

E-List No. 3

Transportation



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Books & Ephemera ABAA

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E-List 3: Transportation. Promotional & Trade Literature for Automobiles, Aviation, Shipping, and Rail.

Welcome to the third of a series of occasional lists of material from my varied stock. In the upcoming months I plan on issuing several such lists, comprised on an average of 20-50 items, on a range of topics or themes: medicine, international expositions, trade catalogues, photography albums, sheet music, transportation, broadsides, ephemeral collections, Italian pamphlets, political propaganda, advertising, satire, and cinema.

Usually at this time of year I would be in Europe—and the fruits of recent past scouting there will be evident in these lists. So this forced confinement, as it were, encourages me to put forth material that I have been acquiring. I welcome inquiries or wish lists from collectors and institutions.



And be sure to visit my “booth” at the ABAA’s Virtual Book Fair, between June 4th and the 7th, where I will be exhibiting 50 items **never before seen on the internet!** I will virtually be set up beside my esteemed colleague, Garrett Scott, who is the **real** McCoy!

Thank you for your time and attention.

Marc Selvaggio
May/June 2020.

ORDER INFORMATION:

CONDITION: Unless otherwise noted, an item is in the original as-issued binding and in what is generally accepted as very good condition. I try to identify any major defects, but I don't dwell on what I consider normal wear [e.g., slightly rubbed corner].

TERMS OF SALE: Any item is fully returnable for any reason within seven (7) days of receipt.

HOW TO ORDER: All items are subject to prior sale. I suggest a speedy placement of your order. I recommend email as the most expedient way to reach me, although you may also leave a message on my landline [510-548-8009].

I AM FLEXIBLE ON ORDERING, SHIPPING, AND PAYMENT. Please let me know if you wish me to hold any item, or items, until you are open again, or to accommodate changes in your budget. I will ship and bill to your needs and requirements. *I am happy to place any item(s) on reserve for as long as necessary.*

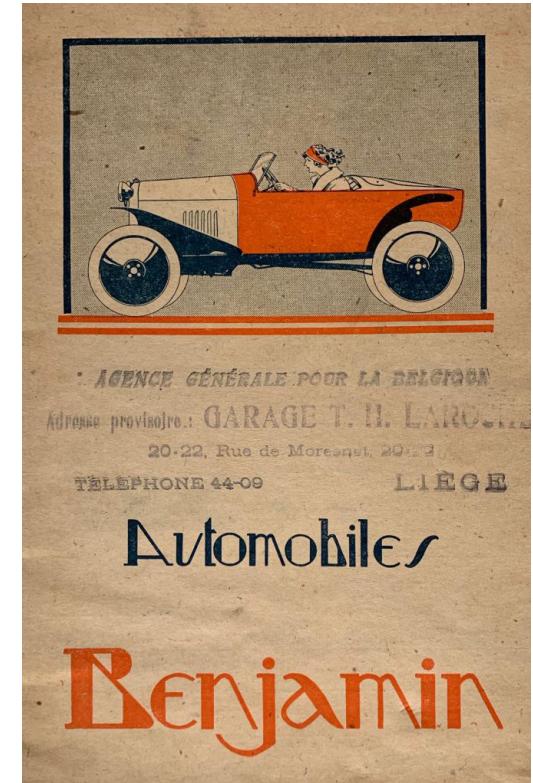
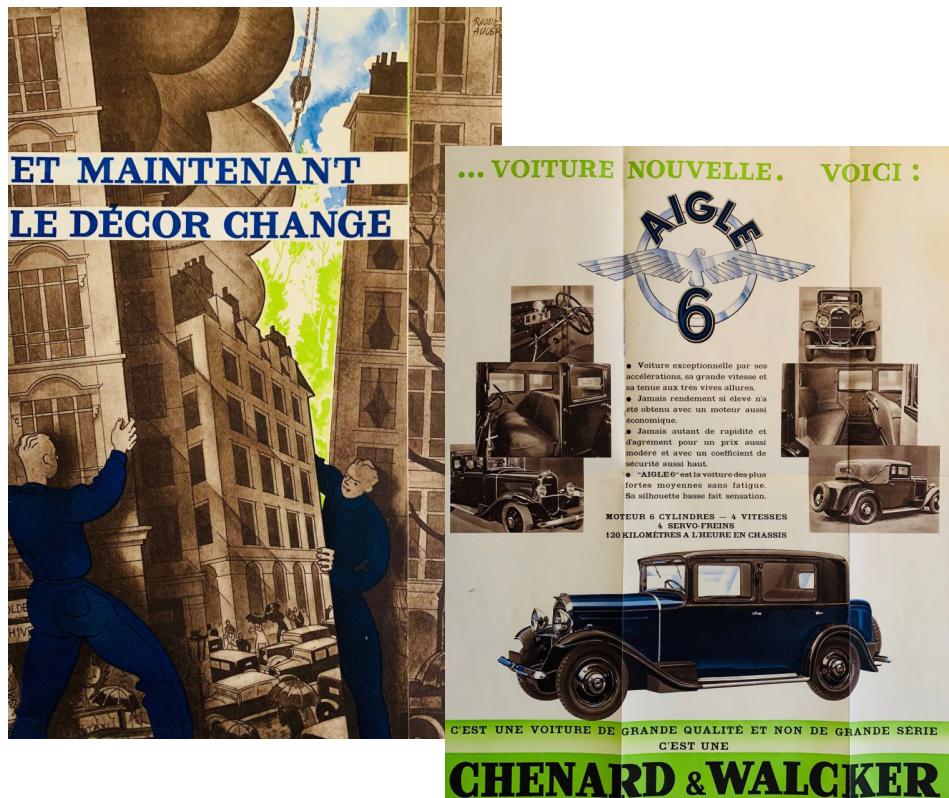
PAYMENT: Institutional customers will be billed according to their needs, situation, or wishes. Payment may be made by check, wire transfer (into either my US or French bank account), or Paypal. Discounts to the trade are offered on a reciprocal basis.

SHIPPING: All shipping within the United States is FREE, when shipped via first-class or Priority mail. Other options, at the buyer's discretion, will be billed at cost. Shipments outside of the U.D. will be at cost. As mentioned, I will invoice and shipped according to your wishes.

Cyclecar Broadside Catalogue

1. [Auto] **Automobile “Benjamin.”** Paris, 1922. 22 cm (when folded). Large single-sheet, printed and illustrated both sides, printed in blue and orange; folded to 8vo, opens four panels (8pp) on recto; however, the verso is one complete illustrated presentation, 43.5 x 57 cm. 125.

¶ Catalogue from a firm that made cars to order—the order sheet is part of the presentation here—with 36 models depicted in line drawings, many looking like roadsters or toy model cars. Also includes results of various races and some very eager testimonials. A rare surviving piece from a short-lived firm—its life span was 1921-1927, and it specialized in building small “cyclecars” models. Not located in OCLC; although BNF does have three press photos for the Benjamin car from 1922 posted on the BNF digital site.



2. [Auto] **Chenard & Walcker. Et Maintenant le Décor Change... Voici Le Printemps... A Saison Nouvelle... Voiture Nouvelle.** [Paris: Les Ateliers A.B.C., [1933?]. Large color illustrated brochure (27.5 cm), , opens to 55 x 42 cm illustrated poster with six inset photos. 100.

¶ Handsome promotional piece for the Aigle 6, a “voiture exceptionnelle.” Teaser cover illustration of a busy urban scene that opens to a French rural road scene, the watercolor art by Raoul Auger (1904-1991). Not located in OCLC.

3. [Auto] Chevrolet Motor Co. *Chevrolet, The Only Complete Low-Priced Car.* Detroit, 1936. Oblong 8vo. [16]pp with folding leaf. Prof. illustrated throughout with color lithographs.

100.

¶ A dozen models shown and puffed, including the Master DeLuxe Coupe, perfect for the businessman, with a "roomy deck made accessible for carrying cases," and an interior "for brief cases, doctor's instruments bags, and other parcels." Oblique reference to house calls really dates this one. OCLC notes Hagley & SMU copies.



4. [Auto] Clément-Bayard. *Clément Bayard.* Levallois-Paris, 1912. 4to (25 cm). [64]pp + embossed pictorial wrappers, soiled. 200.

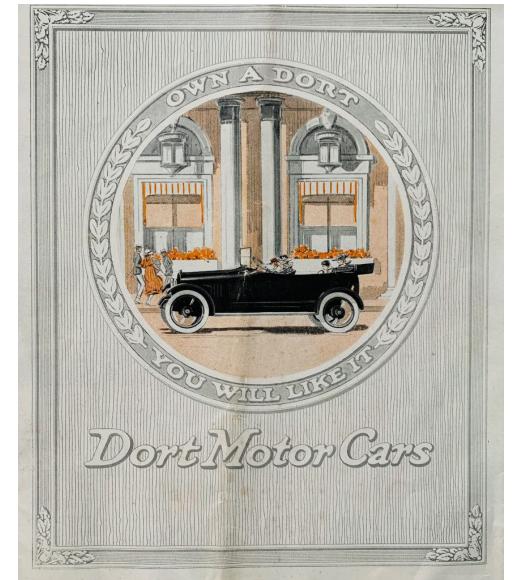
¶ Profusely illustrated catalogue of company's complete line of vehicles, including commercial vehicles—and concluding with its models of dirigibles and planes which used the firm's large motors. Beaucoup specifications. This catalogue captures the company at its height... in 1914, the invading German army destroyed its main factory. Not located in OCLC.

The Logical Pamphlet For You!

5. [Auto] **Dort Motor Cars.** *Own a Dort, You Will Like It.* [Detroit: Joseph Mack Printing House, 1917]. 8vo. Four-panel (8pp) fold-out brochure.

60.

¶ Advertisement for this Flint-based firm's new Cloverleaf Roadster and its Touring Car, featuring "Dort-Design, French-Type Motor." Other features make the Dort, the "logical car for you." I can't speak about the vehicle, but its ad slogans were the lamest [e.g., the laxative-sounding "quality goes clear through"]. Not located in OCLC.



The Pamphlet Everyone Would Love to Own!



6. [Auto] **Ford Motor Co.** *The Distinguished 59 Ford Thunderbird, "The car everyone would love to own."* [Detroit, 1959]. Folded brochure, opens to 13x18 inch presentation, "Uniquely Thunderbird." Prof. illustrated in color. 65.

¶ Ford works at making this great car greater... it IS "young *and* sophisticated!"... the car for everyone (at least for the young *and* sophisticated). Ford management felt that the original two-seater (introduced in 1954) limited its market—so in 1958 Ford introduced the "second generation" with two rows of seats. OCLC notes a copy at the sophisticated Hagley!

7. [Auto] **Ford, Société Anonyme Française. *La Nouvelle Ford.*** [Paris: Mary, 1931?] Oblong 26.5 cm. [16]pp + color designed (with some gilt) wrappers, with string tie. 150.

