

Report of Inspection of SAN JUAN
NATIONAL HISTORIC SITE, Puerto
Rico, Feb. 23 - Mar. 5, 1949, by
Messrs. Tolson, Lee, Vint, Allen
and Abbott.

April 15, 1949.

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ADDRESS:
THE DIRECTOR, NATIONAL PARK SERVICE

UNITED STATES
DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE
WASHINGTON

25, D. C.

April 15, 1949.

Report on Visit to San Juan National Historic Site,
Puerto Rico, February 23-28 - March 3-5, 1949.

1. PURPOSE.

During the period February 23-28 and March 3-5, the following-named representatives of the National Park Service inspected San Juan National Historic Site, San Juan, Puerto Rico, and conferred with representatives of the Department of the Army, the Insular Government, and the Office of Tourism, with a view to developing plans for initiating the National Park Service program for this important new historical area on July 1, 1949:

Hillery A. Tolson, Assistant Director.
Ronald F. Lee, Chief Historian.
Thomas C. Vint, Chief of Development.
Thomas J. Allen, Regional Director, Region One.
Stanley Abbott, Regional Landscape Architect, Region One.

Conferences were held with numerous individuals, including the following:

Department of the Army

Brig. Gen. E. L. Sibert,
Commanding General,
Antilles Command.

Col. E. S. Strohlien.
Lt. Col. O. H. Robinson.
Lt. Col. Di Giacomini.
Lt. Col. Klein.

Insular Government

Governor Luis Munoz Marin.

Dr. Adolfo de Hostos, Official
Historian of Puerto Rico.

Dr. Raphael Pico, Chairman,
Puerto Rican Planning,
Zoning and Urbanizing Board.

Office of Tourism

Mr. J. Stanton Robbins, Director.
Mr. Miguel A. Barasorda.
Mr. Frank Martocci.
Mr. Robert Osgood.

Others

Professor Rafael W. Ramirez, Professor of History, University of Puerto Rico.

Mr. Francisco Xeno, Historian of the Municipality of San Juan.

All of these persons were very courteous and helpful. Without their assistance the conferences and inspections would have been greatly handicapped. Mr. J. Stanton Robbins was particularly cordial and helpful, and gave liberally of his time. His assistants, Mr. Marasorda and Mr. Frank Martocci (of the Planning Board) helped greatly on a number of vexing problems. Lt. Col. Robinson was most thoughtful and cooperative on behalf of the Department.

2. GENERAL CONSIDERATIONS.

Department of the Army: In our conferences with Brig. Gen. E. L. Sibert, there was some discussion of the plans of the Department of the Army for the continued utilization of the ancient fortifications of San Juan and adjoining lands and buildings as a modern military reservation. [Gen. Sibert indicated he would like to establish a new fort on the south side of the island and vacate Fort Brooke, El Morro, San Cristobal, and related installations, which could then become a national monument. In order to accomplish this step, however, it would be necessary for the Department of the Army to receive an appropriation of approximately 18 million dollars for the construction of a new military installation at whatever point might be selected. Gen. Sibert indicated that it is highly improbable that a request for funds for a new major installation in Puerto Rico would occupy a place sufficiently high on the Army's priority list to find a place in the budget for many years. Gen. Sibert also indicated that the Department of the Army spends approximately 23 million dollars in Puerto Rico annually, and that, if too much pressure were put on the Department of the Army to move out of Fort Brooke, the reaction would probably be to move the military installation to some location entirely outside of Puerto Rico. He also indicated that the 23 million dollars which the Army spends in Puerto Rico annually is larger than the 16 million dollar annual tourist business which is the objective of the Insular Government for the travel industry.]

While it was indicated to Gen. Sibert that, should the Army move from Fort Brooke, the National Park Service would be interested in considering the present national historic site for national monument purposes, the Service is prepared to cooperate fully with the Department of the Army and the Insular Government to make the national historic site a success within the provisions of the cooperative agreement under which the Army retains primary jurisdiction.

Gen. Sibert has designated Lt. Col. O. H. Robinson as his liaison officer in negotiations with the National Park Service.

