

THE OCEAN FERRY



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THE OCEAN FERRY

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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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AN AMERICAN SHRINE IN ENGLAND

Situated in the centre of the Fenland, in Lincolnshire, is an English town of outstanding interest to American visitors for it probably has the closest historical association of any in England. It is the ancient town of Boston, from which the Pilgrim Fathers essayed in 1607 to set out on their historic voyage to America, and to which they were brought back to be tried in the old guild-hall, and as it turned out, acquitted. In this photograph are shown the two last remaining cells in which they were incarcerated while awaiting trial. The narrow, winding stairs are those up which these prisoners were led to the court house above.



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HE CHECKS THEM THROUGH



Andrews & Company is a name well known to ship masters passing through the Panama Canal, for the firm acts as agent at the Isthmus for many of the leading shipping lines, including those of the International Mercantile Marine Company. In earlier days Captain Clifford Payne laid the foundation of a very extensive maritime acquaintance when boarding ships for Andrews & Company. Now he is owner of the firm, but he continues to check ships through the canal just as before. This unconventional portrait of Captain Payne by Seabrook is founded on a quick sketch made at a dinner given by Captain Payne at the Miramar Club, Panama City, when the Belgenland transited the canal in December on her way around the world.

THE SEARCHLIGHT TATTOO

ONE of the most unique and stirring spectacles to be seen in England and probably the least known to American visitors is the Searchlight Tattoo, produced annually by Aldershot Command every night during Ascot Week in June.

English people have come to accept one Tattoo as promise of the next and to engage seats a year ahead, to endow this post-war form of annual entertainment with the permanency of Goodwood or the University boat race.

The moving beauty of the historical pageant, as each brilliant and romantic scene appears from the black curtain of the night, picked out from the surrounding dark by brilliant searchlights, to disappear swiftly again into the void as the brilliant finger of light moves along to illuminate the next feature of the spectacle, is an experience never to be forgotten.

The main features of the Tattoo this year as usual illustrate the message of Chivalry, Service and Sacrifice which every earlier Tattoo has proclaimed, and there is a spectacle on this subject which will probably give its name to the Tattoo of 1930. There will also be two other major spectacles, both from the past.

One concerns the Spanish Armada and will show Queen Elizabeth's review of her sea and land forces. The other will take its setting from Bavaria, and the Battle of Dettingen.

A fourth item, which really should be classed with the major numbers, will deal with the history of a regiment of the Brigade of Guards, the Coldstream Guards, which will show the evolution of that famous regiment—a unit, ultimately of the King's forces—from two detachments of Cromwell's revolutionary army.

To quote from a preliminary announcement of the 1930 program:

"The historic game of bowls on Plymouth Hoe will show the great sailors of the day—Howard of Effingham, Sir Martin Frobisher, Sir John Hawkins and Sir Francis Drake—disdaining the approaching Armada until their game be ended. There will be color enough in the costumes of the admirals and their followers, and even more when the scene shifts to Tilbury Fort and shows Queen Elizabeth reviewing the breast-plated and gauntleted pikemen and arquebusers who, from every county in England, have responded to the challenge from Philip of Spain.

"Equally colorful will be the fight at Dettingen, which will show the 1st, 3rd and 7th Dragoons, the West Riding Regiment, the Royal Scots Fusiliers, the Royal Welsh Fusiliers and the Duke of Cornwall's Light Infantry, all as gloriously arrayed as any Solomon, fighting their way clear of a situation, declared by the French commander, Marshall Noailles, to be a "mouse-trap," and completely turning the tables upon their would-be trappers.

"The Coldstreamers, too, will add vivid hues to the pageantry, for Monk's Regiment wore, not the khaki of today, but uniforms of brilliant scarlet and green and breastplates and helmets of shimmering steel."

The buglers who sound "Retreat," the thousand or so bandsmen who play classical and popular selections, the drums and fifes which carry out intricate evolutions to airs of their own providing will all wear the full dress of their regiments. So, too, will the pipers who furnish the Highland item, now considered indispensable by the public. A cavalry review, which will introduce a new feature to the Tattoo, will exhibit horsemen in Light Dragon uniforms of bygone days. It is needless to add that the grand finale, which assembles all the 5,000 soldier-actors under the searchlights of the Anti-Aircraft Battalion, will be thrilling and colorful. It could not be otherwise.

While limitations of space have prevented the Tattoo committee from increasing the available accommodation, which allows for 85,000 people at each performance, improvements in facilities have been made, and an entirely new

HE KNOWS HIS HAVANA



Few passengers of the Panama Pacific Line go ashore at Havana without coming into contact with Senor de Bustamante. He conducts the sightseeing motor trips that are a regular feature of the Havana calls of the electric liners California, Virginia and Pennsylvania, and the manner in which he manages them indicates that he knows both his business and his home town. His cars include the best American makes. No traffic policeman holds up an obstructing hand when he comes along. For him the fountain at the tropical gardens flows regularly with free beer. He knows the best shops, the best hotels and the best refreshment stations in Havana, and he is known of all men along the route of his motor excursions. Senor de Bustamante has been associated with the Panama Pacific Line since its inception.

covered grandstand erected accommodating 7,000 people.

Further information regarding tickets, special trains, motor routes to the grounds at Aldershot, traffic parking arrangements, dinner and supper tickets can be obtained from the office of the International Mercantile Marine Company, 1 Broadway, New York.

SALZBURG WILL HOLD 10th JUBILEE FESTIVAL THIS YEAR

One of the many tourist attractions offered by Germany this year is the Salzburg Jubilee Festival, which for the 10th year will present the best of Austrian music and dramatic art to an audience of international character.

This 10th anniversary year they will offer an outstanding program containing the choicest selection of concerts, operas and dramas, in which such world-famous artists as Max Reinhardt, Bruno Walter, Clemens Krauss, Franz Schalk and Lothar Wallerstein will participate.

The programs will include performances of Everyman, Rosen-Kavalier, Don Pasquale, Don Juan, Kabale und Liebe, Figaros Hochzeit, Iphigenie in Aulis and Victoria.



THE OCEAN FERRY



PANAMA PACIFIC LINE OFFERS ALL-EXPENSE HAVANA TOURS

A SEA voyage on an ocean liner and a visit to a foreign country, all within the compass of a nine-day tour is the Panama Pacific Line's newest offering in the way of a unique short summer holiday, one that is calculated to appeal particularly to those who cannot make a European trip and yet desire the rest and relaxation of an ocean voyage combined with the mental stimulus of a complete change of scene and surroundings.

This all-expense tour, which costs \$200 in first class and \$150 in tourist class, has been arranged to include the voyage to Havana on one of the Panama Pacific Line's new turbo-electric liners, California, Virginia and Pennsylvania, three days of sight-seeing in and about the enchanting Cuban capital, and return by another of the three fast liners. Rooms with bath and meals at one of the leading hotels are engaged for the tourists while in Havana.

To come upon this bit of Spain, with its old-world beauty and charm, its color and its vibrant joyousness, just 72 hours journey from the bustling modernity of New York, is to experience that complete let-down of tension, that complete change of consciousness which is in itself an ideal vacation, both a rest and a stimulus.

The strange mixture of the old and the new which is revealed to the visitor on the motor trips about the city and its suburbs is a never-failing source of interest to Americans.

Havana's amazingly beautiful beaches, too, are a source of joy to the summer visitor, who is given an opportunity to try bathing *de luce* in the Lido manner, against a background of the blue waters of the Gulf of Mexico.

