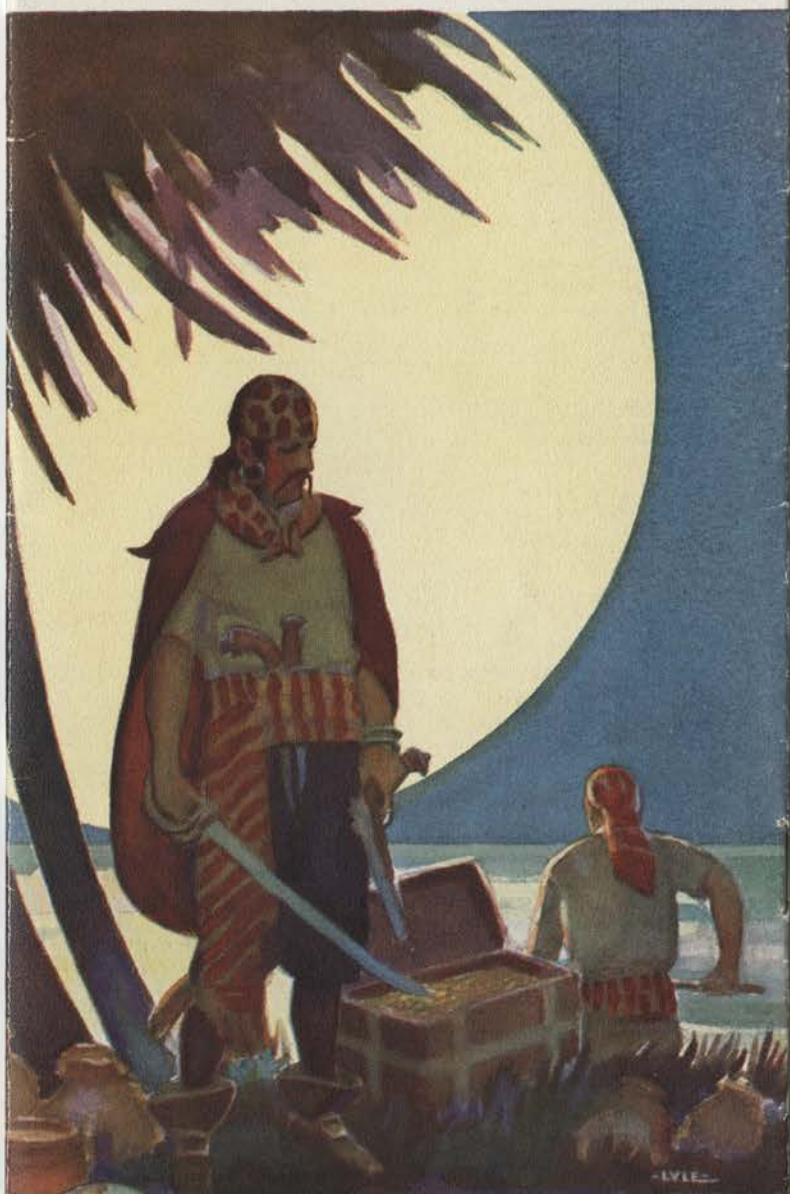


CALIFORNIA

THRU THE

SPANISH AMERICAS

THE WONDERLAND OF LONG AGO



BY WAY OF THE
PANAMA CANAL

PANAMA MAIL SERVICE OF THE GRACE LINE

CALIFORNIA • NEW YORK THRU THE PANAMA CANAL

"THE CRUISE THAT SOOTHES AND RESTS AND DELIGHTS"



AIRVIEW OF THE PANAMA CANAL ZONE



TROPICAL cruising! The days slip by in even succession. He who chooses may loaf and dream from the lazy vantage of a deck chair. The sun will shine gloriously; the skies will be radiantly blue; the air will have a tang of salt; the breezes will be gently refreshing; magnificent sunsets will fade into starry moonlight. And then before such utter peace becomes too perfect the ship will make port, and cities, ancient, quaint and foreign, will lie waiting to be

explored—hospitably open to *Señoras y Señores Americanos*. Ever and always will be the charm of warmth, color and everlasting summer. There will be days of nothing but the turquoise sea and the far horizon blending into wondrous harmony. Then will be days of a panorama of curving bays, white sandy beaches, towering cliffs and palm-fringed shores. And most of all there will be the fascination of new experience, new beauty, felt and enjoyed scarcely without effort—in truth a complete escape from the ordinary to fairytale delights.



San Francisco, the City of the Nations

Whoever once visits San Francisco always loves her. First settled by the Spanish in 1776, she has gathered to her heart adopted sons from all parts of the world. Even now, as in early days, her foreign districts—Little Italy, Chinatown—are as markedly “old country” as though most of their residents were not California born. San Francisco’s picturesque history—kaleidoscopic in its shifting pattern of indolent Indians, Spanish Dons, austere Franciscan friars, adventurers for gold and valiant transcontinental trail blazers—began when Don Gaspar de Portola, governor

of Lower California, sailed through the Golden Gate on October 31, 1769. Seven years later, in June 1776, the first settlement of white men was established on the shore of a protecting curve of what is now the Great Bay of San Francisco. Recalling “early days” the Mission Dolores founded by the Franciscans in 1776, still stands on Dolores Street.

