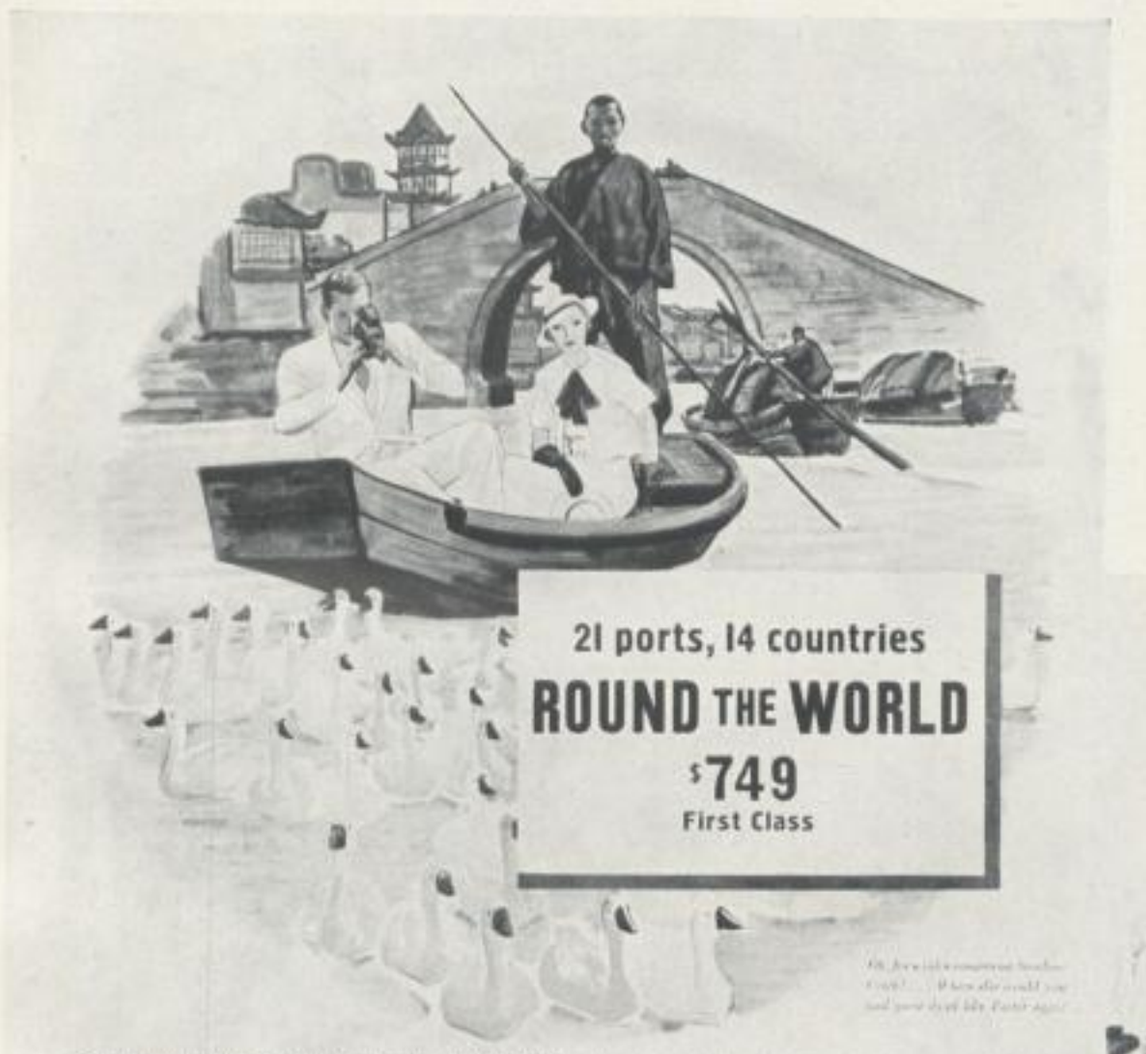
leaving no room for imagination and no opportunity for the brain of the beholder to take part in the creative process and too much romanticism easily falls into banality and trashiness.
Since, as we have seen, everyone, even the most primitive nature, is capable of experiencing artistically, the artistic pictorial form is an indispensable preliminary condition of effective advertising. We reproduce a number of examples to illustrate this preliminary condition. They are partly realistic, partly romantic in character. Their artistic form attracts attention and it is the duty of the text to deepen the psychological effect and awaken the determination to purchase.
Why is it so difficult to write a telling text? Because writing is also an art and language an instrument on which no-one can play properly without natural talent and an instinct for time—and the times.
There are text-writers who begin with an effective headline and follow this up with indifferent



