

# ABERDEEN & COMMONWEALTH LINE



TO  
**AUSTRALIA**  
VIA MALTA, PORT SAID, & COLOMBO.  
**ONE CLASS ONLY**

## Have Dog, Will Travel

Whether depicting the dog as traveler, destination, or travel itself, vintage travel posters have become popular art that confirms a *FIDO Friendly* mantra: our dogs transport us.

by Leslie Crane Rugg & Eva Saks

**T**he travel poster itself is the first destination for many travelers. These posters—advertisements that brand destinations and modes of travel—often include dogs. What do these dogs sell and what do they signify?

Portraying dogs in travel ads is a multifaceted marketing tool. Sometimes dog images exploit the human/canine bond; sometimes they convey something more complex. These five historical posters embody different breeds of the Advertising Dog. ①

### The Seaworthy Dog

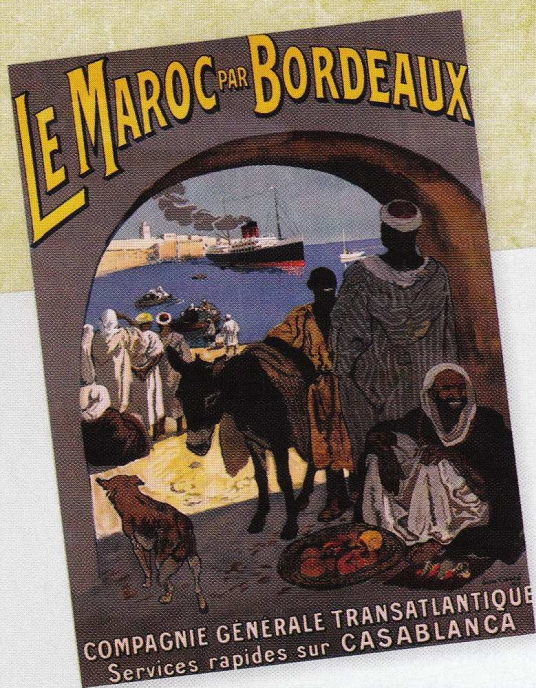
The stalwart Scottish terrier plays a central role here. The Scottie character—strong, feisty and persevering—symbolizes the character of the ship and the Scottish line. If travelers trust the breed, they can trust an Aberdeen & Commonwealth ship.

This Scottie literally and figuratively stands for the original steamship. The angular points of his ears and tail echo the points of the star on the line's flag. He's not just the vessel's "hood ornament"; he is the boat itself. His erect ears and tail parallel a distant ship's stacks and masts. His secure stance promises smooth sailing despite choppy waters. This intrepid pup is the picture of independence, as he is apparently traveling solo.

### The Companionable Dog

In contrast, this Collie type never leaves his mistress's side. The dog as cherished traveling companion enhances the appeal of this French coastal town. A single lady is never alone here! This sentimental poster casts the dog as loyal guardian (with his eye on the viewer). No collar, no leash—love alone binds them together. The dog shepherds his companion—and the viewer—to Antibes day or night via "trains extra-rapides."



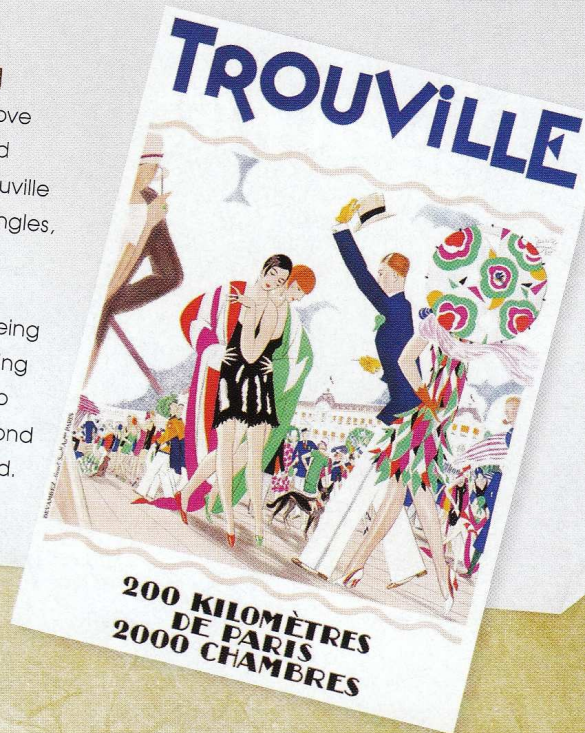


### The Exotic Dog

Even before Bogart, Casablanca was a place of romantic mystery. Above, the sun shines on the arriving ship and local touts. But the real Morocco lies below, in a shadowy space occupied by natives. In the unlit archway to a kasbah are a beast of burden, socializing men and a feral dog—his back to the viewer, his identity secret. Is he skulking along, staying out of the heat, waiting to beg for or steal his dinner? His up-down ears are wary antennae: Is he ambivalent? Is one ear broken? The voyage on sale here is depicted subversively, from the perspective of the dog himself. Face unrevealed, the Moroccan dog awaits the tourist seeking real intrigue.

### The Ubiquitous Dog

The French have an ongoing love affair with dogs. Here, the grand promenade of trendy 1920s Trouville foregrounds Art Deco figures, angles, patterns and colors. Yet the still point—center stage—is a Deco Shepherd. This leashed dog is seeing and being seen. In fact, he's staring at the viewer, as if seeing what no one else does. Meanwhile, a second dog sits at lower left. Dogs abound. Stylish Trouville welcomes yours!



### The Hospitable Dog

This cartoony mid-century poster promotes Swissair by featuring Switzerland's breed, the St. Bernard. As host, he welcomes the bronzed nuclear family. He invites the viewer to Switzerland, where he'll replace the dog at home...temporarily.

This teddy-bearish pooch carries a travel bag with a Swissair plane graphic. Selling a domesticated vacation, he's safe—and so is Swissair.

