

E-LIST 15: THE GOLDEN AGE OF TRAVEL (BROCHURES)

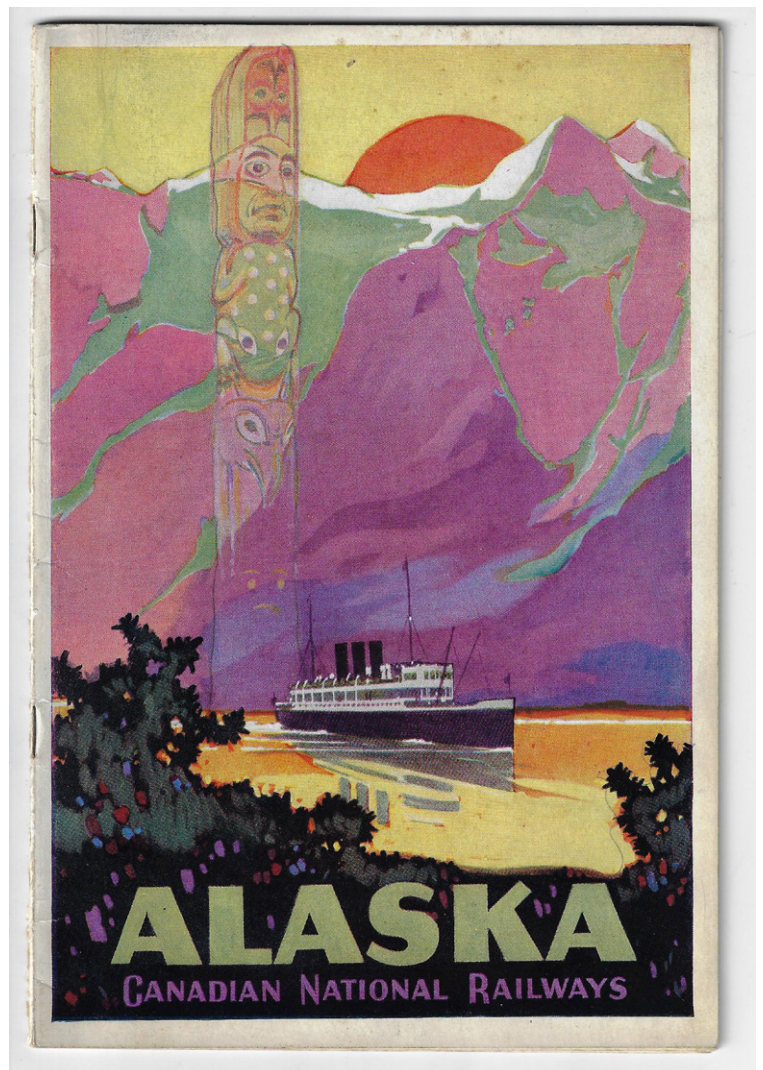
Terms and ordering information: All items are subject to prior sale. Shipping is additional. Institutions will be invoiced according to their needs. The best way to order is by sending an e-mail to books@walkaboutbooks.net, but you can also call us at 360-880-3160.

Note: Not all items are in English, and the language is not always evident from the title of the brochure. Please read descriptions carefully before ordering. If no mention of language is made in the description, you can assume the item being described is in English.

PART I: THE UNITED STATES

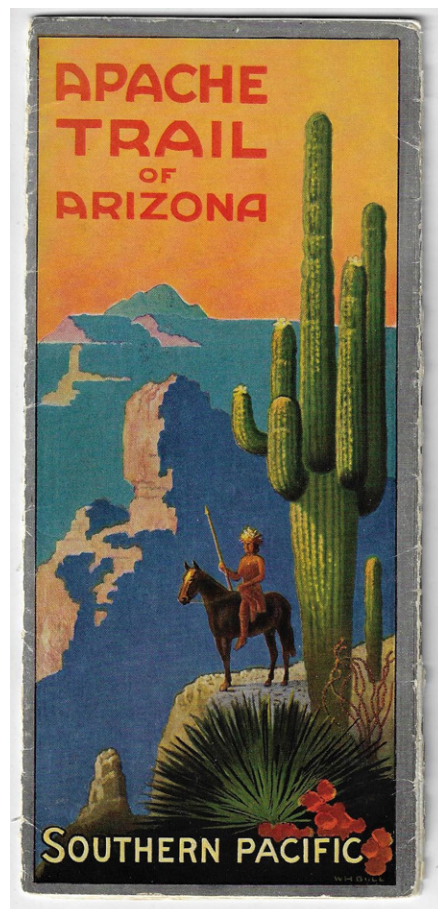
1. [ALASKA] Alaska. Montreal: Canadian National Railways, 1926. 9 x 6 inches, [24] pp, illustrated with line drawings and half-tone photo, double-page map at center showing Routes of Canadian National Pacific Coast Services. Center gathering detached at staples, slight dust soiling to cover; very good.

Text focuses on the history and attractions of the towns of the Inside Passage, including Vancouver, Ketchikan, Wrangell, Juneau, and Skagway, as well as gold rush history, totem pole lore, and brief description of side trips by rail. Passage was on the S.S. "Prince George," or S.S. "Prince Rupert." Includes deck plans, useful information for travelers. Also describes the "Triangle Tour," which includes travel to Jasper National Park via the Fraser and Thompson Rivers. \$85



2. [ARIZONA] Bull, W.H. (Illustrator). Apache Trail of Arizona. Southern Pacific Railroad, 1924. 9 x 4 inches. Cover art, several additional color illustrations, and very nice six-panel panorama at center, all by W.H. Bull. Good only; complete and clean, but worn, detached from staples, some splits starting along folds. Hotels and rates, auto routes, Tonto cliff dwellings, Roosevelt Dam, Apache Lodge, Hind's Canyon, Salt River Gorge, Fish Creek Canyon. William Howell Bull (1861-1940) was co-founder of the California Society of Artists. He worked regularly as an illustrator for the Southern Pacific, Pacific Electric, and Sunset Magazine.

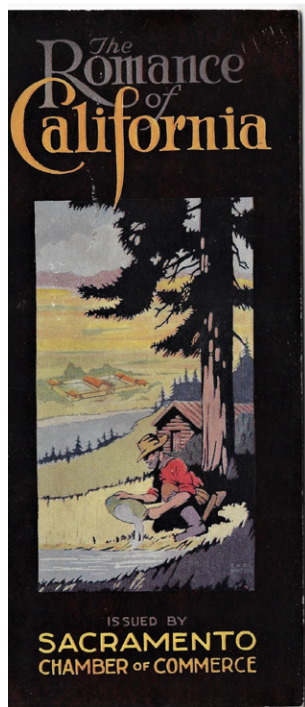
\$40



3. [CALIFORNIA] Motter, Earl (Illustrator). The Romance of California. Sacramento: Sacramento Chamber of Commerce. Undated, ca. 1922. 9 x 4 inches, 23 pp, illustrated with photos. Paper split at foot of spine, otherwise very good.

Cover art by Earl Erasmus Motter (1882-1937). Text gives an overview of California history, followed by sections on the "Romance" of transportation, industry, commerce, agriculture, outdoor life, and civic growth in the state.

\$30



4. [CALIFORNIA] Markham, Edwin. California for the Tourist, Winter Edition. United States Railroad Administration, 1919. 4 x 9 inches (folded), 60 pp, with 5 maps (supplied by Rand McNally), many half-tone photographic illustrations. Color a bit subdued, short tears and a chip to top edge of rear panel and one page; about very good.