Typifying the progress of today, the Civic Center, with its magnificent municipal buildings, is notable among any in the United States. Countless songs have been sung of the sightliness of San Francisco and the wonders of her climate. From her high hills the visitor commands a sweeping view of blue water and fringing purple slopes.

In Golden Gate Park, 1013 acres of trees, shrubs and flowers bloom twelve months of the year, giving glorious evidence of her benign climate.

»»»»

- 1—Old China in San Francisco
- 2—The Ferry Building, the portal of hospitable San Francisco
- 3—Year-round markets of garden flowers—San Francisco
- 4—Empire State Building, New York:

Location, Fifth Avenue at 34th Street. Height, 102 stories above the street, 2 stories below; 1,250 feet to the tip of the mooring mast, 1,265 feet to “vanishing point”; observatory roof, 86th floor, mooring mast 200 feet higher. The tallest structure of any kind in the world. Elevators: 63 passenger elevators, and they rise at a speed of 1,200 feet per minute. Steel frame weighs 60,000 tons.

- 5—Fun in a deck swimming tank





Los Angeles and New York—Metropolitan Contrasts

"The City of the Angels" was the name given by the gentle padres of the San Gabriel Mission to the little neighboring village of a few humble adobe huts. Now it is Los Angeles—a great metropolis. But it is a metropolis with a difference. For though Los Angeles teems with business, and Progress is shouted on every side in headline type, there is nevertheless a permanent holiday spirit in its sun-bathed streets, and its wonderful boulevards—thick with speeding motorists—seem invariably to end at some delightful beach where gaiety reigns. The steamers dock in

Los Angeles Harbor (Wilmington) long enough for passengers to see the city and to motor to its surrounding attractive resorts.

New York—the greatest of American cities and ports, and the nation's financial center—is a metropolis in sharp contrast to Los Angeles. Where Los Angeles—huge as it is—revels in outdoor informality, New York builds for sophisticated indoor activities. Its very architecture is sophisticated. Towering skyscrapers, monumental public buildings, splendid bridges, amaze the most prepared visitor. And New York is so complex that it offers sanctuary to every type of individual. Wall Street, Greenwich Village, Fifth Avenue, Broadway, Morningside Heights, are representative of states of mind quite as much as they are the names of localities offering enchantment whatever the preference.

1—Old San Gabriel Mission near Los Angeles

2—Venice, a joyous beach near Los Angeles

3—A busy street, Los Angeles

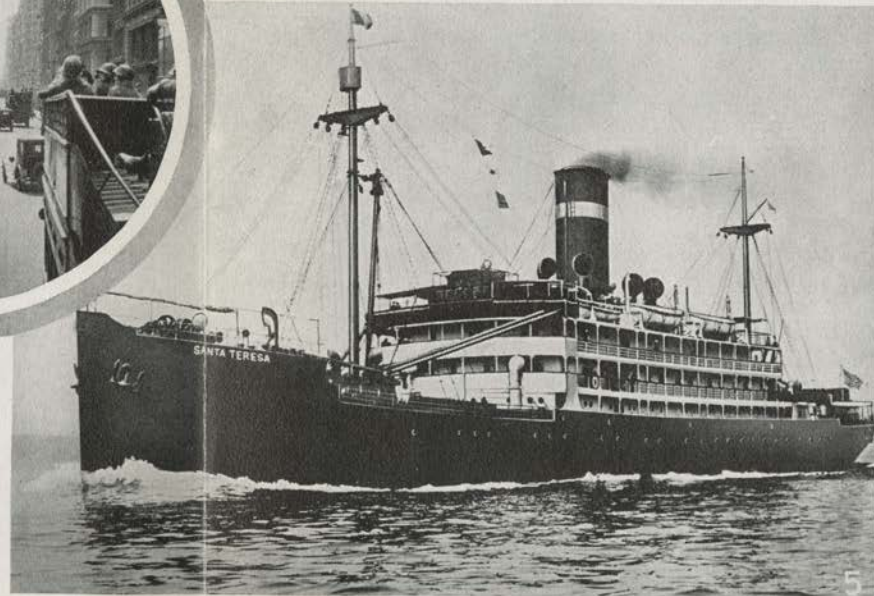
4—Bus riding, Fifth Avenue, New York

5—S. S. "Santa Teresa," sister ship of "Santa Elisa," "Santa Ana" and "Santa Cecilia"



The famous "Santa" Fleet

The Panama Mail steamers, the "Santa Teresa," the "Santa Elisa," the "Santa Ana," and the "Santa Cecilia," are thoroughly modern liners, specially constructed for Caribbean service, with every facility for comfortable and leisurely cruising in the tropics. Each ship has a length measurement of 375 feet and 10,000 tons displacement.



A LEISURE CRUISE TO EIGHT NEW LANDS

TO the American traveler Spanish North America is a land of romance and enchantment with a wealth of tropical scenery found nowhere else in the world. Great mountains, active and extinct volcanos, dense forests, lakes, and a wilderness of the unspoiled tropical vegetation, abound in the lands visited by the ships in the Panama Mail Service of the GRACE LINE.