Insular Government: In a conference on February 25 with Governor Luis Munoz Marin, attended by representatives of all interested agencies, the Governor indicated great interest in the national historic site, but also expressed keen awareness of the problems of the Department of the Army. He asked many penetrating questions about our plans and expressed satisfaction with the information given to him. He expressed particular interest in having the sea wall at the base of the fortifications below La Fortaleza, the Governor's residence and office, repaired as promptly as possible. This repair work, which may cost as much as \$200,000, will be discussed in detail later in this report.

Office of Tourism: Numerous discussions were held with Mr. J. Stanton Robbins, Director of the Office of Tourism, who is directing a major development program for the travel industry in Puerto Rico. This program contemplates an operating budget of approximately \$450,000 annually for the Office of Tourism, beginning in the 1950 fiscal year, and a government investment in improved hotel and guest house accommodations of \$3,060,000 within the next three fiscal years. This investment will be supplemented by an equal or larger amount from private capital. This is far more than a paper program. While we were not informed regarding the success of all of these proposals to develop a major tourist industry, it is evident that the program has strong support from the Insular Government and many private corporations and individuals in Puerto Rico. If this program is carried out, it is estimated that by 1952 two thousand tourists will be in Puerto Rico at all times and that the expenditures made by these tourists each year in Puerto Rico will amount to \$15,600,000. This industry would mean full or partial employment of at least 4,000 people. The establishment and successful operation of San Juan National Historic Site is a significant element in the program of attractions for visitors which is at the basis of plans for the travel industry.

3. PROVISIONS OF THE COOPERATIVE AGREEMENT.

Since the purpose of the conferences was to prepare for implementing the provisions of the cooperative agreement with the Department of the Army on July 1, there follows a record of the discussions on each point:

Article I - Functions of the Department of the Interior.

The six sections of Article I contain the principal provisions which require specific performances on the part of the National Park Service.

(a) On February 14, 1949, the Secretary of the Interior designated El Morro, San Cristobal, and related historic fortifications as San Juan National Historic Site, thus carrying out the first provision of this Article. However, the agreement also provides "that a further detailed boundary description (metes and bounds) will be prepared, based upon further study and historical research regarding the area and, upon completion, the boundary description will be substituted for Exhibit C as the official boundary of the national historic site."

A review of the problems on the ground revealed that careful study will be necessary to determine exactly what lands should be included in the new boundary description. It was obvious, however, that certain additions to the generalized boundary attached to the designation order should be made. Among these additions are certain lands immediately bordering the walls of the fortifications within the Fort Brooke Military Reservation on which the Department of the Army is contemplating the construction of quarters. The possible addition of Cabras Island to the national historic site should also be studied. In conferences with Lt. Col. Robinson, it was agreed that it will take a year to decide upon and describe a new boundary. Lt. Col. Robinson indicated that the Department of the Army could probably arrange for a metes and bounds survey when it is determined what lands are to be included in the final area of the national historic site. A copy of a valuable base map of Fort Brooke Military Reservation, showing the historic fortifications in detail, was provided to us by Lt. Col. Robinson who also stated he would provide copies of a number of additional useful maps.

The transfer of jurisdiction over certain Federal lands from the Department of the Army to the Insular Government is under consideration, including Cabras Island. Informal arrangements were made with the Army to consult with the National Park Service regarding our future land needs in San Juan prior to the consummation of such transfers. These arrangements should be made formal to insure the protection of the future interests of the national historic site.

(b) The item of \$50,000 for San Juan National Historic site now pending before Congress, if appropriated, will enable the National Park Service to initiate guide and lecture services, museum exhibits, sign markers and other visitor use facilities initially needed for the exhibition of the national historic site to visitors as provided for in the section of the cooperative agreement. Representatives of the Department of the Army were entirely agreeable to National Park Service plans for the expenditure of the \$50,000 as outlined to them in conferences. Personnel for the principal positions requested in the estimate, include the superintendent, historian, architect and curator, and should be selected immediately with a view to their entrance on duty on July 1, 1949, or soon thereafter.

