

Agents for all
Steamship Lines
J. V. Morrison Co.,
11 Bloomfield Ave.
Passaic, N. J.



Cunard Mediterranean Egyptian Adriatic Cruises



BIRCH-FIELD, NEW YORK

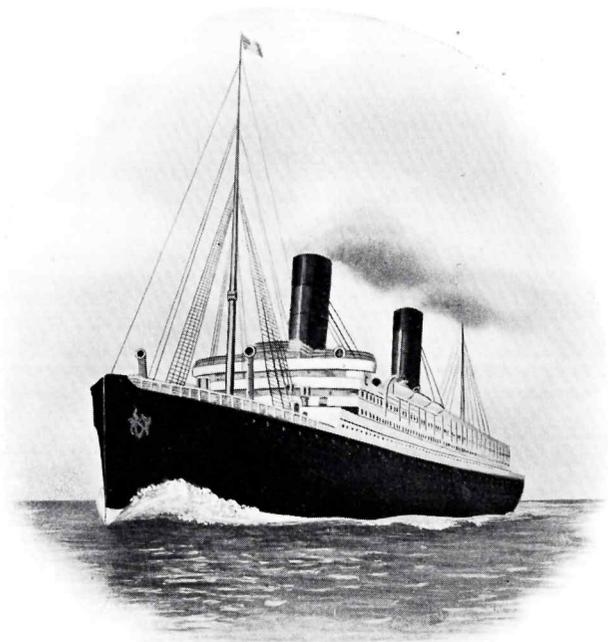
CUNARD
WINTER
CRUISES

1911

1912



FROM NEW YORK TO
MADEIRA—GIBRALTAR—ALGIERS—VILLEFRANCHE OR
GENOA—NAPLES—ALEXANDRIA AND FIUME



BY THE MAGNIFICENT NEW STEAMERS

“CARMANIA,” 20,000 TONS (Triple-Screw Turbine,
The Largest Turbine Steamship ever Sent to the Mediterranean

AND HER SISTER SHIP

“CARONIA,” 20,000 TONS (Twin-Screw)

ALSO THE NEW STEAMERS

“FRANCONIA,” 18,150 TONS (Twin-Screw) built 1911

“LACONIA,” 18,000 TONS (Twin-Screw) built 1911



CRUISES DE LUXE

THERE is nothing in modern civilization so beneficial, both physically and mentally as the ability to eliminate winter from the scheme of life. To be able to sail 'neath the sunny skies of the Mediterranean when the Northland lies bound in the icy grip of winter is pleasure unalloyed. Added to perfect climatic conditions the comfort and luxury attendant upon a cruise in the gigantic and palatial steamships of the Cunard Line leaves nothing to be desired.

An opportunity to get away from beaten paths—to catch glimpses of the quaint and curious—to observe foreign people and customs under natural conditions rather than on dress parade for the tourist's benefit—to enjoy these without the discomforts and annoyances commonly incident to a journey in Eastern lands or waters, constitutes the real charm and fascination of foreign travel.

A voyage on one of the largest and finest steamers in the world, in November, January, February and March, to the Mediterranean and Egypt—with the opportunity also of enjoying

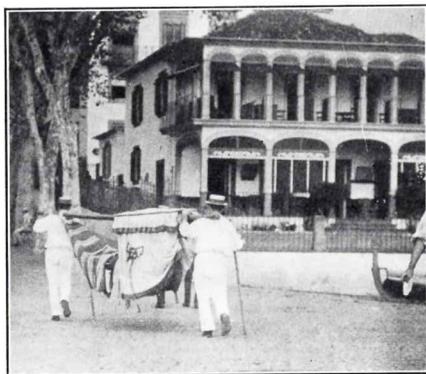
inland trips in all countries visited enroute, and at the same time be continually within reach of the best that the world can offer in the way of a floating hotel—is made possible by the Cunard Winter Cruises.



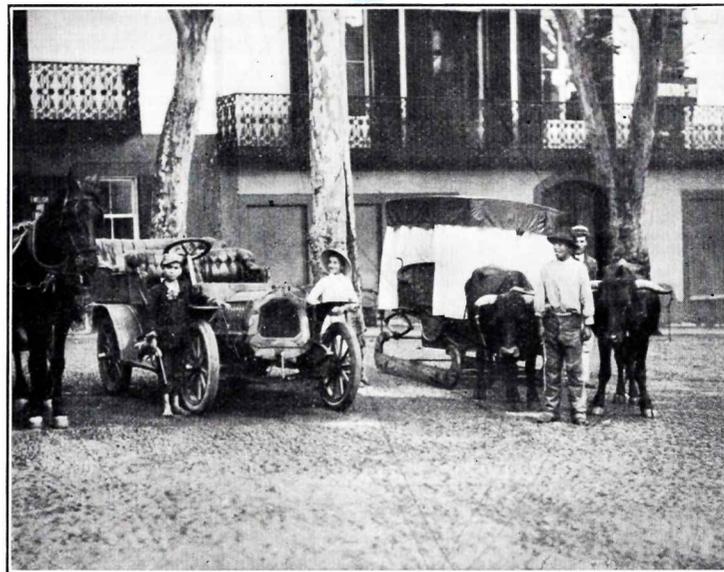
THESE Cruises have been selected with the greatest discrimination and are described in our handsomely illustrated booklet "A New Way to the Old World."

The schedule is so arranged that the steamer, weather permitting, will arrive at daybreak and depart late in the afternoon from the various ports of call—in some instances provision is made for a stay overnight. "Stopovers" are permitted at any of these ports, affording opportunity for an extended visit.