Panama Mail cruises are more than a delightful steamer voyage to eight new lands rich in historical interest—they offer a complete vacation tour of practically four weeks with every wish and comfort of the traveler anticipated by courteous and well trained attendants. The balmy, semi-tropical climate encourages complete relaxation aboard ship, under the spell of adventure in strange new lands. The **Panama Mail** cruise to the Spanish Americas may be made from San Francisco or Los Angeles to New York, or, westbound from New York to California. Four modern ships, the "Santa Teresa," the "Santa Elisa," the "Santa Cecilia," and the "Santa Ana," make sailings every two weeks.

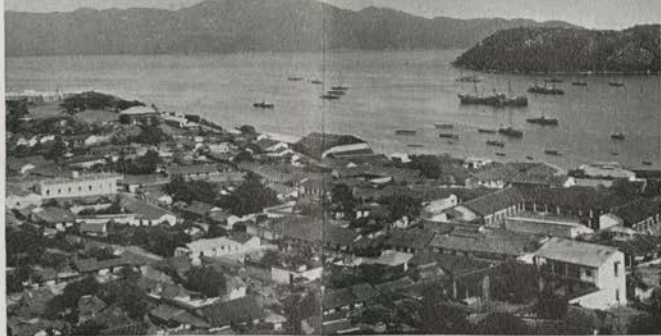
Panama Mail ships stop from one to two days in each country enabling passengers to visit points of interest in a leisurely manner. Eastbound ships, after leaving San Francisco and Los Angeles, visit Mexico, Guatemala, El Salvador, Nicaragua, Costa Rica, Panama, Colombia and Cuba. For westbound ships, sailing from New York, the order is reversed, but Havana omitted.

Mexico

Mexico, largest Spanish American country north of Panama, is a land rich in romance, scenery and natural resources. Panama Mail liners cruise along the west coast of Mexico through semi-tropical sunshine.

Acapulco, first port of Mexico to be touched on the eastbound cruise, is a delightful little city, set in a glorious bay surrounded by green hills, like a sapphire in an emerald frame. It is a mixture of the new and old. Fort Castillo speaks of colonial days, but a picturesque hotel, tourist cottages, and several excellent beaches, attest the popularity of the place in the eyes of tourists. The new Mexico City-Acapulco Highway connects this lovely port with the Capital. It is a twelve-hour automobile drive, along one of the most delightful scenic highways of the Republic, with stops at Taxco and Cuernavaca. It furnishes, therefore, the most convenient and delightful approach to Mexico City.

On the westbound cruise we stop at Mazatlan, metropolis of Mexico's west coast, situated on a peninsula, a rocky promontory towering behind it, while before it stretches a silvery beach, with cocoanut palms growing to the water's edge. The city of 30,000 has a fine cathedral and other places of interest. Serapes, opals, pottery and tropical fruits in abundance are offered to the traveler by women with trays or with baskets of merchandise placed on their heads.



Upper—First Stone Laid in This Church April 5, 1595, Taxco, Mexico
Lower—General View, Acapulco Harbor, Mexico

Guatemala

Guatemala is the most populous of Central American republics, having more than two million population in an area of 48,290 square miles. It is a land of mountains and valleys with the

exception of a narrow strip of lowlands along the sea coasts. Panama Mail liners call at the port of San Jose de Guatemala, thus enabling the passengers to make the rail trip to Guatemala City, the capital of the country, majestically located high in the mountains.

Guatemala City is the largest community of Central America, having 120,000 inhabitants. Quaint and Latin in its atmosphere, it has been called a bit of old Seville. Once outside the fine modern hotel, the visitor might easily imagine himself in the heart of Old Spain.

The spectacular train trip between the capital and seaport unfolds a constantly changing panorama and reveals the variety of the scenery and the products of this land. Majestic mountains, beautiful lakes, rivers and valleys and the enormous ruins of ancient Indian civilizations present something new every hour. No visit to Guatemala City is complete without a trip to El Mercado, the public market, wherein may be found brilliant shawls, blankets and other fabrics and pottery made by the Indians. An afternoon trip of special interest is the one to El Tumuli or Guarda Viejo, a square mile dotted with hundreds of earthen pyramid relics of an olden Indian civilization.

No day in Guatemala City is complete without the Marimba Band concert at the Hotel Patio where afternoon tea is served. For those with additional time, Guatemala is rich in scenery and in picturesque ruins of both the ancient Indian and the early Spanish eras.

El Salvador

El Salvador is the smallest Central American republic with an area of 13,176 square miles, being about one-twelfth the size of California. However, the little nation has a population of 1,700,000 and is, with the exception of Haiti, the most densely populated land in the western world. Eighty per cent of the people live outside the cities and nearly all are land owners. El Salvador is a rich country with excellent soil, well watered—in fact the native name, "Cuscatlan," means "rich land."