¶ French-manufactured Fords, fabricated at its plant in Asnières, here presented in eight different models, shown in individual color illustrations. Seemingly an ambitious business move just as the Depression was expanding in Europe. With two separate illustrated spec sheets on two models for business uses. Not located in OCLC.



“Gentlemen, Start Your Engine”

8. [Auto] **Franklin Motor Cars. San Francisco to New York.** Large mounted photo on card stock, 9 x 10.75 in., printed from a cracked glass negative, showing in the center a Franklin touring car with two drivers ready to hit the road (lots of gear in the back and many men standing on the sidewalk) taken in front of the Franklin & Royal Motor Cars office in SF. Very very faint ink stamp of an unknown SF photographer on verso. 100.



¶ A publicity photograph recording the moment in the summer of 1906 just before L.L. Whitman & his crew departed from San Francisco in a Franklin Run-about for another then-record drive across the country. See Peter Blodgett, *Motoring West: Vol. I, Automobile Pioneers, 1900-1909*, pp.213-216 (“Starting from a devastated San Francisco only four months after the great earthquake of April 1906...”).

9. [Auto] **Graham-Paige Motors Corp. *The Graham Supercharger for 1937. America's Economy Champion.*** Detroit, 1937. Folding brochure, with six panels of information and illustrations on recto, opens to single-sheet color poster (23 x 43 cm).
100.

¶ The full line, "further and faster on a gallon of gasoline than any car in America." Not located in OCLC.



Robert Doisneau Industrial Photography
10. [Auto] **MacOrlan, Pierre [preface]. *Peugeot Frères: Berceau des Enterprises Peugeot.*** [Paris?: Peugeot, 1953.] 28 cm. [78]pp + plain wrappers with embossed pictorial dust jacket (featuring gold-embossed emblem on front cover).
150.

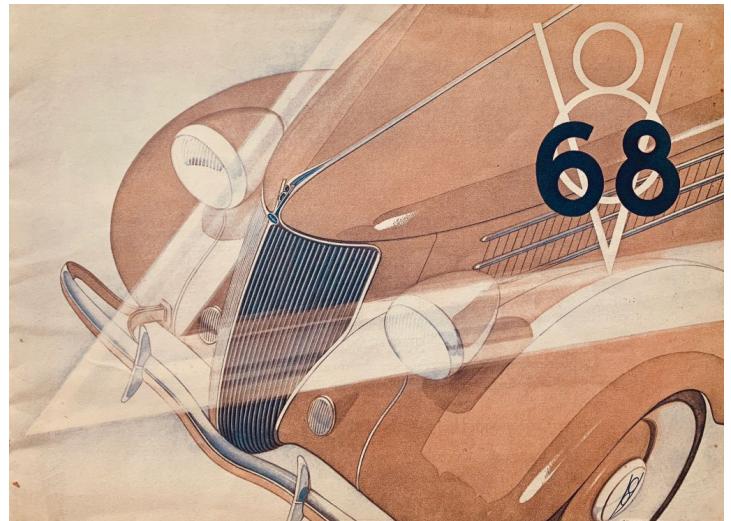
¶ Virtual photo-essay, with 100+ industrial views of factories and the co-ed workforce taken by Robert Doisneau and published on the occasion of the firm's 150th anniversary. Peugeot began as a manufacturer of coffee mills; it built its first car in 1889. At this point (1953), the firm claimed to be the largest auto manufacturer in France and the second in the world—at least when it came to an odd assortment of facts (e.g., production of auto lamps by kilometer). This graphic work includes a four-page folding pictorial map of the Peugeot factories located in the Doubs Valley. Doisneau (1912-1994) began his career as an industrial advertising photographer when he was hired by the automotive manufacturer Renault in 1934. His knowledge of how an auto plant operated, and the skilled women and men who worked there, is evident in this publication. OCLC locates two holdings (Biblio. Kandinsky and British Lib.).

When Is A Car Like A Ship?

11. [Auto] **Matford.** *A Proue Que Fend L'Air a L'Avant de la Matford 68 Veut Dire Voiture Rationnellement Profilée* [A bow that splits the air in front of the Matford V8 68, wants to say here is a rationally profiled car]. [Paris: Editions Paul Itribe, n.d., 1937-38]. Oblong 4to (29 cm). [12]pp + color lithograph wrappers.

150.

¶ Profusely illustrated brochure with half tones of the car's features, the motor, three models, and plant production shots. The cover illustration as well as winged-image inside (printed over the car) suggest speed—or rather, how the Matford's grille, like the bow of a ship, “splits the wind” An attractive sales brochure from the combined firm of **MATHis** and **FORD** SAF, created in 1934.



ROLAND A RONCEVAUX

« Et l'Empereur, là-bas, le cor entendit.
Seigneurs, dit-il, tout va mal pour nous.
Mon neveu bien-aimé est en grand danger.
Et Roland doit mourir puisque Roland appelle.
Vos palefrois sont trop lents, qu'on avance mon char.
Que nuls chevaux ne traînent, je m'en vais le sauver.
Seul vous ne pourrez, Seigneur, disent les officiers. »

C'est vrai dit l'Empereur, donnez-moi Durandal.
Et le char en roulant résonne dans le val.
L'Empereur revient, s'écrient les païens.
Si Charles arrive quel désastre pour nous!
Mais il vole, le voici, Durandal à la main,
Rapide comme l'éclair il approche.
Les infidèles ont fui et l'Empereur revient.
Près de lui, sur le char, se dresse son neveu Roland.
Que là-bas, à Poitiers, la Belle Aude attend. »

If Only...

12. [Auto] **Panhard & Levassor.** *Si.....!* [Paris, 1913]. Square quarto (28 cm). [32]pp. Gilt-embossed wrappers (with cover mimicking tree calf). With eight full-page color illustrations of various models plus engravings and color illustrations [“Illustra-Photo” by Vidal & Coqueret]. Laid in is a separate 16pp illustrated catalogue covering the technical aspects of the vehicle.

250.

¶ Fantasy written by Paul Arosa imagining what would have happened at famous historical moments if *only* the protagonists had a Panhard & Levassor car (with a specific model for each event noted!) Such as: what if a P&L were available at the Battle of Marathon or if Roland has one... or perhaps if Louis XVI and Marie Antoinette had a double coupe (and not a carriage) they might have escaped the Revolutionary police in 1793! Yes, perhaps that's true! Just this side of hallucinatory. An early example of what philosophers now term “The Trumpian Fallacy.” Not located in OCLC.

13. [Auto] Panhard. Dyna Panhard. [Paris: Lazare-Ferry, 1958.]

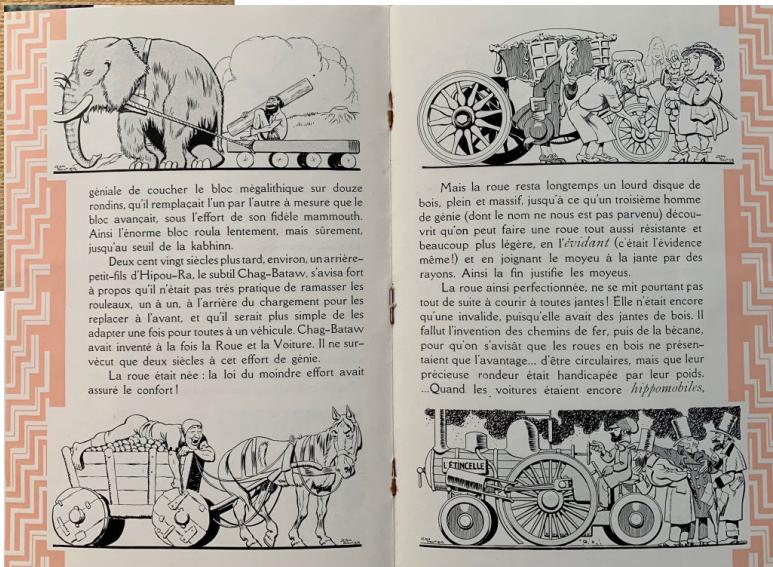
Double-fold oblong 8vo (24 cm), opens to 48 cm spread with die-cut folding flap showing the interior of the auto and said features. Illustrations by A. Kow.

45.

¶ Features and benefits of a model that subsequently was discontinued in 1958. The firm now makes military vehicles as a subsidiary of Renault.



The Comic & Serious Sides of Wheels



14. [Auto] Rudge-Whitworth. *La Rolie Métallique à Rayons*. Paris: Office d'Éditions d'Art, [1924]. 25.5 cm. Three separate yet related pieces—12 + 18 + 12pp—stapled into folding wrapper portfolio, with a separate 8pp illustrated price list laid in.

200.

¶ A very elaborate production for a mundane product: detachable wheels for cars and trucks. The first fascicle presents a comic history of wheels by Curonski and illustrated by Jean Routier (1884-1953), an illustrator who seemed to specialize in "industrial transportation cartoons" [my name for the genre] especially autos and the Metro. A second pamphlet covers various styles of wheels, shown on the firm's promotion vehicles, and third piece is a captioned photo essay showing the production of said wheels at its factory on Boulevard Ney (18^{eme}). Not located in OCLC.

15. [Auto] Societá Ligure Piemontese Automobili. *Autoinaffiatrici e Carri Botte.* Torino, [1915]. Large square 4to (23 cm). 16pp + heavy embossed wrapper with cord tie. Very light and old damp stain sometimes visible at bottom edge. Prof. illustrated.

150.

¶ Fancy catalogue, printed by Milan's Alfieri & LaCroix, for SPA's special-ordered trucks designed and built for watering city streets (to control dust), hence the vehicles had large water tanks [in 1500- or 3000-liter capacities] placed on the rear of the chassis. Not located in OCLC.



Italian Buses For Small Town Use

16. [Auto] Societá Ligure Piemontese Automobili. *Automobili Industriali "Spa".* Torino, [1915]. Square 4to (25 cm). 47pp + thick wrappers. Prof. illustrated with large and small vignette half-tones throughout (three or more per page). Light and old damp stain partially visible at the blank top edge in rear).

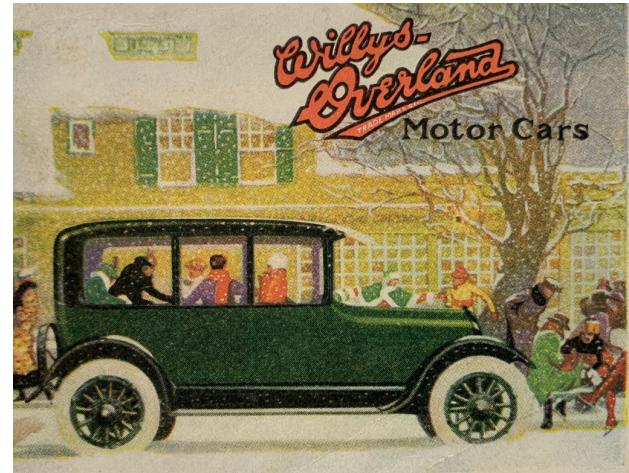
200.