Just seven days out from New York the steamer is due at the beautiful island of **Madeira** with its strangely garbed people, delightful climate, and picturesque views of land and sea. The inhabitants are chiefly Portuguese—nearly all of them however, speak English satisfactorily if not fluently. The visitor on his arrival ashore is confronted with an array of carro drivers and rede men,—inexperienced travelers should follow those of



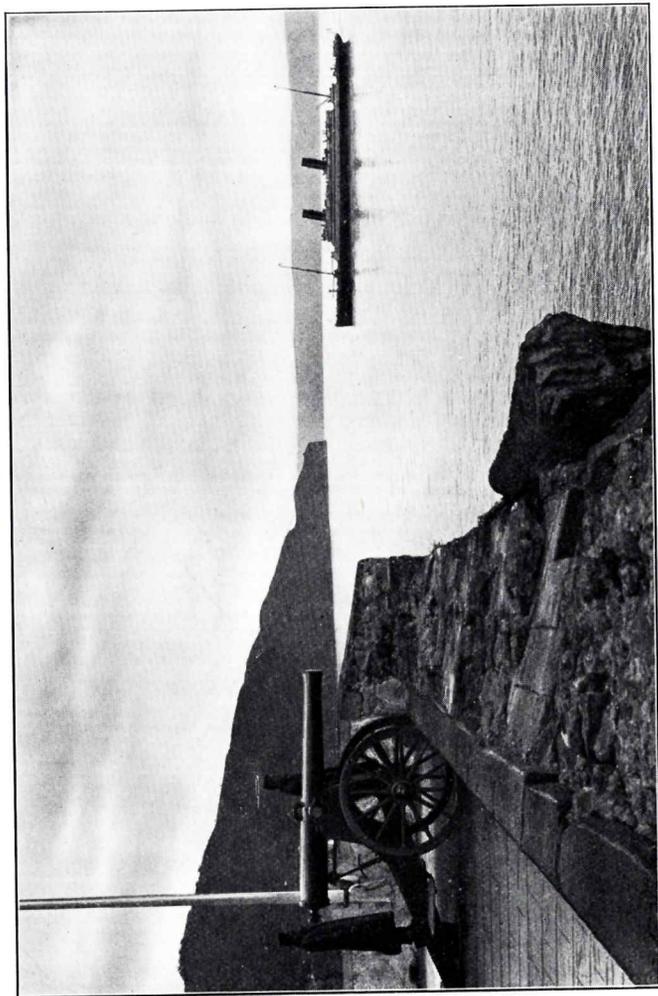
FUNCHAL, MADEIRA



CONVEYANCES IN MADEIRA

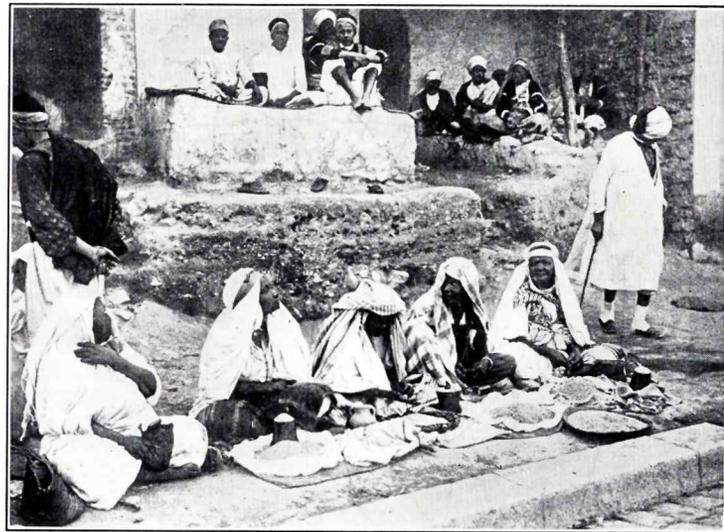
experience and secure the services of the former for they are indispensable and cheap, and one is well paid in the end by saving a vast amount of energy, time and trouble. The carro is, without exception, the slowest and the queerest of all vehicles, appearing not unlike a carriage that has been converted into a sleigh and is drawn by oxen instead of horses. The driver, walking ahead, leads his team, and is accompanied by an assistant who smears the pavement with grease whenever it is necessary to reduce the friction. The rede—which is nothing more than a small hammock suspended from either end of a long pole with a canopy attached—is borne on the shoulders of two stout natives.

From the sea, the city of **Funchal** presents a beautiful picture, being built on the mountain slopes, which are dotted with



S. S. "CARMANIA" AT MADEIRA

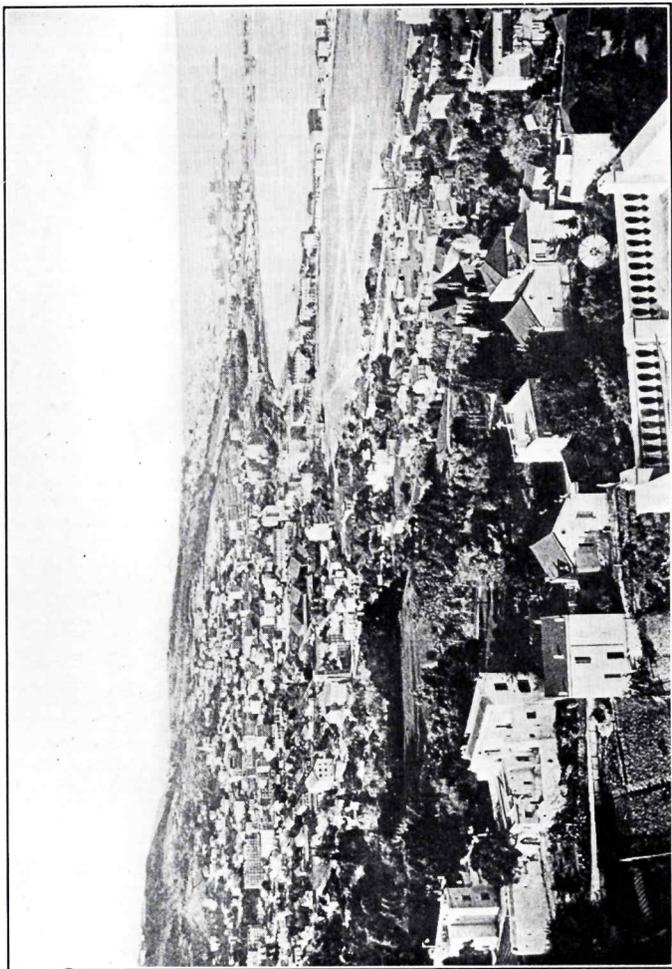
houses of bright colors, while vineyards extend from the mountain tops down to the beach. The places to visit in Funchal are many and there are delightful excursions among the mountain peaks and deep valleys to picturesque spots and points of historic and romantic interest.



