

Company/Line	Ship	Slogan	Public
Cunard	Mauretania, Caronia, Sylvania,	stroll, play, dine superbly, dance, swim!	
Cunard	Mauretania, Caronia, Britannic,	more than transportation	
United States Lines	SS United States, SS America	fashion and fun	
French Line	SS France	lifetime cruises! Maiden Voyage to the	Time
French Line	SS France	6 cents a mile!*	
American President Lines	Cleveland, President Wilson,	sails from San Francisco to the Orient	
American President Lines	Cleveland, President Wilson,	sails from San Francisco to the Orient	
American President Lines		taking a great President Liner to the	
Westours		The 14-day Alaska odyssey	
French Line	SS France	the difference	
French Line	SS France	6 cents a mile!*	
French Line	SS France	You get so much for so little!	
French Line	SS France	Come aboard for all the fun of France	
French Line	Liberté, Ile de France, Flandre	aboard France-Afloat	
French Line	Liberté, Ile de France, Flandre	minute you step aboard	
French Line		Wrap up in a sea-breeze and relax	
French Line	Liberté, Ile de France, De Grasse	Your gay entrée to Europe	
Delta Line	Del Norte, Del Sud, Del Mar	Argentina	
Delta Line	Del Norte, Del Sud, Del Mar	Resort at Sea	
Canadian Pacific	Empress of Scotland	Empress in British Columbia	
Canadian Pacific		White Empress cruise to Europe	
Canadian Pacific	Empress of Scotland II	Pacific	
Canadian Pacific	Australia, Duchess	and spacious ships	Nation
American President Lines	Cleveland, President Hoover	President Hoover	
American President Lines	Cleveland, President Hoover	President Wilson	
American President Lines	Cleveland, President Hoover	Cleveland	
American President Lines	President Wilson	President Liner to the Orient	
American President Lines	Wilson	Sail the sunny Pacific with the Presidents	
American President Lines		supreme travel experience!	
American Export Isbrandt	Sunlane Cruises	there?	
Matson Lines	Mariposa, Monterey	South Pacific	Nation
Moore-McCormack Lines	SS Argentina, SS Brasil	The Luxury World of Moore-McCormack	
		Moore-McCormack Sea-Safari cruise to	
Moore-McCormack Lines	SS Brasil	South America Africa Mediterranean	
Moore-McCormack Lines	SS Argentina, SS Brasil	Especially Designed for Your Majesty...	
		The "Champagne Touch" of Bygone Days	
Moore-McCormack Lines	SS Argentina, SS Brasil	Aboard the Most Modern Ships Afloat	
	Santa Maria, Santa Mariana,		
	Santa Mercedes, Santa	Cruise to extraordinary lands. South	
Prudential Cruises	Magdalena	America	
		Voyage from modern civilization to a lost	
Sitmar Cruises	TSS Fairwind	civilization	
		Now you can swim to Australia - on an	
Orient & Pacific Lines	Orsova	Orient & Pacific Liner	

P&O Orient Lines	Canberra	This July, a revolutionary new British liner cuts the Pacific down to size! This is the kind of fun you have, This is one of the sights you see, On a Mooremack Cruise to South America Care to hunt cat's eyes... cowrie shells... countless ocean surprises on every South Seas strand? This Matson message is for you! Sail this fall to South Pacific ports of paradise In The Fine Tradition The Lurline is Hawaii	
Moore-McCormack Lines	SS Argentina, SS Brasil		
Matson Lines	Monterey, Mariposa		
Matson Lines			
Matson Lines	Lurline		
	Cristoforo Colombo, Giulio		
Italian Line	Cesare, Augustus, Saturnia,	You are the special guest! Fair and Warmer	Nation
Italian Line	SS Rex	The Escape Game, as played only on Italian Line. Play it on our Caribbean Cruises	
	SS Michelangelo, SS Raffaello,		
Italian Line	SS Leonardo Da Vinci	The Escape Game, as played only on Italian Line. Play it on our Mediterranean Cruises	
	SS Michelangelo, SS Raffaello,		
Italian Line	SS Leonardo Da Vinci, SS		
	Cristoforo Colombo	The Escape Game, as played only on Italian Line. Play it on our vacations to Europe	
Italian Line	SS Michelangelo, SS Raffaello,		
	SS Leonardo Da Vinci, SS		
Italian Line	Cristoforo Colombo	The Unrushables, or, how to take a holiday from hurry 3-Continent Safari on the SS United States!	
United States Lines	SS United States	Our weekend special, Lower fares in effect to May 31st Big Time	
United States Lines	SS United States	The Off-Season Unrushables, or, how to be chic when it's bleak The long-weekend seafari Big Sky Country	
United States Lines	SS United States	The Unrushables, or, have you met your wife lately?	
United States Lines	SS United States	The ss United States is the fastest ship in the world. We also have a staff of 800 to serve you. (Just buzz!)	
United States Lines	SS United States	To Europe on the world's fastest ship is a 5-day social season	Time
	SS United States, SS America		
	SS Michelangelo, SS Raffaello,	4 out of 5 of the world's great fun spots are Italian	
Italian Line	SS Leonardo Da Vinci, SS	Long, long, cruises to everywhere.	
Holland-America Line	Cristoforo Colombo	Only a few people in the world will ever savor 39 days like this.	
	SS Rotterdam, SS Statendam	Every day aboard a Princess is like no other day in your life.	
French Line	La Croisière Impériale	Plan now for the Orient - the world's supreme travel experience	
Princess Cruises		The Sitmar Experience	
American President Lines			
Sitmar Cruises			

Sitmar Cruises	Fairsea	A Sitmar Cruise. The vacation you have to sea, to believe.
Princess Cruises	Princess Italia, The Island Princess	A Princess Cruise will put stars in her eyes.
Princess Cruises	Princess Italia, Princess Carla	Now the happiest ship afloat, the lovely Princess Italia heads for the happiest place, the SOuth Seas.
Princess Cruises	Princess Italia, Island Princess	Alaska & Canada, The unforgettable Princess Cruise.
Princess Cruises		Princess Cruises, Mexico or Caribbean/Panama Canal
Royal Caribbean Cruise L	Song of Norway, Nordic Prince, Sun Viking	The best hotels in 9 Caribbean ports sail from Miami on Saturdays.
Royal Caribbean Cruise L	Song of Norway, Nordic Prince, Sun Viking	Why more people take our two-week Caribbean cruise than anybody's.
German Atlantic Line	TS Hamburg, TS Hanseatic	The Carried-away Cruises
Grace Line	Santa Rosa, Santa Paula	Grace Island, Summer sails every Friday
Grace Line	Santa Rosa, Santa Paula	Eight questions to ask your Travel Agent or any cruise line before you sail.
CP Ships	Empress of Canada	Escape to the Caribbean with the Empress of Canada
Matson Lines	Lurline	Going Hawaiian is too good a thing to rush.
Royal Caribbean Cruise L	Song of Norway	