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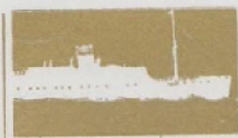
GOLDEN CARIBBEAN AND WEST INDIES CRUISES OF THE GREAT WHITE FLEET

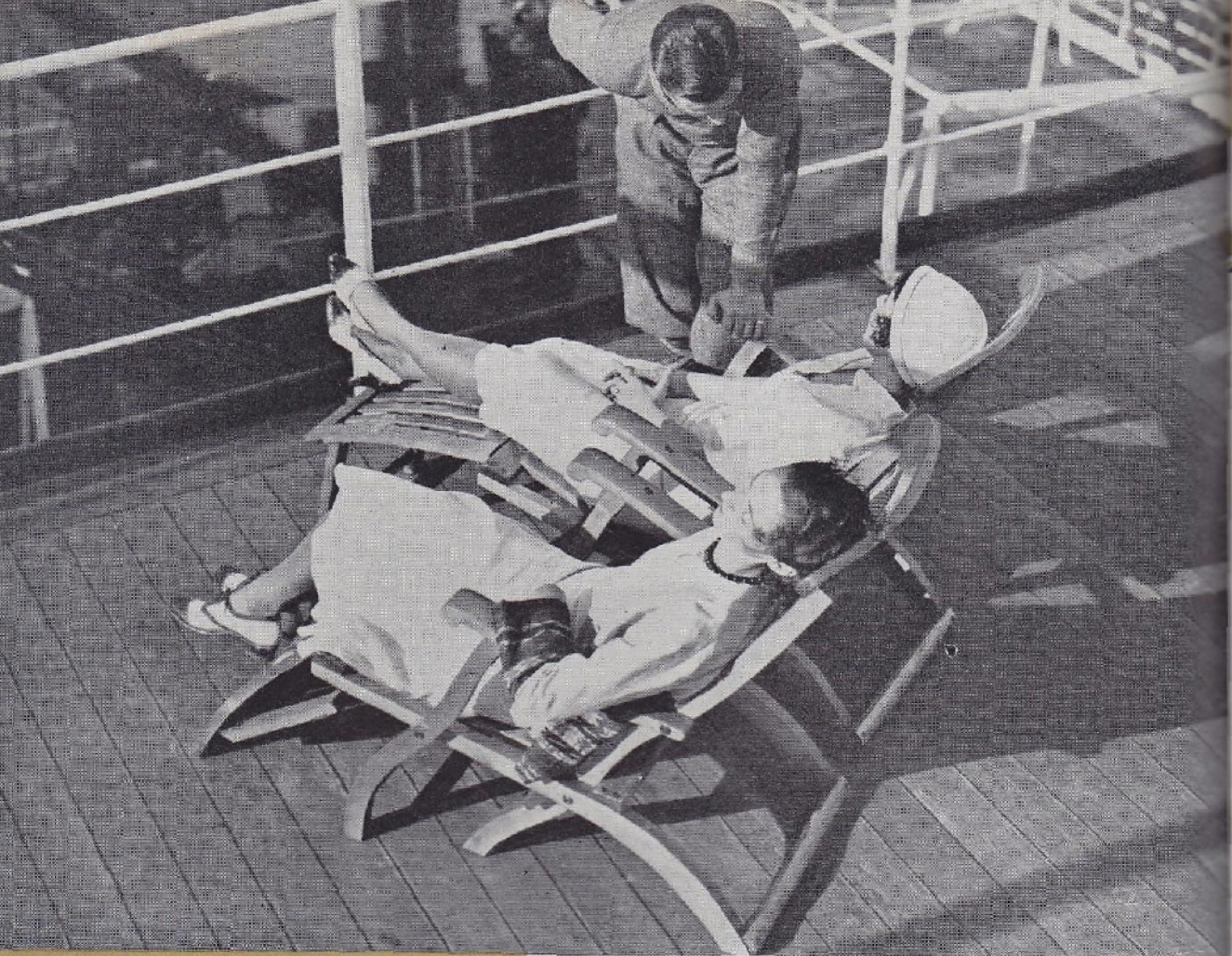
UNITED FRUIT COMPANY • STEAMSHIP SERVICE

GOLDEN CARIBBEAN
AND
WEST INDIES CRUISES
OF THE
GREAT WHITE FLEET

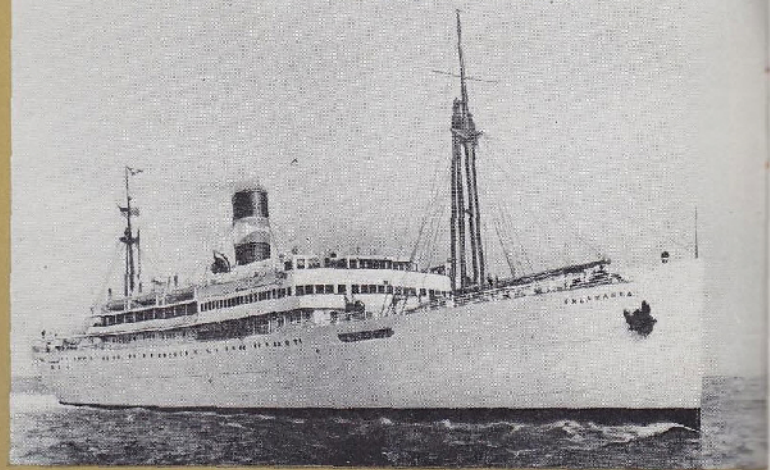


UNITED FRUIT COMPANY
★ STEAMSHIP SERVICE ★





*Sunshine... companionship
... adventure. Let one of
the spacious liners of the
Great White Fleet carry you
to the West Indies and
Caribbean.*



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UNITED FRUIT COMPANY
Passenger Department