These 9-day tours began with the sailing of the California from New York, April 19, and continue throughout the summer season.

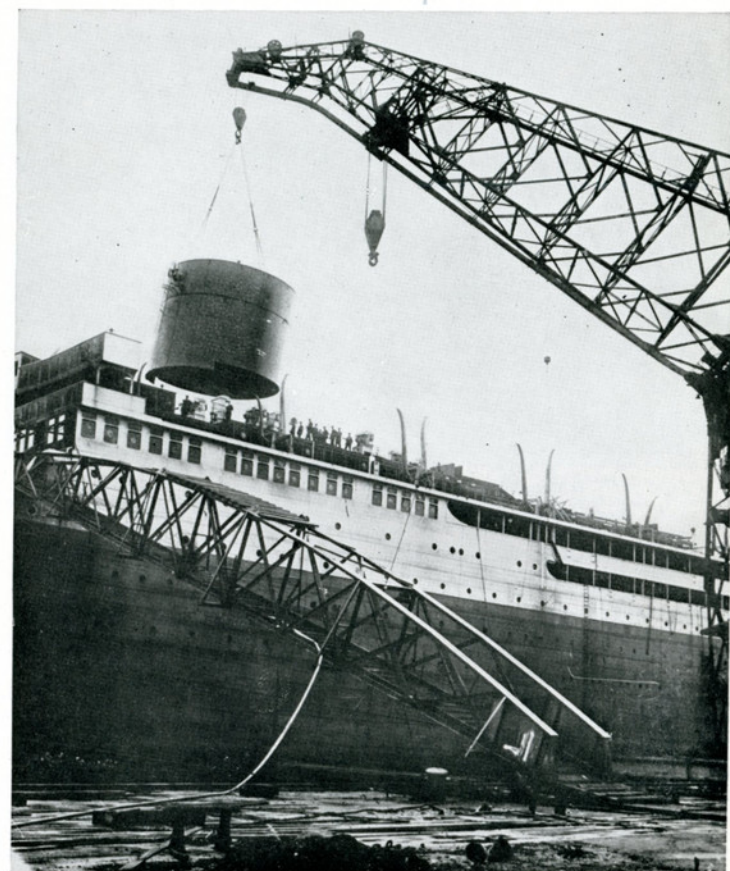
The California, Virginia and Pennsylvania are ideal for a summer voyage, as they were specially designed for the run between New York and California ports via the Panama Canal, which takes them for part of the trip through tropical and semi-tropical waters. Wide decks, breeze swept verandah cafe and open air built-in deck swimming pools have been provided, and outdoor games and sports are enjoyed throughout the voyage.

W. S. SPORTS CLUB HAS ANNUAL DINNER DANCE AT SOUTHAMPTON

The White Star Line Sports Club held its fifth annual dinner and dance at the Southwestern Hotel at Southampton recently. P. E. Curry, president of the club officiated, assisted by E. J. Taylor, chairman, R. F. Tredger, honorary treasurer, and W. G. Fry, honorary secretary. There were 130 members and their friends present.

Mr. Taylor, in a brief address, outlined the very successful season just past, and expressed the thanks of the club for the assistance rendered by its officials, by donors of gifts and prizes, and for the co-operation of the Harland and Wolff Sports Club. Cricket and football sections have done splendidly, he said, and billiards have taken the place occupied last season by the tennis section as the most successful branch.

WHITE STAR LINE'S FIRST MOTOR VESSEL IS NOW NEARING COMPLETION AT BELFAST YARDS



THE FORWARD STACK IS SWUNG ABOARD THE BRITANNIC

This photograph was taken as the huge funnel was swung into position by a 150-ton floating crane, shown alongside the vessel at the fitting-out wharf of Messrs. Harland and Wolff, Belfast. The Britannic will shortly be given her dock and sea trials, preparatory to being turned over to her owners. As the largest British-built motor vessel and the world's largest cabin liner, the Britannic's maiden voyage, which begins at Liverpool on June 28, will be an outstanding event. The Britannic's maiden voyage from New York is scheduled for July 12.

Mr. Curry, in responding to the address said: "I am proud to be president of a club whose members are such good fellows and whose sporting power is so excellent, as witness this fine display of cups. It was gratifying to see such a good muster present, and particularly pleasing to see the 'old brigade' represented by Captain B. Steele, R.D., and Mr. J. Irvine, vice president."

Mr. E. Trevor Lewis, O.B.E., deputy-president, gave the toast of the guests, and mentioned Dr. D. D. F. McIntyre; Mr. C. E. Young and Mr. W. J. Hammond, their good friends at Harland and Wolff's; and Major O. H. Crandall, of the Stoneham Golf Club.

A splendid array of trophies was on the main table, including the Victoria Billiards League shield, the White Star golf challenge cup, the tennis shield and the Concannon rifle cup. Cups and prizes were presented as follows by Mrs. P. E. Curry: golf—Mr. T. G. Reynolds, Mr. A. L. Gosling and Mr. S. Smith; cricket—Mr. T. G. Reynolds; swimming—Mr. E. C. Martin; rifle shooting—Mr. H. L. C. Foot and Mr. W. E. Buckhouse; bowls—Mr. R. E. Lyth, Mr. G. Hyde and Mr. G. Wozencroft; billiards—Mr. H. Walker, Mr. A. G. Moss, Mr. J. Scott and Mr. H. Glass. After dinner Harry Lawrence's Band played for dancing. Mr. A. G. Moss, the chairman of Social Committee, was the master of ceremonies.

May Day Customs

In recent years there has been a revival of many old May Day customs in Great Britain. In elementary girls' schools May Queens are elected and May-poles erected around which the children dance. At Minehead, in Somerset, the West Country custom of Hobby Horse riding is still preserved. The "horse" is a quaintly constructed figure, draped to the ground in gaily-colored bunting. A man's head, rising through the centre of the body, is concealed by a grotesque mask and a conical headpiece decked with vari-colored ribbons. Musicians accompany the "horse," and to an ancient air, continuously played, the hobby-horse gambols and frolics through the streets, collecting "largesse" of the on-lookers.



THE OCEAN FERRY



GREAT FOSTERS, ENGLAND'S MOST UNIQUE HOTEL, ONE OF QUEEN ELIZABETH'S HUNTING LODGES



A VIEW OF THE HOUSE FROM THE MOAT

The Royal Arms, sculptured with the initials "E. R." and the date, 1578, over the porch entrance, show that the central part of the house, made of the mellow red bricks which are the glory of old English house architecture, was built at that time.

AMERICANS pride themselves, and rightly so, on the modern perfection of their hotels—in fact America has made Europe hotel-conscious in the past ten years, and set her vying with us in the matter of tiled baths, glassed-in showers and electric heaters.

It has remained, however, for our English neighbors to offer to the traveler in search of the unusual what is probably the most delightfully unique hostel one is apt to come upon in many a year's travel.

It is hard to believe that one of the old moated houses of England, dating from the time of Shakespeare's youth, and used by the good queen Bess as a hunting lodge, should, in the year 1930, open hospitable doors to the visitor. Yet such is Great Fosters, near Egham, in Surrey, twenty miles from Hyde Park Corner, London.

Great Fosters has passed through many hands since an earlier day when a Marquis of Winchester and one or more of the Earls of Percy were among its owners. Eventually it was purchased in 1918 by the Honorable Gerald S. Montagu, who restored and enlarged the house with such consummate artistic skill that the new parts are indistinguishable from the old to the most accomplished of connoisseurs.

