

GERMAN & ITALIAN PROMOTIONAL TRAVEL EPHEMERA

1920s & 1930s

Tourism & Constructs of National Identity



Interest in travel writing as a literary genre has led to several engaging books that examine narratives written by English and Continental authors in the 1920s and 1930s. This scholarly interest suggests an ancillary area of investigation, one at a far remove from literary studies, but intriguing nonetheless; that is, an exploration of likely agendas shaping the ephemeral pamphlets, brochures and booklets crafted by European government agencies or private service providers, those tasked with attracting the much-needed tourist dollar (or lira or deutsche mark) to European countries struggling with depressed post-war economies.

The primary agenda behind these ephemeral items was, of course, commercial, but within a context of self-promotion, issues of national identity inevitably come to the fore. With this idea in mind, we have prepared a short catalogue featuring promotional travel material produced in Germany and Italy between the World Wars, with particular attention given to material aimed at English-speaking travelers. Interest in the travel ephemera of Germany and Italy from these decades stems in no small measure from the idealized constructs foregrounded in their tourist publications, constructs masking the reality of totalitarian regimes complicit in forging the Axis Alliance in the years leading up to World War II.

In his fascinating book *Americans Abroad: Two Centuries of European Travel*, Foster Rhea Dulles writes that, in the 1920s, as a result of “the happy impact of the booming days of Coolidge prosperity, several hundred thousand Americans every summer made Europe a ‘tumultuous playground.’” Dulles notes that, “Even more than prosperity at home, depreciated currencies abroad brought the European trip within the reach of many thousands who could not have afforded such a venture in earlier years.”¹ One such beneficiary was Ernest Hemingway, who took up residency in Paris in the 1920s. Hemingway is quoted in *Abroad*, Paul Fussell’s collection of travel essays, as stating of this period: “Two people could live comfortably and well in Europe on five dollars a day *and could travel.*”² (italics added)

Escaping prohibition and puritanical social strictures “at home” were certainly incentives to travel abroad for some American tourists; however, the profligate spending, jingoism and boorish behavior associated with a number of these tourists inspired a wave of disgust among Europeans recovering fitfully from the ravages of war. One British visitor described the American tourists descending on Amalfi in the 1920s as “a swarm of very noisy transatlantic locusts.”³

The crash of 1929 severely altered the travel landscape, but as Foster Rhea Dulles observes, “With the steamship companies and the tourist agencies rallying all their forces... a flow of travel was maintained that never sank to the levels of the years before the First World War.” Indeed, for those Americans not decimated by the Great Depression, “It was possible to spend a few weeks abroad in the 1930’s for an over-all expenditure of less than \$500.”⁴

Attracting the American tourist dollar became a priority of vital importance to European economies, particularly the fragile German economy ensnared in the demand for reparations accruing from losses suffered by the Allies in the First World War. Through glossy tourist literature, the scenic, cultural and gastronomic attractions of the country were touted, yet Germany’s changing political realities were hardly mentioned in this literature. Instead, particular emphasis was placed on the low cost of travel. A 1935 publication in English, “Travel in Germany,” advertised a “60% reduction of Fares for Foreigners on the German Railroads.” In the booklet’s introduction, blurbs from prominent Americans lauding travel in Germany were featured; for example, William Randolph Hearst observing: “There are no towns in the world as picturesque as the ancient walled cities of Germany. They are among the most beautiful and instructive things to be seen in the world” (stock #45740).

Derek Duncan, speaking of Italian travel writing of the 1930s, notes: “the Italy that was invoked through travel writing was utopian” relying heavily on “the recreation of the glorious Italian past.... Little direct mention was ever made of politics, let alone fascism.”⁵ This same utopian quality is evident in various multi-language publications of the 1930s promoting travel in Italy. The monthly magazine *Italia* is an example: the magazine’s content leans heavily on images of venerable works of

art or architecture, while images of recreation (motoring, golf, horse back riding, etc.) define the present. The low costs available to foreign tourists were also stressed: “50 to 60% reductions of fares for single tourists”; also available were discounted “hotel coupons” and “petrol coupons.” The Fascist regime and Italy’s colonization of northern Africa are obliquely referenced, if mentioned at all.

In many ways the period between the wars might be seen to mark the end of an era or, perhaps more accurately, the beginning of a new one. Writing over thirty years ago Paul Fussell bleakly observed: “I am assuming that travel is now impossible and that tourism is all we have left.”⁶ What Fussell is describing is the type of travel we commonly experience today: travel sanitized, standardized, and packaged for mass consumption. The sense of adventure and discovery attached to “travel” and evidenced in “travel writing,” in Fussell’s view, has vanished. Indeed, the promotional travel material of the 20s and 30s, as reflected in ephemeral items issuing from Germany and Italy, might be seen as poised at the cusp where “travel” and “tourism” intersect—the passing of one type of travel experience countered by the ascendancy of the new paradigm--one based on mass consumption.

From numerous points of view, ephemeral travel literature of the 20s and 30s is an area rich with investigative potential and, with this thought in mind, we invite readers to consider below the booklets and pamphlets produced in Italy and Germany during those decades.

Craig Clinton and Elisabeth Burdon
oldimprints.com

BIBLIOGRAPHY:

Paul Fussell. *Abroad: British Literary Traveling Between the Wars*. New York: Oxford University Press, 1980.

Charles Burdett and Derek Duncan, eds. *Cultural Encounters: European Travel Writing in the 1930s*. New York and Oxford: Berghahn Books, 2002.

Foster Rhea Dulles. *Americans Abroad: Two Centuries of European Travel*. Ann Arbor: University of Michigan Press, 1964.

¹ Dulles 153, 154.

² Fussell 72.

³ Fussell 40.

⁴ Dulles 164.

⁵ Duncan 49-50.

⁶ Fussell 41.

Part I: GERMANY (pages 4-12); Part II: ITALY (pages 12-18)

Please email (imprints@oldimprints.com) or phone (1.503.234.3538) to order using the stock number located at the end of each record, or visit our website at www.oldimprints.com to order using the secure server. All items are offered subject to prior sale. Prices are in US\$. We accept Visa, Mastercard, American Express and US\$ checks. Items are in good to very good condition; additional images are available for viewing on our website at www.oldimprints.com.

PART I: GERMAN TOURIST EPHEMERA



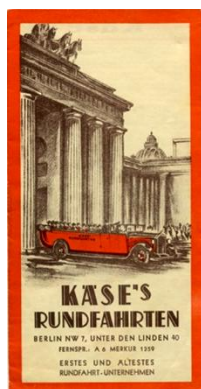
SAXONY) The Strongest Radium Mineral Springs in the World: Bad Brambach Saxony.

Radium Kurhotel. Bad Brambach, Germany. No date. Ca. 1927 .

Five panel brochure 9 x 4 inches that unfolds to sheet 9 x 20 inches with text and illustrations on both sides. Two cover panels are full color, other illustrations are black and white. Very good condition.