(c) The cooperative agreement also provides that the National Park Service will prepare, within the limits of available appropriations, plans for the development of additional facilities for visitors. Since no additional facilities for visitors appear to be urgently needed at the present time, no arrangements have been made as yet for the initiation of any development plans. The need for such plans will be a matter for the historic site staff, when appointed, to consider. In any event, the Department of the Army retains final authority to approve or disapprove such plans.

(d) Under the provisions of the agreement the National Park Service is to provide to the Department of the Army the consulting services of technicians and is to review maintenance and repair programs or proposed alterations or structural changes in the historically important portions of the fortifications, including open spaces.

The implementation of this provision will be made possible by the appointment of a Service staff headquartered in San Juan. It may be noted, however, that the Department of the Army, apparently, has no present plans to alter or change historically important segments of the fortifications or to alter the principal open space which is now almost entirely occupied by a golf course. Somewhat smaller open spaces along the walls, not included within the present boundary of the national historic site, will be affected by plans of the Army to construct new quarters (See below). In order to insure that the National Park Service will be consulted in regard to postwar construction plans for the Fort Brooke Military Reservation which affect land not now included in the national historic site, it will be necessary for the Secretary of the Interior to request the Secretary of the Army to make arrangements for the National Park Service to be consulted regarding such plans. It was indicated that we can anticipate approval for such consultations if such a request is made.

(e) Conduct of historical and archeological research relating to the ancient fortifications provided for in the agreement will be initiated with the appointment of a Park Service staff for the area. The files of the historical section of the Department of the Army in San Juan already contain significant data which will be helpful to our personnel and which should be consulted early in the period of their assignment.

It is extremely fortunate also that the life-long researches of Dr. Adolfo de Hostos, Official Historian of Puerto Rico, into the history of San Juan, have now been published in book form. His volume, Ciudad Murada, published in Cuba in 1949, is a comprehensive history of the city and contains a lengthy account of the fortifications. Professor Rafael W. Ramirez of the staff of the University of Puerto Rico, has also collected much valuable historical material which he, too, expects to publish in the near future. Mr. Francisco Zeno, Historian of the Municipality of San Juan, has printed a smaller brochure on the same subject, copies of which he very kindly provided to each member of our party.

(f) In this section, the Secretary of the Interior agrees to support before the Bureau of the Budget estimates of funds prepared and submitted by the Department of the Army to provide for the maintenance and repair of the historic fortifications.

The most urgent repair project at the present moment is the rehabilitation of the broken sea wall below La Fortaleza. On March 3, following our inspection of it by our entire group, Messrs. Vint and Abbott carefully examined this broken sea wall, accompanied by Lt. Klein of the Corps of Engineers. The first step is

a careful engineering survey and the preparation of plans and an estimate of cost for the necessary repairs. It was agreed that Mr. Vint would discuss the problem with Col. R. R. Robertson of the Corps of Engineers in Washington, D. C., in an effort to secure the immediate allotment of funds for the engineering survey. The Corps of Engineers will be requested to increase this allotment now or later on so that the engineering study of the repair problems in the historic fortifications can be extended to include the entire national historic site.

Superficial examination of the broken sea wall below La Fortaleza indicated that the repair project might cost as much as \$200,000. As soon as an accurate estimate of the cost is available, together with photographs, it is proposed that the Secretary of the Interior write to the Secretary of the Army requesting the inclusion of an item in the estimates to provide for this repair work. Brig. Gen. Sibert is unwilling to initiate this item but is prepared to submit it if it is supported by the Department of the Interior.

Article II - Functions of the Department of the Army.

The four sections of Article II of the Cooperative Agreement contain the principal provisions which require specific performances on the part of the Secretary of the Army. The results of our discussions of these provisions were as follows:

- (a) Under this provision the Secretary of the Army agrees to submit all plans for major maintenance and repair programs, or for structural changes in the historic fortifications, or for alteration to existing open spaces in the national historic site, to the National Park Service for review and approval from the standpoint of historical preservation.