¶ Excellent pre-WWI catalogue from this Italian firm that manufactured chassis and bodies for a line of industrial vehicles, especially military trucks, and a variety of small omnibuses (six different models shown). Small vignettes of car parts and sections as well as a running series across the top of the pages with captioned views of SPA omnibuses on various roads throughout Italy. With a section showing and describing various medals won at recent military and postal trade shows. Attractive production created by Alfieri & LaCroix. Not located in OCLC.

17. [Auto] **Willys-Overland.** *Willys-Overland Motor Cars.* Toledo, n.d. [ca. 1910] Miniature oblong 16mo (9 cm). [24]pp including color pictorial wrappers. Prof. illus. 85.

85.

¶ Vest-pocket captioned catalogue, with 17 models shown (and priced), plus a center-spread birds-eye view of the Toledo factory.



18. [Auto Travel] **Dupont, J.** *Automobiliste Seul à Travers l'Afrique*. Paris: Bellenand, 1933. 18.5 cm. 94pp + 24 small half-tones [scenes snapped by the author] on six plates + one folding (26 cm) route map. 50.

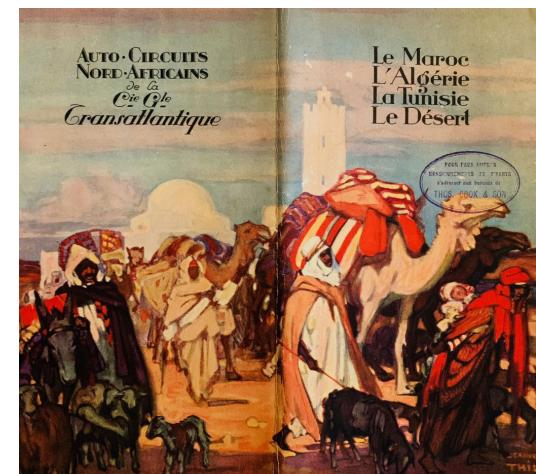
50.

¶ First-hand account of Dupont's solo drive (in a Chenard), from Paris to Dakar and back, skipping most of Morocco by going by boat from Casablanca to Dakar (Senegal), but then swinging across the Soudan and up through the Sahara and Algeria before crossing back to the Continent. Dupont left Paris on Oct. 31, 1932 [at 7am, he notes] and returned on Feb. 23, 1933. OCLC notes two holdings (BNF and UCLA).

19. [Auto Travel]. **Rozet, Georges.** *Le Voyage a la Mode au Pays de l'Islam et des Ruines Antiques.* N.p.: Cie. Gle. Transatlantic, n.d. [ca. 1925]. Oblong 23 cm, folded; 64pp [text in double columns, four “pages” per leaf]. Profusely illus. Colorful pictorial wrappers. 65.

65.

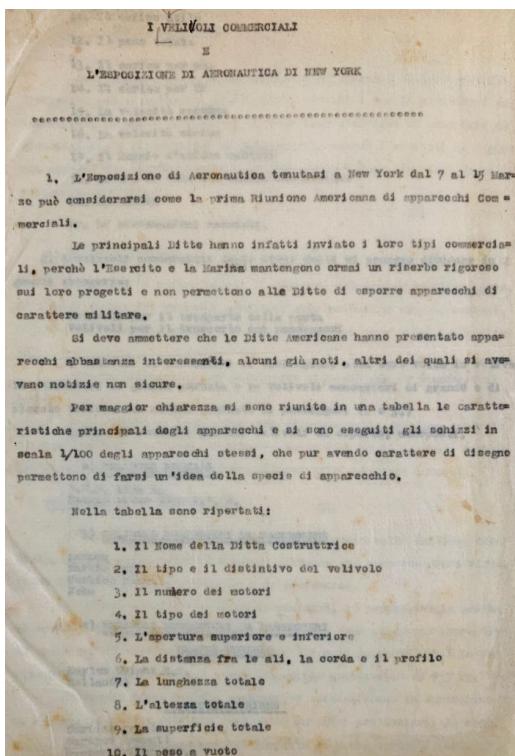
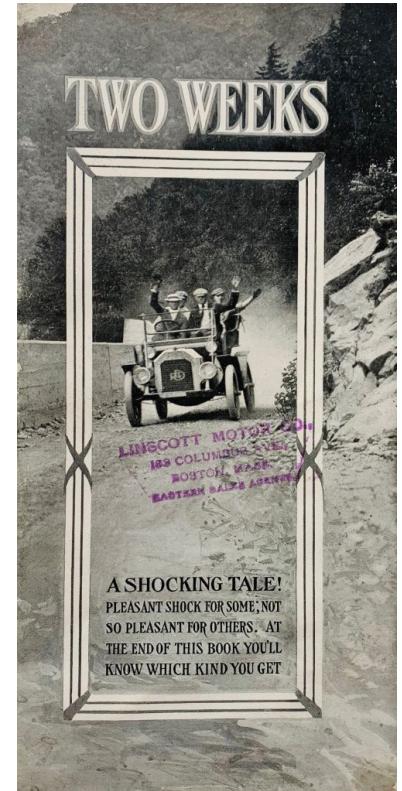
¶ Descriptive brochure of chauffeured auto tours through North Africa, sponsored by this French shipping line, and written by the prolific Rozet, who created dozens of such travel brochures of North Africa. Cover title: *Auto-Circuits Nord-Africains. Le Maroc, L'Algérie, La Tunisie, Le Desert.*



A Shocking Pamphlet!

20. [Auto Travel] **Powers, John O.** *Two Weeks. A Shocking Tale!* Pleasant shock for some; not so pleasant for others... [NY: R.M. Owen & Co., 1908.] Thin 8vo (23 cm). 30pp + pictorial wrappers. Prof. illustrated with half-tone vignettes; center-spread map. Center staples slightly rusted. 150.

¶ Account of the 1908 Glidden Tour—the industry-sponsored “National Reliability Run,” started in 1904. This 1,675 endurance tour (it was not a ‘race’ as such) ran from Buffalo to Saratoga Springs... HOWEVER by way of Pittsburgh, across PA, then up through New England to Rangeley, Maine before turning to Saratoga Springs. Although the “Mighty REO” car described and championed here—through the first-hand account of every day—appears to present itself as the Tour’s winner, in fact there was not a declared winner that year. The last two pages here have pricing information and half-tones of various models. Not located in OCLC.



Original Rare Early Report on American Commercial Aircraft

21. [Aviation] **Anonymous.** *I Velivoli Commerciali e L'Esposizione di Aeronautica di New York.* No place of date [1919?] 31 cm. 9ff typescript + one double-page typescript table + one large (50 x 58 cm) typescript table [“I Velivoli Commerciali Agli Stati Uniti”]. 150.

¶ Detailed report (in Italian) on the First Annual Aeronautical Exposition, held in New York in March, 1919, with a focus the technical aspects of commercial aircraft and motor manufactured from various American designers or firms. Apparently an unpublished paper [I found this report in a shop in Italy] and not located in OCLC.



22. [Aviation] *L'Assiette au Beurre. Les Aéroplanes, par Grandjouan & Gris.* No. 398. Paris: Nov. 14, 1908. 31.5 cm. [16]pp including color wrappers (front cover by Juan Gris). 100.

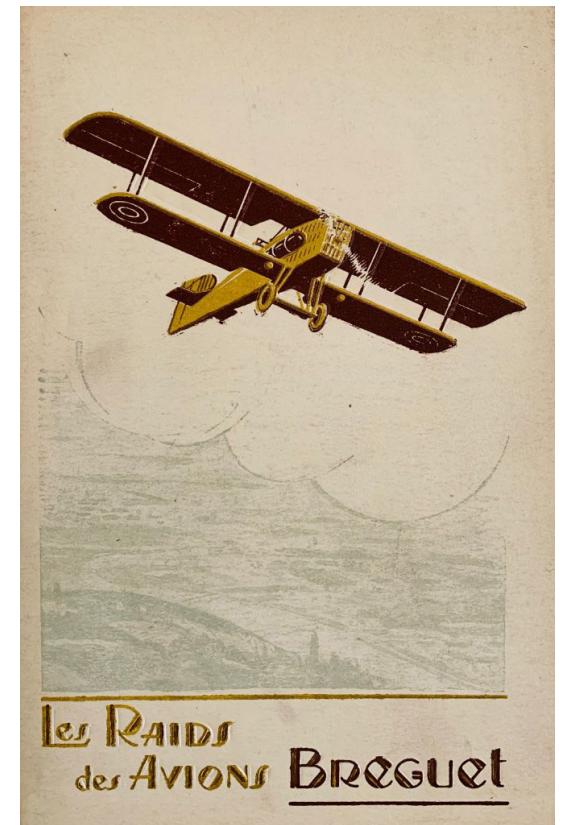
¶ Early satiric jab at aviation, aviators, and pontificating politicians from this famous illustrated magazine. With 12 illustrations by Jules Grandjouan (including five full-page color lithos) and four by Juan Gris (including three color). As three generals—from France, Belgium, and German—exclaim on the cover, “Now there are no longer borders.” WITH: a disbound but complete copy of **No. 405** (Jan. 2, 1909), “**L'Année 1908, Revue d'en haut**,” with the color cover by Georges d’Ostoya of Wilbur Wright embracing Mariane [France] while flying high on Wright’s bi-plane—a great image. Both issues capture the French fascination with the Wright Brothers during their successful European tour of 1908/09.

Post-War Endurance Flights

23. [Aviation] [Breguet] *Société Anonyme des Ateliers d'Aviation Louis Breguet] Quelques Grands Raids des Avions Breguet depuis l'Armistice.* [Paris: Th. Neuhaus, 1923?] 20, (1)pp. Gilt-embossed pictorial wrappers. Profusely illustrated—two to four vignette half-tones per page.

200.

¶ Breguet presents an inventory of the many “raids”—endurance races, actually—that numerous aviators undertook in the 1920s to prove the endurance and power of Breguet’s motors and aircraft, mostly of flights around the Mediterranean region, and especially North Africa, the Middle East (Syria) and Indo-China—not surprisingly, the regions of France’s colonies. Begins with Vuillemin’s 1919 trip from Paris to Cairo and back (the next year he flew to Dakar) then follows with accounts of 14 different raids in 1922. The last leaf is a facsimile (reduced) of a letter from the French Minister of Aviation, Laurent Eynac, to Breguet after the Minister had returned to Paris on a flight from Morocco as a passenger on a Breguet raid. OCLC notes one holding (Rice Univ.) under the cover title, *Les Raids des Avions Breguet*.

