

WELCOME TO BOURNEMOUTH: — CITY — OF PINES

By the end of the 19th century new rail routes to this coastal town transformed Bournemouth into one of Britain's most popular and upmarket seaside resorts

Prior to the arrival of railways in the second half of the 19th century, Bournemouth (which at that time was still part of Hampshire), and the surrounding county of Dorset, like most of southwest England, was little visited. Yet, by the tail end of the 1800s, new rail routes opened-up tourism. By the turn of the 20th century Bournemouth had been transformed into one of the country's most popular resorts, ably supported by railway company promotion.

Following smaller line amalgamations, the London & South Western Railway (LSWR) created a meandering route west of Southampton, somewhat wryly known as Castleman's Corkscrew; north to south, the Great Western Railway's (GWR) lines were connected to a new Weymouth route; the Somerset & Dorset Railway (S&D) who, together with its Midland Railway partner, provided a second West Country route to the south, and lastly a more obscure branch line from Salisbury to Poole linking to the Corkscrew. For S&D's directors, they believed their line had great

potential with the route from Bath Green Park providing a flow of affluent Victorian travellers to a newly constructed Bournemouth West station.

Bournemouth had grown considerably in little over 30 years into a burgeoning destination full of London holiday traffic, as well as tourists from the Midlands and the north of England on day excursions, weekend and longer visits. A direct link to London was relatively late in coming, but when LSWR arrived, passengers were saved circumnavigating Castleman's notorious corkscrew. Social historian Professor Harold Perkin concluded Bournemouth's 'recuperative airs' saw the town establish itself as a seaside resort of Edwardian standing, attracting a 'very superior class of visitor'.

By 1911 Bournemouth was Britain's third largest fully-fledged seaside resort. Its 'high class' image seduced many well-heeled visitors. The *Tatler* magazine noted the town possessed five high-end hotels; The Royal Bath Hotel, Bourne Hall Hotel, Hotel Metropole, Weston Hall Hotel and Hotel

Mont Dore, all meeting the exacting standards of the publication's upscale readership. Bournemouth now required appropriate train services to match traveller expectations; LSWR initially ran Pullman cars on Bournemouth expresses, widely advertised in upmarket titles, although this practice waned as the company returned to in-house onboard dining services, investing in new deluxe carriage stock.

Aside from LSWR's impressive Bournemouth Central station, the S&D was responsible for commissioning Bournemouth West station, cementing the town (and Dorset) to the Midland Railway system. Trains now furnished with substantial first-class accommodation, including quality dining cars for which the Midland had garnered a serious reputation, ferried the north's elite initially to Bath, a few years later this route was extended to Bournemouth. The S&D, ultimately administered by LSWR and Midland Railway, had running powers ensuring holiday expresses ran into Bournemouth via LSWR connections at Corfe Mullen and

RIGHT:
Dazzling 1933 Southern Railway poster by H Molenaar of the *Bournemouth Belle* was later adapted for the Southern *Bournemouth Belle* posters of the inter-war years

SOUTHERN RAILWAY



PANELS

Panel body text

BOURNEMOUTH BELLE

ALL-PULLMAN EXPRESS – SUNDAYS until further notice

WATERLOO	dep. 10:30 ^{am}	BOURNEMOUTH C ^{T.L.}	dep. 6:20 ^{pm}
SOUTHAMPTON WEST	arr. 11:59	SOUTHAMPTON WEST	dep. 7:0
BOURNEMOUTH C ^{T.L.}	arr. 12:39	WATERLOO	arr. 8:30

Cheap Return Fares from London to Southampton West 1st 20/-, 3rd 12/6 to Bournemouth C^{T.L.} 1st 25/-, 3rd 15/- including Pullman Supplement.

