

Acknowledgements

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Note on Photographic Sources

This thesis includes a substantial number of photographic illustrations drawn from the Great Western Railway's diverse sales publications. The majority are taken from the company's largest publication *Holiday Haunts* which was issued annually between 1906 and 1939 with a brief hiatus during the First World War. Therefore, unless otherwise stated in the accompanying captions all illustrations should be taken as originating from *Holiday Haunts*.

Author's Declaration

Parts of this thesis have been delivered at conferences across the country. The early ideas behind Chapter Four were presented as part of a joint paper at the University of Wolverhampton's CHORD Conference 'Retailing and Distribution History' in September 2009. Parts of each chapter were delivered at the Social History Society's 36th annual conference, April 2011, held at the University of Manchester. Elements of each chapter were combined for the chapter "'What to Wear and Where to Go': Picturing the Modern Consumer on the Great Western Railway 1921-1939' which appears in Benjamin Fraser and Steven Spalding (eds.), *Trains, Culture, and Mobility Volume Two: Riding the Rails*, (Lanham, 2012). A shortened version of Chapter Three won the John Scholes Essay Prize in 2011.