The external perfection of this symphony in old red brick, in its setting of yew-hedged gardens, stone-flagged garden walks and rose-clad pergolas, is matched by the rare beauty of the interior, with its tapestries, its old oak panelling and its richly carved wood and stone.

The character of the moat indicates its Saxon origin. It is one of the U-shaped

moats, which together with the farm buildings enclosed the steadings where cattle and farm gear used to be kept for protection against nocturnal marauders. The house was one of the lodge entrances to Windsor Park in the reign of Henry VIII.

Legend records it as a residence of Ann Boleyn, who may there have received the visits of her royal admirer as he posted down from Hampton Court to Windsor.

The Dower House, an unusually fine specimen of period brick work, also contains a number of charming rooms and suites and a long range of old Jacobean brick buildings near the entrance provide a garage and repairshop.

When Great Fosters was opened as a hotel about a year ago, even the conservative London *Morning Post* was shaken out of its usual calm to print, under the initials H. J. K. the following article:

"There has just been opened the most romantic hotel I have ever heard of. Imagine a wonderful Tudor house dating from 1550, with panelled walls, great chimney-pieces cunningly carved in wood and stone, moulded ceilings with badges of historic families that were former owners, large bedrooms, as the Italian, the Tapestry, and so on, with great four-posters—all the glamour of Shakespeare's day still preserved, and you have Great Fosters.

"I viewed the gardens from the roof by moonlight this week. It was an enchanting sight. Great Fosters has no haunted rooms—being a thoroughly cheerful place, as befits an hotel. In spite of this, as one looked on these charming Elizabethan gardens in the light of the moon—it was close on mid-

night—one felt conscious of the presence of men in padded doublets and hose, and women in ruffs and farthingales. Somehow at that moment the shingled heads around me looked more charming than usual.

"At a place like Great Fosters, as it is now, with steam heat, telephones in every bedroom, an ample number of bathrooms, the most up-to-date of kitchens, serving meals that are on a par with the more exclusive type of West End restaurant, tennis courts, and so forth, one can revel in the glories of an Elizabethan home of the finest type without experiencing any of the discomforts which fell to the lot of the original owners in far-off days.

"There is nothing that I know of quite like Great Fosters. It will undoubtedly be very popular with motorists for luncheon, tea, or dinner. It should make a strong appeal, also, to those who want to live within easy reach of town, and who appreciate and are responsive to surroundings of the greatest beauty and charm.

"There are a large number of smaller bedrooms, besides the magnificent suites mentioned above, I may add."

Characteristic of the type of hospitality that awaits the visitor at Great Fosters is the arrangement for meeting visitors from overseas. Not only will this amazing hotel meet the arriving guest at any port and assist him through the customs, but has planned the motor route to Egham through typical English country scenery, through villages and hamlets which the centuries have left almost untouched so that the old manor house comes as a fitting climax to an unforgettable journey.

Great Fosters is an experience to look forward to in this age of speed and machinery. As Gwen John said, "It bears evidence in its own lovely structure of a less perfunctory age than ours, when building, and music and literature, and daily life itself, were rapt in the ecstasy of an idealistic adventure which we name in one all embracing word—Elizabethan."

BOOK COUPLE WHO MADE WEDDING TRIP ON GERMANIC

6 Priscilla Ave.,
Providence, R. I.

Managers, White Star Line:

All being well, we intend to make just one more trip to England and would be pleased to have a copy of your 1930 sailing list and rate sheet. We are naturalized American citizens and have been to England many times, mostly second cabin, White Star Line.

We are getting along in years—I will be 70 next, and my wife is 68 years young. The first trip we made was as far back as 1886, SS. *Germanic*—this was our honeymoon trip—and again we made a round trip on the *Majestic* in 1890, and all through life we have been going and coming about every five years. The last trip we made was in 1924, *Baltic*, July 19, from New York, and February 24 from Liverpool—same good ship *Baltic*—and after getting home, if you can remember, I wrote you a letter of gratitude.

We are thinking of going in the spring, and want to get home again before the fourth of July. Probably on the *Majestic* to Southampton, providing this steamer carries tourist passengers, and return from Liverpool to Boston on the *Britannic*.
MR. AND MRS. R. H. HOLLAND.



THE OCEAN FERRY



OLDEST S.S. AGENT IN WALES HERE TO VISIT COUNTRYMEN

AMONG the passengers who arrived at New York in the White Star liner *Baltic*, April 1, was Mr. Thomas Ingham, who holds the distinction of being the oldest steamship passenger agent in Wales.

Mr. Ingham, who is 68 years of age, has been in the passenger agent business for 46 years, and comes here on a visit to Welsh settlers. After visiting New York, he will proceed to Manitoba, Saskatchewan and Alberta.

By the time Mr. Ingham returns he will have traveled about 15,000 miles.

New Galway Service

WITH the beginning of the Spring season, the White Star Line inaugurated a service between Galway, in western Ireland, and the United States, to be maintained by the *Cedric* and *Baltic* of the New York-Liverpool service, the largest steamers calling at that port. This is the second Irish port to be added to the White Star Line's schedules this year, a monthly call at Belfast having been added to the *Adriatic's* schedule with the May 3rd sailing from Liverpool.

"GULLIVER" TRAVELS



When Jim Tarver, who measures 8½ feet, not counting the 10-gallon hat, and tips the scales at 460 pounds, sailed on the Red Star liner *Pennland* recently, to appear at the Olympia Circus, London, he attracted a good deal of attention, particularly from the reporters, for Jim is "news." They got him to pose with 5th officer P. R. Murphy, who happened to be on deck, so you could see how he compares with the rest of us. Mr. Murphy—though you might not think it from this photograph—is not a Lilliputian, but above average size. The baggage department re-built a berth on the *Pennland* for the giant which was two feet longer and one foot wider than the regulation size.

FOUR NEW DISTRICT PASSENGER AGENTS WILL CONCENTRATE ON COAST-TO-COAST BUSINESS



FRED BIRD, GENERAL PASSENGER AGENT, AND NEW MEMBERS
OF THE PANAMA PACIFIC LINE STAFF

Left to right: Winslow Dwight, for many years connected with the travel department of the American Express Company in New England, and at one time a resident of California; W. E. Abshire, who in addition to service with the Detroit and Cleveland Navigation Company and the Michigan Central Railroad, has been connected with the Stout Air Services, at Detroit, and is a licensed pilot; Mr. Bird; Irving Potter, who has been connected with the Chicago and Northwestern Railroad Company as traveling passenger agent and also served for a number of years as city ticket agent for the Great Northern Railways; R. B. Walklett, who needs no introduction to the company, as he has been a member of the staff of the Philadelphia office since June 1919, first in the accounting department and later in the booking office where he had charge of development of new business.

THE rapid development of the Panama Pacific Line's business, particularly since the advent of the *de luze* turbo-electric trio, *California*, *Virginia* and *Pennsylvania*, and plans now in hand for future expansion of the business, have necessitated the appointment by the International Mercantile Marine Company of four district passenger agents who will devote their time exclusively to the handling of Panama Pacific Line development problems.

The men chosen to fill the four positions are R. B. Walklett, Philadelphia; Winslow Dwight, Boston; Irving Potter, Chicago; and W. E. Abshire, Cleveland.