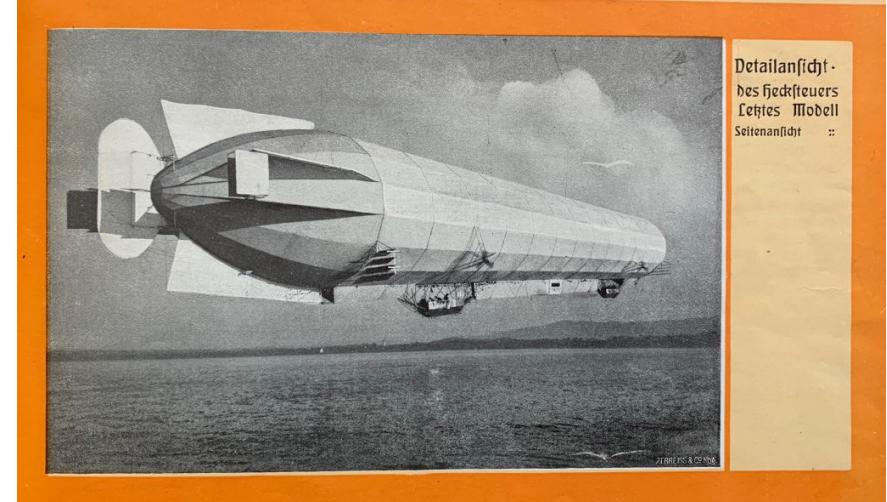


Do NOT Call It a “Balloon”

24. [Aviation] Buonaccorsi, Giorgio Graf. *Graf Zeppelin und sein luftschiff; luxusausgabe in 26 vollbildern und einem porträt des erfinders, mit vorwort und buchschmuck versehen von Giorgio Graf von Buonaccorsi.* Nürnberg: Zerreiss, 1908. Oblong 24 cm. [32]ff, printed on rectos only, plus pictorial wrappers, some repair along spine.

525.

¶ Fine and early souvenir view book—probably more of a sales promotion piece—for Zeppelin and his rigid airship, which had only experienced its first brief ascension in January 1906. Most of the photos show the early models (LZ2, LZ3, and LZ4) in and about Lake Constance. Late 1908 saw the first sustained flights. Buonaccorsi wrote the three-page foreword as well as designing this “luxury edition.”



25. [Aviation] Canudo, [Riccioto]. *L'Autre Aile*. *Roman Visuel suivi du Roman Original. Illustré par les plus belles photographies du film Production Dal Film.* Paris: Eugene Fasquelle Éditeur, 1924. [80] + 77pp + 16 plates of half-tones from the film + pictorial wrappers.

75.

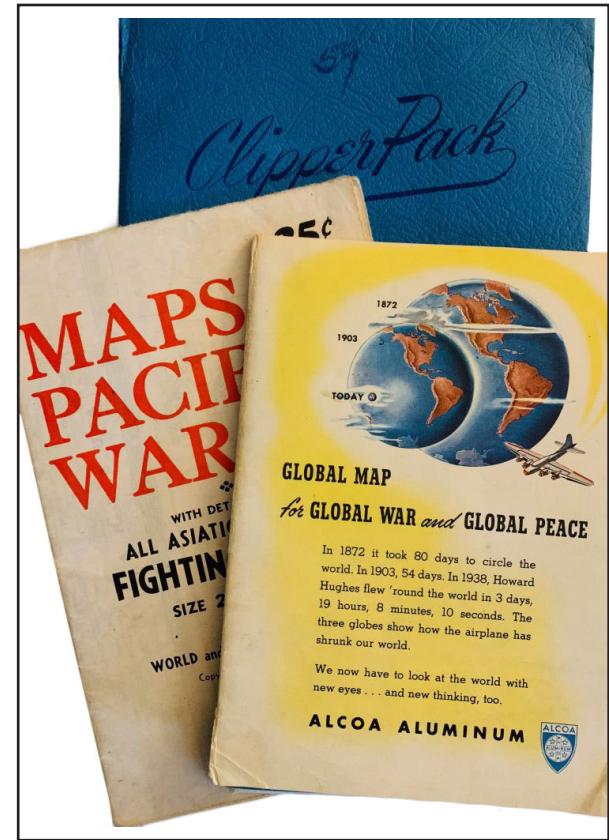
¶ Photoplay edition of a 1924 film, directed by Henri Andréani and starring Jean Murat and Marthe Ferre, from a novel by Canudo. This work includes a synopsis of the 258 scenes of the film, but also reprints the 1922 novel. About an aviatrix and her adventures and loves in the air. With some surreal photos of the heroine and her propeller!

26. [Aviation] *Clipper Packet* [folder title]. Blue folder with tropical illustrated cover [some splitting on spine], two pockets inside, with three separate items laid in: **Aluminum Co. of America. *Global Map for Global War and Global Peace*.** [No place, 1943.] Folded 8vo, opens to 60 x 34 cm double-sided color illustrated poster with a world map on recto, with an illustrated border showing wing and fusillade markings for countries around the world, plus text promoting aluminum; verso with a variety of information... how aluminum is used to make airplanes... US squadron emblems... military insignia... flight formations... silhouette spotting information (UN and Enemy Planes). Drawn by Antonio Petruccelli (1907-1994), best known for his many covers of *Fortune* magazine.

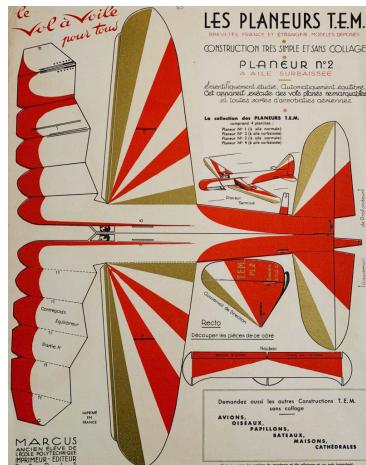
PLUS: *Maps of the Pacific War with Details of All Asiatic and Pacific Fighting Fronts* (LA: Hitt, 1944. 56 x 86 cm. Some separation at folds). A few blue-penciled mss notes indicating flight routes in the Pacific.

PLUS: *Indispensable Map of Japan and Its Possession in Beautiful Colors.* (NY: Geographia Map Co., ca. 194-). Folded, opens to 52 x 45 cm. Cartography by Alexander Gross.

125.



¶ War-time packet probably distributed on board one of the 12 *Boeing 314 Clippers* that flew between 1939 and 1946. The maps themselves are not very rare, but perhaps scarce together in this *Clipper* assemblage.



27. [Aviation] *Constructions T.E.M. Les Planeurs T.E.M. Planeur No. 2, aile Surbaissée*. Paris: Marcus, n.d., [ca. 1935?] 31 cm. Double-sided color-printed sheet, with gilt highlighting, of a cut-out paper plane, "le vol à coile pour tous." One of a series of four cut-out plane models issued by T.E.M. Perfect for scientific study (we are told), the planes also execute all types of aerial acrobatics. Fine, uncut.

65.



Silly French Airmen!

28. [Aviation] *Fête du 38^e Reg^t d'Aviation. Album Souvenir. 26 & 27 Juin 1926* [cover title]. Hand-made photograph album consisting of an original print of the hand-drawn title + 20 original photographs (each 12 x 17 cm) taken during a big festival held for a French aviation regiment at an unspecified airfield.

250.

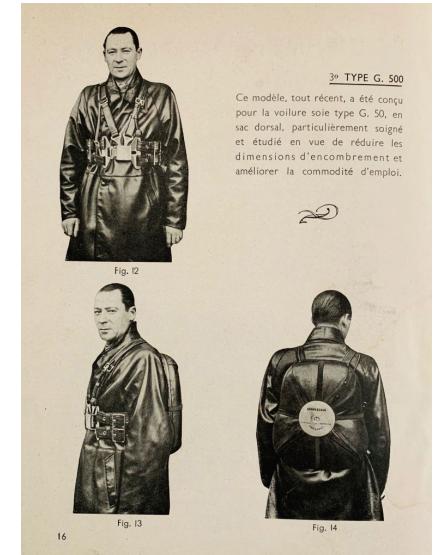
¶ This Fête was a mixture of an air meet, military band concert, and silly fancy-costume ball—in this case, around an Oriental/Chinese theme. The photographs include: three aerial views of the airfield and the attendant crowd; four photos of biplanes on the ground, two photos identifying aviator Alfred Fronval (1893-1928), once in front of a plane and another photo of him and “Mlle Roy, Parachutiste” aboard a plane before take off; five photographs of different military bands-- one group arranged outside the shop of “PhotoSwartz” and another band in front of an airplane; four photographs of groups of men in silly costumes, including two photos of men dressed as goofy Orientals with rickshaws; three photos showing a contest involving men pulling a cart looking like the fusillade of a plane, with the ultimate photo showing, apparently, the winning team. All in all, a charming record of this aerial social event held between the Wars. ¶ Fronval was a famous aviator of the day and is best remembered for having been half of a team who, in 1920, had performed 1,111 consecutive loops in a Moraine-Saulnier plane.

Preparing For A Soft Landing

29. [Aviation] *Gravereaux. Matériel de Protection. Division, Parachutes*
Équipements. Boulogne-Sur-Seine, [ca. 1932]. 24pp + sunned printed wrappers. Prof. illus. Old damp stain in center; rusted staples replaced.

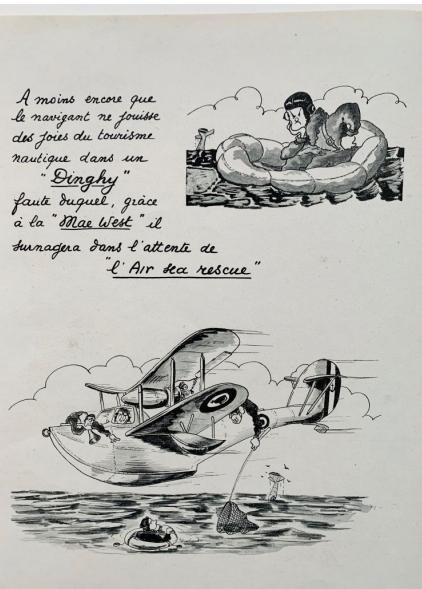
125.

¶ Despite condition issues, this is still an interesting descriptive catalogue on parachutes, with half-tones and diagrams, showing the proper packing of a parachute and the proper why to use one. Line illustrations show the method for a descent. Not located in OCLC.



30. [Aviation] *L'Aviation telle qu'on la parle... Illustrations by Mig [or Miq?]*. [Paris]: Editions du Survol, [1947]. [32]pp + color pictorial wrappers. Profusely illustrated throughout with comic or satiric cartoons. 45.

¶ Large-format comic guide to help French aviators, especially flyers in French Air Force, understand American and British jargon, such as *stick*, *link-trainer*, *belly tank*, *briefing*, *belly landing*, *leader*, *straifer*, *egg basket*, *targets*, *bogeys*, *air sea rescue*, *target*... Many of the illustrations make a reference to the recent War. OCLC notes two holdings: BNF [two copies, once as "Miq" and once as "Mic"] and The Claremont Colleges, who classifying the work as a children's book.



