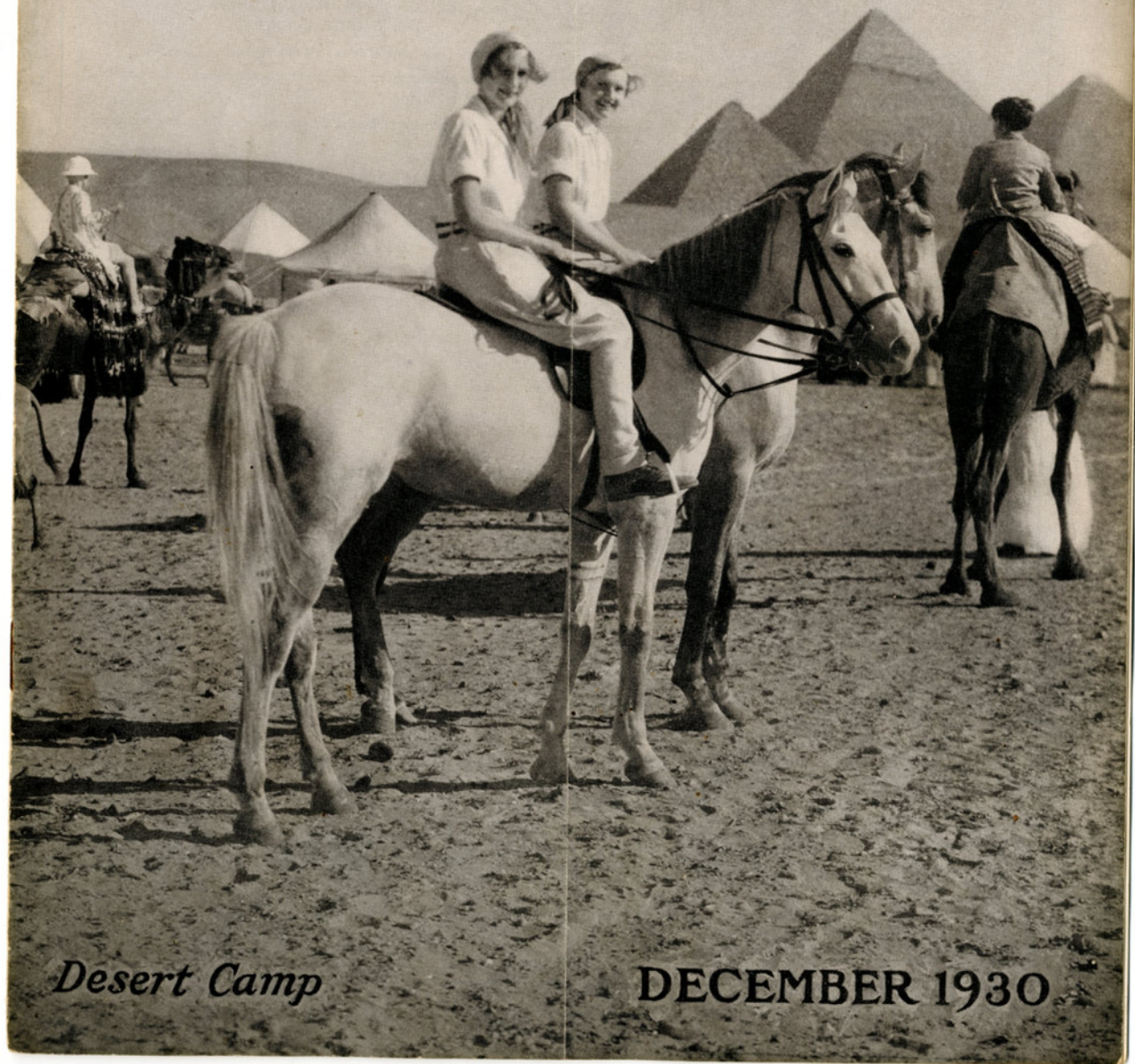


THE OCEAN FERRY



Desert Camp

DECEMBER 1930

THE OCEAN FERRY

PUBLISHED MONTHLY BY THE
INTERNATIONAL MERCANTILE MARINE COMPANY

P. A. S. FRANKLIN, *President*
P. V. G. MITCHELL, *Vice President, Passenger Traffic*
J. S. MAHOOL, *Passenger Traffic Manager*

DAVID LINDSAY, A. P. T. M.

E. H. COCKE, A. P. T. M.

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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. X

NEW YORK, DECEMBER, 1930

No. 3

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A SOUTHERN CALIFORNIA VALLEY

This is a winter scene at Puente, near Los Angeles, where flowers bloom, vegetables grow and oranges ripen when snows whiten the tops of the neighboring mountains. Panama Pacific Line passengers drive through this charming scene when making the sightseeing motor trip to Riverside



THE OCEAN FERRY



SEABROOK TAKES A GOOD LOOK AT OUR PACIFIC COAST EXECUTIVES



The International Mercantile Marine Company West Coast quartette, here somewhat freely portrayed, specialize in boosting the Panama Pacific Line; booking transatlantic passengers for the White Star, Red Star and Atlantic Transport Lines; routing through company passengers to and from the Orient, Australia and New Zealand, and gathering in members for South American, West Indies, Mediterranean and Around the World Cruises by ships of the company and its allied lines.

OVERSEAS EXHIBIT AT PARIS MECCA FOR AMERICAN VISITORS

IN the International Overseas Exhibition scheduled to open its gates during the latter part of April and continue through October, France will have one of the strongest drawing cards for American visitors during the 1931 season.

For the locale, the most charming and little-known wooded section of the park at Vincennes, just east of Paris, which

takes in Lake Daumesnil and two islands, has been chosen by the commission for beauty of setting, historical association and accessibility from Paris.

All of France's colonies will participate in the exposition and five other nations will erect buildings for their exhibits,—the United States, Italy, Belgium, Holland and Portugal—and many other nations will be represented in the main building of the exposition.

Of particular interest to visitors from this side will be the group of buildings which is to house most of the American exhibit. A reproduction of Mount Vernon, home of George Washington, and its grounds, is now being constructed on a sloping piece of ground on the lake, in a setting not unlike the original mansion overlooking the Potomac.

Particularly appropriate is the spot chosen for the American building, for here, in the old Bois de Vincennes, begun by Louis XIV, the young Marquis de Lafayette rode and paid court to Marie Antoinette, queen of Louis XVI, whose aid was later valuable in persuading the King to send troops, ships and money to the aid of General Washington in the darkest days of the American Revolution.

All materials and equipment for the building are being fabricated here for assembling in Paris. Every detail of the manor house, including carved mantels, staircases, built-in cabinets and trim has been carefully reproduced, including the brass and bronze hardware.

The furnishings of all the rooms will be duplicated, and French visitors to the exhibit will see a replica of the room which Lafayette occupied during his visit at Mount Vernon in 1793.

According to present plans the reproduction will be preserved intact, as a permanent symbol of the friendship existing between France and America.

The participation of France's colonies will make the exhibition particularly colorful, and increase its scope so that it presents a wide field for world trade contacts. Business men from all over the world will gather here.

The program of entertainment will include military maneuvers, sports, aeronautics, African, Asiatic and Creole fetes, fashion shows, motion picture exhibits, native theatrical performances by Colonial troupes, and illumination of the Temple of Ankor and its fountains.

Twelve restaurants, with meal prices ranging from sixty cents to luxury prices, will serve visitors, and direct street car and bus service will facilitate transportation, in addition to special boat service on the Seine from Paris. Ample parking facilities will take care of private motors.

AN OLD SPANISH CUSTOM

On New Year's Eve, throughout Spain, wherever merry-makers are gathered, the quaint old custom of eating little bunches of exactly twelve grapes, one for each month of the year, is faithfully observed.

In homes, cafés, and even on the streets, men and women of all ages observe the ceremony which is to bring them good luck. They believe that good fortune will be theirs throughout the year if they can detach with the teeth and eat all the grapes, in spite of being slapped on the back and pushed about by their friends. The attempt must start promptly at the stroke of midnight.



THE OCEAN FERRY



MEXICO CITY HAS BEAUTY, ANTIQUITY AND ETERNAL SPRING

IN adding a Mexico call to the itinerary of two of its West Indies cruises this season the International Mercantile Marine Company offers a real travel adventure—a chance to become acquainted with a country of magic and beauty, the tremendous possibilities of which, as a land of delight for the tourist, are only just beginning to be appreciated.