Because of the close tie-up of the Panama Pacific Line with transcontinental railroads through its "around and across America" tours, and its air-rail-water service, all four positions have been filled by men who have a knowledge of rail transportation.

Each of these district agents will cover a large territory and work closely with the district offices of the company, railroad agents, and steamship agents in the development of both conducted tours and independent domestic tours, giving them the benefit of their special training and experience with this phase of the business, and will co-operate with them in all development problems connected with Panama Pacific Line business.

The village of Mapstead has one of the four remaining round churches in England, built by the Knights Hospitallers early in the 14th century.

MAJESTIC'S FIRST OFFICER HAS PERFECTED A STAR MAP

S. E. Stubbs, O.B.E., R.D., R.N.R., first officer of the White Star liner *Majestic* has recently brought out through C. S. Hammond & Co., the map makers, an unusually accurate planisphere, which has met with a large sale among navigators and persons interested in study of the firmament.

The apparatus, which is restricted to a heavy cardboard square, sixteen by sixteen inches, shows for every hour of the year, the principal stars that are visible at that time and is attractively printed in colors, the heavens being in a pale blue. On the front is a circular opening, representing the horizon. A series of other openings form a semi-circle about the horizon opening, and along the sides of these smaller openings are printed at even intervals, the hours of the day from 4 P.M. to 8 A.M.

Beneath these openings is a movable disc, bearing a map of the sky and a circular calendar of the days and months of the year. By revolving this disc until the day of the month is adjacent to the hour on the front, a star map for that particular hour appears in the circular opening. If the northern point of the planisphere is then held in that direction, it is possible to identify easily all the more important stars and constellations, for the planisphere is in effect a mirror of the sky containing the names of the constellations and stars of the first, second and third magnitudes.

On the sky map, the constellations are printed in blue and are connected by broken blue lines. Stars of the first magnitude are shown and named in red; those of the second and third magnitude, in black. The ecliptic is shown by broken red lines. On the back of the planisphere is printed a list of the stars, with their right ascension and declination.

No German Visa Fees

While fees for visas on passports are still demanded in several countries of Europe, Germany has abolished them altogether for Americans. There are also no debarkation charges, and no special taxes are imposed on visitors from the United States.



EDITORIAL COMMENT

AN OUNCE OF PREVENTION

THE change to daylight saving time, which becomes effective in New York on Sunday, April 27, is a matter of interest to steamship people all over the country who book passengers on liners sailing out of the port, for these liners leave by daylight saving time, and not by standard, or railroad, time.

It has taken some years to educate ocean travelers to the fact that steamers, like trains, depart exactly at the advertised time, and not some minutes or hours later, as was often the case in the old days when a steamer departure was a much more casual and leisurely affair, and that to be two minutes late these days is to be left behind on the pier.

The change to daylight saving time is an excellent occasion for emphasizing to patrons from other cities the advisability of allowing a generous amount of time to reach the steamer from hotels or trains, particularly during the rush season now approaching.

People unfamiliar with present day traffic conditions in New York, due to street construction, subway excavations, the enormous and rapidly increasing number of cars, buses and taxis using the streets, are likely to underestimate the amount of time sometimes needed to traverse a comparatively short distance.

This year the situation is further complicated, fortunately only temporarily, by the construction of the new express motor-highway on West Street, which passes the Chelsea Piers from which International Mercantile Marine Company steamers leave, so that there is more than ordinary congestion and delay getting to the pier entrances.

Missing a steamer is a sad and disappointing business at best, for it almost always means a delay of several days, which may throw an entire itinerary out of whack, but when it happens in the rush season when every steamer is sailing with a capacity list, it may take on the proportions of a minor tragedy for the disappointed tourist.

A few words of reminder of the change of time, along with the ticket, would no doubt be much appreciated, particularly by the inexperienced traveler.

HE WHO RUNS

IF any proof were needed to establish the commercial value of a store window on the street level, the realtor's assessment of its rental value as com-

pared with the upper floors should settle the point quite definitely.

The eagerness of a merchant to move into ground floor quarters, at greatly increased rent, as soon as his business profits make such a step possible, indicates his valuation of the position.

In other words, the window on the street is well worth the price. That is, if the window is used to advantage. Otherwise it were better to save the additional overhead and remain inconspicuous more cheaply.

It is easier to catch the eye than the mind. With the wealth of attractive material at hand today available for window display, it should not be difficult to attract the eye of the passerby, and having done that, to arrest his attention and stimulate his mind toward your object, if a little thought is given to the matter and some ingenuity used in assembling material. Never were posters and booklets more rich in color or striking in design, or better adapted to drawing attention, particularly when used in pleasing combination or repetition.

A young man named James Barrett, in the Baltimore office of the International Mercantile Marine Company, managed recently to attract large crowds and also notices in the local papers, by the device of forming a huge outline of a White Star liner on the floor of the show window with overlapped rack folders all of the same design.

Some offices have had signal success in co-operating with large department stores which are always willing to help stimulate travel even though they don't sell it, since it, in turn, stimulates the sale of many of the things they do sell. Anyone who has watched the frenzied shopping that precedes almost any trip to Europe will readily understand the merchant's wisdom in co-operating to stimulate travel, and why he will gladly give his window space to a good exhibit featuring it.

Displays of attractive products featuring different foreign countries, such as the agency department of the company has at the service of its district offices and agents, for "window lure," have proved to be highly successful in attracting custom.

There are few men selling ocean travel today who have not made a journey into foreign lands at some time, and still fewer who have not brought home from these trips some trophy, unusually beautiful or strange, which would be a cynosure of

all eyes if properly mounted, on velvet perhaps, in solitary state in a window, with a descriptive card to explain it.

The good show window is one in which he who runs may read, and a silent salesman that will work 24 hours a day to carry a message. It is furthermore a man's introduction to a large percentage of his customers. From its appearance, the passerby is very apt to judge what manner of man is within and whether he wants to do business with him.

FRANCE AND THE VISITOR

FRANCE has ever been a siren with an irresistible lure for the tourist, for two very good reasons—her wealth of natural beauty combined with a glamorous and romantic history, and her natural propensity for courting the visitor at every turn. Long before the advertising world experts coined the phrase, this alluring country knew how to make the rest of the world "France conscious."

Now even so mundane a body as the French Post Office Department has decided to do its bit toward luring travelers to the delectable shores, and anyone who receives a letter or package from France today, particularly if it happens to be a bulky one, comes in contact with the "See-France" germ.

The reason for this is the new stamps, which have been designed to advertise some of the country's greatest and some of her lesser-known, though no less attractive, points of interest. Fine engravings have been made for this purpose, of churches, monuments and scenic spots in different parts of the country.

Three of the new stamps are in circulation, the latest of which, the twenty-franc, represents the Pont du Gard, the Roman aqueduct near Avignon. The ten-franc stamps show the bridge at La Rochelle, and the Island of Mont Saint Michel is shown on the five-franc stamp.

And it's all a delightful plot to get you there!

A CORRECTION

In an announcement of White Star Line summer cruises from England, in the April issue of the OCEAN FERRY, the name of the steamer making North Cape and Baltic ports cruises appeared erroneously as the *Megantic*. The White Star liner scheduled to make these cruises is the *Calgarie*, which sails from Southampton August 2 to the Norwegian Fjords, and from Immingham on August 20 to northern capitals.