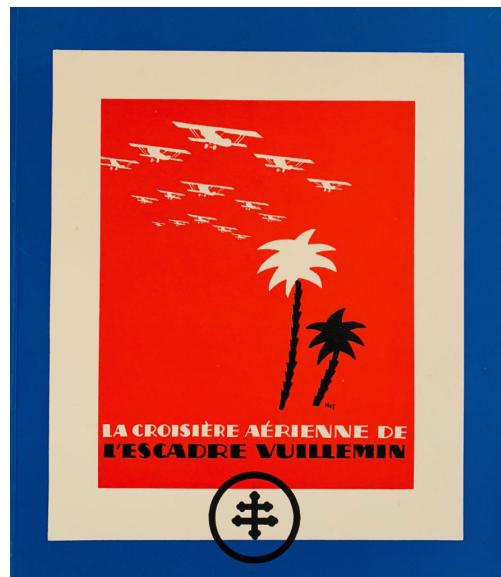
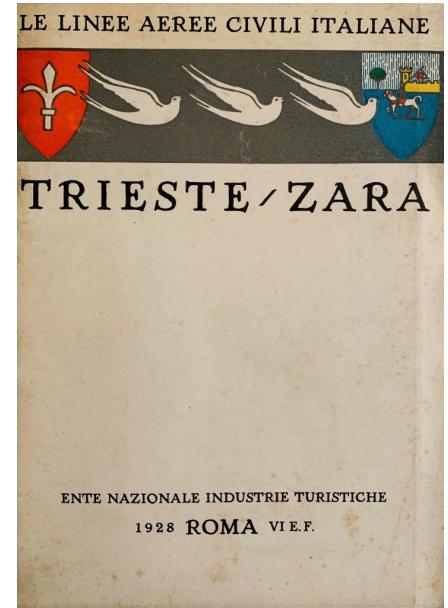
The Movement to Outlaw Military Use of Planes

31. [Aviation] **International League of Aviators. For Peace/ Pour La Paix.** Paris, April 12, 1929. 27 cm. English and French issues, each 4ff, printed on rectos only. WITH: **International League of Aviators. "The Universal League for Peace."** [Paris: Herbert Clarke, n.d., 1929/30.] Thin 24 cm. [16]pp + pictorial wrappers. WITH: **La Ligue Internationale des Aviateurs et L'Exposition Coloniale.** [Paris: Herbert Clarke, 1931]. 22 cm. 4pp folded + an unused RSVP carte postale. 200.

¶ Four rare pieces documenting the attempts of a volunteer league to get the fledgling League of Nations to create a United Air Force and to outlaw military use of aircraft, specifically ones designed to drop incendiary and gas bombs. The League was founded and directed by American aviator (and real estate investor), Clifford B. Harmon (1866-1945) who was also the creator and sponsor of the Harmon Trophy. As Harmon warns in the first piece, "No one, at the present moment, can realize the destruction an aerial warfare could accomplish... If the progress of aerial navigation continues as well as the development of deadly gases, the horrors of an aerial and gas warfare will be far in excess of our imagination." The Committee of Honor and Honor Members reads like a who's-who of 1920s aviation, and of politicians (e.g., Mussolini and Balbo representing Italy!) None of these items located in OCLC.

32. [Aviation] **Le Linee Aeree Civili Italiane. Trieste/Zara.** Roma: Ente Nazionale Industrie Turistiche, 1928-VI. [25], [3]pp advts + folding frontis maps (two) + color pictorial wrappers, slightly spotted, interior fine. 100.

¶ Promotional booklet issued by a consortium of regional airlines, here focusing on the routes of the Società Italiana Servizi Aerei to cities along the Dalmatian coast (at this time, part of the Italian Empire). Main text by Michele de Benedetti, and with 10 half-tones vignettes (aerial views from along the route). Not located in OCLC.



33. [Aviation] **Moteurs Lorraine. La Croisière Aérienne de l'escadre Vuillemin.** Racontée par l'image. [Paris? 1934.] 24 cm. 50, [3]pp + color pictorial wrappers. 250.

¶ Profusely illustrated account of a round-trip flight from Paris to Bangui (and back) between Nov 8, 1933 and January 15, 1934, with stops at many places throughout the African continent, undertaken to show the performance of these large engines. Wonderful typography and graphics, as well as an array of photographs taken on the spot(s). OCLC notes five holdings (LC, US Air Force Academy, Wisconsin/Madison, Leiden, and Canadian Science & Technology Museum).

The Revolution Takes to the Skies!



34. [Aviation] [Oliver, Carlos Coca (Director)]. Ministerio de Transportes, Empresa Consolidada Cubana de Aviacion. *Informe de la Empresa Consolidada Cubana de Aviacion al consejo de direccion del ministerio de transportes.* [Report of the Consolidated Cuban Aviation Company to the Board of Directors of the Transport Ministry]. . . . Havana, Cuba: Empresa Consolidada Cubana de Aviacion, April 18, 1962. 4to (30 cm). [2], 2-4, 19, [20] mimeographed leaves. With seven folding tables, four silver gelatin photographs (8 x 10 in.). Cloth-backed cardboard covers [*Hecho en Cuba*], typed label mounted on front cover, slide clasp folder. With a TLS from Carlos Coca Oliver laid-in on *Empresa Consolidada* letter-head.

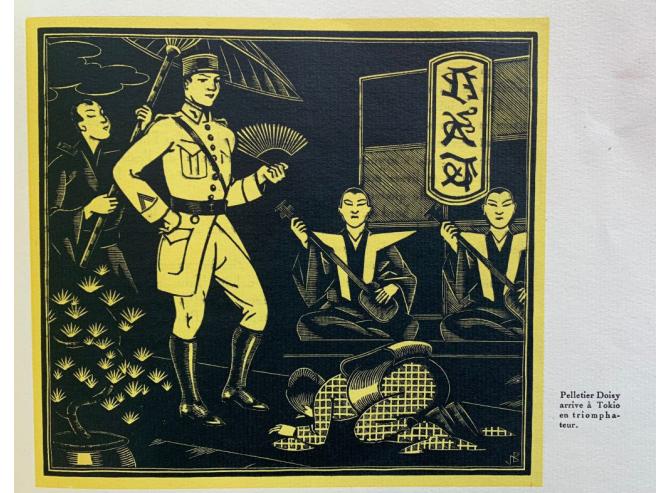
450.

¶ First edition of this rare and early report on the progress of the Cuban Airline Company under the Communist government of Fidel Castro on the eve of the Cuban Missile Crisis. The year 1962 was in fact proclaimed by the Party to be “Año de la Planificacion.” The report details the business opportunities, and difficulties faced by the State Airline in the early 1960s, describing the different aircraft available, the numbers of flights, amounts of freight shipped nationally and internationally, as well as the impact and efforts of the National Revolutionary Militias on the Cuban National Airline. There are detailed reports on the efforts to find spare parts and how the government’s appropriation of many different private airlines and freight carriers resulted in a variety of aircraft that required service, including one DC-3, four Curtiss C-46, one Douglas DC-4, a Super G Constellation, a Viscount 818, four Britannia 318, and even nine Soviet Ilyushin 14s. The photographs each include explanatory sheets on the Bristol Britannia 318 (the British aircraft manufacturer had a special arrangement with the Cuban Revolutionary government beginning in 1958 to maintain this aircraft). The C-45 Commandos were transport aircraft used as passenger airliners, but then were replaced by C-47s [these rugged aircraft continue to operate today]. The Ilyushin 14 was an unusually reliable plane preferred by poorer countries with poor quality airfields, such as Cuba. The photographs show three of the Company’s aircraft on the tarmac, and one view of a plane in the air (close-up). No copies located on OCLC.

First Flight from Paris to Tokyo

35. [Aviation] Pelletier-Doisy, Capitaine. *Paris-Tokyo. Mon Raid. 48 bois originaux de Jacques Boullaire.* Paris: Edouard Champion, 1925. Large oblong 8vo (25.5 cm). 127pp + colophon. Number 124 of 200 copies, signed by the author on the colophon. Untrimmed and uncut copy in original wrappers, slight soiling on covers otherwise a nice copy, with bright tinted woodblock illustrations. 300.

¶ First-hand account in diary format of the Captain's long flight, taken in stages, from Paris to Tokyo in an outfitted Bréguet XIX [then a Bréguet XIV] plane. Pelletier Doisy's intent was to circumnavigate the globe but he had to stop at Tokyo. It was the first flight from France to Japan. A fine example of the French genre (or practice) of publishing narratives of commercially-inspired travel accounts (e.g., Citroen auto's various long treks), this specific aviation account underwritten by the plane's manufacturer. The air-adventure was also covered in Gilbert Gile-Nicaud's *Paris-Tokio en avion: Le raid merveilleux de Pelletier Doisy* (1924). [Four years after this flight, the Captain took a long trip of 10,850 kilometers in 67 hours around the Mediterranean region, and that is documented in his 1928 book, *Le Tour de la Méditerranée à bord d'un avion Amiot*.) In accordance with the French fetishism for classification and faux-rarity, this issue of 200 signed copies consisted of: numbers 1-25 on papier imperial; copies 26-50 on paper de Tivers B.F.K.; and copies 51-200 on Lafuma pufil paper. There was a trade issue of 2000 copies. Thus the truly obsessive collector would chase down and possess four copies of the work.



36. [Aviation] Pitois, Etienne. *Ce que L'Aviation doit à la France. Deuxième Edition du Livre d'Or de l'Exposition Officiale du Salon de l'Aéronautique, inauguré le 29 Juin 1928 par M. Gaston Doumerge, President de la République.* [Paris, 1928.] Oblong folio (32 cm). [48]pp + embossed wrappers with an illustration mounted on the front cover; string tie. 125.

¶ Profusely illustrated descriptive souvenir, prepared by the Head Aeronautical Engineer of France, on this combination celebration/trade show on the occasion of the 20th anniversary of Henri Forman's flight of one kilometer. Half of this booklet (24pp) consists of reproduction of a series of illustrated placards presenting a chronologic history of French aviation. The rest of the volume shows and describes various sections at the Exposition—e.g., the making of machine parts or wing—and illustrated placards placed throughout the Hall. Since this event was organized shortly after successful conclusion of Costes and Brix's trip around the world, their achievement gets a lot of press here, too. OCLC only note a second edition held by the BNF.

37. [Aviation] **Rohrbach Metall-Flugzeigbau G.M.B.H. Rohrbach, Desarrollo de la Empresa.** Copenhagen: Rohrbach Metal Aeroplan Co., 1929. 4to. 4pp, folded. With 17 small half-tones throughout, of various models. 75.

¶ Spanish-language brochure prepared by a Danish aeronautical firm for its appearance at the Exposición Internacionale de Aviación, held in Barcelona in conjunction with the International Exposición. In this piece the firm highlights its models of seaplanes, with 17 small half-tones throughout. Not located in OCLC.



Birth of the Italian Aeronautical Industry

38. [Aviation] **Società Aeronautica Italiana. Statuto Sociale.** Roma: Tip. Dell Union Cooperativa Edirice, 1906. 20pp. Pictorial front wrapper; lacking most of rear wrapper. 200.

¶ This Society was founded in 1904; here, two years later, its membership formalizes its statutes and organizing principles. Francis C. Moon's cites this Society as one of the earlier of the "Aeronautical Societies Nodes" and certainly it was the first such Italian society on the topic (*Social Networks in the History of Innovation and Invention*, p.107). And Paol Ferrari's *L'Aeronautica Italiana: Una Storie del Novecento*, notes that the birth of the Italian aeronautical industry began with the founding of this Society, "which immediately began organizing lectures on aeronautic arguments and ascensions on some balloons purchased in France" (p.15). OCLC notes the Society's *Bulletin*, but not this document.