The brochure with text in English touts the curative powers of the spa's radium springs, the "strongest...in the world." The pamphlet further observes that "Research by the State Mineralogical Institute of Freiberg 1925 and 1926 revealed a further important fact viz:--that the atmosphere up to a good height and extending over a considerable area where the springs are situated, is strongly radio-active. This is the reason why the air is so invigorating...." The brochure pictures buildings, grounds, and a "radium bathing cabin"--a sunken tub in a small

room. Two panels list "curative effects" for eighteen "complaints" afforded by the radium waters, including heart complaints ("nervous and otherwise"), gout, kidney diseases, feminine complaints, etc. An interesting brochure promoting health tourism to well-heeled Americans prior to the crash of 1929. [Stock #49184] \$ 85.00

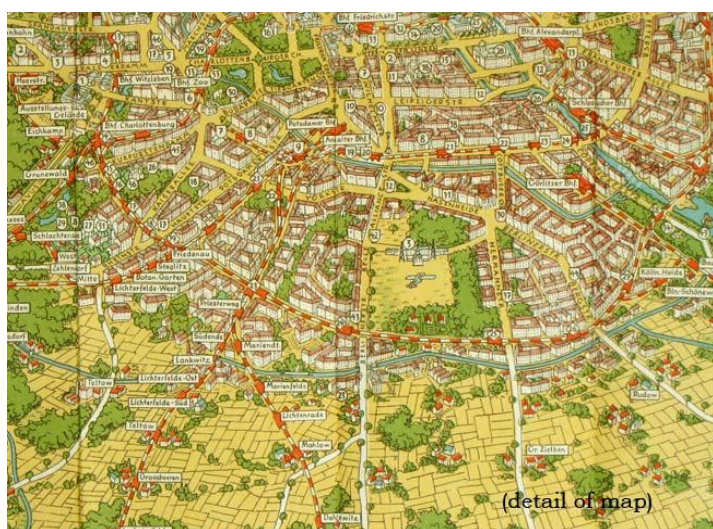


BERLIN) Käse's Rundfahrten (Käse's Round Trips).

Käse. Berlin. No date. Ca. 1930 .

Pamphlet 9.5 x 5 inches that opens to lithographic maps depicting the routes of Käse's open-air bus tours; one of Berlin and the other Berlin to Potsdam and return. Very light wear to exterior, very good condition.

Text describing the tours in French, Italian, English and German. The lithographed cover depicts the massive bus jammed with tourists passing the Brandenburg Gate. The reference to the Reichstagsgebäude, among the sights to be seen, suggests an early 1930s date (pre-1933). An uncommon item employing color lithography for the illustrations, unusual for pamphlets of this era. [Stock #49189] \$ 85.00



BERLIN) Everybody Once in Berlin: Handy Guide to Berlin with Map. Map title: Pharos Map Berlin.

Exhibition, Fair and Tourist Office of the City of Berlin. Berlin. 1931 .

Color pictorial map, 16 1/2 x 23 inches folding to pamphlet 8 1/2 x 4 inches. Light foxing to one of outside panels, otherwise very good condition.

A colorful bird's-eye view map of Berlin depicting the numerous and densely packed buildings of the central core and individual small homes of the city's outskirts; also depicted are waterways and major motorways. Important buildings, monuments, gardens, and various public spaces are numbered on the map, with a key on the verso identifying the various sites. An

English language "Short Guide to Berlin" is provided on the verso, with details pertaining to trips and excursions, exhibitions and fairs, theatres and amusements, sightseeing tours, railroad connections, and much more. The map is a truly amazing production - a visual delight employing the primary colors plus green and tan. An uncommon item in very good condition. [Stock #49186] \$ SOLD

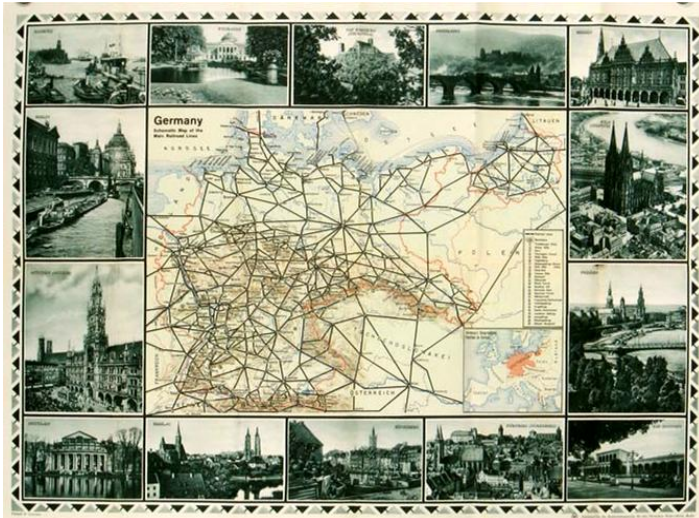


Hohlwein, Ludwig (illus). **Germany. Visit the Heart of Europe. A booklet of valuable information.**

Reichsbahnzentrale für den Deutschen Reiseverkehr. Berlin. 1931 .

Booklet, small color folding map tipped inside back cover, black and white photo illustrations, 56pp, 9 x 4 inches, color pictorial paper wrappers (softbound). Covers lightly worn with faint soiling and 1/4 inch tear to back cover; very good condition; creasing to right edge of map.

Vintage English language guidebook to Germany; the booklet is aimed (not exclusively) at the well-heeled American tourist. A traveler from the States wishing to use his own vehicle to traverse Germany's "far flung network of splendid automobile roads" is informed that "the auto tourist may enter the New York pier aboard his car, and upon arrival in Europe, may resume his trip from the ship's side." The American tourist is further informed that, in Germany, there are "No language difficulties," as "hotel employees, travel and information bureau officials speak English. At tourist centers, policemen are especially trained to advise American tourists in English." Air travel is actively promoted; an American journalist is quoted as stating "German aeroplanes are today probably the most aerodynamically efficient machines that there are in the world..." The well-illustrated booklet is designed to address, prior to departure, all potential concerns relating to travel in Germany. Tourists of all income levels are assured that "Good accommodations, adapted to every taste and purse, are found everywhere." A color map entitled "Schematic Map of the Main Railway Lines," 10.25 x 14 inches when unfolded, is at the rear of the booklet. Overall, a most interesting compendium of travel information; very good condition. [Stock #49181] \$ 95.00



Friese, Richard (cover illus). **Germany.**

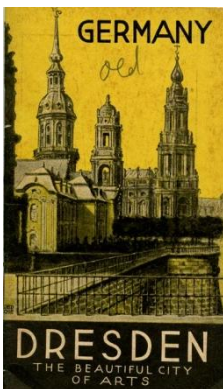
Thos. Cook & Son. New York. No date.

Ca. 1931.

Pamphlet, 9 x 4 inches, unfolding to 17 3/4 x 24 inches, color map bordered by black and white photo illustrations, text and black and white photo illustrations on verso. 1/2 inch separation at mid right fold, light wear to lower edge, 1 1/2 inch repaired tear to left upper edge; very good condition.

