

## Railway Posters - Teignmouth

A quick introduction .....

Between 1923 and 1947 the railway poster in Britain was in its heyday. These were the years of the "Big Four" railway companies: The Great Western Railway, Southern Railway, London Midland and Scottish Railway and London and North Eastern Railway.

Competition for passengers was fierce with each of the companies developing its own distinctive style of poster advertising. Some of the finest poster artists of the time were commissioned - including Cassandre, Edward McKnight Kauffer, Fred Taylor and Tom Purvis and a new standard was set for railway art.

The subjects of the posters covered the resorts and towns served by each company's network and also the wider interests of the railway, from stunning landscapes, sunny beaches and bathing belles, to ships, hotels and streamlined expresses.

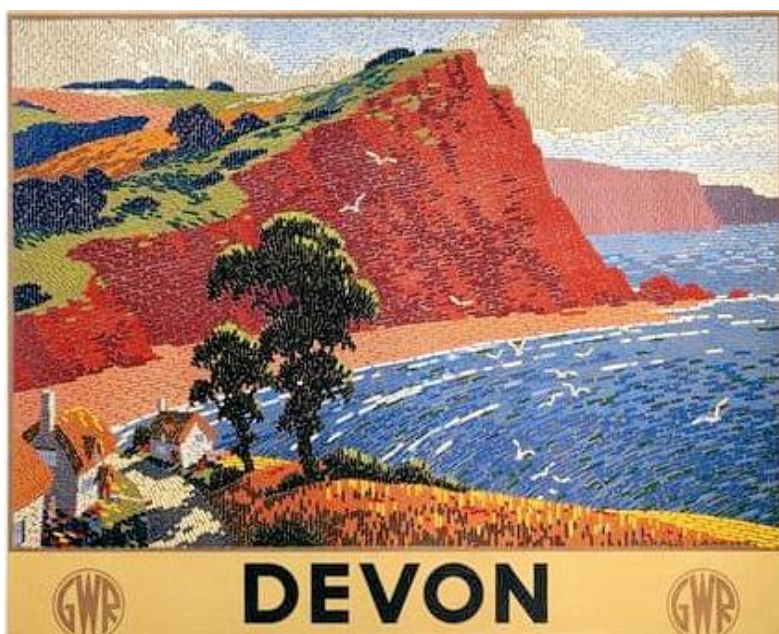
These posters were one of the first attempts to try mass marketing way before TV advertising took a grip.

Some of the rarest posters available carry a selling price of many thousands of pounds.

*If you want to read more about the values of some of these posters, the link below will give you a clue. Be prepared to be astounded!*

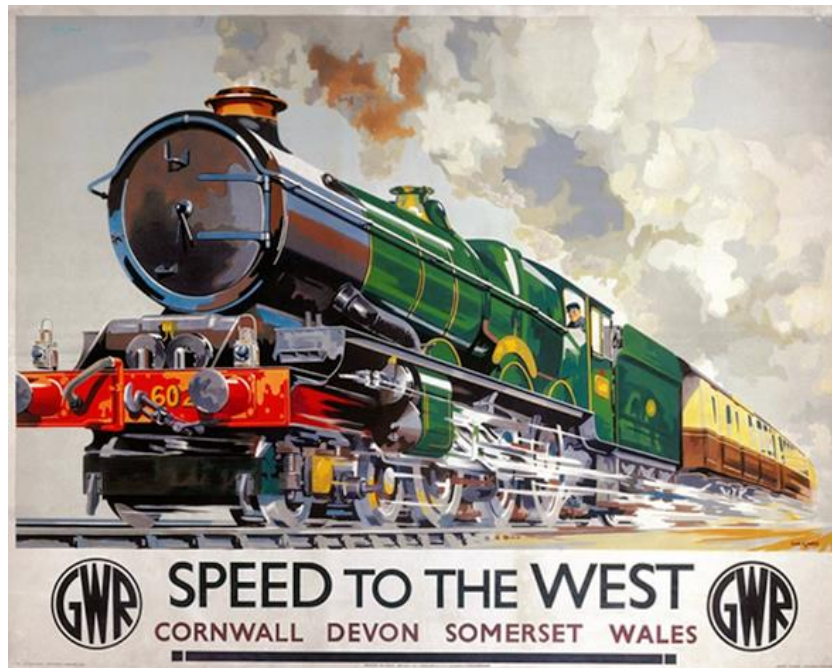
<https://www.dailymail.co.uk/news/article-1253414/Trainspotters-collection-old-railway-posters-set-sell-1million.html>

A general illustration first for you:



Travel Poster produced for the Great Western Railway (GWR), promoting rail travel to the county of Devon, showing an idealised view of the sea and red cliffs, with fields and cottages in the foreground. One of a series of three posters featuring artwork by Ronald Lampitt. 1,200 copies of the Devon poster were issued, and Lampitt was paid the unusually high sum of £200 for each design used in the series.