Aviation Motors and The Planes They Power

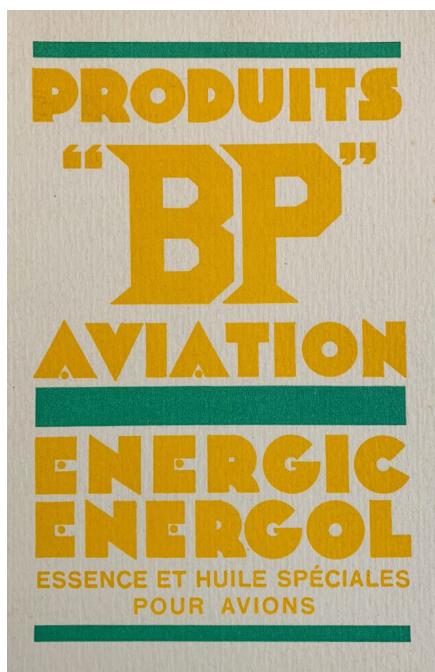
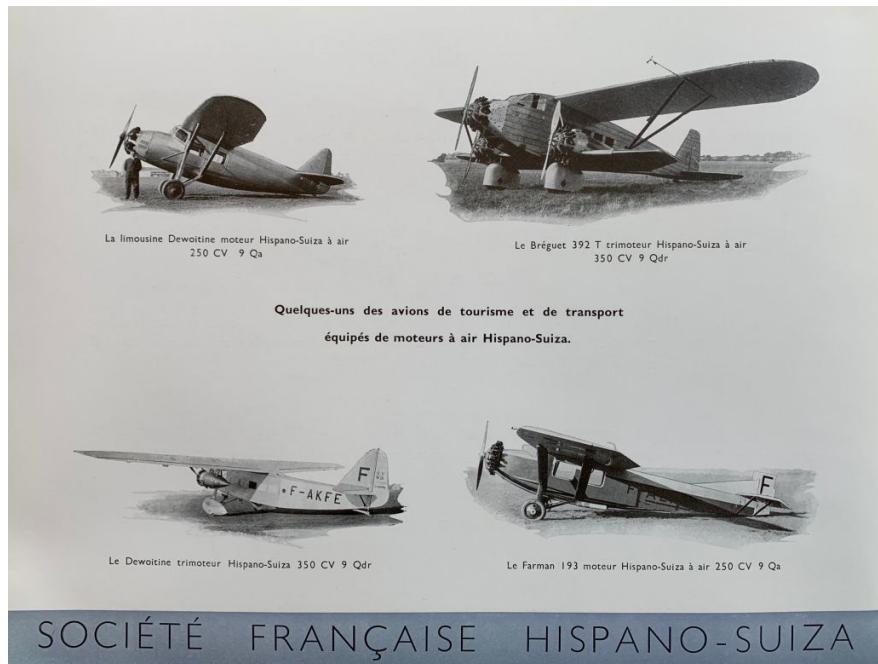
39. [Aviation] **Société Française Hispano-Suiza.**

Moteurs D'Aviation. [Paris: Hemmerlé, Petit, 1932]

Oblong 4to. [40]pp + embossed silver-foil covered stiff wrappers, some scuffing.

400.

¶ Attractive, profusely-illustrated trade catalogue on the firm's line of engines for airplanes. With information on its "older" models (before 1928)—with half-tones of various engines as well as vignettes of various planes that incorporated these motors as well as its line for 1932. With much technical information and specifications. Not located in OCLC.



40. [Aviation] **Société Générale des Huiles de Pétrole. *Produits "BP"***

Aviation. Energic [et] Energol, Essence et Huile Spéciales Pour Avions

[cover title]. Paris, no printer or date [ca. 1923]. 22 cm. [8]pp + tissue end-papers + letterpress wrapper printed in yellow and green. With six text vignettes and a double-page center bird's-eye view of the firm's refinery at Courchelettes.

100.

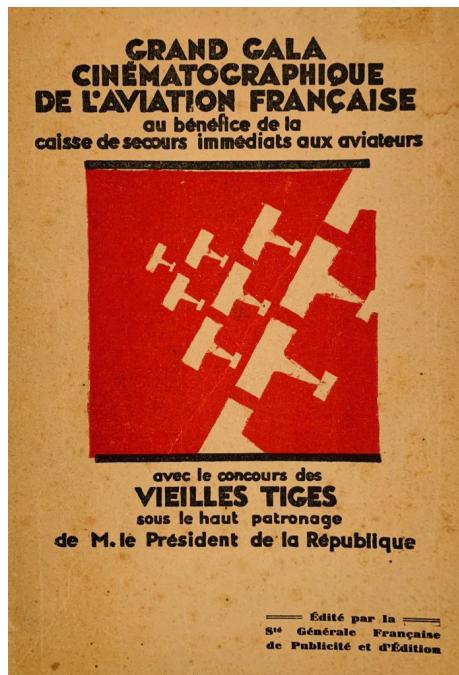
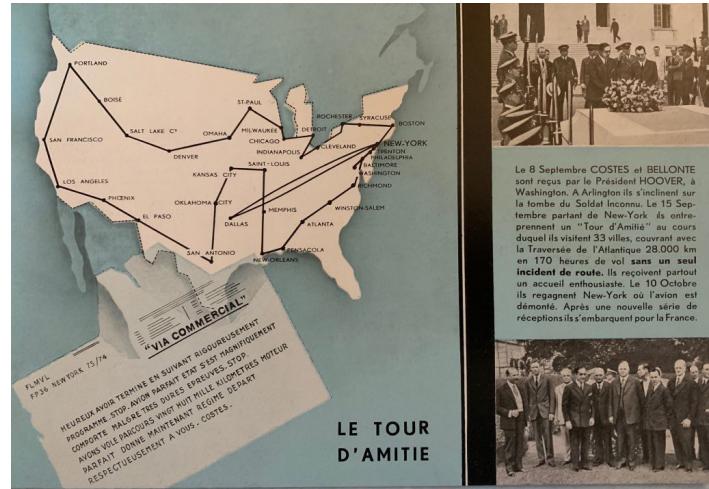
¶ Brief, handsome brochure from this supplier of gasoline to the aviation sector, with pictures of planes being refueled, and different fueling facilities, mostly at Le Bourget airport [before Lindbergh's arrival there in 1927]. Not located in OCLC.

First Transcontinental Flight: Paris to New York

41. [Aviation] Société Louis Bréguet and Société Française Hispano-Suiza. *Un Avion Bréguet, Un Moteur Hispano-Suiza*.

[Paris: 1930.] 22 cm. [8]pp + decorative pictorial and blind-stamped silver-foiled wrappers (some scuffing of foil). 250.

¶ Souvenir of the first transcontinental flight, from East to West (Paris to New York), across the North Atlantic, by Dieudonné Costes and Maurice Bellonte and the pair's subsequent "friendship tour" by air around the US (33 cities, 28,000 km, without a single accident). With half-tones and maps. Attractive publication issued jointly by the French plane manufacture and the Spanish motor firm. OCLC notes one holding: Art Institute of Chicago.



42. [Aviation] Vieux Tiges. *Grand Cinématographique de l'Aviation Française au bénéfice de la caisse de secours immédiates aux aviateurs avec le concours de Vieux Tiges*.

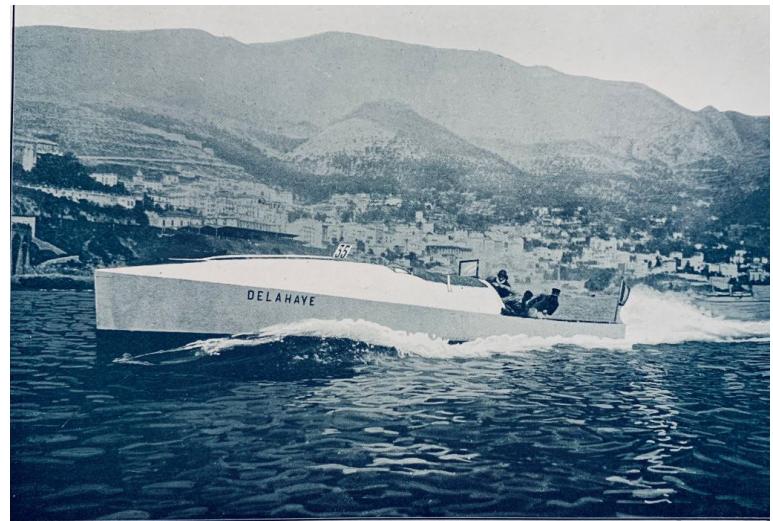
[Paris: Société Générale Française e Publicité et d'Editions, 1929. [48]pp. 21 cm. Pictorial wrappers, slight stain on cover.

65.

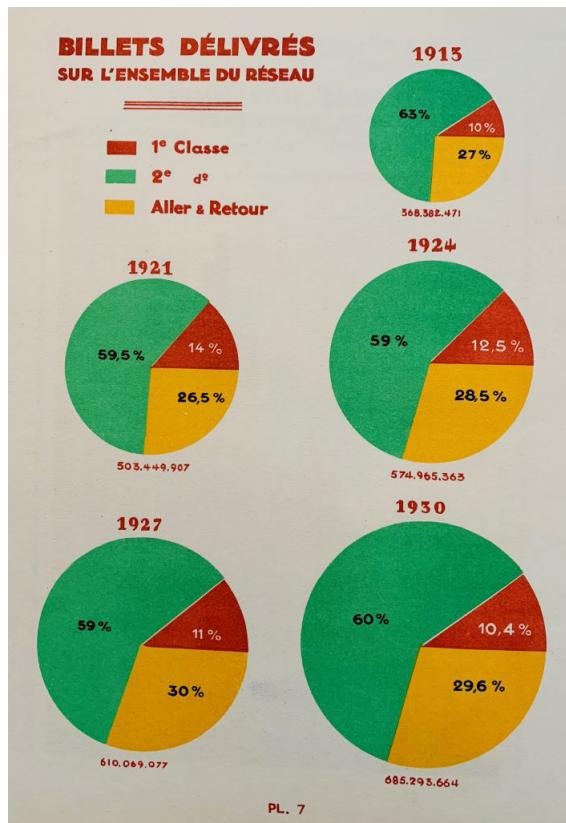
¶ Souvenir program of a fund-raiser for aviators in need, organized by a group of WWI veteran fliers, called the "Vieux Tiges" [the "Old Rods"]. The program section (4pp), with ads, is placed in the center. Despite the event's title, the program features poetry readings, comedy skits, singing and dancing, plus a history of French aviation (1890-1928), *presumably* presented in cinematic format. Most of the booklet consists of illustrated advertisements on versos and captioned circular portraits on the rectos of government officials and living and deceased French aviators. Not located in OCLC.

