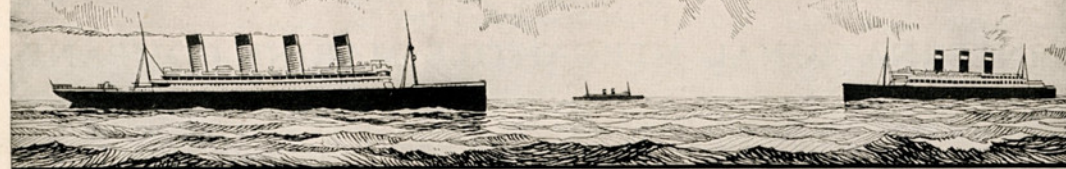


THE OCEAN FERRY



Island Navigators

MARCH 1930

THE OCEAN FERRY

PUBLISHED MONTHLY BY THE

INTERNATIONAL MERCANTILE MARINE COMPANY

FOR THE

AMERICAN LINE, ATLANTIC TRANSPORT LINE, LEYLAND LINE, PANAMA PACIFIC LINE,
RED STAR LINE, WHITE STAR LINE AND WHITE STAR CANADIAN SERVICE

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"As the Spanish proverb says: 'He who would bring home the wealth of the Indies must carry the wealth of the Indies with him'; so it is with traveling—a man must carry knowledge with him if he would bring home knowledge."
—DR. SAMUEL JOHNSON

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VOL. IX

NEW YORK, MARCH, 1930

No. 6

CONTENTS

	PAGE
WHERE COLUMBUS WOODED AND WON HIS BRIDE—PHOTOGRAPHIC STUDY.....	3
DECK SCENE ON A LINER OF THE '70's.....	4
BRITANNIC'S GIANT MOTORS WILL USE 80 TONS OF FUEL A DAY.....	5
CAPTAIN WILLIAM MARSHALL APPOINTED COMMODORE OF WHITE STAR FLEET.....	5
TOURIST THIRD CLASS TO REPLACE SECOND CLASS ON HOMERIC.....	5
FREDERICK L. WANMAKER APPOINTED ASSISTANT MANAGER OF I. M. M. CO.....	5
PANAMA CANAL TRIP A REAL CAUSE FOR ENTHUSIASM.....	6
GEORGE HARRIS, WHITE STAR LINE MANAGER AT DUBLIN, HERE TO VISIT AGENTS.....	7
MAJESTIC INAUGURATES FIRST PUBLIC SHIP-TO-SHORE RADIO TELEPHONE SERVICE FROM BRITISH ISLES.....	7
EDITORIAL COMMENT.....	8
OBSERVED AND NOTED.....	9
I. M. M. ADVERTISES VIBRATIONLESS SPEED WITH THE EMPHASIS WHERE IT BELONGS.....	10
HARVARD UNIVERSITY HAS PLAQUE BY ROBERT BLIGHT, CHIEF OFFICER, SS. MARYLAND.....	11
SET OF GOLF CLUBS IS PARTING GIFT OF CHelsea PIERS STAFF TO ROGER WILLIAMS.....	12
AMMUNITION FOR AGENTS, BY THE SUPPLY MAN.....	13
WHITE STAR LINE TO HANDLE RUSSIAN TOURIST BUSINESS.....	13
ATLANTIC HOUSE, WHITE STAR HOTEL IN PARIS CARES FOR TRANSIT PASSENGERS.....	14
I. M. M. OFFICE AT MINNEAPOLIS HAS NEW QUARTERS.....	14
RETIRED WHITE STAR PILOT AT SOUTHAMPTON HONORED BY OFFICIALS OF THE LINE.....	15
STEERS THAT WON BLUE RIBBON PROVIDE BEEF FOR BELGENLAND CRUISE.....	15

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WHERE COLUMBUS WOODED AND WON HIS BRIDE

Funchal, on the rugged slope of Madeira, is the first port of call for the White Star liners Adriatic and Laurentic on Mediterranean cruises, and a never failing delight to tourists. Particularly do subway-weary Americans enjoy the unique and picturesque form of transportation in vogue in this delightful island of steep and winding streets, where carros, which slip over the smooth basalt cobbles on greased runners, do very well as a means of getting about in a land of placid, easy-going existence

SHORT WAISTS, LONG SKIRTS, NOT SO QUAIN'T THIS YEAR



If the 1930 styles continue to reach back into the past for inspiration, we can no longer reproduce these old prints of sea travel in the seventies for the sake of the hearty laugh that long skirts and natural waist-lines could be counted on to produce. But if the ladies have gone back to the styles of their grandmothers and are risking their lives dodging traffic in trailing draperies to-day, the men of 1930 are made of stiffer clay, for we see no sign of Prince Albert coats and fore and aft caps on the decks of the *Majestic* and her contemporaries.

A DUTCH BREAKFAST IS A UNIQUE INSTITUTION

A DUTCH breakfast is like no other meal in the world. There is a long special table set aside for it in a special room and it is decked with enough nourishment for a starved Roman legion. There are, to start with, at least seven different kinds of bread: Plain white bread, gingerbread, plain buns, buns with raisins, brown bread, toasted biscuits, sweet cakes and a kind of fruit-cake. You will find at least three or four kinds of meat, cold sliced veal, roast beef, ham and sausages. Then, if you don't see it all at once, you smell the cheeses, two or three of the Dutch specialties, including Limburger and Edam. There are several dishes piled with boiled eggs and, of course, there are jams and honey and seasonable fruits. The climax is a pot of steaming coffee, not the insipid beverage of the rest of Europe, but the real thing from the Dutch colonists.

To a Dutchman, all this is trivial. It is merely a "break-fast" to stay him for a mighty (to us) lunch, and this in turn is something of an appetizer toward the grand climax of the day which occurs at

dinner. Dinner consists of everything the market supplies, not a mere choice. There are hors d'œuvres, soups, fish and potatoes, two roast meats, one right after the other, such as roast beef and peas, and then roast veal and potatoes. But the meat course is not over: there is next some roast duck with a compote. After this there is salad and dessert. It would seem that neither cost nor calories are counted.—Estelle H. Reis, in *World Traveler*.

HUNGARY GRANTS FREE VISAS TO HOLY YEAR PILGRIMS

Special passport and visa rates will be accorded passengers making pilgrimages to Hungary for the celebration of Holy Year during the coming spring and summer, in accordance with a ministerial order issued by the Hungarian government. Passport fees for Hungarian citizens in possession of pilgrimage tickets, the order states, will be reduced to \$2.65 provided they arrive in Hungary between the dates of May 25 and August 31, and will be valid to October 31. The regular fee is \$23.85.

Free visas will be issued to citizens of the United States and other countries who have pilgrimage certificates and enter Hungary during the prescribed period in groups of twenty or more, while those traveling individually will pay only one-third of the usual fee of \$10.00.

This order will affect hundreds of Americans and Hungarians living in the United States who are planning to be in Hungary during the celebration of the Holy Year of the Hungarian Church.

Politeness in Europe

If politeness is in essence an inner affability, a graciousness of good breeding, then the much-abused American tourist is as polite as any nation on earth. Their haste in travel, their alertness in seeing what is worth-while and their urban confidence in strange places should not blind us to this quality. But when it comes to giving expression in word and performance to this refinement of manners, the Europeans, it must be admitted, have learned more of its ways than we have. The "Nice morning, Sir!" and the "Thank you!" of the English elevator men, the bowing and gentle courtliness of the French and Italian hotel concierges, the dignified civility of the German and Swiss waiters, are memories to muse on pleasantly for many a day.

I know one hotel in Berlin which employs a little uniformed boy to stand at its main entrance, and simply lift his little hat in the most courtly manner to each patron who passes either in or out of its swinging doors. His hat is off his head most of the time, but it is lifted to each one. To me he is a symbol of the gentility of the continent.—EDWIN ROBERT PETRE.

Improved Channel Services

All steamers of the Southern Railway's Channel service between Newhaven and Dieppe will have enclosed promenade decks such as were provided on two of their steamers, the *Paris* and the *Ver-sailles* last year, according to a recent announcement. Another innovation on this service is the provision by the French State Railways of first, second and third class berths (couchettes) on trains between Dieppe and Paris on the night mail service. Passengers may remain in their compartments on the train after their arrival at St. Lazare or Lyon Stations in Paris until 7:30 a.m., if they wish. The charges for couchettes, stamp included, are: first class, \$1.00; second class, \$.75; third class, \$.50.

80 TONS OF FUEL OIL A DAY FOR BRITANNIC'S BIG MOTORS

IN a country where one inhabitant in every five owns an automobile, a large proportion of them have enough knowledge of motor engineering to appreciate the significance of some of the rather staggering facts and figures about the engines—the largest of the type ever built—which have been fitted in the *Britannic*, the White Star Line's new motor ship now being completed at Belfast, and scheduled to enter the New York-Liverpool service on June 28.

In one day the twin 10-cylinder, 4-stroke, double-acting motor engines of the *Britannic* will consume 80 tons of fuel oil and so turn each propeller 140,000 times, while each inlet, exhaust and fuel valve will function 70,000 times, and each piston cover a distance of 280 miles!