PLATFORM 1

THE ALL PULLMAN

BOURNEMOUTH BELLE

DAILY THROUGHOUT THE YEAR

12:30PM	DEP	LONDON (Waterloo)	ARR	6:40PM
1:50PM	ARR	SOUTHAMPTON (Central)	ARR	5:15PM
2:40PM	ARR	BOURNEMOUTH (Central)	ARR	4:40PM
2:52PM	ARR	BOURNEMOUTH (West)	DEP	4:30PM

FOR FURTHER INFORMATION PLEASE ENQUIRE AT STATIONS AND TRAVEL AGENTS

BOURNEMOUTH

The Centre of Health & Pleasure

Guide Book free from Publicity Manager, Town Hall, Bournemouth.

TRAVEL BY L M S "PINES" EXPRESS FROM THE NORTH & MIDLANDS

Broadstone; Bournemouth visitors had a direct link.

Some clever PR came into play in 1911 when the Midland Railway's northern services were conferred with the soubriquet of the Pines Express. LSWR's lines extended beyond Poole to Weymouth. The Holes Bay Junction also provided access to northern trains running over LSWR's metals to Swanage – a competitive alternative to GWR's circuitous Birkenhead and Bournemouth (via Southampton) route which had attracted brisk northern business.

So, from Edwardian times, the S&D and the Pines Express name was synonymous, assuring prosperous patrons from the country's industrial heartlands were less than half a day's

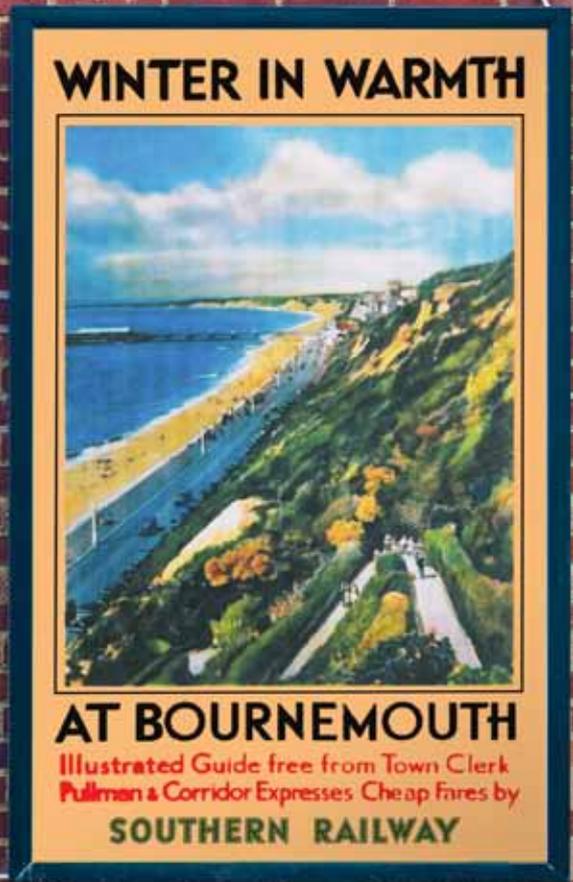
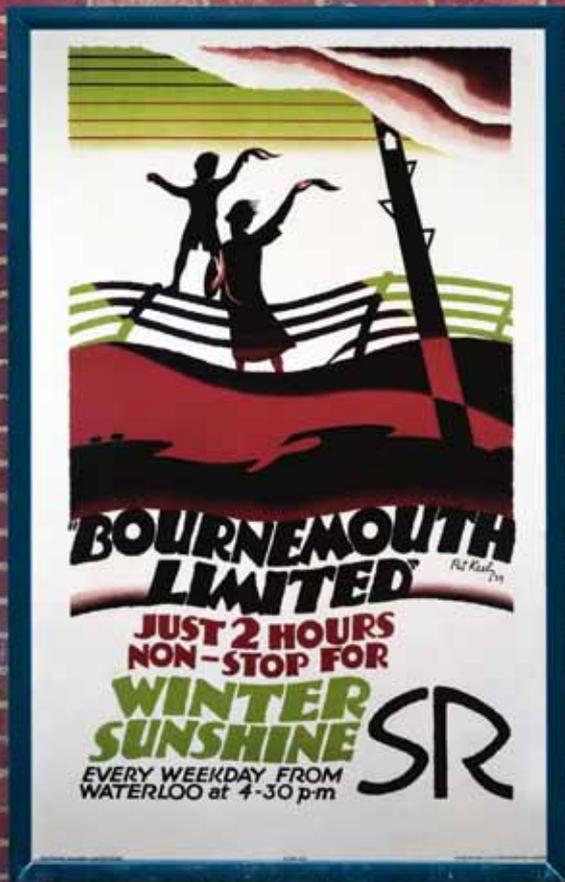
travel from the elegance of Bournemouth, the New Forest in Hampshire to the east and Dorset's coastal communities to the west. Such moves well and truly put the jointly managed route on the destination map. Regular visitors from Bristol and Bath were also noteworthy, their experiences widely reported on by the *Clifton Society* newspaper.