43. [Boats] **Dehehaye. Canots Automobiles, Moteurs à Pétrole.** Paris, [1908]. Oblong 8vo (24 cm). Prof. illustrated with half-tones. Embossed wrappers. 100.

¶ Fancy booklet on the firm's manufacturing of gasoline engines for speed boats, manufactured in its Paris factory. With half-tones of workshop, models, boats on water, and six pages listing prizes at various races between 1903 and 1906. Not located in OCLC.



LE GRAND VAINQUEUR DU MEETING DE MONACO (1906)



44. [Metro] **Compagnie du Chemin de Fer. Metro, Le Chemin de Fer Métropolitain de Paris.** [Paris, 1931?] [58]pp + four color plates + 13 color plates, including double-page map showing development of the system. Profusely illustrated. Embossed silk-covered pictorial boards, scuffed and rubbed; front cover with light vertical crease. 125.

¶ Excellent account of the history and expansion of this impressive transportation system, prepared in advance of the 1931 Colonial Internationale Exposition, and showing the lines that were going to be added in 1931. Fine selection of full-page and vignette half-tones throughout, many showing the subterranean construction and facilities. The fine color charts plot the statistic development: number of passengers, ticket sales, consummation of energy, and comparison of use with NY, Berlin, and London subways.

45. [Ships] **Chargeurs Réunis. Vers l'Amérique du Sud** [Brésil, Argentine, Uruguay] **par les Paquebots des Cargueurs Réunis.** Paris, ca. 1926? Oblong 8vo [21 cm]. 16pp + color pictorial wrappers. Prof. illustrated. 65.

¶ Brief descriptions of a few of the firm's liners that sailed to South America, with interior views, and some views from So. America [e.g., the Congress building in Buenos Aires]. OCLC notes one holding (German Central Lib.)



With A Strong Appeal To Masculine Ideas of Comfort

46. [Ships] **Cunard White Star. Third [Class].** [England: Feb. 1939.] Oblong 23 cm. [27]pp + wrappers, a few light spots on front cover. Profusely illus. 65.

¶ Brochure promoting the shipping line's new liners—especially the *Queen Mary*, but also the *Aquitania*, *Laconia*, *Scythia*, *Britannic*, and *Georgic*—at the beginning of its last peace-time season. By the Fall, all of the liners were interned in either New York or Southampton and shortly reconditioned into troop ships. The newest liner, the *Mauretania* (shown in one full-page plate) had its maiden voyage in 1939 and was requisitioned in August [the war in Europe officially began on Sept. 3]. Thus, this work reveals many of the spaces that shortly thereafter were used by American troops. But here, we see "Ladies's rooms—with fresh flowers and up-to-date periodicals, libraries stock with the best recent fiction, [and] smoking rooms with a strong appeal to masculine ideas of comfort...." Not located in OCLC.

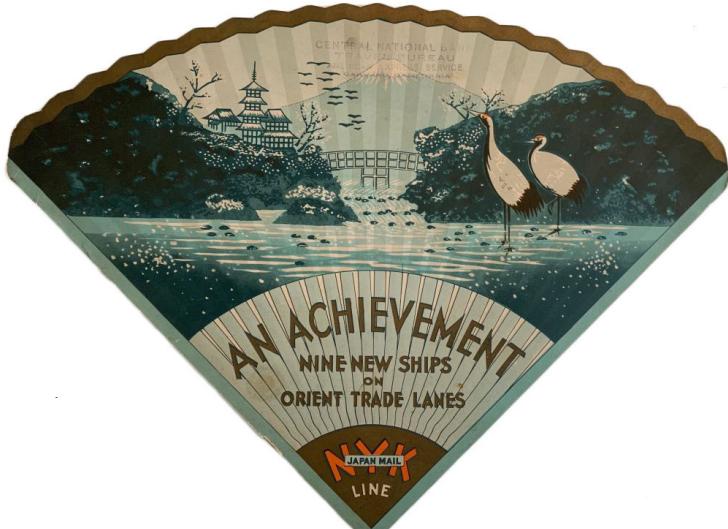
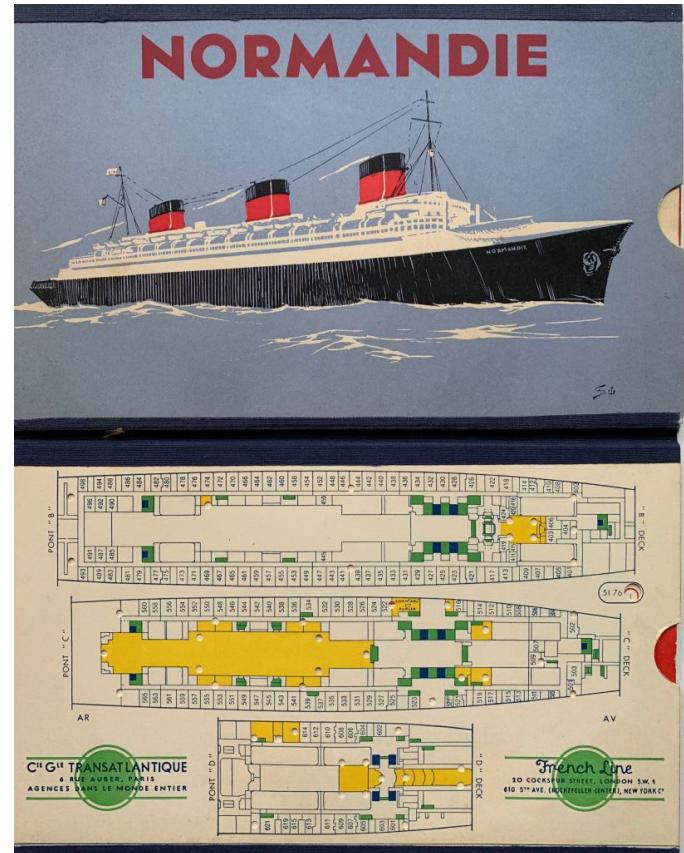
Never Get Lost Again Aboard the SS Normandie

47. [Ships] Cie. Gle. Transatlantique. *Normandie. Plane 1ères Classes/ 1st Class Plan.* [St. Ouen: Gaston Maillet, n.d., ca. 1935.]

Three-panel folding “plan mobile” piece, with cloth hinges, and complete with three moveable colored cards (inserted into each of the respective panels).

275.

¶ Novel patented (“Rapag”) guide to aid the first-class traveler on this French liner on locating “any given cabin or public room” aboard the vessel. Three inner panels show the layout of the various decks, with die-cut holes to match the index cards (that have red dots). Verso of one panel has the complete index, in French and English, from Badminton to Writing and Reading Rooms. Color illustrations further feature the famous ship. Not located in OCLC. WITH a color postcard from the period AND an issue the ship’s on newspaper *L’Atlantique* (37 cm, single-sided, printed on board), from July 25, 1935, the year of its first sailing.



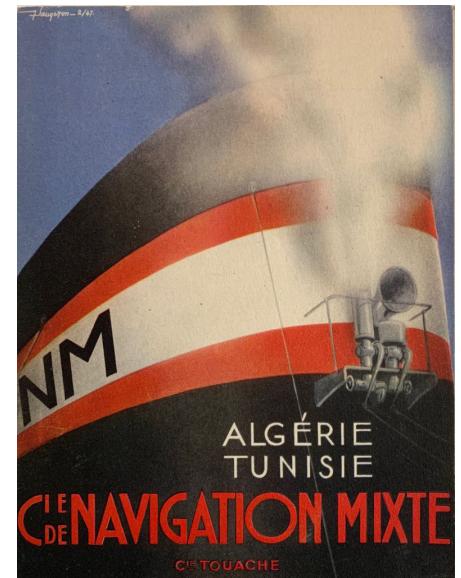
With Small Pop-Up in Center!

48. [Ships] N.Y.K. Mail Line. *An Achievement, Nine New Ships on Orient Trade Lanes.* [San Francisco: California Photo Engraving, n.d. ca. 1930]. Large die-cut brochure (16pp + covers) in the shape of an oriental fan; when opened, the profile of a ship pops up at the top. Color illustrations throughout of renderings of features of the Line’s various ships (all shown with Caucasian passengers) and world route map printed at beginning and end, and wrappers with a Japanese graphic motif. Not located in OCLC.

250.

49. [Ships] **La Compagnie de Navigation Mixte. Algérie, Tunisie.** [Bordeaux: Wetterwald Freres, 1948?] 18 cm. Three-panel [6pp] folded brochure with color lithographed cover, five vignettes in text. 75.

¶ Post-war promotional from a line that sailed primarily from Marseille to North Africa-- an important route for immigration to and from Algérie in this pre-revolutionary (independence) period. The image on the cover was also reproduced as a large poster as well as on a promotional calendar. Not located in OCLC.

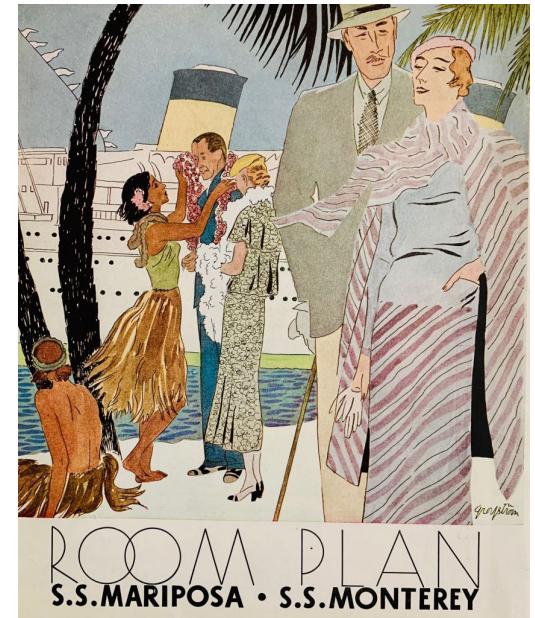


50. [Ships] **Navigazione Generale Italiana. "Duilio," La Classe di Lusso.** [Genova: Bozzo & Coccarello, 1923?] [34]pp + color illustrated wrappers wth silver highlighting. Profusely illustrated with half-tone sepias + vignette illustrations, art-deco borders of blue and silver throughout. 250.

¶ Elaborate brochure from Italy's first super liner promoting the accoutrements of its Luxury Class: the main salons (e.g., dining, dancing, smoking, children's dining room), facilities (art gallery, gym, library, manicurist, barber, and hairdresser), and the multi-room cabins. Not one person is shown in the half-tones (from photos), but the smaller accompanying vignette lithographs show the ideal passengers in every setting. Launched in 1923, the *Duilio* mostly sailed between Genoa and Buenos Aires. She was laid up in the port of Trieste during the War when she was sunk by Allied aircraft in July 1944. OCLC notes one holding (Barcelona).

51. [Ships] **Oceanic Steamship Company, Matson Line. *Pacific Sovereigns of Sea Luxury. S.S. Monterey/ S.S. Mariposa.*** [San Francisco? 1934.] Single sheet folds to rectangular 28 cm—opens to 94 x 84 cm poster showing in color the Room Plans for all four decks + the sports deck. Various illustrations printed on verso. 250.