To keep the engines from overheating 13,000 tons of fresh water is circulated through the jackets and cylinder covers, while 16,000 tons of sea-water pass through the lubricating oil cooler, fresh water cooler and exhaust manifold, before being discharged overboard. Every possible thing is utilized in the *Britannic*, even to the heat given out by the exhaust gas, which is passed through boilers and generates sufficient steam at 100 lbs. pressure for ship's use.

The essential difference between these engines and the ordinary motor car lies in the fact that whereas the latter is supplied with a magneto for firing the explosive gases of petrol, the engines in the *Britannic*, by their own compression, create the necessary temperature to ignite the vaporized crude oil. In the ordinary motor car engines, the motive power is developed from the top side of each piston, whereas the double acting propelling motors in the *Britannic* utilize the underside as well as the top side for their motive power.

The size of each engine can be realized from the fact that twelve of the biggest cars built could be parked on the floor space occupied by each bedplate, and further that by simply removing an exhaust or inlet valve an engineer can climb bodily inside the cylinder for inspection purposes.

Despite the size, each engine with its 185-ton crank-shaft and correspondingly large connecting rods, crossheads and pistons, can be maneuvered by compressed air with the greatest of ease, and can be reversed in nine seconds.

All the auxiliary machinery—with the exception of the air compressor for feeding the cylinders with fuel oil, which is driven by a 4-cylinder motor engine—is electrically driven, the power for this and the ship's use, being provided by four six-cylinder motor generators.

To traverse on foot the Riviera roads from La Londe to Cannes has been called "the most enchanting walk in the world." It may easily be done in two or three days. Americans call it "the hiker's heaven."

NEW COMMODORE APPOINTED FOR WHITE STAR LINE FLEET



COMMODORE WILLIAM MARSHALL

ANOTHER honor was added to an already long list when the officials of the White Star Line announced recently that they had decided to bestow on Captain William Marshall, C.B., D.S.O., R.N.R., commander of the *Majestic*, the world's largest liner, the title of Commodore of the Fleet.

The rank of Commodore entitles the holder to fly a special flag, a White Star Line house flag edged with white, at the main mast of his ship, and also to wear distinctive markings of rank.

The last commodore in the White Star Line fleet was Sir Bertram Fox Hayes, who retired in 1924.

Commodore Marshall has had a distinguished career with the White Star Line. Born in April in 1873, he served in the cadet-ship *Conway* and after his apprenticeship joined the White Star Line and became a junior officer in the company's cargo service in January, 1899. He reached the rank of chief officer in March, 1908, and was promoted to commander in August, 1911. He has since commanded ships in the company's service, including the *Teutonic*, *Megantic*, *Cedric*, *Arabic* and *Olympic*.

During the war, Commodore Marshall received the Distinguished Service Order in recognition of his services with the Auxiliary Patrol and a bar to his D. S. O. in December, 1919. He was created a Companion of the Bath in June, 1925, and appointed Aide-de-Camp to King George V in October, 1926, acting in that capacity during the opening, by the king, of the new Gladstone Dock, Liverpool, in July, 1927. Commodore Marshall is as well known in America as on the other side and has been in command of the *Majestic* since September, 1928.

TOURIST THIRD TO REPLACE 2nd CLASS ON THE HOMERIC

IMPORTANT changes were made in the passenger accommodations of the White Star express liner *Homeric* while the vessel was undergoing her annual overhaul in December, which included the addition of 30 private baths connecting with suites in first cabin. At the same time the White Star Line announced that with the return of the vessel to transatlantic service from her Mediterranean winter cruise, second cabin on this liner will be discontinued and these accommodations converted into tourist third cabin.

The new tourist space will be available with the *Homeric's* departure from Southampton on April 2 and from New York April 11.

All her present second class quarters, including public apartments, staterooms and decks, will be devoted exclusively to tourist class without any alteration. Never before has this type of space on so large and fast a liner been made available at tourist rates, which, in the case of the *Homeric* are \$117.50 and \$127.50 to Southampton and Cherbourg respectively; \$222 and \$225 round trip, summer rate, and \$207 and \$210 round trip, off-season rate.

The conversion of the *Homeric's* second cabin to tourist cabin accommodation will help to meet the constantly increasing demand for moderate-priced space, particularly during the summer season when schools and colleges add thousands to the stream of travelers to Europe.

FREDERICK L. WANMAKER NAMED ASSISTANT MANAGER I. M. M. CO.

THE appointment of Frederick L. Wanmaker to the post of assistant manager of the International Mercantile Marine Company, left vacant by the recent death of Charles W. Thomas, became effective on February 10. Mr. Wanmaker joined the company's staff in June, 1920, as purchasing agent, which position he held at the time the new appointment was made. He was assistant purchasing agent for the Sun Shipbuilding Company, Chester, Pa., prior to 1920.

The company also announced at the same time the appointment of Mark Sullivan, formerly assistant to the freight traffic manager, to the position of purchasing agent, in Mr. Wanmaker's place.

Mr. Sullivan has been with the company since 1912, when he joined the staff of the passenger department. He was transferred to the executive department in 1914, and to the freight department in 1922.

Travelers in Germany who are willing to buy a first-class ticket for each member of their party and twelve additional tickets can have their own parlor car attached to any through train. As first-class travel is only four cents a mile, the privilege is often used.



THE OCEAN FERRY



CANAL TRIP A NEW AND REAL CAUSE FOR ENTHUSIASM



THE LARGEST ARTIFICIAL LAKE IN EXISTENCE

Looking west on Gatun Lake, where it follows the upper valley of the Chagres River. Here the canal route presents a broad vista of bays, islands and headlands, where the pale green verdure of banana plantations contrasts with that of the dense forests behind them. Gatun Lake has an area of 164 square miles, equal to that of Lake Geneva in Switzerland.

WHAT MAN HATH WROUGHT

From the New York Evening Journal

Evening Journal readers will be interested in a letter from a lady, written after traveling from the Pacific to the Atlantic Ocean—Los Angeles to New York—through the Panama Canal.

More and more, Americans show a wise inclination to see their own country, in addition to seeing other countries, and before seeing other countries.

For generations Europeans have met Americans that could answer practically no questions about their own country, beyond their immediate city or State.

Thanks to automobiles, swift trains and greater prosperity, Americans travel more than ever, and, thanks to common sense and patriotism, they travel a great deal in their own land.

The *Evening Journal* endorses heartily the suggestion that those crossing the continent should without fail see and travel through the Panama Canal, either going or coming.

An enthusiastic *Journal* reader, whose letter you will read below, is in one respect like the gentleman in the Book of Job, who came "from going to and fro in the earth and traveling up and down in it," and has found in the Canal trip a new and real cause for enthusiasm. We hope many of our readers will take good advice and cross between the oceans via the Panama Canal.

OCEAN TO OCEAN

To the Editor of the *Evening Journal*:

To any American unacquainted with the Panama Canal I would advise that delightful trip from ocean to ocean in

either direction, down the Atlantic or the Pacific coast. Having just made the east-bound trip myself on that noble ship the *Manchuria*, with its distinguished and genial commander, Captain James E.

Roberts, I am bubbling over with enthusiasm on the subject. One could scarcely imagine a pleasanter mode of travel from coast to coast than through the Panama Canal. The ship's accommodations are large and generous, service attentive and painstaking, the officers efficient and kind. Speaking from personal experience in the month of October, with ideal weather, such a trip has a charm never to be forgotten. The first nine or ten days out of sight of land pass swiftly, with the various entertainments usual on shipboard—games, music, dancing, etc., with a library for the more seriously disposed, and then that wonderful inter-ocean waterway with which Uncle Sam has blessed his millions of children. He who does not know it knows not one of the most fascinating spots in his native land.

Balboa

Approaching from the west, we came upon Balboa. In our case, unhappily, the rapid fall of night prevented a full view of land; but the following morning broke upon the initial scene in this redeemed territory in all its splendor. A balmy air fresh from the recent rain, lent a peculiar charm to the excursions of the ship's passengers during the few hours in port.

(Continued on page 11)



THE OCEAN FERRY



MANAGER OF DUBLIN OFFICE HERE TO VISIT IRISH AGENTS

GEORGE HARRIS, manager of the White Star Line's office at 1 Eden Quay, Dublin, arrived on the *Baltic* recently, for an extensive tour of the United States and Canada to visit agents of the line who do a large volume of Irish business. His itinerary includes Boston, Chicago, Montreal, Winnipeg, and St. Louis, and a number of intermediate points.

Mr. Harris, who is closely associated with the Irish Tourist Association, made a similar American tour two years ago for the purpose of acquainting steamship agents here with the progress Ireland has made in recent years in the matter of providing for the comfort and convenience of travelers. So much was accomplished by this visit toward directing American travel to Ireland that Mr. Harris looks forward to still further increase in Irish business, since he has many further improvements to report this year.

"The government has spent many millions in opening up new motor roads, which now connect all parts of the Free State. All of the roads have been concreted or macadamized and Ireland is growing rapidly in popularity with motorists," said Mr. Harris.

"Hotel accommodations have been greatly improved as a result of a tour of inspection made by a woman traveler engaged by the Association to visit hotels and inns and suggest added conveniences and service."

"The Electrical Shannon Scheme just completed by the government at a cost of \$20,000,000 will provide power and light for the entire Free State, and many modern conveniences will rapidly follow in its wake."