LSWR's policy was to pursue well-to-do holidaymakers. By 1912 Bournemouth was promoted as the 'City of Pines' in *The Bystander* magazine and considered an ideal Christmas destination. 'All the essentials to health and pleasure, including an abundance of sunshine and plenty of amusement, are here' it gushed. The following year, the same publication extolled the

benefits of holidaying at home to counter significant numbers of prosperous travellers making their way to the Continent.

Apart from Bournemouth, a *Bystander* editorial noted the merits of short breaks in Hampshire and Dorset. 'It is along "The Path of the Sun" that the London and South-Western Railway expresses its wish to lead us, and many will follow with pleasurable obedience. For this line has indeed a positive plethora of beauty spots' including the resorts of Bournemouth, Swanage, (and) further afield 'the glades of the New Forest' and 'the dales of Dorset and Somerset.' Copywriters worked overtime to enthuse prosperous travellers. As early as 1907, *The Bournemouth Graphic* reported

ABOVE LEFT: Some 30 years after its launch, the Bournemouth Belle could still guarantee a marketing budget for dedicated posters. Illustrated by Reginald Montague Lander, the creative approach still utilised the Pavilion building to showcase the resort **ABOVE RIGHT:** This inter-war poster, illustrated by Leonard Richmond, highlights the Pines Express service with its direct access to the resort from northern England and the Midlands. The bay view is from the Boscombe end of the town noted for its village atmosphere, guest houses and smaller hotels



‘When the Pullman recommenced duties in 1946, the Bournemouth Belle brought back a touch of romance to rail travel’

on visitors happily spilling over into Branksome and Upper Parkstone courtesy of the new tramway at County Gates.