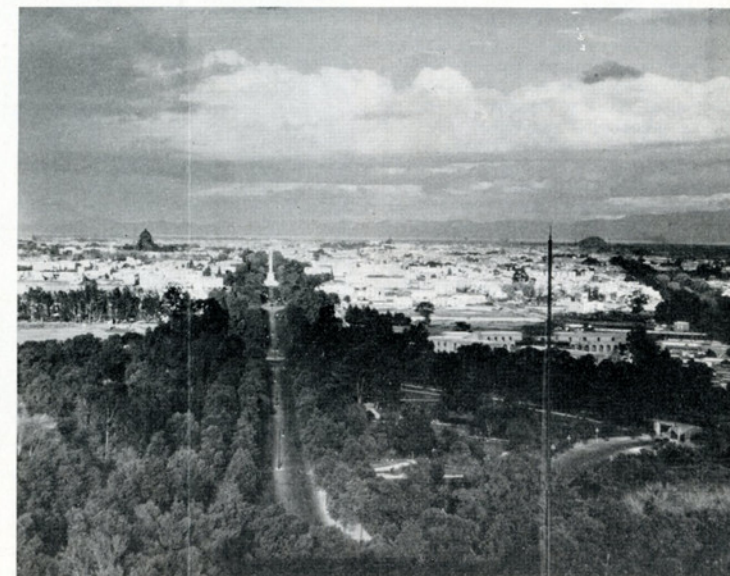
The oldest metropolis on the continent of North America, Mexico City reaches back into the dim, primitive past and builds toward a bright future—a city of sharp contrasts that is an intriguing mixture of today and yesterday, rich beyond words in human interest, and to crown it all, a city noted for its hospitality and friendliness.

Eternal Spring

Blessed with eternal spring for a climate; air like champagne; brilliant skies that seem nearer than they do anywhere else; snow-capped peaks and tropical flowers; a setting of unbelievable grandeur and beauty, and teeming with relics of a fascinating past, this "City of Palaces" lies in the great bowl of the Anahuac Valley, 8,000 feet above the sea, and ringed about by tall, volcanic mountains that tower 10,000 feet above the plain. Few cities in the world can offer the tourist so much of interest and delight, whatever his tastes may be.

A Buried City

Buried beneath the present city lie the



MEXICO CITY FROM THE TOWER OF CHAPULTEPEC

Looking over the beautiful Chapultepec Park, where the elite of Mexico walk, ride and take the air. The Paseo de la Reforma, one of the most beautiful boulevards in the world, leads from the castle to the center of Mexico City. At the left is the national theater

ruins of another great metropolis, founded in 1325 by a little band of starving, half-clothed Aztec refugees who had fled to

the marshes of Lake Texcoco to escape extermination. By superhuman effort they built on small islands, some of them



A TYPICAL MEXICAN HACIENDA

The 264-mile train journey between the port of Vera Cruz and Mexico City presents scenic wonders in an amazing variety: cloud-capped mountains, tremendous gorges, towering cliffs, turbulent rivers, broad, fertile mesas and such scenes of domestic peace as the one pictured here



THE OCEAN FERRY



artificial, the city of Tenochtitlan, destined to become the imposing capital of the Aztec Empire.

To this, in 1519, came Spain's great explorer, the conquering Cortez, and his soldiers who, though dazzled by the wealth and magnificence of the glittering metropolis, were so shocked by the religious practices of the Incas, cruel and barbaric beyond measure, that they razed the conquered city, leaving not one stone upon another, and leveled the ruins to make a foundation for a new city on Spanish lines, which was destined to grow into the present city.

The ill-fated, unhappy Maximilian, during the brief time he played at being emperor, laid out the principal boulevard, the Paseo de la Reforma, leading from the center of the city to Chapultepec Castle. One of the most beautiful thoroughfares in the world, it easily holds its own with Unter den Linden and the Champs Elysées.

A Religious People

Life in Mexico City today centers around the magnificent cathedral, largest and oldest in the western hemisphere, which stands on the site of the stone-capped pyramid on which the Aztecs offered up their human sacrifices, and down which flowed the blood of 60,000 slaves, butchered in a year.

From the cathedral towers one looks down over the vast, red and gray checkerboard of low buildings, to the five sparkling, silver lakes and green plains of the lovely valley, to the towering mountain walls beyond. To the south the two great peaks of the famous volcanoes, Popocatepetl and Ixtaccihuatl, "the White Woman," rise 18,000 feet. "Old Popo," according to the legend, is the



THE BASILICA OF OUR LADY OF GUADALUPE

Most venerated shrine in Mexico, the church at Guadalupe is the objective of hundreds of thousands of pilgrims yearly, some coming to invoke the healing powers of the holy well near by. A typical Mexican street market is seen in the foreground

husband of the latter, who lies like a sleeping giantess, carved in silver, outstretched upon the mountain top, her feet turned toward Popo.

On the opposite side of the city, the eye follows the wide tree-shaded Paseo de la Reforma to where Chapultepec Castle, commanding one of the world's finest views, dominates the city. Montezuma had his summer residence here, as the

presidents of Mexico now do.

In front of the cathedral lies the Plaza de la Constitucion, on the very spot where the wandering Aztecs saw an eagle perched on a cactus and holding a serpent in his talons, a sign which an oracle had told them would indicate the spot on which to found their city. The serpent and eagle on the Mexican coat of arms derives from this legend.

No skyscrapers indicate the business district, for only the cathedral and a few public buildings rise higher than three stories, and not a chimney is in sight, for Mexicans do all their cooking and heating with charcoal.

Although it is an up-to-date metropolis, Mexico City has retained much of the flavor of a bygone day, in its flower-filled patios and splashing fountains, its ardent caballeros and secluded, provocative señoritas, its balcony courtships and traditional marriage customs, its busy, intimate, extremely social street life, and its open-air markets.

Eggs by the "Mano"

Particularly in the Indian section of the city, with its street markets and its kaleidoscopic animation, is the scene reminiscent of an older civilization. Here, amid the all-pervading smell of frying food are displayed fruits, vegetables, cooked food, mamey ice-cream in cornucopias, beads, pottery, toys, vivid red and yellow *serapes*, straw hats, birds in cages.

Here the poor peon's wife buys a slice of cabbage—enough to flavor a stew—for one cent. Peanuts, onions, potatoes,



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XOCHIMILCO, THE VENICE OF MEXICO

Here Sunday festival crowds gather to drift about among the floating gardens in flat bottomed boats wreathed in flowers, enjoying their picnic feasts while they are poled along under the eucalyptus trees

candies are sold by the count, not measured out, and eggs by the "mano" or handful, which means five at one time.

In the streets the main stream of Mexican life ceaselessly flows, bearing all sorts and conditions of men; men in silk hats and frock coats, as smartly dressed as any in London's fashionable West End, and ladies in silks and jewels; prosperous merchants of the middle class, in sack suits; *haciendados*, or rich farmers, in tight trousers and roundabout jackets embroidered in silver and gold; army officers in gorgeous uniforms; peons in blankets and sombreros, their feet bare except for wretched sandals.

The Miracle of Guadalupe

The vital importance of religious devotion in the life of the Mexican is strongly impressed on one by a visit to the shrine of Guadalupe, three miles distant from the center of Mexico City, where a beautiful church was erected to commemorate the miraculous appearance of the Virgin Mary, four hundred years ago, to Juan Drego, a poor Italian peasant, bidding him tell the Mexican people to build a church on the spot. As a sign to convince the bishop, a rocky, cactus-covered hill bloomed with flowers, which the peon gathered into his blanket. As he told the breathless story and spread the blanket on the ground, a miraculous portrait of the Virgin appeared painted upon it. This painting, framed in silver and gold, is now enshrined above the high altar in the church, and much of the coloring of the picture still remains on the coarse cloth.

Pilgrims by the hundreds of thousands visit the shrine yearly, crawling on their hands and knees up the bare, rocky hill to the spot where Juan found the roses.

Nearby the church of Guadalupe is a shrine almost equally important in the religious life of the city, the Chapel of the Well, where below the pavement is a spring of sulphur, believed to have sprung up on the spot where the Virgin stood, and credited with miraculous healing power. Thousands seek cures here, and in the church are displayed tiny silver feet, legs and arms offered by rejoicing pilgrims who have been made whole.

Floating Gardens

Xochimilco, "the place where the flowers are," is the objective of one of the most delightful excursions Mexico City affords the visitor, for here one sees the best of the famous floating islands. Relics of the ancient empire that was part land and part water, which the Indian tribe founded in the 14th century, they should rightly be called once-floating islands. They were formed originally of mats made of interlacing branches, and covered with a thin layer of soil. On these, which they towed out into the lakes and anchored with long willow poles, driven into the mud, these pioneers planted crops and built tiny huts. In time the poles took root and the soil thickened, until now they are permanent islands.