"The natural beauty of Ireland has long been widely known, and it is a country well loved by tourists. The work of the Irish Tourist Association in adding to the facilities for taking care of visitors has done much to increase their number yearly."

The White Star Line has led all competitors for years in the number of passengers carried to and from Irish ports and has for many years operated a series of popular excursions to Ireland in summer, conducted by its Irish travel experts. This year, in addition to the regular calls at Cobh, the line has added Belfast to its schedule, with one sailing a month in each direction.

Free Entrance to Italian Museums

The abolition of entrance fees into all museums, galleries, historical monuments and archeological excavations throughout the kingdom, supervised by the Italian Government, has proved to be a pleasant surprise to foreign tourists, as well as to Italians. It is expected that this new ruling will increase the number of visitors. To enjoy this privilege, the foreign tourist is required to show his passport to the custodians, and the Italians must present an identity card. This sole restriction is provided in order to prevent a too-easy entrance into public places by undesirable visitors and loiterers.

WORLD'S LARGEST LINER OPENS FIRST PUBLIC SHIP-TO-SHORE RADIO TELEPHONE SERVICE



MAJESTIC'S OFFICERS AND PASSENGERS WHO USED RADIOPHONE

Left to Right: H. H. Buttner, Tom Webster, London Daily Mail cartoonist; E. H. Ulrich; Assistant Commander R. R. Vaughan; Brigadier General Alexander W. F. Baird, D.S.O.; F. W. Alexander; L. G. Pfeeth; M. K. McGrath, assistant vice president of International Telephone and Telegraph Company; Captain William Marshall; Commander of the Fleet; C. B. Lancaster, purser; John Allsop, president of Sanderson & Son; Colonel Frederick Pope, banker; Herbert Claydon, English theatrical producer; Colonel W. Lucas; Andrew B. Graves and Sir James Dunn, British financier.

FURTHER evidence of the progressive policy of the White Star Line and the rapid commercial development of ship-to-shore radio telephony was provided when the express liner *Majestic*, the world's largest ship, when 1000 miles on her way across the Atlantic to New York, on February 14, successfully inaugurated the first public service of radio telephone conversations with Great Britain, with the special permission of the British Post Office, under which all telephone and telegraph services operate.

At 5 PM, GMT, Captain P. R. Vaughan, assistant commander of the *Majestic*, rang up the White Star Line in London and conversed with A. B. Cauty, general manager.

The next talk was between M. K. McGrath, assistant vice-president of the International Telegraph and Telephone Company, who was a passenger, and the managing director of the International Marine Radio Company, a subsidiary. The complete equipment was designed and manufactured in Great Britain to the specification of the latter company.

Following these inaugural calls the service was thrown open to passengers, and a number of successful conversations were carried on. The rate charged is \$22.50 for the first three minutes and \$7.50 for each minute thereafter, which is one-half of the transatlantic telephone rate.

The calls from the ship are made through an ordinary telephone instrument established in a special call office on board, the speech being carried by cable to the radio transmitting apparatus

which converts it into radio waves and flashes them over the ocean to the G P O receiving station at Baldock in Hertfordshire. The radio waves are changed back into speech waves carried by land cables to the London trunk telephone exchange, and thence through the ordinary post office lines to the land subscriber. At the same time the speech from the subscriber on shore is dealt with in a similar manner, except that the radio transmission from the land is by way of the G P O radio transmitting station at Rugby, whence it is received at the radio receiver on board and carried to the passengers' telephone instrument. The process, which sounds so lengthy, is almost instantaneous.

This service, which is the outcome of a great deal of research work, enables any passenger in the ship to talk at will to any telephone subscriber in Great Britain throughout the voyage between Europe and the United States.

It is hoped that the area covered by the service will before long be extended to include other countries in Europe and that service will also be opened with the United States, Canada, Mexico and Cuba through stations in the United States.

Germany noted as a land of good wine and beer is also the land of good drinking water. Though she may not drink much of it, she knows that tourists' needs must be met and watches more carefully and strictly over its quality than is the case in many countries.

The best time to visit the little-known island of Corsica is during May and June, when the thick covering of low shrubs called "maquis" is in bloom and the whole island is a mass of many-colored flowers. The perfume can be noticed many miles out to sea.



EDITORIAL COMMENT

DISTRIBUTION

RECENTLY we happened to see quoted an epigrammatic utterance of the sage George Bernard Shaw, which read: "Men are always thinking of production and leaving distribution to take care of itself." It is responsible in some measure for the page, elsewhere in this issue, devoted to the literature produced by the International Mercantile Marine Company, for its own use and the use of its agents.

The production of these booklets and folders, plans and rate sheets, is an absorbing business into which goes the best thought of experts whose long experience and particular talent for the work qualify them for the creation of literature that has genuine sales value, so much real selling appeal that the importance of intelligent and careful distribution of it cannot be overemphasized. It is a light that should not be hidden under a bushel, but should be put to work in the most effective manner.

Perhaps it may seem unnecessary in these days of direct mail advertising to dwell on the importance of mailing lists in this connection, yet one of the largest paper manufacturers in the country finds it advisable to do missionary work in the field still, as witness a recent advertisement, from which we quote:

"The alarm-clock of business is the early caller with the bluish-gray uniform and the loaded mail-bag.

"He steps off the elevator, walks past the girl at the desk, dumps his sack where a dozen hands are waiting to take the contents.

"When the mail-man arrives, business really sets to work. Desks are wiped off. Window shades are adjusted. Call-buzzers sound. Stenographers sharpen their pencils. Replies to your letters are laid on your desk. The results of the printing you have sent out begin to make themselves felt.

"You have never seen the postman kept waiting. Never seen him refused admittance. Never heard him told to call another day.

"But next time you see a postman covering his route, ask yourself if he is calling on people you want to interest and sell. Better—ask yourself why he shouldn't be put to work carrying your printed sales messages.

"His time, his services, his ability to walk unchallenged into any home

or office, can be purchased for the price of a postage stamp, and with the help of a good printer."

We have good printers who are turning out effective sales literature under expert direction. We have a specialist with long experience in the needs of agents capably handling bulk distribution of literature from the New York office—the next step is the carefully chosen mailing list, and personal distribution; and not letting "distribution take care of itself."

WEATHER WISE

THE wisdom of the Red Star Line management in choosing a westward course for its world cruising liner *Belgenland* on her annual circumnavigation of the globe is once more demonstrated by cables received at the New York office from each port of call.

Particularly gratifying are the reports from Japan and China on completion of the cruise programs in those countries, since the objection is sometimes raised that the westward course brings the tourists to Japan and China in the winter season. Balmy weather was reported during the two weeks stay in Japan, ideal for sightseeing activities, and delightful weather held while the *Belgenland* tourists were in China, where they visited Peking, Shanghai and Hongkong. An eastward course, while it would bring the ship to these countries when warmer weather prevailed, would also coincide with the period of late winter rains.

Leaving China, the big cruiser follows at the heels of spring for the rest of the voyage. In Java the tender green of new crops greets the tourists; in India and Egypt farmers will be harvesting the first crops of hay, and the incomparable Italian spring will be on the hills when the *Belgenland* reaches Naples in April.

Each year for five years the *Belgenland* has been able to report not more than three or four sunless days out of the 134 days of the cruise, and there is every reason to expect that she will add another palm to her cruising honors.

FIVE TIMES

FOR the fifth consecutive year the International Mercantile Marine Company leads the field in the number of tourist passengers carried. Records for the year 1929 show that 55,597 people traveled in that class on its steamers.

Executives of the company have been

following carefully the trend of this interesting movement since it was first tried on one of its steamers in 1923, experimentally, and developments have fully justified their belief in the great possibilities in low cost accommodation for a white collar trade, that would meet their standard of living, and yet be within their means. Each year the company has improved the existing tourist accommodation and added substantially to the space given over to it, and each year it has been justified by facts and figures.

This year the company made a unique addition to its tourist facilities in converting to tourist carriers the 16,500-ton sister ships, *Pennland* and *Westernland*, built in 1922 for the cabin trade, and in converting the 2nd class accommodation on the White Star liner *Homeric* to tourist quarters, the first time this type of space on so large and fast a vessel has ever been offered at tourist rates.

Tourist third class becomes more important every year. Even the far sighted executives of the company, who were the first to discern the new and green pastures and to make plans for a new harvest, could not have foreseen the extent of the development that would follow their pioneer work.

Designed originally for students and those engaged in educational work, it has come to cater to all the liberal professions and arts, to a large class that had long been overlooked by steamship companies. From a limited amount of space given to it on a few of the smaller liners, it has spread to every ship of the company, including the great express liners.

This year tourist third class displayed another characteristic which adds substantially to its commercial value. It is business that does not reflect to any extent fluctuations in the stock market or business conditions in general. The reason is not far to seek. Its patrons are drawn largely from the salaried class where incomes are stable and carefully budgeted to allow for travel, which is an important item in their professional and cultural life and not regarded as a luxury to be indulged in in prosperous years.

Tourist third class business has become the "bread and butter" of the passenger business. It has been proved that it can be counted on to increase and flourish. In adding new and improved accommodations for it this year the International Mercantile Marine Company is providing for the healthy and growing child.