OBSERVED AND NOTED . . . By The Editor

THE SAILOR AND THE STARS

A PART from astronomers and navigators the firmament means little to the average man. On a clear night at sea, passengers may look skyward and remark upon the brilliance and beauty of the heavens, but their interest invariably ends when they have discovered the Great Dipper or other constellations or stars called to their attention in early childhood.

Voyagers are usually concerned with things closer to home than the planets, but to the men on the bridge the stars are familiar sign-posts along the ocean highway. Young navigators take readily to astronomy. It is a study that grows by what it feeds upon, but by the time they get command the master's knowledge of the stars is so fixed, that he looks upon it as commonplace.

A traveler once asked Commodore Herbert J. Haddock, formerly commander of the *Olympic*, if it was possible to use a star in finding his position at sea, should he be unable to get the sun in the daytime. His answer was: "I use anything in the heavens above or on the earth beneath that has a known and fixed position."

Often observatories throughout the world have expressed their indebtedness to the navigators of the merchant service for helpful observations. Let anything unusual happen in the firmament and a record of it with meticulous detail will be written instantly in the logbooks of a hundred vessels.

A CLEVER DEVICE

Ships officers are not prone to talk shop with land lubbers. Knowledge of their trade is kept for discussion among themselves, and it is mere accident when their light is hauled from behind the proverbial bushel. By chance alone last month we discovered right in our own service an outstanding amateur astronomer. He is S. E. Stubbs, O.B.E., R.D., R.N.R., first officer of the White Star liner *Majestic*, whose planisphere, recently put upon the market by C. S. Hammond, the map-maker, has met with unusual popularity. A description of this ingeniously worked out moveable chart for locating the stars, is recorded elsewhere in this issue of the OCEAN FERRY.

Only the bright stars are used in navigation. In the double reflection in the mirrors of the sextant, so much light is lost that stars fainter than the third magnitude are rarely observed. "The Nautical Almanac" lists 150 stars for the use of navigators, but all are not sufficiently bright for dependable observations. There are however about thirty, of the second

magnitude or brighter that are easily found.

Travelers interested in the stars will find in the Stubbs Planisphere a simple and absorbing means of locating at sea the great celestial arc lights studded above the ocean highway.

HOLY MASS AT SEA

In the seven and one-half years of her existence, the White Star liner *Majestic*, largest steamship in the world, has been the setting for 2,422 masses at sea.

Checking up his records last voyage Charles Alcock, lounge steward who acts as sacristan, reports that from May 10, 1922 to December 31, 1929, the two-thousand-odd masses were celebrated by 548 priests; that 5,064 holy communions were received by passengers and crew. Among the celebrants of mass aboard the *Majestic* were six archbishops, twenty-six bishops and twenty-eight monsignors.

All steamships of the International Mercantile Marine Company are popular with communicants of the Catholic Church. It is a rare voyage indeed when a priest is not one of the passenger complement. On every steamship a steward of the faith, trained to serve at mass, is designated by the company as ship's sacristan.

But it is not the mere erection of an altar or the designation of a public room for the saying of mass aboard ship that has endeared these steamships to Catholic travelers. It is the heartfelt interest of the company in providing for their spiritual as well as temporal welfare that has attracted them to the steamships of the International Mercantile Marine Company. It is the result of an *entente cordiale* between company and traveler that has been built up and mutually strengthened by an association of over thirty years.

Catholics who have traveled in the Red Star liner *Belgenland* on her six cruises westward round the world, have had the privilege of hearing mass daily while the great ship was at sea. As the cruise of 134 days embraces eighteen Sundays and the entire season of Lent the company makes special provision for the observation of all special holy days, whether ship is on the ocean or in the ports of call.

As a reminder of the special interest the church has displayed in the *Belgenland*, there hangs on the wall of her main stairway an autographed portrait of the famous Cardinal Mercier who with solemn ceremony blessed the great vessel when she sailed from Antwerp on her maiden voyage to New York.

A specially designed altar that is a distinct innovation in the celebration of mass at sea has been built in the drawing room of the new motor vessel *Britannic*, of the White Star Line, which will leave Liverpool on her maiden voyage to this country June 28.

TWO FLEETS

On the first day of this month, thirty-two years ago, in the harbor of Manila, Commodore George Dewey destroyed the Spanish fleet under Admiral Montojo, after a battle lasting little more than two hours. The Asiatic squadron which he brought from Hong Kong to Manila consisted of six warships, representing a total of 19,000 tons. He was outnumbered by the enemy about two to one, but his units were superior in size and armament and in the accuracy of their gunfire.

It is interesting to note that Dewey's entire squadron, which rendered such effective service thirty-two years ago was less in tonnage than any one of the Panama Pacific Line's new 32,000-ton turbo-electric liners, *Pennsylvania*, *Virginia* and *California*.

When one recalls the old lithographs of the six white fighting ships spread out in battle formation off Manila it is difficult to picture this disparity of tonnage.

Were he alive now the famous American Admiral would be ninety-three. Possessed of that keen mind that asserted itself aboard the *Olympia* in 1898, what would be his impressions today were he to stand on the bridge of the *Pennsylvania*, thirteen thousand tons greater than the combined tonnage of his victorious squadron!

THE ELUSIVE FOUNTAIN PEN

Of all possessions carried on the persons of voyagers, the one most often lost is the fountain pen. Curiously too, it has become the symbol of man's inherent honesty, for invariably the pen is ultimately restored to its owner. Mental abstraction at the time of using them is perhaps the reason they are left on desks, and for the time, forgotten. Everyone has his pet pen, and his attachment for it makes him want to return a lost one to its owner. An old fountain pen, of no value, was left recently aboard the *Minnewaska* by a wealthy traveler. When he discovered his loss he spent four dollars for a long distance call to recover it and wanted to pay a big reward to the steward who had turned it in. The pen was an old standby, he said, and "just suited my hand."



THE OCEAN FERRY



JAPAN IS A LAND OF HAPPY CHILDREN WHO LOOK LIKE DOLLS



EVERYTHING LOOKS FOREIGN BUT THE RUBBER BALLS

To many world travelers, the children of the foreign lands visited are one of the most interesting features of the trip. Japan is a particular delight to the child-lover for it is a land where much is done for the happiness of the children and festival days observed in their honor. This photograph of a group of children in native costume in Tokyo is one of a collection of child studies made by a passenger on the world cruise of the *Belgenland* just concluded.

MAJESTIC INAUGURATED FIRST TWO-WAY RADIOPHONE SERVICE

To the White Star liner *Majestic*, the world's largest ship, belongs the distinction of being the first transatlantic liner to be in continuous radio-telephone communication with both Great Britain and the United States throughout the voyage, having inaugurated the two-way service on the voyage which began at New York on April 4.

During the last three voyages to New York the largest steamer in the world has been in constant communication with Great Britain all the way across the Atlantic and even while within the harbor of New York. Now her large radio equipment will enable passengers to converse throughout the voyage with friends in any part of the United States also.

On her voyage to New York which ended April 2, the great liner opened for commercial purposes radio telephone communication with Holland, France and Belgium, and within a short time her passengers will be able to talk with Brazil and the Argentine.

Like the system of reception in Great Britain, the telephone conversations between the ship and the United States will be operated by two stations. In equipping the *Majestic*, the International Marine Radio Company Limited uses two British stations. The passenger talks to shore through the Baldoek station in Hertfordshire and the response comes to the ship through the transmitting station in Rugby.