Two cigarette and two
shipping companies advertisements
In all the advertisements realistic scenes
are transformed into the romantic

Sail on famed President Liners – stopover as you please!

Once upon a time a trip Round the World took lots and lots of time, and even a fortune. But like so many other things all that is changed today. Actually you can circle the globe on President Liners in no more than 120 days – visiting 21 of the world's most thrilling ports in 14 countries – for no more than it would cost you to stay at home. If you have a limited vacation and a limited purse, and President Liners are the only ships that sail Round the World as you please, you prove you would never choose to holiday anywhere but on a great ship.

In the first place, you may literally go as you please. President Liners sail every week from New York via Havana and the Panama Canal to the Orient and Round the World. Suppose you arrive in Japan and find that you love it. Stopover. Explore Tokyo, Nikko, Nara, Mt. Fuji. And when the next President Liner a week later — or two weeks later if you like — is due in Osaka, the Philippines, Malaya, India, Egypt, Europe . . . anywhere, you may do the same thing. You're left to spend for one, full years and stopover to do just whatever the fare.

President Liners! They are luxurious and you'll see that your every wish is catered to, every single one of the hundreds of them. You'll sleep in deep-sprung beds, and you'll have all the service any king or queen commands. The spacious public rooms and ample decks are supreme places always for world-traveled men and women, particularly people from the world's most interesting places, and they are always there. Every President Liner has an outdoor swimming pool. And when you're aboard for a week in President Liner port-to-port fare, you'll know another reason why so many, many people choose these ships for all their trips.

Your travel agent or any of our agents (New York, Chicago, Seattle, San Francisco, Los Angeles and other principal cities) will be glad to show you pictures of these President Liners, tell you just what it costs and supply complete shore excursion tours if you like. They will also be happy to tell you of other trips on these famous liners that bring the thrill of real world travel even to the shortest trips – between New York and California via Havana and the Panama Canal and to the Orient via Honolulu and the Southern Route, or the Short Route from Seattle. On any of these trips you go as you please, stopover as you choose.

Dollar Steamship Lines **DOLLAR** American Mail Line

Visit 21 ports in 14 different countries

No other trip can equal a trip Round the World. And here is one that adds unlimited privileges to a First Class fare so how you'll find part-stopping at home would probably cost more!

President Liners sail every week from New York and the Pacific Coast to the Orient and Round the World. Sailing out on one, you may stopover as you like in any or all of fourteen countries, then continue your trip on the next or another of these famous ships. Take 85 days or two full years to complete your journey.

Honolulu, Yokohama, Kobe, Shanghai, Hong Kong, Manila, Singapore, Penang, Colombo, Bombay, Port Said, Alexandria, Naples, Genoa, Marseilles—these are some of the places you visit.

Experienced world travelers choose President Liners quite as much for the people they meet on board as for the fine accommodations and the celebrated food. Good companions make a voyage, and these you will always find – people who make the easy informality that is a great tradition of these ships.

Ask your nearest travel agent to show you pictures of the President Liners' roomy decks and charming public rooms. Look especially at the large, airy outside rooms that are all outside — high ceilings, with real beds and all conveniences. And look over a stateroom chosen at random. Throughout the world it is a real honor to be invited aboard a President Liner for luncheon or for dinner!

Your travel agent or any of our agents (New York, Chicago, Seattle, San Francisco, Los Angeles and other principal cities) will gladly tell you all about our services. Between New York and California via Havana and the Panama Canal, to the Orient via Honolulu and the Southern Route or via the Short Route from Seattle, and Round the World. Go as you please, stopover as you choose.

Dollar Steamship Lines **DOLLAR** American Mail Line

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