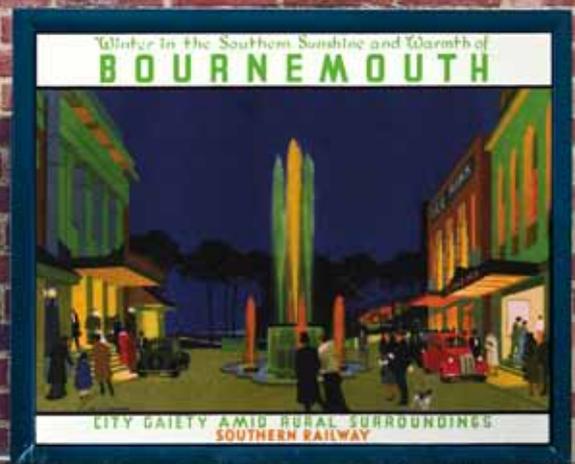
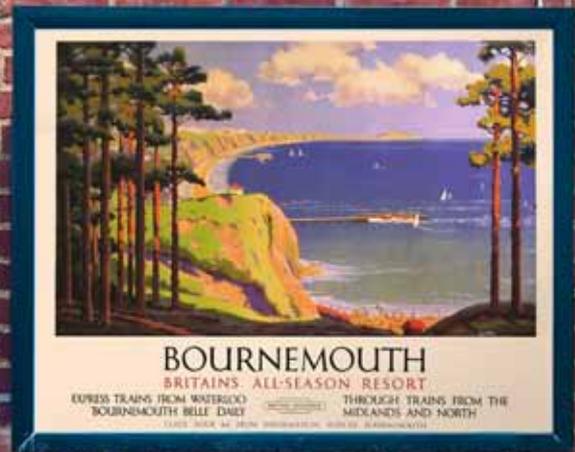
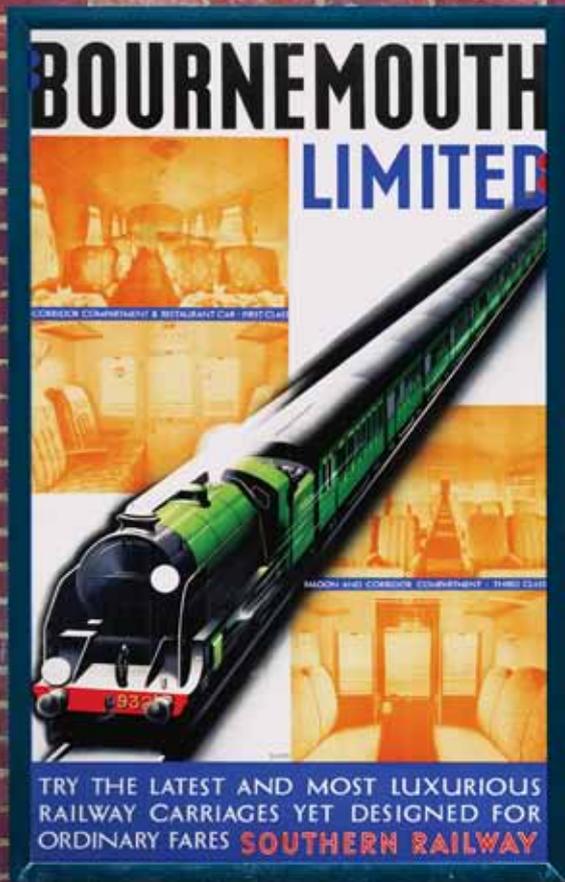
With the ending of the First World War, life regained a degree of normality. By the following summer, domestic travel restrictions were lifted. Train travel and holidays were once again on family agendas. And nearly everyone used trains. In August 1919, ‘the great holiday scramble’ ensued. Writing in 1940 and recalling the period, social

chroniclers Graves and Hodge observed thousands of people heading towards the seaside on their first holidays for five years. By 1920, all continental travel restrictions were lifted; spring departures brought a ‘considerable exodus to Europe’ whilst in the summer ‘the British made for the shores of their island like lemmings’. Bournemouth, as one of the best looking and least commercial of British resorts, combining with Dorset’s picturesque coastal hinterlands,

benefited immensely from a general enthusiasm for holidays.

With the creation of the Big Four railway companies in 1923, better off tourists were encouraged to stay for a week or two. As a social group, the middle-classes did particularly well in the period between the wars paying less in income tax and suffering less from the deprivation of unemployment. Bournemouth (and Dorset) cemented its reputation as one of the country’s top-draw tourist ▶

ABOVE LEFT: The first Bournemouth Limited poster from 1929 illustrated by Patrick Cockayne Keely promoted the resort’s quick and direct access being the perfect venue for winter sunshine **ABOVE RIGHT:** The 1930s Winter in Warmth at Bournemouth posters illustrated by Langhammer was a collaborative effort between railway companies and the local tourist authority. Southern Railways execution shown here also had an LMS version with copy changes highlighting Travel by the Pines Express



destinations as railway companies serving the town invested heavily in destination promotion. Aside from Bournemouth, Dorset's landscapes also received the full Southern and Great Western treatment in the inter-war years with advertising posters designed by some of the country's best-known illustrators.

Bournemouth's extensive town centre gardens were a major tourist attraction. Opened in 1929, the splendour and elegance of the Pavilion Concert Hall and Ballroom created an entertainment complex that so defined Bournemouth in the inter-war period. Located on Westover Road, a sophisticated part of town regarded as the equivalent of London's Bond Street; the Pavilion was later extended as a theatre.

