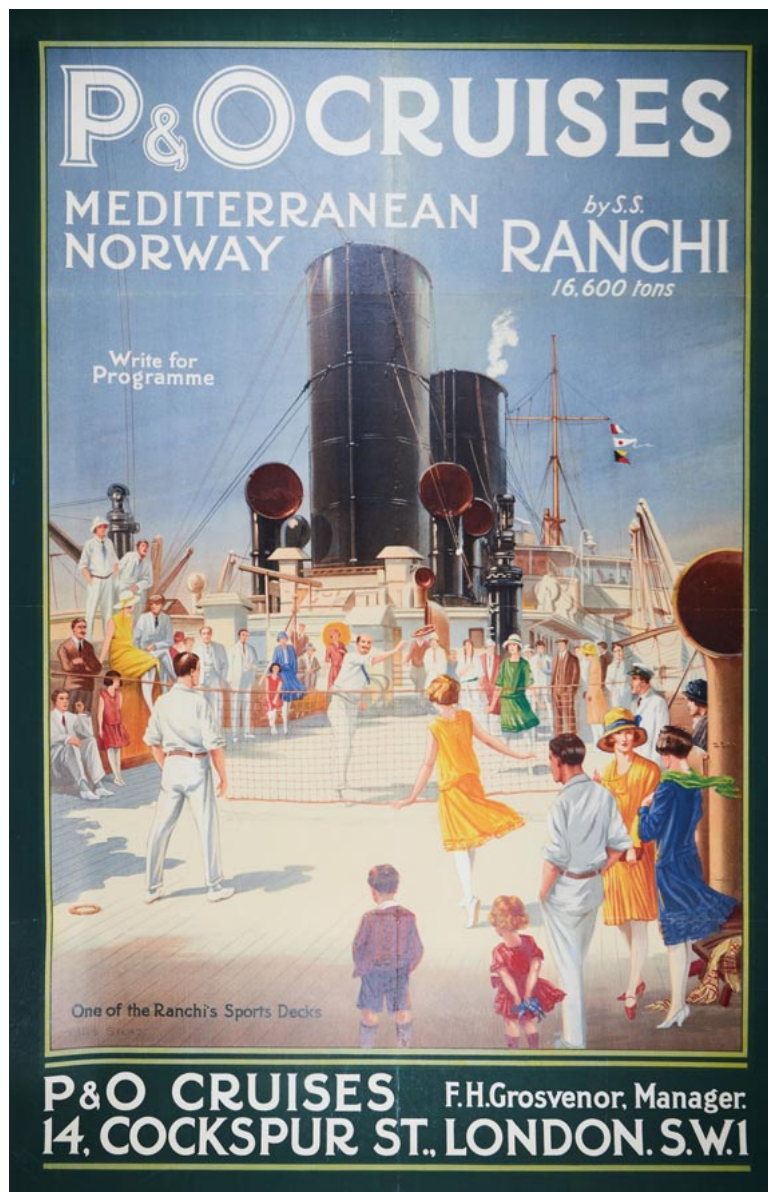
In 1940, Lingstrom was hired by the BBC. In 1947, she was asked to take the role of Assistant Head of BBC Schools Broadcasting and created the lunchtime programme *Listen with Mother*. She was then approached by the Head of Television Talks, Mary Adams, to create a programme for an experimental slot aimed at very young children and called *For The Very Young*. Eventually, Lingstrom and Maria Bird set up Westerham Arts (named after Westerham, where they lived) to produce the first pre-filmed version of their Andy Pandy. Lingstrom and Bird wrote the scripts

and Bird composed the music. A chance meeting on a train introduced Lingstrom to Audrey Atterbury, who was persuaded to study under the puppeteer John Wright of the Little Angel Theatre in London.

Lingstrom lived in Chartwell Cottage, Mapleton Lane, Chartwell, near Westerham in Kent, with Maria Bird, a close friend and co-creator of her TV characters. Both had lost fiancés in the First World War.

This is a very rare poster and one of the earliest examples of a Norwegian skiing scene on a poster.

£8,500



10. SILAS, Ellis Luciano (1883-1972). P&O Cruises Mediterranean Norway. Original lithograph with colour, linen backed, published by Peninsular & Oriental Steam Navigation Company (P&O), printed by Philip Reid, London, 1928. 1540 x 1010 mm.

In good condition with repaired tears, creases, abrasions and overpainting in margins and image and along vertical and horizontal folds. £4,200



11. ROSENVINGE, Odin (1880-1957). Orient Line Cruises to Norway. Original lithograph with colour, linen backed, c.1920. 1010 x 640 mm. £3,400



12. WIDHOLM, Gunnar (1882-1953). Nordiska Spelen 1917. Original lithograph with colour, linen backed, printed by Semmy Nyströms, [Stockholm], 1917. 990 x 725 mm.

Designed by Gunnar Widholm, a sports cartoonist during the 1912 Stockholm Olympics who later became an international newspaper cartoonist, this poster features an image of a man skiing downhill that was also made into a bronze medal for the Nordic Games.

The Nordic Games, organized by Swedish officer General Viktor Gustaf Balck (1844-1928; “the father of Swedish sport”), were a predecessor to the Winter Olympic Games. First held in 1901 and subsequently in 1903 and 1905, the games took place every four years until 1926. The event showcased a variety of activities, including skiing, skating, ice yachting, hockey, and horseback riding.

There is some minor discoloration in the margins and along the folds.

£4,400



13. MEURLING, Carl (1879-1929). Internationella Automobilutställning Göteborg 1923 Sweden. Original lithograph with colour, linen backed, 1923. 1000 x 620 mm. £1,900



14. PICK, Beverley (1916-1996). BOAC Flies to all 6 Continents. Original lithograph with colour, linen backed, published by BOAC - British Overseas Airways Corporation, 1949. 760 x 510 mm.

Small tears and minor staining to edges.

