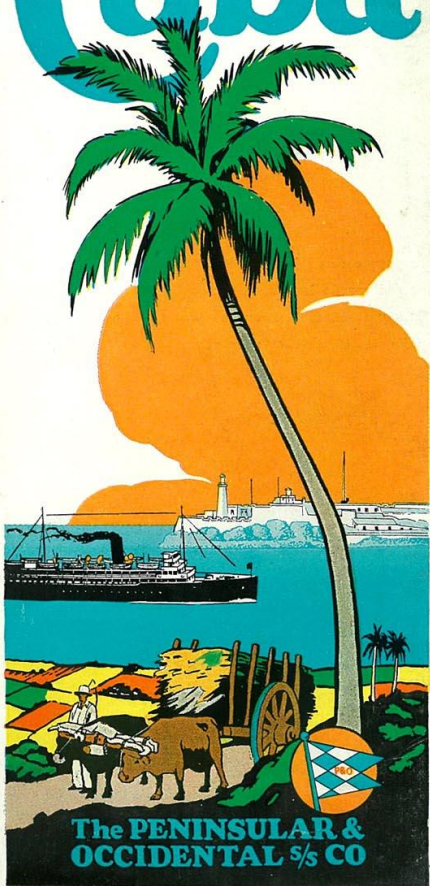
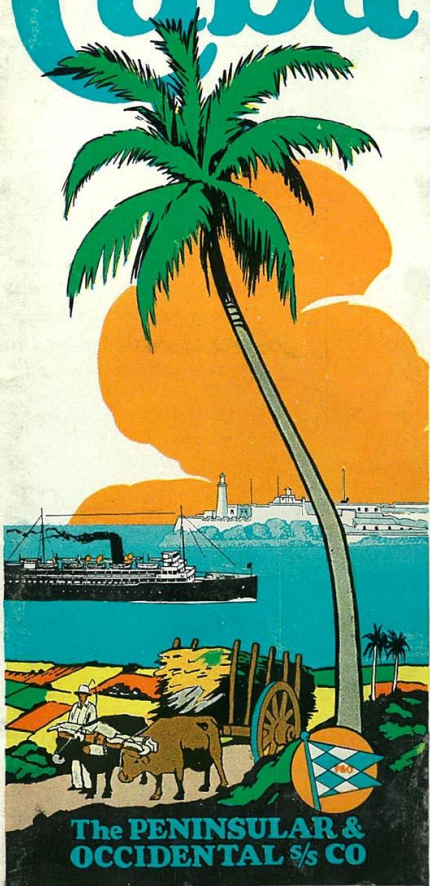


Cuba

Cuba



The PENINSULAR &
OCCIDENTAL S/S CO



The PENINSULAR &
OCCIDENTAL S/S CO

Cuba ^{and} The Peninsular & Occidental S. S. Co.

CUBA AND THE PENINSULAR & OCCIDENTAL S.S. CO. have been inseparably linked together in bonds of friendly co-operation for many years. Ever since way back in the eighties when the first trip was made by the S.S. *Mascotte*, service has been maintained regularly between Key West and Port Tampa and Havana by The Peninsular & Occidental S.S. Co. and its predecessors, and this route definitely established in the public mind as the shortest, most dependable and most popular route between the United States and Cuba.

Service from both **PORT TAMPA** and **KEY WEST**

with ship-side connection with solid through trains from the East, North and Middle West. No transfers across town—no delays.

DURING THE WINTER TOURIST SEASON

Daily
FROM KEY WEST

Four Times a Week
FROM PORT TAMPA

DURING THE BALANCE OF THE YEAR

Five Times a Week
FROM KEY WEST

Twice a Week
FROM PORT TAMPA

This service is "year round" and is performed by modern, oil-burning steamers equipped with every known device for the safety and comfort of passengers.

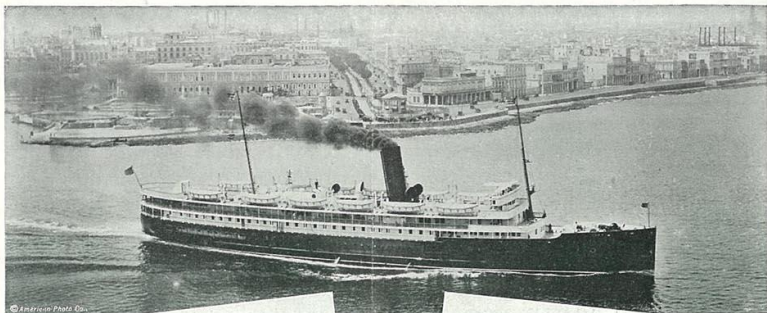
The instant a visitor walks down the gang-plank and puts his foot on Cuban soil, he is in a *foreign* country. Here, he can roam crooked, narrow, old-world streets and find quaint little restaurants and fascinating shops. He can sip his after-dinner liqueur or coffee at the sidewalk cafes along the boulevards. He can live at elegant hotels—among the world's best. He can dine and dance at gay casinos and mingle with a cosmopolitan crowd in the car-

nival atmosphere so dear to the Latin heart. He can visit the race track at the famous Jockey Club—a rendezvous of society. He can lose himself in the frivolity of the mardi gras. He can be a guest at some of the most beautiful and sporty golf courses in the world. He can speed on paved roads through avenues of palms along the coast of the sunny Caribbean and across huge checker-boards of plantations—roads that seem to weave the island into a web of smiling days and romantic nights. And he will say, as the old mariner, Christopher Columbus, said centuries before, "It is the most beautiful land human eyes have ever seen."

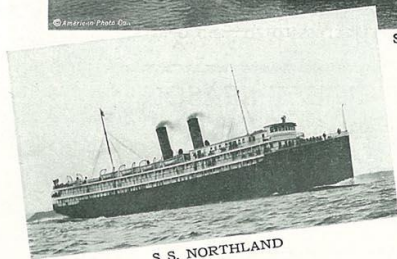
ONLY NINETY MILES KEY WEST to HAVANA—SHORTEST SEA ROUTE to CUBA



THE PENINSULAR & OCCIDENTAL STEAMSHIP COMPANY



S. S. CUBA



S. S. NORTHLAND



S. S. GOVERNOR COBB

THE PENINSULAR & OCCIDENTAL FLEET

S. S. CUBA—Twin screw, oil burner, length 342 feet, width 47 feet, speed 18 knots per hour, passenger capacity 520. Especially designed for service in tropics, having wide decks, all outside rooms and spacious saloons. One hundred and thirty-two first-cabin rooms with 16 parlor rooms containing double bed and sofa berth, private shower bath, toilet, running water, electric fans and every convenience for comfort.

S. S. GOVERNOR COBB—Triple screw, turbine driven, oil burner, length 289 feet, width 54 feet, passenger capacity 448. One hundred and sixty

first-cabin rooms, including 11 parlors with double beds and every modern convenience.

S. S. NORTHLAND—Single screw, oil burner. Length 328 feet, width 48 feet. Speed 17 knots per hour. Passenger capacity 675. Two hundred and thirty-six first-cabin rooms, many de luxe rooms with large double beds, private toilet facilities, running water and every convenience.

S. S. MIAMI—Twin screw, oil burner. Length 250 feet, width 40 feet, speed 14 knots per hour. Passenger capacity 204. Sixty first-cabin rooms, especially designed for service in semi-tropics.



THE PENINSULAR & OCCIDENTAL STEAMSHIP COMPANY



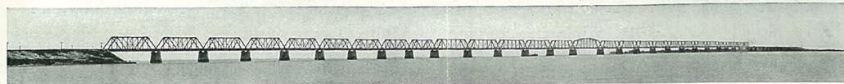
Florida East Coast—The Oversea Railroad

FEATURES of exceptional interest are presented to the traveler who journeys to Cuba by the oversea railroad of the Flagler System to Key West, thence by the splendid steamers of The Peninsular & Occidental Steamship Company.

From the mainland of Florida to the Island City of Key West, a distance of 128 miles, one travels in a luxurious Pullman train over a railroad unique in the world, buildd from key to key across the Gulf.