STREET SCENE IN ALGIERS

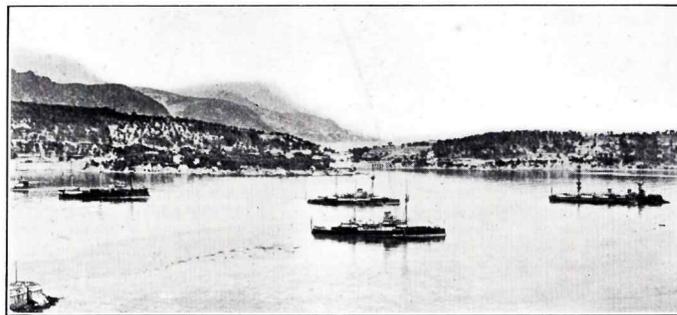


MOST interesting and attractive break in these cruises will be the stops of several hours at **Algiers** and **Villefranche**. The first view of **Algiers** is remarkably picturesque; few cities on the Mediterranean can boast of such a situation. The magnificent Boulevard de la Republique is the most prominent feature in the foreground. Towering over the modern town is the native



ALGIERS

quarter rising tier upon tier to the Kabash, the white houses standing out in strong relief against the wooded hills in the background and glistening in the sun like a "diamond set in emeralds" to use the expressive Arabic simile.



VILLEFRANCHE



AT Villefranche passengers are landed in the very heart of the Riviera. If, however, the weather should be inclement at Villefranche, the steamers will call instead at Genoa.

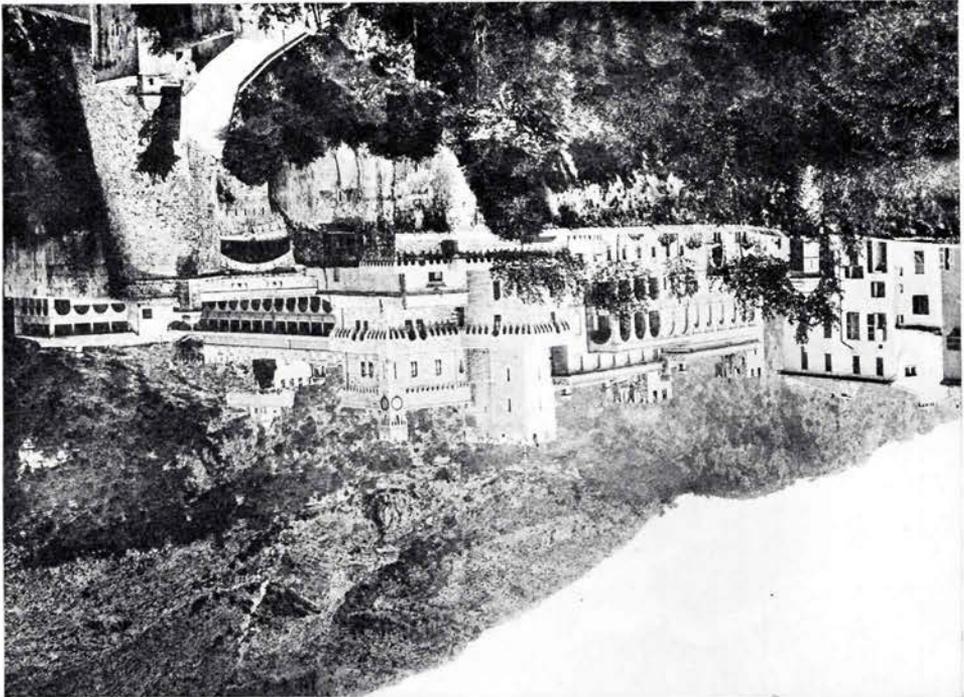
Leaving Maderia the steamer proceeds to **Gibraltar, Algiers, Villefranche or Genoa and Naples**, the beauties of which, together with the places surrounding them, are attractively presented on pages 11 to 14 of our booklet, "A New Way to the Old World."

Continuing from Naples down the coast of Southern Italy, through the Straits of Messina and past the low-lying shores of the Egyptian coast, a three days sail brings the steamer to **Alexandria** where a special steamer train conveys passengers to **Cairo**.



