

Dr. L. SCHREIBER:

## NEW HAMBURG-AMERICA POSTERS



Ever since such a thing as a shipping line's advertisement existed, the main accents of its effective pictorial language have remained the same. The main point of all the propaganda is either the ship itself or the fascinating destination it is bound for. The various companies compete hotly for their place in the sun by effective representations of these same subjects, using brilliant colours which carry far. No ship is more comfortable, quicker and safer than ours, no route so varied and enjoyable as this! In the centre of traffic of every great capital, where the leading steamship lines of all countries are housed side by side, the traveller is besieged by an endless array of tempting offers, in the composition of which the mentality of many different nations has had to be taken into consideration. It is therefore only a continuous and really convincing advertising policy which has any chance of success among this tremendous international competition...

„The Call of the Sea is: All Aboard!“ Design and text of this poster for the Hamburg-America line form a unity which must catch and hold the attention of even the most hurried passer-by. This successful design proves its value by the variety of uses to which it can be put, for the compelling appeal of the fivefold silhouette of ships does not lose any of its force even when reduced to the dimensions of a poster-stamp... many an artist has obtained his best results by following the old maxim of shipping propaganda, proved by experience — let the sea speak for itself. What attracts the eye more inevitably than that magic blue which glows from so many prospectuses and advertising pictures in a thousand lovely variations? How such a telling colour can be intensified to an extreme of attractiveness by masterly use of space is exemplified by that splendid piece of composition, the rocky island rising from the sea, a poster effect which it would be hard to surpass... The many fantastic aspects of far-off shores lend their impress to all those designs which are meant to attract the tourist on pleasure cruises: here it is the landscape itself in its illimitable glory of colour which must establish contact between tourist and ship. If we are to steer southward, we see dark-skinned



Entwurf

PROF. O. ANTON

Design