Features "Germany Schematic Map of the Main Railroad Lines" bordered with city views of Hamburg, Berlin, Dresden, Köln, etc, Published by the Reichsbahnzentrale für den Deutschen Reiseverkehr, Berlin. Verso includes: What America says about Germany featuring The

Beautiful Cities of Germany; Motor Traffic; Air Transportation; Hints for Travelers; etc. Dynamic cover illustration of a train by Richard Friese. Text in English. [Stock #49145] \$ 140.00

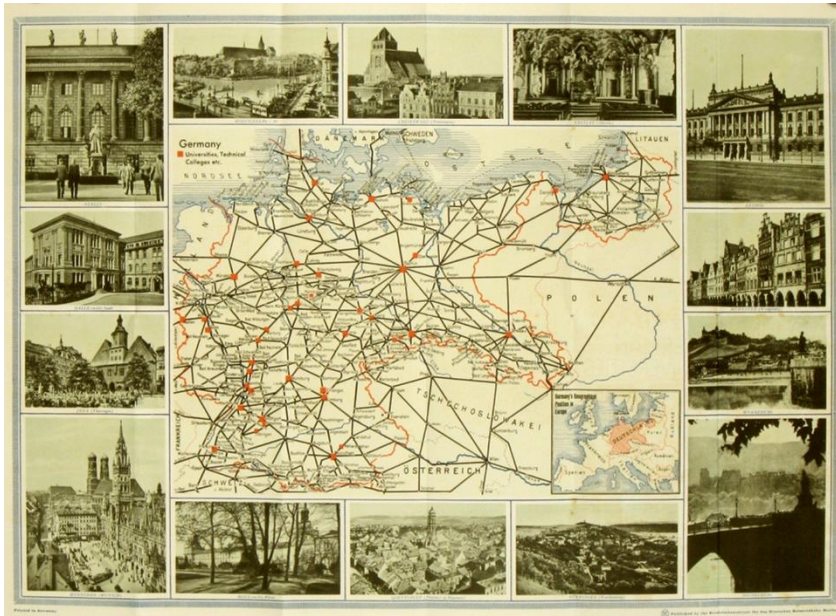


Germany. Dresden the Beautiful City of Arts.

Verkehrsamt der Stadt Dresden. Dresden, Germany. No date. Ca. 1931 .

Booklet, black and white photo illustrations, two-color folding map (6 1/4 x 14 1/4 inches) tipped-in inside back cover, 56pp, 6 3/4 x 4 inches, color pictorial paper wrappers. Covers lightly worn with pencil notation; interior very good.

Vintage guidebook to Dresden, Germany. Text in English. Folding map of Dresden shows tramways, streetcar routes, etc. The Introduction informs the reader, in somewhat twisted language, that the guidebook is intended to "show the stranger the soul of Dresden, Germany's wonderful City of Art, by pointing out just the most important things and not to confuse and fatigue the visitor by enumerating all that is in itself perhaps worthy of mention." [Stock #49159] \$ 40.00



German Universities.

Reichsbahnzentrale für den Deutschen Reiseverkehr. Berlin. 1932 ?

Pamphlet, 8 3/4 x 4 inches, unfolding to sheet 17 1/2 x 24 inches, color and green-toned illustrations, map. Light scattered foxing, very good condition.

One side of the unfolded brochure (text in English) provides a map of Germany with locations of universities, technical colleges, etc. The map is bordered by green-toned photo illustrations and includes a small inset map of "Germany's Geographical Position in Europe." The first panel of the folded brochure is headlined "American Students and Germany," and informs the reader that "in the last few years the number of

American students has been constantly growing, so that it seems necessary to give prospective students a concise description of German universities." Further along in the brochure a tantalizing prospect for the American scholar is advanced: "Attendance at the Universities and Colleges of Germany is radically different from that in the U.S.A. in so far as there are no prescribed or fixed yearly courses with final examinations and promotions to higher courses.... Complete liberty prevails." Overall, a fascinating brochure which seeks to supplement enrollments across Germany with self-funded Americans. The handsome map is of particular interest. [Stock #33813] \$ 135.00



Travel in Germany. Visit the Heart of Europe.

Reichsbahnzentrale für den Deutschen Reiseverkehr. Berlin. 1933 .

Booklet, small color folding map tipped inside back cover, black and white photo illustrations, 40pp, 9 x 4 inches, color pictorial paper wrappers (softbound). "XIth Olympic Games Berlin Germany 1936" printed in red over text on inside front cover. German Consulate stamp to back cover; very good condition, a few creases to folding map.

Vintage English language guidebook to Germany; the booklet extols the virtue of travel by rail in Germany: "Inexpensive, comfortable, rapid, safe." The Introduction cites laudatory comments from American tourists, including Mark Twain: "Summer in Germany is the perfection of the beautiful." The American tourist is informed that there are "No language difficulties" in Germany, for "Hotel employees, travel and information bureau officials speak English. At tourist centers, policemen are especially trained to advise American tourists in English." All manner of recreation and cultural attractions are described and pictured, including horse racing, automobile racing, aviation, golf, rowing, tennis, museums, Bayreuth, festivals and fairs: an unending round of delights. More to the point, the well-illustrated booklet is designed to address, prior to departure, all potential concerns relating to travel in Germany. Tourists of all income levels are assured that "Good accommodations, adapted to every taste and purse, are found everywhere." A color map entitled "Schematic Map of the Main Railway Lines," 10.25 x 14 inches when unfolded, is at the rear of the booklet. Overall, a most

interesting compendium of travel information; very good condition. [Stock #45741] \$ 85.00

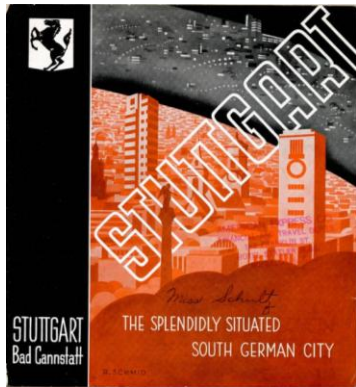


Hohlwein, Ludwig (cover illus). **Germany. Spas and Watering Places.**

Reichsbahnzentrale für den Deutschen Reiseverkehr. Berlin. No date. Ca. 1933 .

Booklet, black and white photo illustrations, 52pp, 9 x 4 inches, color pictorial paper wrappers (softbound). "XIth Olympic Games Berlin Germany 1936" printed in red over text on inside front cover. Crease to lower left corner of back cover, otherwise very good condition.

The Introduction of the English language Guide succinctly contextualizes the virtues of the Spa in the era of world-wide financial collapse: "Even at the present time, during this period of extreme economic depression, a cure at a German watering place is not a luxury but an economy. While the German spas have made great sacrifices to adjust their prices to the general economic situation, they still offer visitors every comfort and provide first-class artistic entertainments and social functions. Finally--and this is the real economy--they restore us to health and strengthen the entire organism in such a way that we are able to resume the battle of life with fresh energy." There follows a "Classification of German Spas According to Diseases Treated," following which an alphabetical listing of spas, over three-dozen pages in length, rounds out the booklet. A fascinating booklet focusing on health tourism as it existed for well-heeled Americans. Striking color cover illustration by renowned German poster artist Ludwig Hohlwein. [Stock #45743] **\$ 135.00**



Schmid, R. (cover illus). **Stuttgart: The Splendidly Situated South German City.**

Bad Cannstatt. Stuttgart. No date. Ca. 1934 .

Booklet, black and white photo illustrations, 16pp, 9 x 8 1/4 inches, color pictorial wrappers (softbound). American Express stamp on front cover and Miss Schultz written in pencil, top and bottom separation at hinge of front and back cover; otherwise very good condition.

Deco covers by R. Schmid (the rear cover is the same image as the front cover and has no markings). The booklet features scenic highlights of Stuttgart captured in sepia photographs, including a four-panel panoramic view of the city. A stunning bird's-eye map of the city and surrounds by K. Klaus (?) is featured on the interior rear cover. Sites covered include the Adolf-Hitler-

Stadium with a photo of the Führer attending the inauguration; also, the German Foreign Institute presided over by the Lord Mayor (in Nazi uniform). Text in English. An uncommon piece of ephemera. [Stock #46279] **\$ 110.00**



Kurt Giebert, C. Firzlaff. **Map of Germany.**

Reichsbahnzentrale für den Deutschen Reiseverkehr. Berlin. 1935 .