The Pavilion complex with its cinemas, ice skating rink and upscale shops presented strongly in railway poster marketing. Tree-lined Chines and Bournemouth Bay's vast beaches made it very appealing to holidaymakers. In the years before the war, the resort received some two million visitors per annum.

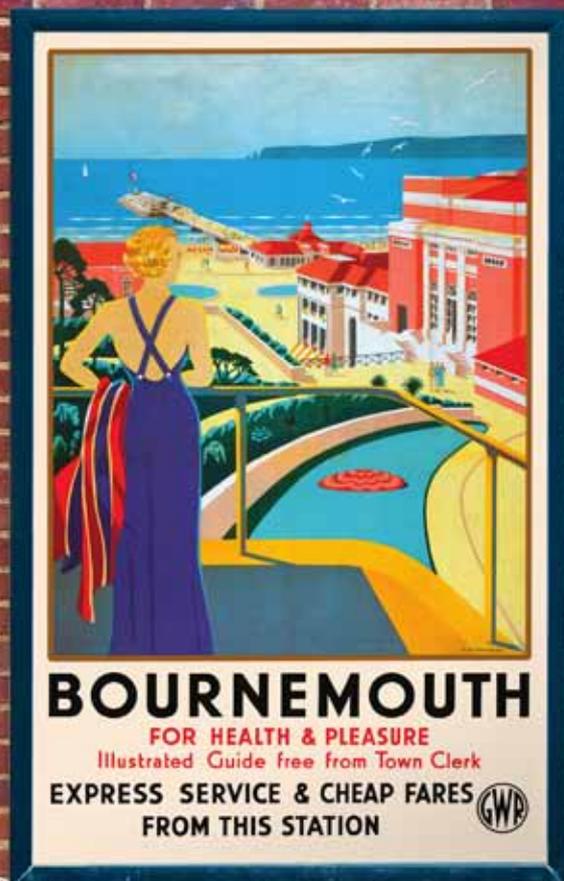
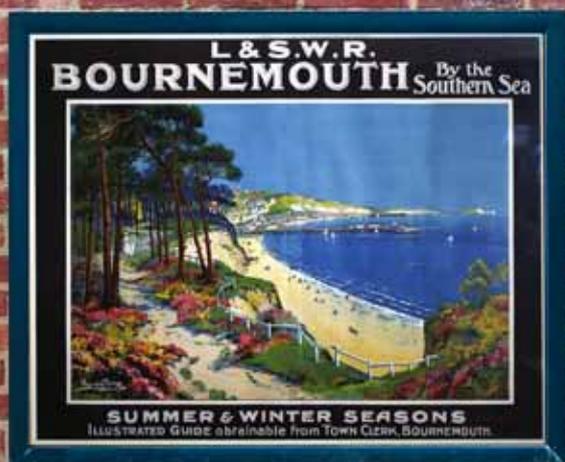
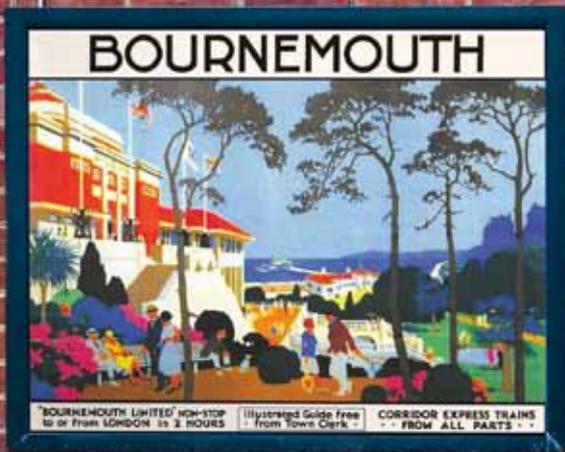
Despite the motor coach and the independence of travel that cars brought, the resort surprisingly received a number of top-rank expresses including the Bournemouth Limited – in July 1929 and the *Bournemouth Belle* Pullman in 1931. Dr Juliet Gardiner noted 'Seaside holidays were as socially calibrated as any other activity. Some resorts attracted the middle classes' – something Bournemouth was

well positioned for as the town featured extensively in railway promotional activity.