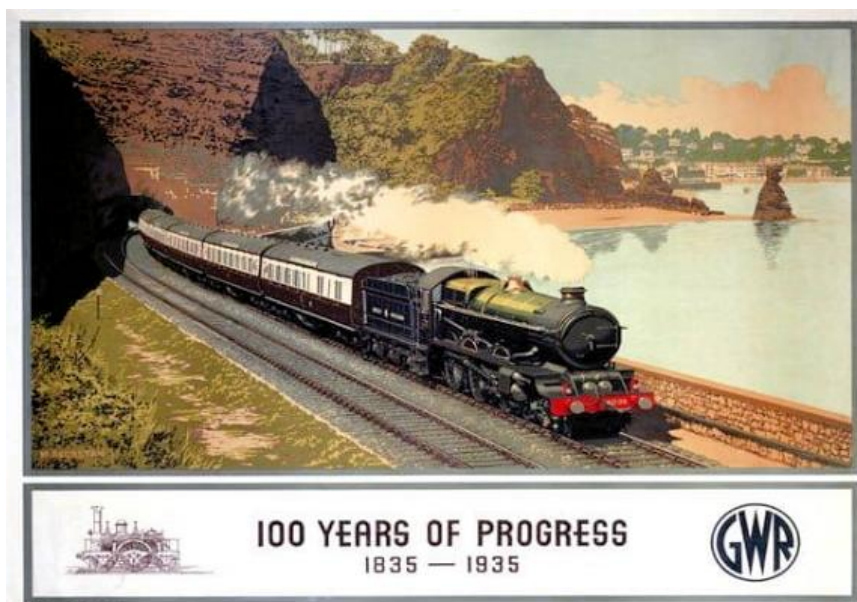
To get us started on the railway proper, here is one well known poster and another showing the sea wall before we get to the main business.....



Speed to the West

This is one of the great classics of Railway Poster Art. This well-known portrayal of the journey by GWR to the West Country advertises not only the journey, but also feeds the excitement and speed of travel by steam train in that era for passengers.

Date: 1938. Artwork by Charles HJ Mayo. © NRM/Pictorial Collection.

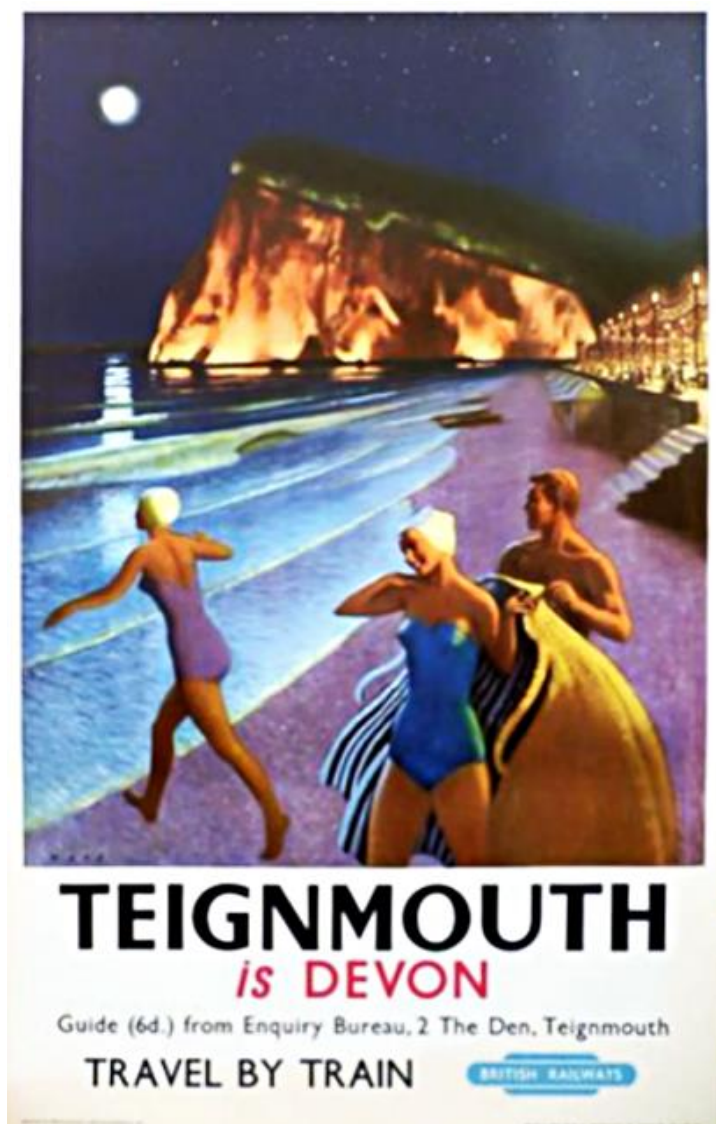


Poster produced for Great Western Railway to mark the centenary of the Great Western.