GREAT WHITE FLEET

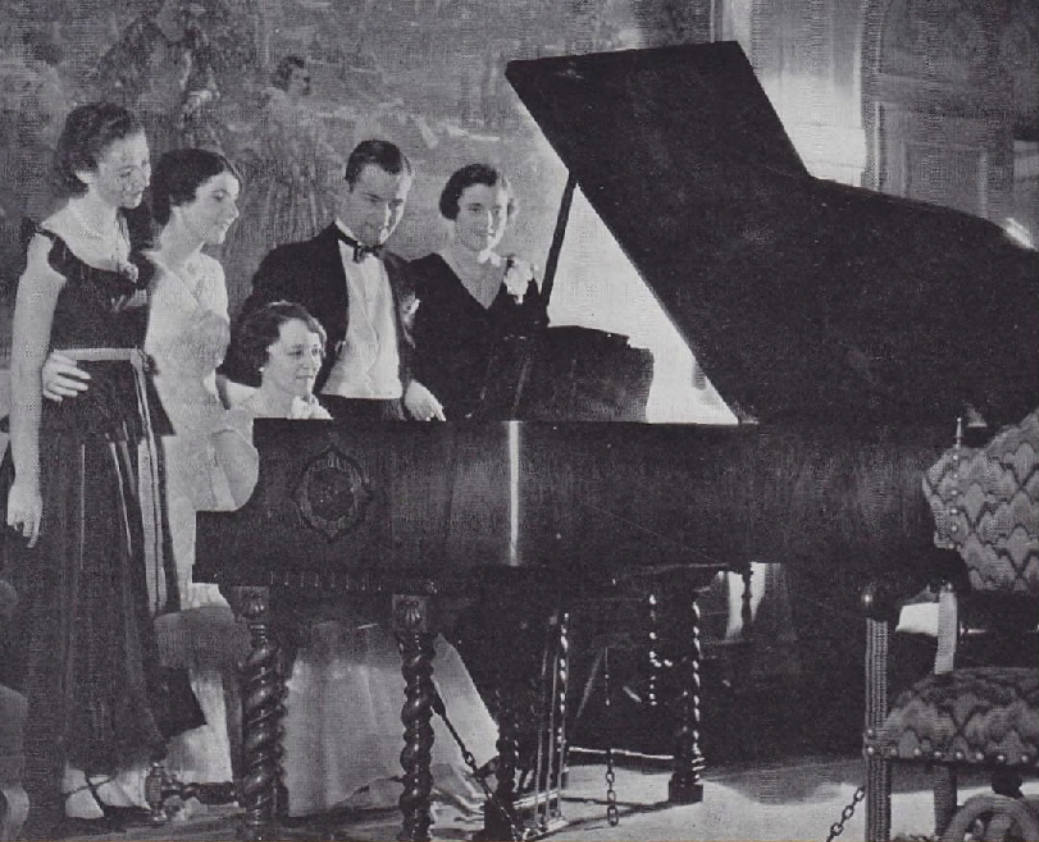
"EVERY PASSENGER A GUEST"



WHEN you think of the Great White Fleet, what sort of picture flashes into mind? A proud, snowy prow cutting through the bluest water in the world . . . graceful porpoises sporting alongside . . . quaint villages circling palm-fringed shores . . . cities with gaily colored houses, red tiles, noble cathedrals, picturesque people . . . shops on sleepy streets within whose dim confines you catch just a hint of the treasures in silk, sandalwood, ivory, brass and tortoise shell . . . carefree days basking on spacious decks, a sun tan the envy of all your friends up North, cool nights dancing on the deck under a brilliant moon aided by strings of multicolored lights . . .

The steamers of the Great White Fleet sail every week, almost every day from domestic ports—Boston, New York, New Orleans, San Francisco. No matter where you may sail between the Americas you see these beautiful, yacht-like steamers. They are as much a part of Havana harbor as the Morro Castle; Jamaica knows them as well as she knows her ginger; at the Canal Zone, at the three charming seaports of Colombia, all up and down the green-and-silver coast of Central America the Great White Fleet is an integral part of the daily life.

The Great White Fleet offers dependable year-round service. These spacious steamers sail from New York, New Orleans and Boston to such fascinating ports as Havana and Santiago, Cuba; Kingston, Jamaica; Cristobal, Panama Canal Zone; Port Limon, Costa Rica; Cartagena, Puerto Colombia and Santa Marta, Colombia; Puerto Barrios, Guatemala; various ports in Honduras and British Honduras—all depending upon the itinerary selected.



"It's always fair weather"... And the joy of going the Great White Fleet way is that you are an individual. You belong to every party you care to join. Or yours is the silence and majesty of the night if you care to be alone.

The Great White Fleet is famed for its cuisine—and justly so. All the delicacies dear to your heart are there...an essential factor in the perfect enjoyment of a tropical cruise where every day is a feast of all the senses.

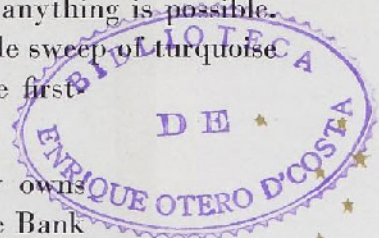


These graceful white liners have been especially built for cruising in the tropics. Wide decks invite promenading, outdoor games, and dancing. Every room commands a view of sea and sky, and through each room the gentle trade winds sweep, freely augmented by special ventilation devices.

When you board a Great White Fleet liner for a guest cruise you are an individual, a person, whose itinerary is in the keeping of a personnel that knows its tropics. Your ship's officers will take you understandingly to the West Indies and across the Caribbean—not on a happenchance trip but with full knowledge of what lies ahead—for your enjoyment. The cuisine is planned with scrupulous care and the choicest delicacies of each tropical port are served . . . a very essential factor in the perfect enjoyment of any sea voyage, and especially so in a cruise to the tropics where every day is a long and delightful feast of all the senses. Where do the fresh vegetables and fruits come from, when you are hundreds of miles at sea? Never mind—they're there before you in endless assortment. What else matters? This is the Twentieth Century and anything is possible. Unless you should chance to glance at the wide sweep of turquoise sea you might think you were dining in some first class hotel.

At Jamaica, the United Fruit Company owns and operates two beautiful hotels—the Myrtle Bank at Kingston on the south shore of the island, and the Hotel Titchfield at Port Antonio on the north shore. The Myrtle Bank is open the year round. It accommodates 250 guests, while the Hotel Titchfield usually serves a distinguished clientele during the height of the winter season (January, February and March).

When a few days out of New York you behold the Blue Mountains of Jamaica looming 7,000 feet above sea level you will stand eagerly at the rail while





The bright and cheery Great White Fleet cardrooms on the bridge or promenade deck are the center of many a spirited bridge tournament. Or if you are a chess shark you'll surely find a game.

A glass-enclosed cafe ballroom scene. Have the chief steward prepare a private dinner party for you some time on the cruise. There's no extra charge. Remember—on the Great White Fleet, "Every Passenger's a Guest."



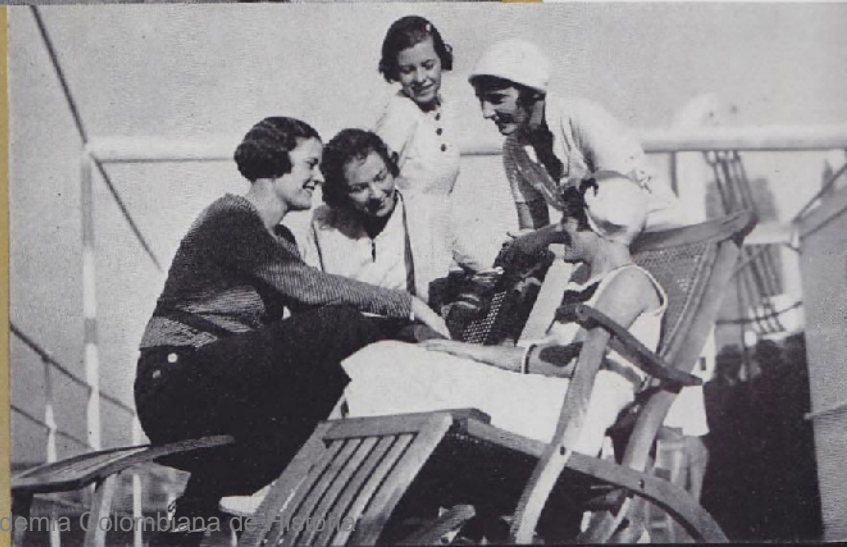
You may think you have the putting touch—your scores may prove that you have—but dub and expert meet on common ground at deck golf—it's different. Try it and see. Or perhaps you prefer shuffleboard.