There appear to be no plans of the character described in this section pending at the present time which directly affect the area embraced in the present boundary of the national historic site. However, as indicated above, a program for the construction of quarters in open spaces immediately bordering the fortification walls and the national historic site boundary, has been approved by the Department of the Army and funds are now available for the construction of two sets of quarters in one of these open spaces known as the St. Augustine bastion. These quarters will occupy a site which, in our opinion, should remain clear of buildings. Invitations for bids are to be sent out during April.

It was not possible to register an official protest regarding construction of these quarters because they occupy a site not included within the present boundaries of the national historic site. However, following the proposed exchange of letters between the Secretary of the Interior and the Secretary of the Army it is hoped that the National Park Service may be consulted on all

phases of the postwar construction program for the military reservation, even though the lands involved are not now within the national historic site boundary so that there will be a *modus operandi* on such matters during the period prior to determination of the final boundary.

The Insular Government has prepared a major plan for widening and re-aligning the Munos-Rivera Avenue which, if executed, will result in the destruction of a small portion of the old Spanish masonry wall protecting an access road to San Cristobal. The plan provides that a masonry wall similar in character to the old one shall be constructed to replace it, but in a slightly more compressed space. After a careful review of this plan and an examination of the wall itself, it was the consensus of our group that we should not enter an objection to the execution of this plan, even though it will directly affect a small portion of the national historic site.

- (b) Under this provision the Secretary of the Army agrees to permit regulated public access, both pedestrian and vehicular, at all reasonable hours to the historic fortifications, grounds, and approaches of the national historic site, subject to the provisions of Article IV.

Under Article IV the Secretary of the Army retains exclusive authority to prescribe the areas within the fortresses that may be open to the public, together with the days and hours.

Extensive portions of El Morro and San Cristobal are now open to the public during the hours of 9 to 5. This marks a great improvement over conditions as they were in the national historic site in 1946 when war-time conditions still prevailed and only persons on business with the Army were admitted. While guards are still stationed at the entrances, no passes are required for admission. The guards act as traffic officers only. There are rather forbidding signs, however, still in place, but it is our understanding that new regulations have been prepared which will facilitate public access still further. Copies of these regulations will be forwarded to the National Park Service as soon as they are approved by the Commanding General. When we visited El Morro on Sunday, February 27, we noticed many Puerto Ricans walking around the fortifications and enjoying the views.

Casa Blanca, perhaps the most interesting historic house in Puerto Rico, and at present the residence of the Commanding General, is included in the national historic site designation. Since this is a private residence, only very limited public access is feasible. Brig. Gen. Sibert, however, stated that he plans to permit access to the grounds of Casa Blanca by organized groups of visitors when they are accompanied by guides, every day from 9 to 5. In addition, certain rooms in Casa Blanca will be opened to similar groups accompanied by a guide on 1 day each week, probably Tuesdays, between the hours of 2 and 4 in the afternoon.

- (c) This provision permits the National Park Service to operate guide and lecture services and to conduct visitors through those parts of the national historic site which may be open to the public; to place signs and markers at points of historical interest, and to develop an historical museum within the area.

The Department of the Army is prepared to permit our personnel to take parties through the fortifications as soon as they enter on duty and are prepared to provide such services. In the period 1946-48 the Department of the Army placed markers at a number of points of historical interest which will serve as a suitable beginning for a marker program. There is no museum at present and the development of suitable exhibits as a "reception center" for visitors will be an important task for our staff.

In this section it was mutually agreed that, if available funds do not permit the National Park Service to offer guide and lecture services, the two departments will jointly seek a suitable alternative to insure regulated public access, subject in either event to such fees and charges as may be necessary. This clause opens the way for carrying out the plan for a non-profit corporation, the Office of Tourism, or an historical association to cooperate with the National Park Service and the Department of the Army in providing paid guide service if such appears essential to the proper exhibition of the fortifications. Various factors involved in this problem are discussed under section 5 of this report by Chief Historian Ronald F. Lee. His comments are concurred in by the other members of the Service staff participating in this study.