£1,150

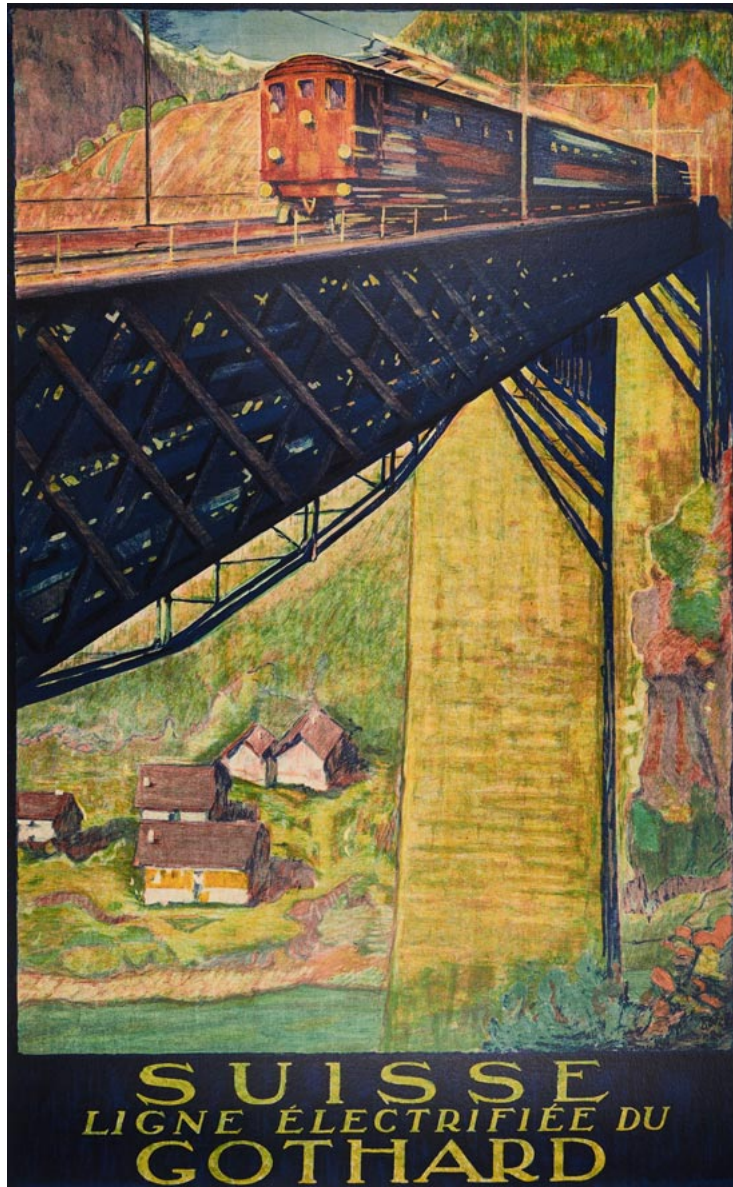


15. STEIFEL, Edward (1875-1968). Klosters, Switzerland. Original lithograph with colour, printed by Fretz Bros. Ltd., Zurich, 1926. 1020 x 640 mm.

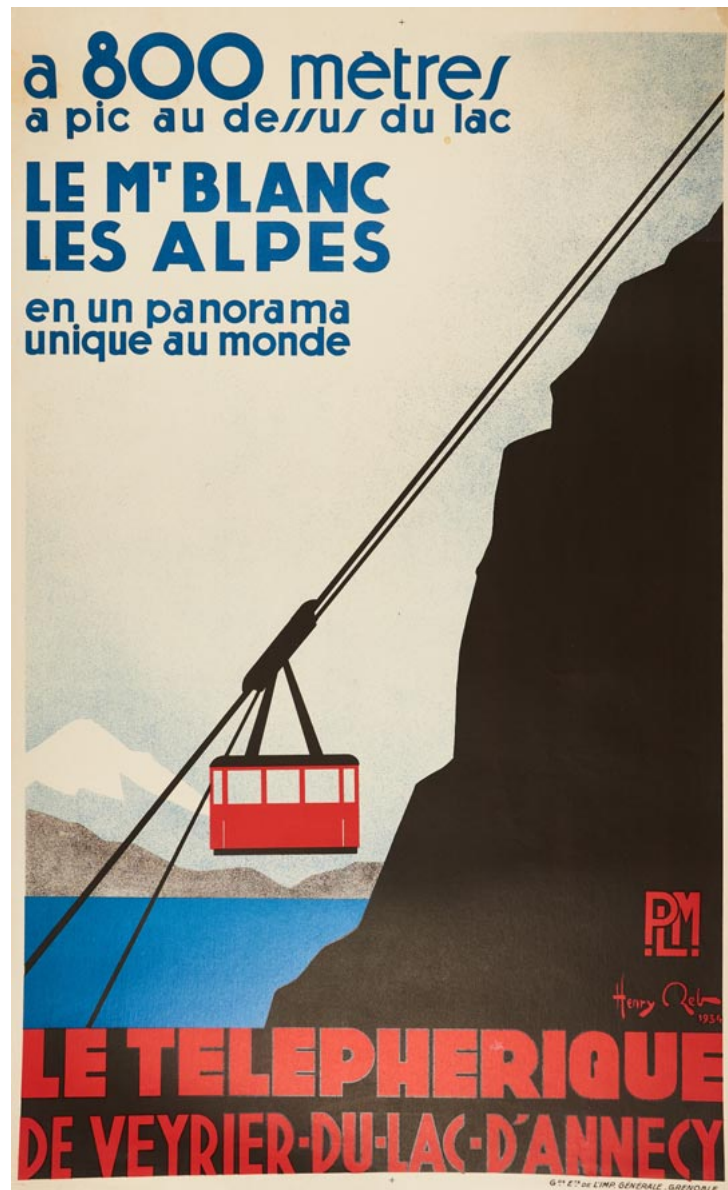
Edward Stiefel, a noted painter, muralist, and book illustrator, was known for his vivid landscapes and refined compositions. This work reflects his mastery of both form and atmosphere, and stands as a striking example of 1920s Swiss graphic design.

This poster has had some minor restoration during linen backing.

£5,500



16. BUZZI, Daniele (1890-1974). Suisse Ligne Électrifiée du Gothard. Original lithograph with colour, linen backed, published by SBB (Schweizerische Bundesbahnen), printed by P. Attinger S.A., Neuchâtel, 1924. 1000 x 620 mm. £1,550



17. REB, Henry (1883-1959). Le Telepherique - Le Mt. Blanc, Les Alpes. Original lithograph with colour, linen backed, published by PLM - Paris-Lyon-Méditerranée, printed by Generale, Grenoble, 1934. 1000 x 620 mm.

Small repaired margin loss to top right corner and 8 cm tear at the bottom edge on the right. Both contained during linen backing.