Cool conditioned air is constantly circulated through staterooms. Every facility for your utmost comfort in cruising tropical waters has been provided. And how you sleep on the Caribbean!



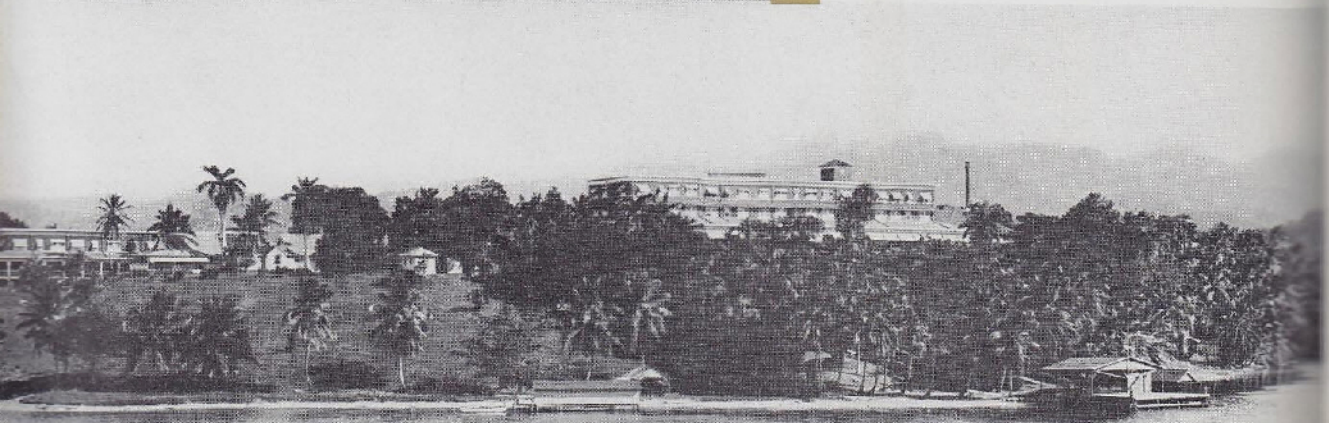
Travel the "Outside Room and Bath way" has long been a slogan of the Great White Fleet. Superior accommodations are priced at most moderate figures to enable you to enjoy your trip to the limit.

On the sun deck just loafing! Hours of lying around soaking in the glorious sunshine. You'll be surprised how restful it is, how it stores up the energy within you, how it whets your appetite and the joy of living. Meet you on the sun deck at ten? Right-o!





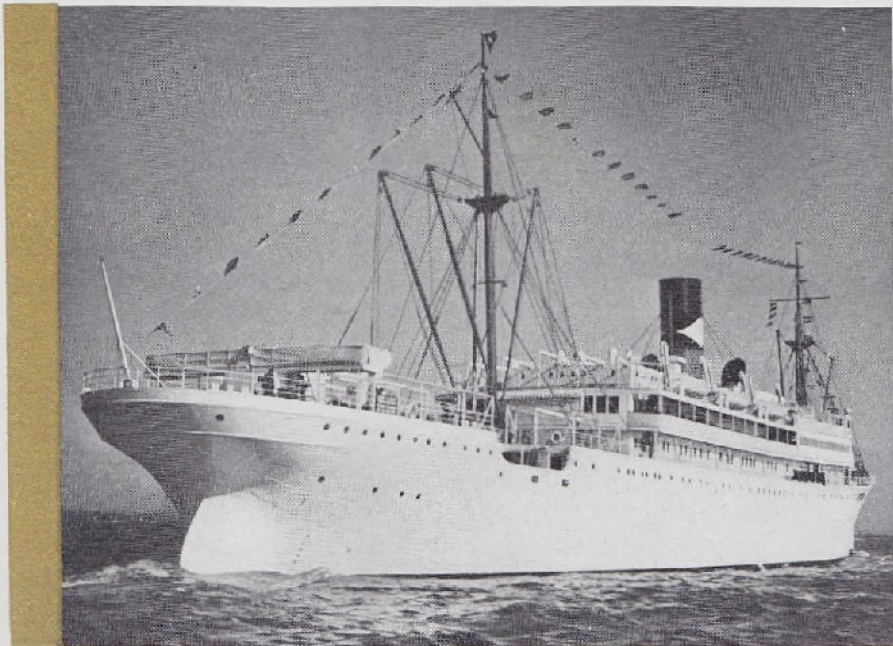
Both the Myrtle Bank Hotel at Kingston and the Titchfield Hotel at Port Antonio are United Fruit Company properties. Make them your headquarters in Jamaica. Brilliant centers of culture and society — perfectly appointed — internationally known. The tiled pool at the left is on the Myrtle Bank lawn.



your steamer slips through the gorgeous water of Kingston harbor. Ashore you will motor to the palm-shaded veranda dining room of the Myrtle Bank where the exotic fruits of that luxuriant island will be served. All the while you may look out over the velvety lawns, past the tiled swimming pool, across the bay. Little wonder that already you are convinced that the happiest vacation of your life is being realized.

Discriminating travelers are guests of the Great White Fleet. Year after year old friends come back. They write letters bubbling over with enthusiasm. They tell their friends. They tell us to be sure to see them off . . . and we do. It is our pride, and our business, to attend to the comforts of each passenger. They are not numbers, but individuals. We rely on them to tell others that our slogan is not an idle boast, that the Great White Fleet way is *the* way to do the West Indies and the Caribbean. If we told you how many letters and cards our cruise friends send every week to our captains you wouldn't believe it.

Now let us take you on a picture cruise through the Golden Caribbean to the lands we want you to see . . .





DOORWAY of the Caribbean—Havana—the gay capital, appropriately called the “Paris of the New World”—with its cordial Latin welcome for the thousands who throng its busy streets.

Morro Castle, shadowing the moonlit harbor, reminds the traveler of Cuba’s dramatic past, as do old Spanish cannon in whose harmless muzzles fiddler crabs play hide and seek.

This is Cuba—glamorous, confident of the future, yet cherishing her rich traditions of the past—inviting you to penetrate farther into these fascinating lands of the Caribbean.

Visit the rows of curio shops where products of European art and ingenuity charm the buyer. Narrow balconied streets and broad modern thoroughfares, oxcarts and automobiles, primitive dwellings and flaunting skyscrapers . . . see them all.