To voyage in a small punt poled by a picturesque boatman through the narrow waterways formed by the islands is to be reminded of Holland or Venice or Bangkok. Roses, lilies, pinks by the million are on all sides of these green highways overhung with shade trees, and island vegetable farms display rows of cabbages, lettuce, onions, beets, carrots and artichokes. Boats pass continually, some filled with vegetables for market and poled by an Indian woman with a

papoose on her back, some with gay picnic parties, some with floating refreshment stands offering the picnickers tortillas, tamales and other peppery delicacies, dear to the heart of the Mexican.

Cuernavaca, 74 miles from the capital, is the objective of a motor trip over the mountains which is one of the high spots of a visit to Mexico City. The sublime scenery remains a rare and vivid memory long afterward.

Cortez built a palace here in 1530, where he spent much time superintending and cultivating his vast estates. The palace is still standing, and it is no small thrill for the visitor to this ancient palace to know that he can walk where the mighty conqueror walked, 400 years ago, sit where he sat and survey the same beautiful sweep of country.

At Cuernavaca also is the hunting lodge and swimming pool built by Maximilian during his reign, the famous Borda Gardens and a 16th century cathedral.

For the student, the writer, the architect, Mexico City and its environs are a gold-mine. The Mexicans of today are keenly alive to the archaeological possibilities of their country and encourage explorations that will bring to light the buried story of a remarkably advanced civilization that dates back, in the case of the Mayas, 2,000 years.

Finger Bowls, 2,000 Years Ago

The National Museum already houses rare carvings, picture-writings and Mayan books that give evidence of a civilization in which the nobles ate at tables set with silver and gold plates, had chafing-dishes to keep their food warm, used napkins and finger-bowls, and smoked after-dinner cigarettes.

The sacrificial stone on which thou-

(Continued on page 13)



THE BARE HILLSIDE THAT BLOOMED WITH ROSES

Another spot sacred to pilgrims is the hill near the church at Guadalupe, where the miracle of the roses took place. Each year in January thousands gather here to see the re-enacting of the crucifixion. The group here is mourning the loss of a member of the family, the guitar player accompanying their chanted prayers



AT THE TEMPLE OF QUETZALCOATL
A detail of the Serpent Stairs with its barbaric sculptures which antedate the Christian era by thousands of years



EDITORIAL COMMENT

SOMETHING NEW

CHRISTMAS is just around the corner—so is the ticket agent, and here's an idea. Make a travel gift—it gets away from the hackneyed and provides present anticipation and future pleasure. The International Mercantile Marine Company has grasped the idea and put it in practical shape by the issue of an appropriate Christmas Travel Certificate that will bring a pleasant surprise into many happy homes.

It may mean a short winter cruise for a weary wife, a care-burdened husband, or an overwrought son or daughter working for a college degree. Again, it may solve the summer vacation problem for all the family or the local clergyman. It has unlimited possibilities for the individual or the group giver, and likewise it has unlimited price possibilities, for the International Mercantile Marine Company has a ship and a trip to suit every purse and plan.

Think it over and if it interests you, step into or write the nearest company office—they are listed on page 2—and unfold your problem; they will rewrap it in a plan to suit your preference and purse—or any tourist agent will aid you to accomplish the same pleasant task.

Give the magic carpet this Christmas!
P. V. G. M.

THE MEXICO CRUISES

THE Mexico call of two cruise ships of the International Mercantile Marine Company this winter, while an outstanding travel event, since these are the only cruise ships including Mexico in their itinerary in 1931, is by no means an experiment. The year 1927 saw the company pioneering in this field when the Red Star liner *Lapland* was sent to Vera Cruz to land her passengers for a trip to Mexico City.

Although this was the first cruise of the kind, everything went like clockwork, the Mexican authorities outdid themselves to render perfect co-operation, the Mexican people displayed a warm hospitality, and the tourists were completely captivated with this foreign land that lies at America's door.

This year two cruises are scheduled, commencing February 18 and March 14. The White Star Line's newest and smartest ship, the motor vessel *Britannic*, has been chosen to make one. The *Lapland*, fresh from an extensive remodeling and redecorating, which included the replace-

ment of all lower berths with beds in both cabin and tourist third classes and equipping all staterooms with running hot and cold water, will make the other.

The *Lapland's* popularity with travelers has long since been established and the *Britannic*, which created a sensation when she entered the service last July, has been an outstanding success.

With two such liners to carry out the cruises, and an itinerary offered by no other cruise program this year, the Mexico trip should prove an easy one to sell. One, in fact, that should not be missed by anyone in search of something a bit different.

AS THE TWIG IS BENT

WE receive from time to time in our mailbag, letters in a round childish hand, usually on ruled paper, almost invariably bearing an inland post mark. The burden of these letters is pretty much the same—a polite request for an illustrated booklet which "will help me in my geography work at school." It may be England the writer is specially interested in, or China, or South America—the range is wide.

Every one of these letters represents a chance to make a friend, is, in fact, a potential traveler knocking at the door. He hasn't, of course, got anything more negotiable than a jack-knife and some fish-hooks in his pocket, and he probably has never given a thought to travel beyond the old swimming hole, but he is rich and rare soil to plant seeds in.

These booklets he wants are designed to present foreign countries in their most attractive guise, and it is a short step between knowing something is there and wanting to go and see it.

While the child is learning geography from the booklet he falls an easy victim to the lure of the lovely liners pictured there. No one who has ever heard boys arguing about the merits of their favorite ships can doubt the strength and tenacity of their loyalty to first loves.

The first great ships a boy learns about must of necessity seem wonderful and will always have glamour.

A teacher of geography, writing in *The Normal Instructor*, recently remarked: "I have found that pupils of the seventh and eighth grades get much more enjoyment and real geographical knowledge through travel geography than any other means I have yet tried."

He goes on to describe his method of

dividing his class into groups whose duty it is to guide the others through some country as interestingly as possible, using photographs as illustrations.

Children who learn geography this way are certainly more likely to want to travel sometime than the ones who used to recite in sing-song: "Italy is bounded on the north by—" and so on down the shin, around the toe and heel, and up the boot again.

It pays to take pains to select carefully in responding to these young Americans, and a brief personal word accompanying the booklet may make a lifelong rooter.

Handing out travel booklets may at first thought seem to be providing free text-books for schools, but it goes a great deal further than that. They bring the spell of the sea to an inland child, and they go into homes where the grown-ups, who might never have asked for them themselves, will see them and perhaps be infected with the delightful microbe of travel.

JOHN H. THOMAS

A MAN who has devoted his best years and most of his active business career to one company, rising step by step from minor positions to a place of major responsibility, has the qualifications that make master minds in commerce and industry.

When we add to these a kind and lovable disposition and the qualities of mind and heart that win and hold friends, you have the picture of John H. Thomas, who after 32 years with the International Mercantile Marine Company and its Atlantic Transport Line subsidiary, has resigned his position as vice-president on advice of his physician, because impaired health precludes the close application involved in his duties as an official of this company.

Mr. Thomas has been a valuable and efficient executive, broad-minded in his conceptions of company policy and painstaking in the duties and responsibilities of his position. His wise counsel and sound advice will be greatly missed by his associates, and he takes with him to his Maryland estate a wealth of affection and esteem from the officers and staff of the International Mercantile Marine Company afloat and ashore, and their hearty good wishes for complete restoration to health and vigor to hold and enjoy for many years the pleasure and satisfaction of a finished task.



OBSERVED AND NOTED . . . By The Editor

THE TWICE OVERS

OCEAN voyages, particularly the leisurely cruises which bring about a complete change of surroundings and arouse new and refreshing mental activities, should be made not primarily as a "cure" but as an insurance against bodily break-down.

There are in the United States thousands of travelers who practice this means of keeping well. Some of them boast of their annual and even semi-annual health journeys upon the ocean. Moreover there are among them Americans who will make any sacrifice rather than forego their yearly rest on the sea.

Two very zealous disciples of this belief in ocean health insurance live in Boston—an elderly couple whose radiant faces and sprightly step belie their advanced years. Each year for the last seven they have made two consecutive round-trips between New York and London on the Atlantic Transport liner *Minnetonka*, with Captain Gates, now an old friend. Their first annual eastward journey usually begins when the summer wanes. It might be said that they have a lease of stateroom B-30—a favorite spot on the starboard side, for in it they have made thus far twenty-eight Atlantic crossings.

Being old patrons of the company, more desirable quarters occasionally have been offered them but always they have declined, expressing a loyalty for their favorite B-30.