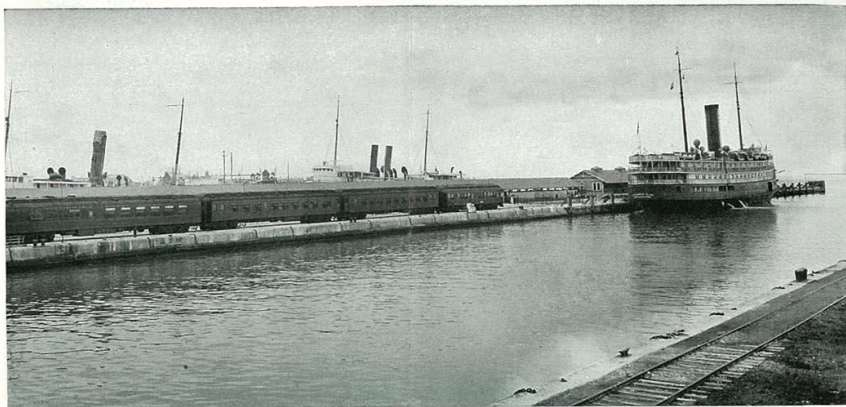
With a circling horizon of sea and sky as in mid-ocean, the train moves over the sea on great viaducts of concrete and on long and high steel cantilever bridges resting on giant pyramids of concrete like Pillars of Hercules. At times the water's depth is thirty feet.

This part of the railroad is called the Key West Extension and has, with less than justice, been declared the Eighth Wonder of the World, conceived and created by that man of vision, the late Henry M. Flagler, at a cost of exceeding \$20,000,000.





THE PENINSULAR & OCCIDENTAL STEAMSHIP COMPANY



PASSENGERS TRANSFER AT SHIP-SIDE—KEY WEST

This 1,200 ft. Concrete Pier Is Used Jointly by The P. & O. S. S. Co., and the F. E. C. Ry.

Key West, Florida

KEY WEST, the only frost-free city in the United States, is situated upon an island at the extreme southern end of the Florida Keys where the Atlantic Ocean and the Gulf of Mexico meet. A city of 17,000 inhabitants, with every inducement for residence, Key West compares advantageously with other Florida cities. Modern schools, electricity, bus transportation service, gas, ice and other utilities may all be found there.

The ideal climate of Key West, with its average winter temperature of 69 degrees, affords continuous outdoor life to those who visit its shores. Its marine surroundings, kaleidoscopic in its variety of coloring, its genuinely tropic atmosphere, its superb bathing and game fishing opportunities are unequalled anywhere. With its sponge trading mart, its

turtle-crawls, fishing smacks and quaint old-world architecture, Key West is, indeed, distinctively fascinating.

The municipally-owned golf course, located on Stock Island, when completed, will be an eighteen-hole course. Nine holes are now in perfect playing condition. New and up-to-date hotels, boarding house accommodations are available at reasonable prices and the traveler who is so fortunate as to include Key West in his itinerary for a day, a week or a month will find much to amuse and distract him. Casa Marina Hotel, the F. E. C. Hotel Company's newest and finest hotel, is situated on the ocean front overlooking the opalescent waters of the sea.

Key West is the southern terminus to the Oversea Extension of the Florida East Coast Railway, a scenic trip over more than thirty tropical islands where one arrives in Key West to be immediately



THE PENINSULAR & OCCIDENTAL STEAMSHIP COMPANY



THE CASA MARINA HOTEL AT KEY WEST

transferred to the palatial steamers of The P. & O. Steamship Company for a delightful sea trip across the Gulf to the enchanting city of Havana and its Island Republic.

The famous Oversea Highway connecting Key West with the mainland, will be opened to motorists this winter.

Tampa and Port Tampa, Florida

FROM Port Tampa, Florida, The Peninsular & Occidental Steamship Company operate their line of steamships to Havana, Cuba, stopping at Key West en route. Terminal facilities here are most complete, being joint with the Atlantic Coast Line Railroad, and passengers and baggage between trains and ships are handled with the greatest ease and dispatch.

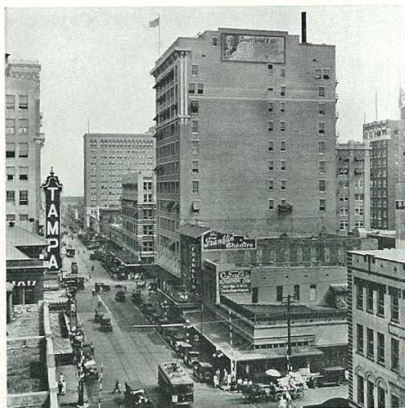
Tampa is the metropolis of South Florida, and combines industry with merriment in delightful pro-

portions. The visitor will be interested in something of Tampa's commercial importance if told in brief phrases. Tampa is the home of the Florida Citrus Exchange, the largest Havana cigar manufacturing city in the world, making 501,000,000 cigars annually; is the greatest phosphate shipping port in the world, is the nearest available port to the Panama Canal, has municipally-owned water front and is Florida's year-around playground.

There is much to see in Tampa. In Ybor City one gets a glimpse of Cuba and Spain tinted with enough Americanism to make an atmosphere nowhere duplicated. There is but one Ybor City in the world, and it is the Spanish or Cuban quarter of Greater Tampa. There are cafes and restaurants in charge of caterers who take their hats off to no one in their line of endeavor. There one may obtain Spanish dishes of Spanish food, Spanish prepared, as they can be had nowhere else within the bounds of the United States. There, too, are the Cuban



THE PENINSULAR & OCCIDENTAL STEAMSHIP COMPANY



A STREET SCENE IN TAMPA



ON THE HILLSBOROUGH RIVER NEAR TAMPA

clubs, giving the cigar-makers and their families the life they must lead to be content. There is the blackest coffee ever brewed, there are the best cigars ever smoked, the most unique theatrical attractions on American soil.

Miami, Florida



MAMI, the wonder city of Florida—the Magic City, as she calls herself, is indeed worth the seeing. There need be no dull moments in Miami. Few cities in America, Miami's size, offer greater variety of entertainment. Open-air theatres, with only the canopy of Heaven for covering, present the best offerings of the screen. Country clubs, hotels, casinos and night clubs, as unique as they are popular, make Miami famous for its night life. People go elsewhere to be serious; they come to Miami to play. Known the country over as "The

Nation's Playground," Miami's climate makes it possible for every amusement, every sport and every diversion to be indulged in any and every day in the year. The motorist, the angler, the horse lover, the golf fan, the tennis player, the swimmer, finds his El Dorado in Miami.

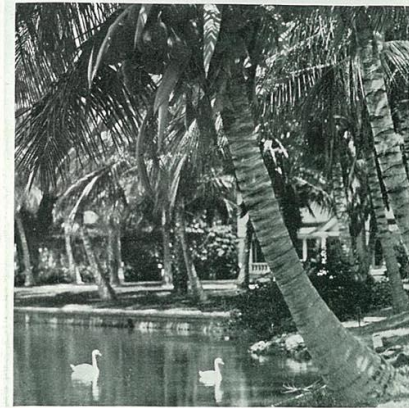
The late Henry M. Flagler knew that the Gulf Stream hugged the shore along this part of the coast, warming it, and he realized that climate such as offered by the lower East Coast of the Florida Peninsula would "make it," regardless of the fertility of the soil and its agricultural possibilities. The great empire builder, despite the advice of friends and over the protests of his own engineers, ordered a railroad built through the then swamps and jungles of the lower East Coast to Miami, and later to Key West. The first train arrived in Miami on April 15, 1896. Since that time Miami has grown by leaps and bounds and now in the Fall of



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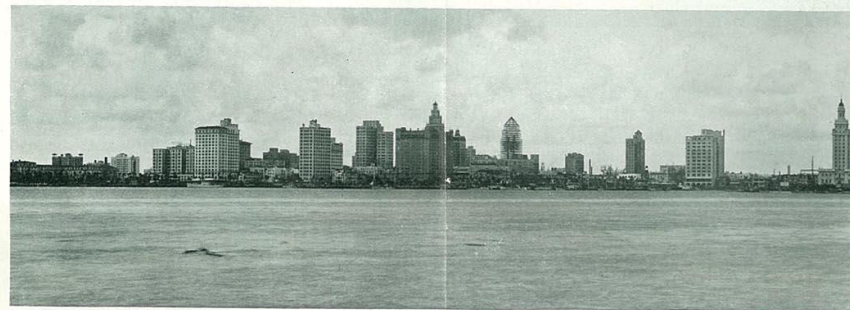


BEAUTIFUL SCENES AT MIAMI ON BISCAYNE BAY



1928 the Greater Miami District has a population of approximately 200,000 people. The growth of the city during the past ten years is a national epic. Perhaps this is due in some measure to the fame