Panama Mail steamers touch at two ports, Acajutla and La Libertad. Travelers wishing to see the interior of this prosperous little land may do so as the Panama Mail has arranged for a conducted tour to San Salvador, capital of the country. Lunch is served at the fine hotel in San Salvador, to the accompaniment of a marimba band. This brief and pleasant excursion is quite inexpensive. San Salvador, the capital, is a bustling modern city of 60,000 people and reflects an air of luxury and sophistication. Here are paved streets, modern buildings, beautiful homes, and stylish clubs. The national palace, the capitol building, is a magnificent structure covering an entire block. Points of interest include the cosmopolitan Casino Internacional, the Finca Modelo, or model farm for tropical agricultural experiment; Lake Ilopango, stretching ten miles east of this city, and the public market offering a galaxy of blankets, baskets, tropical fruits and curios.

Nicaragua

Nicaragua, the largest of the Central American republics, has an area of 49,200 square miles, being about the size of England, but is sparsely settled with but 638,000 inhabitants. A large proportion of the people live in the cities. Hence vast regions of Nicaragua are comparative wilderness. Nicaragua products are coffee, fine woods, bananas, sugar and hides.

Without doubt the great interest to Americans in Nicaragua is the projected second canal which the United States may build sometime, utilizing Lake Nicaragua to connect the Pacific and the Atlantic. This canal, which would shorten the route between California and New York, would provide an alternative route by water between these points.

Panama Mail ships stop at the little town of Corinto. It is one of the most beautiful spots in the tropics, and a center for fishing in tropical waters. Managua, capital of the country, is 75 miles east of Corinto. Steamer usually stays all day, and sometimes a picnic to the beach on Cardenas Island, is arranged.

Costa Rica

The Republic of Costa Rica is one of the most charming of Central American countries. It has an area of 23,000 square miles, with a population of 520,766 people. Panama Mail liners call at Puntarenas, the Pacific Coast port, which is 68 miles from the capital, San Jose. Costa Rica is unusually progressive, its proudest claim being its school teachers outnumber its soldiers. Modern schools are located in every town.

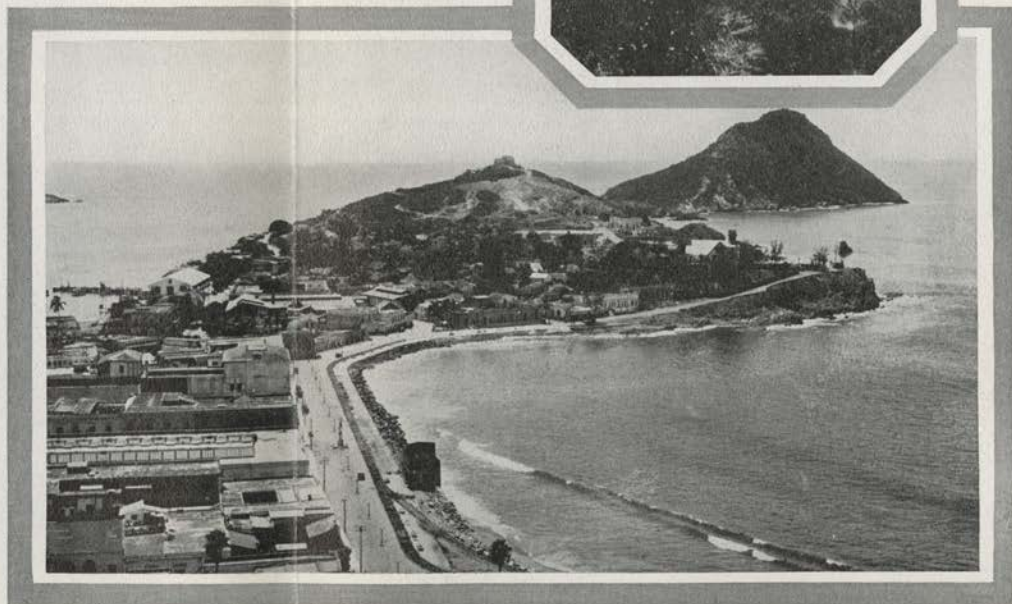
Much of Costa Rica's wealth is derived from its lumbering activities, hardwood and dyewood being among the major items. The export of bananas and coffee, and the mining of gold and silver, also give employment to a large section of the population.

Panama

Panama, across which is the Panama Canal, the world's greatest engineering achievement, is about the size of the State of Maine, and is the home of approximately half a million people. The melting pot of many nationalities, it is the most cosmopolitan nation of Latin America. The climate being tropical, Panama citizenry is most colorful in light weight, light colored clothes, white duck shoes and white helmets.

(Upper)
"Izalco," Active
Volcano, Coast
of El Salvador.

(Lower)
Mazatlan,
Mexico



Under the Southern Cross



1—The lowering of the passenger cage starts adventures in El Salvador.

2—Coffee picker of Guatemala.

3—Reminiscent of old Spain, Havana, Cuba

4—A Native street in El Salvador

5—Outside the old wall surrounding the City of Cartagena, Colombia.



The canal runs north and south and contrary to expectations the Atlantic end is farther west than the Pacific terminal. Since American authorities assumed administration of the canal zone, it has changed from one of the most malarial to one of the most healthful spots in the world.

Vessels pass through the canal in from seven to ten hours, depending upon the amount of time spent in the three sets of locks which lift great ocean liners to the level of Miraflores Lake and back to sea level again. In 1930 a total of 5,885 vessels passed through the canal. Panama Mail ships stop at each end of the canal, enabling passengers to visit points of interest by auto.