These journeys are made solely for the ocean travel. The two consecutive round trips each year give the Bostonians thirty-six days on the Atlantic, covering approximately 13,000 miles. Frequently they make winter cruises to the Mediterranean, which serve as an additional testimonial of their well-tested faith in the health-giving properties of the sea.

ASK MR. PEATE

William Peate, chief steward of the *Minnewaska*, strolling along the promenade deck on a recent eastbound voyage, overheard an animated controversy about Stephen A. Douglas. It was a friendly argument among a group of travelers who have often crossed with Mr. Peate, and he was drawn into the discussion.

"What do you want to know about Douglas?" asked the chief.

"What do you know about him?"

"Everything."

"Watson, here, says he was a state judge in Illinois, and I bet twenty that he was not."

"Then you lose," responded Peate, with a chuckle. "Douglas served on the

Supreme Court bench in Illinois from 1841 to 1843."

Then with amazing accuracy he sketched the highlights in the career of the famous American statesman. It was not the first time Mr. Peate had stepped into the breach with helpful data when differences of opinion had arisen on ship-board. He is an omnivorous reader and retains much that he reads. His familiarity with the life of Douglas (and he an Englishman) required some explanation.

"Several voyages ago," he said, "a friend sent me a set of the *Britannica*, thirty-two volumes, and I am reading it from cover to cover. Last night I read in the middle of Volume 8 about Steve Douglas and that's how I happen to know that he was a judge in Illinois."

The *Minnewaska's* chief steward has been thirty years with the International Mercantile Marine Company. He was in the old *Majestic*, *Teutonic*, *Minnekahda*, *Lapland* and *Belgenland*, coming to the *Minnewaska* in 1924.

Twice did Mr. Peate have the experience of a battle with submarines, once when the old *Minneapolis* was torpedoed off Malta and again when the U-boats got the old *Minnetonka* in the Mediterranean in January, 1918. During his thirty years at sea, Mr. Peate has read about six thousand books.

Said he: "I neither drink nor smoke. Reading takes the place of both to soothe my nerves. I prefer biography and history, but am not averse to fiction. Apart from the pleasure I derive from reading, I enjoy being able to give information, such as I have, whenever passengers are in need of it."

LIPSTICK

While the *Majestic* was steaming up the bay recently from Quarantine to Pier 59 a young couple in the first class appeared at the square where hand baggage had been assembled for debarkation. They were looking for a particular bag into which the husband wished to place a forgotten hairbrush.

He found their five pieces readily and then with some show of concern said: "Look, dear, you have put on baggage pasters with the letter P instead of B. Now our luggage will be put on the pier under the letter P and we'll have trouble finding it. I told you to let the steward attend to those pasters. He'd have put on the right letter."

The bedroom steward of the couple, standing by, intervened with the assurance that he personally would carry the five pieces ashore and place them under the letter B. But even this did not appease the nervous husband.

The wife, however, declining to take the matter seriously, serenely took out a vanity case and began to powder her nose.

"Never mind, dear," she said. "Our luggage can be examined under the letter P just as well as it can under B. So, why fuss?" But husband was in a fractious mood.

The young woman by this time was using her lipstick. As the last touch of carmine was being applied she had a sudden idea. With five quick, deft strokes of the trusty lipstick she added an extra curve to the letters which converted them into five perfectly good B's.

"There," she said, "what could be fairer than that? Now will you stop grouching and let's go look at the skyline?" And struggling between sheepishness for his display of temper over a trifle, and amusement at his wife's resourcefulness, he was led away to the promenade deck.

AMERICAN EFFICIENCY

To the observer who frequents the piers and offices of the International Mercantile Marine Company, there is present among employees a generous spirit of service, a willingness to aid travelers whose inexperience makes it difficult for them to help themselves.

The effect of this habit of smoothing the rough edges of travel for patrons is far-reaching. Passengers may seem to forget, but actually they do not. There is ample evidence to show that courtesies proffered to voyagers in moments of perplexity are constantly building up for the company a priceless good will.

Last month there occurred an example of this customary service on Pier 61. The Panama Pacific liner *Pennsylvania*, scheduled to depart at 11 A.M., was held for three passengers on the *Aquitania*, which was docking at 11:15 A.M. Donald Briggs, of the passenger department, accompanied by baggage-men Franke, Shaw and Holder went to the Cunard pier and paged the entire passenger complement until they found the three travelers. Another traveler, an English barrister, overhearing the conversation, said that he too was booked for the *Pennsylvania*. Mr. Briggs and the three baggage men then gave a sample of fine fast service. Through the courtesy of the customs officials the Englishman's trunk and five handbags were passed quickly, a policeman riding on the cab cleared a path through the traffic of West Street, and at 11:40 A.M. the traveler and his luggage were on board the *Pennsylvania*.

He was exceedingly grateful and remarked, as the vessel moved out, "This couldn't happen any place but America."



TRAVEL AS CHRISTMAS GIFTS NEW I. M. M. SELLING PLAN

GIFT certificates which can be exchanged by the recipient for merchandise at the shop, have long been in use by most of the leading department stores and are a popular form of Christmas gift.

The International Mercantile Marine Company has made use of the basic idea of this merchandising plan in issuing its Christmas travel bonds, a brand new idea to stimulate cruise bookings and help to sell travel in general through the medium of gift certificates.

An attractive looking bond has been prepared for each type of cruise, and also for the Panama Pacific Line and the Atlantic services, and a certificate, which is in reality a contract form, and shows the amount of the transaction, goes with the bond and serves as the purchaser's receipt. No purchase price, therefore, appears on the gift bond, which must be exchanged by the recipient for a regular contract ticket in due time.

Four of the district offices have tried out gift bonds with considerable success, particularly in the sale of cruises as Christmas gifts.

Now the sale of the bonds has been placed in the hands of all district offices and agencies of the company, who will try out the new method of approach intensively between now and Christmas.

THE CHRISTMAS PUNCH BOWL

At many an old English inn this Christmas, "punch" will be served to visitors and guests.

The most famous English punch bowl ever recorded was that made at a grand entertainment given at Alicante in Spain by Admiral Edward Russell in 1694, then Commander of the Mediterranean Fleet. A marble fountain was converted for the occasion into a gigantic punch bowl and into it were poured four hogsheads of brandy, one pipe of Malaga wine, twenty gallons of lime-juice, twenty-five hundred lemons, thirteen hundred-weight of fine white sugar, five pounds of grated nutmeg, three hundred toasted biscuits, and eight hogsheads of water. In a boat built for the purpose a ship's boy rowed round the fountain to assist in filling cups for the six thousand persons who partook of it.

The toasted biscuit was the origin of the word "toast" which was applied in the first instance to a beautiful woman and latterly to the act of drinking the health of any person or to any idea or sentiment.

BRILLIANT CEREMONY REOPENS ST. GEORGE'S CHAPEL, WINDSOR

ONE of the most brilliant ceremonies seen in England for years was the re-opening of St. George's Chapel at Windsor Castle on Tuesday, November 4, when in a setting of purple, scarlet and gold, and the mellowed beauty of stained

GIVE a GIFT of TRAVEL THIS CHRISTMAS

When we were children, Christmas was a magic day, and on that tall unearthly glittering Tree hung all the marvels of a marvellous world. . . . When the door opened—slowly, slowly—our hearts were in our throats. And there, even more glorious than we thought he'd be, was Santa Claus.

When we've grown up, some of us are a little wistful as December rolls along, and some are frankly cynical. . . . A diamond bracelet? Thank you, John. . . . A new car? Dad, that was sweet of you. . . . We go on over to the Club, say Merry Christmas to a lot of other people who all have diamond bracelets and new cars. . . . we have them too. . . . and then we leave.

The same roads flash by, a little faster. The diamonds sparkle, but the eyes we turn on them are the same eyes, a little weary. No one has given us anything that has wrapped the common earth in a mist of stars. No one has given us anything that has changed us.

What do you know of this huge spinning ball, spangled with seas and girdled with wonder? Mountains where the snow has never melted since Adam kissed Eve. Cities where the least of the stories would start a new Arabian Nights. Roads that climb to unimagined sunsets. Moons that rise to music that twists the heart. People and places and loves and hates old as the Serpent and new as tomorrow's dawn. . . . Children can be happy in a very narrow span. We can swing out to heights no child can ever know.

Take your diamond bracelet, take your new car—and go find new lights, new roads, new romance—and a new you! Ask for a ticket that lays down a magic paper path to things you've never seen and done before. Give tickets to your family, instead of adding to the heap of things they've had to satiation. . . . Open the door this Christmas and go gypsy out. You're only as old as your sense of wonder. . . . and this is a wonderful world.