OBSERVED AND NOTED . . . By The Editor

THAT CERTAIN SOMETHING

SHIPS, like people, have personality. There is something about them, some combination of their makeup, that creates a definite impression on the mind or emotions. In a material way, certain swift, magnificent liners have an attraction akin to that personal magnetism of humans which Elinor Glynn called "it."

Such a vessel is the *Olympic*. Commanders, officers, crew have ever been reluctant to leave her and there are thousands of travelers on both sides of the Atlantic who prefer her to any steamship afloat. It would be difficult to pick out any particular feature that captivates either passengers or crew. The *Olympic's* charms are many and perhaps it is the grand ensemble or perhaps it is that intangible something the French call *je ne sais quoi* that endears her alike to travelers and personnel.

She is an imposing spectacle upon the water. Although a familiar sight in this port some reporter or government official on the Coast Guard cutter, meeting her at Quarantine, is bound to exclaim, "What a beautiful ship is that *Olympic*!" Countless pictures have been made of her, nevertheless news photographers cannot resist "snapping her just once more." And when they climb aboard, there is a warmth within the ship that evokes a sense of being at home.

From Smith to Parker, every master of the *Olympic* has been reluctant to give up command on retirement. Captain Herbert J. Haddock described her as the finest creation of Harland and Wolff; the late Captain A. E. S. Hambelton said the world needed fleets of *Olympics*; Captain William Marshall felt homesick when he moved up from the *Olympic* to the biggest steamship in the world, the *Majestic*. Captain George Metcalfe said he had never commanded any ship like her.

But the great ship never received more genuine and discriminating tribute than was bestowed upon her by the man who only recently retired from command after sixteen months as her master, Captain W. H. Parker. He had commanded many splendid vessels in his long career at sea, but his deepest attachment was for his last command.

"She's a splendid ship," he said once, as she was warping into Pier 59 at the end of a winter voyage—"She's a noble ship. It seems as if you have only to will her to do something and she responds. Just ease her off a bit and she'll take any kind of weather comfortably."

Recently this most jovial of mariners had occasion to see his former command from a different angle, this time from the wharf at Southampton as the great ship

slowly backed into Southampton water. As she straightened out into the channel he paid her the highest tribute for loveliness of line that can be bestowed on a ship, when he remarked to a friend standing by that there had never been such beauty since the clipper-ship days.

* * *

A HUMAN CARD INDEX

Little of importance in shipping affairs within the last thirty years has escaped the attention of Captain Thompson H. Lyon, marine superintendent of the International Mercantile Marine Company's American flag ships. He has a mind for statistics and a faculty for calling up from its depths an amazing array of facts pertaining to steamships.

To use an old phrase, he is a "well-posted man." None know this better than the officials of the U. S. Shipping Board and the marine scribes of both coasts. Captain Lyon would have made a good city editor.

Now and then the files in some Washington bureau are unable to yield the material expected of them, and at such times those in need turn hopefully to the well-stocked mental storehouse of Captain Lyon. A mere query will set the captain's mind to work, and if he cannot instantly give details he recalls at once where the data may be had. In various crannies of his office on Pier 61, North River, are log-books, diaries, pamphlets, reports, and desk drawers bursting with a wealth of information of the sea.

Like Harriman, the railroad builder, and Brisbane, the editor, he knows where to put his finger unerringly upon the facts. Captain Lyon is a busy executive. His duties do not require all of this vast accumulation of maritime data, but he just can't help storing up data—data which has been of invaluable aid to himself and associates. He won't be able to tell the exact amount of fodder consumed by the sacred white elephant, shipped eastward on the *Mesaba* in 1904, or the number of rivets in the hull of the old American liner *Philadelphia*, but he can come dangerously close to it.

With the coming of the new Panama Pacific liner *Pennsylvania* last winter, the captain's memory was put to a severe test. Comparisons between this great electric liner and the *Pennsylvania* of the old American Steamship Company of Philadelphia, after which she was named, brought many queries to the office of the marine superintendent. The old *Pennsylvania* came into service when Captain Lyon was an infant, but he knew all there was to know about her and had the figures for both vessels at his finger-tips.

Recently a wag made a wager that the captain could not tell the amount of mail brought in by the American liner *St. Louis* on a certain date in the late nineties. Captain Lyon not only gave the number of mail bags, but the time of passage; the average speed; the interval the *St. Louis* remained in Quarantine, and the exact hour of docking. Smiling at the crestfallen loser, he said: "That was easy. Ask me another."

* * *

SAM WOOD

Samuel Americus Wood, for many years dean of ship news reporters at the port of New York, died last month at Long Beach, Cal., at the age of seventy-two. With the exception of a few of his later years on the staff of the *Evening Sun* his entire newspaper career of half a century was associated with the old morning *Sun*, that famous journal which the late Frank A. Munsey purchased and cast into oblivion. He was the last of the old-time journalists identified with the regime of the well-known Charles A. Dana.

Sam Wood came to the *Sun*, a stripling. He had edited a school paper at eighteen and, preferring to be a reporter, declined to enter the prosperous turning-mill business of his father at Washington, D. C.

Opportunity for advancement on the editorial ladder knocked often at his door, but he gave it no heed, preferring to stay at ship news, where his talent for marine reporting had free rein. "Why should I give up my friends of the waterfront, and the ships, and the thrills of ship news," he often said, "for the seclusion of an editorship in Park Row? We are happiest in the field we love."

Mr. Wood had traveled thousands of miles on Atlantic liners but only between Quarantine and the piers. The many transatlantic voyages he spoke of making with popular commanders on the great liners of half a century were, as he often expressed it, "always in the offing."

Sam Wood bore a facial resemblance to David Lloyd George and had a personality and a nimble wit comparable with those of the former British prime minister. His knowledge of the sea and ships and of the people who crossed the Atlantic was large and profound. Behind it all was an intellectual background and a human sympathy that made him welcome as an interviewer to all classes. He was an able writer—a neat phrase-maker, and had the faculty of keeping the influence of personal reaction out of his stories. No matter how tempestuous the interview, its presentation by Sam Wood in the *Sun* was temperate and fair.



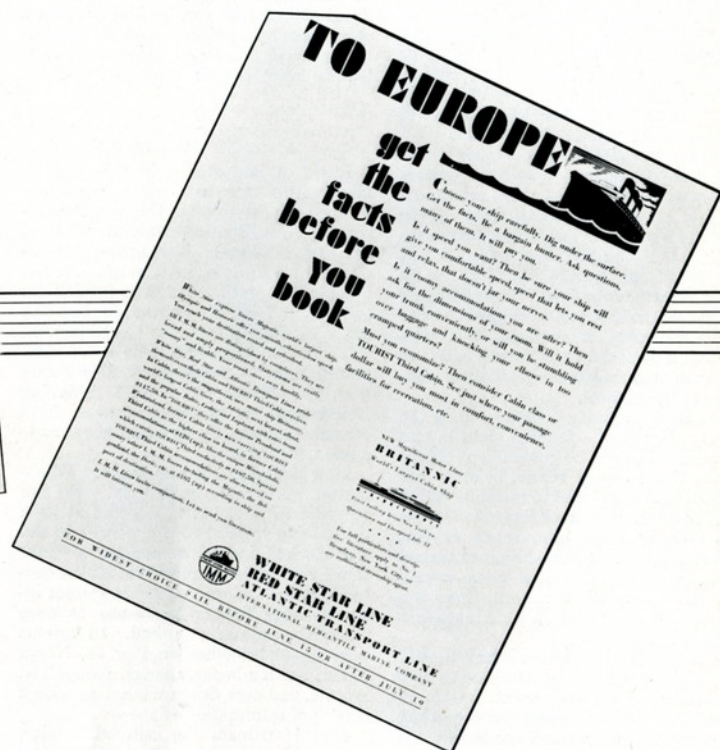
THE OCEAN FERRY



THIS SPRING THE I. M. M. ADVERTISES VIBRATIONLESS SPEED WITH THE EMPHASIS WHERE IT BELONGS

By T. M. KERESSEY

DIRECTOR ADVERTISING AND PUBLICITY, INTERNATIONAL MERCANTILE MARINE COMPANY



THINGS are bought and sold on a basis of comparison. To make the comparison favorable to your product is the biggest job that advertising is called upon to do.

Usually, this means finding a new angle of superiority. And fortunate is the advertiser who has one. But what of the advertiser in a field where every claim has been pre-empted, where powerful competition has entrenched itself with a dominant idea?

Such a problem faced the International Mercantile Marine Company. With the interest that recent events have directed towards speed in transatlantic service, fast crossings were given undue prominence. A number of steamship lines began paramounting the issue of speed and made it a dominant element in their advertising and selling campaigns.

To meet competition on its own ground would have meant races across the ocean to establish new records—endangering the comfort and safety of passengers. And in the end it would have developed into a mere battle of time-worn superlatives. The International Mercantile Marine Company, mindful of its passengers' convenience and its own prestige, felt it neither befitting nor dignified to indulge in either spectacular races or flamboyant claims. The situation required strategy of a very subtle character.