Havana has preserved intact its fascinating charm and is as picturesque and colorful as any city in the old world. In fact, though immeasurably improved, cleaned up, policed and made beautiful, it has changed but little from the day when the banner of Spain was hauled down from the flagstaff in front of the palace and the single starred ensign of Cuba, hoisted in its place, proclaimed its freedom to the world.

Havana is a city of contradictions. There are streets that meander, dim and cool with shadows, between buildings of Spanish architecture, with scarcely ten feet of space between them. There are great archways through pretentious walls leading to colonnaded patios where fountains splash and flowering plants fill the air with perfume.

One of the best ways to view Havana is to start down the Prado. This magnificent avenue reaches from Colon Park to the waterfront, almost two miles. It is entirely bordered by splendid buildings, while in the center is a parkway shaded by poincianas, palms and laurel trees. At the edge of the sea, with Morro Castle in plain view, across the narrow harbor entrance, the Prado joins the Malecon. It is one of the most wonderful driveways in the world, with the residences of wealthy Cubans on one side and on the other, a turquoise sea, from which comes a ceaseless and refreshing breeze.



One of the noblest examples of architecture in the western world—the capitol in Havana, set like a jewel in verdant gardens in the heart of the city. See this building at night, under the Cuban moon. It is unbelievably beautiful.



The Prado—Havana's famous boulevard, which ends in the Malecon, on the rim of the sea.



Festive Havana! Here gaiety reigns supreme twenty-four hours each day.



Five of the giant "twelve apostles" of Morro Castle which overlook the city of Havana from their massive battlements across the bay.



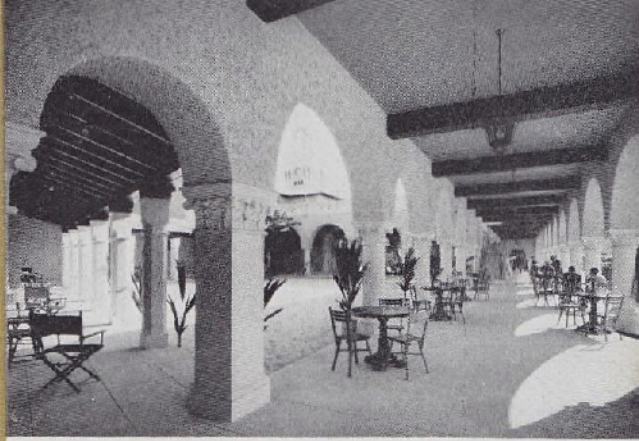
"The Dance of the Hours" which graces the entrance to Havana's National Casino—Cuba's distinguished Monte Carlo.



"La Playa"—silvery bathing beach where the flower of Havana come for the sun and the glorious swimming.



The Peace Tree at San Juan Hill, near Santiago, Cuba—
historic landmark of the Spanish-American War.

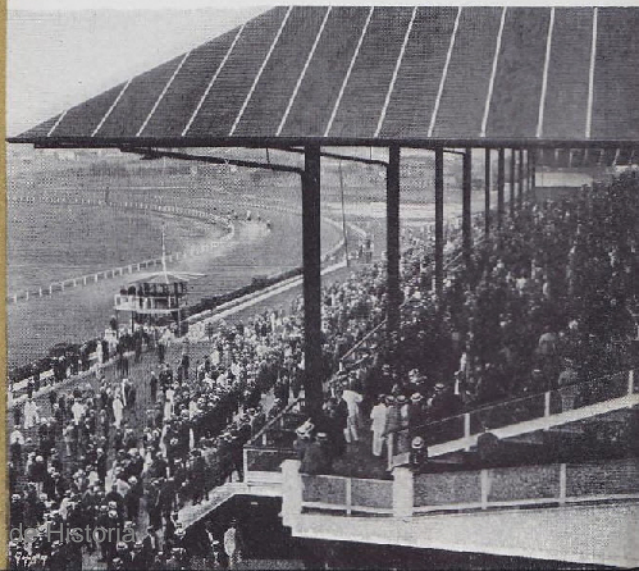


Cool and inviting Patio at Havana's bathing beach.



The Country Club residential section of Havana. This lake
is laid out in the exact shape of the Island of Cuba.

The Jockey Club, where sportsmen and society meet at the
height of the brilliant season.





JAMAICA



THE nationals called it "The Island of Springs." Literally there are more than a hundred rivers and streams that come tumbling down the mountainsides of Jamaica to the sea. Here, truly, is a little island paradise set in a sapphire sea where climate and tropical beauty combine to make one of the most delightful all-year-round play places in the world.

Jamaica is about one-half the size of New Jersey; it is 150 miles long and about 50 miles wide. Jamaica is a series of mountain tops—remains of a continent long since sunk beneath the sea. The superb Blue Mountain peak on the eastern end of the island rears majestically 7,360 feet in the air, with a gradual decline to the plains around Kingston and the west. The 4,200 square miles of the island comprise a tropic fairyland. Blue and purple mountain peaks fill the distance and there are wonderfully rich valleys, magnificent forests, tumbling waterfalls and rushing rivers without end.

The advantages of Jamaica to the tourist are many. It is the only island in the Caribbean where English is spoken by everyone; a railway connects the more important towns and the opposite shores of the island and historic places of interest are easy to enjoy because more than 2,000 miles of charming motor roads make easy access to every nook and corner of the island.

Jamaica is a British colony, but its discovery and its settlement were due to the Spaniards, who held the island in possession for 150 years until it was wrested from them by the British in 1655. During the reign of Charles II, Jamaica was a resort and refitting place for pirates. Henry Morgan, Teach, Blackbeard and Captain Kidd all ran into the island to refit and spend their ill-gotten gains.

The city of Port Royal, opposite the present capital of Kingston was the most celebrated place in the world where the freebooters gathered. It was here they brought their chests of plate and ingots of silver and golden doubloons; there were jeweled golden candlesticks, bales of silk and velvet, casks of wine and kegs of rum—the sack of many a city and town and the loot of many a galleon. There



No water is bluer—no landscape is greener—no country more charming—than that of Jamaica.



Rare and beautiful horticultural exhibits await you in Jamaica. Such orchids!

