

## **LMS Publicity – Associated British and Irish Railways**

In the series of articles looking at LMS publicity, a number of brochures were noted as having an American edition. This was often identical to the British edition but with details of the representative offices in the USA. The 1929 American edition of the English Lakes brochure has two pages devoted to offices throughout the country. In New York the LMS Representative General Passenger Manager was TR Dester a name that will appear later. The office was at 200 Fifth Street

In the early days of the Big 4 each of the railways produced brochures with the name of the railway and the suffix 'of England' or 'of Great Britain' as appropriate. As the harsh economic conditions of the 1930s began to take their toll on the railways, brochures began to appear in Great Britain in joint names although the contents of the brochures usually betrayed an origin with one or other of the partners, for example joint LMS brochures having an earlier LMS title and including an ERO number.

About 1934 brochures began to appear under the banner of Associated British Railways. ABR was formed jointly by the LNER, LMSR and SR. The earliest ABR publicity literature seems to have consisted of 5 titles, 'You'll Enjoy England' written by BL Warde An American in London, 'The Romance of Scotland' and 'Your European Trip (with details of special tours)' written by Graham Sutton, 'England and Continental Europe' and a 'Map Folder'. It is likely that 'Your European Tour' was the first of these brochures as it begins 'Let us introduce ourselves... For we have settled down at 551 Fifth Avenue New York'

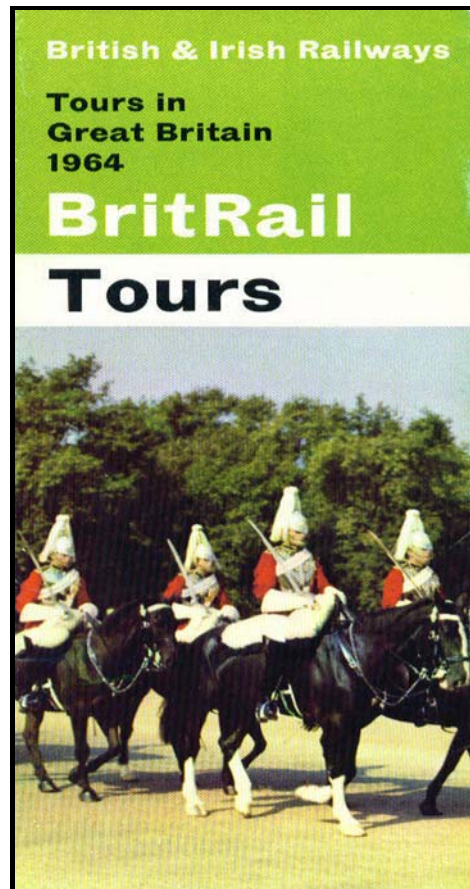
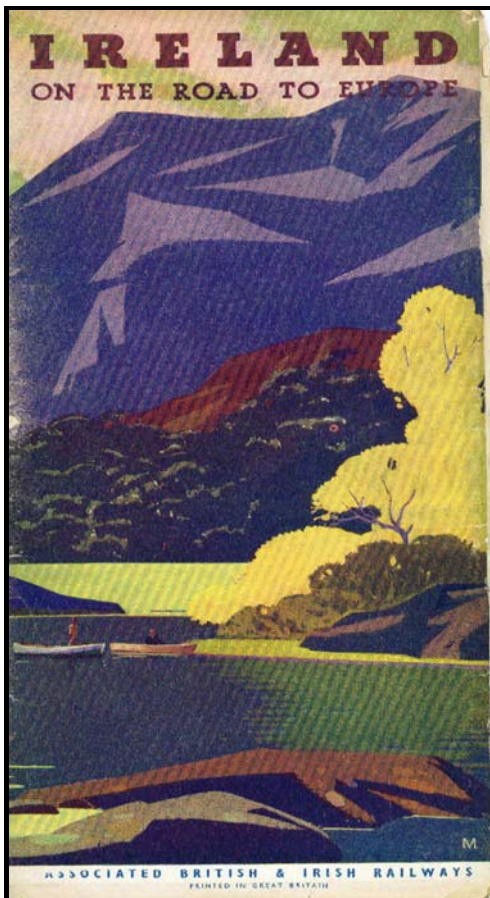
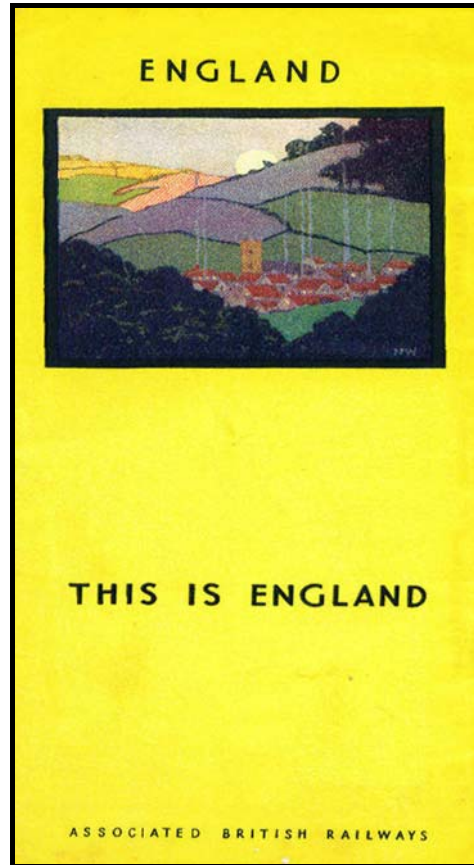
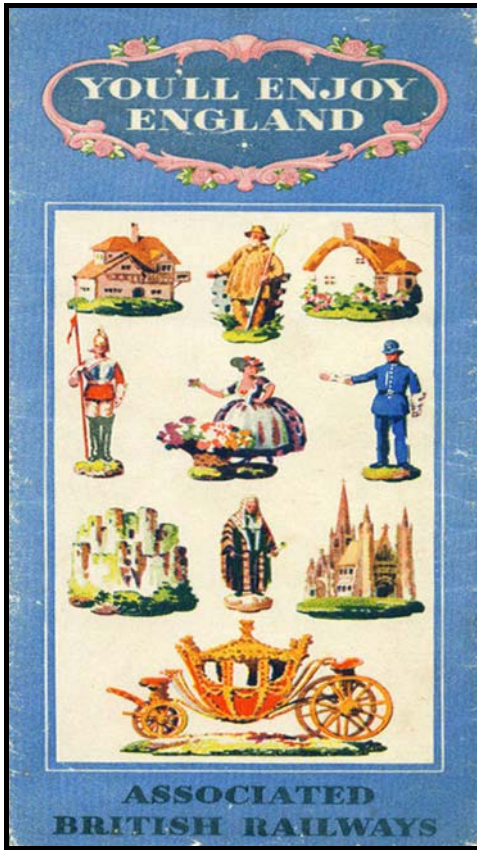
It would appear that the LMS was the driving force behind ABR because the 'European Tour' brochure was marked ERO 53319 clearly an LMS code and TR Dester is described as General Traffic Manager. Last but not least Sir Josiah Stamp the President of the LMS was President of ABR. The GWR was not part of ABR and this is made very apparent by the early system map which shows the lines of the participants in red but those of the GWR as thin black lines more appropriate to secondary lines.