Reprinted from *House and Garden*, December, 1930, through the courtesy of the Editors.

glass, the King and Queen, Knights of the Garter, ladies of high rank, and distinguished Church dignitaries took part.

It was a thanksgiving service for the completion of the restoration of this sacred shrine, which has been the chapel of the Order of the Knights of the Garter since the foundation of the Order by Edward III, about the year 1348.

MAJESTIC'S "CHIEF" RETIRES AFTER FORTY YEARS AT SEA

JOSEPH WOLFF, O.B.E. senior chief engineer of the White Star fleet, who presides over the motive power of the *Majestic*, the world's biggest liner, will retire from active service at the close of this year.

A jovial sailor, genial in leisure moments, but serious and steady when duty calls, he is as well known among travelers in the Atlantic trade as is any master. He is a lovable man with a nimble wit and delights in picking out the ridiculous from everything but the engine room. Thirty years ago he was an assistant in the old American liner *Philadelphia* when she was called the *City of Paris*. He was a familiar figure in the engine rooms of the old *Belgenland* and *Rynland* of the Red Star Line. His service with the White Star Line began in 1899 as fourth engineer of the *Tauric*. He attained seniority of rank early in life and over the years has been chief of the *Nomadic*, *Bovic*, *Georgic*, *Canada*, *Arabic II*, *Runic*, *Athenic*, *Germanic*, *Britannic II*, *Baltic*, *Adriatic*, the first *Majestic*, and now the great *Majestic* from which he is about to retire.

He was chief engineer of the second *Britannic* when she was torpedoed early in the war and subsequently was transferred to shore duty with the explosives department of the British government. When the German steamship *Bismarck* was assigned to Great Britain after the armistice, he was sent to Hamburg to direct the completion of the then unfinished engine room. This vessel, still the biggest steamship afloat, was named *Majestic* by the British, and Joe Wolff, as he is known to all his cronies, has been with her since the maiden voyage.

LISTENER-IN ENJOYED RADIO TALK BY DAVID LINDSAY

ON October 28, David Lindsay, assistant passenger traffic manager of the International Mercantile Marine Company, gave a talk over WJZ network on the charm of a motoring trip through the "West Country" in England. One of many letters of appreciation received since then speaks well of the skill with which Mr. Lindsay portrayed the lovely country that lies west of London.

200 Cottingham Street,
Toronto, Canada

Dear Sir:

I want to thank you for your splendid travel talk, chiefly through West of England, of which I am a native, having lived forty years in Torquay, Devonshire.

Your description was so accurate that I could see the various places you spoke of. In fact, many pictures of this district hang on a wall of the room I chiefly occupy (being an invalid). But today I have had a splendid journey through many well-known spots of old England, for which please accept my thanks.

MRS. H. LEAMAN.

An amusing feature of street life in Naples is the incongruity of the teams which pull the vehicles. Often one sees a cow and a donkey hitched to the same cart, a horse or a cow, or a donkey and ox.



VICE-PRES. JOHN H. THOMAS RETIRES TO REGAIN HEALTH

UNDER the advice of his physician, John H. Thomas, vice-president of the International Mercantile Marine Company, who has been in poor health for the past year, has decided to retire from active business on December 31. He will probably return to his family estate in Maryland, which he has operated as a hobby since he inherited it from his father many years ago, and on which he has spent most of his holidays, in past years.

Mr. Thomas started his business career in Baltimore, with the Furness Withy Line, and was transferred to New York when the company extended its activities to that port. He became associated with the Atlantic Transport Company in 1898 as assistant to P. A. S. Franklin, at that time manager of the New York office, and when the latter became general manager, Mr. Thomas was appointed manager.

When the Atlantic Transport Line was absorbed by the International Mercantile Marine Company, Mr. Thomas became freight and later operating manager of that company. In 1910 he removed to Boston as manager of the company's offices there. In 1917 he returned to New York, on his election as vice-president of the company. He has been a director since 1921.

From February 18 to December 31, 1918, Mr. Thomas was Director of Shipping, for the Port of New York, under the Shipping Control Committee, and as such had charge of the loading and dispatch of all steamers carrying supplies from New York to the United States and Allied armies in France.

CLERGYMAN PRAISES PURSER'S CONDUCT OF CHURCH SERVICE

First Presbyterian Church,
Bethlehem, Pa.

Managers, White Star Line:
It is with extreme pleasure that, after making a trip to and from the British Isles on your line, I can write as follows: I sailed on the *Cedric* on June 22, landing at Queenstown, and on the *Alberic*, leaving Belfast on August 18, and on both trips received the finest courtesy and kindest attention of all your stewards and officers. My daughter and I were greatly pleased, especially at the uniform patience and desire to please on their part.

I wish to commend very highly the dignified, reverential and capable manner in which Purser H. V. Wise, on the *Cedric*, conducted worship. He received the unqualified congratulations of those who attended the services.

I wish, through you, to congratulate the tall young doctor who had charge of the dispensary of the *Alberic*, for his services to me. He was not only efficient, but kind and sympathetic. I do not know his name. You are to be congratulated upon the group of men who man your ships. I am reflecting the sentiment of many persons whom I met.

Another thing: I forgot a coat on leaving the *Cedric*, which was returned to me on shipping on the *Alberic*.

I am telling my parishioners and friends how my daughter and I fared on the ships of the White Star Line.

(REV.) JAMES ROBINSON.

New Britannic Popular

Since the new White Star motor vessel *Britannic* made her maiden voyage in early July, she has proved her extreme popularity by carrying well over 6,000 passengers in all classes.

CAPTAIN WARNER OF OLYMPIC AMONG COMMANDERS RETIRING



CAPTAIN G. E. WARNER

AT the close of this year three popular captains of the White Star Line will relinquish command and take up the hobbies they have developed during adventurous years on the sea. While they look forward to the time when they will be free to rest upon their oars, all have expressed regret on the prospect of parting from old friends on this side of the Atlantic and losing contact with travelers who have crossed with them many times.

Captain George E. Warner, who has just turned sixty (the retirement age), and looks twenty years younger, will make his last voyage as master when he takes his vessel to Southampton from New York on December 27.

The *Olympic's* commander, starting in 1886 as a sixteen-year-old apprentice, left for Australia in the sailing ship *Pericles*, where he remained five and one-half years, attaining the rank of third officer. Shifting to steam, he served in various ships of the Glen Line, operating between London and the Orient. He was chief officer of the *Glenlyne* when, in 1899, she was taken for transport service in the Boer War. His first command came in 1904 when he was lent by the Glen Line to the Shire Line to become master of the 5,000-ton steamship *Monmouthshire*. He remained as master until 1913. When the Glen Line was acquired by the Royal Mail Steam Packet Company, Captain Warner was transferred to the new steamship *Cardiganshire*.

Then came the World War, and being a Lieutenant Commander of the Royal Naval Reserve, he was assigned to the armed merchant cruiser *Oceanic* of the White Star Line, and was aboard when she was wrecked in September, 1914.

Captain Warner later served as Lieutenant Commander in H.M.S. battleship *Orion*, flagship of the 2d Battle Squadron; commander of the armed yacht *Seafay*; assistant to Rear Admiral R. F. Boyle,

organizing auxiliary patrol vessels and minesweepers at the Stornoway Naval Base, and finally as Commodore of Convoys in the North Atlantic, a post he held until the end of the war.

Returning to the merchant service, he commanded various vessels of the Royal Mail Company, including the *Orca*, which became the *Calgarie* soon after the White Star Line was purchased by the former company in 1926. Promotion came rapidly, Captain Warner succeeding respectively to command of the *Baltic*, *Homer* and *Olympic*. The retiring master is a Fellow of the Royal Geographical Society; an Associate of the Institute of Naval Architects, and a Younger Brother of Trinity House, London.

Captain R. G. Smith, in command of the *Cedric*, was to have retired this month but owing to the temporary withdrawal of the vessel from the Liverpool service, he relinquished command after arriving at Liverpool, Nov. 2.

Apart from losing an able and likeable master, the merchant service parts with its most competent student of the Bible. Few laymen compare with Captain Smith as a living concordance of the great book. He can recite hundreds of passages and tell, instantly, the chapter and verse of most any quotation offered him. Possessed of a rich and sympathetic voice and exquisite delivery, the *Cedric's* commander enjoys conducting religious service at sea. He is affectionately known by officers and sailormen as "Bible" Smith.