£1,950



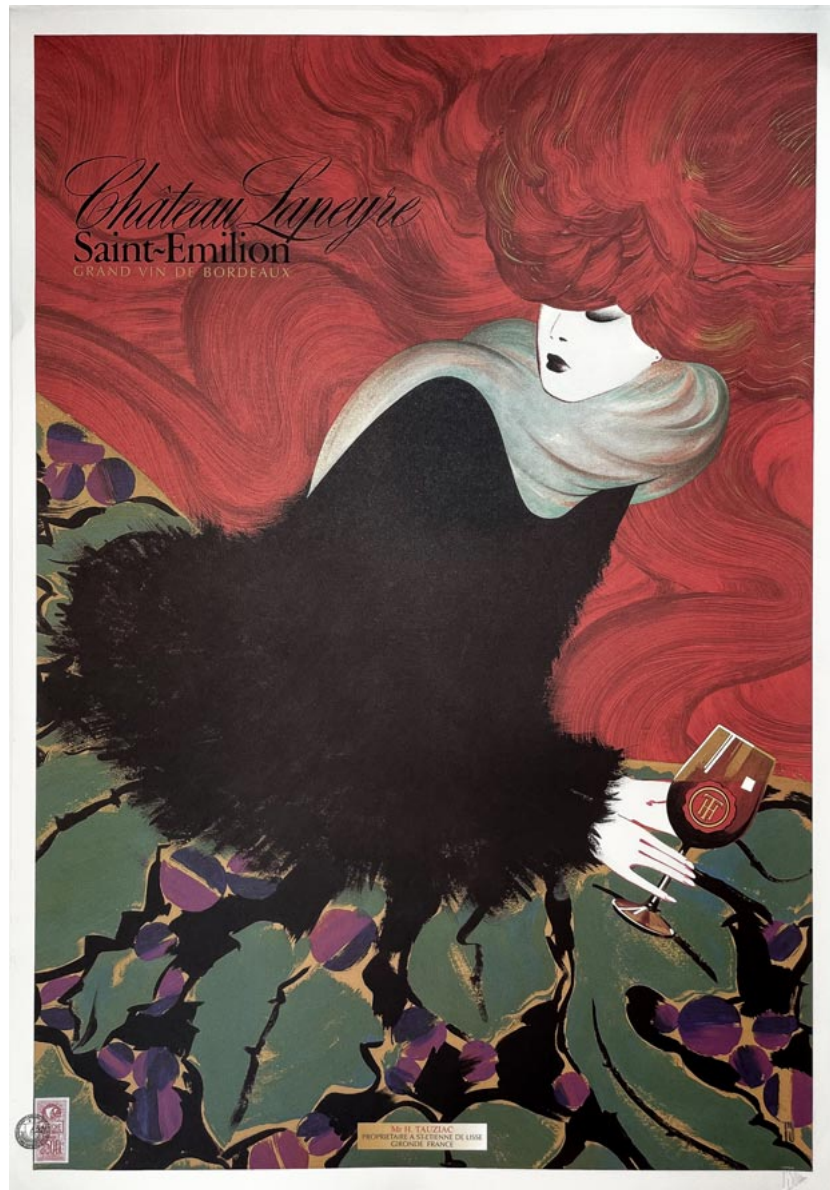
18. ESNOUL, P. Les Vacances en Bretagne Trébeurden, Plages Magnifiques. Original lithograph with colour, linen backed, printed by Stribick Fally & Cie, Clichy, printed in France, c.1930. 995 x 630 mm. £850



19. KELSCH, Paul. Dauphiné. Original lithograph with colour, linen backed, published by Yves Alexandre, Paris, 1946. 995 x 625 mm. £550

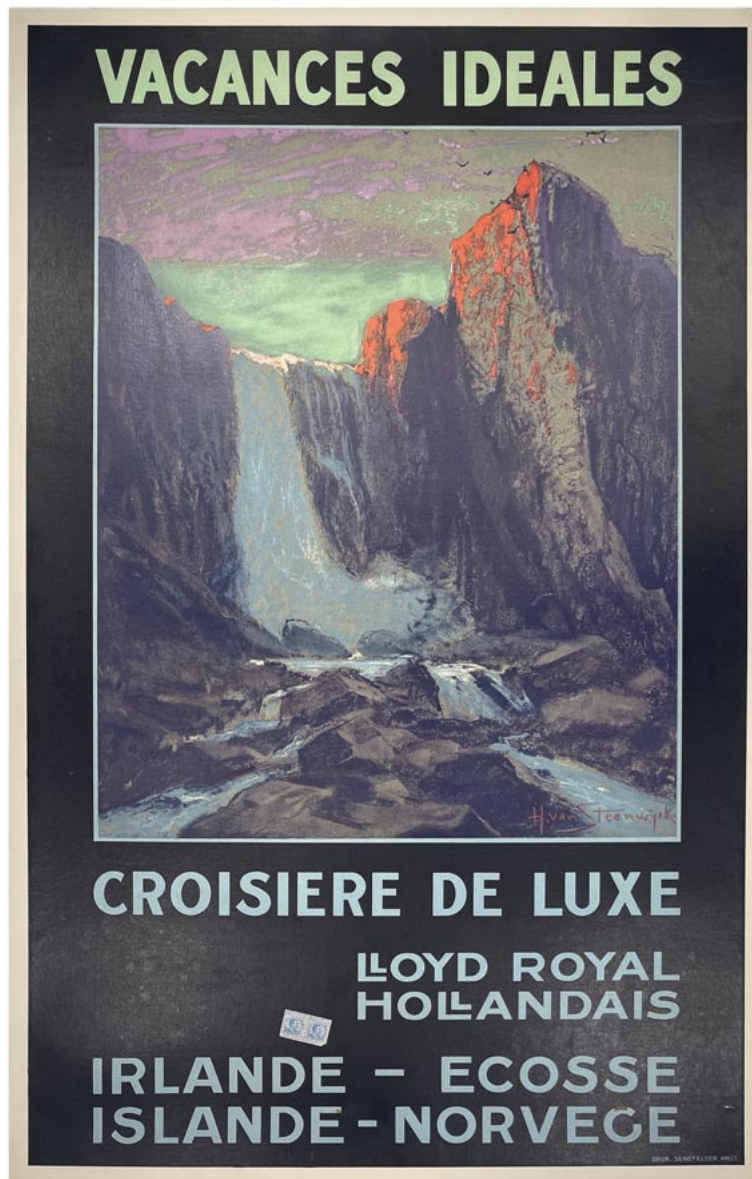


20. MARTINA. Chateaufeuf Les Bains, Hotel du Parc et Lafayette. Original lithograph with colour, linen backed, 1925. 1050 x 750 mm. £850

