



Vintage Skegness Poster, Skegness, Is SO Bracing  
John Hassall

Sold



REF: 29044

Height: 71 cm (28")

Width: 52 cm (20.5")

Framed Height: 112 cm (44.1")

Framed Width: 74 cm (29.1")

Framed Depth: 74 cm (29.1")

## Description

Original Skegness, Is SO Bracing Poster.

A very rare poster of such an iconic holiday destination image 'The Jolly Fisherman' by John Hassall. The Jolly Fisherman was created by one of the most influential illustrators of the early twentieth century, John Hassall, for a commission by GNR (Great Northern Railway). It is regarded as one of the most famous holiday advertisements of all time and is believed to have influenced the success of Skegness, the 'Fisherman' is now the mascot for Skegness and celebrated his 100th birthday in 2008. There are different versions of the travel poster but the fisherman and slogan are always part of the design with the original painting hanging in the town hall at Skegness. John Hassall's 'Skegness is SO Bracing' is one of the most iconic British railway posters and has been a popular image since its first publication by the Great Northern Railway in 1908.

The poster has been backed onto linen and has had some repairs. 'Skegness, Is SO Bracing Poster, Illustrated Guide from Secretary, Advancement Association, Skegness, or any L.N.E.R Enquiry Office. Published by the London and North Eastern Railway, Vincent Brooks Day & Son Ltd., Lith, London, W.C.'.