Investigation proved that beyond a certain point a steamship's vibration increases in direct proportion to its speed; moreover, that a ship built for record-breaking speed must necessarily sacrifice brightness, airiness and spaciousness of accommodations—and hence fail to give the full quota of comfort and relaxation so vital to a transatlantic ship.

Accordingly, the International Mercantile Marine Company came out with a campaign that was instructive and at the same time combative. While competition stressed speed, I. M. M. ships stressed "vibrationless" speed. While competition featured the saving of a few hours in its race across the ocean, I. M. M. ships countered with "maintains express schedules . . . without the sacrifice of thorough relaxation." In addition, the reader was impressed with the definite facts about I. M. M. roomy accommodations—light, airy, comfortable quarters . . . facts that were provoking comparisons . . . comparisons that made I. M. M. ships more desirable both to the initiates and to the travel-wise.

The sacredness of the axiom "Don't knock your competitor" is not violated in advertising that makes an honest effort to shed a favorable light upon a product.



THE OCEAN FERRY



WHAT MAN HATH WROUGHT

(Continued from page 6)

Never, it seemed, had I breathed an atmosphere quite so pure and invigorating. It was like nectar to the lungs. That primitive region, old in its tropical history, has been, as it were, "swept and garnished." The most in evidence there now, aside from the beauties of Nature, is the American "trade mark"—well-ordered conditions everywhere; fine roads, modern buildings and wise provision for the protection of the unsuspecting traveler.

Thence we start upon the watery way opening before us. It were vain to attempt a description of that country, once a sort of disease hothouse; cursed with miasma and mosquitoes, now glorious in its wealth of pure, exuberant Nature—with a verdure unlike any other region in this vast land of varied beauty.

Engineering Marvels

The locks, of which there are three, are marvels of engineering genius. Think of the lifting, almost in the twinkling of an eye, of a great ship, over six hundred feet long and of more than 26,000 tons displacement, eighty-five feet up to the level of Gatun Lake, and then lowered again when required to enter upon sea level. Marvelous! Think also of the machinery required for all this. I learned that 40,000 pairs of hands were daily engaged in the work. Morse, inventor of the telegraph, sent his first message from Washington to Baltimore—a simple exclamation: "What God hath wrought!" I, with kindred impulse, while watching those mighty operations carrying us from ocean to ocean through waters of varied and constantly changing level, could but exclaim: "What man hath wrought!"

Eight Hours of Wonder

In the space of eight hours we had made that fascinating voyage of fifty miles, and were on our way through the coral reefs of the Caribbean Sea to Cuba. The Atlantic is less amiable than the Pacific, but the warm Gulf Stream in this region modifies a temperature which might otherwise be unpleasant to the habitue of a more genial clime. Finally, I would say Horace Greeley's classic advice: "Go West, young man!" might be very properly modernized into: Go West through the Panama Canal.

R. B.

L'Oiseau Bleu

Not all travelers realize the convenience of Antwerp as a port for passengers bound for Paris. The Belgian State Railways, however, has recognized its importance in adding to the eight regular trains in daily service between those cities two *de luxe* Pullman trains, the *Etoile du Nord*, which was added last summer, and more recently *L'Oiseau Bleu*. These trains make the run in four and one-half hours.

Last summer the Red Star Line further facilitated train connections at Antwerp by an arrangement with the Belgian State Railways for a special train from the Quai du Rhin in connection with the arrival of its steamers, and for the sale of through tickets and checking of baggage at the pier, not only to all places in Belgium, but to all European centers.

HARVARD UNIVERSITY HAS PLAQUE OF FLYING CLOUD CARVED BY CHIEF OFFICER BLIGHT, S. S. MARYLAND



SPIRITED CARVING OF THE FAMOUS CLIPPER FLYING CLOUD

IN the Baker Library of the Graduate School of Business Administration, Harvard University, hangs an unusual carving. It is a bas-relief of the great clipper ship, *Flying Cloud*, done on a plaque of white oak, by the skilled hand of an artist who knows the sea. Visitors are attracted by it. Whenever inquiry is made by admirers for the address of the carver, they are informed that he is "somewhere on the bounding blue."

The plaque, which is considered a fine example of marine carving, was made by Robert H. S. Blight, chief officer of the Atlantic Transport liner *Maryland*, who

has spent forty-two of his fifty-seven years of life on the sea. The first twelve were passed in sail and there is nothing in the trade of the windjammers unknown to Mr. Blight.

His conception of the plaque was inspired by three old prints and an oil painting of the famous *Flying Cloud*, and shows her running with the wind on her port quarter; with her hull heeled a trifle, and all sails set, including both royal and t'gallant stuns'ls. The carving required about 350 hours of Mr. Blight's leisure and was done with the aid of twenty dif-

(Continued on next page)



THE OCEAN FERRY



SET OF MATCHED GOLF CLUBS GIFT TO ROGER WILLIAMS



Captain Roger Williams

When Captain Roger Williams, former operating manager of the International Mercantile Marine Company left the Chelsea piers last month to become vice-president of the Newport News Shipbuilding and Drydock Company he took along an elk-hide golf bag filled with matched irons and wooden clubs.

It was the finest golf equipment that money could buy and symbolized the good wishes of the staff and pier employees who had worked under his direction for the past ten years. The gift was truly representative, because the individual contributions, restricted to a small amount, came from everyone on the Chelsea Piers. Only those associated with the department of the operating manager were permitted to participate.

The presentation was made in the Officer's Club on Pier 60. Captain Thompson H. Lyon, marine superintendent, in behalf of the staff and employees, said that while all regretted the departure of Captain Williams their heartfelt good wishes went with him in his new work.

Said Captain Lyon: "We have come together to praise Caesar, not to bury him, unless it be under a deluge of kindly words. He goes to a high place in a great corporation and our best wishes will be with him. He has at all times been our friend and adviser as well as our leader."

In accepting the gift Captain Williams said that his ten years as operating manager had been the happiest of his career and that the friendships he had made in the decade would hold a lasting place in his memory. Looking at the golf bag and its inviting clubs, he said: "I can see that thoughts of you will follow me to the golf course. When someone admires this magnificent bag with its silver name-plate, I will have occasion to say an endearing word about my old associates at the Chelsea Piers. And when I make a particularly long drive straight down the fairway, and follow up with two good irons and one putt for a birdie four,—and perchance come in with an eighty one, I'll credit you for making a good golfer out of your former operating manager. Although in a sense I am leaving this happy place I will be no stranger and promise to drop in occasionally for one of our daily luncheons which were so delightful."

Responses for their respective departments were made by G. H. Gaskin, superintendent engineer; John Watson, general wharf superintendent; John Nelson, victualing superintendent; Captain James Thompson, marine superintendent, and Stafford Wright, superintendent of personnel.

Captain Roger Williams was graduated from the U. S. Naval Academy in 1901 and while a freshman served for several months at sea in the Spanish-American War. He has a distinguished naval record, having served on the staff of Rear-Admiral Seaton Schroeder, commander of the Atlantic Fleet, and later on the staff of Rear-Admiral Aaron Ward. During the second administration of President Roosevelt he was in command of the presidential yacht *Sylph*.

During the World War he was called by Rear-Admiral Simms to direct the service of colliers plying between Cardiff and Brest. For the six months preceding the Armistice he served as naval liaison officer on the staff of General Pershing.

29 CONDUCTED EXCURSIONS IN I. M. M. PROGRAM FOR 1930

EUROPE offers so many events of special interest to the visitor from America this year that the task of arranging the spring and summer excursions of the White Star and Red Star Lines, which falls to W. H. Maybaum, general passenger agent in charge of third class business, has been a heavy one.

One of the largest passenger movements this year will be in the direction of Belgium, where international expositions will be held at Antwerp and Liege. In Hungary the celebration of Holy Year will commemorate the 900th anniversary of the death of the patron saint Imre. Hundreds of Americans of Polish birth or ancestry will journey to Poland for the celebration of the 10th anniversary of the Miracle of the Vistula, the victory which marked the beginning of the country's independence. Wales will draw large numbers to the famous singing festival, the Eisteddfod at Llanelly. In Lithuania picturesque ceremonies will mark the 500th anniversary of the birth of the first monarch, King Vytauto. A Eucharistic Congress will be held at Zagreb, in Jugoslavina, and in Czechoslovakia an Exposition of Arts and Sciences will be held at Prague.

To meet the needs of the national groups attending these events, Mr. Maybaum has prepared a varied program of 29 excursions to be personally conducted by the company's travel experts, who assume responsibility for all of the details of travel, leaving the excursionists care free to enjoy a true holiday.

The list, which has been carefully worked out so that dates and ports of call will be most convenient for the vacationists, includes the following personally conducted excursions:

Majestic, April 4, Continental and Italian excursion, Gabriele Giacci and Anthony Piala, New York; *Belgenland*, May 3, Belgian homegoing party; *Olympic*, May 9, Czechoslovakian excursion, Gustav Drnc, Chicago; *Cedric*, May 10, Irish and British excursion, Michael J. Kelly, New York; *Majestic*, May 15, Continental and Holy Year excursions, J. D. Long, Cleveland; *Homeric*, May 23, Polish Roman Catholic Association, Stanley Gilniak, Detroit; *Westernland*, May 27, Continental excursion; *Olympic*, May 30, Hungarian excursion and Polish excursion, Julius Berner, New York; *Baltic*, May 31, Irish-British excursion, Thomas Grogan, New York; *Belgenland*, May 31, Belgian homegoing party, W. H. Alexander, Chicago; *Majestic*, June 6, Polish excursion, Roumanian excursion, and Yugoslav excursion, A. H. Piala, New York; *Pravda*, June 7, Polish Army Veterans Association, W. Pytlowany, Chicago; *Cedric*, June 7, Irish-British excursion, Walter Zeiser, Philadelphia.