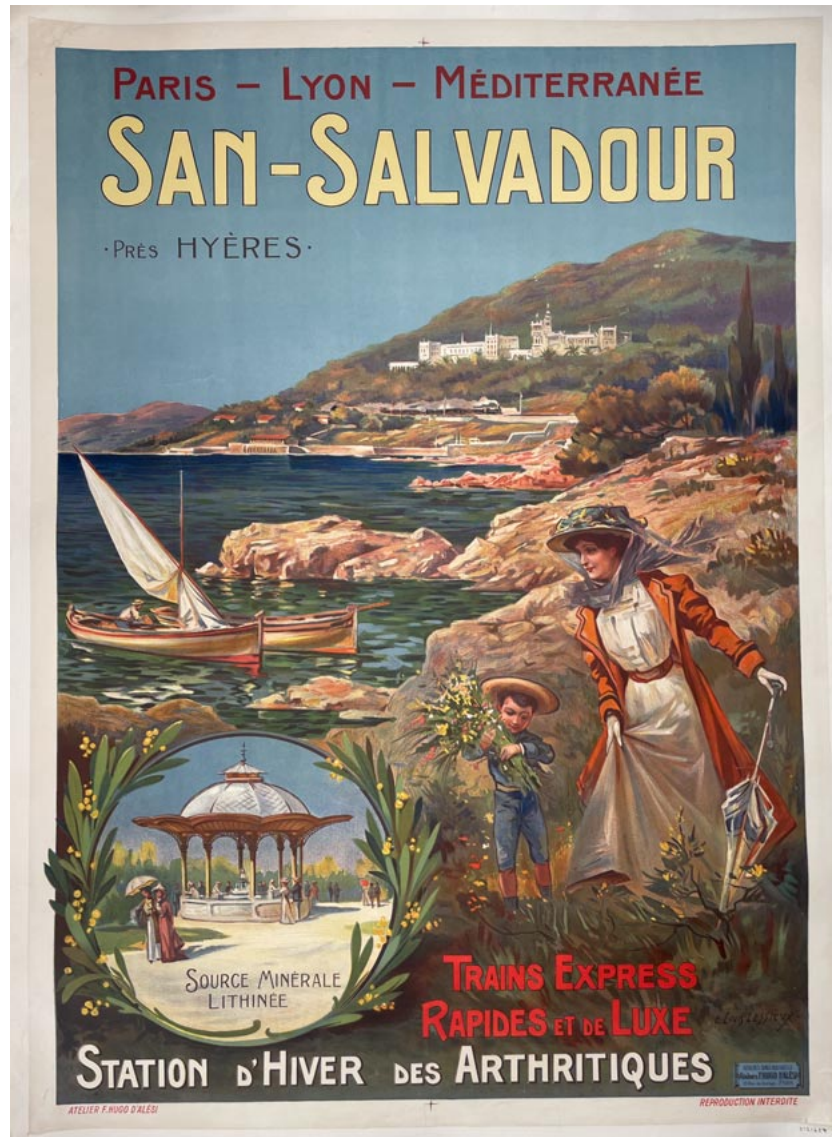


21. SOMMER, Philippe. Chateau Lapeyre, Saint-Emilion, Grand Vin de Bordeaux. Original lithograph with colour out of an edition limited to 550, with printers stamp, signed by the artist in silver pen lower right corner, printed on heavyweight paper in Paris, 1998. 1000 x 700 mm.

Sommer is a French artist who originally trained as an architect before becoming one of the leading paper restorers in Paris. He has worked on the restoration of important posters by Toulouse-Lautrec amongst others. £450



22. VAN STEENWIJK, Hendrik (1864-1937). Vacances Ideales, Croisiere de Luxe. Original lithograph with colour, linen backed, printed by Druk. Senefelder Amst, published by Koninklijke Hollandsche Lloyd, c.1920. 995 x 635 mm. £1,300



23. LOUIS LESSIEUX, Ernest (1848-1925). San-Salvador, Pres Hyeres. PLM. Original lithograph with colour, linen backed, printed by F. Hugo D'Alesi, Paris, 1900. 1060 x 770 mm. £750



24. **BRODERS, Roger (1883-1953).** Monte-Carlo. Original lithograph with colour, linen backed, “Imp. Monégasque à Monte-Carlo”, c.1930. 1005 x 630 mm.

Considered to be one of Roger Broders best poster designs. Depicting a couple with tennis rackets looking down at the famous Monte Carlo Country Club.

Early proof printing of poster with white rather than blue for the sea, Gentleman's jacket and pool.

Provenance: Gallison Hall: The James F. Scott Collection.

Very rare

£11,000



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



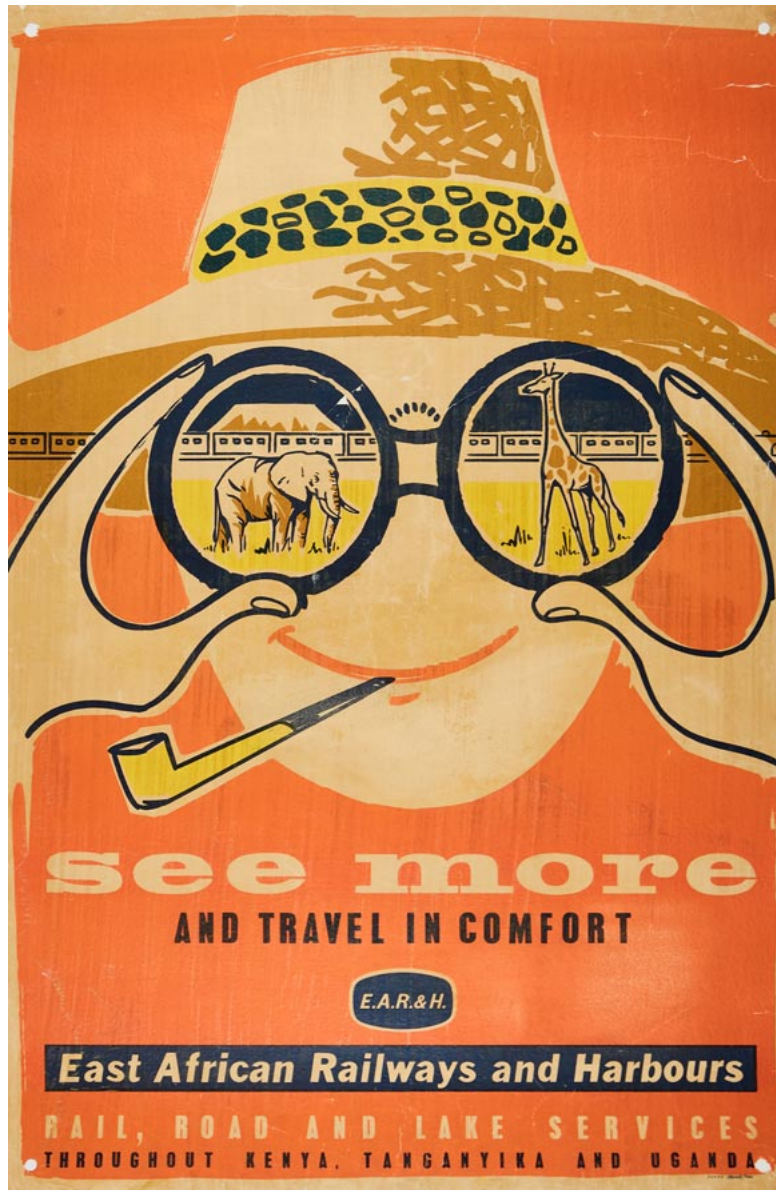
26. ANON. Nach Mallorca mit Iberia. Original lithograph with colour, linen backed, published by Iberia Líneas Aéreas de España, printed in Spain by Rasgo-Azar, c.1950. 600 x 415 mm.

Showing a Lockheed Super Constellation in flight.

£700



27. SLUITER, Willy (1873-1949). Nach Holland. Original lithograph with colour, linen backed, printed by Drukkerij Senefelder Amsterdam, 1914. 865 x 650 mm. £1,050



28. ANON. East African Railways and Harbours. Original lithograph with colour, linen backed, printed by AERAD Lithographic Printers, c.1950. 765 x 500 mm.

Some stains, discolouration, tears, and tiny holes.