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Cleveland

Washington

Salt Lake City

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St. Louis

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Denver

UNITED STATES

Nashville

Atlanta

Dallas

LOS ANGELES

Phoenix

NEW ORLEANS

MIAMI

Gulf of Mexico

HAVANA

CUBA

JAMAICA

PORT ANTONIO

KINGSTON

BELIZE

PUERTO CORTEZ

TELA

PUERTO CASTILLA

CARIBBEAN SEA

PUERTO BARRIOS

CENTRAL AMERICA

CORINTO

PTO. LIMON

CRISTOBAL

SANTA MA

PUERTO COLON

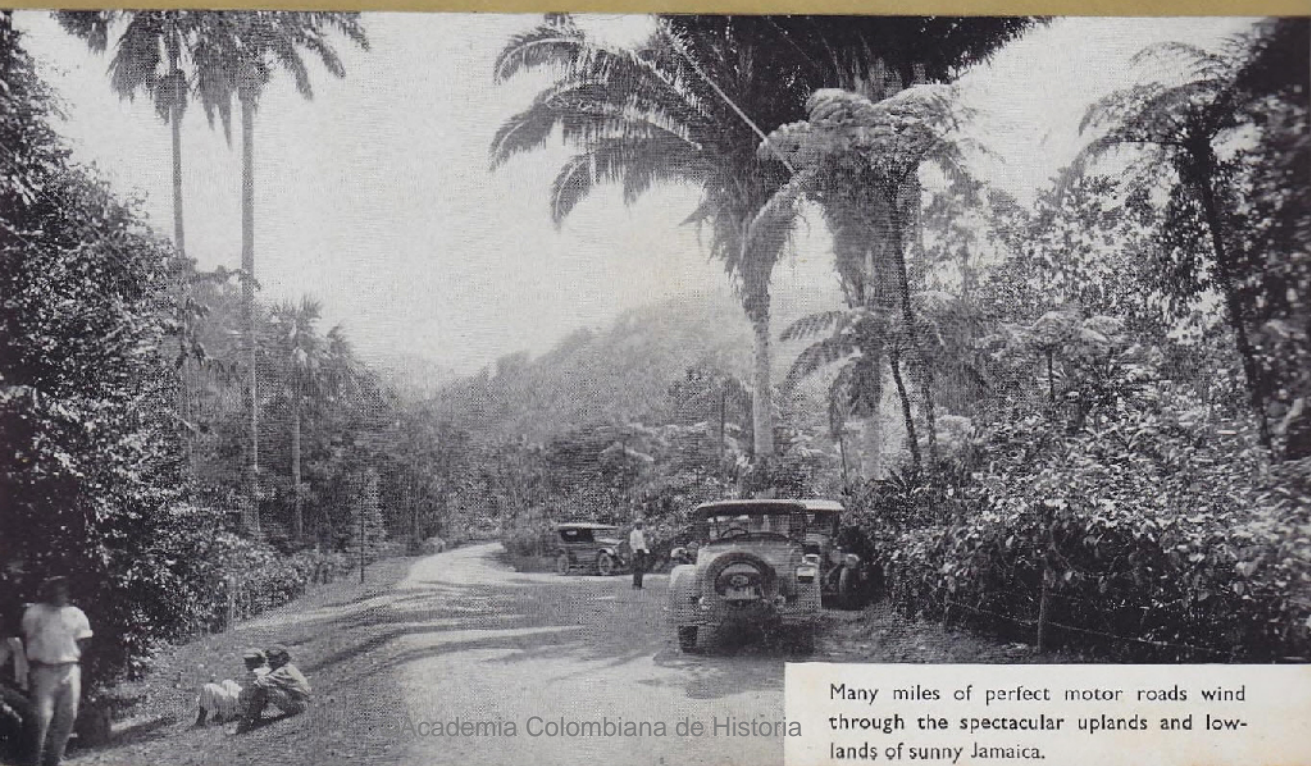
CARTAGENA

Routes
OF THE
WHITE FLEET
of the Golden Caribbean

were jewels wrenched from the fingers of dying women and orders taken from the uniforms of naval officers, until within this little city, which had a population of about 10,000, was such a tremendous accumulation of wealth that Port Royal was famed as "the richest and wickedest city the world had ever known."

You will hear of the fate of Port Royal many times each day in Jamaica. On June 7, 1692, a tremendous earthquake took place and Port Royal with three thousand houses, its cathedral, its people and its treasure slipped into the sea and was seen no more. Negro boatmen today will tell you that when the water is calm one may still see the coral-incrusted ruins of the old city beneath the waves and that on nights when the wind lashes the water into fury the bells of the old cathedral toll a solemn requiem for the dead.

The simplest way to enjoy the delights of Jamaica is to make one's headquarters at the Myrtle Bank Hotel in Kingston, a delightfully modern and up-to-date hotel, and to make brief motor trips to the various places on the island. The Myrtle Bank Hotel is the headquarters of the social life of the island and the casual visitor will carry away a pleasant memory of its picturesque surroundings, excellent food and competent service.



Many miles of perfect motor roads wind through the spectacular uplands and lowlands of sunny Jamaica.

You'll see how they weave hats—and you'll surely take one home with you, not to mention the beads and calabash bowls.



And you'll visit the humble huts which somehow achieve a dignity nestling down in the palm trees. Imagine coconuts in your front yard!

Marketers with goods balanced on their heads will prove just as quaint and colorful to you as you do to them—and you'll both stare. That's what makes travel so intriguing.





PANAMA



WHAT a world of history has been enacted along this little neck of land! Here the gold caravans toiled through the jungle from the Pacific to the Atlantic, laden with the yellow metal bound for Spain. Here the French met defeat in their heroic struggle to make a waterway from sea to sea. Here, finally, the forces of nature were conquered and the Panama Canal stands, a monument to American ingenuity and courage. Here today the ships of every nation pass in an endless pageant.

On the Atlantic side of the Isthmus is the old city of Colon, backed against the new and modern city of Cristobal. Panama on the Pacific side of the Isthmus is picturesque with its fishing fleet anchored below the walls, and a few miles distant across the great Savanna, the ruins of Old Panama.

The capture of Panama by Henry Morgan was one of the most remarkable military exploits of the age. The expedition numbered 1200 men. The march across the Isthmus was a tremendous undertaking and the men almost starved. The Spaniards had swept the countryside clean and Morgan's men actually were forced to eat their leather bags. An old chronicler said: "They made a huge banquet upon those bags of leather which doubtless had been more grateful unto them if diverse quarrels had not arisen as to who should have the greatest share."

On February 24, 1671, the Buccaneers marched away. Morgan carried with him 600 prisoners, mostly women and children, and 175 beasts of burden laden with gold, silver, and jewels. The city was obliterated and it was not until two years later that a new walled Panama was founded below the hill of Ancon, seven miles from the old site.

The great interest in Panama centers in the wonderful Panama Canal—gateway to the east and west, through which flows a constant stream of traffic that, before the completion of the canal, would have been obliged to pass around Cape Horn, the southern extremity of South America. The Canal is about fifty miles in length, contains six double locks and has a minimum depth of forty-one feet.



Deep-throated bells, centuries old, welcome you to Panama.

Ruins of Old Panama—unhappy center of pirate raids long ago.