In America the circuit is a combination of land lines and short wave radio stations of the American Telephone and Telegraph Company with the radio telephone equipment aboard the *Majestic*. The contact over the water is established by a transmitting station at Deal, New Jersey, which transmits to the ship. The voice of the passenger

coming from the ship is transmitted to the new receiving station at Forked River, New Jersey. These stations are connected by land wires with the long distance office in New York, the junction point between Bell System telephones and overseas points. The service will be open to all telephones in the United States.

The charge for a call between New York and the *Majestic* will be \$21.00 for the first three minutes and \$7.00 for each additional minute. For other points in the United States the cost will be higher in accordance with distance.

VETERAN TRAVELER GLAD HE WENT "PANAMA PACIFIC WAY"

A. H. HARTMAN, of the Chicago office of the I. M. M. Company, recently received the following letter from a passenger he booked for a coast-to-coast trip:

1305 N. Louise Ave.
Glendale, Calif.

Managers, Panama Pacific Line:

Your good ship *Pennsylvania* was all and more than we expected, and that is saying a lot, as our expectations were keyed up to better than the best. We have crossed the Atlantic numbers of times on both steam and motor ships, but the smoothness of the motors on the *Pennsylvania* were beyond anything I thought possible. The rest of the service was everything we desired so we take this opportunity to thank you personally for your part in making our trip so enjoyable, and also to say we are glad we went the "Panama Pacific" way from Chicago to Los Angeles.

WM. G. NYMAN.

OLYMPIC HAS EXHIBITION OF AMERICAN PAINTINGS

A reception and tea was held on board the White Star liner *Olympic* on Thursday afternoon, March 27, from 3 to 6, to mark the opening of an exhibition of some 30 American paintings recently installed by the Grand Central Art Galleries in the salon and lounge of the great liner.

The fact that another of the largest liners afloat has thus been equipped with paintings produced by American artists is regarded as an important one in the world of art, and the management of the White Star Line and the Grand Central Galleries invited the artists and their friends and interested patrons to view the paintings in their new and imposing settings.

The paintings represent practically all fields of art, landscape, figure painting, portrait, and marine. Among the artists represented are Harry Watrous, N.A., George Wharton Edwards, Julius Rolshoven, A.N.A., Frederick Ballard Williams, N.A., Ezra Winter, A.N.A., W. Elmer Schofield, N.A., Cecil Clark Davis, Charles H. Davis, N.A., Frederick J. Waugh, N.A., Helen Turner, N.A., Carl Nordell, A.N.A., and Eugene Higgins, N.A.

Quite appropriately there were included some of the paintings of Walter L. Clark, president of the Grand Central Art Galleries, and internationally known for his activities in furthering the cause of American art.

The *Olympic* is the third of the International Mercantile Marine Company's liners to be equipped with the works of American artists, providing for the traveling public a very comprehensive and representative floating exhibition. The *Majestic* and *Belgenland* already have exhibitions of paintings in the public rooms.



THE OCEAN FERRY



MAKING USE OF WINDOW DISPLAYS TO STIMULATE TRAVEL



SOME EXAMPLES OF INGENUOUS AND EFFECTIVE HANDLING OF WINDOWS

Top row: left, a window display combining travel luggage and White Star literature, arranged by F. W. Cook, Ltd., of Dudley, Staffordshire, in co-operation with the Birmingham office of the line, which attracted much attention, included a representation of a steward serving afternoon tea; right, an interesting exhibition of European products loaned by the Red Star Line office at Antwerp to T. S. Eaton, leading department store in Montreal, and displayed in a prominent window for a week. Center row: left, a clever display arranged by the Birmingham office for Messrs. Lewis has for a background a huge close-up painting of the *Olympic*, with baggage showing in an opening in the bow through which cut-outs of White Star stewards carrying luggage pass on an endless belt; right, English sports are featured in one window of the I. M. M. office in Pittsburgh, while the other is given to charming little figures, including a London Bobbie, a handsome guardsman, a Tower of London guide, and a thatched cottage. Bottom row: left, huge Britannic cut-outs and a painting of the new motor ship have been used effectively by another English luggage shop; right, a striking cut-out featuring the *Majestic* and *Belgenland* are a background for I. M. M. Company folders in a display in the 5th Avenue window of En Route Service.




THE OCEAN FERRY



EFFECTIVE USE OF SMALL SPACE ADVERTISING IN BOSTON

By T. M. KERESSEY

DIRECTOR OF ADVERTISING AND PUBLICITY, INTERNATIONAL MERCANTILE MARINE COMPANY




WHITE STAR LINE
from
BOSTON
to **EUROPE**
To Queenstown and Liverpool
The largest ships from Boston

| | |
|--------|---------|
| CEDRIC | Mar. 16 |
| BALTIC | Mar. 30 |
| CEDRIC | Apr. 13 |
| ARABIC | Apr. 27 |
| CEDRIC | May 11 |
| ARABIC | May 25 |

New M. S. BRITANNIC
Magnificent new motor ship,
largest Cabin liner in the world.
First sailing from Boston July 13. Regularly thereafter.

WHITE STAR LINE
International Mercantile Marine Company
84 State St., Boston, or your local agent




WHITE STAR LINE
FROM **BOSTON**
TO **EUROPE**
To Queenstown and Liverpool.
The largest ships from Boston.

| | |
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WHITE STAR LINE
International Mercantile Marine Company
84 State St., Boston, or your local agent

ONE of the most interesting divisions of the International Mercantile Marine advertising program is that which is conducted in Boston and the surrounding territory in behalf of the cabin service out of Boston. This is handled under the direction of Mr. G. F. Ravenel, manager at Boston.

With a comparatively small appropriation a plan has been worked out which gives the Boston service very satisfactory representation in the principal newspapers of Boston, Providence, Worcester, Springfield and other cities in New England throughout the year.

In view of the limitations of the advertising budget and in order to provide for comparatively frequent insertions, small space units were resorted to. The copy is purely reminder copy. Most of it runs

in the general news section of the newspapers. We think that the ads are unusually effective from the standpoint of visibility and to the best of our knowledge, this is the first advertising campaign of any steamship company of this nature to run out of the steamship page classification. Heretofore copy of this kind, composed principally of sailing dates, has been restricted to the classified page. It was felt, however, that conditions peculiar to the Boston service warranted running this copy in the general news section, in preferred position, where the greatest number of readers would be reminded the greatest number of times that the White Star Line maintained a service of sailings each fortnight out of Boston. This is reminder copy pure and simple. The limitations of the size of the

copy prohibits selling White Star institutionally and of dwelling on the quality of the service. It was felt that the I. M. M.'s national advertising would take care of the institutional end and that the best function this copy could perform was that of a reminder. Some of the advertisements are reproduced on this page and we think you will agree that they would be hard to overlook on any newspaper page in spite of their small size of 5" single column.

We feel that agents may take a leaf from the book of our Boston office and do well to tie in with small space copy of their own featuring their own service in much the same way as the Boston office is tying in with the national campaign in featuring the sailings out of Boston.



THE OCEAN FERRY



M. L. BURNS ATTENDED 15,980
ARRIVALS AND DEPARTURES



M. L. Burns receiving from John Watson, pier superintendent, the silver service presented by his associates at the Chelsea piers.