Introduction by Edwin Markham, proclaiming that "if all the show places of the eastern hemisphere were lost to us; still, in California alone, would remain a noble recompense for every vanished glory." Among the attractions promoted here: golf (including a list of courses), yachting and boating, swimming, horseback riding, polo, motoring on fine roads, resorts, and Yosemite, Sequoia, and General Grant National Parks. Cover art signed "M.N."

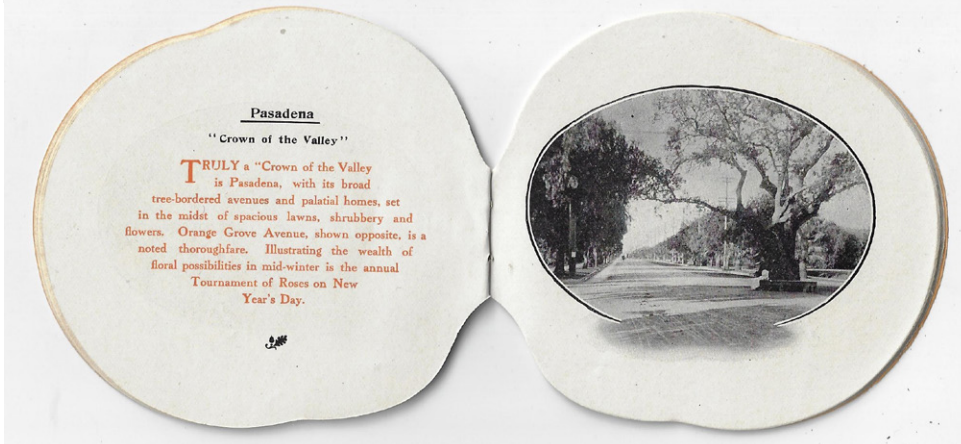
\$85



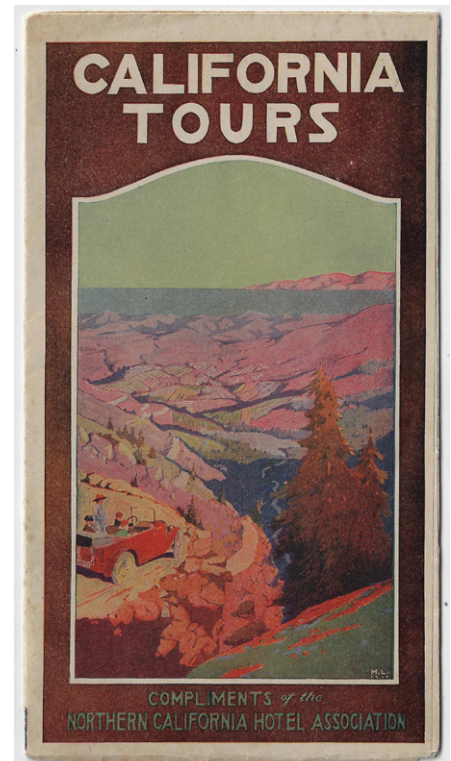
5. [CALIFORNIA] Orange Empire Trolley Trip, Through California's Orange Kingdom. Los Angeles: Pacific Electric Railway. Undated, likely 1920s. Tri-fold brochure, 9 x 12 inches folding to 9 x 4. Horizontal folding crease, small split at one fold. Very good. Pacific Electric offered a "one-day sight-seeing trip, covering 150 miles and piercing the heart of the greatest orange-growing section in the world " This brochure outlines the route, includes short sections of promotional text on Riverside, San Bernardino, and Redlands, and offers a list of points of special interest for the Southern California visitor. \$60

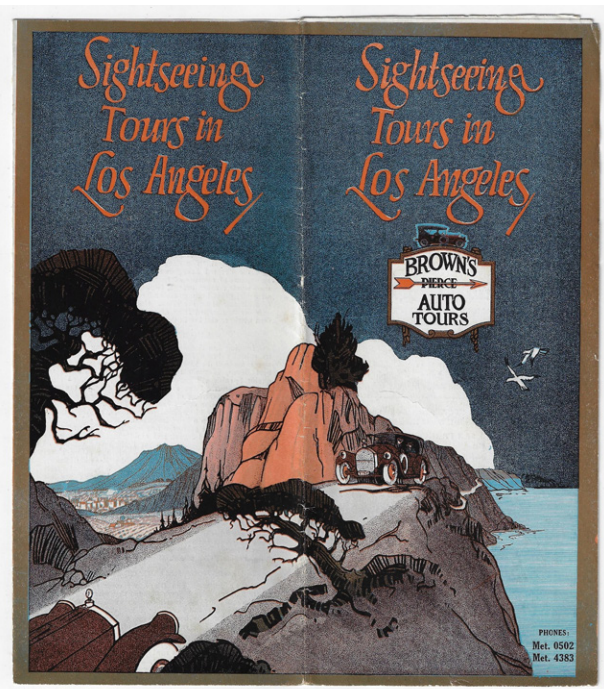


6. [CALIFORNIA] A Souvenir of Delightful Journeys. Los Angeles: San Pedro, Los Angeles, & Salt Lake Railroad, 1908. 32 pp, die cut in the shape of an orange (3.75 inches at widest point), illustrated with half-tone photos. Fine. Sections on San Bernardino and Arrowhead Mountain; Riverside and the Mission Inn, Redlands, Ontario, Pomona, Pasadena, Los Angeles, Long Beach, San Pedro Harbor. \$65



7. [CALIFORNIA] California Tours. San Francisco: Press of H.S. Crocker for Automobile Blue Book Co., 1917. Distributed by the Northern California Hotel Association. Single sheet, 27 x 15 inches, folding to 9 x 5 inches. Chip at one edge, some small splits at intersections; about very good. One side taken up by a road map of California (provided by the Automobile Blue Book Publishing Co.) with insets of Lake Tahoe, Yosemite, and the Bay Area. One the other side are b/w photos of major California attractions and activities (e.g., missions, Lick Observatory, Stanford, big trees, Yosemite scenes, beaches); a list of members of the Northern California Hotel Association, and an ad for the Hotel Dickinson in Ben Lomond. Cover art signed "M.L. 1917." This may be the work of Maurice Logan (1886-1977), one of San Francisco's best-known commercial artists. However, all other travel brochures by Logan that we have seen are signed with his full name. \$45