Panama City, the capital, located on the Pacific side, is the home of a cosmopolitan population of 65,000. It is a surprising mixture of old Spain and modern America, the former predominating. Among the fine modern buildings are the Presidential palace, the capitol, the city hall, the national institute, the Spanish Legation and the Union Club. The fine residences of Panama compare favorably with anything in Spanish America.

At old Panama, about six miles east of the present city, may be seen the ruins of the ancient capitol destroyed by fire following a siege by the Pirate Morgan in 1671. Here are ruined walls, arches and towers, all rich in historical association.

Balboa, the new American city, lies alongside Panama City. It is a part of the United States and a thoroughly modern residential quarter for employees of the government on the Pacific end of the canal.

Colon, at the eastern terminal of the canal, is an odd mixture of Latin and American, a smaller replica of Panama City. Nearby nestles the American city of Cristobal, residence quarter of the American employees on the Atlantic end of the canal.

Of great interest is old Cristobal, headquarters of the French in their futile attempt to build a canal prior to American development. Nearby is Mount Hope, whereon were buried half of those who came to work on the canal prior to the introduction of American methods of sanitation. Fort Davis, the army post, Gatun locks, wherein ships are raised 85 feet from the Atlantic level, France Field, the army aircraft station, Coco Solo, the submarine base, and Fort Randolph, are all of within an easy day's trip of Colon.



s where life moves leisurely

Colombia

The Republic of Colombia with an area of 476,916 square miles, has a population of approximately 7,000,000. Colombia is the one South American country visited by the Panama Mail.

Colombia is a land of magic contrasts ranging from lowlands at the near sea level to an elevation of 8,564 feet at Bogota, the capital, and having much higher elevation in the interior. Colombia contains a variety of climate and products. Practically every plant and tree can be grown somewhere in this land, which is likewise rich in deposits of platinum, gold, emeralds and oil.

Panama Mail liners call at Cartagena, and unlike any city of the American tropics, is famous in history as one of the western citadels of Spain and later the home of Simon Bolivar, the liberator of South America. Of historic interest is the great wall built around the city, in the early days, as protection against pirates. The Park of Independence, with its many monuments, is one of the most beautiful and historical spots of South America. Nearby stands the cathedral, a splendid example of Latin-American architecture. The Cartagena Club, resort of the elite, generously opened to travelers, is one of the gayest gathering places in tropical America.

Cartagena, survival of the glamorous days of the Spanish Viceroy, has narrow, winding streets, with barred grills in front of all windows. The Governor's palace, and other surrounding buildings, date from the sixteenth century. Inquisition House is a gruesome reminder of cruel early days. Forts and castles abound and at the entrance of the harbor stands the castle of Boca Chica, on guard at the gateway of the city.

Puerto Colombia is another port of call and, seventeen miles up the Magdalena River, is Barranquilla. Pre-eminently commercial, the port is a center of industry in wealth and influence. In contrast to Cartagena, Puerto Colombia is entirely modern.

Cuba

Cuba is the most Americanized of all Spanish American countries, American activity being in evidence on every hand. Cuba has been called "the world's sugar bowl" for the reason that one-fourth of all the sugar used in the world comes from this

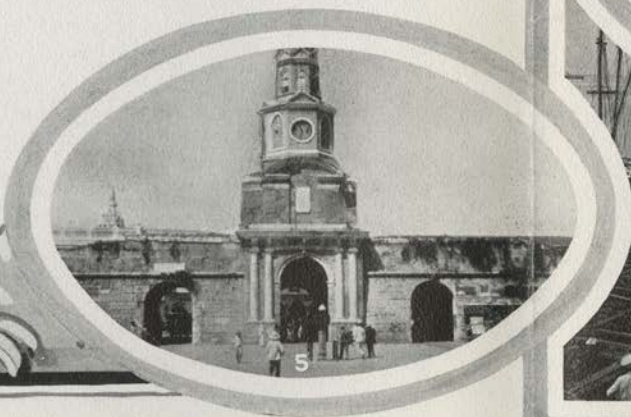
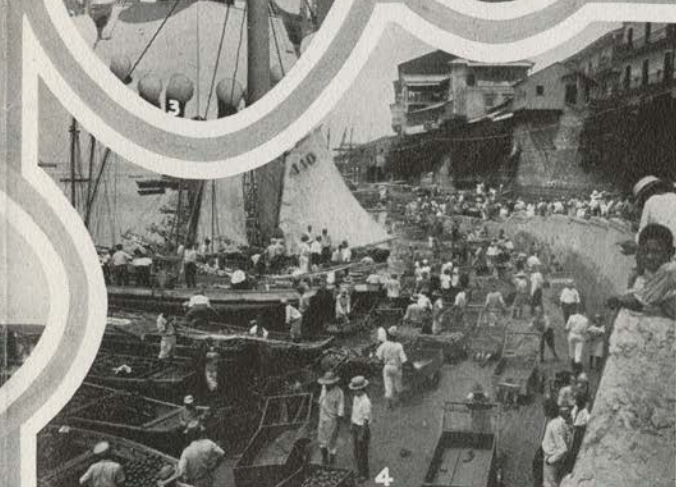
1—"Where the band plays" in Panama City