During the inter-war years, the role of local authority tourism departments was noticeable; having been given commercial freedoms to advertise in 1922 – Bournemouth's municipal efforts can be traced back to 1916. Collaboration with tourism industry partners became a Bournemouth theme. Poole also tried to carve its own upscale niche despite the closeness of its glamorous neighbour, just over the border in Hampshire, receiving two impressive Southern posters extolling the delights of the harbour's sun, sea and sand qualities.

Sir John Betjeman's notes on Branksome, Parkstone and

ABOVE LEFT: 1938 poster designed by Charles Shepard highlighting new carriage stock on the luxury express **TOP RIGHT:** Sir Herbert Alker Tripp's illustration from the 1950s captures the bay setting with particular emphasis on the vista towards the east of the Bournemouth and Boscombe Piers, in many ways it is a re-interpretation of Walter Hayward Young's 1916 LSWR work **BOTTOM RIGHT:** Bournemouth's out of season delights were highlighted by Henry George Gawthorn's 1939 Winter in the Southern Sunshine Westover Road poster, showing the sophisticated part of town

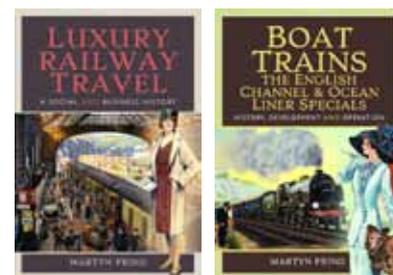


Sandbanks were later used for Shell's revised Dorset tourist guide in the mid-1960s; the legendary wordsmith had been intimately involved in the curation of the original travel guides some 30 years earlier.

Post-war Bournemouth became a broader-based destination. The Boscombe and Westbourne ends of town were noted for their village atmospheres, with many more guest houses and smaller hotels. But for the middle-classes, the resort still had a magnetic pull with an abundance of prominent East and West Cliff hotels. When the Pullman recommenced duties in 1946, the *Bournemouth Belle* brought back a touch of romance to rail travel. By the early 1970s,

Bournemouth-themed railway poster advertising had had its day as tourists increasingly arrived by car. Despite its bigger tourism budget, Bournemouth lost its British Rail advertising support. One of the last creative executions featured the Pullman service. The *Bournemouth Belle* remained popular until the end of its days in 1967 as the magic of scheduled steam traction expired. It would be another 20 years before Bournemouth would receive Pullman trains again as the restored Belmont British Pullman dining train made periodic appearances.

The Pines Express and the S&D line were also consigned to history following Beeching's cleaver. And the thousands of pine trees



adorning the Chines, that featured so prominently in Bournemouth's railway poster imagery, were relegated to the archives and the City of Pines was no more. ♦ *Luxury Railway Travel: A Social and Business History* by Martyn Pring is available from pen-and-sword.co.uk at £35. Find out more at martynpring.co.uk and Twitter @PringMartyn

TOP LEFT: 1933 Southern Railway Bournemouth destination poster, illustrated by Henry George Gawthorn, features a young couple carrying tennis rackets in the new Pavilion garden promotes the town's upmarket vibe **BOTTOM LEFT:** Rare 1916 LSWR Bournemouth destination poster by Walter Hayward Young depicting the town as a fashionable resort **ABOVE RIGHT:** This inter-war Great Western poster by G. D. Tidmarsh was clearly targeted at upscale visitors from its stations in the Midlands and the north of England. The illustration of a well-dressed woman looking towards the Bournemouth Pavilion was probably based on a balcony view from newly constructed art deco styled four-star Palace Court Hotel.