As suggested to Mr. Robbins by Mr. Tolson, a non-profit corporation could provide not only a paid guide service, but could also furnish tourist facilities including accommodations, meals, souvenirs and native handicrafts at points throughout the island where such facilities are now lacking, as at El Yunque.

- (d) In this section the Department of the Army agrees to assign the National Park Service reasonable and adequate space in the historic fortifications or elsewhere in the national historic site as may be mutually agreed upon, for use as offices and museum rooms necessary for the provision of guide, lecture, and museum services to the public.

During our conferences with Col. Robinson, it was indicated that the National Park Service would consider a small, but well located, building situated near the Army headquarters and near the entrance to Fort Brooke Military Reservation as suitable headquarters space. This building is now occupied by the Antilles Finance Office.

Upon his return to Richmond, Regional Director Allen officially requested the assignment of this building to the National Park Service, and, on March 21, he received a reply from Brig. Gen. Sibert stating that it would not be possible to assign this structure to the Park Service and suggesting the assignment of space in the El Morro or San Cristobal fortresses. Further discussions will be necessary with the Department of the Army before satisfactory arrangements can be completed for office and exhibit space. It is suggested that, whatever space is ultimately selected for the beginning of the tour, it be called "The Reception Center" of the San Juan National Historic Site, rather than museum, office, or headquarters.

Article III - Advisory Board.

The agreement provides that an advisory board of three persons qualified in history, architecture, engineering and planning be appointed to advise the two departments on such matters relating to the national historic site as may be submitted to it, one member to be nominated by the Secretary of the Army, one by the Secretary of the Interior, and one by the Governor of Puerto Rico.

It is assumed that the superintendent of the San Juan National Historic Site will be designated to represent the Secretary of the Interior. It is proposed that letters to the Secretary of the Army, and the Governor of Puerto Rico, be prepared by the Director's Office soon after the beginning of the 1950 fiscal year inviting their nominations so that this Board can be established early in the history of the national historic site.

The remaining provisions of the agreement require no special discussion.

B. RELATED PROBLEMS.

La Fortaleza and San Jose Church.

Consideration should be given to extending the boundaries of San Juan National Historic Site to include La Fortaleza and San Jose Church each of which is an outstanding historic structure of exceptional interest and importance. Both of these buildings are closely related physically and historically to the present national historic site.

The construction of La Fortaleza, or the Governor's Palace, appears to have begun during the 1530's. The portion facing the harbor with two round towers and a connecting wall, still bears the aspect of an ancient fortification. Over the intervening centuries the structure has been added to and rebuilt, the last alterations having been undertaken just prior to the war at the time Architect Stuart W. Barnette made a careful study of the entire building for the National Park Service. La Fortaleza is situated immediately

next to the town wall and the boundary of the national historic site, and has been declared of national significance by the Advisory Board. Visitors are encouraged to view certain rooms of La Fortaleza, as well as its attractive gardens. La Fortaleza should be included in the national historic site and become a part of the regular tour.

It is recommended that a letter be sent from the Secretary of the Interior to the Governor of Puerto Rico, inviting his comments on the general idea of drafting a cooperative agreement and designating La Fortaleza as a national historic site, and added to the San Juan National Historic Site.

San José Church, situated almost at the gates of El Morro, is said to be the oldest church in the western hemisphere that has been in continuous use. It is believed to have been founded in 1523 and completed in 1528. San José Church was measured by the Historic American Buildings Survey during the 1930's, and is unquestionably a structure of remarkable historical and architectural interest. San José has not been classified by the Advisory Board, and it is recommended that the historian for San Juan National Historic Site, following his entrance on duty, be requested to prepare a report on the structure for consideration by the Advisory Board.

Historic Quarter of San Juan. It is of interest to report that the Office of Tourism has prepared a bill for introduction into the present session of the Puerto Rican legislature "To create old and historic districts; to empower the planning board and Tourism Advisory Board to define and establish said districts; and to establish a Board of Architectural Review to review plans for construction or alteration to said districts."