Brightly colored map of Germany 17.5 x 23 inches that folds into card covers 9 x 4 inches.

A graphically stunning (silk-screen?) folding map of Germany (blue, red, green, grey). Among the effective design features are silhouette planes and trains (these latter pictured running along the bold black grid representing the rail routes). On the verso of the map, utilizing a checker board pattern, 27 items of interest to tourists are described in English and pictured. These are primarily illustrations and brief paragraphs focusing on noted German cities, but other topics are included, e.g. German Railways, Aerial

Transport, and a notice regarding the upcoming 11th Olympic Games to be held in Berlin in 1936. An unusual and very attractive map promoting travel in Germany to English speaking tourists. Very good condition, clean and bright. [Stock #49191] **\$ 285.00**



Travel in Germany.

Reichsbahnzentrale für den Deutschen Reiseverkehr. Berlin. 1935 .

Booklet, black and white illustrations, 40pp, 9 x 4 inches, color pictorial paper wrappers (softbound). "XIth Olympic Games Berlin Germany 1936" printed in red over text on inside front cover. MISSING FOLDING MAP that had been tipped-in to the back cover. Covers lightly worn with short split to upper and lower spine, starting to come loose from covers; good condition.

A 1935 publication in English illustrated with photographs, "Travel in Germany" advertises a "60% reduction of Fares for Foreigners on the German Railroads." In the booklet's introduction, blurbs from prominent Americans lauding travel in Germany are featured; for example, William Randolph Hearst observing: "There are no towns in the world as picturesque as the ancient walled cities of Germany. They are among the most beautiful and instructive things to be seen in the world." Topics covered include Health Resorts, Art Galleries and

Museums, German Science, Music and Drama, The Sportsman's Paradise, Motoring in Germany and more. ("Transportation in Germany Modern, Efficient, Inexpensive.") An interesting booklet with information on numerous topics of interest to the Germany-bound American tourist. [Stock #45740] \$ 75.00



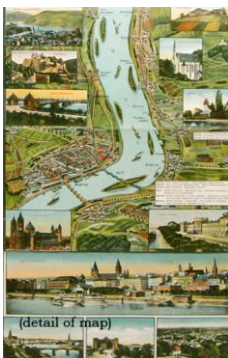
Germany. The Beautiful Travel Country. (Cover title: Germany).

Reichsbahnzentrale für den Deutschen Reiseverkehr and the German Railways Information Bureau. United Kingdom. Ca. 1935 .

Color pictorial / pictographic folding map, decorative border, 22 x 30 1/2 inches; text, smaller color map and color cover illustration on verso. Very good condition.

The title, "Germany, The Beautiful Travel Country," appears in a banner on the lower right of the map. A border featuring the words "Beautiful Germany" surrounds the map, while the map itself is festooned with pictorial images of German cities, citizenry at work and play, animals, a zeppelin, persons in historic garb and, in Nürnberg,

military figures marching beneath a swastika flag. Another Nazi banner figures in the image of München. A hypnotically compelling map, alive with activity, but also steeped in foreboding through ominous images resonant of things to come. On verso is text pertaining to travel in Germany. The map is signed "Riemer." [Stock #35473] \$ 285.00

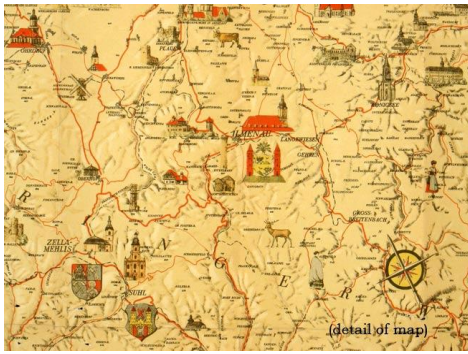


Der Rhein, Le Rhin, The Rhine.

No publisher. No Place of Publication. No date. Ca. 1935 .

Accordion-style view book of the Rhein from Köln to Mainz. Fourteen single-sided sheets each 5.25 x 10.25 inches forming a color pictorial panoramic map of the Rhine river with vignette illustrations at the edges. Folding into pictorial paper wrappers. Corners of front cover are bumped with narrow stain at one free edge corner. Owner's name on front cover, faint but present. Attractive color printing; overall very good clean condition.

Text in English, German and French. [Stock #49190] \$ 45.00



Der Thüringerwald. Shell-Thüringerwaldkarte.

Shell. Berlin. No date. Ca. 1935 .

Color pictorial map in stiff paper wrappers 8.75 x 4.75 inches.

Unfolded, the eight panel map is three feet wide and 11.5 inches tall.

Four small abrasions at the center of the map where it appears something was once attached. Small light spot at bottom of fourth panel.

The map depicts the major highways of the region and is illustrated with numerous images, primarily of historic or picturesque buildings, but persons, wildlife, domestic animals, and the occasional luxury automobile are also depicted. The map appears to be undated, but the automobiles definitely indicate the mid-thirties. Text in German. [Stock #49187] \$ 85.00



Olympia-Stadtplan von Berlin.

Reichssportverlag. Berlin. 1936 .

Color street map, 23 1/4 x 31 inches, folding as issued to 7 3/4 x 5 1/4 inches, additional four maps and diagrams on verso. Very good

condition with pencil notation near map title.

A detailed street map of the city of Berlin from 1936 when the Summer Olympic games were held there. Of particular interest are the maps on the verso: the Reichssportfeld (the Sports Complex that Hitler ordered constructed), the Olympia-Stadion (Olympic Stadium designed by Werner March), Das Olympische Dorf (Olympic Village), and Die

Regattastrecke (the rowing site) in Grunau. Text in German. [Stock #43879] \$ 285.00



Western Germany. Northern Germany. Central Germany, Southern Germany. SET OF FOUR BOOKLETS.

Reichsbahuzentrale für den Deutschen Reiseverkehr. Berlin. 1936 -1937.

FOUR BOOKLETS: black and white photo illustrations, each has color folding map at rear, 104, 96, 96, 96pp, 9 x 8 inches, color pictorial paper wrappers. Light edge wear, creases to Southern Germany cover, generally good to very good

condition. Southern Germany and Northern Germany booklets are Second Editions dated 1937. Text in English. The four booklets, profusely illustrated with black and white photographs, attempt to describe to American tourists the distinctive features of four areas of Germany and the particular attractions offered by each. A map present on either page 1 or page 2 of the booklets defines the areas treated in each of the volumes, while a summary paragraph in Western Germany provides an overview of three of the regions given focus in these booklets: "Compared with the advantages of Southern Germany with the imposing size of its mountains, and the North, with the unbroken strength of its natural features and the eternal beauty of its seas, the West offers the charming romanticism of the Rhine and the virgin austerity of many of the mountain ranges of medium altitude, while the songs they are so fond of singing in the ancient towns among the vineyards contrast with the serious heavy work in the Ruhr District, the largest workshop in Germany." The booklet Central Germany offers its own overview in tones decidedly defensive: "Those who have seen the towns of Central Germany, the cathedrals, churches and monasteries, the castles and strongholds, town halls and burghers' houses, know that the Germans are not 'barbarians', for a nation can never disavow its past. And those who have seen the industrial works of the present day, the marvelous technical structures, the model settlements and motor highways, recognize what Germany is and what it wants, namely, to work and be happy." The booklets focus on the scenic, cultural and gastronomical attractions of Germany; very little focus is given to politics and the centrality of Hitler's government in the life of the country. On the verso of the front cover of Central Germany is a notice: "XIth Olympic Games Berlin 1936." The booklets were clearly intended to promote travel within the country drawn from the crowds that would attend the Olympic Games. Very good condition. [Stock #49150] \$ 325.00