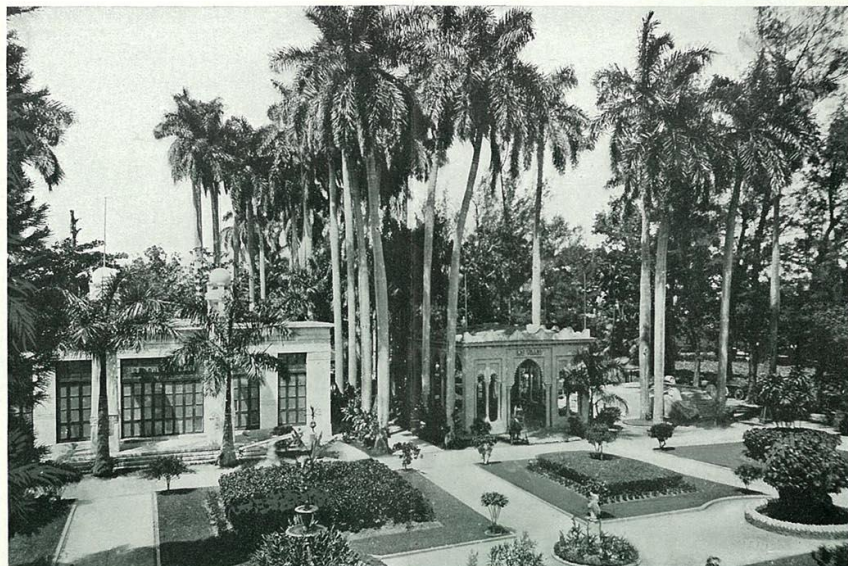
Miami is winning as a health resort, a haven for those whose bodies need rebuilding and whose tissues need the curative properties of the ultra-violet rays of the sun.



SKYLINE VIEW OF MODERN MIAMI



THE PENINSULAR & OCCIDENTAL STEAMSHIP COMPANY



THE HAVANA BOTANICAL GARDENS

Havana, Cuba

HAVANA, the capital city of the Republic of Cuba, intermingling an historic and romantic past with ultra-modern customs, never fails to thrill the visitor within her gates. A visit to this enchanted city leaves one with glowing memories of pleasant and novel experiences never to be forgotten.

No city on the American side of the world combines the many advantages which go to make up a perfect winter resort more ideally than does Havana,

Cuba. Underlying the gay care-free boulevard life pervading the city is a charming suggestion of subtle antiquity and old-world influence.

To the winter visitor Havana seems to be one vast pleasure resort. There is the famous Prado, the boulevard of fashion and wealth, the Malecon, beautiful ocean drive extending for miles along the water front. Then there is Central Park, the center of traffic and the hotel and theatre district, with its tropical foliage and imposing statuary, where the Havana Municipal Band, one of the finest in the



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THE PRADO

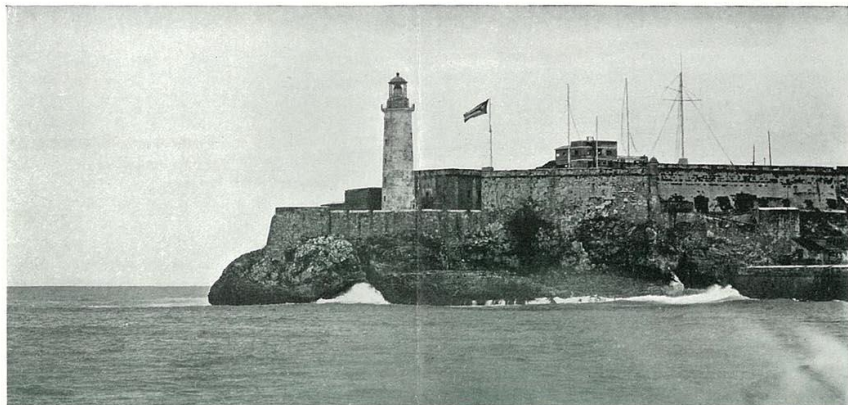
world, plays of evenings. And there is music at the Malecon by the Cuban Army Staff Band. There is not an evening during the winter season when those favorite haunts of the pleasure-seeker are not filled with life and laughter.

While the resort features of Havana are naturally the most outstanding and popular of the city's attractions, there are many other things to interest and delight the visitor. An excursion down any of the narrow side streets leading off Central Park will afford an intimate glimpse into the obscured life of

the older quarters of the city. The history hunter and student of man and conditions finds in Havana a veritable mine of material to interest his particular bent.

Horse Racing, Jai-Alai and Other Sports

BEAUTIFUL Oriental Park race track is situated about eight miles from downtown Havana, at Marianao, and is reached by two suburban transportation lines, the Havana Central Railroad (electric)



MORRO CASTLE—PASSED BY P. & O. STEAMERS ENTERING HAVANA HARBOR

and Havana Electric Railway; also by automobile road. It has an excellent one-mile track on which run horses from the finest stables in the United States and Cuba, beginning in November and continuing for ninety days. The races are attended by the elite of Havana society, and by the notables who visit Cuba. Betting is permitted by both open books and pari mutuels.

Jai-Alai (pronounced high-a-ligh), the thrilling game of Spanish hand-ball, is played at two "frontones" in Havana by specially trained players brought direct from Spain. The game is played by four men with such lightning-like rapidity it carries the onlookers on the crest of a wave of suspense and thrills that leaves them enervated at the end of each game from sheer emotion. The excited betting and cheering of the natives is an added attraction to the show. Visitors should not fail to attend one or more of these games while in Havana.

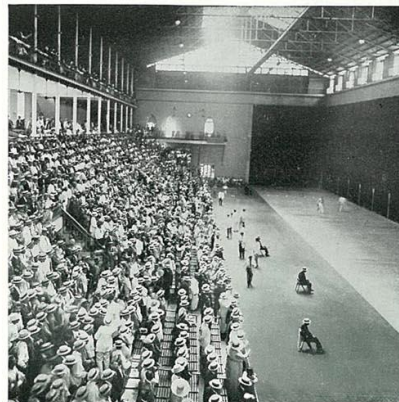
Baseball, which is a popular sport in Cuba, is

played on capacious baseball grounds with excellent diamonds, where very interesting championships are participated in by first-class players.

There are many other sports such as polo, tennis, trap shooting, fishing, yachting, rowing, swimming and golf, which can be enjoyed the year 'round. The Concha Beach at the Playa de Marianao is the popular bathing beach.

The Annual Carnival

The Annual Carnival commencing January 20th is a most colorful spectacle. It lasts for four weeks, on every Sunday of which Havana is given over to the most wholesome spirit of merriment. The carnival is directed by a municipal committee under the presidency of the Mayor. The programme includes carnival parades and festivities, boat races, automobile races, flower festivals and many other new and unique features. The clubs and cabarets take on an unusual spirit of gawgety and the carnival



JAI-ALAI

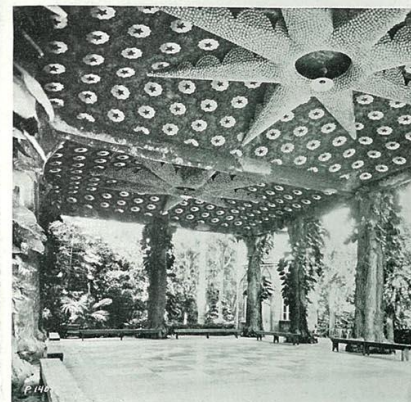
season is one round of pleasure for everybody, including the visiting tourist.

The Casino de la Playa

At the Casino de la Playa, known as the Monte Carlo of the Western Hemisphere, the elite of Havana society, as well as visiting notables from all parts of the world, nightly gather to dine, dance and woo the Goddess of Chance. Roulette and every game of chance can be indulged in by those so inclined. There is a splendid dining room and ballroom. Music is furnished by an excellent orchestra.