If this legislation is enacted, it is anticipated that the Planning Board and the Tourism Advisory Board will designate a substantial portion of old San Juan as an historic district, with the requirement that thereafter building permits for the alteration or improvement of structures in this area shall be subject to review by the Architectural Board of Review. This enlightened proposal is patterned after the zoning regulations which have been effective in Charleston, South Carolina, and elsewhere.

Among the many interesting structures in old San Juan, outside the national historic site, are: The City Hall, the council room of which was restored last year under the direction of Professor Ramirez, University of Puerto Rico, in preparation for the Pan American Congress of Historians; the Intendencia; the Cathedral; The Bishop's Palace; Santo Cristo Chapel; The Opera House; and numerous smaller buildings, including a large number of historic houses characteristic of the earlier history of the city.

The Office of Tourism also plans to encourage the preservation of historic landmarks in other parts of the island. The system of registered landmarks which have been effective in California, was described to Mr. Robbins and Mr.

Martocci and subsequently full information on the California system has been sent to you. It is possible that legislation to authorize this kind of program for Puerto Rico also will be introduced into the Legislature.

La Perla.

One of the difficult problems facing the people of San Juan is the elimination of the slum known as La Perla, which is situated between the fortification walls and the sea on the north side of the national historic site between El Morro and San Cristobal. Plans have been approved for a housing project for this area which contemplates the elimination of the present shacks and the construction of new housing in the same location. From the standpoint of the national historic site, a much better plan would be to eliminate the slums and construct new housing on another location. Conferences on this subject were held with Mr. Robbins, representatives of the Federal Housing Administration, Mr. Frank Martocci, and others. Assistant Director Tolson sent a memorandum to Director James Davis of the Division of Territories and Island Possessions, fully outlining the position of the National Park Service in regard to this problem.

5. INTERPRETIVE PROGRAM.

Careful study was given to the problem of launching an interpretive program by mid-fall when the next tourist season is fully underway. Among the aspects of that program which appear to be important are the following:

(a) Reception Center

The physical core of the interpretive program is the "Reception Center" for visitors. It should be located conveniently to main lines of traffic and to adequate parking space. It should provide information services, literature, orientation talks, exhibits, and the starting point for the park tour. Drinking water and comfort stations should be conveniently located. The "Reception Center" should include a room, approximately 20' x 20', for the information center and lobby; a hall, approximately 20' x 40', for orientation talks; a dry room with adequate electrical outlets approximately 20' x 40' containing exhibits telling the main story of the area, and office and working space for historian, curator, and historical aides. The "Reception Center" and the superintendent's quarters could be identical and in view of the small staff, probably should be. Whatever space is agreed upon should be selected with a view to expansion if public use warrants.

Several possible locations were considered:

- (1) The Antilles Finance Office near the entrance to the Fort Brooke Military Reservation would have served admirably, at least to begin with, as a "Reception Center" (and office) for the national historic site. However, it is not available.

- (2) Space in San Cristobal. This location has the great advantage of proximity (one block away) to Plaza de Colon, the terminus of most bus routes, and the principal center of traffic in old San Juan. Furthermore, San Cristobal provides one of the good points to begin the historical story and offers from its ramparts an unsurpassed view for orientation purposes. The Office of Tourism has been experimenting with tours beginning at San Cristobal and recommends this location favorably. In any event, some space in San Cristobal will be needed by the National Park Service.
- (3) Space in El Morro. While further study might result in locating the "Reception Center" at El Morro, first impressions suggest this as the climax rather than the beginning of the trip. In any event, some space in this magnificent fortification will be needed by the National Park Service.

(b) Orientation Talk.

Few historical areas present as rich and challenging an opportunity for interpretation as San Juan National Historic Site. The international airport, a principal stopping point for all air travel between North America, Central America, and South America, is only a mile or two away. In 1946, no fewer than 33 airlines operated out of San Juan. Cruise ships, too, are beginning to return after the interruption of the war, and a steadily growing stream of traffic is in prospect.