MONTE CARLO

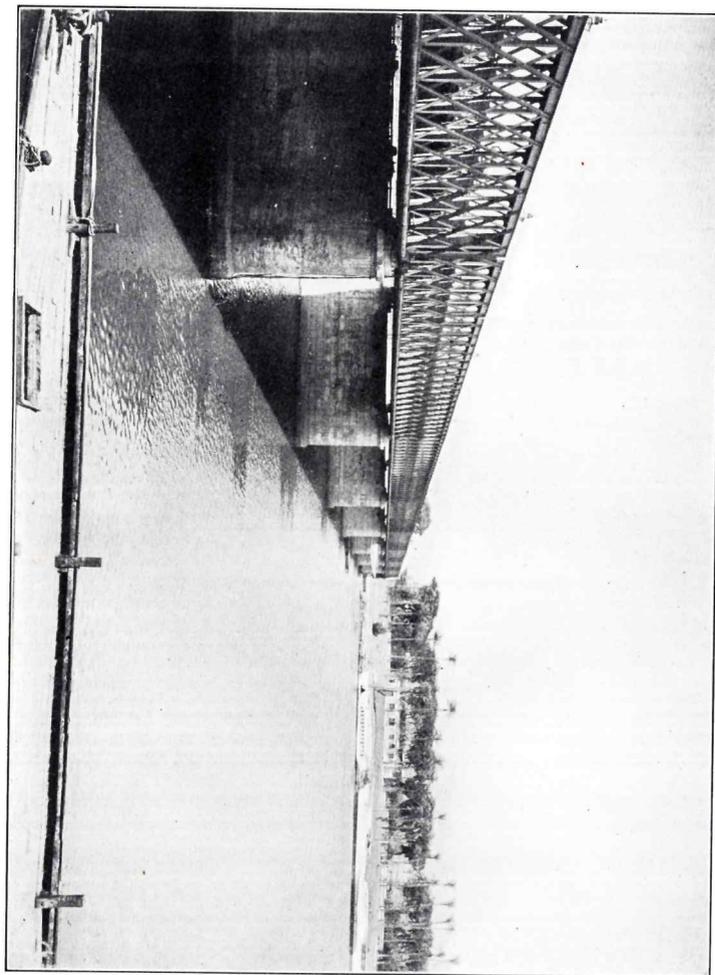
MONTE CARLO





THE SPHINX

From the tourist, Cairo is the center of everything in Egypt. *From* Cairo he visits the Pyramids, *at* Cairo he takes the boat for the Nile voyage, *in* Cairo he finds well-equipped modern hotels, while around him is the most interesting of the Mohammedan capitols. In the streets of the old town he will breathe the true Oriental atmosphere, practically unchanged since the days of Abraham. It seems superfluous to enlarge upon the wonders of ancient Egypt. Each hour is crowded with new experiences, till the reality seems like a story from the Arabian Nights. To see Oriental Cairo—to stand within the shadow of the Sphinx and the Great Pyramids—to ascend the marvelous Nile, visiting Karnak, Abydos, Thebes, Luxor, Philae, the famous rock-hewn temple of Rameses the Great at Abu-Simbel and a host of other antiquities of a like kind, are wonderful and memorable experiences.



THE NILE BRIDGE AT CAIRO



ON THE SHORES OF THE ADRIATIC

Many tourists have crossed the Mediterranean to Alexandria and have made the four-hour journey thence by express to Cairo, established themselves in one of the fashionable hotels, done a little shopping in the native quarter, seen a mosque or two, a native wedding, ridden a camel to the Sphinx, and perhaps gone as far as Saqqara—a days excursion from Cairo—then turned home-ward fancying, and also declaring, that they have seen Egypt. So they have, in a sense, but Cairo is no more representative of Egypt as a country than New York is of the entire United States. To see Upper Egypt, with its fellaheen life, its mud cities and quaint scenery, is like turning the leaves of an old history and studying the engravings, for neither the country nor the people have changed to any appreciable degree since the days of Mohammed. Egypt is spoken of as becoming modernized, but there is slight indication of anything more modern than

two thousand years ago between Cairo and Luxor. Donkey riding in Luxor is one of the joys of the tourist, for the best animals are to be found there. A visit to the native shops, and later a gallop along the banks of the Nile by twilight, are unique pleasures that remain long in the memory.

Travelers to the **Holy Land** can make excellent steamer connections from Alexandria and Port Said for the port of Jaffa (the ancient Joppa), thence proceeding inland by railroad—an innovation that makes for convenience in travel, but one that seems strangely inconsistent in this land of Biblical story.

From Alexandria the steamship proceeds northward through the beautiful Adriatic Sea to **Fiume**. This extension will prove to American travelers that heretofore Europe has been, by them, but half visited—they will be landed on the doorstep of countries really fresh to travelers from the Western Hemisphere. Americans may think they have toured Europe thoroughly, but there has been in reserve, perhaps unknown to them, this most fascinating region, containing a marvelous variety of people of old customs and costumes, an unrivalled splendor of rocky cliffs and picturesque gulfs, of attractive coast towns and a wealth of beautiful old cities of fine architecture. A further inspection of our booklet "A New Way to the Old World" will reveal the beauties of the surrounding country, including the Dalmatian coast.

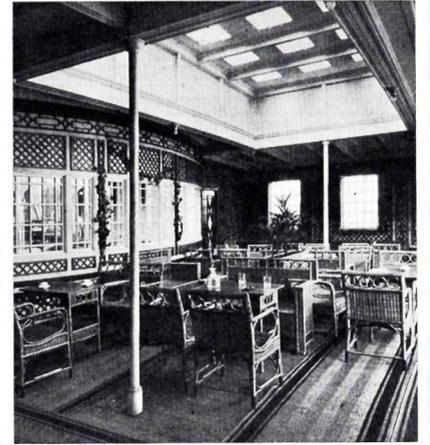




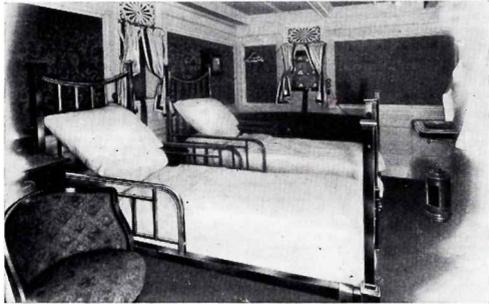
"THE LOUNGE"



THE NILE AT CAIRO



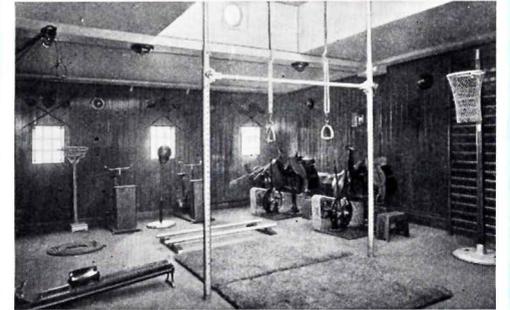
VERANDA CAFE



A BEDROOM ON THE UPPER PROMENADE



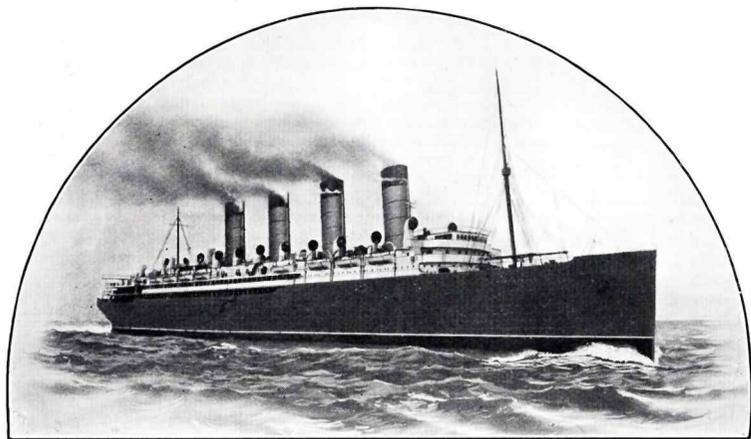
S. S. "CARONIA" AT MADEIRA



GYMNASIUM



FOR PASSENGERS RETURNING from Egypt in March particular attention is drawn to the late sailings of the "Franconia," "Laconia," "Caronia" or "Carmania." From Alexandria these steamers proceed to Naples and thence to Liverpool. This offers the choice of a water trip or an overland journey to Liverpool where passage to New York may be secured on the Cunard North Atlantic service which includes