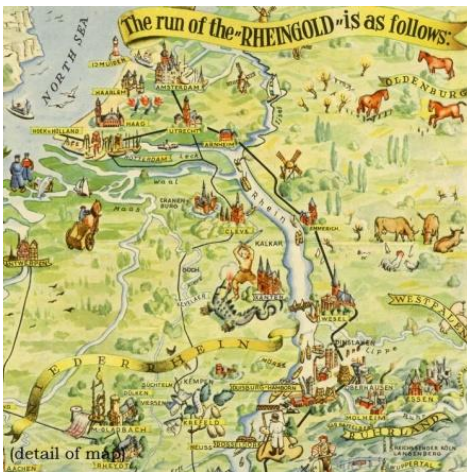


Brach, H. F. (cartographer). **So ist's richtig. Berlin aus dem Elite-Wagen (Berlin from the Elite-Autobus) Map title: Elite Autofahrt durch das neue Berlin.**

Brach-Werbedienst. Berlin. No date. Ca. 1936 .
A pamphlet 4 x 8.25 inches that unfolds to a colorful pictorial map of Berlin 24 x 17 inches.
Very good condition.

A beautiful bird's eye view style map in a painterly style by H.F. Brach. The map is undated but does picture the Reichs-Sportfeld built for the 1936 Olympics as well as Goebbels' Reichs Propaganda Ministry (destroyed in the war) and other government buildings. The route taken by the open air bus can be observed by following red

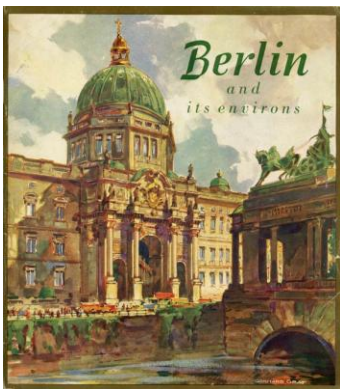
dotted lines that make their way through the city's streets. A most uncommon ephemeral item depicting the German capital in the early years of the Third Reich. Text in German. [Stock #49188] \$ 425.00



Faller, Leo (cartographer). **Take the Rheingold - Train Running from the North-Sea to the Alps.**

Landesfremdenverkehrsverbände of the Rheinland. No date. Ca. 1936.
Pamphlet 8.25 x 4 inches that unfolds to a 27 x 8.25 inch color pictorial map of the Rhinegold rail line ("running from the North Sea to the Alps"). Black and white illustrations on verso; text in English.

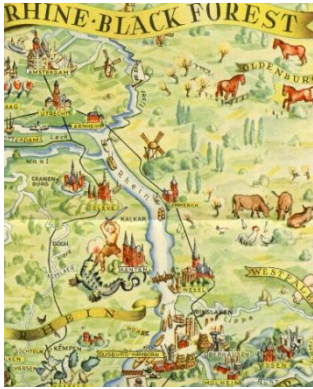
The cartoon map by Leo Faller provides a striking overview of the Rhinegold rail line with service between Holland and Switzerland. Of particular interest is the iconic zeppelin in close proximity to Frankfurt, thus suggesting the date 1936 which marks service, via the Hindenburg, between Frankfurt and New York City. A diagrammatic map on verso details the numerous German cities served by the Rheingold. An attractive and uncommon ephemeral item in very good condition. [Stock #49192] \$ 175.00



Graf, Gerhard (cover illus). **Berlin and its environs.**

Reichsbahnzentrale für Deutschen Reiseverkehr. Berlin. No date. Ca. 1936 .
Booklet, black and white photo illustrations, color folding map at rear (16 1/2 x 19 1/2 inches), 96pp, 9 x 8 inches, color pictorial paper wrappers. Repaired tear on hinge of map not touching the map itself. Very light creasing to margins of covers, light abrasions to spine.

A well-illustrated booklet focusing on Berlin and its many attractions, part of a series in English extolling German tourism. There is very limited documentation of Hitler's Third Reich, although one photo depicts the Führer at a meeting of the Reichstag in the former Kroll Opera House; another is a view entitled "The study of the Führer and Reich Chancellor Adolf Hitler." The first section of the booklet focuses on Berlin's history and attractions: the Fairs, Theatres, Museums, Restaurants etc. Much is made of the Central Aerodrome as a travel hub and the Metropolitan Railway as speedy and comfortable mode of transport for 400 million people every year. A second section of the book focuses on the environs of Berlin, Kurmark of Brandenburg and the Lakes and Woods in the North. The Introduction states: "Every German has the frank and joyfully determined look of a man who has once more a future to look forward to, and who is just as proud of his past which has been restored to him by his Führer." A compelling guide that provides only a very faint glimmer of things to come. [Stock #49162] \$ 135.00



Faller, Leo (map and cover illus). **Rhine Black Forest.**

Landesfremdenverkehrsverband of the Rheinland. Godesberg, Germany. No date. Ca. 1936 .

Brochure 8 1/4 x 4 inches that unfolds to color pictorial map of the Rhine and Black Forest 28 x 8 1/4 inches; bright and clean condition.

The cartoon map by Leo Faller provides a striking overview of the Rhine and Black Forest. Of particular interest is the iconic zeppelin in close proximity to Frankfurt, thus suggesting the date 1936 which marks service between Frankfurt and New York City via the Hindenburg. Text in English. An attractive and uncommon ephemeral item in very good condition. [Stock #49167] **\$ 165.00**



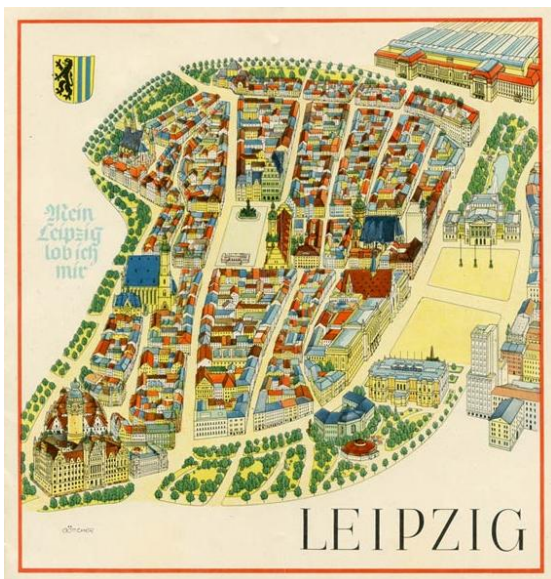
Teschemacher (?), Max (mapmaker). **Germany's Universities and Colleges.**

Reichsbahnzentrale für den Deutschen Reiseverkehr. Berlin. 1937 ?

Pamphlet 8 1/2 x 4 inches, color and sepia illustrations, unfolding to large color pictographic / pictorial map 23 x 32 inches. Very good condition: two short separations at folds, tiny split at edge of two folds.