£650



29. NIELSEN, Otto (1916-2000). by SAS - Africa - Zebra. Original lithograph with colour, linen backed, printed by Offset Axel Andreasen & søn, 1955. 1000 x 620 mm. £950



30. NIELSEN, Otto (1916-2000). by SAS - South Africa, Ostrich. Original lithograph with colour, linen backed, published by SAS Scandinavian Airlines System, printed by Offset Axel Andreasen & Sønner Copenhagen, c.1950. 1000 x 620 mm.

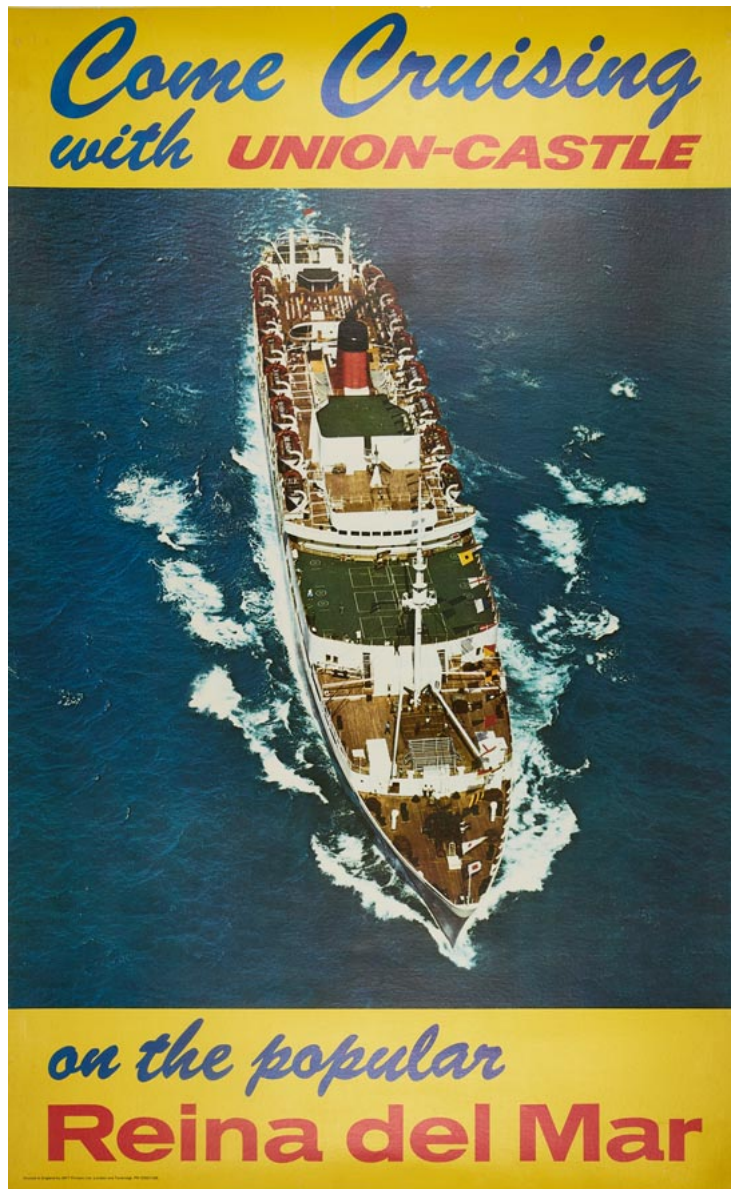
In very good condition with some light wear, small tears, and minor paper loss at bottom of poster. £750



31. BURRAGE, Mildred Giddings (1890-1983). Discover South Africa visit the game reserves. Original lithograph with colour, linen backed, published by The South Africa Tourist Corporation, printed by Rotogravure, Leiden, c.1950. 1015 x 630 mm.

Some tape marks to corners visible.

£750



32. ANON. Come Cruising with Union-Castle. Original photolithograph with colour, linen backed, printed in England by BKT Printers Ltd, London and Tonbridge, c.1970. 1010 x 625 mm. £500



33. TROMPF, Percival Albert (Percy) (1902-1964). Australia Orient Line. Original lithograph with colour, linen backed, published by Orient Line, c.1930. 1010 x 640 mm. £2,200



34. NORTHFIELD, James (1887-1973). Australia, Fauna. Original lithograph with colour, linen backed, published by Australian National Publicity Association, c.1930. 1010 x 630 mm. £1,350



35. ANON. South Island New Zealand. Original lithograph with colour, linen backed, published by Universal Business Directories, Auckland, c.1950. 1015 x 780 mm.

With minor restoration in the margins, overpainting along printer's creases in the image. £1,650

VINTAGE LUGGAGE LABELS 2025



36. ANON. Maloja-Palace Hotel Engadine [St. Moritz]. Original hotel luggage label, 1926. 135 x 100 mm.

The hotel is located 15k from St. Moritz in the Engadine region. The hotel, originally known as the Kursal Maloja was designed by Architect Jules Rau.

The Swiss newspaper "Neue Zürcher Zeitung" wrote "it aims to become the gathering place par excellence for the cream of aristocracy with no expense spared."

The hotel included an ice rink, golf course and steamships for sailing on Lake Sils. Sir Henry Lunn purchased the hotel in 1925 and the name of the hotel was changed to Maloja Palace Hotel.

This very rare label was collected by the owner whilst staying at the hotel and visiting St. Moritz in June 1926.

Printers: Fretz A.G. Zurich.

A rare label in fine condition.

£570



37. ANON. Grand Hotel de Londres, Naples. Original hotel luggage label, c.1910. 125 x 155 mm.

Following a cholera epidemic much of Naples was rebuilt to improve sanitation. This project included the Grand Hotel de Londres which was designed by Architect Giovan Comencini for Societa Veneta.

The hotel opened in 1899 and was built in art nouveau style on Piazza Municipio. During its early years this palace emerged as a premier accomodation establishment marking the growth of luxury tourism in Naples.

Guests included Winston Churchill and Enrico Caruso and allied personnel following World War II.

Printers: Lt Richter & Co. Napoli.

A very rare label in fine condition.

£350



38. ANON. Hotel D'Europe, Leningrad. Original hotel luggage label, c.1924. 125 x 150 mm.

The hotel opened in 1875 and was among the Worlds foremost hotels. In 1917 the hotel was used as an orphanage and then a hospital during the Second World War.

During its time the hotel has attracted Royalty, Heads of State and Actors. These include H.M. Queen Beatrix, Igor Stravinsky and Maxim Gorky.

During the 900 day seige of Leningrad from 1941-45 the hotel became a much needed hospital.

"Russian Constructivism" [1915-1925]. This Avant-Garde movement used brightly coloured angular shapes, bold lettering and collage designs reflecting Communist ideals. Its short life in a country in turmoil makes true constructivist designs some of the rarest and most desirable of all hotel labels.

A rare label.

£330



39. ANON. Corso Hotel, Milan. Original hotel luggage label, c.1910. 115 x 150 mm.

The hotel was opened in 1905 on the Via Corso V. Emanuele very near Milan Cathedral. It was built in Art Nouveau style and was designed by Architects Angelo Cattaneo and Giacomo Santamaria.