Locomotive King Charles II emerges from what appears to be the Parson's tunnel with the Cornish Riviera Express.

Date: 1935. Artwork by Murray Secretan. © NRM/Pictorial Collection.

So here we are at last in..... Teignmouth!



Teignmouth *is* Devon - British Railways Western Region

View of the Ness and Teignmouth beach promoting night swimming! Excellent night time study showing the Ness and promenade with lights ablaze. These days neither of those two areas are lit at night to the same extent.

Date: 1957. Artist: Douglas Lionel Mays.

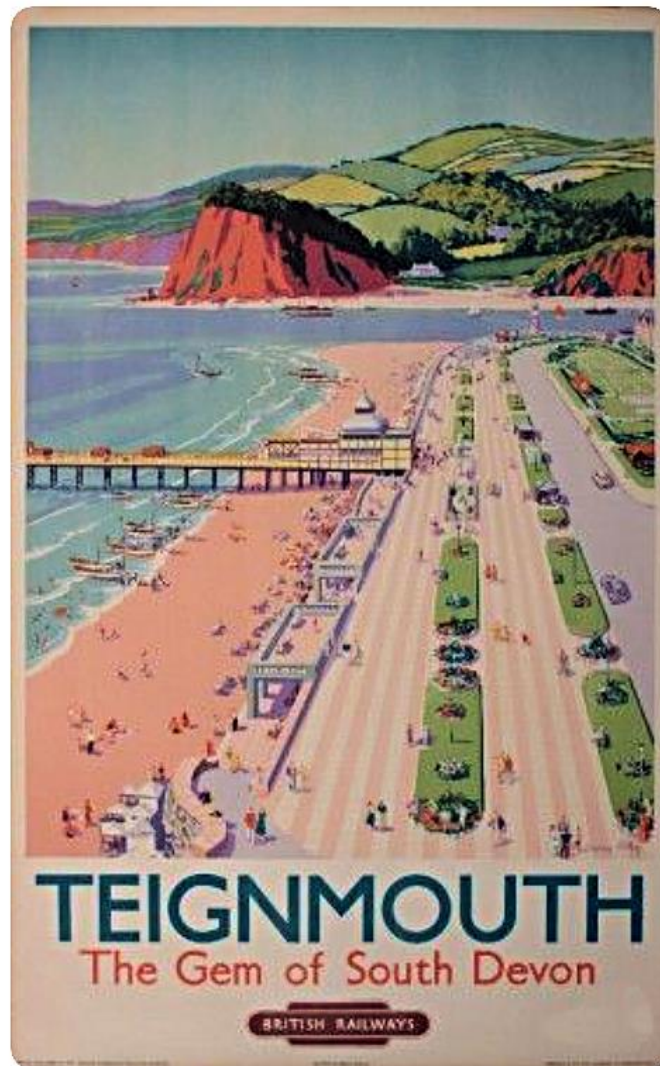




### Teignmouth *is* Devon - British Railways Western Region

With a View looking towards Parson's Tunnel and Dawlish this poster provides an image well remembered by people of a certain age, who spent their childhood holidays on beaches around Britain making sandcastles with a bucket and spade. The inset illustration shows the golden sands of Teignmouth seafront and Teignmouth Pier. This poster formed part of British Railways' Travel By Train marketing campaign, so we date this one to the 1950's.

Date: 1950's. Artist: unknown.



Teignmouth - The Gem of South Devon - British Railways Western Region

Another excellent view along the promenade at Teignmouth with the pier, lighthouse and Ness in the background.

Date: 1949. Artist: Harry Riley.



Teignmouth *is* Devon - British Railways Western Region

Nice study of the beach with the Ness in background. Carefree days in the sun!

Date: 1953. Artist: Stewart Glenn.

This poster once sold at auction in 2016 for £500.

And finally ..... the most liked poster depicting Teignmouth?

Jury is out but I think it's one of the better ones.





# TEIGNMOUTH

*is* DEVON

Guide (6d.) from Enquiry Bureau, 2 The Den, Teignmouth

TRAVEL BY TRAIN

BRITISH RAILWAYS

## Teignmouth *is* Devon - British Railways Western Region

Teignmouth sits at the mouth of the river Teign where the railway turns West inland to follow the estuary, heading for Newton Abbot and all stations to Penzance.

The rail line from Exeter engineered by Brunel runs along the coast hugging the shore, where it regularly does battle with the high waves coming ashore during severe storms, passing through tunnels in the red sandstone cliffs and running along the sea wall through Dawlish into Teignmouth.

Depicting a couple sitting on a bench atop the Ness and overlooking the town you can spot in the distance, a train making its way along the sea wall. This is a c.1953 BR Poster for this delightful coastal town.

Artwork by Norman Howard. Science Museum Group Collection.

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