Sepia photo images border a color pictorial map depicting locations of various colleges and universities. The photographic border includes exterior views of several universities as well as an "art history lecture," "clinical lecture," etc. The color map at the centre contains a small inset depicting icons that identify the type of

institution, eg. school of forestry, college of foreign studies, etc. This pamphlet was produced to encourage foreign students to study at German universities, colleges or academies, with text on verso giving information on the cost, practicalities etc: "the young National-Socialist Germany extends a cordial welcome to all foreign students." Text in English. [Stock #35797] **\$ 175.00**



Gottcher (mapmaker). **Leipzig.**

Herausgegeben vom stadt-verkehrsamt. Leipzig. 1937 .

Booklet, color pictorial map, black and white photo illustrations, 8 1/4 x 4 inches, opening to 8 1/4 x 8 inches, 10pp; text in German. Very good condition.

A booklet that extols the various features of Leipzig, including different communities within the city plus manufacturing and cultural attractions. The unfolded cover of the booklet features a stylized map in color depicting the city's main thoroughfares, iconic buildings and train station, while text on the map proclaims: "Mein Leipzig lob ich mir." Interior sepia photographic illustrations include Hitler in Leipzig, a large Nazi rally, and a shopping district with Swastika banners on display. Overall, an unusual pre-WWII ephemeral item in very good clean condition. [Stock #49166] **\$ 85.00**



Heinemann, Lothar (cover illus). **Germany. The Land of Healing Spas.**

Reichsbahnzentrale für den Deutschen Reiseverkehr. Berlin. No date. Ca. 1937 .

Booklet, black and white photo illustrations, 16pp, 9 x 4 inches, color pictorial wrappers (softbound). Short split to lower spine, crease at lower left corner of front cover, otherwise very good condition.

A vintage booklet with text in English introducing the natural springs and baths and spas throughout Germany. Numerous photographic illustrations including "Open air thermal swimming pool," "douche massage," "public brine atomizer," "clay mud pack," and much more. Text informs the reader that "Germany's healing springs are just as effective for the treatment of diseases of the heart, kidneys and stomach as they are in the case of disorders of the intestine and gall-bladder, symptoms of old age, obesity and metabolic disorders, affections of the respiratory organs and throat, anaemia and diseases of women...." The cover features a striking color graphic by Lothar Heinemann, Berlin. [Stock #45739]

\$ 85.00



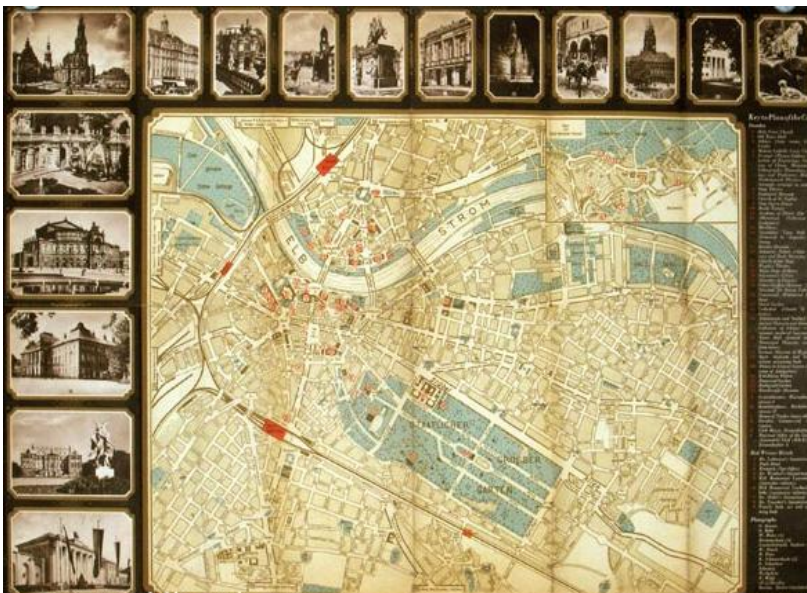
Germany. The Cologne Cathedral Cologne.

The Municipal Travel Bureau. Cologne. No date. Ca. late 1930 s.

Booklet, 9 x 4 inches unfolding to 9 x 8 inches, black and white photo illustrations. Light soiling to covers; good condition.

A vintage guide to places of interest in Cologne, Germany. Centerfold features an extraordinary double page city view of Cologne "taken from aeroplane" with the cathedral centrally located. Text in English.

[Stock #49182] **\$ 65.00**



Dresden. Germany's beautiful City of Art and Music.

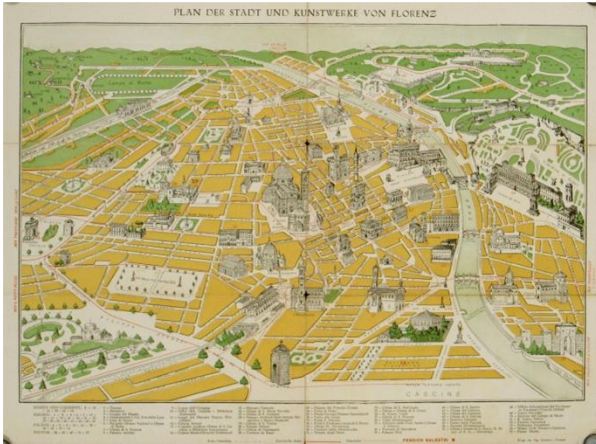
Verkehrsamt der Stadt Dresden. Dresden, Germany. No date, but pre- 1945 .

Color street map surrounded by two-toned photo illustrations on sheet 16 x 22 1/2 folding to pamphlet 8 x 3 3/4 inches, text and photo illustrations on verso. Soft extra fold to one panel, light wear to exterior left fold, overall very good condition. Text in English.

A significant map documenting the city of Dresden pre the February 1945 bombing of the city by the Allies. The photographs surrounding the map include one of the State Opera House which was destroyed in that bombing, and rebuilt in 1985.

[Stock #40412] **\$ 185.00**

PART II: ITALIAN TOURIST EPHEMERA



Florenz die Heimat der Kunst und des Schönen.

Florence. No date. Ca. 1920 s.

Color pictographic / pictorial street map, 10 3/4 x 16 1/4 inches on sheet size 13 x 18 3/4 inches folding to pamphlet 9 1/4 x 4 1/2 inches, text and black and white photo illustrations on verso. Good condition; light soiling, some separations at fold edges and intersections.

Attractive and brightly colored street map "Plan der Stadt und Kunstwerke von Florenz" highlighting key buildings and locations in Florence, Italy. Verso includes information on the Hotels Balestri and Florence. Text in German.

[Stock #49158] \$ 45.00



How to see Venice. Map & Guide of Venice. Plan und Führer von Venedig. This Map Will Serve as Permit to Visit Our Glass Factory (nr. the Royal Academy)....

The Venice & Murano Co. No date. Ca. 1920s.

Color pictographic / pictorial map, 8 1/2 x 12 3/4 inches on sheet size 9 3/4 x 13 3/4 inches, folding as issued to 7 x 5 inches, illustrations and text on verso. A few faint soiled spots and light foxing; very good condition.

An attractive historically themed pictorial map of Venice presented by The Venice & Murano glass manufacturers.

Verso includes information on places to visit. Text in English and German. Verso includes information on places to visit. Text in English and German. [Stock #46050] \$ 110.00



Pianta-Guida Monumentale-Illustrata di Roma.

E. De Gregori. Rome. 1921 .

Color pictographic / pictorial map in paper wraps 4.75 x 6.75 inches unfolding to poster-size map 19.5 x 27 inches. 22 pp. "Guida di Roma" attached to rear cover. There are breaks at several folds which have not been repaired; the most severe is a 1.75 inch separation on the fold extending from the top left margin. Repairs would be manageable.