MORTIMER L. BURNS, cashier and passenger agent of the International Mercantile Marine Company at the Chelsea piers, retired on April 1st after thirty-seven consecutive years of service. He joined the White Star Line in 1893 as assistant victualing superintendent when steamships carried auxiliary sails for emergency, and throughout his long career lost only three days—the brief absence from duty being due to illness.

As he was about to "haul down his flag" at noon on his last day of service, he was called to the officer's club on Pier 60, where his associates presented a silver service as a token of their esteem. Mr. Burns, who is 65, remarked in his brief acceptance speech that nothing could have been more appropriate unless it was a polo pony and a set of mallets to keep him active in retirement.

The duties of Mr. Burns required his presence at the arrival and departure of each of the company's steamships, to attend to mail and parcel distribution; the exchange of money; the issuance of travelers checks; the sale of tickets and the dispensing of general information. His records show that in the thirty-seven years of service he has been present at 15,980 arrivals and departures of steamships at the North River piers. It is estimated that over the years he has held conversation and transacted business with 700,000 travelers.

Mr. Burns has seen many changes in the steamship business during the years he has been active on the North River piers. It was common up to 1913, he said, to sell from forty to fifty thousand dollars' worth of tickets a year on the piers, as many travelers did not avail themselves of the services of the steamship offices or company ticket agents. Since the war he has not averaged a sale of eighty tickets a year at the piers.

The veteran of the Chelsea piers, who

REDUCED RATES ON UNCRATED
CARS ANNOUNCED BY I. M. M. CO.

A REDUCTION in rates for the transportation of automobiles as baggage has been announced by the International Mercantile Marine Company, the new rates to be effective on cabin ships of the White Star, Red Star, and Atlantic Transport Lines.

The new rates, which are made possible by substantial yearly increases in the number of cars carried to Europe as baggage, are approximately 10% lower than before, and now range from \$250 to \$330 for the round trip, depending on the weight of the car.

Since 1925, the first year the International Mercantile Marine Company inaugurated the service of carrying uncrated automobiles as baggage, the business on these three lines has increased 550%, while 1929 showed an increase of 33 1-3% over the previous year, with a total of 1,200 cars carried during the year.

The popularity of such a service with Americans who are motoring enthusiasts was inevitable, particularly as the rate includes in addition to transportation, United States customs registration, foreign registration for clearance through ports of entry, foreign license plates, driving licenses and international customs pass valid for 29 European countries

HEAD OF MONTREAL PAPER PRAISES WHITE STAR SERVICES

IN a letter addressed to Laurent Turcotte, of the White Star Canadian Service, Montreal, Mr. Georges Pelletier, head of *Le Devoir*, one of the leading French newspapers in that city, writes:

Dear Sir:

My wife and her sister, Miss Adam, who left for France by the *Calgaric*, have just returned from New York on the *Majestic*. On both occasions they had a splendid voyage due to the constant attention paid them, by members of both crews and also particularly, by your French representative in Paris, Mr. Bidel, who was very obliging. In New York they greatly appreciated the services of the baggage-man, whom you had advised of their arrival. Their accommodation on board both steamers was very well selected and they have nothing but praise of their trip.

Kindly transmit my thanks to those concerned on board the *Calgaric* and *Majestic*, and also to Mr. Bidel to whom I am very grateful for what he has done. Concerning yourself, Mr. Turcotte, you have more than ever shown yourself attentive and obliging to even the mere details, for which I am also thankful, more than I can express. Kindly also thank Mr. Tobin.

The newspaper that I represent, has always obtained for its numerous clients, through our organized tours, satisfaction on your steamers and I am happy to convey this opinion personally as administrator of *Le Devoir*, apart from what I have mentioned for what you have done for members of my family.

GEORGES PELLETIER.

is still an active, energetic man, has mapped out a plan of travel, and will perhaps this summer make his first trip abroad. He had been too busy arranging for others to travel, he said, to give much thought to a trip for himself. He lives in Rochelle Park, N. J., with his wife, five daughters, and two sons.

"MISS PHIL" LOOKS BACK
ON 25 YEARS OF SERVICE



Miss Mina Philippi

ON February 22, Miss Mina Philippi completed her 25th year of service on the staff of the International Mercantile Marine Company at San Francisco, 25 years which have earned her the unofficial title of Dean of Women Steamship Travel Experts, and made her a widely known figure in west coast steamship circles.

"Miss Phil," as she is known to her co-workers and to steamship agents, joined the staff of the San Francisco office just in time to render invaluable service during the trying times which followed upon the earthquake of 1906.

When the office at 21 Post Street was damaged by the fire on April 18, and all of the men were commandeered to do relief work, Miss Philippi became major domo of the organization, carrying on the business of the company almost single-handed for a time.

Until temporary quarters were established at what had been the pie counter of the Women's Exchange at Oakland, across the Bay, Miss Philippi would make a daily trip downtown for the mail, transact what business was possible herself, and then return to the home of G. N. Koeppel, traveling passenger agent, to wait until he and Charles D. Taylor, who was then manager of the office, could get away from their labors and meet there to handle the company's business.

Miss Philippi has seen many radical changes in ships and travel luxuries since she entered the business. Then the *Cedric* was the world's largest ship, and though she has since been superseded by others, and lastly by the *Majestic*, this expert considers her "still a mighty fine ship"—a view which she shares with thousands of travelers today.

The London, Midland, and Scottish Railway has a list of 1,020 golf courses all adjacent to its line. The exact distance from the nearest station is given in each case, and the "individual personality" of the most important courses are described.

THE OCEAN FERRY

LARGEST PARTY EVER BOOKED FROM CANADA TO THE HOLYLAND



EUCCHARISTIC PARTY OF 75 ON BOARD THE BALTIC

A party of 75 French Canadians who left New York on March 8, under the auspices of L'Action Catholique, of Quebec, to attend the Eucharistic Congress at Tunis and to make a tour of the Holy Land and Europe which includes 50 cities. The party spent two days sightseeing in New York, conducted by P. D. Boucher, of Pitman Tours, Montreal, who arranged the continental tour and accompanied the group. In the center is Captain Evan Davies, commander of the Baltic, with Archbishop Hallé, of Quebec, spiritual leader of the party, at his right. In the same row are Purser Robert Edwards, of the Baltic, and Laurent Turcotte, of the Montreal office of the White Star Line (second to right of center). The group will return on the Doric, to Montreal.

BO'SN OF THE PENNSYLVANIA



Fifty years at sea have kept Frank Hallberg young in looks and spirits. He is sixty-four but one might take him for a man in the late forties. This hale and jovial man is bo'sn of the new Panama Pacific liner Pennsylvania, which may be seen in the background. This snapshot was taken at Newport News, shortly before the liner was delivered to her owners last fall.

Frank Hallberg went to sea from Gothenburg, Sweden, at the age of fourteen and was in sail for twenty years. On one occasion when his ship was wrecked he spent six days in an open boat off the Gulf of Mexico, until rescued by a British steamship.

Bo'sn Hallberg joined the Red Star Line in 1902, serving on the old Pennland under Captain Ball, the Finland under Duxrud, and under Bradshaw on the Kroonland and Lapland. He had been bo'sn on the California and Virginia before coming to the Pennsylvania.

Innsbruck in Austria shares honors with Madrid in being the city situated at the highest elevation in Europe. It lies 1,913 feet above sea level.

A Naval Tattoo

Britain's first naval Tattoo, designed in brilliance and pageantry to out rival the annual army display at Aldershot, will be held near Portsmouth, July 24. Spectators lining the shores at Spithead will be provided with a long program of thrills, including night destroyer action, and a representation of the battle of Trafalgar.