Also *Adriatic*, June 14, Scotch-Irish excursion, John Martin, New York; *Olympic*, June 20, Hungarian Holy Year excursion, Paul Sandor, New York; *Majestic*, June 27, Continental excursion; *Baltic*, June 28, Irish excursion, J. V. Murphy, New York; *Belgenland*, June 28, Belgian homegoing party; *Homeric*, July 3, Polish Students Association, Chicago, Victor Kolasinski, Pittsburgh; *Cedric*, July 5, Irish and British excursion, James J. Cronin, Boston; *Olympic*, July 9, Italian and Continental excursion, Gabriele Giacci, New York; *Majestic*, July 16, Continental and Italian excursion, Julius Berner, New York; *Britannic*, July 12, Irish-British excursion, J. L. White, New York; *Westernland*, July 18, Hungarian Holy Year; *Baltic*, July 26, Welsh excursion, W. G. Griffiths, New York; *Olympic*, August 1, Continental, V. Grigoroff, New York; *Majestic*, August 8, Hungarian, Paul Sandor, New York.

PLAQUE OF FLYING CLOUD (Continued from page 11)



Robert H. S. Blight

ferent tools. One of the attractive features of the work, is the perfection of the "undercutting." To give life to the rigging, the carver cut away the wood beneath the cordage so that part of the rigging stands out in full relief.

The plaque, which is 29 by 22 inches, was made under trying conditions as the weather during the spare moments of the sculptor was not always to his liking. Mr. Blight could work only when the atmosphere was cool and dry. The least dampness of perspiration, he said, would stain the white oak and blight its appearance.

The *Maryland's* chief officer lives with his wife in Viking Cottage, a dwelling five hundred years old, situated in a quaint section of Lindfield, Sussex, England. When at home the artist mariner gives rein to his hobbies: wood-carving, painting in oil, and walking.

CAPT. WILLIAM C. FRY HONORED BY LEYLAND LINE

Captain William Colwill Fry, regarded as dean of British marine superintendents, retired from the service of the Leyland Line at Liverpool, December 31, 1929, having been with the company for fifty years. In recognition of the high esteem in which he was held by the company officials and his associates, ashore and afloat, a silver salver and a substantial check were given to him on the day of his retirement, the presentation being made by S. J. Jackson, general manager of the line.

On the salver was the following inscription: "Presented by Frederick Leyland and Company, Ltd., to Captain William Colwill Fry, on his retirement from the position of Marine Superintendent, 31st December, 1929, in appreciation of loyal and efficient service for over fifty years—1879—1929."

Captain Fry was born at Bideford, North Devon, and went to sea at the age of fifteen in sailing ships owned by his uncle, John Darracott, of Appledore, Devon. At the age of 25 he became master of the bark *Forerunner*. Joining the Leyland line as a junior officer of the steamship *Bulgarian*, he was promoted two years later to command of the *Cyrenian*. He held various commands of Leyland Line steamships until January, 1891, when he became assistant marine superintendent at Liverpool. Two years later he succeeded the late Captain McLay as marine superintendent.



THE OCEAN FERRY



AMMUNITION FOR AGENTS

By THE SUPPLY MAN

OUR ATTRACTIVE LITERATURE WILL HELP YOU SELL TRAVEL TO OUR AGENTS:

By the time this issue of the OCEAN FERRY is off the press, the summer booking season will be under way, the season when inquiries about sailings on International Mercantile Marine Company steamers are numerous. Against this season the company has been preparing and now has in stock a wide variety of printed matter designed to meet these inquiries. Some are new, some are new editions of booklets that have proved their worth in other seasons.

These booklets, folders, posters, plans and rate sheets are of great value in dealing with your prospects, and some, particularly decorative, are excellent for window display.

Let us know what your needs are and we will have them in your hands in record time.

THE SUPPLY MAN.

DE LUXE ATLANTIC SERVICE—A large very attractive booklet describing the *Majestic*, *Olympic* and *Homeric* in a series of charming colored sketches. Your stock should contain a few of these for use in soliciting first-class business.

IN PREPARATION—A preliminary booklet on the *Britannic*, 10 3/4 x 7 3/4, bound on the short side, contains 24 pages, of which one is descriptive matter and the rest full-page cuts of the accommodations in cabin, tourist and third class. This booklet will be ready for distribution about March 1.

AIR-RAIL-WATER—Rack folder describing the most comprehensive vacation trip that can be made in 16 days. Over and around America by train, plane and ships of the Panama Pacific Line. A unique trip that appeals to American travelers.

A NEW STUFFER—"When you think of ocean travel, think of I. M. M.," advertising all of the International Mercantile Marine services, has an attractive cover design of maps in color and describes all classes and service briefly: 6 1/2 x 3 1/2.

TRAVELING AROUND AMERICA—Popular rack folder (4 x 9) describing the Panama Pacific Line's service between New York and California, via Havana and the Panama Canal, profusely illustrated with pictures of the three electric liners, activities on shipboard, and scenes along the route.

INSIDE OF A GREAT SHIP—Rack folder particularly adapted for window display, shows in diagram a longitudinal section of a giant White Star liner. Forty inches long when open.

TRAVEL MAP OF EUROPE—9 1/4 x 4 1/4 folded. Includes Europe and British Isles as well as maps of London and Paris and Atlantic steamer tracks. A folder that is invaluable in planning and outlining an itinerary for a prospect.

NEW YORK-LONDON—Sixteen-page rack folder describing the famous Atlantic Transport Line service to London on the *Minnetonka* and *Minneaska*, which carry only first-class passengers. Profusely illustrated with views of the ships and of London.

THE SS. *BELGENLAND*—A de luxe booklet 8 x 11, of photographic impressions of the Red Star liner *Belgenland*, a map of Belgium and attractive marginal sketches of the picturesque little country.

SECOND CABIN—WHITE STAR LINE—A smart-looking rack folder about second cabin on the *Majestic* and *Olympic*. For prospects who want to travel on a large express liner at moderate cost.

THE 1930 PASSION PLAY—Information about the performances at Oberammergau which will draw thousands of tourists, next Summer, and about International Mercantile Marine sailings that are suitable for tourists planning to attend. Illustrated rack folder.

INTERNATIONAL EXHIBITION, ANTWERP—Artistic folder, 5 1/2 x 4 inches, which tells about Antwerp and the world's fair, which will be a major tourist attraction this year. Illustrated with unusually artistic pen-and-ink sketches, printed on a buff background.

THE MODERN WAY—A new booklet about "the greatest buy on the Atlantic to-day"—tourist third cabin on the *Pennland* and *Westernland* (formerly cabin class quarters)—and tourist class on other Red Star liners. Attractive cover in colors, illustrated, 6 x 9 inches. Ready this month.

TO BELGIUM IN 1930—A rack folder in the Belgian national colors, as a background for Antwerp Cathedral, tells about the special Homegoing Excursion in connection with the world's fair at Antwerp.

ALL EXPENSE TOURS—A rack folder describing the popular low-priced-all-expense tours for the late summer.

TRAVELING AROUND AMERICA—An attractive, 8x11 stiff-cover booklet in color, featuring the three new turbo-electric liners of the Panama Pacific Line's New York-California service.

NORTHERN IRELAND AND SCOTLAND—A leaflet to help your Scotch and Irish business. We suggest you send a few together with our maps, to your local Scotch and Irish organizations.

THE BETTER THIRD—Rack folder describing third-class accommodations on the magnificent *Homeric*.

TOURIST THIRD ON THE LAPLAND—A rack folder which explains why this Red Star liner offers an outstanding value in ocean passage.

COME TO WALES—Rack folder describing the historic Eisteddfod, to be held at Llanelly in August. If there is any Welsh business in your district, be sure to order some of these folders, designed to bring business for the special excursion on the *Baltic*, July 26. The ship is commanded by Captain Evan Davies, a Welsh-speaking Welshman.

BELGIUM—A 36-page booklet, 6 x 9, handsomely illustrated with color plates of George Wharton Edwards' charming paintings, and artistic photographs. A most readable book on a fascinating country and the Red Star Line steamers to Antwerp. Particularly valuable in connection with travel to Antwerp's great fair this year.

AND SHE LIVED HAPPILY EVER AFTER—Smart little booklet in lighter vein about a bored young woman who got back her zest for life by a trip to Europe. Attractively illustrated in color; 7 3/4 x 5 inches. A few sent to local women's clubs are sure to bear fruit.

TOUR EUROPE IN YOUR OWN CAR—Some of these very comprehensive rack folders with complete information about taking a car abroad as baggage should be in your files for use when booking the motor enthusiast. This illustrated guide with road map will be almost irresistible to him. Has your local automobile club some copies?