The boldly colored map is titled "Nuovissima Pianta di Roma Monumentale." Text in the margins on two sides of the map is in English, French and Italian. What is unusual and quite engaging with this particular map is that tram lines are shown in red crisscrossing

the city, their destinations and numbers listed in the left margin. The paper the map is printed on is not of good quality, but the map's assertive graphics and colors are oddly compelling. [Stock #49198] \$ 185.00



Serenissima (Serene).

S. A. Serenissima. Venice, Italy. No date. Ca. 1930 s?
Pamphlet 4.5 x 6.5 inches that unfolds to a 13.75 x 19 inch color pictorial street map of Venice; the route of the sightseeing boat Serenissima is illustrated on one of the panels on the verso, together with information regarding tours in Italian, French, German and English. There are abrasions to several of the folds.

The map is printed in umber and blue with text in burgundy. Edifices of importance are pictured on the map, which is undated; however, photos from the Serenissima web site (the firm was founded in the 1920s) support a 1930s dating. An

attractive piece of ephemera in good condition. [Stock #49200] \$ 55.00



Venezia. Hotel de la Gare & Germania. Map title: Venezia e Lido.

No date. Ca. 1930 s ?

Color pictographic / pictorial map, 9 x 11 3/4 inches on sheet size 9 3/4 x 12 1/2 inches, folding as issued to 6 1/4 x 4 3/4 inches, illustrations on verso. Very good condition.

The pamphlet folds out to an attractive map of Venice and the Lido. Line drawings depict four public rooms in the hotels, which evidently cater to French and German tourists. [Stock #46047] \$ 85.00



Zimelli, Umberto. (mapmaker). **Gastronomisches Italien. [Culinary Italy]. Map title: Gastronomisches Italien. Karte der Wichtigsten Gastronomischen Spezialitäten Der Italienischen Länder.**

Ente Nazionale Industrie Turistiche. (ENIT) Italy. 1931 .

Color pictographic / pictorial map, 25 x 17 3/4 inches on sheet size 26 1/4 x 18 3/4 inches, folding as issued to pamphlet 9 1/2 x 4 1/4 inches, text in German and illustrations on verso. Splits to edges of top two folds on left side with light wear to second fold (these were the exposed edges of the folded pamphlet, overall very good condition.

A handsome, richly colored Art Deco style map of Italy by Umberto Zimelli highlighting the food and wine found throughout Italy. Verso includes Deco inspired illustrations of food and wine from different Italian regions. This is the German language version of a brochure promoting tourism in Italy that was issued in several languages. Alberto Capatti & Massimo Montanari write in their book "Italian Cuisine: A Cultural History": "During the two decades of Fascist rule, the exploration of gastronomy was completed by obtaining a complete map of the regions, by

sketching out a preliminary inventory of typical products, and by promoting the awareness of local cuisines with books, advertising campaigns, shows, and festivals. The artist Umberto Zimelli was commissioned by ENIT (the Italian National Tourist Board) to create "La carta delle principali specialità gastronomiche delle regioni italiane" (Map of the principal culinary specializations of the Italian regions). This was a map with which foreigners could identify the best products available in the cheese or dessert industry, the best wines and preserved foods, and contemplate steaming bowls of pasta placed between bottles of wine and molds of cheese." A handsome Deco Map - one of the most sought-after items of Italian travel ephemera. [Stock #48296] \$ 650.00



Turin.

Ente Nazionale Industrie Turistiche Ferrovie Dello Stato. 1932 .

Booklet, black and white photo illustrations, color street map (15 1/2 x 14 1/2 inches) folded and tipped-in back cover, 30pp, 6 3/4 x 4 3/4 inches, color pictorial paper wrappers (softbound). Very good, clean condition.

Vintage guide book to Turin, Italy, with striking color cover illustration of the buildings of Turin. Map title: Pianta di Torino. Text in English. [Stock #46051] **\$ 65.00**



Zimelli, Umberto. (mapmaker). **Das Schöne Italien. (Beautiful Italy).**

Ente Nazionale Industrie Turistiche. 1933 .

Color pictographic / pictorial map, 25 x 17 3/4 inches on sheet size 26 1/2 x 19 inches, folding as issued to pamphlet 9 1/2 x 4 1/2 inches, text and color illustrations on verso. Faint offsetting to upper left edge (outside map area); tiny pinholes at two fold intersections; very good condition with the map crisp and bright.

A stunning Art Deco map of Italy by Umberto Zimelli with many of the most beautiful spots - both man-made and natural - depicted in little vignette illustrations. An image of a stylishly dressed couple with camera is beneath the cartouche which depicts the requisites of travel: a map, camera, binoculars, walking stick and paper and pen. Verso features stylistic illustrations of women and men from different Italian regions and text in German. [Stock #46044]

\$ SOLD



Florence. Map title: Pianta di Firenze.

Italian State Tourist Department. 1933 .

Booklet, color folding street map (10 x 14 1/2 inches), black and white photo illustrations, 31pp, 6 3/4 x 4 3/4 inches, color pictorial card cover. Very good condition with pencil notations to inside front cover.

Striking color cover illustration of the Palazzo Vecchio. Tipped inside the back cover is a detailed and colorful street map of Florence. Scale 1:16000. Text in French. [Stock #44713] **\$ 65.00**



The Italian Lakes.

Ente Nazionale Industrie Turistiche Milano. 1934 .

Booklet, black and white photo illustrations, 7 3/4 x 8 3/4 inches folding into 8 3/4 x 4 1/8 inch color pictorial card covers. Two black and white maps, both on same page. Fine condition.

Striking color cover illustration of boats at the side of a lake. The Introduction to the booklet states: "The Lake district of Italy is renowned for the incomparable loveliness and variety of its scenery and its luxuriant vegetation, and for the beauty of its gardens and villas. The climate is extremely mild, the best season for a holiday being from April to October although there are parts of Lake Maggiore and Lake Como, and in the Lake Garda Riviera where the winter climate is delightful." Features information on Lakes Orta, Maggiore, Varese, Lugano, Como, Iseo, and Garda. Text in English. [Stock #46048] **\$ 60.00**

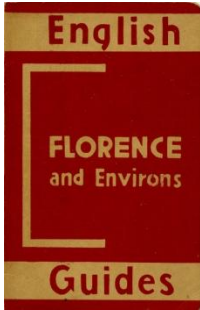


Vito, S. (mapmaker). **Turin.**

Ente Nazionale Industrie Turistiche Ferrovie Dello Stato. 1934 .

Pamphlet, 8 3/4 x 4 inches unfolding to 8 3/4 x 16 1/2 inches, black and white photo illustration and pictorial street map (8 3/4 x 8 1/4 inches) . Small regional map on rear cover. Very good condition.

Vintage guide to Turin, Italy, with pictorial street map by S. Vito, depicting the city's key tourist sites. The pamphlet informs the reader that "Turin is more symmetrically and regularly laid out than any other town in Italy, nearly all the streets intersecting each other at right angles...; it was founded by Julius Caesar and was called by the Romans *Augusta Taurinorum* ... (Turin)." Text in English. [Stock #49157] \$ 40.00



English Guides. Florence and Environs. With 2 maps, 3 groundplans.

Panetto & Petrelli. Spoleto. 1935 .