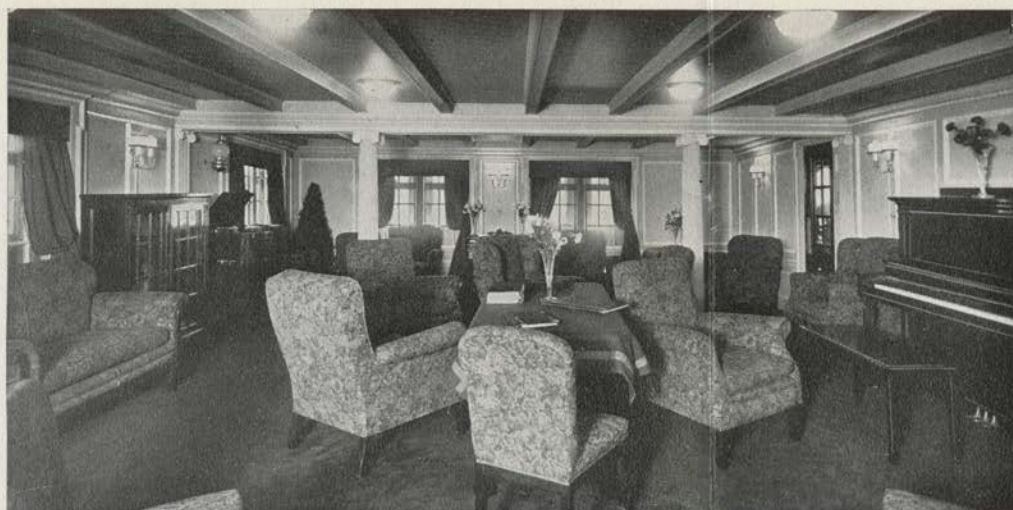
2—S. S. "Santa Cecilia" passing through Miraflores Locks

3—The passing of two liners in Gaillard Cut, Panama Canal

4—Fish Cove market by the ancient seawall, Panama

5—Gateway in the old wall at Cartagena, Colombia





Social Hall and Music Room, where pleasant hours may be passed.

island. Cuba's increase in wealth has been tremendous since the island obtained its independence under the friendly supervision of the United States.

Eastbound Panama Mail steamers make Havana their last port of call before sailing for New York. Travelers refer to Havana as "the Paris of America." This imposing city of 600,000 people is a mixture of old Spain and modern America. The shopping district, with its fine shops and rich perfumes, laces, shawls and other objects of wealth, is a magnet for travelers.

Many of Havana's older streets are but twelve to thirteen feet wide, winding between old colonial structures, while a few blocks away modern skyscrapers tower above broad shaded avenues and beautiful plazas.

Dozens of points of interest lure the traveler, including the botanical gardens, the beautiful palace grounds, quaint old Colon

cemetery adorned by fine statuary, Isabel Park and such buildings as the National Theatre, the Havana Opera House, the Cathedral, National Library, and the magnificent buildings which house the numerous clubs.

Club life is perhaps the most striking feature of Havana. Here are found the largest clubs in the world. Centro Gallego, the Gallician Club, with 60,000 members, is said to be the largest club in the world. Other clubs range in membership from thirty to fifty thousand. Some of these clubs operate banks, schools, hospitals, employment bureaus and provide members with pensions.

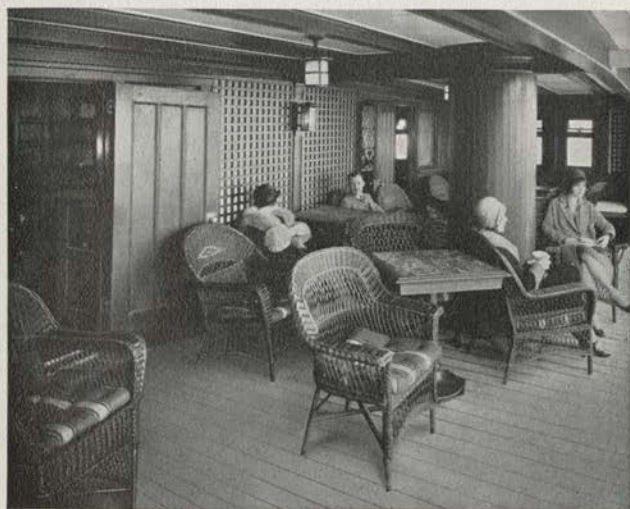
The environs of Havana are rich in interest to the traveler. They include the Casino, the Yacht Club, the Country Club, Morro Castle, which stands sentinel at the entrance of the harbor, its ancient drawbridge, dungeon and parapets reminiscent of the days of piracy on the Spanish Main.

San Francisco Los Angeles

The Panama Mail cruises between California and New York offer the most comfortable and leisurely way to visit the principal lands of Spanish Americas. Steamers stop, on the average, one day in ports



Two Beds in each cabin



Veranda, sun protected but breeze cooled

New York Service

of call, enabling passengers to explore quaint Latin cities for points of romance. In several ports of call the Company has arranged special conducted tours to the interiors.