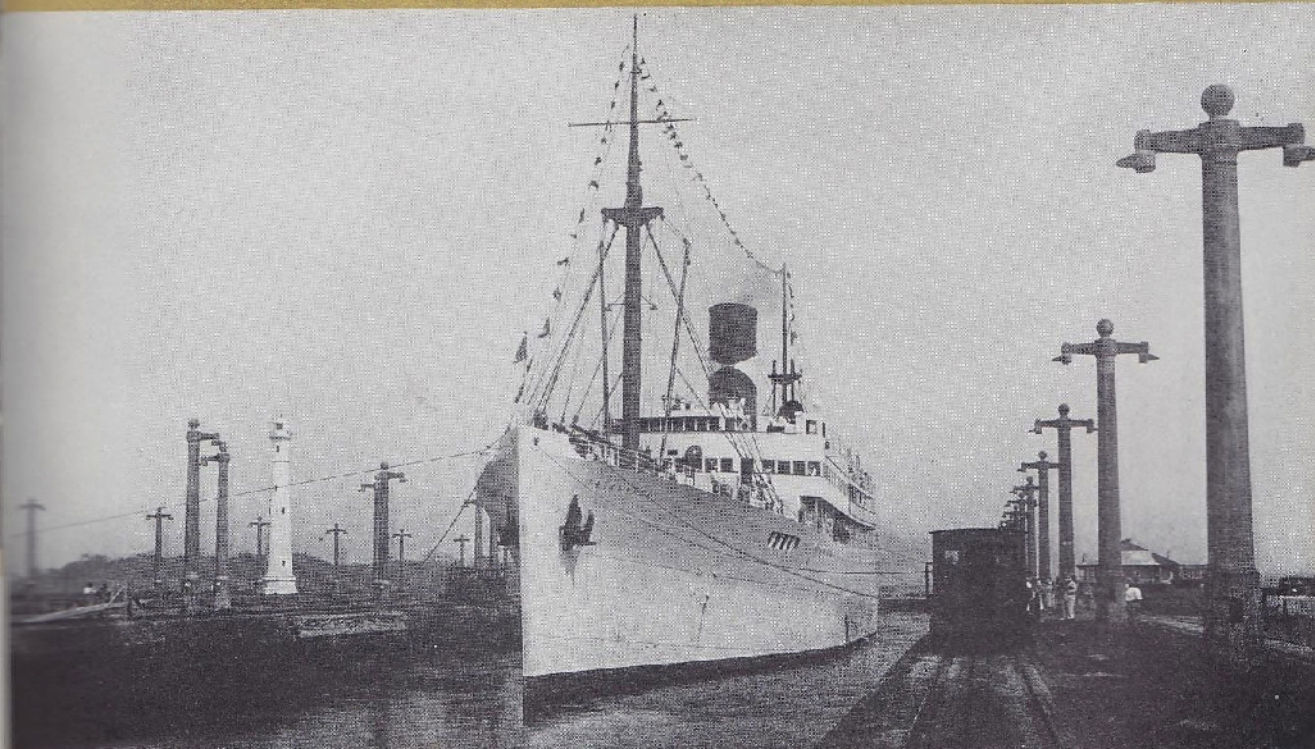


Visit the noble cathedrals in Panama City. You'll be charmed by their beauty and serenity.

Steel mules escort a Great White Fleet liner through one of the mighty locks of the Panama Canal. Meanwhile you slip across the Isthmus by train and car, inspecting this wonder of the world.



Believe it or not—a thatched clubhouse on the Isthmus—and a charming one, too!





THE beauty of Costa Rica is in itself worth a trip to the Caribbean. Purple mountains piled against the sky, white houses flashing on the hillsides, a snowy crescent of beach gleaming through a lacework of coconut palms, and a magnificent hotel in the mountain capital.

Costa Rica is a progressive republic whose agriculture and industry have justified the name the Spaniards gave it, "Rich Coast." It has a wide plain on the Atlantic side, a gradual rise to the tablelands in the center of the Cordillera and a sharply pitched descent to a narrow plain on the Pacific coast. On the Atlantic coast the soil is the rich mold of innumerable generations of tropical forests; on the tableland is the "red earth" of agricultural wealth and on the Pacific side a black volcanic sand which tinges even the seashore.

The ride from Port Limon to San Jose is one of the loveliest in the world. The tropical forest is radiant, there is a spectacular view of the river tumbling over the rocks just below the railroad, a magnificent and ever-changing vista of valleys and high hills that clothe the perspective with jewel-like settings. Toward the end of the journey the vistas lengthen, distances become shrouded in a lovely purple and above all loom the great mountains.

San Jose is an interesting city. It has a Museum containing a priceless collection of Central American pottery, a collection of Mayan gold idols as fascinating as anything from Etruria—it has a theatre that cost a million dollars to build and really looks it, and the new Gran Hotel which will delight you.

Part of the distinct charm of Costa Rica lies in the sense of aristocracy possessed by her people. The women are attractive with a dignity all their own, and a beauty famous throughout the Americas. And on the male side, Costa Rica aristocracy has furnished intellectuals and the men who today in commerce maintain the standards of the country in business and culture.



One of the most fascinating rail trips to be found in the western world is the ride from Port Limon, Costa Rica, to San Jose, the mountain capital. Only a few hours—but every minute is packed with thrilling panoramas and ever-changing vistas. You'll talk about this trip for a long, long time.



The new Gran Hotel—headquarters during your visit to San Jose, Costa Rica—is charmingly appointed and up to the minute in every detail.



A tiled corridor of the Gran Hotel—social center of the aristocracy and visitors in Costa Rica's hospitable capital.



San Jose boasts many noble cathedrals, governmental buildings, shady parks and picturesque promenades. Ox carts whose solid wooden wheels are painted all the colors of the rainbow. Imagine! Be sure to bring your camera or sketch book.



This shady row of stately royal palms will greet you as you disembark at Port Limon, Atlantic seaport of Costa Rica. There's a turtle farm in Limon, too, where 300 pounders are being fattened for your soup.



The railroad runs along the ocean's rim for miles on its way to the interior. Here is "Where the long-backed breakers croon, Their endless, ocean legend to the lazy, locked lagoon."

Ready—Aim—Fire—and it's a foregone conclusion you'll have a fresh fish dinner, for that's what these Talamanca fishermen are shooting at. It is for the Province where they live that the first of the new liners of the Great White Fleet is named—the S.S. TALAMANCA.

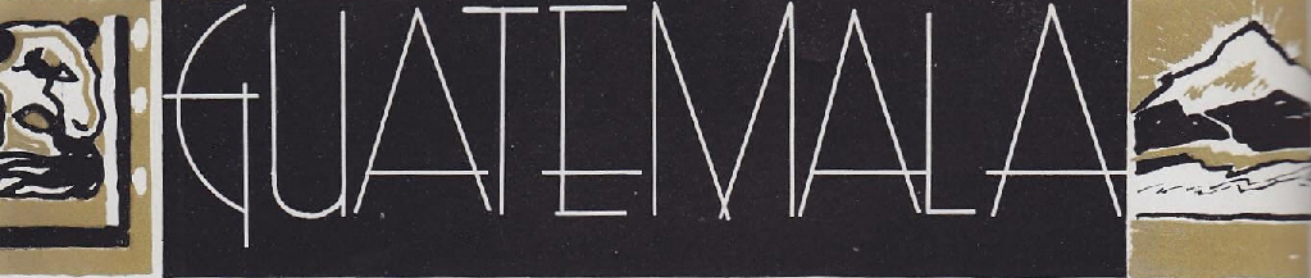


"I'll take a quart of milk, please. And wait a minute. Have a lump of sugar for your milk cart!" Thus the hospitable people of Costa Rica exchange social amenities while going about their respective callings.