Booklet, color folding street map (12 1/2 x 15 inches) tipped-in inside back cover, also small two-color map of environs; 77pp, 6 x 4 inches; thick paper wrappers. Covers lightly worn, previous owner's name in ink inside front cover, pencil notations to numerous pages, 1 1/2 inch tear to mid lower edge of street map.

Guide book to Florence, Italy. List of Streets and Squares. Alphabetical Index. Features large folding street map of Florence "Firenze" and smaller folding map "Environs of Florence".

[Stock #49168] \$ 35.00



Italia: Rivista Turistica Mensile (Tourist Monthly Magazine).

E.N.I.T. (Ente Nazionale Italiano per il Turismo). Italy. 10- 1936 .

Complete October 1936 issue of magazine, 31pp, 13 1/4 x 9 1/2 inches, in color pictorial wrappers as issued. Text in German, French, English and Italian.. Light fading to cover edges, a few photos abraded by evident past adhesion, otherwise very good clean condition.

Italia magazine was produced to encourage tourism to Italy, and is distinguished by the strikingly attractive brightly colored cover graphics which are like mini posters. The same graphic is repeated on the front and rear cover. This cover design features a male statue surrounded by falling leaves. Interior contains articles on travel in Italy profusely illustrated in black and white, with occasional color illustrations. Of particular interest is the three-page article, illustrated with photographs, "The March on Rome" which celebrates the 1922 march of Italian Fascists on Rome that led to

Mussolini's appointment as Prime Minister of Italy. The magazine's linked objectives are evident: promoting tourism while glossing politics. [Stock #41199] \$ 55.00



Veri (mapmaker). **Golfo di Napoli. (Map title: Pianta Panoramica del Golfo di Napoli).**

Ente Nazionale Industrie Turistiche. Rome. 1937 .

Brochure 10 x 4.5 inches that unfolds to a panoramic map (13 x 26 inches on sheet 20 x 27 inches) of the Bay of Naples. Fine condition.

On verso is a short Introduction to Naples (English, French, German, Italian) illustrated with black and white photographs. We are told "The Fascist Regime has now transformed Naples into a large and modern metropolis without, however, either impairing in any way its incomparably picturesque character or spoiling the local colour that distinguished it..." Further along we read that Naples

"owes its economic prosperity...to the sea" and that, at present, "it benefits from the traffic of Italy's new empire in Ethiopia." An interesting and attractive publication in very good condition. [Stock #49199] \$ 165.00



Calderini, Emma and Umberto Zimelli (illus). Cover illustration: Zimelli. **Costume of Italy. Map title: Map of the Popular Italian Costumes.** Ente Nazionale Industrie Turistiche. Rome. Ca. 1937 . Map is dated 1934. *Color pictorial / pictographic map, image 22 3/4 x 17 3/4 inches, folding to pamphlet 9 1/2 x 4 1/4 inches, duotone pictorial cover, text and vignette illustrations on verso of map. Four small holes where left side of folded map was dented, now repaired, light soiling to covers.*

A stunning map of Italy with pictographs of the regional costumes, a powerful illustration of Italian nationalism, which is echoed in the English text description: "All the costumes here illustrated...still survive and as they form part of the people's life there is no likelihood of their dying out. Although at present all Italians are mainly concerned with the future, they have never felt the need of discarding anything that traditionally represents beauty and good taste, art and gracefulness." [Stock #40402] **\$ 475.00**



For your trip to Italy consult this map which will be a valuable guide in planning your itinerary.

Nazionale del Turismo. Rome. 1939 . *Pamphlet 8 x 4 inches that unfolds to colorful 16 x 16 inch map of Italy. The map provides information on lines of navigation, railway routes, high speed motor ways and lesser roadways. Brochure distributed at the Golden Gate International Exposition. Text in English. Golden Gate International Exposition stamp to front cover, near fine condition.*

The verso of the map provides useful information for the American tourist planning a trip to Italy, specifically: "You spend less in Italy than you do at home." Paragraphs provide information on Tourist Checks bought at home that can be redeemed in Italy for a 10% premium above the official exchange rate, as well as Hotel and Gasoline coupons that can be redeemed for savings on fuel and

lodging. The reader is assured that "Half a month's visit in Italy, travelling first class and living in the "luxury" hotels, would cost you not more than 80 Dollars." A compelling argument, even in Depression-stricken America. Near fine condition. [Stock #49195] **\$ 165.00**



Italia: Rivista Turistica Mensile (Tourist Monthly Magazine).

E.N.I.T. (Ente Nazionale Italiano per il Turismo). Italy. 01- 1939 . *Complete January 1939 issue of magazine, 35pp, 13 1/4 x 9 1/2 inches, in color pictorial wrappers as issued. Text in German, French, Italian and English. 1/4 tear to mid right edge of cover (scarcely visible) and interior pages, otherwise very good clean condition.*

This cover design features a skier on a snow-covered mountain. Interior contains articles on travel in Italy profusely illustrated in black and white, with occasional color illustrations. Italia magazine was produced to encourage tourism to Italy, and is distinguished by the strikingly attractive brightly colored cover graphics which are like mini posters. The same graphic is repeated on the front and rear cover. Of particular interest is a two-page illustrated feature "Lybia," a country which, according to the text, has become "a much favored holiday resort" featuring ruins "which attest to the ancient Roman civilization of this part of Africa." The Italian government asserts its claim to an ancient

homeland. [Stock #40840] **\$ 65.00**



Bari. Map title: Carta Turistica di Bari e Dintorni.

Ente Provinciale per il Turismo. Bari. 1940 .
Color pictographic / pictorial map, 18 1/2 x 26 on sheet size 19 1/2 x 26 1/2 inches folding to pamphlet x inches. A few faint soiled spots, several 3/4 inch separations at folds, wear and small chips to edges (outside main map area); good, bright condition.
 Colorful map of Bari, Italy and the surrounding area. Features an inset illustration of Bari in medieval times plus black and white photo illustrations of the city in the lower margin under map. Verso features images and information on Bari in English, Italian, German, Spanish and French. [Stock #45460] \$ 125.00



Photo Alinari. **Map of Florence.**

Pubblistudio. Florence, Italy. No date. Ca. 1940 .
Broadside sheet unfolding to a tri-color map of Florence (city name in English) 18 x 23 inches with a 3.25 inch border comprised of 30 black and white photographs of notable buildings (Photo Alinari), creating an overall image 26.75 x 31 inches (poster size). Scattered light foxing, overall very good condition.

The map is folded, as issued, and was evidently a promotional item distributed by merchants whose advertising appears (in English and Italian) on the verso. Notable names in Italian merchandising are here featured, including Vittorio Alinari (Artistic Photographs), Legnaioli (Jewelry, Watches), Civinini (Hosiery), Emilio Paoli (Furniture), De Roma (Gloves), Lorenzo Rubelli (artistic textiles), Spulcioni (leather goods), Anna Valsecchi (lingerie), Arfango Italia (gentlemen's attire

featuring Rorsalino hats), The National Association of Artists Art Gallery, etc. The advertising on the verso of the map provides an intriguing inventory of Florentine merchants of antiquities, art and luxury goods whose clientele was comprised, in no small part, of well-heeled English-speaking tourists. An interesting glimpse of the Renaissance City par excellence on the eve of World War II. [Stock #49194] \$ 185.00

Thank you for your interest! This catalogue presents a small sampling of our extensive stock of vintage ephemera, much of which is viewable on our website at www.oldimprints.com