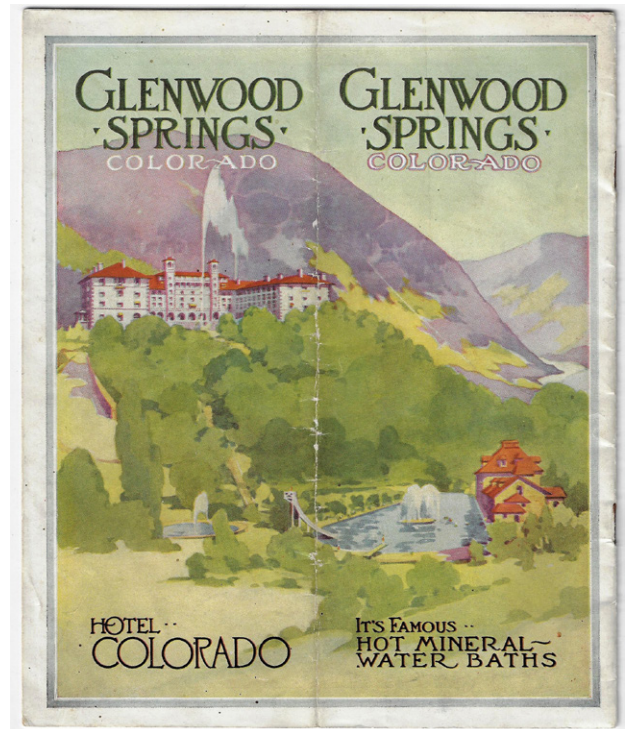
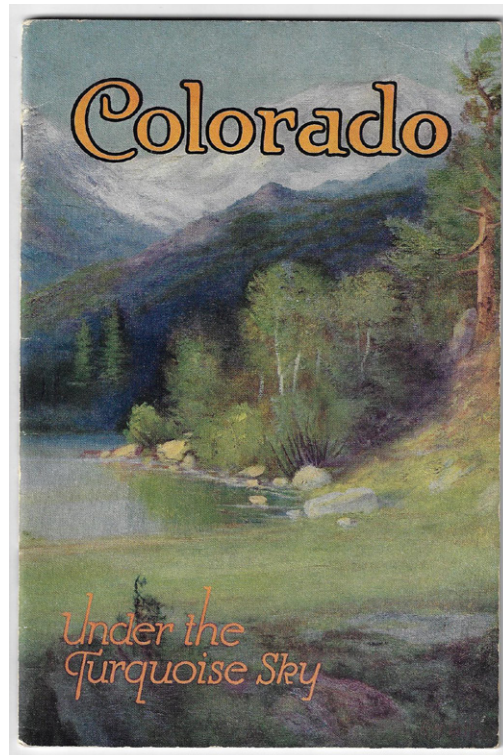
8. [CALIFORNIA] Sightseeing Tours in Los Angeles, Brown's Pierce Auto Tours. Los Angeles: Brown's Auto Tours, 1923. 9 x 4 inches (folded), [10] pp., with illustrations from photos and color route map showing an area stretching as far west as Redlands and as far south as Tijuana. Ticket agent's stamp on one page; near fine. Brown's offered tours in their "famous Pierce-Arrow, 14-passenger cars...equipped with individual wicker chairs, pullman windows and electric lights, and finished in mahogany and plush." Described here are two-day tours to San Diego (including San Juan Capistrano and Tijuana) and Santa Barbara and day trips to Riverside and Redlands; Pasadena; and Los Angeles, Hollywood and Beaches. \$35

9. [CALIFORNIA] Beaumont, Arthur (Illustrator). Los Angeles Chamber of Commerce. Undated, ca. 1930. 9 x 8 inches, [18] pp, with illustrations from photographs, road map of Southern California at center. Staple holes at outer margin, light handling wear; very good. Includes short descriptions of major attractions Los Angeles, suggestions for excursions to the San Fernando Valley, San Gabriel Valley, Antelope Valley, Orange County, Pasadena, Long Beach, Beach Cities, Riverside, Palm Springs, Imperial Valley, San Diego, etc., and some information on lodging and transportation. Cover art by Arthur Beaumont (1890-1978), a Los Angeles-based watercolorist and commercial artist best known for his maritime scenes. \$45



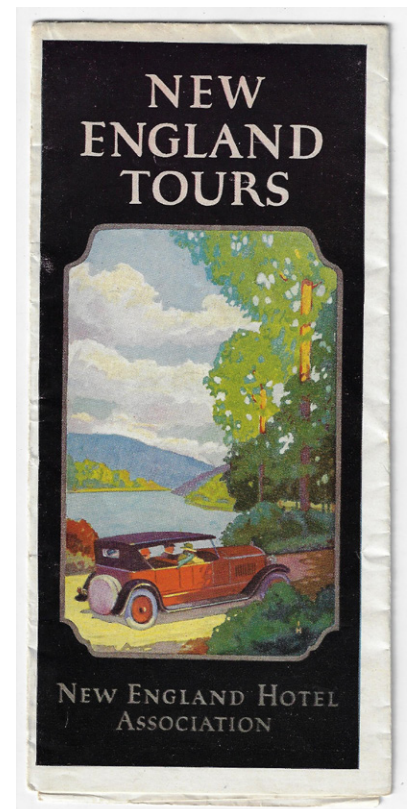
10. [COLORADO] Mills, Enos. Enjoy Your Vacation the Denver Way, Short Scenic Trips from Denver into the Colorado Rockies. Denver, CO: City and County of Denver, 1916. 8.5 x 8 inches, 24 pp, extensively illustrated with half-tone photographs, full-page street map of Denver, and double-page bird's-eye view of Denver and the Rocky Mountains showing 38 rail, auto, and trolley scenic and sightseeing routes. Old insect nibbling to spine, light soiling; good or better. Promotes Denver as "the Gateway to Nine National Parks," and includes a short article on Rocky Mountain National Park by Enos Mills. Also lists mountain hikes near Denver, Colorado golf courses, scenic day trips by auto and rail, points of interest within the city, hotels, and restaurants. The final page reminds the reader that although Denver is the "vacation headquarters of the Colorado Rockies," tourists may also be interested in the city's many industries, including mining, agriculture, dairying, manufacturing, meat-packing, and banking. \$30

11. [COLORADO] Glenwood Springs, Colorado. Hotel Colorado, Its Famous Hot Mineral Water Baths. No publication information given. Undated, but 1920s. 8 x 9 inches, [12] pp, extensively illustrated with half-tone photos showing the hotel grounds and facilities. Moderate handling wear, rubbing at fold. Good. Text on the hot springs, baths, and "vapor caves" and a variety of summer outdoor activities. \$40

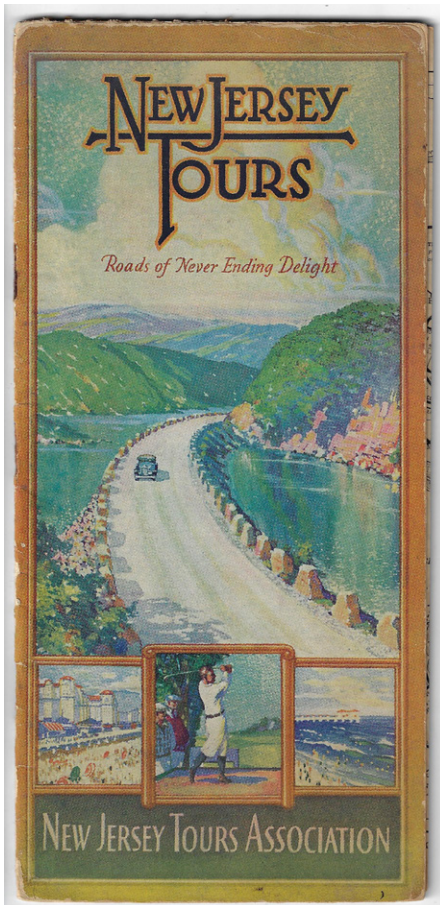


12. [COLORADO] Colorado Under the Turquoise Sky. Chicago: Passenger Traffic Department, Rock Island Lines, 1921. 9 x 6 inches, 32 pp, illustrated with many half-tone photos, route map (stretching from Denver to Chicago and St. Louis) inside back cover. Near fine. Colorado is promoted as the "most attractive playground in America," where "the days of real sport are lived again." Much text on the Pike's Peak region and Rocky Mountain National Park; also Mesa Verde National Park, Denver, Salt Lake City and Yellowstone. Table of elevations of lakes, mountain peaks, and passes, details of rail service to Colorado Springs and Denver. \$30

