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First Editions, Rare & Collectible Books



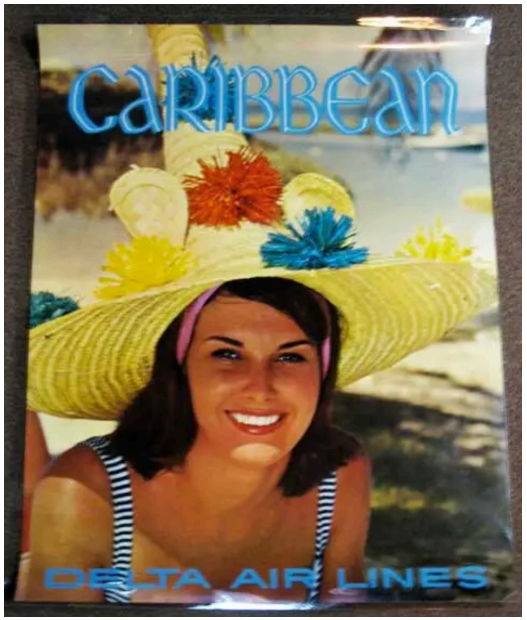
Tavistock Books 2026

I suspect everyone reading this has heard the phrase “Want to get away?”, and immediately connects it with SWA advertising….. however, long before the ubiquitous social media & television airline ads that now assault us daily, as early as 1910, the airlines used paper posters to advertise their service. While earlier posters often featured the novelty travel means of the aircraft itself, once air travel had become more the ’norm’, post-WWII posters began highlighting the destination. Posters were hung in airports, rail stations, travel agencies, hotels and city kiosks, and they were the main advertising avenue for air travel before television and the internet took over as their primary advertising medium. From the latter part of this era, our list this week features 13 colorful ‘destination’ posters from the 70s & 80s, which center on such vacation spots such as Hawaii, Australia, Tahoe, & Utah, to name but a few.

So with this travel inspiration in mind, we invite you to take a browse,

and plan your next getaway!

V.



1. CARIBBEAN. Delta Air Lines.

[Airlines Travel Poster].

(n. p.): Delta Air Lines, (n. d.). 1st printing, ca late 1960s / 1970s. Broadside. Full size photographic image of brunette smiling beauty in a colorful hat, with a beach background. 28" x 22". Colors very bright. Light edgewear, crease to bottom left corner. Unobtrusive damp stain to rear right corner. Withal, Very Good. Item #38599

Price: $75.00



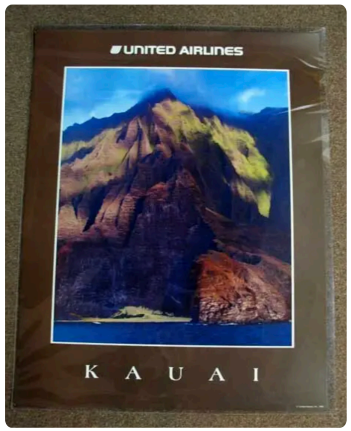
2. WESTERN AIRLINES To CANADA.

[Airlines Travel Poster].

(n. p.): Western Airlines, (n. d.). 1st printing, ca 1970s. Broadside. Large image [9" x 25"] of a moose in lush wilderness staring directly into camera. Landscape format: 11" x 27". Light edgewear. A VG+ copy. Item #38070

Western Airlines was a trunk carrier, a scheduled airline based in California, operating in the Western United States including Alaska and Hawaii, and western Canada, as well as to New York City, Boston, Washington, D.C., and Miami and to Mexico City, London and Nassau. Western had hubs at Los Angeles International Airport, Salt Lake City International Airport, and the former Stapleton International Airport in Denver. Before it merged with Delta Air Lines in 1987 it was headquartered at Los Angeles International Airport (LAX). Throughout the company's history, its slogan was 'Western Airlines...The Only Way to Fly!'" [Wiki].

Price: $125.00



3. KAUAI. United Airlines.

[Airlines Travel Poster].

(n. p.): United Airlines, (1985). 1st printing (presumed). Broadside. Large image [20-3/4" x 17"] of impressive mountains of Kauai overlooking the ocean. Burgundy border printed with white lettering. 28" x 22". Some light edgewear in margins. A VG+ example. Item #38047

Price: $75.00





4. ADVERTISING POSTER. TWA To HARRAH'S LAKE TAHOE South Shore.

[Airline / Lake Tahoe Advertising Ephemera].