Interesting and Historic Old Forts

THE old forts and fortifications in the vicinity of Havana are always interesting. The most important of these is Morro Castle at the entrance to Havana Harbor, which was begun in 1589 and finished in



DANCE PAVILION IN TROPICAL GARDENS

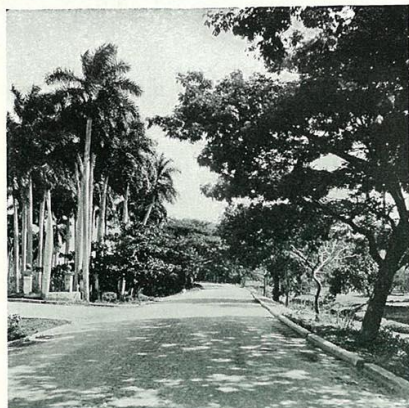
1597. Fort Cabaña is only a short distance away and was built as an adjunct to Morro and formed an important link in the fortifications of the city. The oldest of the forts is "La Fuerza," built in 1544. This fort for some time was the residence of the Governor Captain-General of the island. It has been preserved in its original condition. "La Punta" is the smallest of the forts and is located on the Havana side of the harbor at the foot of the Prado. Other forts are the Torreón de San Lazaro, built in 1556; the Castillo de Atares, 1765; the Castillo del Principe, 1794, and the Torreones de la Boca de la Charrera and Cojima, built in 1646.

The Havana Country Club

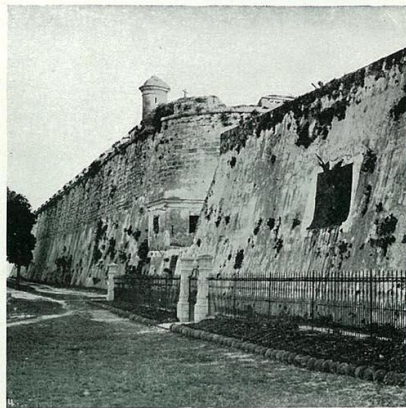
The Havana Country Club, by its really sporty course, which challenges the skill of the player, and by the picturesqueness of its scenery, inspires the visitor. The eighteen-hole course is beautifully



THE PENINSULAR & OCCIDENTAL STEAMSHIP COMPANY



A CUBAN AUTO HIGHWAY



CABAÑAS FORTRESS

situated and artistically laid out. The club house is up-to-date in every respect and handsomely furnished. It is surrounded by spacious verandas, and ample accommodations provided for its large membership and also for the visitor, who is made most welcome and comfortable.

Biltmore Yacht and Country Club

SPONSORED by the Bowman Biltmore interests, owners of eighteen hotels and country clubs in the United States, the Havana Biltmore Yacht and Country Club, now under construction on a 2,000-acre tract adjoining Havana, will certainly be the most elaborate institution of its kind in the tropics, if not in the world. Cost of the property, which includes the Casino and the race track, approximated \$9,000,000 and the Company has already embarked on an im-

provement program on which \$6,500,000 will be expended, without counting the cost of hotels and private residences that will be built on such portions of the property as has been set aside for this purpose.

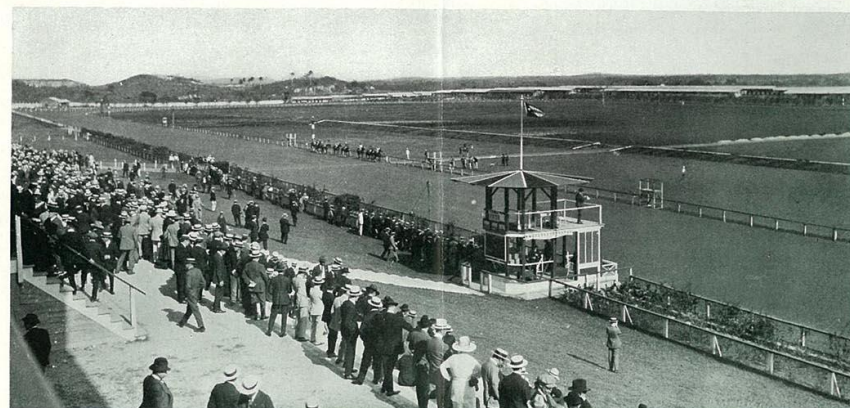
An eighteen-hole golf course designed by Donald Ross will be ready for play at the beginning of the coming winter. A half-million-dollar club house is now being built. Dredging operations are under way to improve the already fine natural ocean beach and the Jaimanitas River, which flows through the property, will be widened and deepened to allow for anchorage of yachts.

Beautiful Parks

Havana is noted for its many beautiful parks, decorated with abundant tropical foliage and magnificently landscaped. The tourist should not fail to visit the following: Tropical Gardens, a most beautiful park where beer is served by the Tropical



THE PENINSULAR & OCCIDENTAL STEAMSHIP COMPANY



ORIENTAL PARK RACE TRACK—HAVANA

Brewery free of charge to all, and dancing and other amusements enjoyed; Botanical Gardens, Country Club Park, Colon Park, Central Park, Reparto Mirimar, Japanese Park, Mendoza Park, and others.

Churches

There are a number of ancient churches well worth seeing, the most notable of which is Columbus Cathedral, built in 1704, where the bones of Columbus reposed until taken to Spain in 1898. Others are San Francisco, Santo Cristo, Espiritu Santo, Monserrate, Jesus Maria and San Felipe. There is also the beautiful new Gothic Temple of the Jesuits called Sagrado Corazon. Among the restored churches are the La Merced, La Caridad and Santo Angel. Among the Protestant churches are the Baptist, Episcopal, Methodist and Presbyterian, where services are held in Spanish and English.

What to See in Havana

A condensed list of the principal points of interest in Havana for the tourist is shown below. These points can be reached by sight-seeing busses, taxicabs, and a good many of them by street cars and electric trains:

- | | |
|-----------------------------|----------------------------|
| National Museum | Grand Casino |
| Castillo Atares | The Playa or Bathing Beach |
| Universidad Nacional | Jai-Alai Games |
| Women's Jai-Alai | Leading Theatres |
| San Francisco Mineral Water | Havana Country Club |
| Fountains | Maine Monument |
| Triscornia Detention Camps | Tropical Gardens |
| Artificial Lake | Botanical Gardens |
| Reina Street Cathedral | Vento Springs |
| Morro Castle | Colon Cemetery |
| Cabañas Fortress | Chinese Theatre |
| Columbus Cathedral | Henry Clay and Bock Cigar |
| Merced Church | Factory |
| The Prado | Mercado Unico |
| Central Park | Orphan Asylum |
| President's Palace | Temple or Columbus Chapel |
| Malecon | Vedado |
| American Club | Toledo Sugar Mill |
| Oriental Race Track | |



THE PENINSULAR & OCCIDENTAL STEAMSHIP COMPANY



BEACH AS SEEN FROM THE YACHT CLUB—HAVANA

Items of Progress on the Island of Cuba The Central Highway

THE Central Highway of Cuba, now under active construction in every province of the island, consists of a modern highway extending practically the whole length of the island from the city of Pinar del Rio in the east end to the city of Santiago in the west end, a distance of 705.6 miles. As its name indicates this highway passes almost through the center of the island, but touching the ports of Havana, Matanzas and Santiago de Cuba; and the interior towns and cities of Pinar del Rio, Artemesa, Guanajay, Madruga, Santa Clara, Camaguey, Holguin, Bayamo and Palma Soriano.

The width of the pavement is 20.5 feet. The base is of Portland cement concrete six inches in thickness and the wearing surface is the Warrenite bitulithic asphaltic surface two inches in thickness, thus providing a high-class pavement through the interior of Cuba.

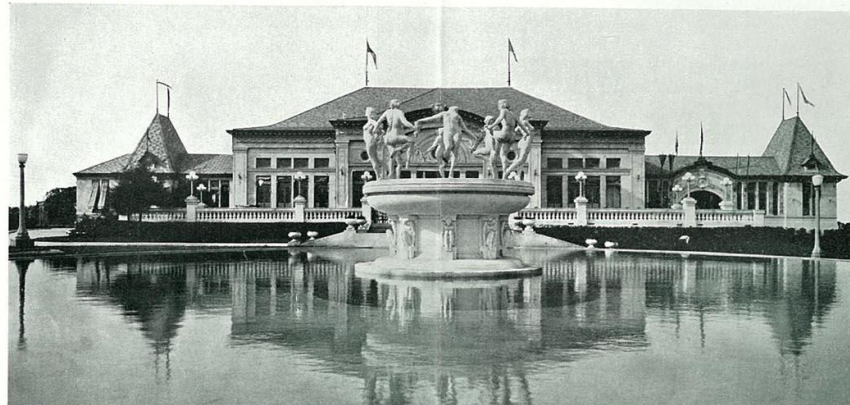
During the winter season of 1928-1929 it will be possible to use about 25 miles of this highway on each side of Havana, thus permitting tourists to ride in comfort at least 50 miles in the interior of Cuba. A much greater mileage than the above has been completed, but much of it will be unavailable for use to tourists as the finished sections are cut off from Havana and other cities by sections which are still under construction. It is expected that the whole project will be completed about the end of 1930.