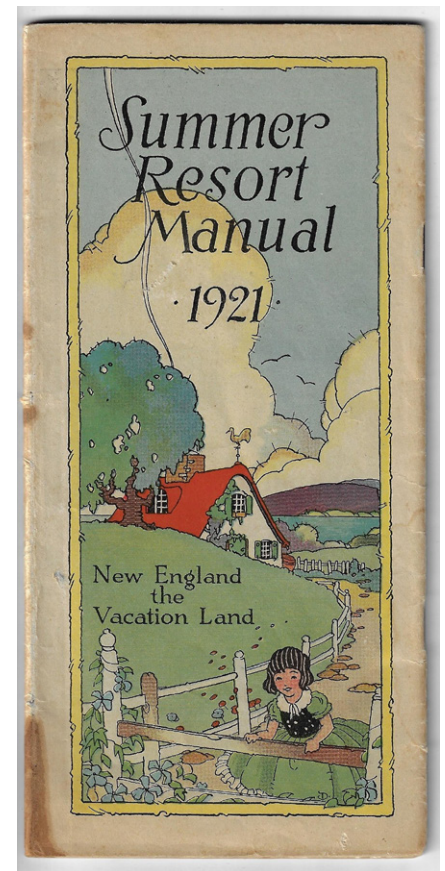
13. [NEW ENGLAND] New England Tours. New England Hotel Association, 1924. Single sheet, 17.5 x 16 inches, folding to 8.75 x 4, with two color illustrations (golf and beach scenes) and many half-tone photographs. Somewhat rumpled from handling, otherwise very good. Cover art signed "I.H." One side taken up by a road map of New England showing various tour routes and listing ca. 100 hotels along the routes. Text on the other side on New England's charms and recreational opportunities. \$20



14. [NEW ENGLAND] Summer Resort Manual, 1921. New England the Vacation Land. New Haven, CT: New York, New Haven, and Hartford Railroad, 1924. 8.5 x 4 inches, 60 pp, with photos, four-panel map of the New York, New Haven, and Hartford Railroad lines. Stain to lower corner, rumpled from handling, some dogeared pages; good. Extensive listing of hotels, camps, boarding houses, cottages, etc., organized by region. Also lists gun clubs and villages and points of interest adjacent to but not directly on the railroad line. \$20

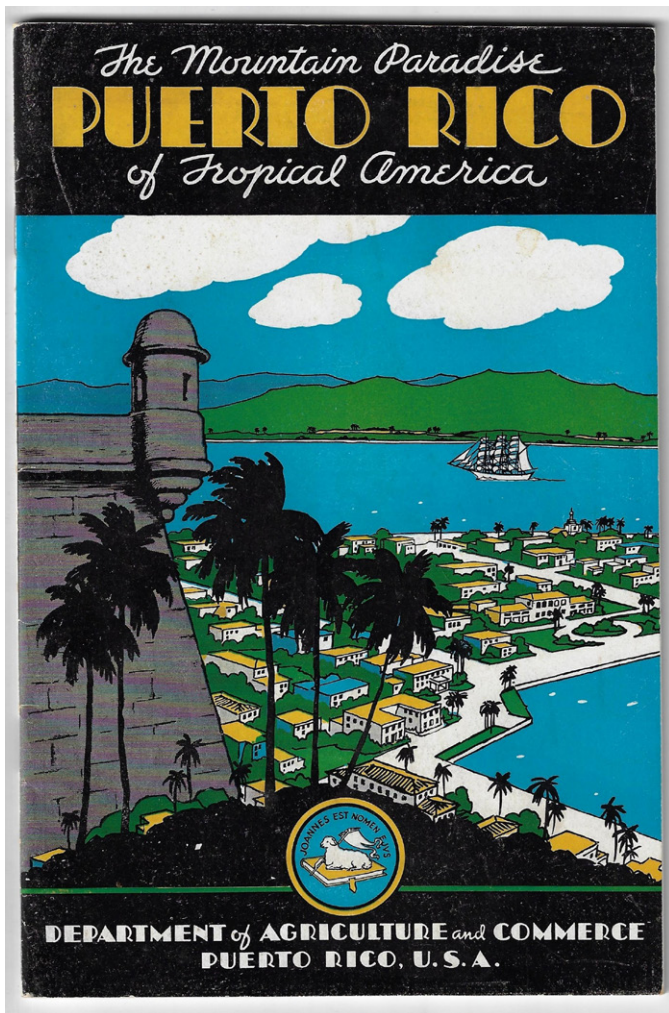


15. [NEW JERSEY]. New Jersey Tours, Roads of Never Ending Delight. New Jersey Tours Association. Undated, but one of the maps is copyrighted 1927. 9.25 x 4.25 inches, 28 pp illustrated with photos, plus four-panel folding road map of New Jersey with double-page detail maps on the back of the Newark/Bayonne metropolitan area, Philadelphia/Camden area, and a smaller map "showing location of Holland Vehicular Tunnel." Staples rusted and text block thus detached from covers; good. Text provides approximately 20 suggested driving itineraries in the range of 50-150 miles; an impressively long list of ferry connections; details of bridges and tolls, and a section on New Jersey driving laws. Drivers are advised of "approved headlight devices" and given instructions for their adjustment and focus. At the end are ads for booklets similar to this one for the Susquehanna Trail, the Berkshire Hills, New York, Washington, D.C. and surroundings, and the Great Lakes. \$45



16. [PUERTO RICO] Puerto Rico, the Tourist's Mecca, What an Eminent Authority Says About its Wonderful Climate. New York and San Juan: Government of Puerto Rico, Department of Agriculture and Commerce. Undated, but 1930s. 9 x 6 inches, [10] pp. Readers who look at the lovely cover of this booklet and expect a world of fun inside will be sorely disappointed. They will, however, be assured that whenever they chose to visit Puerto Rico, the weather will be excellent. The text includes statistical tables comparing Puerto Rico's monthly average temperatures to those of other vacation destinations, along with "statements" from Mr. Richard W. Gray, Senior Meteorologist of the U.S. Weather Service, in support of Puerto Rico's climatic superiority. Also included are a photo of Mr. Gray (looking aptly named) and another of the U.S. Weather Bureau building in San Juan. \$25

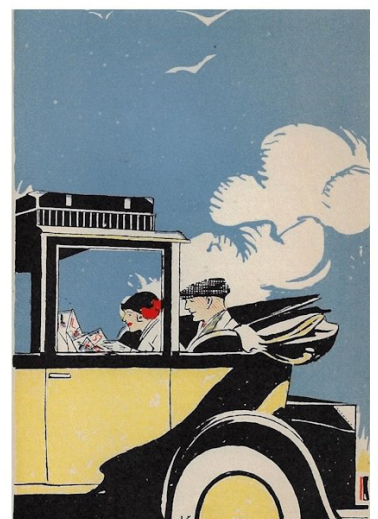




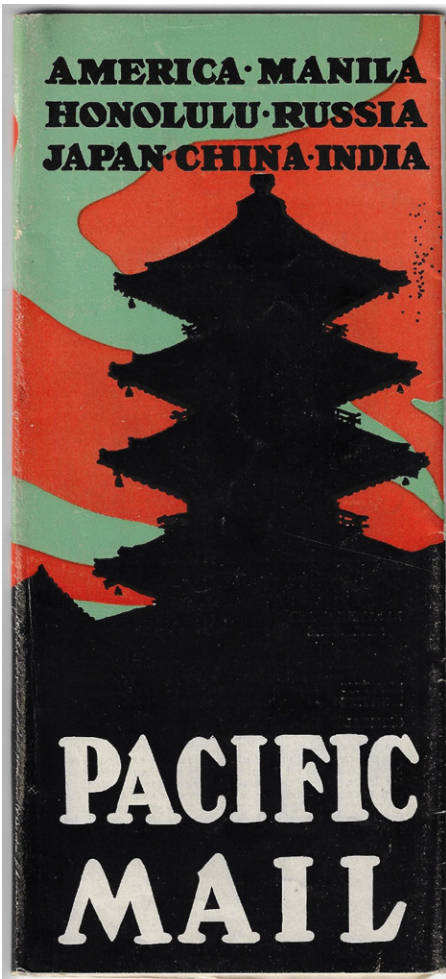
17. [PUERTO RICO] Puerto Rico, the Mountain Paradise of Tropical America. New York and San Juan: Puerto Rico Department of Agriculture and Commerce. Undated, but 1930s. 9 x 6 inches, 48 pp, with many illustrations from photographs, maps showing routes to Puerto Rico from the mainland United States by air and steamship. The introductory text proclaims that "from its sun-bathed beaches to its cloud-tipped peaks, no other wealth of scenery, no other true setting of Old World romance amidst New World Beauty, can be recalled to match the luxuriant natural glory which belongs to Puerto Rico." It goes on to describe recreational opportunities (golfing, legal betting at horse races, yachting, tennis), weather, prominent buildings, and other tourist attractions. \$35

