

# Basic Detail Report

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## Title

CREMONA

## Date

1882

## Primary Maker

Henry W Peabody & Co Australian Line

## Medium

Ink on paper

## Dimensions

Overall: 167 x 100 mm

## Name

Clipper card

## History

Clipper ship cards were one of the advertising methods used by ship owners to promote their vessels and

transport schedules. In colourful print and bold designs they publicised the supposedly superior qualities of each vessel, often using images of maritime scenes, mythology, patriotism and women to promote their cause. The cards were largely manufactured during the late-19th century and were designed to be handed out at the docks. They were brighter and more appealing than the newspaper advertisements of the time but often used similar wording. They could be printed in up to seven different colours including blue, red, green white, black, brown, and yellow. Some printers also used gold, bronze and purple. The majority of clipper cards were produced when the popularity of the clipper ship was dwindling and merchants were opting for faster steam powered vessels. Clipper ships were largely active between 1845 and 1875. Their design concentrated on speed instead of cargo capacity, which was a great benefit for shipping companies eager to transport goods quickly. The sleek and graceful ships generated a sense of romance, competition, national pride and innovative technology. They were a symbol of American modernity and fundamental to the expanding global economy. The CREMONA was a 609 ton clipper ship that operated out of Boston. In 1882 it was under the command of Captain P C Gove.