The Wonderful Island of Cuba

THE Most Beautiful Land that human eyes have ever seen," is the statement credited to Christopher Columbus, when, on October 28, 1492, he discovered the island of Cuba. This statement by the distinguished old mariner has stood undisputed for over 400 years, during which time thousands upon thousands of others have come to this island to



THE PENINSULAR & OCCIDENTAL STEAMSHIP COMPANY



GRAN CASINO DE LA PLAYA—HAVANA

marvel at its wonderful beauty. Nature has endowed and enriched this island with all her glories and filled it with all her treasures.

Cuba's tropical climate is tempered by the sea breezes. During the winter months the mercury seldom drops below 60 degrees, while in summer it seldom reaches, and never passes 90 degrees. The average temperature for January is 70.3 degrees and for July 82.4 degrees. It is always pleasant; even in the warmest days of summer one can be comfortably cool in the shade, and sunstroke is unknown. The sky is a bright blue, the air clear and invigorating. The azure of the sky has been embodied in the national flag as typical of Cuba. There is no sudden shifting of seasons, the trees retain their foliage throughout the year and the fields never lose their marvelous verdure. In healthfulness Cuba ranks among the first countries of the world. The absence of flies, mosquitoes and other insect pests is particularly noticeable to the visitor.

The Cubans are the most courteous and friendly people on earth. Visitors to their shores are not looked upon as strangers.

The island of Cuba is approximately 760 miles long; average width about 60 miles; area 45,881 square miles, a trifle larger than the state of Pennsylvania. Cuba has approximately 2,000 miles of seacoast, indented with many fine deep-water harbors and wonderful bays. Most of her harbors are distinguished for their bottle-neck entrances, vast areas of water almost entirely surrounded by land.

More merchandise enters and leaves the port of Havana than any other port in the Western Hemisphere, with the single exception of New York. Cuba's foreign commerce has increased over 700 per cent since the beginning of the Republic in 1902. The vast business done with Uncle Sam is shown by the fact that 75 per cent of Cuba's imports come from the United States, and all but 30 per cent of her exports go to the United States. Cuba is vastly

(Continued on Page 18)



THE HAVANA SPECIAL

De Luxe Pullman Train Between
New York and Key West

VIA

Pennsylvania Railroad—Richmond, Fredericksburg & Potomac R.R.—Atlantic Coast Line R.R.
Florida East Coast Railway

47 Hours, 40 Minutes New York to Havana
47 Hours, 49 Minutes Havana to New York

Read Down—No. 75—Daily Read Up—No. 76—Daily

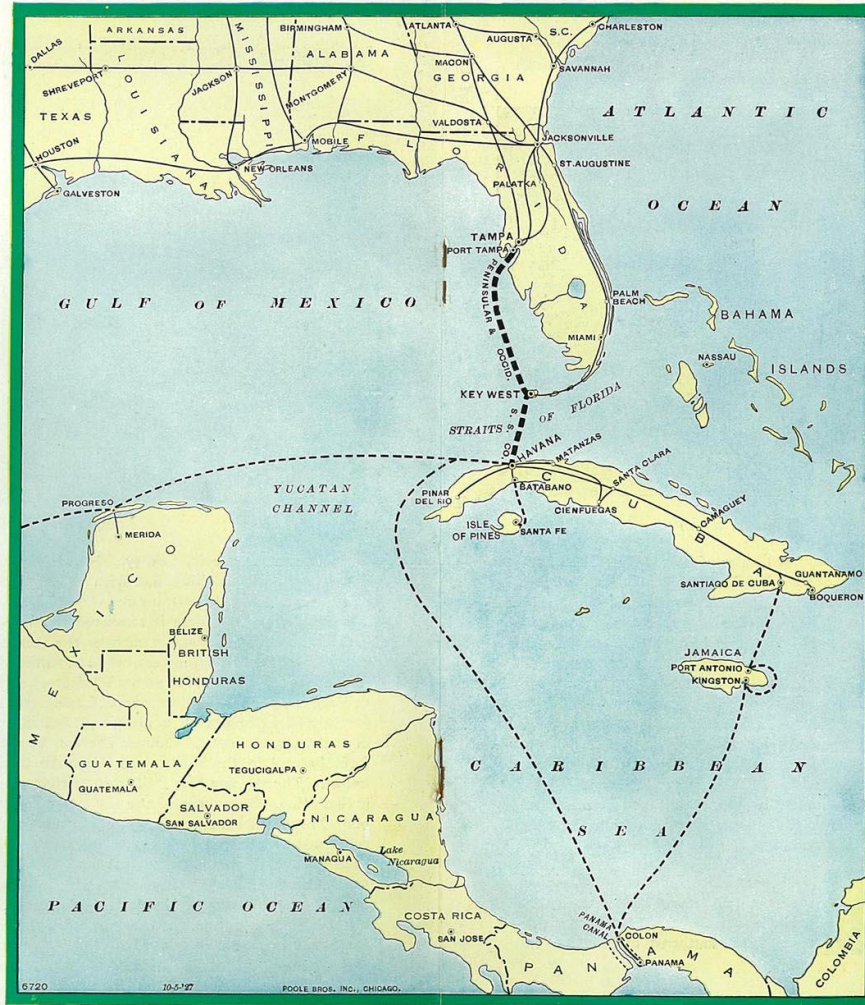
Penna. R. R.			
3.20 p.m.	Lv. New York (Penna. Sta.)	Ar.	10.19 a.m.
5.27 p.m.	Lv. West Philadelphia	Ar.	8.09 a.m.
7.38 p.m.	Lv. Baltimore	Ar.	5.53 a.m.
8.35 p.m.	Ar. Washington	Lv.	5.00 a.m.
R. F. & P. R. R.			
8.55 p.m.	Lv. Washington	Ar.	4.35 a.m.
11.55 p.m.	Ar. Richmond	Lv.	1.40 a.m.
A. C. L. R. R.			
12.05 a.m.	Lv. Richmond	Ar.	1.25 a.m.
12.45 p.m.	Lv. Savannah	Lv.	12.55 p.m.
4.40 p.m.	Ar. Jacksonville	Lv.	9.00 a.m.
F. E. C. Ry.			
5.00 p.m.	Lv. Jacksonville	Ar.	8.15 a.m.
2.30 a.m.	Lv. Miami	Ar.	10.50 p.m.
7.00 a.m.	Ar. Key West	Lv.	6.30 p.m.
P. & O. S. S. Co.			
8.30 a.m.	Lv. Key West	Ar.	4.30 p.m.
3.00 p.m.	Ar. Havana	Lv.	10.30 a.m.

Connections made at Jacksonville for all points North, West and South.

Direct connections at Key West with fast P. & O. steamers to and from Havana, Cuba.

Pullman drawing-room and compartment cars, lounge car. Diners serving all meals.

Quickest time between New York, Philadelphia, Baltimore, Washington and Havana, Cuba.



SERVICE OF THE Peninsular & Occidental Steamship Company

Port Tampa—Key West—Havana Line

Steamers make direct connection at Port Tampa with trains of the Atlantic Coast Line Railroad to and from Tampa and points North. Steamers sail from Port Tampa in the afternoon, and after an overnight run along the Florida Coast arrive in Key West early the next morning, where a short stop is made, after which the trip is continued on to Havana, which point is reached about 3 o'clock in the afternoon. The distance from Port Tampa to Key West is 255 miles, and from Key West to Havana 105 miles.

Key West—Havana Line

The trip from Key West to Havana, a distance of 105 miles, is made by the fast P. & O. steamers in about six and one-half hours. The steamers make direct connection at Key West with trains of the Florida East Coast Railway from and to all points North. The sailing time is at a convenient hour in the morning, and the arrival in Havana the same afternoon, thus giving a delightful short sea trip in daylight.