18. [TRAVEL SERVICES] Travel Trails. American Bankers' Association. Undated, but ca. 1925. 5.5 x 3.5 inches, [20] pp. Slight cover wear; near fine. Basic information for American travelers (passports and visas, booking hotels and steamers) and how to purchase and use A.B.A. travelers' cheques, accompanied by colorful illustrations (four full-page, one double-page, and several in the text) showing travel by rail, air, ship, and automobile. The artwork is signed, but we've had no luck making sense of the signature.

\$40



PART II: THE GREAT WIDE WORLD



19. [AROUND THE WORLD] Pacific Mail. America - Manila - Honolulu - Russia - Japan - China - India. Pacific Mail Steamship Company. Undated, ca. 1910. Tri-fold brochure, 4 x 9 inches when folded. 41 pp of text, half-tone photos, and line drawings. Light handling wear; very good. Includes cabin plans for steamers "Mongolia," "Manchuria," "Korea," "Siberia," and "China, itineraries, conditions of passage, timetables, route map, exchange rates. Describes comforts of the ships (cabins, suites, dining, social hall, music room and library, smoking room, etc.) and includes sections on Honolulu and Hawaii; Japan; Shanghai and China; the Philippines; the China Sea and Singapore; Calcutta; Agra and Delhi; Side Trips to Egypt; Cairo; Nile Trips; Africa, Across the American Continent (Chicago, Salt Lake City, San Francisco); and Famous California Resorts. \$90



20. [AUSTRIA] [AUTO TRAVEL] Wien. Vereinigte Auto-Rundfahrten. Wien: Wohlgemuth, Domjan & Baum. Undated, 1920s. 7 x 4 7/8 inches, 64 pp, with folding map (13 x 17 in.) of Vienna showing tour routes, five full-page birds-eye views of routes outside the city, ads, half-tone photographs. Text in German, French, and English. Cover art signed "G + K." Slight wear to edges; near fine.

The company offered several different auto tours within Vienna as well as day-long excursions to surrounding scenic areas and attractions. Includes schedules, rates, and a timeline of important events in the history of Vienna from 180 A.D. to 1920.

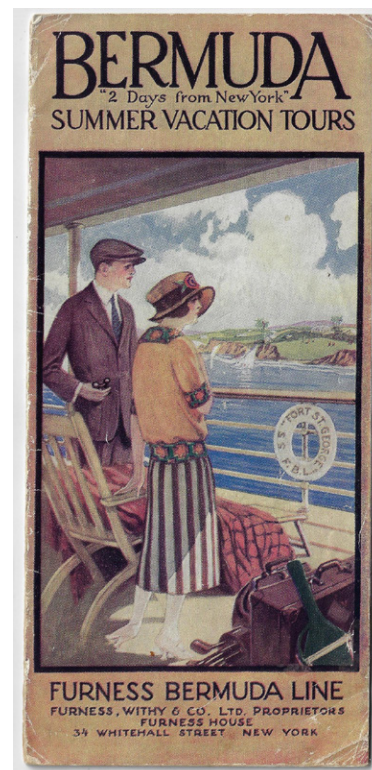
\$35



21. [BELGIUM] Belgium. Holiday Tours and Travel Notes via Dover-Ostend. Royal Mail Route Between England and the Continent. Bournemouth and London: W. Mate & Sons, 1913. 8.25 x 4.5 inches, 23 pp, illustrated with b/w photos, double-page route map at center. Light cover wear; very good. Includes sections on Belgian seaside resorts; towns to visit from the coast (Bruges, Ypres, Furnes, Ghent); Brussels and Antwerp; Liege, Namur, and the Ardennes; Tournai, Mons, Charleroi. At the end are various tours and itineraries, an invitation to seek further information from your local Thos. Cook office, and a page describing features of the upcoming Universal and International Exhibition in Ghent. \$35



22. [BELGIUM] Brussels "Servauto" International Motor Service - Services Automobiles Internationaux. Bruxelles: Imp. J. Remy. Undated, but 1920s. 7 x 5 in., 30 pp, b/w illustrations from photographs. Cover art signed "C.D." Slight edgewear; near fine. Claiming to be "the largest and most up-to-date motor hire company in Europe." Servauto offers cars with "specially built bodies for continental touring, Limousines, Landaulets, Cabriolets, and Touring Cars," and chauffeurs who are "not merely drivers," but "Chauffeur-Mechanicians... [who] all speak English and the various continental languages." Includes motor sightseeing itineraries within Belgium and to the Netherlands, Germany, and France. Scarce -- we find no holdings in OCLC and no evidence of this company when searching via a variety of methods. We presume it was short-lived. Perhaps the cost of hiring multilingual driver-mechanics was just too high. \$75



23. [BERMUDA] Bermuda Summer Vacation Tours. New York: Furness Bermuda Line. Undated, appears 1920s. 4 x 9 inches, 19 pp, with half-tone b/w photos and color illustrations, likely by the same (unidentified) artist who did the cover. Spine partially split, travel agent's stamp on back cover, creasing; good. Includes brief history of Bermuda, things to do, sporting and other outdoor activities, information on tours and rates. \$20

24. [CANADA] The Triangle Tour of British Columbia Through the Canadian Rockies, Jasper National Park. Montreal: Canadian National Railways, 1923. Single sheet unfolding to 18.5 x 29 inches. A few small splits; very good.

On one side is a large, color route map of Alberta and British Columbia, "Where Canada Outrivals the Alps," and describes the Triangle Tour, which "embraces the journey by rail from Jasper to Prince Rupert, thence by steamer, traversing the island-sheltered Inside Passage to Vancouver, from which point the journey is resumed by the Continental Limited...thus completing the circuit of 1,200 miles by land, 550 miles by water." On the other side are many photos (Mount Robeson, Mount Edith Cavell, totem poles, Skeena River, Jasper Park Lodge, people engaged in outdoor activities, etc.), deck plans for the S.S. "Prince Rupert" and "Prince George," and a long list of agents for the Canadian National Railways in the United States and Canada. \$65



25. [CANADA] Vancouver Island and Its Holiday Resorts. Victoria, BC: Victoria and Island Publicity Bureau. This brochure first appeared in the 1920s and was reprinted (and updated) many times. This one is undated but likely late 1930s. 9 x 8 inches, [15] pp, including full-page map of Vancouver Island showing automobile, ferry, and steamer connections to mainland ports. Fine.