The building also housed the Trianon theatre and cinema. During the second World War the hotel was badly damaged by bombing and was demolished in 1954. The façade of the building however was carefully removed and was rebuilt and incorporated in a modern building on Piazza Del Liberty.

Rare.

£200



40. ANON. Hotel M. Tokatlian, Pera, Constantinople. Original hotel luggage label, c.1914. 115 x 145 mm.

The hotel was founded by Meguerditch Tokatlian, an Ottoman citizen of Armenian descent. The hotel opened in 1897 on the Rue de Pera and was originally known as the Splendide but was soon renamed Tokatlian.

The hotel's furnishings were all brought from Europe and it soon became a popular venue for members of Constantinople high society. Guests have included Leon Trotsky, Josephine Baker and Kemal Atatürk. Today the hotel has closed and only shops survive on the ground floor.

Printers: Litho. Zellitch Freres.

A very rare label in fine condition with Arabic script.

£310



41. ANON. Hotel Meurice, Ouchy-Lausanne. Original hotel luggage label, c.1920. 140 x 100 mm.

The hotel opened in the late nineteenth Century and is located at 61 Avenue D'Ouchy Lausanne. Ouchy is a popular lakeside resort and in the 1920's became very popular with British tourists, especially in the winter months with quick rail access to the Ski slopes. The building today is apartments.

Very rare.

£350



42. ANON. Savoy Hotel, London. Original hotel luggage label, c.1920. 130 x 130 mm.

The hotel opened in 1889 by Richard D'Oyle Carte. The Savoy was the first purpose built hotel de luxe in London setting new standards for luxury, comfort and service. The Savoy's first famous general manager was Cesar Ritz.

As the first hotel of its type in London it was a magnet for the wealthy, famous and glamorous. The British Royal family have attended many events held at the Savoy. Famous guests include Frank Sinatra, Nellie Melba and Marlene Dietrich.

Rare.

£240



43. ANON. Andermatt Central-Hotel Escher. Original hotel luggage label, c.1923. 135 x 100 mm.

Alfred Escher was a Swiss politician and railway pioneer. He was the backer of the Gotthard railway and financed many projects and hotels in Andermatt including the Central Hotel.

Winter sports enthusiasts were quickly attracted to the hotel as Andermatt had now become very accessible with the opening of the Gotthard tunnel.

Printers: Brugger A.G. Meringen.

£240



44. ANON. Imperial Airways Ltd, to Amsterdam. Original luggage label, c.1925. 90 x 125 mm.

Imperial Airways was formed on 31st March 1924. Its operations were based at London (Croydon) airport. Its first flight to Paris was in April 1924 using a De Havilland DH34. By June 1924 the London to Amsterdam route had begun.

The first new airliner ordered by Imperial Airways was the Handley Page W8 as depicted in this label.

Imperial Airways and British Airways were combined in 1939 to form the British Overseas Airways corporation [BOAC].

A rare label in fine condition.

£280



45. ANON. The Waldorf Astoria, New York. Original hotel luggage label, c.1925. 90 x 115 mm.

The Waldorf Astoria originated as two hotels. The Waldorf Hotel opened in 1893 on 5th Avenue and 33rd Street. The Astoria Hotel opened in 1897 on 5th Avenue and 34th Street.

The hotels merged in 1897 and were connected by a long corridor known as "Peacock Alley." The hotel had 1300 bedrooms making it the largest hotel in the World at the time. The hotel was demolished in 1929 to make way for the construction of the Empire State building.

The new hotel was built in art deco style on Park Avenue in 1931.

£175



46. ANON. Charing Cross Hotel, Strand, London. Original hotel luggage label, c.1925. 140 x 95 mm.

Charing Cross station was planned as the London terminus of South Eastern railway and opened in 1864. The Charing Cross Hotel designed by Edward Middleton Barry opened in May 1865.

The hotel would provide accommodation for the many passengers arriving on the continental boat trains. Ownership of the hotel passed to Southern railway in 1923. Following bomb damage in 1941 the two upper floors were reconstructed in 1953.

£175



47. ANON. Dollar Steamship Lines. Original luggage label, c.1925. 110 x 170 mm.

In 1903 former lumber magnate, Robert Dollar set up his shipping company, with its headquarters based in San Francisco.

In 1923 the purchase of seven "President Ships" owned by the U.S government allowed Dollar to pioneer his successful round the World passenger service.

The death of Robert Dollar in 1932, coupled with the Great Depression would eventually lead the company to bankruptcy. The incoming Roosevelt administration also removed the critical U.S mail contracts. The company stock was then acquired by the Maritime Commission.

This label collected on journey from Honolulu to Hong Kong on "President Adams,"

£130



48. ANON. Eastern Bengal Railway, Calcutta to Darjeeling via Siliguri. Original luggage label, c.1926. 120 x 155 mm.

The railway company operated from 1857 to 1942 in the Bengal and Assam provinces of British India. The Eastern Bengal railway Co was incorporated by an act of the parliament of the United Kingdom in 1857, with the objective to introduce railway transport in Eastern Bengal.

In 1942 the government of India merged the Assam Bengal railway with the Eastern Bengal railway to create a new company, now known as the Bengal and Assam railway.

Only a very few examples of this label are known to have survived the past 100 years.

Fine condition.

£550



49. ANON. Hotel Virginia, Long Beach, California. Original hotel luggage label, c.1929. 80 x 125 mm.

The Virginia was a grand hotel that opened in 1908. It was located on the South side of Ocean Avenue, between Chestnut and Magnolia Avenues. Opulence prevailed with marble pillars and a grand marble staircase. Much of the furniture was imported from Europe.

The hotel was the place for meetings, parties and balls for 25 years. The hotel however would not survive the stock market crash of 1929 and closed in 1932. It was eventually demolished after the 1933 earthquake.

Printers: The Union Litho. Co. Inc, L.A.

Rare.

£220



50. ANON. Italian Line Conte Di Savoia-Rex. Original luggage label, c.1930. 175 x 110 mm.

The Italian Line [Italia Flotte Riunite] was founded in 1932 through the merger of several shipping lines, which was encouraged by the Italian government.

Both the Conte Di Savoia and Rex were delivered to the Italian Line in 1932. The ships operated transatlantic crossings from Italy until the outbreak of the second World War.

In August 1933 Rex won the "Blue Riband." The ships offered every comfort available and the Rex even had a drive in garage with direct access from the quayside. In World War II the company lost many ships including Rex and Conte Di Savoia.