The 'European Tour' brochure included a set of individual inserts of specimen tours that were included in a pocket inside the rear cover. These had all been printed in the USA but the main brochure was printed by the Sun Engraving Company of Watford.

By 1935 the original ABR partners had been joined by the GWR and the GSR of Ireland and the titles advertised were 'This is England by SPB Mais', 'The Romance of Scotland', 'Ireland on the Road to Europe', 'England and Continental Europe' and the 'Map Folder'.

In 1936 the titles advertised were 'This is England by SPB Mais', 'The Romance of Scotland', 'Ireland on the Road to Europe', 'England and Continental Europe' and the 'Map Folder'. 'This is England' bore a very strong resemblance to an LMS brochure with cover illustration by Norman Wilkinson and bearing the date 1936. There is a 'Romance of Scotland' brochure in similar format with Norman Wilkinson cover but without anything to identify its print year and this too is probably from the same year.

1937 the year of the Coronation of George VI produced at least 2 special publications, 'England in Coronation Year by SPB Mais' and 'Coronation Year in England'. The former was a standard type folding brochure printed in England whilst the latter was a more modest 4 page affair printed in the USA by Cumberland Press Inc and detailing 4 tours. The title had now become Associated British



and Irish Railways Inc and expansion was in the air with ABIR offices opening early in 1937 at Chicago and Los Angeles. The literature list now reads 'The Romance of Scotland', 'Ireland on the Road to Europe' England and Continental Europe', 'ShakespeareLand' and 'Map of Associated British and Irish Railways'. The inclusion of ShakespeareLand is the GWR

contribution, its author being none other than Maxwell Fraser with cover design by Claude Buckle. Most of the text was lifted from a brochure of the same name that appeared as a collaborative GWR/LMSR venture some years earlier but in fact the brochure appeared titled *The Shakespeare Country*. The style of the *England and Continental Europe* brochure has some characteristics of Southern Railway publicity and may have been produced through SR auspices and reflected that railway's concentration on its continental connections in so much of its publicity.