Text is primarily a listing of "our chief holiday resorts," each with a photo, details of amenities, rates, etc. Cover art appears to be signed "Cliff. Wills," but we have found no record of an artist by that (or similar) name. \$25



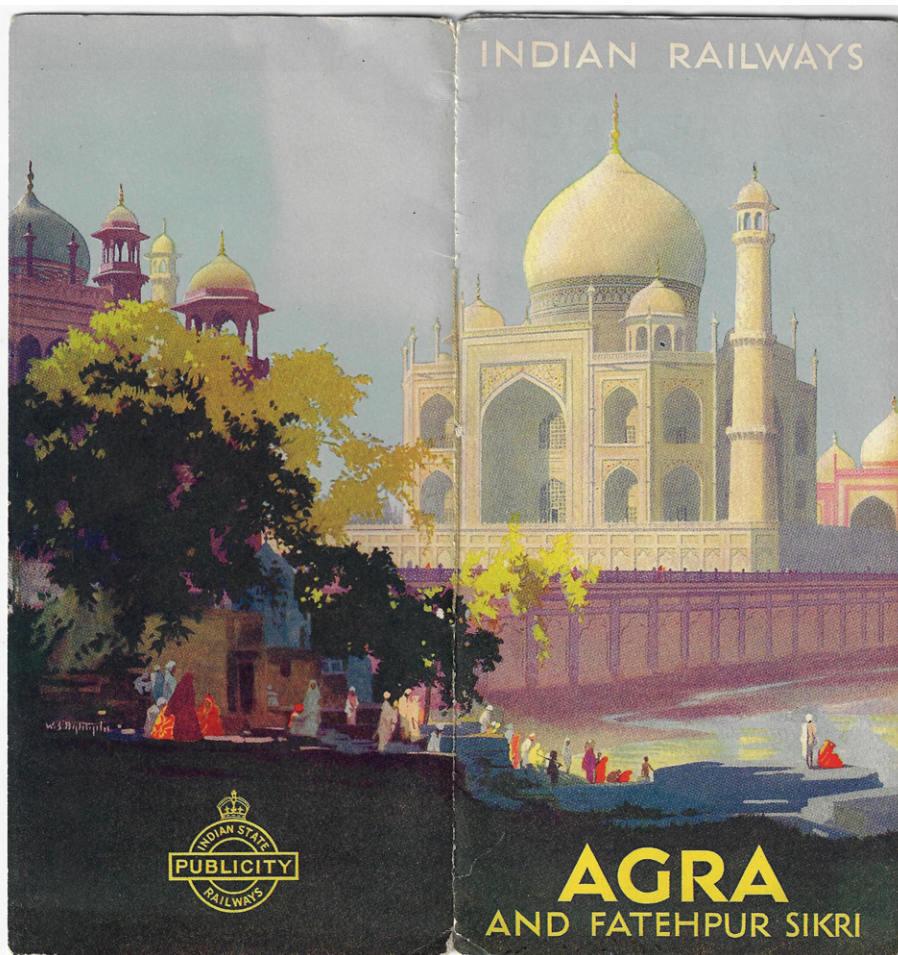
26. [FRANCE] Autocars PLM, La Route des Alpes, Le Savoie, Le Dauphine, La Cote d'Azur. Grenoble: Imp. F. Dardelet. Undated, ca. 1920. 8.5 x 5.25 inches, [32] pp. Moderate handling wear; very good. Text in French. Timetables, rates, and itineraries for a variety of chauffeur-driven routes stretching from the Alpine heights of Chamonix down to the Mediterranean shores of Nice and Marseille. The company's six-cylinder automobiles were specially built by Delahaye and could seat up to 14 passengers. Many ads for hotels and restaurants. \$50



27. [GERMANY] Germany, Baden and the Black Forest. Berlin: Reichsbahnzentrale für den Deutschen Reiseverkehr, 1926. 9 x 4 inches, 44 pp, with illustrations from photos, folding map of Baden. Travel agent's stamp on back cover, else fine. Cover art signed "Burkard, Karlsruhe." Promotes the attraction of the Baden region for its "numerous healing springs, the mingled grandeur and charm of mountain and forest scenery, and the historic interest of so many Badenese towns." Detailed sections on Heidleberg, Neckar Valley, Schwetzingen, Mannheim. Bruchsal, Karlsruhe, Pforzheim, Baden Baden, the Black Forest, Lake of Constance, and other locales. \$40

28. [GREAT BRITAIN] Mason, Frank H. (Illustrator). Colorful England and Scotland. London & North Eastern Railway, 1933. 8 x 9 inches, 21 pp, with folding map showing "The Track of the 'Flying Scotsman' from Kings Cross Station, London." Illustrated with "reproductions of natural color photography." Some foxing, American Express stamp on cover. London, Ely, Norwich, Lincoln, Durham, Boston, Cambridge, York, Harrogate, Fountains Abbey, Richmond Castle, Berwick-Upon-Tweed, Edinburgh, Loch Lomond, Forth Bridge, Abbotsford, Trossachs, Aberdeen, etc. Cover art by Frank Henry Mason (1875-1965), an English maritime painter and designer of many travel and railway posters. \$40





29. [INDIA] Bylityllis, W.S. (Illustrator). Indian Railways, Agra and Fatehpur Sikri. Bombay: Times of India Press. Undated, likely late 1920s. 9.75 x 9.25 inches (unfolded), 12 pp, illustrated with photos. Very good.

Historical overview, story of the Taj Mahal, Agra Fort, etc. Brief list of hotels, transport information. Cover art by William Spencer Bagdatopoulos (also known, and signed here, as W.S. Bylityllis), a Greek-English painter and commercial artist who toured India between 1924 and 1926, painting scenes from all around the country on behalf of the Times of India.

\$40

30. [ITALY] The Italian Lakes. Rome: Ente Nazionale Industrie Turistiche Ferrovie dello Stato. American edition. Undated, likely 1930s. 9 x 4.5 inches, 27 pp, illustrated with photos, map of northern Italy. Slight rippling from old moisture exposure at top edge, but still very good.

General tourist information is followed by detailed sections on Lake Orta, Lake Maggiore, Lake Varese, Lake Como, Lake Iseo, and Lake Garda.