*the Mammoth Quadruple Screw Turbine Steamships
"LUSITANIA" and "MAURETANIA"
32,000 tons*

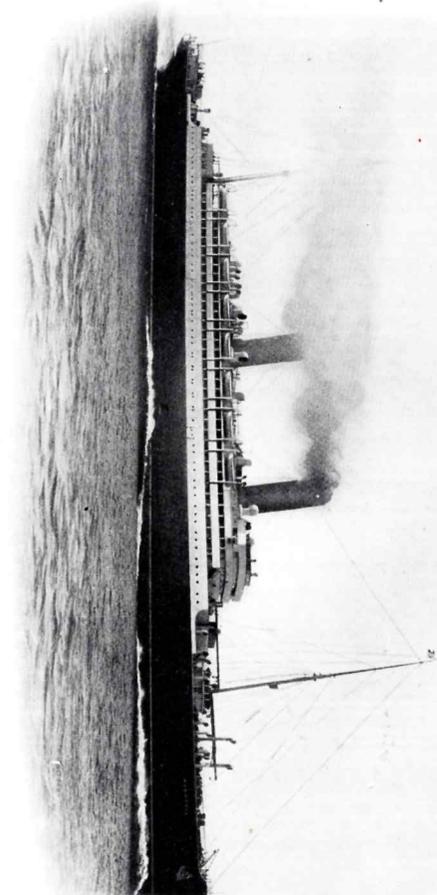
The largest, finest and fastest steamships in the World

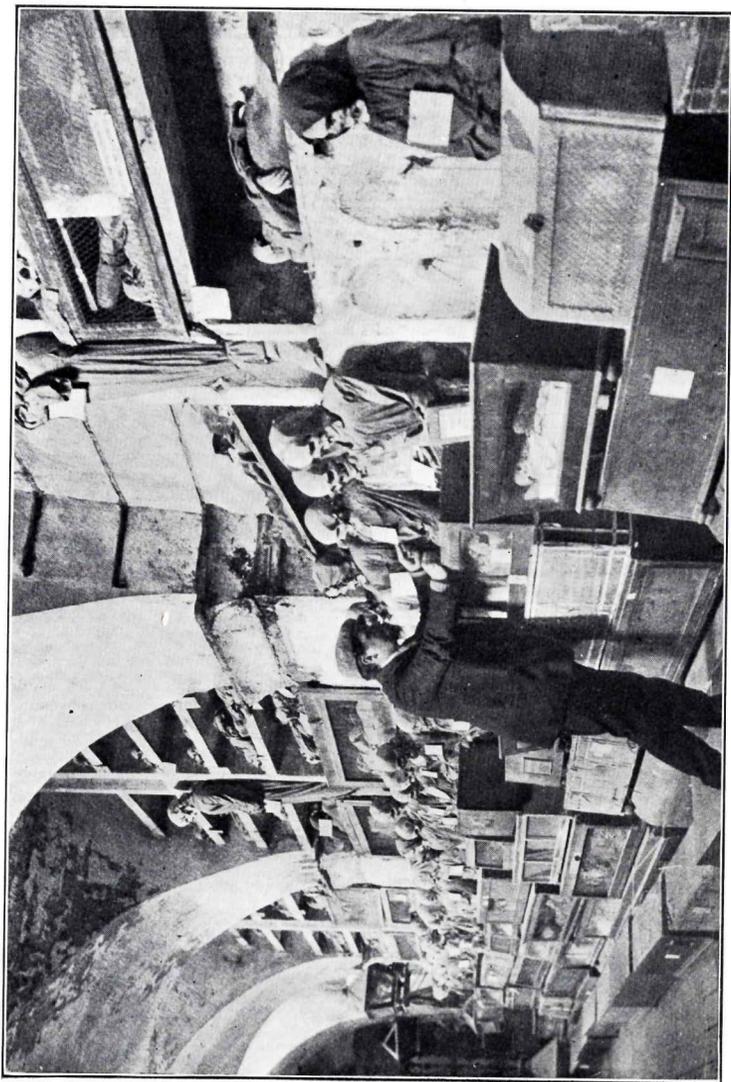
As these steamers are very heavily booked Westbound during the spring and early summer, passengers will do well to arrange for their return passage before leaving America.

Passengers traveling overland from Italy to England should bear in mind our special through booking arrangement from Paris or London to Liverpool.

