

Entwurf
 ALLEN SAALBURG
 Design

produced by means of a general prize contest the results of which were published at that time in the "Gebrauchsgraphik". For the purpose of advertising in America the services of American poster artists were also employed. The works of Trafton are especially interesting. Their appeal is to a highly cultivated and artistically inclined public. The advertising posters and prospectuses for European countries were designed mainly in the art studio of the North German Lloyd. To-day the works of the artists Kück and Feldtmann are among the most important.

In the entire advertising work of the North German Lloyd there is a tendency to artistic achievement, which is especially to be appreciated, and for this reason we always call attention to the new publications of this great shipping line.

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