Captain Smith came to the sea as an apprentice. After serving in various sailing ships for ten years, he became master at the age of twenty-four. His first command was the 700-ton bark *Kinclune*, which used to make the round trip between Liverpool and New Zealand in 15 months. Transferring to steam, he made three voyages as junior officer with the Cunard Line and resigned to become second officer of Anthony J. Drexel's yacht *Marguerita*. He came to the White Star Line in 1897 in the old *Adriatic*; has been master of the *Cevic*, *Cufic*, *Runic*, *Persic*, *Frankfurt*, *Canopic*, *Regina*, *Ionie* and *Canada*, and has served five years in the Canadian service and four out of Boston. His home is at Alsager, a village some forty miles from Crewe, England.

Captain James Kearney, Lt.-Comm. R.N.R. (Retired), oldest master in seniority of the White Star Line, will retire after he takes the *Adriatic* on her last run eastward from New York to Liverpool this year. He joined the service of the company in the early nineties and was third officer on the old *Doric* in 1898 when she was in the trade between San Francisco and the Orient. He has been in all services of the White Star Line and has been master of many vessels, including the *Canopic*, *Cretic*, and *Megantic*. In the latter vessel he was particularly popular during the West Indies cruises.

LOCAL MAGAZINES ADVERTISE PANAMA PACIFIC LINE

By ROBERT R. ENDICOTT

Director of Advertising and Publicity, International Mercantile Marine Company

8500 mile RAIL and WATER ROUND TRIP
IN ONLY THREE LEISURELY WEEKS TO OR FROM

Around and Across AMERICA

SEE HAVANA PANAMA CANAL CALIFORNIA
on a grand CIRCLE TOUR 5500 MILES AROUND AMERICA 3000 MILES ACROSS AMERICA

TRY THIS WAY to or from CALIFORNIA
THRU PANAMA CANAL VIA HAVANA

3 WEEKS WATER AND RAIL ROUND TRIP
8500 MILES TO OR FROM CALIFORNIA VIA HAVANA PANAMA CANAL

Panama Pacific Line

TO stimulate additional Panama Pacific business in the large markets near New York, a series of advertisements has been appearing in local magazines in Buffalo, Pittsburgh, Cleveland, Detroit and Chicago. A large part of the circulation of these magazines is among wealthy

people who are logical prospects for the Panama Pacific service. Although these people are undoubtedly seeing our Panama Pacific messages in local newspapers and national magazines it was thought that a few good local magazines would give us valuable supplementary support.

An interesting feature of each advertisement is that the city in which it appears is named in the copy and also on a map which shows the rail and water route. This gives the reader, at a glance, an outline of the trip and also brings the Panama Pacific service a little closer to home.

MEXICO CITY

(Continued from page 7)

sands of human beings perished as offerings to the gods, was found near the cathedral, and the famous Aztec calendar stone, recording their system of dividing the year into 18 months of 20 days each, with five "nameless days" at the end of the year, was dug out of the earth under the great plaza. Both are in the museum, as is the shield of Montezuma and the coronation coach of the Emperor Maximilian.

Such books as escaped the destruction of the Spaniards in their religious fanaticism show a remarkable literature of poetry, philosophy, science; a highly civilized form of government, which encouraged trade and agriculture; a highly developed skill in working gold, silver and copper, and a rare knowledge of dyes.

Mexico's Pyramids

Dating further back than the Maya civilization are the great pyramids of the Sun and Moon at San Juan Teotihuacan, which are supposed to have occupied the center of the ancient sacred city. So buried in the remote past are these great monuments that even the historian is able to throw but scant light on the people that erected them.

The Pyramid of the Sun occupies an area considerably greater than that of the great Pyramid of Egypt, though it is less in height. Magnificent carvings of huge serpents' heads flank a majestic stairway which leads to the base of the pyramid, the "plumed serpent" representing the ancient god Quetzalcoatl, god of the wind and sun.

From the top there is a magnificent view of the valley, with the smaller Pyramid of the Moon to the north, and the temple of Quetzalcoatl to the south, while east and west, as far as the eye can reach are small mounds.

How the Moon Was Made

According to the legend they will tell you in these parts, it was here on the top of the great pyramid that the gods assembled to create the sun. They lighted a great fire and brought offerings. Two of the gods were chosen to sacrifice themselves by jumping into the fire. One was Tecuzitcatl, a powerful and rich god, who brought offerings of jewels and incense. The other, Nanaoatzin, poor and ugly, could only offer flowers, grass and thorns.

Three times Tecuzitcatl tried to jump into the fire, but fear held him back. Then Nanaoatzin jumped, and immediately emerged as the sun. Shame overcame Tecuzitcatl and he jumped, also emerging a sun.

This so enraged the gods that they seized a rabbit and flung it against the second sun, thereby dimming its light. This, your guide will tell you, is why we see the sign of a rabbit in the disc of the moon!

OSAGE CHIEF CREATES TWO NEW MEMBERS OF TRIBE



Chief White Horse Eagle with Captain Thompson H. Lyon and Colonel John O'Neill, on the Majestic after the ceremony which made them honorary chieftains of his tribe. In his left hand the aged chief holds the great peace pipe, which figured in the ritual

AS a mark of his appreciation of a delightful voyage on the White Star liner *Adriatic* when he returned from a three-year trip around the world recently, Chief White Horse Eagle, 108-year-old member of the Osage tribe of Indians, before he left New York for his home near Los Angeles, smoked the pipe of peace and made honorary chieftains of Captain Thompson H. Lyon, marine superintendent of the International Mercantile Marine Company, and Colonel John O'Neill, assistant general superintendent.

The ancient tribesman, who boasts that he likes good brandy and advocates plenty of smoking to prolong life, was so impressed with the courteous attentions shown him on arrival that he insisted on returning to the waterfront the next day, in full regalia, to make the two officials brothers of his tribe. Elevators on the pier and aboard the *Majestic* were set in operation for his special benefit, but he insisted on climbing from the street level to the great height of the *Majestic's* boat deck, where the ceremony was held.

After a brief reception at the Officer's Club on Pier 60, the old warrior, accompanied by his wife, Queen Wa-the-na, trudged slowly to the *Majestic's* gangway. Word of the initiation had spread about the Chelsea Piers and a crowd of several hundred persons were on hand to see candidates taken into the tribe.

Old Whitehorse Eagle said he was proud to confer "on the deck of the largest steamship in the world, as great an honor as could be bestowed upon any man," namely, the making of the two officials members of the Indian tribe.

To Captain Lyon went the title of Chief Ko-re-ka, which means "Man of Influence." Colonel O'Neill was made Chief Car-til-la, which in the Indian language is "Brave Leader."

After a ceremonial speech in which he compared the fidelity, courage and loyalty of the American Indian with that of the sailor, he laid the pipe of peace upon the shoulders of the officials and pronounced them members of the "Five Hundred Tribes."

At the conclusion of the ceremony Queen Wa-the-na presented to Captain Lyon and Col. O'Neill each a hand-illuminated parchment scroll as a certificate of enrollment. It bore their names, the date of initiation, the title, and a profusion of hieroglyphics.

On his arrival at New York, the chief praised the *Adriatic* and her staff. He had been around the world, traveling on many vessels, but the *Adriatic*, he said, was the finest of them all.

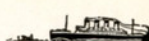
On the voyage from Liverpool he conferred the title of Chief Re-Kea (great guider) upon Captain James Kearney, and that of Re-Kea (most important business man) upon Purser Bryant Oswald Bartlett.

Havana Is Ideal

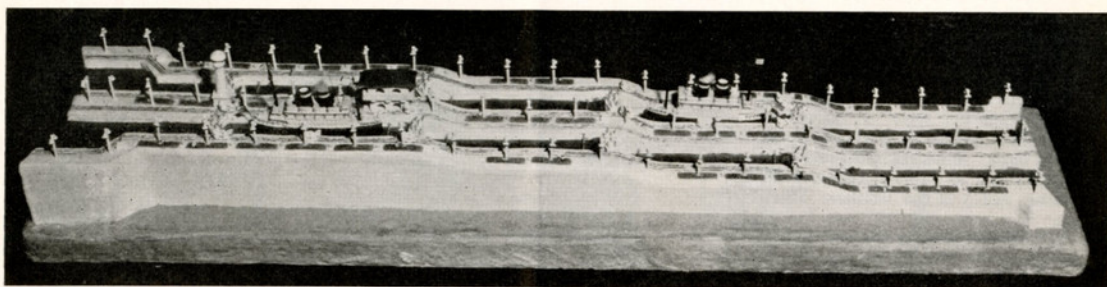
Havana, if you don't already know it, is just like taking most of Paris, combining it with Nice and Monte Carlo—and then setting the combined city down in the most delightful climate you could imagine. In Nice it is not often advisable to bathe in the surf before the end of April but at La Playa (the beach near Havana) the bathing is delightful at Christmas time. The water is even warmer than the air, and the sand, of crushed coral, as near perfection as possible. To make it even more delightful, splendid lunches are served at La Playa both in dining-rooms and on the beach itself, at little rustic tables.