S. S. "CARMANIA," 20,000 TONS
S. S. "FRANCONIA," 18,150 TONS

S. S. "CARONIA," 20,000 TONS
S. S. "LACONIA," 18,150 TONS



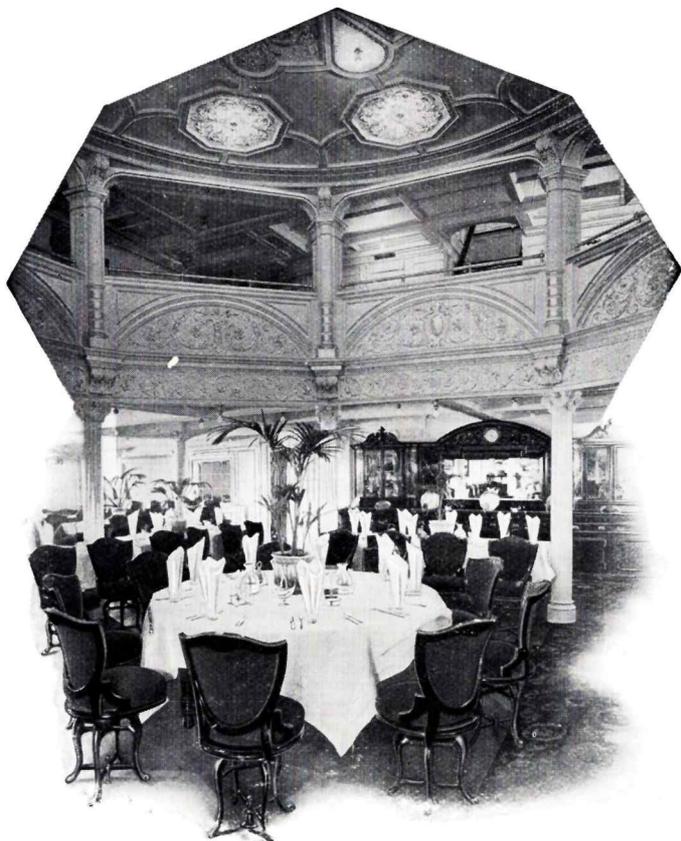


THE CATACOMBS—PALERMO

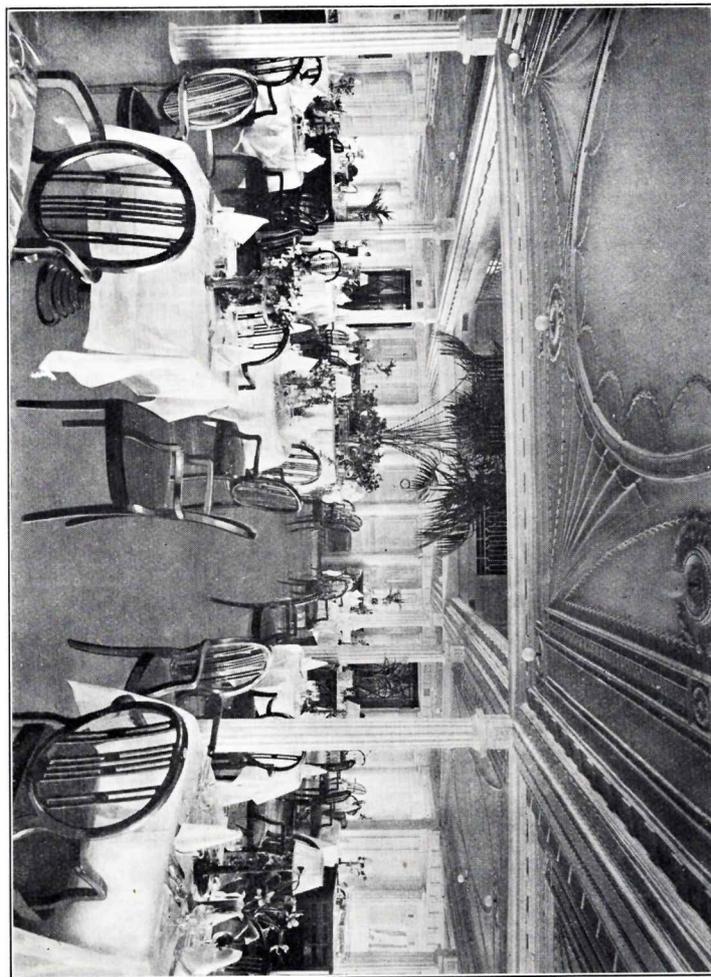
THE remarkable popularity of the "Caronia" and "Carmania" is evidenced by their successful cruises during the past winter. The new S. S. "Franconia," 18,150 tons, built in 1911, and her sister ship "Laconia," now building (and which also enters the Mediterranean-Egyptian service this season), are not only very similar to the "Caronia" and "Carmania" in exterior and interior appearance, but possess all of their popular features together with a number of innovations including a gymnasium, veranda café and sun deck. These magnificent vessels are almost the last word, the refinement of comfort and luxury in ocean travel. A detailed description appears in our illustrated booklets "Caronia"—"Carmania" and "Franconia"—"Laconia." In addition to cosy, handsome smoking and drawing rooms, the Company inaugurated on the "Caronia" and "Carmania," and will maintain on the "Franconia" and "Laconia" a large room on the boat deck designated as "The Lounge." Here, from a buffet, are served at all hours tea, coffee and light refreshments—in this room ladies may join the gentlemen over their after-dinner coffee and cigars.



THE LOUNGE, "CARONIA" & "CARMANIA"



ONE OF THE DINING SALOONS, "CARONIA" & "CARMANIA"



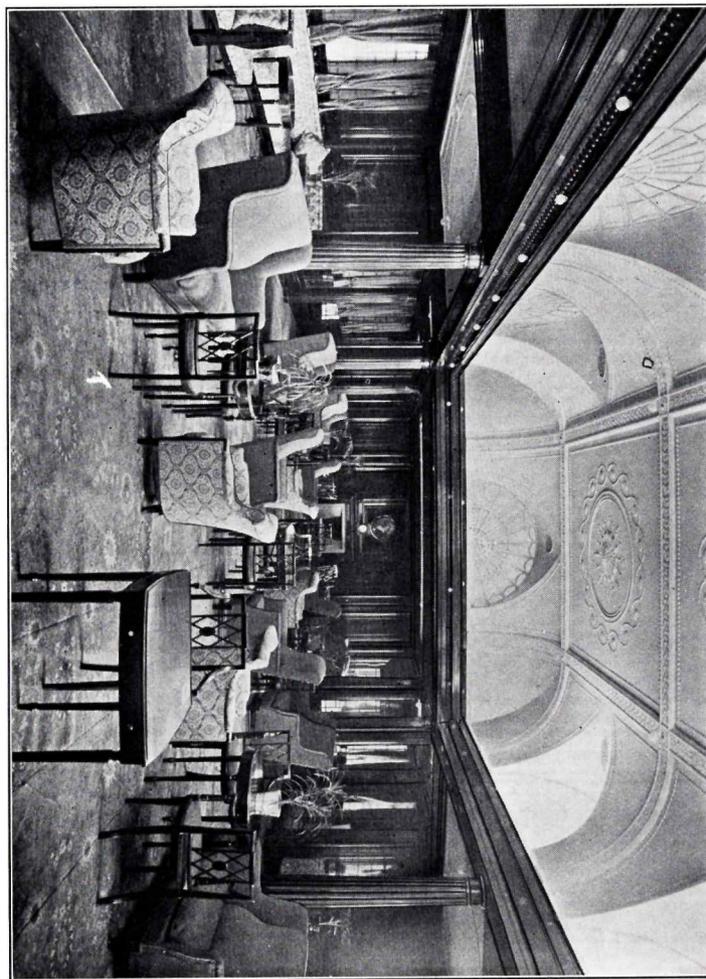
DINING ROOM ON "FRANCONIA" AND "LACONIA"