It is no unusual sight to see a this year's limousine and a last century's oxcart parked on the same street in San Jose—quaint city of startling contrasts. And just around the corner you will find . . . but see for yourself, you'll enjoy it all the more.





IN Guatemala, "with the climate which must have existed in the Garden of Eden," as one writer puts it, you come upon the footprints of the vanished Mayas. These highly civilized people had become only a memory when the Dons first came to the Spanish Main, but to this day their records remain, carved in fantastic monoliths, only partly decipherable.

Near Puerto Barrios the Rio Dulce offers a new experience to even the most seasoned travelers. If time permits, by all means chug up this placid stream by motorboat and revel in the variety of vegetation which abounds on either bank.

The rail trip to Guatemala City carries you through all classes of terrain from sea level to mountain top. The first part of the journey is over the coastal plain with magnificent mountains presenting ever changing pictures in the middle distance. The approach to Guatemala City is through fields of corn and wheat and for the first time you notice the low narrow valleys filled with rich "bottom lands" which mark the highlands of Guatemala. Here is a soil of unparalleled richness, fit for the raising of temperate zone food crops the year round, for you are five thousand feet above the level of the sea in a region of perpetual Spring.

In Guatemala City are modern shops, the Palace Hotel which knows how to look after your comforts so well, and rare architectural studies. There is something lovable about this fine old city, for here it is possible to see one of the most wonderful pictures of primeval life that can be found anywhere in the world today. How quaint the mountain folk strike you—the men in cotton and wool of somber colors—the women in dresses of dark blue or crimson wool with elaborate jackets embroidered in silk. Through the streets of the capital these patient, friendly people travel in hundreds with their big packs in which are carried nearly all the food and much of the raiment that are needed in the capital—vegetables, fruits and flowers, pigs and chickens, pottery, basketry and little bales of hand-woven woollens.



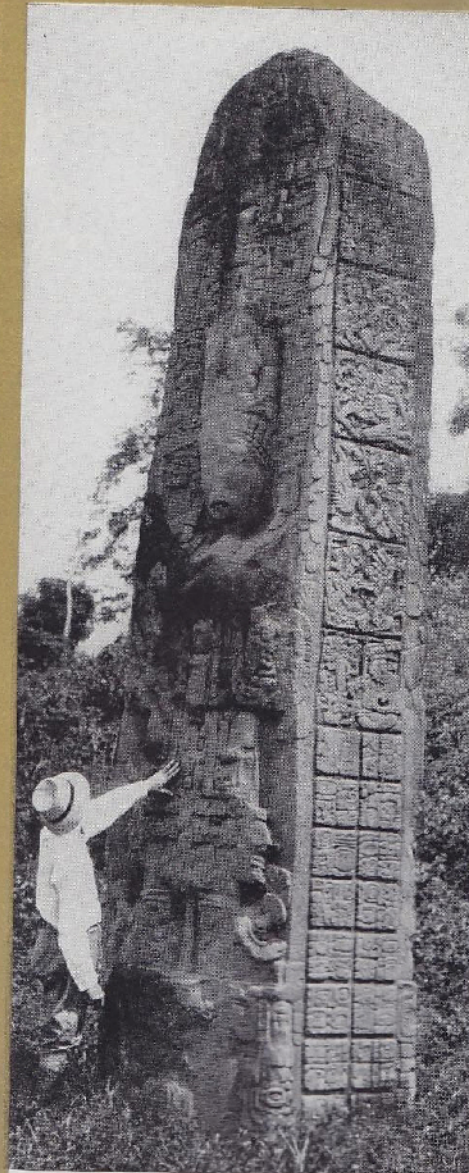
One of Guatemala's palaces, resplendent in the sun.



La Merced—a crumbling cathedral centuries old, in Antigua, near Guatemala City. Remnants of wall decorations may still be seen.



A peaceful street scene in the highlands of Guatemala—an ancient monastery on the left. Vegetation now grows on these ruins.



A fourth century monolith erected by the Maya Indians in Quirigua, Guatemala. There are sixteen of these carved monoliths in this long-deserted city.



COLOMBIA



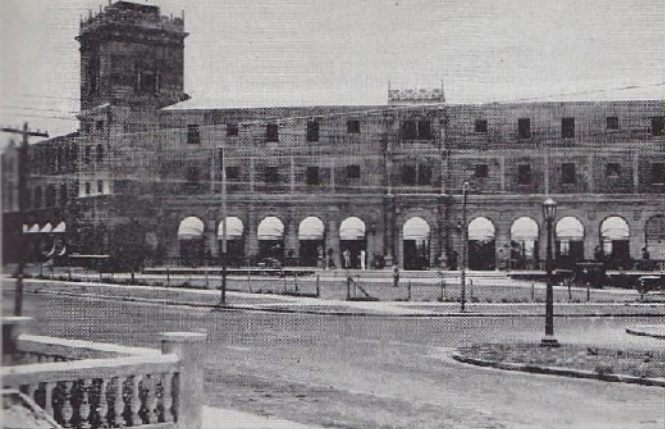
JUST a little sea jump from Cristobal on the trail of Morgan and Drake lies Colombia, the heart of the land of yesterday. Note the beautiful Spanish pronunciation of Cartagena—"cah-tah-hay-na." This quaint old walled city was the center of population long before Columbus sailed. Then there are Santa Marta, Puerto Colombia, and Barranquilla. It may be said conservatively that Colombia is a veritable gold mine for the lover of romance, and its setting is a masterpiece of tropical beauty. The Prado is Barranquilla's new hotel—one of the first on the continent.

Colombia is the northernmost country of South America, twice the size of Texas, or containing almost 477,000 square miles. There is gold in practically all parts of the country. There is an abundant supply of copper, lead, mercury, manganese, coal and salt. Practically all the emeralds in the world come from Colombia. This country contains one of the richest platinum deposits in the world. Iron and asphalt also are found.

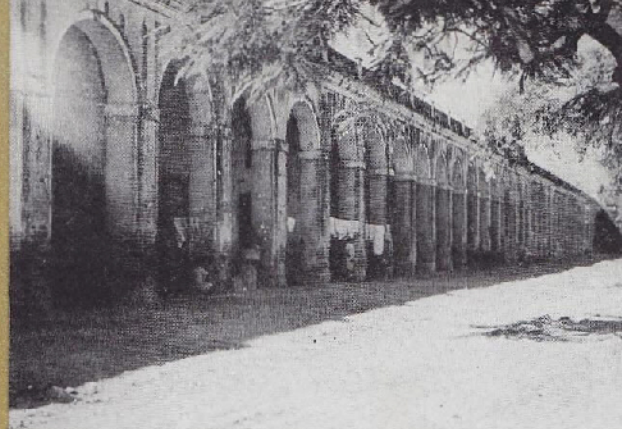
In 1508 Alonzo de Ojeda succeeded in establishing a settlement on the coast after several furious battles.