Reno, Nev. Prepared by Thomas C. Wilson Advertising Agency, (n. d.). Ca 1960. Single sheet, printed in red & black, recto only. Image of the TWA Constellation airplane in the top center of the poster. 23-3/4" x 11" Now housed in a clear archival mylar sleeve [folded]. Hint of age-toning to paper. Horizontal fold-line in center. A VG+ copy of this rare survivor. Item #52107

Harrah's Lake Tahoe opened in June 1955, with the South Shore Room opening 4 years later, in 1959.

This advert claims "You can spend the evening at Lake Tahoe, enjoy the biggest names in the business, plus Nevada's excitement in the same amount of time as any average night out in your city", though "fine food and top-star shows are available in the South Shore Room, but are not included in the price of your air ticket."

Rare bit of Lake Tahoe ephemera from over a half-century ago.

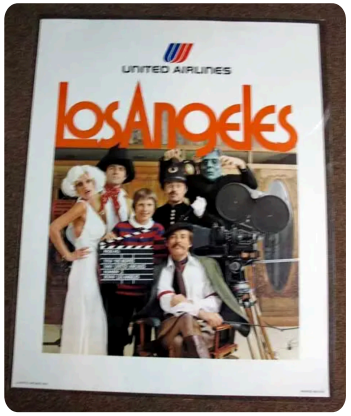
Price: $245.00

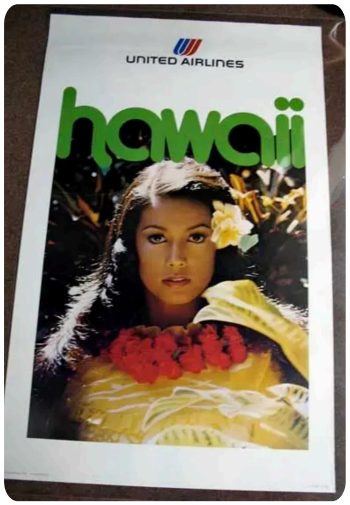
5. LOS ANGELES. United Airlines 1976.

[Airlines Travel Poster].

(n. p.): United Airlines, (1976). 1st printing. Broadside. Large image [20-5/8" x 18"] featuring stereotypical Hollywood character look-a-likes (ie. Madonna, Frankenstein, a cowboy) looking humorously toward camera. 28" x 22". Very light edgewear. A VG+ example. Item #38041

Price: $75.00



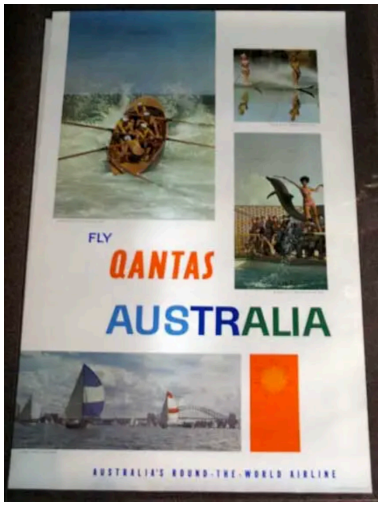


6. HAWAII. United Airlines. 974-0641-PO782.

[Airlines Travel Poster].

(n. p.): United Airlines, (1976). 1st printing. Broadside. Large image [27-1/2" x 21"] of Hawaiian lady staring directly into camera. 40" x 25". Some light edgewear [only in margins]. A VG+ example. Item #37999

Price: $225.00



7. FLY QANTAS AUSTRALIA. Australia's Round-the-World Airline. P117.

[Airlines Travel Poster].

(n. p.): Qantas Airlines, Printed in Australia by S. T. Leigh & Co., (n. d.). 1st printing, ca. 1960s. Broadside. Four large color photographic images featuring a "Surfboat Crew in Action at Cronulla Beach, Sydney", "A Saturday Afternoon, Sydney Harbour", "The Porpoise Pool at Tweed Heads, New South Wales", and "Water Ski-ing on the Hawkesbury River Near Sydney". 39-3/8" x 25". Some light edgewear, sunning to rear edges. A VG example. Item #38832

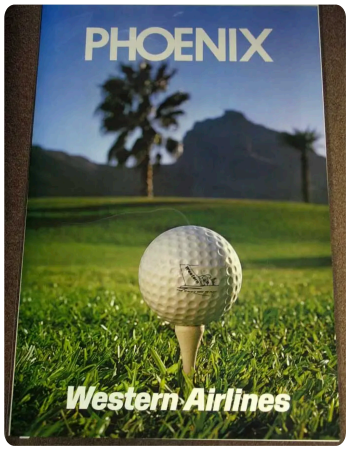
Price: $225.00

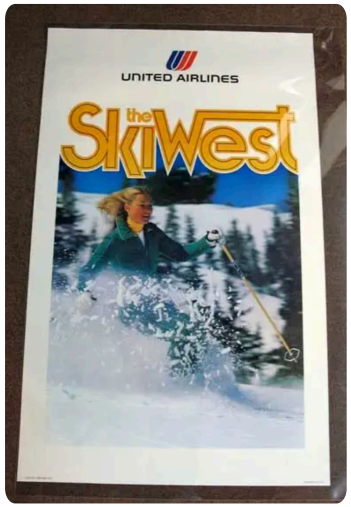
8. PHOENIX. Western Airlines.