For stateroom reservations, descriptive literature, information as to passenger and freight rates to all points in the United States, Cuba and West Indies, communicate with any of the following representatives of the Company:

- | | |
|--------------------------------|--|
| T. B. Walker, D. P. A. | 211 S. E. First Street, Miami, Fla. |
| A. E. Hopperstead, T. P. A. | 18 Fifth St. North, St. Petersburg, Fla. |
| J. H. Costar, Agent | Key West, Fla. |
| P. Ross Roberts, General Agent | Esposito del Arsenal, Havana, Cuba |
| T. B. DeFoe, D. P. A. | Placido No. 3, Havana, Cuba |
| P. Nichols, General Agent | Port Tampa, Fla. |
| R. D. Stephens, Ticket Agent | Port Tampa, Fla. |
| H. V. Mitchell, T. P. A. | 211 S. E. First Street, Miami, Fla. |
| J. G. Kirkland, D. P. A. | A. C. L. R. R., Hillsboro Hotel, Tampa, Fla. |
| R. W. PARSONS | P. J. SAUNDERS |
| President | Vice Pres. and Gen. Mgr. |
| D. U. WILDER | General Freight and Passenger Agent |
| | Jacksonville, Fla. |



SUBURBAN RESIDENCE

(Continued from Page 15)

rich in agricultural and natural resources. With more than half of her soil still undisturbed by the plow she is exporting over \$400,000,000 worth of raw materials annually. On less than one-fifth of her area Cuba is raising a crop of sugar each year valued at over \$350,000,000. Second in importance to sugar is the tobacco crop valued at about \$40,000,000 annually. The opportunity in pineapple, hemp, cattle raising, hog farming, coffee, tropical fruits and many others is unlimited. The soil is superlatively productive; if properly worked it gives marvelous returns. Sugar cane on virgin land will produce good crops for thirty years without replanting. Tobacco is planted, grown and gathered in ninety days. There are no poisonous snakes or reptiles on the island.

There are 5,000 primary schools and over 5,300 teachers. Each province has an institute or high school. Four provinces have normal schools. The University of Havana has 1,577 students.



PATIO OF A CUBAN HOME

There are 2,600 miles of railroads in Cuba with 250 miles of electric railways. The United Railways of Havana, the Havana Central Railroad, the Western Railway of Havana, the Consolidated Railroads of Cuba and the Hershey Cuban Railway, all maintain frequent and satisfactory service to all points in Cuba. There are also 1,246 miles of magnificent shaded auto roads or driveways, and it is reported the Cuban Government is considering the construction of a national highway to extend from Havana to Santiago, connecting up the important cities and towns of the interior. The United Fruit Company maintains frequent sailings from Havana to important Cuban ports, also to Colon, Panama.

Matanzas



F all the many shorter trips from Havana, the most popular and interesting is that to the beautiful city of Matanzas, sixty-three miles southeast of Havana. It



STREET IN OLD HAVANA

possesses all of the quaint and foreign aspects that are so characteristic of Cuban cities and at the same time is unusually rich in picturesque surroundings. The beautiful valley of the Yumuri, which elicited such unstinted praise from the great Humboldt; the wonderful and dense tropical vegetation; the great Caves of Bellamar, the subterranean wonderland several miles in extent, lined with beautiful crystal formations and illuminated by innumerable incandescent lamps; the grand scenery viewed from the famous hermitage of Monserrate, and its many other natural beauties, make Matanzas an ideal place to spend a day most pleasantly, and year after year the number of visitors is increasing.

Matanzas is served by four trains daily to and from the capital, and the route between the two cities is one of the most picturesque in the island, extensive fields of sugar cane being passed on both sides of the railroad, the section between Jaruco and Aguacate being one of most productive in Cuba.



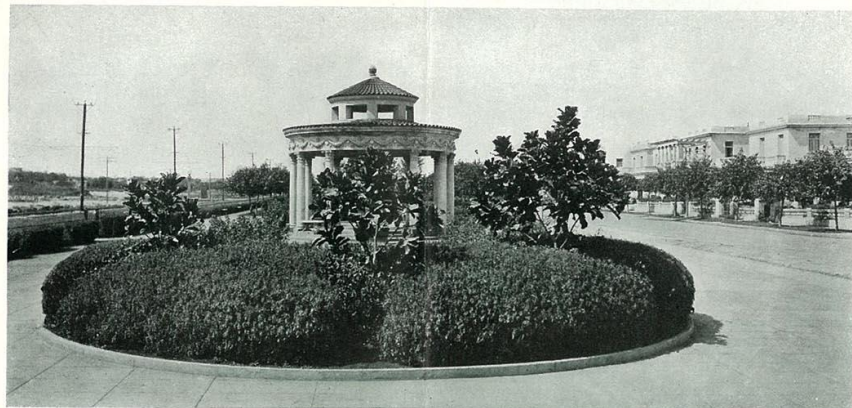
SANTA CLARA CONVENT

The wonderful Caves of Bellamar are situated about two miles on the other side of the city of Matanzas.

These caves are located on the plateau as level as a table top, which presents no visible sign of existence of caves of such renown. Entering a small house, however, the tourist approaches a broad stairway cut out of a rock leading down to an immense gallery in this subterranean world of wonder. Descending with the cave guide, he begins to feel that here, indeed, is something unusual, and, after going down about sixty feet, he finds that the cave is lined on all sides with beautiful crystal formations, millions of stalactites and stalagmites, the effect of the electric light upon which is most wonderful. He descends lower here, and ascends there; walks in this direction and that for many hundred feet; here in narrow passages, there in magnificent halls, one of which latter, called the Gothic Temple, is 250 feet long and 80 feet wide.



THE PENINSULAR & OCCIDENTAL STEAMSHIP COMPANY



SUBURBAN DEVELOPMENT IN HAVANA

Camaguey

Camaguey invites the tourist to make a prolonged stay. It is one of the quaintest cities in Cuba; full of picturesque medieval structures that give free scope to the imagination. No finer hotel can be found wherein to spend a few days or weeks than the one operated by the Cuba Railroad Company in Camaguey. It surrounds an extensive courtyard transformed into a veritable garden of delight, so that the name "Hotel Camaguey" has become synonymous with comfort.

Santiago de Cuba

The pageant city, Santiago, is walled in by the surrounding high mountains, even to the embattled entrance of its harbor on the Caribbean. Old churches and houses of ancient Spanish type abound, and there is far greater wealth of coloring of houses than anywhere else. One looks down steep, fantastically

colored streets and over red-tiled roofs to the bay. Magnificent highways about the mountains, where natural terraces are favorable for road building, attract and delight thousands of visitors annually, and the neighboring battlefields, within easy reach of the city, are never-failing points of interest to travelers generally.

To leave Cuba without a memory of its mountains is like leaving a play of Shakespeare after the prologue. The beautiful valley of the Yumuri, near Matanzas, is said to be only a mild expression of the tumult of scenery among the peaks and ranges about Santiago, the highest of which towers over 8,000 feet above sea level.

Guantanamo

(United States Naval Station)

Guantanamo, a town of 14,559 inhabitants, is reached by changing trains at San Luis, a station about twenty miles north of Santiago. It is fast be-



THE PENINSULAR & OCCIDENTAL STEAMSHIP COMPANY



STREET SCENE IN CIENFUEGOS SHOWING
HOTEL SAN CARLOS ON LEFT



HOTEL UNION, CIENFUEGOS

coming a point of considerable attraction to the tourists, on account of the United States Naval Station located here. Tourists bound for Guantanamo are recommended to proceed to Santiago, where there are modern hotels, and whence they can leave on the morning train for San Luis, where the schedule makes connection for Guantanamo. There the traveler may see one of the world's important naval bases.

Cienfuegos

C IENFUEGOS, one of the principal cities of Cuba, located on the south coast of Cuba on beautiful Jagua Bay, is really an attractive point for the tourist. The perfect uniformity of streets, its many beautiful parks, decorated with abundant tropical plants and valuable statues of native heroes and poets, picturesque promenades, modern buildings and splendid sport clubs, such as the Yacht Club, the Liceo

Club, the Spanish Club, Theatres and Jai-Alai Fronton, make Cienfuegos the model city of Cuba, fully prepared to attend to the wants of foreign visitors. Jagua Bay, on which the city is situated, measures nineteen miles in length and from three to five miles wide, and a water route inland to several sugar mills is afforded by three rivers, renowned for their scenery, which flow into the bay. Along its shores and on the many islands are the handsome residences of the wealthier class of the city, forming a succession of charming "villas" of vari-tinted walls and red-tiled roofs in fascinating tropical settings. At the entrance of the port, resembling a stone sentinel, the historic "Nuestra Señora de los Angelse" Castle is erected, this fortress having been constructed several years before the foundation of the city to combat the pirates and filibusters, who made Jagua Bay their headquarters.

