



S. S. Europa

THE advertising of shipping lines experienced after the war not only an important change but also a great development. This change was caused by the increase in competition between the shipping companies and by the entire transformation of the commercial situation in the passenger traffic. Before the war emigrants were the chief contingent of the passengers. The immigration restrictions, especially in America altered the situation entirely. The shipping companies were thereby forced to attempt to compensate for this loss through advertising of trips for pleasure and recreation. This condition alone made it necessary to change completely the style of advertising, for the companies had to appeal to a different type of traveller. Of all the German shipping lines the North German Lloyd in Bremen was the one, that chose this new way immediately after the end of the war. The first posters already were of an entirely new sort. There no longer appeared the colourful and ostentatious landscapes of far countries to attract the emigrant; the ships themselves with their comforts had become the chief appeal. The posters in contrasting black and white drawn at that time by the designer Ritscher, are still vivid in our memories.

A new period of advertising began for the North German Lloyd with the building of the two ships "Bremen" and "Europa". The first posters were

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T R A F T O N
Design

ADVERTISING MEANS OF THE NORTH GERMAN LLOYD