[Airlines Travel Poster / Golf].

(n. p.): Western Airlines, (n. d.). 1st printing, ca. 1980s. Broadside. Full size image (38" x 25") of a golf ball on a tee on a sunny day. 38" x 25". Some modest edgewear. A VG+ copy. Item #38532

Price: $75.00





9. SKI The WEST. United Airlines.

[Airlines Travel Poster].

(n. p.): United Airlines, (1977). 1st printing thus. Broadside. Large image [29-3/4" x 21"] of blonde skiier in green suit rushing happily through loose powder. White border, with title printed in dark yellow font. 40" x 25". Some light edgewear, small tear to top edge. A VG example. Item #38049

Price: $95.00



10. AMERICAN ASSOCIATIONS With BRITAIN.

[Travel Poster].

[London]: British Travel. Printed in Great Britain at The Curwen Press 206/ENG/70/15. (n. d.). Circa 1970s. Broadside. Colorful image of a map of Britain with locations of historical purport for America demarcated with a small illustration and brief textual explanation. 39-3/4" x 27-3/4". Light wear to edges; few tiny spots to upper edge. A VG example. Item #43573

A rather curious travel poster from Britain to its former colony, in that the "American associations" depicted on the map are more often than not the birthplaces and/or early residences of Mayflower pilgrims and leaders of the American Revolution. We speculate that it was issued to coincide with the increased interest in US colonial history during/leading up to the bicentennial.

Price: $125.00

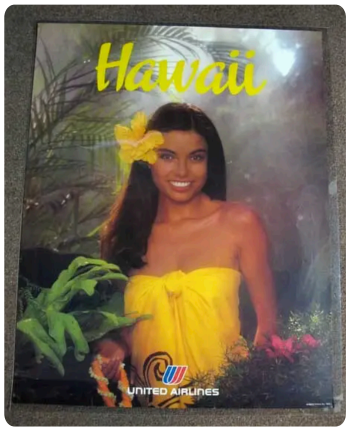
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11. HAWAII. United Airlines. 1983.

[Airlines Travel Poster].

(n. p.): United Airlines, (1976). 1st printing. Broadside. Full size image [28" x 22"] of Hawaiian lady in yellow dress smiling directly into camera. 28" x 22". Very light edgewear. A VG+ example. Item #38039

Price: $125.00



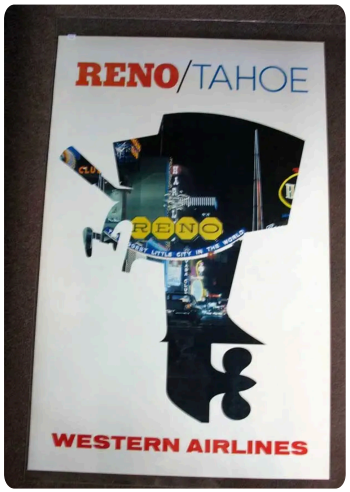


12. UTAH. Western Airlines.

[Airlines Travel Poster]. Leick, E. G. - Artist.

(n. p.): Western Airlines, (n. d.). 1st printing. Broadside. Large illustrations [20" x 11-1/2"] by E. G. Leick depicting a happy skiier plowing through fresh powder, canyons at sunset, and a smiling family white water river rafting [signed in the plate by Leick]. 22-3/4" x 15". Light edgewear. A VG+ example. Item #38068

Price: $125.00



13. RENO/ TAHOE. Western Airlines.
[Airlines Travel Poster].

(n. p.): Western Airlines, (n. d.). 1st printing (presumed). Ca. 1970s. Broadside. Large image [27-1/4" x 22"] of downtown Reno lit up at night inside of an outboard motor cutout. Title printed in orange and blue lettering to white background. 39" x 25". Light edgewear, confined to margins. Small smudge to below left of motor. A VG [if not better] example. Item #38098

Price: $150.00

Thanks for looking! As always, happy to answer any questions or take any orders.

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