THE OCEAN FERRY



MODEL OF GATUN LOCKS TAKES SECOND PRIZE AT SALON



MASTERPIECE IN SUGAR CREATED BY THE PENNSYLVANIA'S CHIEF BAKER

Jacques de Legé, chief baker of the Panama Pacific liner *Pennsylvania*, comes from a long line of French bakers; men who loved the craft and were proud of their creations in sugar and pastry. He was born in Chicago some thirty years ago and has been with the line since 1924. Fascinated by the Panama

Canal and having a bent for art and mechanics, he fashioned out of sugar, a fifty-three inch model of the Gatun locks, which took second prize last month at the Salon of Culinary Art at the Grand Central Palace. The model, made according to scale, is a perfect replica of the great locks which with

their approaches are 6,236 feet long. The colorings of green, red and black are made of vegetable coloring. In the locks are sugar models of the Panama Pacific liners *California* and *Pennsylvania*, the former heading for the Atlantic and the latter for the Pacific. The model represents two months of labor

THREE I. M. M. COMMANDERS HONORED BY CHERBOURG

IN commemoration of their long service in command of steamships using Cherbourg as a port of call, three commanders of the International Mercantile Marine Company recently have been honored with attractive silver medals by the Chamber of Commerce of Cherbourg.

In honoring them the chamber also expressed its appreciation of the service rendered to the French port by ships of the White Star, Red Star and Atlantic Transport Lines, which for many years have been embarking and debarking their continental passengers there.

The presentations which were made on board the respective flagships of the three lines were attended by fitting ceremony on the part of the French officials and appropriate speeches of acceptance were made by the commodore commanders.

As each ship anchored off the Breakwater it was boarded by the president and vice-president of the Chamber of Commerce and a member of the French House of Deputies representing Cherbourg. In awarding the medals the president expressed his appreciation of the splendid services of the steamship lines and the hope that the cordial trade relations between Great Britain, France and America would long endure. Following the presentation the visiting officials were entertained by the commander.

The first to receive the French medal was Captain Eustace R. White of the *Majestic*. Presentations were subsequently made to Captain Thomas F. Gates of the *Minnetonka* and Captain W. A. Morehouse of the *Belgenland*.

The medal, two inches in diameter, has the seal of Cherbourg in relief with the legend "Chambre de Commerce, Cherbourg." Also in relief on the obverse side is the harbor of Cherbourg and the commander's name. Around the border is a Latin inscription describing Cherbourg Harbor.

PANAMA PACIFIC LINE LOWERS WINTER RATES TO HAVANA

A REDUCTION in rates to Havana ranging from 10 to 20% has been announced by the Panama Pacific Line for the fall and winter seasons, affecting not only one-way and round-trip bookings but its 9-day all-expense tours.

Minimum one-way fare is reduced from \$100 to \$90. Round-trip fare to Havana drops from \$180 to \$140 up to December 16, and \$165 between that date and April 1. Minimum rate for the all-expense tours, which include two sight-seeing trips during the three days at Havana, is reduced from \$200 to \$160, to December 16, and \$175 during the rush season, December 16 to April 1.

WHITE STAR CANADIAN SERVICE ALL THAT COULD BE DESIRED

308-9th St., South, Great Falls, Montana.

Managers, White Star Canadian Service: I want to take this opportunity of congratulating your company on the very wonderful service you give on your boats. One very important point I want to bring out is this: no matter how crowded the boats are, the crew seems to be more than willing to insure everyone having the best time possible. I traveled on the *Doric*, which sailed from Montreal on June 14, and I came back from Scotland on August 23, also on the *Doric*. On both of these trips I must admit, the service was all that could be desired. I would have written sooner, but have been traveling in U. S. A. and have just returned home. I intend to travel to Europe in a year or so and believe me, the White Star for me!

BETTY DOBSON.

Caen has two remarkable abbeys built by William and his queen before the conquest of England in 1066.

\$234 BUNCH OF GRAPES ARRIVES ON WESTERNLAND



The Red Star liner *Westernland* brought to port last month from Antwerp the largest bunch of hot-house grapes ever known to have been grown. It came from a Cannonhall vine of the muscatel variety in a greenhouse in the suburbs of Brussels and weighed 39 pounds. These grapes, which sell for \$6.00 a pound, are known for their delicious flavor and aroma. Apart from its enhanced value because of size, the actual weight value of the great bunch was \$234.00. It was imported by J. Rydaghs & Co. of this city, who have been exhibiting it in various parts of the east. The bunch was insured for \$500.00



THE OCEAN FERRY



HEAD OF BROOKLYN ELKS LODGE PRAISES PANAMA PACIFIC TOUR

IN view of the two convention tours announced by the Panama Pacific Line in connection with the Elks' convention at Seattle next June, the following letter to P. A. S. Franklin, president of the International Mercantile Marine Company, from Harry T. Woods, chairman of Brooklyn Lodge No. 22, is of interest. It was written on his return from the Panama Pacific tour to the Elks' convention at Los Angeles in 1929, and serves to demonstrate the degree of perfection the line has achieved in handling tours of this character:

"Our trip is ended, and when the *California* docked in New York City on Monday, August 5, I was very sad in the realization that it was all over.

"In voicing the sentiments which I express to you now, I wish to convey the feelings of each and every one of Brooklyn Lodge No. 22 who were privileged to be with us on that memorable tour.

"The appointments and arrangements were perfect; the captain, officers and crew of the *California* most accommodating. A lasting impression was made for the company by the courtesy and most intimate regard displayed by Mr. Fred Bird and Mr. Joseph Blackham, of your company. To me Mr. Bird has endeared himself in such fashion that I shall never forget him. Prior to the actual date of leaving, Mr. Bird, through his amiable and perfect patience, laid his plans well, and while at times I was tempted to tell certain people what to do, Mr. Bird was always there to give me the human side of the situation. He is a Prince of Royalty.

"On behalf, therefore, of the members of Brooklyn Lodge No. 22, B. P. O. E., who had the pleasure of being with us on this happy occasion, we extend to you and the company our acknowledgments."

"SPEED" IS THE SLOGAN OF I.M.M. PREPAID DEPARTMENT

KATIE DUSYK certainly picked well when she walked into Mr. A. J. Boyer's steamship agency in far Montmartre, Saskatchewan, on September 23, and paid for a Red Star Line prepaid ticket to bring her brother Steve over from Poland.

Katie is an industrious girl and she had saved enough money to pay for the passage of her brother, who has become quite a man since she saw him last. Steve's strong arms would certainly be of great use in Montmartre.

Mr. Boyer passed on the prepaid to Red Star Line, Winnipeg Office, and they forwarded it to the Company's office in Warsaw. In spite of the tremendous distance, brother Steve was notified promptly and furnished with traveling instructions. He packed up his belongings and started on his long trip west. The last we heard about him was that on October 24 he embarked on the *Westernland* in Antwerp.

Exactly 31 days elapsed between the sale of the ticket, and the sailing of the passenger, which speaks enough for the speed with which such cases are handled, particularly as the ticket was forwarded by mail and not by cable.

Katie is very happy now, as she has her "little brother" again—and so is Steve. Ever since the family parted he has longed to go to Canada, and how his wish is fulfilled.

The prepaid department maintains that there is nothing remarkable about this case, and that through their cable service they can perform miracles of speed in bringing people over from Europe on tickets purchased on this side.

HE HAD TO STAND ALL THE WAY FROM CALIFORNIA



GREY EAGLE, MOVIE STAR, EN ROUTE TO NEW YORK TO BOARD THE MINNETONKA

Movie fans are well acquainted with Grey Eagle, clever trick horse who has been a screen star for five years. Recently his mistress, Miss Gertrude E. C. Metcalfe-Shaw, of Imperial Beach, California, decided to go home to England for a long visit and as she wouldn't think of leaving the horse behind, she had a trailer made for her car and drove across the continent. But first she made a reservation for her famous horse on the *Minnetonka*. There is no question but he was thoroughly grateful for his roomy stall on the ship after his rather unstable quarters in the trailer. The photograph was taken at Wagon Mound, New Mexico, just after a tornado had taken the roof off the railroad station, shown at the right

ITALIAN CHAMPION CYCLISTS LIKED HOMERIC TOURIST CABIN



Left to right: Raffaello di Paco, Pietro Fossati, Alfredo Binda, world champion cyclist, A. G. Sanders, chief tourist steward, Anseric Spacagna, Italian conductor on the *Homer*, Pietro Linari, Gaetano Belloni

WHEN five of Italy's foremost cyclists came to this country to compete in the Chicago 6-day bicycle race early last month, they traveled in tourist cabin on the White Star liner *Homer*. Special arrangements were made so that the athletes could keep in training on the voyage, and their meals were planned with special regard for their dietary needs.