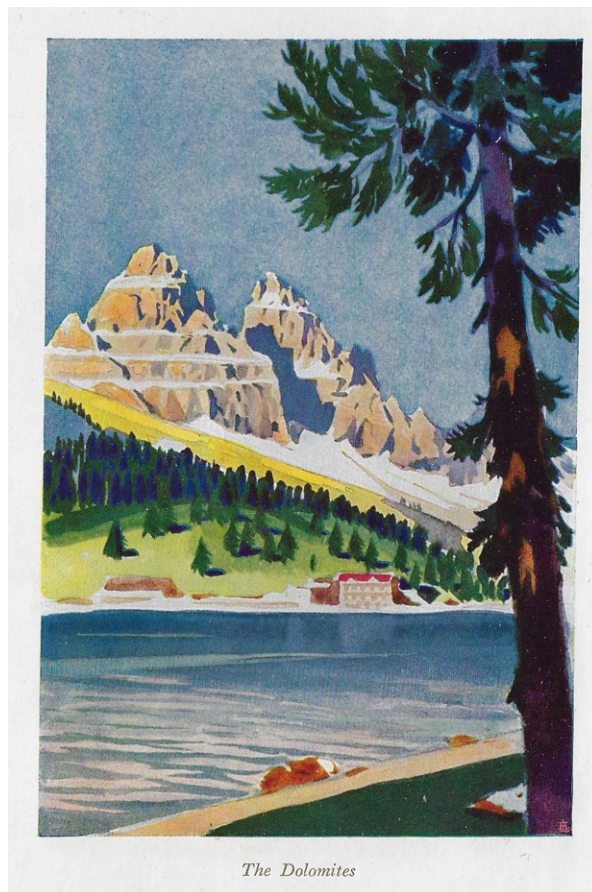
\$25

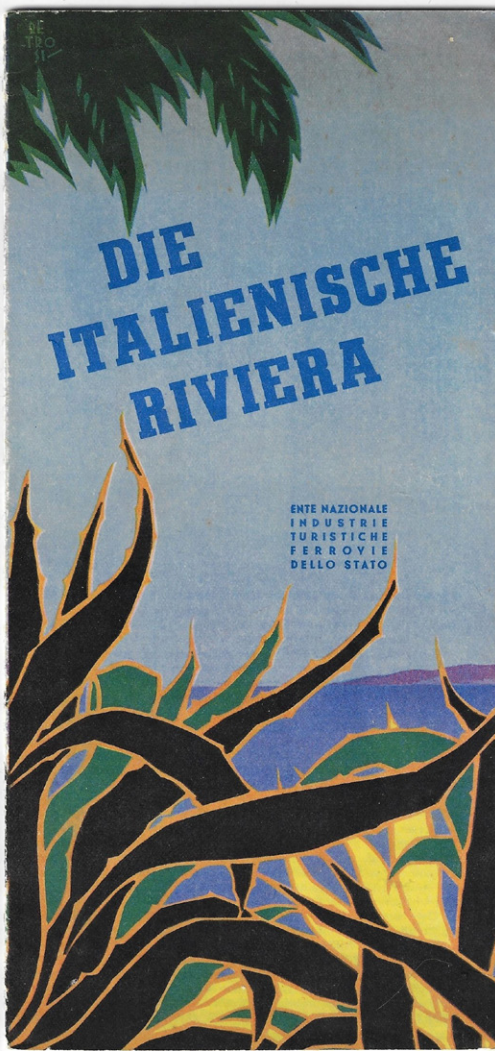




31. [ITALY] Grassi, Vittorio (Illustrator). Italy. Ente Nazionale Industrie Turistiche Ferrovie dello Stato. Printed by Bestetti & Tumminelli, Milan. Undated, but 1930s. 7.75 x 5.5 inches, 32 pp, stapled wrappers, illustrated with photos, map, and 8 color plates. Light scattered foxing; small stain to rear wrapper; very good.

Cover art by Vittorio Grassi (1878-1958), a painter, illustrator, engraver, and co-founder of the Facoltà di Architettura at the University of Rome. The lovely color plates are all by another artist; the signature is difficult to make out, but appears to be the initials "A.L." Text describes the regions of Italy and their various attractions and recreational opportunities. \$75





32. [ITALY] Retrosi, Virgilio (Illustrator). Die Italienische Riviera. Roma: Ente Nazionale Industrie Turistiche Ferrovie dello Stato, 1934. 9 x 8 inches (folding to 9 x 4). 8 pp of text in double columns, each page with a full color illustration by Italian painter, ceramicist, and graphic artist Virgilio Retrosi (1892-1975). Light edgewear; very good. Text in German. Short entries on many small towns in the region, noting attractions, recreational activities, and distances from Genoa or Livorno.

\$65

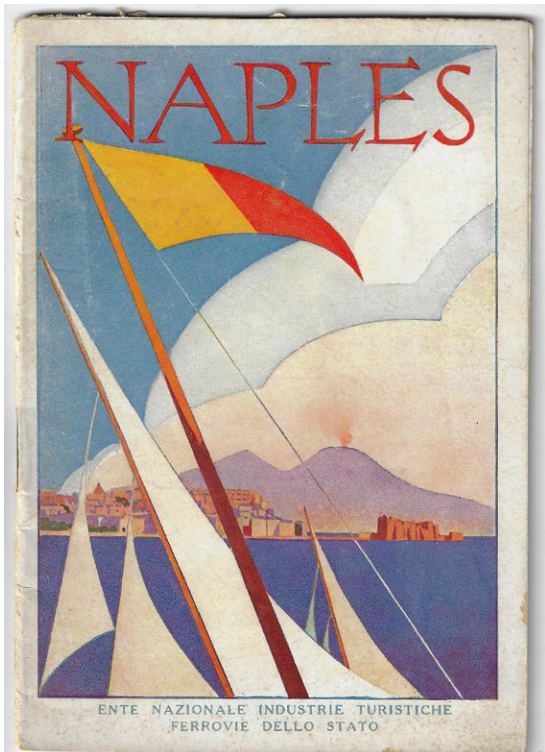


33. [ITALY] Retrosi, Virgilio (Illustrator). The Dolomites. Bergamo : Ente Nazionale Industrie Turistiche Ferrovie dello Stato. Undated, ca. 1930. 11 pp, illustrated with photos, map of Tridentine Venetia. Rubbing at folds, minor soiling to title page; very good.

Text on Bolzano, Merano, Valsugana, Lake Misurina, Cortina d'Ampes-
so, etc. Details of roads, rail and bus service. Cover art by Italian painter, ceramicist, and graphic artist Virgilio Retrosi (1892-1975).

\$45





34. [ITALY] Naples. Roma: Ente Nazionale Industrie Turistiche Ferrovie dello Stato. Undated, ca. 1930. 32 pp, 6 5/8 x 4 5/8 inches, stapled. Text in French on history and attractions. Half-tone photographic illustrations throughout, nice folding map of Naples (ca. 9.5 x 16.5 inches) tipped in at rear. \$40



36. [ITALY] Perugia, Brufani Palace Hotel. Napoli: Richter & C.. Undated, 1920s. 9.5 x 4.5 inches. Illustrated wrappers over a single sheet unfolding to ca. 18.75 x 13 inches, with a road map of Italy (and Sicily inset) on one side and text on the other side describing Perugia and advertising the Brufani & Palace Hotel in English, French, German, and Italian. Photos of hotel on verso of wrappers. Faint ink stamp from another hotel on front cover, moderate edgewear, light soiling; good. Cover art is signed on the back, but we can't quite make it out. \$30



35. [ITALY] Sport in Italy. Milan and Rome: Printed for Ente Nazionale Industrie Turistiche Ferrovie dello Stato by Casa Editrice d'Arte, Bestetti & Tummunelli. Undated, ca. 1930. 7.75 x 6 inches, 30 pp, illustrated with line drawings and half-tone photos. Light shelfwear, soiling to title page; about very good.

Promotes Italy as an important center of sport, with particular mention of auto and bicycle racing, equestrian sports, skiing, boating, golf. \$30

37. [JAPAN] Japan. Tokyo: Japanese Government Railways, Japanese Tourist Bureau, Japan Hotel Association. Undated, ca. 1924. Single sheet, 9 x 24 inches, folding to 9 x 4. Some light creasing to the top edge; very good.

On one side of the sheet is a map of "Japan and Its Relation to the Mainland of Asia," surrounded by a border of photographs and descriptions of major cities. On the other side are 10 panels of text offering information for travelers (clothing, customs, currency, etc.), an overview of what a tourist might see in Japan (scenery, hot springs, temples and shrines, fine arts) and a list of steamer routes and hotels.

\$30



38. [JAPAN] Japan. Tokyo: Japanese Government Railways. Undated, but 1930s. 9 x 8 inches, 14 pp, illustrated with photos, color route map on back cover. Tourist bureau stamp on front cover; about fine. Sections on national parks, spas and health resorts, festivals and holiday events, arts and crafts. Also hints for travelers on currency, customs, guides, food, shopping, sanitation ("Japan is one of the healthiest countries in the world") and details of transport to and within the country.

\$25

39. [MEXICO] Pastor, Luis; Darzen, Julian; Mendez, Leopoldo; Martinez, Fernando. Puebla México. La Ciudad colonial más bella de América - The Most Beautiful Colonial City in America. Mexico: A. Mijares y Hno., 1930. 11 x 4.5 inches, [34] pp. Text in Spanish and English. Some general handling wear, notations in ink on the back cover; very good. "Distributed in the motoring tour from Puebla, Mex. to San Francisco, California, under the patronage of the Governor of the state of Puebla Dr. Leonides Andreu Almazin."