£175



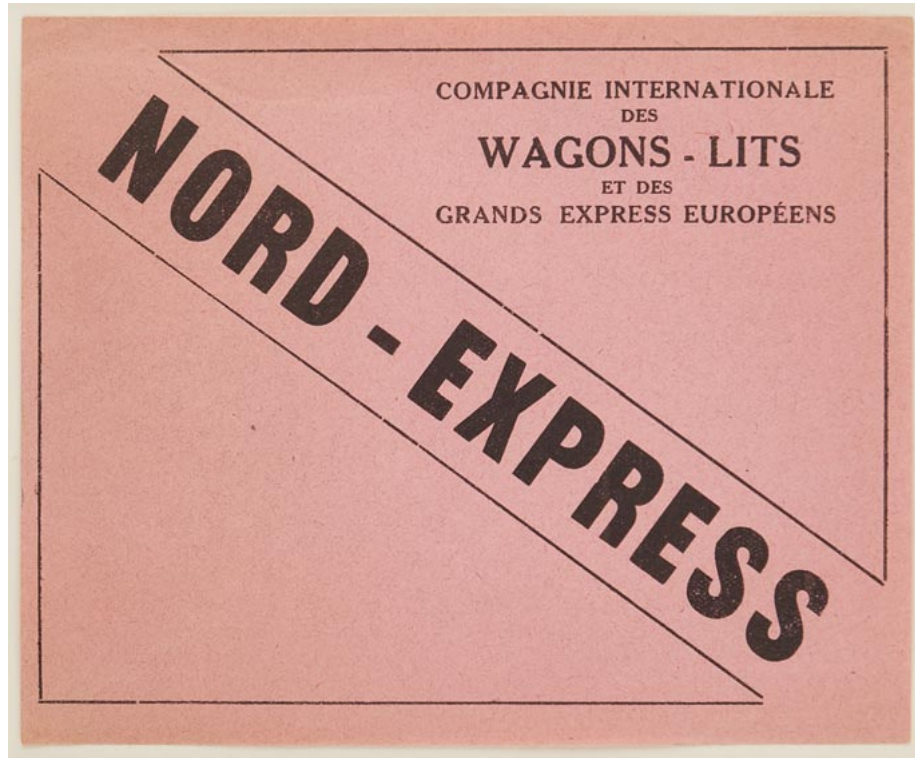
51. ANON. The "Cheltenham Flyer," World's fastest train. G.W.R. Original luggage label, c.1932. 75 x 105 mm.

The Cheltenham Flyer steam train was the popular name for the Cheltenham Spa Express. The train was introduced by G.W.R in 1932 and held the unchallenged title to be the World's fastest train. It reached a speed of 71.4 miles per hour between Swindon and Paddington.

The train would eventually lose its title of fastest to the Pennsylvania Railroad of America.

Rare.

£250



52. ANON. Compagnie Internationale Des Wagon-Lits, Nord-Express. Original luggage label, c.1934. 115 x 140 mm.

The Compagnie Internationale Des Wagons-Lits was founded by Georges Nagelmakers to establish a network of luxurious long distance passenger trains across Europe. The Nord Express started in 1896 from Ostend and Paris to St. Petersburg via Cologne, Berlin and Dvinsk.

After the Russian revolution in 1917 carriages from the Nord Express were confiscated by the Russian government and were used for the new Trans Siberian express train.

This is a rare label in fine condition.

£420



53. ANON. Kiev, Intourist U.S.S.R. Original luggage label, c.1935. 95 x 145 mm.

The Intourist travel agency was created in 1929 with the purpose to encourage foreign travel to Russia and bring in foreign currency. Intourist was eager to show that the Soviet Union was more than just Russia and they employed artists to design many beautiful posters, brochures and luggage labels to advertise the many republics.

Ukraine was one of the most important republics, with the easily accessible cities of Kiev and Odessa. The line from Kiev ran to Moscow with connections to the Trans Siberian railway.

Nemuchin (Nemyriv) is near the Polish border.

A very rare label in fine condition.

£310



54. ANON. Aberdeen & Commonwealth Line. S.S. Esperance Bay. Original luggage label, c.1935. 135 x 135 mm.

The Aberdeen Line was founded in 1825 by George Thompson to take sailing vessels to the St. Lawrence river carrying some passengers and returning with cargoes of timber.

Routes expanded to South America and Australia during the nineteenth Century. In 1932 Shaw Savill and Albion bought the Aberdeen Line and a year later the former Australian Commonwealth Line was incorporated to form the Aberdeen and Commonwealth Line.

S.S. Esperance Bay was built in 1922 and intended mainly for the emigrant trade.

King George V Dock opened in 1921. More recently London City airport was built on the North bank of the dock.

This label was collected on a journey from London to Port Said.

£150



55. ANON. R.M.S. Queen Mary, Cunard White Star. Original luggage label, c.1935. 120 x 170 mm.

The Cunard White Star Line was a British shipping line which existed between 1934 and 1949. The Cunard Line and White Star Lines were forced to merge by the British government when they were facing financial problems. They were required to merge their North Atlantic operations.

The Queen Mary was built in 1936 by John Brown & Co on Clydebank. She won the "Blue Riband" on her maiden voyage to New York on 27th May 1936.

Following the outbreak of the Second World War she was converted to a troopship. By the mid 1960's Queen Mary was ageing and operating at a loss and was finally retired in 1967. She now resides at Long Beach California as a hotel and event facility. £200



56. ANON. Hotel Royal Danieli, Venezia. Original hotel luggage label, c.1935. 145 x 140 mm.

The hotel's main building, the Palazzo Dandolo, dates to the early fourteenth Century. Several Centuries later in 1822 Giuseppe Dal Niel rented part of the Palazzo and converted it into a hotel, renaming it after his nickname Danieli. Little by little he bought all the floors and finally became sole owner.

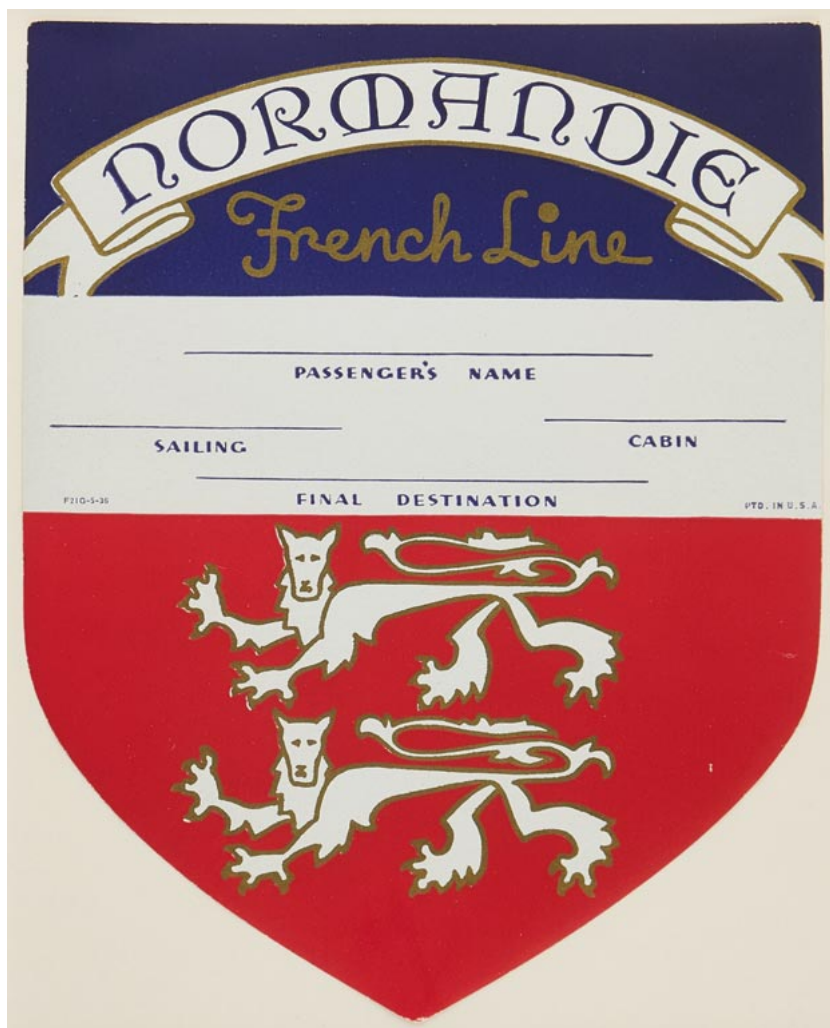
In 1895 extensive renovations took place and then in 1906 Count Volpi of Giga Hotels acquired the Danieli. The hotel underwent its final structural change in 1948 when the buildings separating Palazzo Dandolo and Palazzo Delle Prigioni were demolished and a new building known as the Danielino was constructed (today's Palazzo Danieli Excelsior).