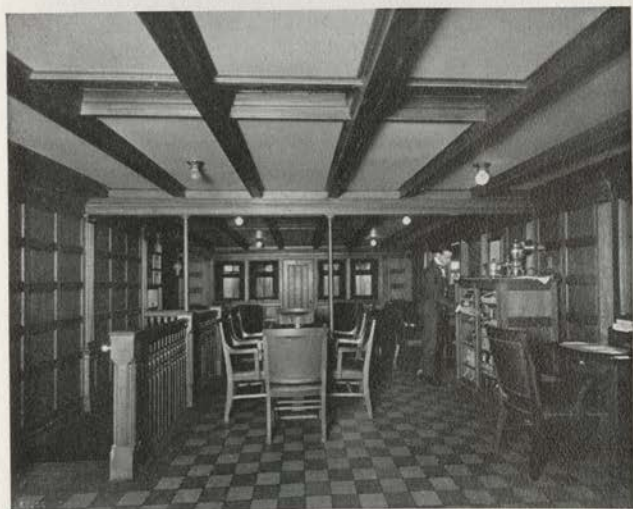
The Dining Room, comfortably situated with tables for large or small parties, as may be desired.

Through the balmy semi-tropics in comfort

Generally speaking, any modern liner is a "good ship," but when it is a question of cruising in low latitudes, pick your ship with care. For in warm waters, deck space and perfect ventilation are of first importance. The "Santa Teresa" and "Santa Elisa" are two sister ships of the "Santa Ana" and "Santa Cecilia" of the **Panama Mail** on service in the San Francisco-Los Angeles-New York cruises. These liners were especially designed and built for comfortable cruising in the tropics.

Commodious Accommodations

The staterooms are large and attractively furnished. Each has two floor-standing beds. Each is equipped with clothes closets, electric fans and lights, including individual bed lamps. There are also cabins which have private baths attached. All "first class" are outside cabins.



Smoking Room and Bar

Ample deck space for dancing, sports or loafing

Broad deck space is a popular feature of these liners. There is plenty of room for all the diversions that make deck life attractive. Deck games, promenades and steamer chairs are grouped and arranged without crowding. The deck veranda with its armchairs and card tables is especially inviting. All deck spaces are sun-protected, but open to the breeze. One of the special deck features is the open air salt water swimming tank. Bathing suits are available on board.

The ship's orchestra provides both concerts and delightful dance music. Dancing on deck with the Southern Cross gleaming southwest and the Big Dipper twinkling north is a joyous experience.

Sports Clothes the Order of the Day

Summer sports clothes, with wraps for cool evenings on deck, will be most comfortable and suitable throughout the cruise, except for the first and last days in northern waters, when heavier clothing is needed. A limited amount of laundry may be done on board.



View of Stateroom with bath attached

SPC
RONE
HE
601
M53
P33
1930



PASSENGER AGENTS AND REPRESENTATIVES

PRINCIPAL OFFICES IN THE UNITED STATES, MEXICO, CENTRAL AMERICA, PANAMA, SOUTH AMERICA,
CUBA AND EUROPE:

UNITED STATES:

Boston, Mass.
Grace Line.....Little Building

Chicago, Ill.
Panama Mail S. S. Co. }230 N. Michigan Avenue
Freer & Blackman }

Los Angeles, Cal.
Panama Mail S. S. Co. } Fidelity Building,
Clay Hutchison, Manager } 548 South Spring Street

New Orleans, La.
Grace Line.....Queen and Crescent Building

New York, N. Y.
Panama Mail S. S. Co. }10 Hanover Square
R. V. Crowder, Pass. Traf. Mgr. }

San Francisco, Cal.
Panama Mail S. S. Co. }2 Pine Street
W. P. Neeson, Asst. Pass. Traf. Mgr. }

Seattle, Wash.
Grace Line.....Hoge Building

MEXICO:

Acapulco, Guerrero Cable Address
W. M. Hudson.....HUDSON

Guadalajara, Jalisco
Petersen & Witte.....PETERSWITT

Manzanillo, Colima
Alejandro Gavica O.....GAVICA

Mazatlan, Sinaloa
G. S. Coppel & Bro.....LEPPOC

Mexico City, D. F.
Wells Fargo & Co. Express. S. A.....FARGOX

Puerto Angel, Oaxaca
Jose LorenzoLORENZO

Salina Cruz, Oaxaca
Guzman & Nyrup.....MANRUP

San Jose del Cabo, Baja California
Arturo Canseco

CENTRAL AMERICA:

Guatemala
Champerico: Cia de Agencias de Champerico, Ltda.....ALLOT
Guatemala City: Panama Mail S. S. Co.....PANAMAIL
Harry A. March, Sub-Agent

San Jose de Guatemala:
Agencia Maritima Nacional, Ltda.....AGMAR

For fares and full particulars apply to nearest Agent shown above or any office of the Atchison, Topeka & Santa Fe Ry., Chicago, Milwaukee & St. Paul Ry., Chicago & Northwestern Ry., New York Central Railroad, Pennsylvania Railroad, Southern Pacific Company, Union Pacific Railroad, Western Pacific R. R., Great Northern Railway Company and all other principal railways in the United States, also all of the offices of Messrs. Thos. Cook & Son, Raymond & Whitcomb, Inc., American Express Co., "Ask Mr. Foster Service," and other tourist agencies in all parts of the world will quote fares and furnish tickets.