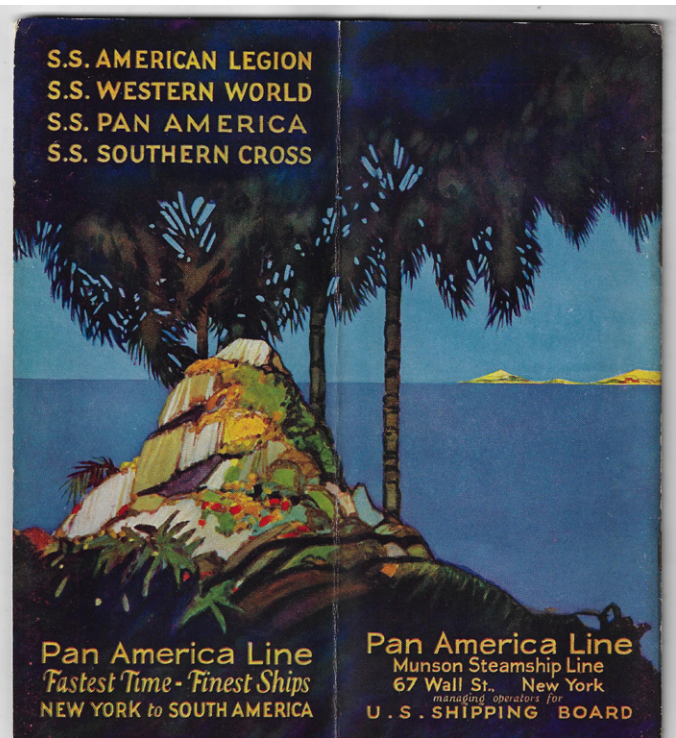
Celebrates the 400th anniversary of the foundation of Puebla. Text on the major attractions, traditional industries, churches, fortresses, etc. Auto, bus, and Mexican Railways timetable and listing of a few hotels and restaurants at the end. Cover art and title page vignette signed "LM," which we assume is Leopoldo Mendez, who is credited as one of the "makers" of the booklet. A printmaker, muralist, painter, and political activist, Mendez (1902-1969) was one of the most important figures in the Mexican art world in the twentieth century. One copy located in OCLC.

\$90



40. [SOUTH AMERICA] Holmgren, R. John (Illustrator). Pan America Line, South America, Fastest Time-Finest Ships. From New York to Brazil Argentine Uruguay. New York: Munson Steamship Line. Undated, ca. 1923. 9 x 8 inches, [28] pp + folding "Map Showing United States Government Passenger Routes Throughout the World" at center. Photographic illustrations throughout. Light soiling to fore edge, mild handling wear; very good.

Text touts the attractions of Sao Paolo, Rio de Janeiro. Montevideo, and Buenos Aires and the comforts offered on board the S.S. American Legion, S.S. Western World, S.S. Pan America, and S.S. Southern Cross. Cover (front and back) by R. John Holmgren (1897-1963), an American illustrator who worked in advertising and "did covers and illustration for most of the major magazines of the day including Life, Judge, Cosmopolitan, Redbook, Colliers, American, Ladies Home Journal, McCall's, Readers Digest, Saturday Evening Post, This Week, and many major newspapers" (AskArt). This cover dates from quite early in his career. \$60



41. [SOUTH AMERICA] Independent Tours to and Around South America, Sailing Every Two Weeks Throughout the Year. New York: Grace Line, 1926. 9 x 8 inches, 30 pp, many illustrations from photographs. Travel agent's stamp on front cover, else fine.

Gives itineraries and rates for more than 20 different tours, on which visitors may experience "the scenic grandeur, the wonderfully ancient relics, the primitive picturesqueness of the Indian inhabitants, [and] the beauty and gayety of the cities" of South America. Tours visit Panama, Venezuela, Colombia, Peru, Ecuador, Bolivia, Uruguay, Argentina, Brazil, Chile. Photos show scenic and architectural highlights and the pleasures of life aboard Grace Line steamers. \$35





42. [SPAIN] Spain 1929. New York: United States Lines, 1929. 9 x 4 inches (folded), with ten panels of text and illustrations from photographs. Rubbing along folds; very good.

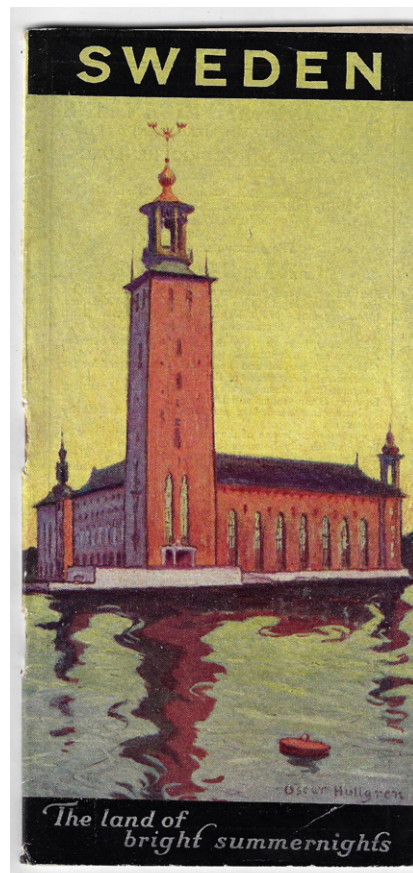
Promotes the Ibero-American Exposition at Seville and the International Exhibition of Art Industry and Commerce in Barcelona, which could be reached via an 8-day trip on the S.S. Leviathan. Cover art uncredited.

Scarce.

\$90

43. [SWEDEN] Hullgren, Oscar (Illustrator). Sweden, The Land of Bright Summernights. Stockholm: Swedish American Line, 1927. 8 x 9 inches (unfolded), 28 pp with text in double columns, half-tone photographic illustrations. Good only; wrappers detached at staples and have some short tears.

Sections on Swedish history, art, and athletics; Stockholm the Archipelago and Malar districts; Visby; Gothenburg and Western Sweden; Gota Canal and Central Sweden; the South of Sweden; Varmland and Dalecarlia; Norrland. Cover art by Swedish maritime and landscape painter Oscar Hullgren (1869-1948). \$30





44. [SWITZERLAND] Cardinaux, Emil (Illustrator). Jungfraubahn Berneroberland/ Schweiz. Zurich: Wolfsberg. Four-panel folding lithograph brochure, 18 x 44 cm when unfolded, undated but c. 1920s.

One side entirely a color lithograph view of hikers overlooking Aletsch Glacier (the largest glacier in the Alps) from 11480 feet on Jungfraujoch, with other peaks identified in the background. The other side has two single-panel mountain views (comprising the front and rear panels of the folded brochure) and a sketch map showing the route of the Jungfrau Railway, as well as brief text in English, French, and German. The Railway, constructed between 1898 and 1912, runs from Kleine Scheidegg to the highest railway station in Europe at Jungfraujoch, almost entirely in tunnels cut through the rock of the Eiger and Monch. The lithographs are by Emil Cardinaux (1877-1936), a pioneering Swiss graphic artist known for his travel posters. \$85

45. [SWITZERLAND] Reber, Bernhard (Illustrator). Schweiz Alpenposten Sommer 1937. Single sheet unfolding to 13.75 x 29 inches (ca. 6.75 x 4.75 inches folded). On one side is a map of Switzerland, on the other side photographs, tables of distances and fares. Text in German. One city circled in red pencil on map, else fine. Cover art by Bernhard Reber (1910-1992), a Swiss graphic artist particularly known for his stamp designs. \$45