STUFFERS—Make Uncle Sam carry all he will of your stamps. The systematic use of stuffers is a tried method of inducing steamship travel. Our stock is constantly changing, and therefore we suggest that if you intend doing some extensive mailing you get in touch with the Supply Man, who may be able to make some suggestions that will help put your campaign over. The following stuffers can be furnished now:

"When You Think of Ocean Travel Think of International Mercantile Marine." Useful with any mailing list. Covers all services.

"Europe In Its True Light." Boosting take-your-car-to-Europe. Mail to Automobile Club Members.

"Traveling Around America Via the Panama Canal." For your Panama Pacific Line prospects.

"Largest Steamers to Ireland and Liverpool." Agents especially interested in Irish business should have a good supply.

NOTE: The new style deck plans will be discussed in this column in the next issue.

MINNEKAHDA PASSENGER BOOKS A YEAR IN ADVANCE

2304 Julton Street,
Toledo, Ohio.

MANAGERS, Atlantic Transport Line: I want to ask you to reserve for me berths 3 and 4 in stateroom B41 on the *Minnekahta* sailing for Europe in June, 1930, and returning in September. It is a little early to make reservation for next year, but it never seems early enough to make reservation on the *Minnekahta* and it is precisely on her that I want to sail.

She is the steadiest boat I have ever known and this is my fourteenth trip with a great variety of boat experiences. Her master, Captain Jensen, is absolutely unique in his wonderful kindness to every one of the passengers and every employee on the boat seems to have caught from him that spirit of courtesy and cordiality. This is my second trip on the *Minnekahta* and I cannot imagine a more pleasant and a more charming voyage.

I hope I am in plenty of time for reserving just those berths. If, however, they are already taken, I would like a stateroom for two, preferably an outeroone.

CHARLOTTE RUEGGER

June, 1929

WHITE STAR LINE TO HANDLE NEW RUSSIAN TOURIST TRADE

AS a result of agreements recently completed with the Russian government, the White Star Line has re-entered the Russian trade and is now in a position to handle all classes of business to or from that country.

The White Star Line, long a leader in the Russian field, is the first steamship company to sign a general agency agreement, and will be represented in Russia by the Sovtorgflot, the state bureau in charge of tourist business, and by the Intourist Company, a separate organization handling tours in Russia.

The Soviet government has established the Sovtorgflot to encourage and facilitate American tourist travel in Russia, and the White Star Line is in a position to obtain permits to enter Russia on a temporary visit for those who purchase tours conducted by the Sovtorgflot, and to arrange for the Soviet visa.

The White Star Line's own representative at Moscow, stationed in the offices of Sovtorgflot and Intourist will give his personal attention to all visas.

White Star passengers bound for Russia can connect at London with the weekly steamer service of Soviet government motor ships to Leningrad, a five-day journey. These are new motor ships of 4,000 tons and have excellent cuisine, first-class accommodation in single berth compartments and second class in 2- and 4-berth cabins.

Passengers may also travel by sea from London to Riga or from Hull to Helsingfors, or they can proceed overland from Cherbourg or Havre via Paris, Berlin, Warsaw, Riga or Helsingfors. The rail trip takes four to four and a half days.

The Intourist Company has arranged a comprehensive series of attractive tours in Russia, varying in scope and cost. Copies of illustrated booklets describing these tours and points of interest in Russia are available for distribution at the New York office of the line.

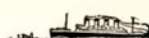
POLISH CONSUL IMPRESSED WITH OLYMPIC'S THIRD CLASS

T. MARYNOWSKI, former Polish consul at New York, who sailed eastward by the White Star liner *Olympic* recently, reported that he was greatly impressed with the third-class accommodations, which he inspected frequently during the voyage to Cherbourg.

He said he found the accommodations comfortable and spotlessly clean and emphasized the excellence of the cuisine. Incidentally, Mr. Marynowski interviewed the Polish interpreter, examined the Polish books in the ship's library, and made a surprise visit with the passengers. He informed the White Star Line office he was pleased to report that all Polish passengers expressed great satisfaction with the accommodations and service.



THE OCEAN FERRY



ATLANTIC HOUSE, WHITE STAR LINE HOTEL OPENED IN PARIS, FOR THE CONVENIENCE OF TRANSIT PASSENGERS



167 QUAI DE VALMY

Above: A section of the pleasant recreation room with its open fire. Below: Exterior view of Atlantic House, which overlooks the picturesque Canal St. Martin.

ATLANTIC HOUSE, the new hotel of the White Star Line for the special care of passengers coming through Paris to sail for America aboard White Star liners, was formally inaugurated recently.

The new hotel, located at 167, Quai de

Valmy, facing the picturesque Canal St. Martin, is principally destined for European emigrants bound for America, although its facilities are available for all persons using White Star liners.

Whereas in the past emigrants coming through Paris have had to put up in

cheap hotels where they were often overcharged, and have had difficulty in obtaining good meals at reasonable prices, the new Atlantic House obviates that—at least for emigrants sailing via White Star boats.

Atlantic House, which is in close proximity to the Gares du Nord and de l'Est and not far from the Gare St. Lazare, is composed of a vast rest-room, in rustic style, a pleasant dining-room, a children's playroom, and wash-rooms with showers for both men and women. Although there are no facilities for overnight accommodations, arrangements have been made for lodging passengers in moderate-priced, clean hotels in the vicinity. Luncheons and dinners are served at Atlantic House, and light drinks may be obtained at the bar.

White Star passengers in transit through Paris can make Atlantic House their headquarters free of charge until their boat train leaves, all arrangements being taken care of by representatives of the Line. This facility is especially valuable for emigrants, who in the past have often been the prey of unscrupulous self-styled guides and money changers.

With the I. M. M. Bowlers

The standing of the six teams of the International Mercantile Marine Bowling League at the present time, as reported by the secretary, M. W. Smallheiser, is as follows:

Team	Won	Lost	Winning percentage
Minnekahda	23	13	639
Majestic	23	13	639
Huronian	22	14	611
Britannic	18	22	450
Belgenland	13	23	361
Pennsylvania	13	27	325

The high team score is 825, totaled by the *Majestic*, and Robert Asmussen leads in individual scores with 217.

The players with the highest average scores are Mark Sullivan, with an average of 161 for 28 games; Joseph Gildersleeve, 160 for 36 games; D. C. S. Ralston, 160 for 24 games.

I. M. M. OFFICE AT MINNEAPOLIS ESTABLISHED IN SPLENDID NEW QUARTERS



TWO VIEWS OF 137 SOUTH SEVENTH STREET

A more strategic position could not be found in Minneapolis than the corner where the offices of the International Mercantile Marine Company are now located. At the junction of two main thoroughfares, at the stopping point of the busses between St. Paul and Minneapolis and of a street-car line, there is continual traffic passing. In addition, the Baker Building in which the office is located, maintains a garage patronized by business men with offices in several adjoining blocks, all of whom pass the office twice a day. The building houses many of the outstanding business concerns of the city, including the Stock Exchange, Mutual Life, Northern Pacific Railway, and Western Union. The interior is most attractively furnished in mahogany and well arranged to meet the needs of the business, which has grown rapidly under the management of George P. Corlino (seated at left). An effective arrangement of lettering and houseflags of the company's lines has been used on the corner windows, which face on South Seventh and Second Streets.



THE OCEAN FERRY



WHITE STAR OFFICIALS HONOR VETERAN SOUTHAMPTON PILOT

CAPTAIN GEORGE W. BOWYER, veteran pilot of Southampton, who has been taking vessels in and out of the great English harbor for fifty-eight years, retired in December of the year just ended at the age of seventy.

"Uncle George," as he is affectionately known to mariners and ship owners, performed his final official duty when he piloted the White Star liner *Olympic* to dock on her last eastward run for 1929. The occasion was unusual, for it also brought to a close the splendid sea careers of Captain Walter H. Parker, the vessel's commander, and J. H. Thearle, her chief engineer.

There is a tradition along the waterfront that "Uncle George" Bowyer knows the intimate whims of every tide and current of the English Channel; that a change, overnight, of all the lights and buoys could not deceive him; that he could pilot a steamship safely in and out of port with his eyes shut. There is some truth, no doubt, in the legend but it is also true that Captain Bowyer was ever alert and took no hazards, as the record of his long career will show.

In retirement at his home at Milford-on-Sea, Hampshire, he will chronicle his experiences in autobiography and the volume is expected to be large and interesting. The pilotage service of Captain Bowyer is studded with high-lights in the history of British shipping. He was born in Southampton in October, 1859. His father and uncles were in the service and at the age of twelve he elected to pattern his career after theirs. After ten years of apprenticeship in the cutter *Lively*, he passed the rigid examinations and received his license from Trinity House.

In 1903 he was engaged as pilot for the International Mercantile Marine Company and had the opportunity of bringing in the *New York*, the first vessel of the American Line to enter Southampton.

Captain Bowyer always participated in the Royal Naval Reviews off Spithead, the first being Queen Victoria's Jubilee in 1887, when he had the bridge of the trooper, *Tamar*. Among others were Queen Victoria's Diamond Jubilee in 1897; the last homage of the Grand Fleet to the Queen Mother on her death in 1901 and the review for King Edward VII in 1909 when he piloted the White Star liner *Adriatic* with the Members of Parliament aboard. Also he was pilot of the present *Majestic* when she was taken to Cowes Road for inspection by King George and Queen Mary.