Cienfuegos keeps within its gates imperishable remembrances of the ancient legend of the Siboney



THE PENINSULAR & OCCIDENTAL STEAMSHIP COMPANY



IN THE BEAUTIFUL YUMURI VALLEY

Indians, of the first trip of Christopher Columbus to this part of the island in 1492, of the visit of Navigator Ocampo to the port of Cienfuegos, of the pirates' incursions from 1540 to 1702, of the episodes of the colonization and of the glorious incidents of the War of Independence, and a visit to these places of history and romance will impress visitors. From the city itself there are beautiful roadways leading out to very interesting places: the "Salto del Habanilla," a marvelous waterfall from the river of same name, the world famous tobacco plantations known as "Hoyo de Manicaragua," Central Soledad, a modern sugar mill reputed as possessing the finest botanical garden of the Americas, the picturesque heights of "Sierra," "Buenos Aires" and "San Blas," from which the most charming tropical landscapes of the world can be viewed, the latter places possessing such excellent climatic conditions that the erection of a National Sanitarium is being projected. Also, Trinidad, the oldest city of Cuba, is only a short distance from Cienfuegos, this city having preserved unalterable its colonial appearance

and keeps the archaic relics of its past grandness as a jeweler keeps his precious gems. Trinidad is the Museum of Cuba, a magnificent national monument. All in all, a visit to Cienfuegos—"The Pearl of the South"—is well worth while.

Isle of Pines

This tropical island famous for its mineral springs and grapefruit is a delightful side trip—one night's ride from Havana.

Thirty-six miles by train through cane and pineapple fields and wonderful royal palm forests. Eighty miles by water over the placid Caribbean Sea aboard a large new Diesel-engine ship. All outside state-rooms, deck dining room.

Leave Havana (Central Station) 6.40 p.m. Mondays, Wednesdays and Fridays, arriving Isle of Pines 7.00 a.m. following morning. Leave Isle of Pines 8.00 p.m. Sundays, Tuesdays and Thursdays, arriving Havana 8.15 following morning. Round trip, good for ten days, \$12.00; berth in stateroom, \$2.00; dinner ready and served on arrival of train, \$1.00; breakfast, a la carte.

The Havana Ticket Office is at Prado 118; for further information write Wm. J. Mills, General Manager, Isle of Pines Steamship Co., Nueva Gerona, Isle of Pines, Cuba.



THE PENINSULAR & OCCIDENTAL STEAMSHIP COMPANY



THE National Tourist Commission, an official organization created by an act of the Cuban Congress of date August 8, 1919, has for its purpose the advertising of Cuba and especially Havana as an ideal resort for the winter tourists.

This Commission is also charged with the preparation of attractions to be presented to the visitors of our city that will serve to make their stay pleasant and also looks after the proper accommodations at hotels and protection of the tourists while in our city, by means of their special squad of English-speaking policemen.

The Commission maintains a Publicity and Information Bureau in the Arcade of the Hotel Sevilla-Biltmore where courteous attention will always be given to anyone desiring information or assistance of any kind, and from where information, booklets and guide books are freely distributed either personally or by mail.

In extending our invitation to the traveling public in the United States and Canada to visit Cuba, we are doing so in hopes that the number of tourists coming to our city will become larger with

every succeeding year, and that eventually we will make our city widely known to all prospective travelers in those countries, who should not delay any longer in making us a visit and become acquainted with this beautiful island which was mentioned by the discoverer, Christopher Columbus, as "The Most Beautiful Land That Human Eyes Have Ever Seen."

In Havana you will find the most up-to-date in buildings, culture and other manifestations of human progress combined with the relics of centuries gone by; our background of 400 years of civilization should be the greatest attraction just as well to those who are pleasure-bent as to the most serious observer and student.

We shall always be glad to be of service and cheerfully extend our hands in greetings to all visitors coming to our shores to enjoy all that we have to offer, to be delighted with so much as we have to show.

For the Cuban National Tourist Commission
Agustín Agüero,
Publicity and Information Manager
Sevilla-Biltmore Hotel (Arcade)

What Tourists Should Know About Havana

It is not necessary for one to be able to speak Spanish in order to see Havana.

One can get about and see Havana, places of amusement, etc., as easily in Havana as in American cities.

Sightseeing cars of different sizes can be arranged for at prices usually found in American cities by applying to your hotel clerk.

If you insist on having a guide, your hotel clerk will select one for you.

English speaking people are found everywhere, particularly in hotels, cafes, stores, and places of amusement.

Thousands of ladies go to Havana alone, where they are as safe as in American cities.

Spanish-English speaking police are selected to give information, guidance and protection to American tourists.

American money is used almost entirely. It is not necessary to exchange it. American standard travelers checks are accepted at your hotel.

Havana Hotels Will Treat You Fairly

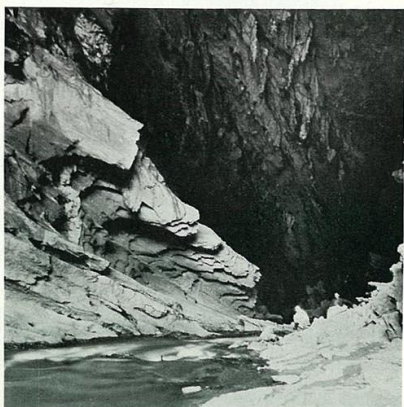
Daily Personally Conducted Excursions Including All Expenses via the United Railways of Havana

TO MATANZAS: The most charming and picturesque city in Cuba, located sixty miles from Havana. Via Hershey Cuban Railway (electric) and United Railways of Havana (steam). Leaves Luz Ferry at 10.00 a.m., returning to Havana at 6.02 p.m. Adults \$11.00, children under 12, \$5.50. Visit Monserrate Hermitage, the enchanting Yumuri Valley and the wondrously beautiful Caves of Bellamar.

TO PINAR DEL RIO: Located 111 miles west of Havana, delightful excursion by train and automobiles through the *Vuelta Abajo* tobacco district, visiting the Viñales Village and *Valley of a Thousand Thrills*. Leaves Central Station, Ha-



STREET SCENE—SANTIAGO DE CUBA



SUBTERRANEAN RIVER, SAN ANTONIO DE LOS BAÑOS

vana, at 12.09 p.m., returning to Havana next day at 4.33 p.m. Adults \$20.00, children under 12, \$10.00.

TO SAN ANTONIO DE LOS BAÑOS: Leaves Central Station at 1.46 p.m., returning to Havana at 6.24 p.m. Excursion through delightful rural scenes, visiting tobacco farm, an old church, the Corona Cigar Factory, also the place where the Ariguanabo River disappears into a cave. Adults \$3.50.

TO PROVIDENCIA SUGAR MILL: *On the Havana Central Railroad Co.* One of the largest and most typical of Cuba's great sugar mills. Leaves Havana from Central Station at 1.50 p.m. and allowing about an hour at the mill, returns to Havana at 6.13 p.m. Adults \$2.50, children under 12, \$1.25.

Tickets may be obtained at leading hotels, at Central Station, Luz Ferry and at the United Railways of Havana city ticket office, 118 Prado, phone A-4034.

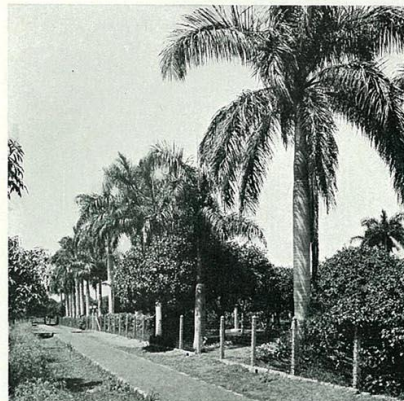
Two Delightful Short Trips for the Tourist over the Hershey Cuban Railroad Co.

No. 1—A trip to the *Hershey Sugar Mill and Refinery*, at Hershey, the *Sugar Town*, an hour's ride from Havana. The scenery en route is picturesque, and through extensive fields of *sugar cane*. The Valley of Rio Blanco is beautiful, as viewed from our railroad. The tourist will have the opportunity to see the process of manufacture of sugar from the cane, as it comes from the field to the grinding machinery of the mill, until the sugar is bagged.

No. 2—A trip to Matanzas, the old city with its quaint and foreign aspect, typical of Old Spain.

The Yumuri Valley, the wonderful Bellamar Caves and the Hermitage of Monserrate are a few of the attractions of this trip.

This trip can be effected in combination with the United Railways of Havana, returning by their lines.