The Oldest Eating Places

The oldest restaurants in the world, all of them much frequented by tourists, are the Bratwurstglocklein at Nuremberg, where sausage has been eaten for 525 years, the Mitre Hotel at Oxford, which has a service of 500 years, the Cafe de la Regence in Paris, which has been open for 200 years and the Ratskeller in Bremen, built in 1405.

BEAUTIFUL QUARTERS OF I. M. M. AGENT IN FLORENCE



OFFICE OF G. EGIDI, 28 VIA VIGNA NUOVA

Florence, with its arches, towers, ancient churches and fountains, is one of the loveliest cities in Europe, and in keeping with its setting is the office of G. Egidi, who represents the lines associated with the International Mercantile Marine Company. Situated on one of the principal streets leading from the River Arno to the center of the city, it is near all the important hotels. An English speaking staff is at the service of the company's patrons, and a special department handles packing, baggage, storage and freight, so that the office renders a complete and competent travel service to visitors to Florence, and its environs.

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 |
|-------------------|------------------|
| May 2 Homeric | |
| May 9 Olympic | |
| May 15 Majestic | May 7 |
| May 23 Homeric | May 14 |
| May 30 Olympic | May 21 |
| June 6 Majestic | May 28 |
| June 13 Homeric | June 4 |
| June 20 Olympic | June 11 |
| June 27 Majestic | June 18 |
| July 3 Homeric | June 25 |
| July 9 Olympic | July 1 |
| July 16 Majestic | July 8 |
| July 25 Homeric | July 17 |
| Aug. 1 Olympic | July 23 |
| Aug. 8 Majestic | July 30 |
| Aug. 16 Homeric | Aug. 6 |
| Aug. 22 Olympic | Aug. 13 |
| Aug. 29 Majestic | Aug. 20 |
| Sept. 5 Homeric | Aug. 27 |
| Sept. 12 Olympic | Sept. 3 |
| Sept. 19 Majestic | Sept. 10 |
| Sept. 26 Homeric | Sept. 17 |
| Oct. 3 Olympic | Sept. 24 |
| Oct. 10 Majestic | Oct. 1 |
| Oct. 17 Homeric | Oct. 8 |

RED STAR LINE Plymouth—Cherbourg—Antwerp From New York From Antwerp

| From New York | From Antwerp |
|----------------------|--------------|
| May 3 Belgenland | |
| May 9 Pennland | |
| May 15 Lapland | May 2 |
| May 23 Westernland | May 9 |
| May 31 Belgenland | May 16 |
| June 6 Pennland | May 23 |
| June 13 Lapland | May 30 |
| June 20 Westernland | June 6 |
| June 28 Belgenland | June 13 |
| July 3 Pennland | June 20 |
| July 11 Lapland | June 27 |
| July 18 Westernland | July 4 |
| July 26 Belgenland | July 11 |
| Aug. 1 Pennland | July 18 |
| Aug. 8 Lapland | July 25 |
| Aug. 15 Westernland | Aug. 1 |
| Aug. 23 Belgenland | Aug. 8 |
| Aug. 29 Pennland | Aug. 15 |
| Sept. 5 Lapland | Aug. 22 |
| Sept. 12 Westernland | Aug. 29 |
| Sept. 20 Belgenland | Sept. 5 |
| Sept. 26 Pennland | Sept. 12 |

NOTE—The Pennland, Belgenland, Lapland and Westernland call eastbound at Plymouth and Cherbourg and westbound at Southampton and Antwerp. 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 3 Larentic | Apr. 19 |
| May 10 Doric | Apr. 25 |
| May 24 Albertic | May 9 |
| May 31 Laarentic | May 16 |
| June 14 Doric | May 30 |
| June 21 Albertic | June 6 |
| June 28 Laarentic | June 13 |

*Via Belfast and Glasgow.
†From London via Havre, Southampton and Galway.

‡Via Douglas, Isle of Man.

London—Southampton—Quebec—Montreal

| From Montreal and Quebec From London† | From London via Havre, Southampton and Galway. |
|---------------------------------------|--|
| May 2 Calgaric | Apr. 19 |
| May 16 Megantic | May 2 |
| May 30 Calgaric | May 16 |
| June 13 Megantic | May 29 |

*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.

NORTH CAPE CRUISE White Star Line

| | |
|--|---------|
| New York to Reykjavik, Hammerfest, North Cape, Lyngenfjord, Svartisen Glacier, Trondhjem, Ole, Hellesylt, Merok, Gudvangen, Balholm, Bergen, Copenhagen, Visby, Stockholm, Danzig, Oslo, Leith, Boulogne, Southampton. | |
| Calgaric | June 28 |

(Under charter to James Boring)

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 |
|-----------------------|--------------------|
| May 3 California | May 10 |
| May 17 Virginia | May 24 |
| May 31 Pennsylvania | June 7 |
| June 21 California | June 21 |
| June 21 Virginia | July 12 |
| July 5 Pennsylvania | July 26 |
| July 19 California | Aug. 9 |
| Aug. 2 Virginia | Aug. 23 |
| Aug. 16 Pennsylvania | Sept. 6 |
| Aug. 30 California | Sept. 20 |
| Sept. 13 Virginia | Oct. 4 |
| Sept. 27 Pennsylvania | Oct. 18 |
| Oct. 11 California | Nov. 1 |
| Oct. 25 Virginia | Nov. 15 |

ATLANTIC TRANSPORT LINE

| From New York | From London |
|----------------------|-------------|
| May 3† Minnekahda | |
| May 10* Minnewaska | |
| May 24* Minnetonka | May 10 |
| May 31† Minnekahda | May 17 |
| June 7* Minnewaska | May 24 |
| June 21* Minnetonka | June 7 |
| June 28† Minnekahda | June 14 |
| July 5* Minnewaska | June 21 |
| July 19* Minnetonka | July 5 |
| July 26† Minnekahda | July 12 |
| Aug. 2* Minnewaska | July 19 |
| Aug. 16* Minnetonka | Aug. 2 |
| Aug. 23† Minnekahda | Aug. 9 |
| Aug. 30* Minnewaska | Aug. 15 |
| Sept. 13* Minnetonka | Aug. 30 |
| Sept. 20† Minnekahda | Sept. 6 |
| Sept. 27* Minnewaska | Sept. 13 |
| Oct. 11* Minnetonka | Sept. 27 |

*Via Cherbourg.
†Via Boulogne.
‡Via Plymouth and Boulogne.
NOTE—The Minnekahda carries only tourist third cabin passengers.

SUMMER CRUISES FROM ENGLAND

White Star Line
Balearic and Atlantic Isles
Liverpool to Arosa Bay, Malaga, Palma, Casablanca (Morocco), Las Palmas, Tenerife, Madeira, Lisbon.

Adriatic Aug. 1

Norwegian Fjords
Southampton, Immingham and Leith to Trondhjem, Molde, Aandsnes, Ole, Hellesylt, Merok, Olden, Loen, Balholmen, Gudvangen, Bergen, Ulvik, Eidfjord, Norheim, sund, Leith, Immingham

Calgaric Aug. 2

Baltic Ports
Immingham to Oslo, Copenhagen, Zoppot (for Danzig), Tallin (Reval), Stockholm, Hohenau, Kiel Canal, Brunsbuttel, London.
Calgaric Aug. 20



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