The dining saloons are beautifully decorated. Rigid and formal lines of tables, usually seen in the dining-rooms of ocean steamships, have been avoided—in their stead may be found numerous small tables similar to those of a metropolitan cafe. The **cuisine** on the “**Franconia**,” “**Laconia**,” “**Caronia**,” and “**Carmania**” is unsurpassed by any steamship or hotel. On the latter steamers was inaugurated our **a la Carte Service** whereby passengers may dine to order at any hour desired—private dinners and extra suppers may also be arranged with the Chief Steward. For a long cruise too much importance cannot be placed upon this dining feature—the opportunity to gratify individual tastes and requirements is greatly appreciated by all experienced and discerning passengers. *This entire a la Carte Service is without extra charge.* A string orchestra of skilled musicians will add greatly to the pleasure of the voyage.

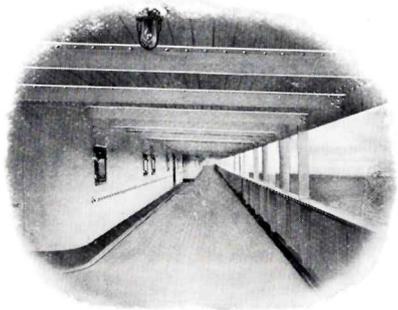
As outdoor life on Southern Cruises is of prime importance, three spacious promenades, both open and sheltered, will afford an abundance of deck space without the remotest possibility of over crowding—here passengers may enjoy without stint the pure ocean air and bright sunshine.



AFTERNOON TEA ON DECK



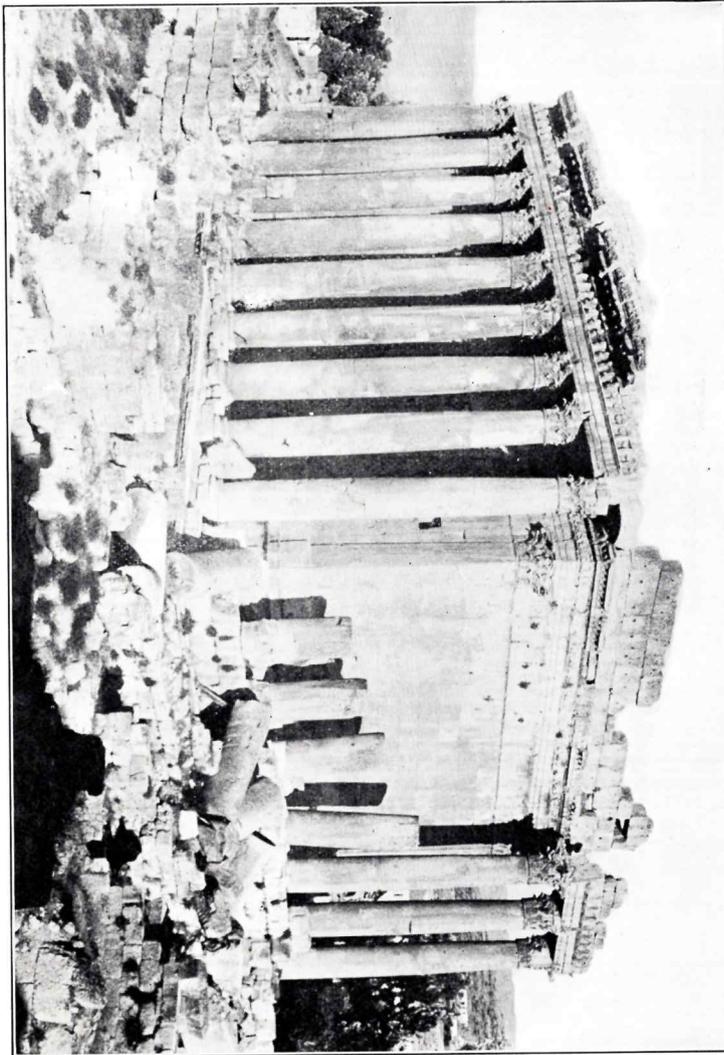
LOUNGE ON “FRANCONIA” AND “LACONIA”



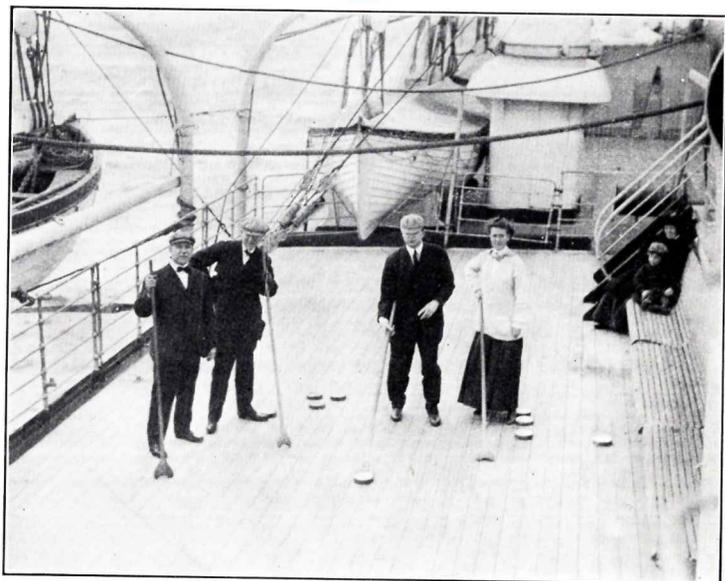
ONE OF THE PROMENADES

The staterooms are centrally located, very commodious and above all else for a Southern trip, perfectly ventilated. Even the lower cabins are located 20 feet above the sea. Many sumptuously appointed *Cabines de Luxe* are among the features of the "**Caronia**," "**Carmania**," "**Franconia**" and "**Laconia**." Individual electric heaters are provided in all the deck staterooms.