¶ Fine promotional brochure/poster for the Matson Line's high-class service to Hawaii-New Zealand-Australia via Samoa and Fiji. The Monterey (1932) and the Mariposa (1931) were two of the Matson Line's quartet of luxury liners known collectively as the "White Fleet."



52. [Ships] **Société des Chantiers et Atelier de Provence. Marseille-Port de-Bouc** [cover title, ca. 1953]. Title + 19ff with 19 original photographs mounted on rectos only, each with captions printed on the leaf. Stiff printed wrappers. 200.

¶ Documentary record of shipbuilding "over the last 20 years" by this Marseille-based shipyard. Two aerial views of firm's shipyards + 17 photographs showing a range of large ships, including cruise ships, cargo ships, and tankers, but beginning with a 2000 ton ships built for the French Navy in 1932. Specifications of each vessel are printed on the verso of each leaf. Not located in OCLC.

53. [Trains] **Compagnie des Chemins de Fer de Paris à Lyon et à la Méditerranée. Exposition Coloniale Internationale Paris 1931** [cover title]. Paris: Compagnie PLM, 1931. Folio (31 cm). Seven fascicles (see below) laid in color illustrated wrapper portfolio (some edge wear).

350.

¶ Collection of seven original booklets— as issued and presented here in a printed illus. portfolio. The works herein include:

(1) **Locomotive-Tender Compound... Série 242 BT** (8pp, a double-page spec sheet, one half-tone, and five folding plates);

(2) **Locomotive à voyageurs type “Mountain” compound... Série 241C** (7pp, a double-page spec sheet, one half-tone, and four folding plates);

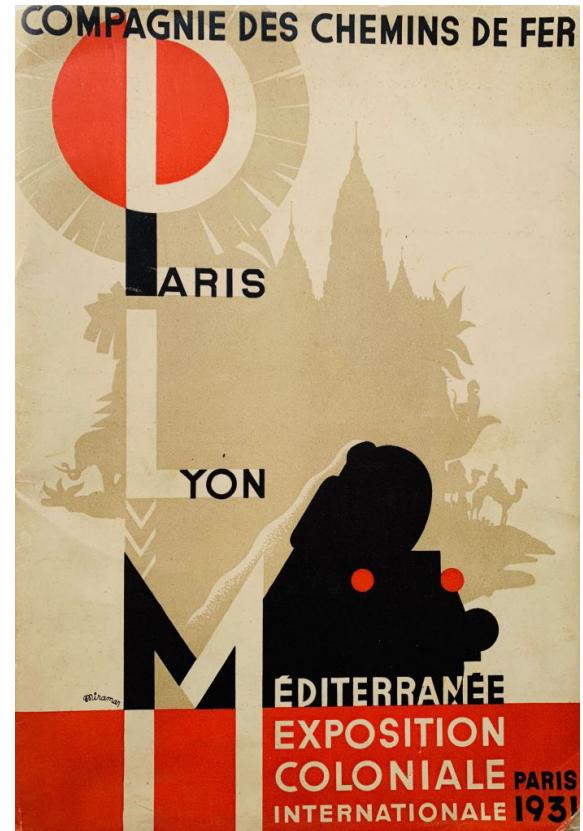
(3) **Voiture à bogies à intercirculation avec compartiments de 1^{re} class transformables en couchettes** (7pp, half-tone plate, one folding plates);

(4) **Voiture à bogies à intercirculation avec compartiments de luxe** (6pp + three plates with half-tones + one folding plate);

(5) **Voiture à bogies à intercirculation avec lits-salons, compartiments à couchettes et de 1^{re} classe** (7pp + three plates of half-tones + one folding plate);

(6) **Installation de manutention mécanique des combustibles et des scories** (3pp + two plates of half-tones + one folding plate); (7) **Cadres à panneaux démontables pour transport de primeurs** (2pp + one half-tone plate + one diagram plate).

¶ Concise presentation of this French line's two main types of locomotives, its three different passenger cars, its equipment for refueling at stations, and its equipment for shipping material. With half-tones of the various cars plus detailed specifications and schematics.





54. [Trains] **Norfolk and Western Railway. "Night Trick."** [Roanoke? 1957.] Oblong 28 cm. [16]pp + pictorial wrappers. Prof. illustrated. Very good copy. First printing. 85.

¶ Early publication of the famous night-time photography of O. Winston Link's famous set-up night-time photographs of the last days of steam locomotives on the N&W RY. Beginning in 1956, Link worked as a freelance photographer on this project for a number of years. Some of the photographs first appeared in the Railroad's own magazine, Norfolk and Western Magazine in 1956 ("Flash bulb artist photographs the Norfolk and Western," by Ben Dulaney). Publication includes some own iconic images of the 20th century, such as the drive-in movie picture, *Hotshot Eastbound, Laeger, West Virginia*, taken on August 2, 1956. However, this booklet prints Link's *original* untouched image. Later in his darkroom, Link replaced the image of Sterling Hayden (appearing on the drive-in's screen) with a photo of a U.S. Air Force Sabre jet [forcing a faux intent, as it were] and airbrushing out some of the freight cars. A later printing (from 1991) of the retouched photo recently sold at auction for \$5,625 (Jan. 2020). The original here is priced more reasonably.

55. [Trains] **SLM-Winterthur. Locomotive Types built by the Swiss Locomotive and Machine Works, Incorporated with limited liability in Switzerland.** No place or date [1937?]. Oblong 8vo. 32 separately illustrated and captioned plates, laid in loose in printed wrappers, with company history printed on inside wrappers. 100.

¶ A selection of locomotives—electric, diesel, oil-burning—built over the years at the Swiss Locomotive and Machine Works in Winterthur. Good representative selection of prints. OCLC locates one holding (SMU).

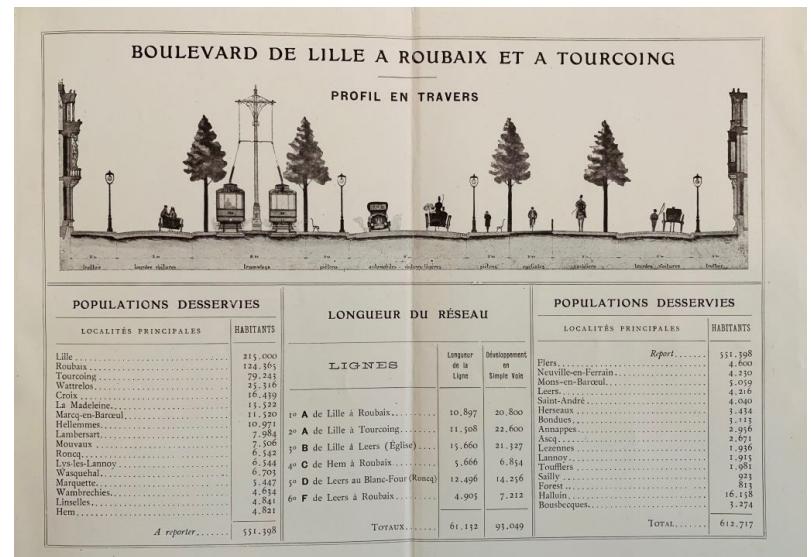


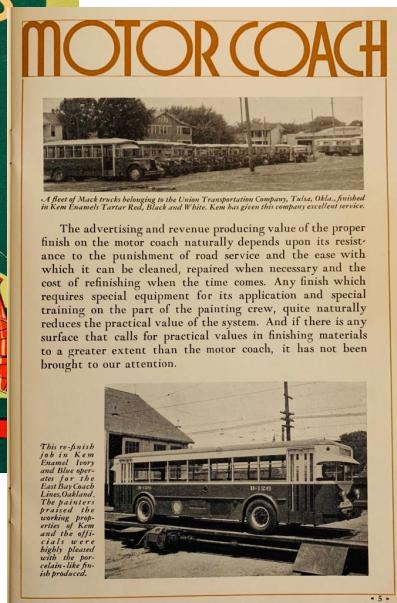
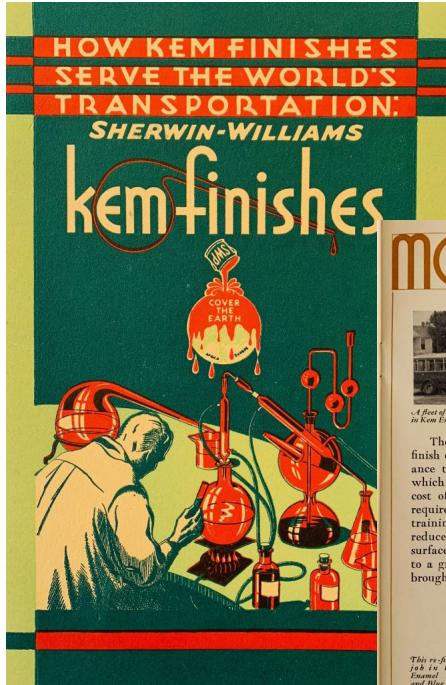


56. [Tramway] **Barcelona Traction, Light and Power Company Limited. [Stock Certificate]** London: Waterlow & Sons Ltd. , n.d. [191-]. 37 cm. [4]pp. Two-color engraved front, plus 2pp of coupons (numbers 30-69 present). Ink stamp on the front from 1930 declares the stock, initially worth \$100 in gold, "sans valeur"; mounted coupon form regarding stock transfer in 1948. Center engraved vignette of an electric trolley flanked by two views of Barcelona's Las Ramblas. 75.

57. [Tramway] **L'Électrique Lille-Roubaix-Tourcoing. Inauguration de la Route Départementale No. 27 (Grand Boulevard) et des Lignes de Tramways.** [Paris: Stern, 1909.] 20 cm. 18pp + folding color map [32 cm] and one folding illus plate [26 cm]. Color embossed wrappers (small trolley litho on rear cover). 150.

¶ Commemorative brochure on the opening of the interurban tramway running between these Northern French cities. The inauguration ceremony was performed by Joseph Ruau, Minister of Agriculture. Most of the text, printed in green and red, describes the construction features of the line. The folding plate (with three statistical charts printed on lower portion) is a rendering of the profile of Lille's Grand Boulevard in Lille, showing the layout and relationship between the sidewalks... auto, tramway, pedestrian, auto, carriage, pedestrian, cyclist, horse rider, and delivery carriage. Quite an accommodation. Printed by the fine high-end Paris engraving house of Stern Graveur. Not located in OCLC.





58. [Trucks] **Sherwin-Williams. *How Sherwin-Williams Kem Finishes Serve the World's Transportation.*** No place, 1934. 22.5 cm. [22]pp. With 28 vignette half-tones. Stiff colorful pictorial wrappers. 150.

¶ Handsome production on the pedestrian (as it were) topic of the selection and use of enamel finishes and lettering on delivery trucks, motor coaches, vans, and street cars. Fine array of models of these types of vehicles. Not located in OCLC.

The End