In 1938 the name of TR Dester disappeared from the brochures to be replaced by CM Turner and the New York address is now 16, West 49th Street, 9, Rockefeller Plaza. The title *Shakespeareland* has been replaced by the title '*The Shakespeare Country*' and the cover style is much plainer. The text is mostly unchanged, the details of the Stratford season have been updated to reflect the different dates and plays and the description of Guy's Cliffe no longer appears, it has given way to a section on *George Washington Country*. The other titles remain unchanged but the covers of the *Ireland* and *Scotland* brochures are much plainer, two colour printings

For 1939 the titles remain similar but have been rewritten and consist of '*This is England* by Laurence Meynell', '*The Romance of Scotland* by Maurice Walsh', '*Ireland on the Road to Europe* By Lynne Doyle', '*The Shakespeare Country* by SPB Mais', '*England and Continental Europe*' and the '*Railway Map Folder*'. The *Ireland* brochure has a pictorial cover by M and an ERO number has appeared.

I do not know of any ABIR brochures after 1939 and the tourist industry had not recovered by the time of nationalisation in 1948. British Railways continued to promote themselves in the USA from the office at 9 Rockefeller Plaza into the 1960s but as air travel supplanted sea travel the *American Tourist* arrived at Heathrow and the coach tour from London became the norm. British And Irish Railways Inc with offices in New York 630 Fifth Avenue, Los Angeles, Toronto and Vancouver produced a brochure '*Tours in Great Britain 1964*'.

The publications of ABIR form a distinct if limited set of official publicity and the following table summarises what the author can determine of the items that exist either from his own collection or gleaned from items within it. Details that fill the gaps would be most welcome.

Mike Dean (12)

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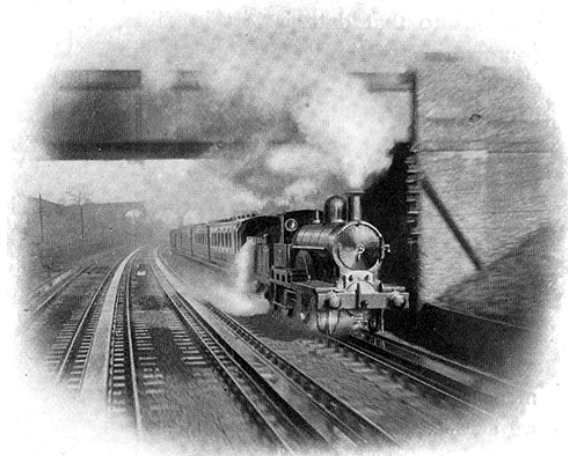
## London & North Western Railway.

—  
COMBINED RAIL AND  
ROAD TOURS . . . .

. . IN . .

# *North Wales.*

—  
**T**ICKETS at Cheap Fares, covering journeys by Rail and Road, are issued during the season at the principal stations in North Wales to enable visitors to view the many points of interest and charming scenery of the district.



## List of Publications

Year	Title	Author	Comments
1934	You'll Enjoy England	BL Warde	
1934	The Romance of Scotland		
1934	Your European Trip (With details of Special tours)	Graham Sutton	ERO 53319
1934	England and Continental Europe		
1934	Map Folder		
1935	This is England.	SPB Mais	
1935	The Romance of Scotland	Graham Sutton	
1935	Ireland on the Road to Europe		
1935	England and Continental Europe		
1935	Map Folder		
1936	This is England.	SPB Mais	
1936	The Romance of Scotland	Graham Sutton	
1936	Ireland on the Road to Europe		
1936	England and Continental Europe		SR Style
1936	Map Folder		
1937	England in Coronation Year	SPB Mais	
1937	Coronation Year in England		Printed in USA by Cumberland Press Inc
1937	This is England.		
1937	The Romance of Scotland	Graham Sutton	
1937	Ireland on the Road to Europe		
1937	ShakespeareLand	Maxwell Fraser	Published as The Shakespeare Country
1937	England and Continental Europe		
1937	Map Folder		
1938	This is England.		
1938	The Romance of Scotland	Graham Sutton	
1938	Ireland on the Road to Europe	Stephen Gwynne	
1938	England and Continental Europe		
1938	The Shakespeare Country	Maxwell Fraser	
1938	Map Folder		
1939	This is England.	Laurence Meynell	
1939	The Romance of Scotland	Maurice Walsh	
1939	Ireland on the Road to Europe	Lynne Doyle	Pictorial cover by M ERO number 53521
1939	The Shakespeare Country	SPB Mais	
1939	England and Continental Europe		
1939	Map of Associated British and Irish Railways		