Famous guests include Sophia Loren, Charles Dickens and Fred Astaire. The hotel is of course a listed historic building and has become one of the most recognised and famous hotels in the World.

Printers: S.A. Richter & C. Napoli.

Rare.

£220



57. ANON. S.S. Normandie, French Line. Original luggage label, c.1936. 160 x 130 mm.

The S.S. Normandie was a French ocean liner built for the French line "Compagnie Generale Transatlantique."

She entered service in 1935 as the largest and fastest passenger ship afloat crossing the Atlantic in 4.14 days. The Queen Mary was her main rival but Normandie held the "Blue Riband" several times.

In the Second World War the Normandie was seized by the US authorities in 1942 at New York. The ship was renamed USS Lafayette and converted to a troopship. Whilst at New York the ship caught fire and capsized. It remained sometime at the Hudson river. Although salvaged, restoration was deemed too costly and she was scrapped in 1946.

Rare.

£175



58. ANON. Silver Meteor, Seaboard Railway. Original luggage label, c.1939. 85 x 105 mm.

Introduced in 1939 as the first diesel powered streamliner between New York and Florida. The train was inaugurated on February 2nd 1939. The Seaboard Railroad emphasized the trains modernity referring to it as “the train of tomorrow” and having its first trip to Florida begin not from New York Penn station but from the Long Island rail road station at the 1939 New York Worlds Fair.

It was the flagship train of the Seaboard railroad and the original schedule took 25 hrs from New York to Miami.

£220



59. ANON. Wentworth Hotel, Sydney Australia. Original hotel luggage label, c.1942. 220 x 85 mm.

Originally opening in 1855 and known as Wentworth House, it became known as the Wentworth House family hotel some thirty years later. In 1950 Qantas Empire Airways acquired the hotel and proceeded to completely reconstruct the site to better reflect the preferences of its target market. To that end the company commissioned the creation of a stunning 15 storey hotel that displayed a wealth of mid 20th Century modern Architecture.

The reborn Wentworth Hotel rapidly emerged as Sydney's finest retreat reaching 5 star status. Its unrivalled French inspired hospitality attracted a massive clientele which included influential figures from around the World.

Rare.

£220



60. ANON. St. Ermin's Hotel. Westminster, London S.W.1. Original hotel luggage label, c.1950. 105 x 130 mm.

The hotel was built in 1890 and is located on Caxton Street. It was designed by Edwin Hall originally as a mansion block. Its proximity to the houses of Parliament meant that it has long been a favourite of Politicians.

During the second World War the hotel was used as the headquarters of MI6's section D and special operations executive. It became known that the hotel was used by the infamous Cambridge Five spy ring including Guy Burges, Kim Philby and Anthony Blunt.

£110



61. ANON. Claridge's, London. Original hotel luggage label, c.1955. 100 x 140 mm.

William and Marianne Claridge ran a hotel from a single house at 51 Brook Street. In 1854 they bought the adjoining five buildings and Claridge's opened in its own right in 1856.

As Claridge's reputation grew, it soon became a favourite of Royalty throughout Europe including Queen Victoria.

In 1893 the hotel was bought by Richard D'Oyle Carte, owner of the Savoy Hotel. The hotel was closed for five years whilst it underwent a significant re-design. Many heads of state seeking refuge stayed during the second World War.

£130



62. HOERTZ, Frederick (1889-1978). Cunard Line to Europe, Aquitania. Original luggage label, c.1920. 115 x 170 mm.

Aquitania was an Ocean Liner of the Cunard line in service from 1914-1950. She was built by John Brown and Co in Clydebank Scotland. She sailed on her maiden voyage from Liverpool to New York on 30th May 1914.

During the first World War she was used as a troop transport and a hospital ship, notably as part of the Dardanelles campaign. In 1920 she returned to transatlantic passenger service alongside the Mauretania.

After the Wall Street crash and economic downturn many people could not afford high transatlantic fares and she was sent on cheap cruises to the Mediterranean. She was the last surviving four funneled Ocean Liner.

Rare.

£250



63. NEWBOULD, Frank (1887-1951). L.N.E.R, Harwich - Zeebrugge Night Service. Original luggage label, c.1933. 115 x 115 mm.

The Zeebrugge service was taken over by L.N.E.R from Great Eastern train ferries in 1933. L.N.E.R trains ran between London's Liverpool Street station and Harwich Parkeston Quay where they connected to the night ferry sailing to Zeebrugge.

This was seen as seamless travel by L.N.E.R from London overnight to numerous European destinations, utilising the company's own ships and the rail connections from Zeebrugge.

Signed by the artist Frank Newbould: N.

£290



64. PASCHAL, J. Mena House Hotel, Cairo, Egypt. Original hotel luggage label, c.1928. 145 x 145 mm.

The Mena House which was initially a hunting lodge opened as a hotel in 1886. The hotel is named after the founding father of the first Egyptian dynasty, Mena or King Menes.

During World war II the hotel was converted to a hospital for wounded Australian troops. In December 1977 Egypt and Israel sat down together at Mena House in a quest for a peace settlement.

Famous guests included King Farouk, Churchill and Agatha Christie.

Slight wear to bottom left margin.

Artist: Signed J. Paschal (Monogram)

Printers: Richter & C. Naples

Rare.

£220

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

TRAVEL POSTERS

on

THURSDAY 13TH NOVEMBER 2025 6:00 - 8:00PM

at

SOTHERAN'S

1st Floor, 22 Charing Cross Road,
London, WC2H 0HS

EXHIBITION DATES

Friday 14th November - Friday 5th December 2025

RSVP : Richard Shepherd

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