At a recent luncheon given in his honor, Captain Bowyer received from Philip E. Curry, manager of the White Star Line at Southampton, a casket inkstand of silver as a token of the company's appreciation of his long and efficient service.

STEERS THAT WON BLUE RIBBON AT CHICAGO PROVIDE BEEF FOR BELGENLAND CRUISE



The high quality of the provisions with which the Red Star liner *Belgenland* is stocked for her cruise around the world is graphically illustrated by the accompanying photograph of the prize cattle (lower section) bought specially for the cruise by Armour and Company at the 1929 International Live Stock Exposition at Chicago. A side of beef bearing the blue ribbon, is shown in the center of the buffet (upper section) prepared by the *Belgenland's* famous chief chef, Paul Germain, who appears in the picture of his masterpieces of culinary and decorative art. The fine discrimination of John Nelson, victualing superintendent, who provides the raw materials, coupled with the mastery of the chef, has made the *Belgenland's* cuisine famous.

As an appropriate finale to his career the veteran pilot had the honor of bringing into port in consecutive order the *Homer*, *Majestic* and *Olympic*. With the Big Three safely in port together, Captain Bowyer gave place to his successors, leaving them an enviable legacy—a record worthy of imitation.

Seventy Percent American

More than seventy percent of the audiences at the annual Wagner-Mozart Festival Plays given in the Bavarian capital are foreigners, with Americans in the great majority. One large hotel last season ordered 50 seats for the first performance of "The Mastersinger of Nuremberg," for Americans who reached the hotel at 3:15 p.m. and went straight to the opera house, where the curtain rose at 8 p.m.

SEAGOING CHAPTER OF ROTARY FORMED ON NEW PENNSYLVANIA

On a recent voyage of the new Panama Pacific liner *Pennsylvania*, between New York and California, what is probably the first seagoing chapter of Rotary was organized, when the liner was steaming through the Caribbean Sea. It was called the S.S. *Pennsylvania* Rotary Club No. 1, and numbered scarcely a score of members.

At the first meeting, J. F. McCurdy, lawyer, of San Mateo, Cal., was elected president, and Harry Graves, of Luray, Va., vice-president. Other members are George Peterson, interior decorator, Providence, R. I.; Edward G. Strassenberg, pharmacist, Rochester, N. Y.; Ira Shallenberg, banker, of Latrobe, Pa.; George V. Knotts, district manager, United Engineering and Foundry Company, Youngstown, Ohio; Robert Wilson, of Berkeley, Cal.

In honor of the occasion, Louis Daughtrey, chief steward of the liner, served a special luncheon to the members.



THE OCEAN FERRY



WHITE STAR LINE—RED STAR LINE ATLANTIC TRANSPORT LINE—WHITE STAR CANADIAN SERVICES LEYLAND LINE—PANAMA PACIFIC LINE

International Mercantile Marine Company

104 Ships, more than 1,000,000 Tons. Regular, Frequent, Unexcelled Service

PASSENGER SAILINGS

WHITE STAR LINE New York—Cherbourg—Southampton

By the Magnificent Trio		
From New York		From Southampton
Mar. 14	Majestic	Mar. 5
Mar. 28	Olympic	Mar. 19
Apr. 4	Majestic	Mar. 26
Apr. 11	Homer	Apr. 2
Apr. 18	Olympic	Apr. 9
Apr. 25	Majestic	Apr. 16
May 2	Homer	Apr. 23
May 9	Olympic	Apr. 30
May 15	Majestic	May 7
May 23	Homer	May 14
May 30	Olympic	May 21
June 6	Majestic	May 28
June 13	Homer	June 4
June 20	Olympic	June 11
June 27	Majestic	June 18
July 3	Homer	June 25
July 9	Olympic	July 1
July 16	Majestic	July 8
July 25	Homer	July 17
Aug. 1	Olympic	July 23
Aug. 8	Majestic	July 30
Aug. 16	Homer	Aug. 6
Aug. 22	Olympic	Aug. 13
Aug. 29	Majestic	Aug. 20
Sept. 5	Homer	Aug. 27

New York—Cobh—Liverpool		
From New York		From Liverpool
Mar. 8†	Doric
Mar. 15§	Cedric	††Mar. 1
Mar. 22**	Arabic	°°Mar. 8
Apr. 5†	Baltic	Mar. 22
Apr. 12§	Cedric	††Mar. 29
Apr. 19**	Albertic	°°Apr. 5
Apr. 26††	Arabic	§Apr. 12
May 3	Baltic	Apr. 19
May 10§	Cedric	††Apr. 26
May 17°	Adriatic	*May 3
May 24§	Arabic	§May 10
May 31	Baltic	May 17
June 7	Cedric	††May 24
June 14°	Adriatic	*May 31
June 21§	Arabic	§June 7
June 28	Baltic	June 14
July 5	Cedric	§June 21
July 12	Britannic (New)	*June 28
July 19§	Adriatic	§July 5
July 26§§	Baltic	July 12

NOTE—Steamers in this service carry Cabin, Tourist and Third Class. The Cedric and Albertic call at Boston eastbound.

§§Also calls at Cardiff.

§Via Boston.

†Also calls at Halifax.

**Via Halifax, Glasgow and Belfast.

°°Via Belfast, Glasgow and Halifax.

††Also calls at Galway.

†Via Boston and Belfast.

*Via Belfast and Glasgow.

*Via Glasgow and Belfast.

WHITE STAR LINE—CANADIAN SERVICE Montreal—Quebec—Liverpool

†From Montreal and Quebec From Liverpool*		
May 3	Laurentic	Apr. 19
May 10	Doric	Apr. 25
May 17	Arabic	May 2
May 24	Albertic	May 9
May 31	Laurentic	May 16
June 7	Doric	May 23

*Via Belfast and Glasgow.
†Via Glasgow and Belfast.

London—Southampton—Quebec— Montreal

From Montreal and Quebec	From London†
May 2	Calgaric
May 16	Megantic
May 30	Calgaric
June 13	Megantic

*From Havre and Southampton via Queenstown.
†From London via Havre, Southampton and Galway.

†From London via Havre, Southampton and Queenstown.
NOTE—London passengers embark on these steamers at Southampton.

RED STAR LINE

Plymouth—Cherbourg—Antwerp

From New York	From Antwerp
Mar. 7	Pennland
Mar. 21	Lapland
Mar. 28	Westernland
Apr. 11	Pennland
Apr. 18	Lapland
Apr. 25	Westernland
May 3	Belgenland
May 9	Pennland
May 15	Lapland
May 23	Westernland
May 31	Belgenland
June 6	Pennland
June 13	Lapland
June 20	Westernland
June 28	Belgenland
July 3	Pennland
July 11	Lapland
July 18	Westernland
July 26	Belgenland
Aug. 1	Pennland
Aug. 8	Lapland
Aug. 15	Westernland

NOTE—The Pennland, Belgenland, Lapland and Westernland call eastbound at Plymouth and Cherbourg and westbound at Southampton and Cherbourg. The Pennland and Westernland carry tourist and third class only.

†Also calls at Halifax.

WEST INDIES CRUISES

Red Star Line

New York to Havana, Nassau, Bermuda, 11 Days
Lapland.....Mar. 8

PANAMA PACIFIC LINE New York—San Francisco

Via Panama Canal; steamers call at Havana, Balboa, San Diego and Los Angeles, westbound; Los Angeles, Balboa and Havana, eastbound.

From New York	From San Francisco
.....	Virginia
.....	Pennsylvania (New)
Mar. 8	California
Mar. 22	Virginia
Apr. 5	Pennsylvania (New)
Apr. 19	California
May 3	Virginia
May 17	Pennsylvania (New)
May 31	California
June 21	Virginia
July 5	Pennsylvania (New)
July 19	California

ATLANTIC TRANSPORT LINE

From New York	From London
Mar. 8†	Minnekahda
Mar. 15*	Minnewaska
Mar. 29*	Minnetonka
Apr. 5†	Minnekahda
Apr. 12*	Minnewaska
Apr. 26*	Minnetonka
May 3†	Minnekahda
May 10*	Minnewaska
May 24*	Minnetonka
May 31†	Minnekahda
June 7*	Minnewaska
June 21*	Minnetonka
June 28†	Minnekahda
July 5*	Minnewaska
July 19*	Minnetonka
July 26†	Minnekahda
Aug. 2*	Minnewaska
Aug. 16*	Minnetonka

*Via Cherbourg.

†Via Boulogne.

§Via Plymouth and Boulogne.

NOTE—The Minnekahda and Minnetonka carry only tourist third cabin passengers.

MEDITERRANEAN CRUISES

White Star Line

New York to Madeira, Gibraltar, Algiers, Monaco, Naples, Athens, Chanak, Constantinople, Haifa, Alexandria, Syracuse

Adriatic (calls at Boston).....Mar. 8

New York to Madeira, Casablanca, Cadiz, Gibraltar, Algiers, Palma-Majorca, Barcelona, Naples, Tunis, Malta, Dardanelles, Constantinople, Athens, Larnaka, Haifa, Alexandria, Palermo, Ajaccio, Monaco, Cherbourg, Southampton