GENERAL OFFICES: 2 PINE STREET, SAN FRANCISCO

Cable Address: "PANAMAIL"

C. C. MALLORY, Vice-President

El Salvador

Acajutla: La Agencia Nacional, Ltda.....AGNAL
La Libertad: Agencia Salvadorena.....LIBRE
La Union: International Rys. of Cent. Amer.....GUARAILCO
San Salvador: Panama Mail S. S. Co.....PANAMAIL
E. J. Brown, Special Agent for Central America

Honduras

Amapala: Teodoro Kohncke & Co.....KOHNCKE

Nicaragua

Corinto: J. R. Vassalli & Co.....VASSALLI
San Juan del Sur: Carlos Holmann.....HOLMANN

Costa Rica

Puntarenas: F. J. Alvarado & Co., Sucs.....ALVARADO
San Jose: Panama Mail S. S. Co.....PANAMAIL
Leroy F. Beers, Agent

PANAMA:

Balboa, C. Z.
Panama Agencies Co.....PANAMAIL

Cristobal, C. Z.
Panama Agencies Co.....PANAMAIL

Panama City, R. P.
Panama Agencies Co.....

SOUTH AMERICA:

Colombia

Barranquilla: Corporacion Maritima
Colombiana, Apartado 462.....CORMARCO
Bogota: Corporacion Maritima Colombiana.....CORMARCO
Buenaventura:
Corporacion Maritima Colombiana.....CORMARCO
Cartagena: J. J. Gomez & Co.....GOMJUNIOR

CUBA:

Havana: Nitrate Agencies Co.....NITAGECO
Centro Gallejo Building, cor. San Rafael St.
and Central Park, P. O. Box 2189

EUROPE

The Hague, Holland

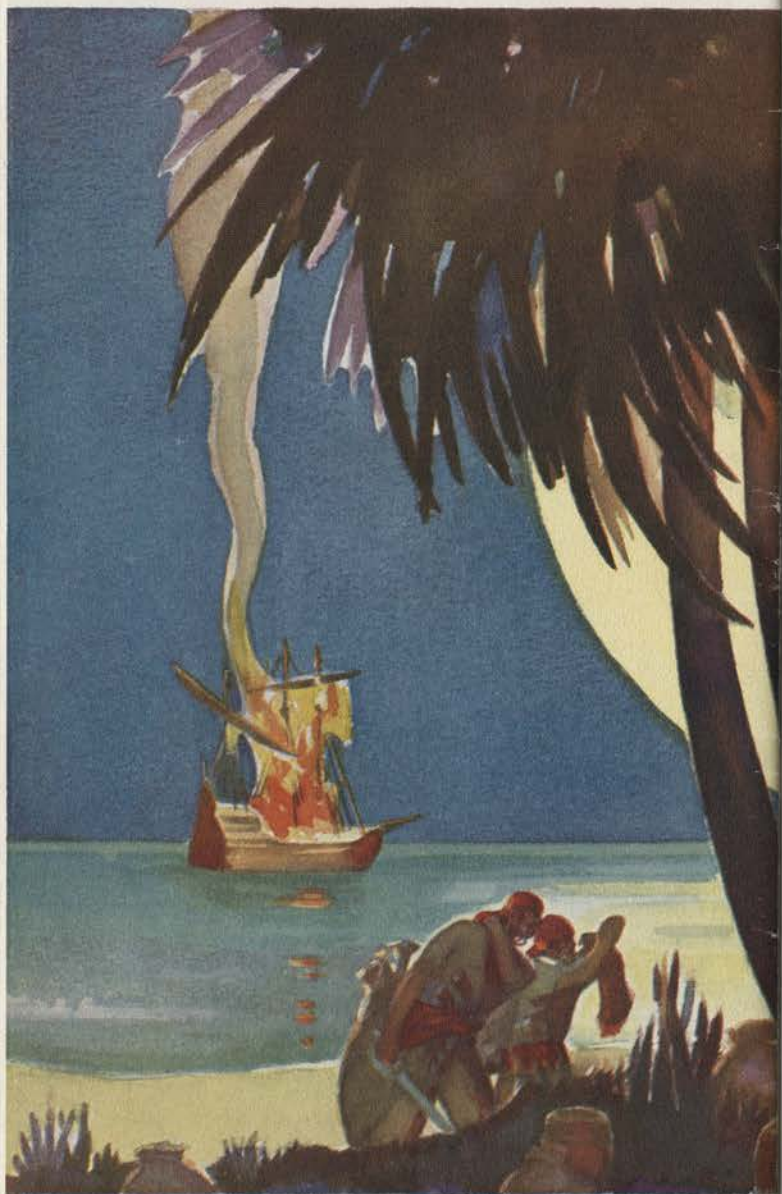
E. George Williams, European Pass. Traf. Agent....22 Raamweg

London, England

Grace Brothers & Co., Ltd.....147 Leadenhall St., E. C.

W. A. YOUNG, JR., Gen. Pass. Traf. Mgr.

NEW YORK
HAVANA THRU THE
SPANISH AMERICAS
THE WONDERLAND OF LONG AGO



GRACE LINE
PANAMA MAIL SERVICE