In 1536 friendly relations were established and a settlement was built on the site of the present city of Bogota. Spain then set up the province of New Granada and in 1718 made it a viceroyalty. Under twelve successive viceroys New Granada maintained its entity until 1810, when on August 7, the patriots under General Simon Bolivar defeated the royalist forces at Boyaca. Bolivar effected a union between Venezuela and New Granada and on December 17, 1819, the Republic of Colombia was born.

The supreme moment in Colombia's history was during the brief period when General Bolivar was the foremost leader in South America. By his genius and power of command he lifted Colombia to a position of prestige throughout the continent.

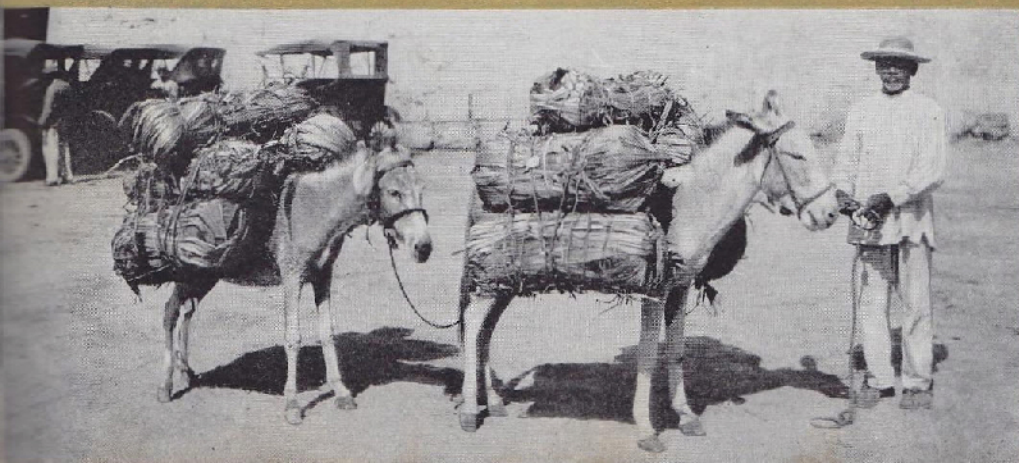


The new Prado Hotel—Barranquilla's magnificent hostelry which caters to your every comfort.



Dungeons in Cartagena's mighty sea-wall. The poor now live here, rent free.

Note the archways with the shaded sidewalks. Shops on the ground floor—living quarters above. These adobe buildings are painted in many lovely shades, blue, salmon, ochre and cream.



Market-bound—with a cargo of freshly made bread wrapped in banana leaves.



HONDURAS



NO wonder the Spaniards named the country Honduras, which means "depths." Giant mountains rise abruptly from the sea. It is a great and rugged land of spectacular beauty and potential richness. In addition to its exportation of fruit it is famed for its mahogany and cedar, sugar cane and precious metals.

Here, as in all these lands of the Caribbean, the traveler comes upon the trail of the old explorers. It was Hernando Cortez, conqueror of Mexico, who made the first settlement in Honduras. And to this day much of the charm of this country is to be found in its quaint Spanish customs, handed down from the stirring days when she was first writing her share of the history of the New World.

Columbus really discovered the continent of America when he landed at Cape Honduras and founded the little town of Trujillo on the bay of that name; this was on his fourth and last voyage, August 14, 1502. Cortez himself, after his conquest of Mexico, came to Honduras in 1524, and it was largely due to his diplomacy that the country was finally brought under Spanish rule. In 1539 Honduras was made part of the captain-generalcy of Guatemala, which marked the passing of the ancient Quiché Kingdom of Guatemala.

The history of Honduras from 1821 is closely interwoven with that of the other Central American states. On October 26, 1838, a constituent assembly met at Comayagua and proclaimed that the State of Honduras was free and independent. A constitution adopted in 1848 provided for freedom of conscience and religion. One of the curious incidents of the development of this State lies in the fact that it was not until November 17, 1894, that Spain signed the treaty acknowledging Honduran independence.

Honduras has unequalled opportunities for sea transportation. It has a coastline of more than four hundred miles on the Atlantic side, while on the Pacific side the beautiful Bay of Fonseca affords access to large ocean-going vessels.



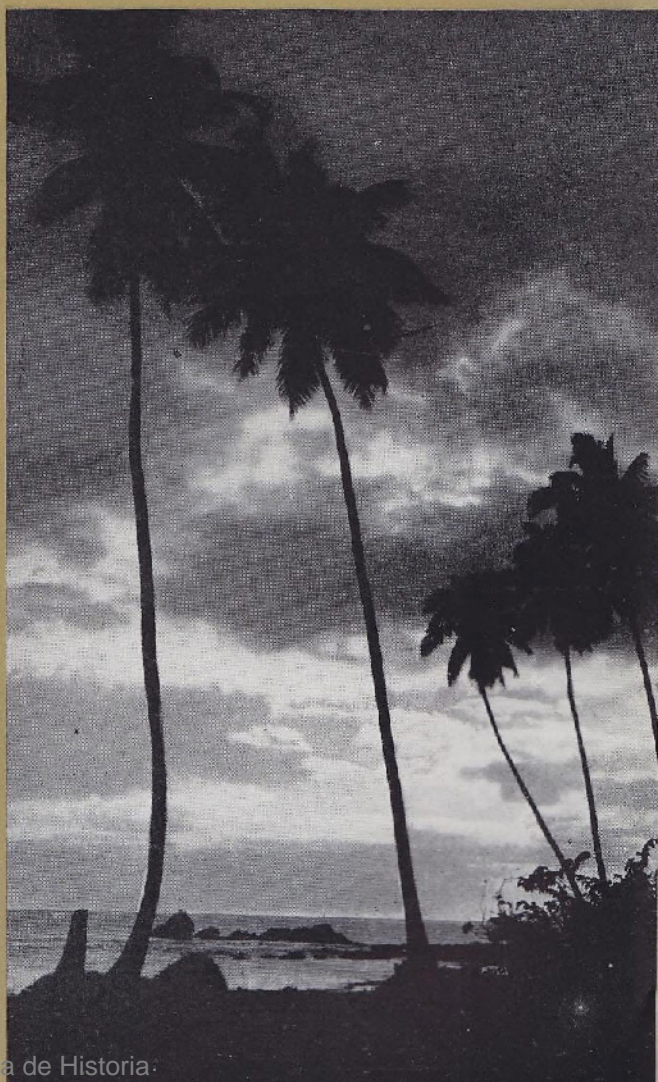
Honduran children selling cakes and candy at the train.



Life moves serenely in the interior villages. What a study for your sketch book—red tiles—pastel shaded houses—and warm yellow sunlight.



Yes! Honduras has bananas—but never more than four bunches per mule load.



"Only God can
make a tree . . ."



V
isit your neighbors to the south. See the West Indies and Caribbean the Great White Fleet way. Let us show you what we mean when we say **EVERY PASSENGER A GUEST**

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