SCENE ON A CUBAN ESTATE



MONUMENT TO VICTIMS OF U. S. S. MAINE

Schedule of Trains

FROM HAVANA (CASA BLANCA)

Lv. Havana	Ar. Hershey	Ar. Matanzas
6.15 a.m.	7.25 a.m.	8.30 a.m.
8.15 a.m.	9.25 a.m.	10.30 a.m.
10.15 a.m.	11.25 a.m.	12.30 p.m.
12.15 p.m.	1.25 p.m.	2.30 p.m.
2.15 p.m.	3.25 p.m.	4.30 p.m.
4.15 p.m.	5.25 p.m.	6.30 p.m.
6.15 p.m.	7.25 p.m.	8.30 p.m.
8.15 p.m.	9.25 p.m.	10.30 p.m.

FROM MATANZAS

Lv. Matanzas	Ar. Hershey	Ar. Havana
6.15 a.m.	7.25 a.m.	8.30 a.m.
8.15 a.m.	9.25 a.m.	10.30 a.m.
10.15 a.m.	11.25 a.m.	12.30 p.m.
12.15 p.m.	1.25 p.m.	2.30 p.m.
2.15 p.m.	3.25 p.m.	4.30 p.m.
4.15 p.m.	5.25 p.m.	6.30 p.m.
6.15 p.m.	7.25 p.m.	8.30 p.m.
8.15 p.m.	9.25 p.m.	10.30 p.m.

For complete and detail information and ticket, call on The Havana Service Bureau, Manzana de Gomez Building, main entrance, facing Central Park, phone A-7011.

Information for the Traveler to Cuba

Passports and Income Tax Clearances

Going to Cuba—Passports are not required of citizens of the United States or admissible aliens entering Cuba from United States ports.

Income tax clearances are not required of citizens of the United States, but are required of aliens. This clearance or sailing permit must be secured from U. S. Income Tax Inspector at port of departure. Same is issued upon payment of income tax to the inspector or presenting satisfactory proof that the tax has been paid or the person is exempt.

Returning from Cuba—Citizens of the United States are not required to hold passports. As a precautionary measure, however, in order to avoid possible delay and facilitate re-entry into the United States, it is advisable for naturalized American citizens to have in their possession their final naturalization papers.



SCENE IN VIÑALES VALLEY



TYPICAL CUBAN SCENERY

Aliens previously lawfully admitted and now domiciled in the United States, who wish to make a temporary visit to Cuba or Nassau and return to the United States, should make application to the Commissioner General of Immigration, Washington, D. C., for a re-entry permit, as without this document or adequate proof of previous lawful admission, they may be unable to secure return booking and re-entry.

Citizens of other countries not mentioned above must hold passports or immigration visas, as required by the United States, and also be able to comply with all Government regulations respecting their entry into this country.

Booking Passage from Havana—All passengers must have names entered on passenger list, secure baggage declarations, etc., at P. & O. city ticket office, Placido No. 3, Havana, at least one day prior to departure, as compliance with regulations makes it impossible to book passengers in

Havana on the morning of the day of sailing.

Mail—Passengers are at liberty to address their Havana mail in care of The Peninsular & Occidental Steamship Company, Espigon del Arsenal, Havana, Cuba, which will insure prompt delivery. On leaving Havana, passengers should leave their home address with the above office, so that mail arriving after their departure may be properly forwarded to them.

Time—The sailing hours shown in schedules of The Peninsular & Occidental Steamship Company are based on Eastern Standard Time, which is also the official time on the island of Cuba.

Excursions—Many short excursion trips may be arranged from Havana, and it is our pleasure to be of all assistance possible to the traveler.

Money—The official money of Cuba is United States currency and Cuban coins, the latter in denominations of one peso (equal to \$1), 40, 20 and 10 cents in silver, and 5, 2 and 1-cent nickel pieces.

Care should be taken not to confuse the two and five-cent coins and the one and ten-cent coins, which are nearly alike in size.

Taxis—Small automobiles, mostly Fords, ply the streets of Havana. The fare between any two points direct and without stop, within a limit which covers most of the city, including all the wharves, hotels, business districts, Prado, Malecon and parks, is 20 cents for one or two persons and 10 cents for each additional person. They are also permitted to charge 10 cents extra for each piece of baggage carried. The taxi fares are doubled after one a.m. There are also a great many "For Hire" touring cars, which can be had by the trip, hour or day.

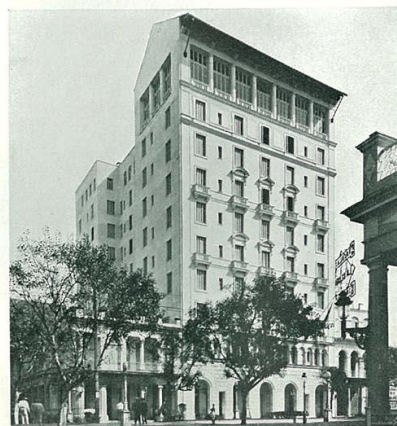
Customs Regulations—Visitors to Cuba are

allowed to bring in all necessary personal belongings, to be used while there and not intended for sale. The customs authorities are liberal in their interpretation of the law, as long as they are satisfied of the good faith of the visitor. Americans returning from Cuba to the United States are allowed to bring in, without payment of duty, articles bought abroad for their personal use and not intended for sale, to the value of \$100. This includes laces, embroideries, jewelry, fans, linens, cameos, souvenirs—virtually every article for sale in the shops. In addition, they may take in, free of duty, 50 cigars or 300 cigarettes. Airgrettes and other plumage of wild birds are liable to confiscation by United States authorities. Flowers and vegetables cannot pass American ports.

Havana Hotels

There are a great many splendid hotels in Havana, offering a wide range of prices. Visitors may choose a hotel to fit their individual tastes and pocket-

books. A list of hotels with rates furnished on application to any P. & O. S.S. Co. representative. Havana's hotels will treat you fairly.



HOTEL SEVILLA-BILTMORE



HOTEL PLAZA



THE PENINSULAR & OCCIDENTAL STEAMSHIP COMPANY



HOTEL ALMENDARES



HOTEL ROYAL PALM



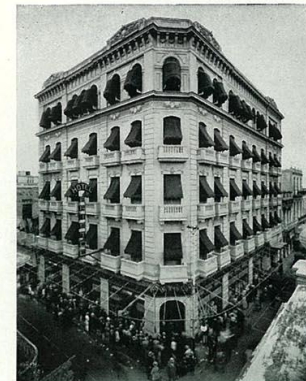
THE PENINSULAR & OCCIDENTAL STEAMSHIP COMPANY



HOTEL SAVOY



HOTEL ASTOR



HOTEL BRISTOL



HOTEL REGINA



HOTEL INGLATERRA



HOTEL PERLA DE CUBA



HOTEL LA UNION



THE PENINSULAR & OCCIDENTAL STEAMSHIP COMPANY



HOTEL ROOSEVELT



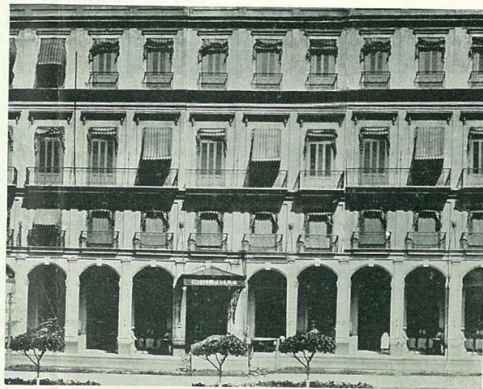
HOTEL LINCOLN



HOTEL ISLA DE CUBA



THE RITZ HOTEL



HOTEL PASAJE



THE PENINSULAR & OCCIDENTAL STEAMSHIP COMPANY



Form 99—Size 11-9-26 Revised Co. 102871

The Peninsular and Occidental Steamship Company

PORTS
HAVANA, CUBA
KEY WEST
PORT TAMPA

Vuelvo satisfecho y agradecido; satisfecho porque en mi los Estados Unidos, la gran nacion, a la cual todos los poderes de la tierra rinden justo tributo de homenaje, ha honrado a Cuba, y agradecido porque nunca pense que mi modesta labor de gobierno pudiese encontrar en pais extraño un aplauso tan unanime y entusiasta.

The above is a reproduction of letter written by President Gerardo Machado, of Cuba, on board The P. & O. Steamer "Governor Cobb" en route from Key West to Havana upon the occasion of his return to Cuba, May 7, 1927, after his visit to the United States. President Machado and party traveled via P. & O. Steamers between Havana and Key West thence via the "Havana Special"—De Luxe Pullman train between Key West, Washington and New York