The cyclists were delighted with the voyage and before leaving the liner, wrote the following letter to the management:

"We wish to express to you our appreciation for the perfect comfort we enjoyed on board the *Homer* and our gratitude for the many attentions received during our trip from Cherbourg.

"The excellent Italian cooking permitted us to keep our bodies in good form. "The personnel aboard the *Homer* is intelligent and courteous. We are especially grateful to the Italian conductor, who was most helpful and always ready to satisfy our wishes.

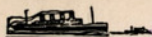
"We extend special thanks to the purser, who made it possible for us to keep up our daily training."

PERSONNEL CHANGES

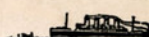
CAPTAINS: Captain E. L. Trant, who has been ashore as relief commander, will take the *Olympic* on the retirement of Captain G. E. Warner at the end of this year. . . Captain J. W. Binks will move from the *Laurentic* to the *Adriatic*, succeeding Captain James Kearney. . . Captain C. P. Freeman, of the *Corinthic*, will succeed Captain R. G. Smith in the *Cedric*. . . Captain R. Hume will move to the *Laurentic* from the *Meganic*. . . Captain A. W. V. Trant will succeed Captain J. H. Doughty in the *Westernland*, the latter going to the *Belgenland* as assistant commander. PURSERS: B. O. Bartlett goes from the *Laurentic* to the *Adriatic*. . . E. Grahl, formerly of the *Adriatic*, takes the *Laurentic*. . . G. W. McHugh, former purser of the *Arabic*, to the *Homer* as assistant purser. . . C. W. Perry, purser of the *Runic*, returns to the *Olympic* as assistant purser. . . E. W. Lancaster transfers, as purser, to the *Doric* from the *Arabic*. . . M. S. Howell, purser of the *Pennland*, goes as assistant purser on the *Belgenland* for world cruise. . . I. W. Brownrigg becomes purser of the *Pennland*.

ENGINEERS: Joseph Wolfe, chief engineer of the *Majestic* retiring, succeeded by his assistant, M. L. Evans. . . Mr. Evans' place will be taken by J. Ferguson, assistant of the *Olympic*, who will be succeeded by G. Stephens.

CHIEF STEWARDS: R. E. B. Robertson, of the victualing department at Liverpool, to the *Belic*, as chief steward. . . Ernest Vowles, chief steward of the *Corinthic*, returns to the *Olympic* as second steward.



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
Dec. 5	Olympic
Dec. 13	Majestic
Dec. 27	Olympic
Jan. 10	Majestic
.....	Homer
Jan. 30	Majestic
Feb. 20	Olympic
Mar. 13	Olympic
.....	Laurentic
Mar. 26	Majestic
Apr. 3	Olympic
Apr. 10	Homer
Apr. 17	Majestic
Apr. 24	Olympic
May 1	Homer
May 8	Majestic
May 15	Olympic
May 22	Homer
May 29	Majestic
June 5	Olympic
June 12	Homer
June 19	Majestic
June 26	Olympic
July 3	Homer

*Via Cherbourg and Queenstown.

New York—Cobh—Liverpool

From New York	From Liverpool
Dec. 6†	Adriatic
Dec. 20†	Baltic
.....	Britannic (New)
Jan. 3†	Cedric
Jan. 17†	Baltic
.....	Laurentic
Feb. 14†	Adriatic
Feb. 28†	Baltic
Mar. 14†	Cedric
Mar. 28†	Baltic
Apr. 4	Britannic (New)
Apr. 11†	Laurentic
Apr. 18†	Adriatic
Apr. 25†	Baltic
May 2	Cedric
May 9†	Britannic

NOTE. Steamers in this service carry Cabin, Tourist and Third Class. The Cedric and Britannic call at Boston both eastbound and westbound.

†Calls at Boston.

††Via Halifax.

††Via Belfast and Glasgow.

*Via Galway.

ATLANTIC ISLES CRUISES

White Star Line

Liverpool to Las Palmas, Tenerife, Madeira, Cadiz (for Seville), Lisbon.

Laurentic Dec. 20

Southampton to Ponta Delgada, Madeira, Tenerife, Las Palmas, Casablanca, Tangier, Azores Bay.

Calgaric Feb. 21

RED STAR LINE

Plymouth—Cherbourg—Antwerp

From New York	From Antwerp
Dec. 5†	Westernland
.....	Belgenland
Dec. 27†	Pennland
Jan. 23†	Pennland
Feb. 6†	Westernland
.....	Lapland
Mar. 6†	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.

WHITE STAR LINE—CANADIAN SERVICE

Montreal—Quebec—Liverpool

From Montreal and Quebec	From Liverpool*
May 9	Laurentic
May 23	Doric
May 30	Arabic
June 6	Laurentic
June 13	Albertic

*Via Belfast and Glasgow.

†Via Glasgow and Belfast.

London—Southampton—Quebec—

Montreal

From Montreal and Quebec	From London
Apr. 30	Calgaric
May 14	Megantic
May 28	Calgaric
June 11	Megantic

†Via Southampton and Havre.

††Via Havre, Southampton and Queenstown.

††Via Southampton and Queenstown.

NOTE. London passengers embark on these steamers at Southampton.

MEDITERRANEAN CRUISES

White Star Line

New York to Madeira, Gibraltar, Algiers, Monaco, Naples, Athens, Chanak Kalesi, Istanbul, Haifa, Alexandria, Syracuse, Naples, Monaco, Gibraltar.

Britannic (New) Jan. 8

New York to Madeira, Las Palmas, Cadiz, Gibraltar, Algiers, Malta, Athens, Istanbul, Haifa, Alexandria, Naples, Villefranche, Southampton, Cherbourg (49 days).

Laurentic Jan. 31

(Under charter to Frank C. Clark)

New York to Madeira, Casablanca, Cadiz, Gibraltar, Algiers, Naples, Athens, Dardanelles, Istanbul, Haifa, Alexandria, Naples, Monaco, Gibraltar, Southampton.

Homer Jan. 24

Southampton to Lisbon, Barcelona, Monaco, Naples, Algiers, Gibraltar.

Calgaric Jan. 31

AROUND THE WORLD CRUISE

Red Star Line

New York to Cuba, Panama Canal, California, Hawaiian Islands, Japan, China, The Philippines, Siam, Straits Settlements, Dutch East Indies, Sumatra, Ceylon, India, Egypt, Greece, Italy, The Riviera, Spain.

Belgenland, from New York, Dec. 15, 1930; San Diego, Dec. 31; Los Angeles, Jan. 2, 1931; San Francisco, Jan. 4.

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
.....	California
Dec. 6	Virginia
Dec. 20	Pennsylvania
Jan. 3	California
Jan. 17	Virginia
Jan. 31	Pennsylvania
Feb. 14	California
Feb. 28	Virginia
Mar. 14	Pennsylvania
Mar. 28	California
Apr. 11	Virginia
Apr. 25	Pennsylvania
May 9	California
May 30	Virginia
June 13	Pennsylvania
June 27	California
July 11	Virginia

ATLANTIC TRANSPORT LINE

From New York	From London
Dec. 6*	Minnetonka
Dec. 20*††	Minnewaska
Jan. 10††	Minnekahda
Jan. 17*††	Minnewaska
Jan. 31*††	Minnetonka
Feb. 7††	Minnekahda
Feb. 14*	Minnewaska
Feb. 28*††	Minnetonka
Mar. 7††	Minnekahda
Mar. 28*	Minnetonka
Apr. 4††	Minnekahda
Apr. 11*	Minnewaska
Apr. 25*	Minnetonka
May 2††	Minnekahda
May 9*	Minnewaska
May 23*	Minnetonka
May 30††	Minnekahda
June 6*	Minnewaska

NOTE. The Minnekahda carries only tourist third cabin passengers.

*Via Cherbourg.

†Via Boulogne.

††Via Plymouth.

†††Via Halifax.

WEST INDIES CRUISES

New York to Nassau, Port au Prince, Kingston, Vera Cruz, Havana (19 days).

Lapland Feb. 18

Britannic Mar. 14

New York to Havana, Nassau, Bermuda.

Lapland, Mar. 11 (12 days); Mar. 25

(14 days).

New York to Port au Prince, Kingston, Colon, Havana, Nassau.

Britannic . . . (16 days) . . . Feb. 25