Luxurious as are these ships, the comfort of passengers has been uppermost in the minds of their designers. In order to secure absolute steadiness and freedom from rolling, the "**Caronia**," "**Carmania**," "**Franconia**" and "**Laconia**" are fitted with bilge keels among the largest ever placed upon steamships; while their engines have been so carefully and thoroughly balanced that vibration has been reduced to minimum, in fact practically eliminated. The "**Caronia**," "**Carmania**" and "**Franconia**" are noted everywhere for their extreme steadiness under all conditions.



TRAVELERS TO THE HOLY LAND CAN MAKE EXCELLENT CONNECTIONS FROM ALEXANDRIA AND PORT SAID



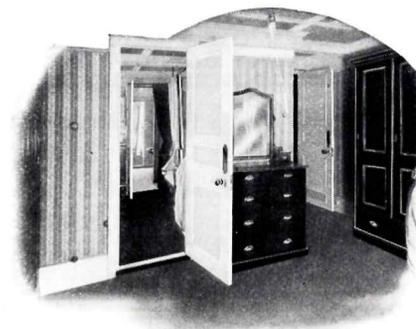
DECK SHUFFLE BOARD

The turbine method of propulsion has excited widespread interest because of its radical departure from old and supposedly well-established systems for the utilization of steam power. The turbine is the old mill wheel and its water turned to steel and steam. From the boilers steam is forced into huge cylinders which are lined with countless fixed blades—these cylinders enclose heavy steel shafts, which also have numberless blades projecting from their surface. As the steam forces its way from blade to blade, the shafts, to which propellers are attached, are caused to revolve rapidly and thus drive the ship. The motion is more smooth and even than that of the old mill wheel itself—merely a continuous pressure forward—and the vessel's movement can be compared only with that of a sailboat gliding

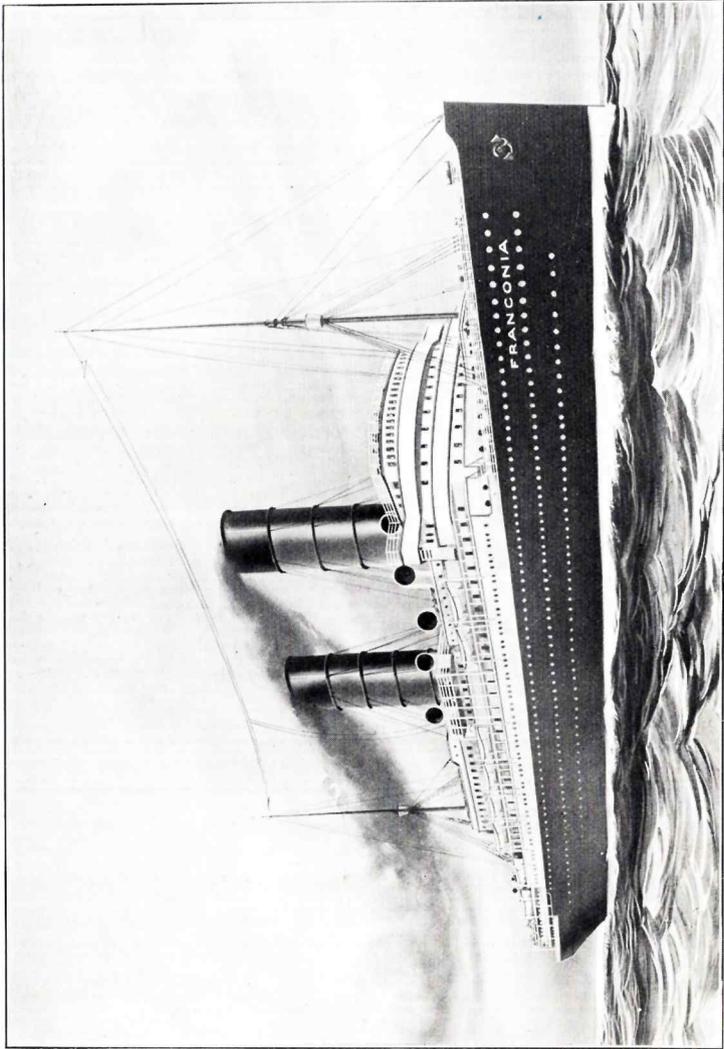
before a steady breeze. The "**Caronia**" differs from her sister ship the "**Carmania**" only in that the former is a twin-screw steamer driven by engines of the reciprocating type, while the "**Carmania**" is a triple-screw turbine steamer. The new "**Franconia**" and "**Laconia**," which also are propelled by twin-screws, are very similar in interior and exterior appearance to the "**Caronia**" and "**Carmania**."

Safety has always been the keystone of Cunard policy, and with this in view, every well-known appliance and method of construction has been incorporated in the "**Laconia**," "**Franconia**," "**Caronia**" and "**Carmania**." These ships are divided by heavy bulk-heads or partitions of steel, running from the keel to the upper deck, into many water-tight compartments—the doors in these can all be automatically and instantly closed in case of accident, by the turning of a single lever upon the bridge of the ship.

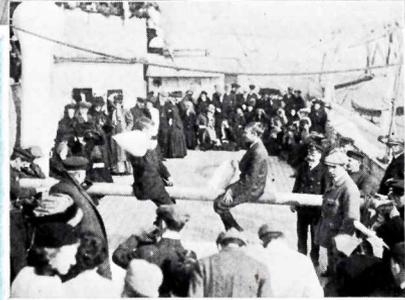
☐ **Sailing List, Rate Sheet and Steamer Plans** as well as our illustrated booklets "**A New Way to the Old World**," "**The Beautiful Adriatic**," "**A Tourist in Egypt**," "**The Happy Village**," "**Franconia**"—"**Laconia**" and "**Caronia**"—"**Carmania**" will be furnished on application at any of the Company's offices or agencies.



A CORNER IN A DECK SUITE



S. S. "FRANCONIA" AND S. S. "LACONIA" 18,000 TONS (BUILT 1911)



GAMES ON SHIPBOARD



STREET SCENE IN CAIRO