To many visitors, especially those from the North American mainland, San Juan presents their first vista, as they travel southward, into the Spanish background, not only of much of the Caribbean, but of half the Western Hemisphere - a different language, a different race, a different climate, and a different history and architecture. No sight more quickly stirs a visitor's curiosity and imagination about that Spanish background, or more fully expresses its force and character, than the massive, ancient fortifications of San Cristobal and El Morro, with their great connecting walls encircling two-thirds of the city. Here the visitor is easily carried back in imagination to Columbus' second voyage, to Ponce de Leon (buried in the Cathedral of San Juan) and to a myriad of sixteenth and seventeenth century leaders, colonizers and soldiers. Here he can visualize on the very ground of their occurrence, the clash of Spanish, English, French, and Dutch arms at San Juan as they struggled over land and spoils in the New World. Here the visitor can

sense something of the continuity and character of the Spanish Colonial empire which, in Puerto Rico, endured for almost four hundred years, and can understand better the meaning of Puerto Rico's status today as a territory of the United States.

An illustrated orientation talk is a necessity for the San Juan National Historic Site both because of the long history of the area, and its physical complexity. This talk will probably take at least thirty minutes to present, and experience may show that even a slightly longer talk is desirable. Automatic equipment should be purchased (probably a selecto-slide machine, and a tape recorder) so that the talk can be presented automatically by whatever attendant is on duty at the time. Probably separate recordings in English and Spanish will be necessary. The talk should suggest something of the sweep of history that is successfully communicated by the slide talk at Colonial Williamsburg; and, in addition, should orient the visitor regarding what there is to do, and to see. Preparation of this orientation talk is one of the very first duties of the park historian. If arrangements can be made for Historian Manuzy to visit San Juan prior to July 1, 1949, one of his tasks should be to begin assembling kodalides for this talk.

(c) Literature.

Funds should be earmarked in the printing program for the 1950 fiscal year for publication of a 3-fold leaflet describing San Juan National Historic Site. It is believed that sufficient historical information is available in secondary works to permit the publication of a reasonably satisfactory first edition, prior to the beginning of the next winter tourist season. The most difficult problem will be the preparation of an adequate map of the area. It will probably take a full year or more before even the first draft of a 48-page sales publication can be prepared.

(d) Guide Service.

It appears that the appropriation estimate of \$50,000 for the 1950 fiscal year will provide not more than nine positions for San Juan National Historic Site, of which not more than five will be available in part or entirely for visitor-contact work. These five are the superintendent, the historian, the museum curator, and two historical aides. It would appear that the

historian and the museum curator will be needed at the "Reception Center" practically all of the time they are not engaged in basic research and in preparing material for talks, markers, literature, and exhibits. Accordingly, it appears that there will be not more than two historical aides available to guide visitors around the area.

Visitor use is expected to be primarily of two kinds: local Puerto Ricans who enjoy visiting El Morro and San Cristobal, particularly on weekends, and who may not need special guide service, and, visitors from outside Puerto Rico who will generally want guide service. The latter type of visitor may arrive suddenly in large numbers when a cruise ship comes in. When the new facilities of the Office of Tourism are completed at the international airport, it is also probable that many who arrive by air will be sent to San Juan National Historic Site to take guided trips over the area.

It should be possible for the National Park Service to offer one or both of the following services:

Attendants on duty at key points. This would mean stationing one historical aide on the ramparts of San Cristobal and one historical aide on the terreplain of El Morro at all times. These aides would then explain the fortifications to visitors as they come up and would answer questions. Under this scheme, the rest of the visitor tour would be self-guided through markers and literature.

Guided trips on schedule. This would mean organizing parties at the Reception Center for guided tours which would take 2 - 3 hours. The course of the tour would depend upon the location of the Reception Center. Beginning at San Cristobal, however, it could proceed to El Morro, San Jose Church, Casa Blanca, the Water Gate and La Fortaleza. This tour is too long for walking and since visitors arriving by air or water lack cars, public transportation would have to be provided in some manner. This tour might be offered twice a day, possibly at 9 a.m. and 2 p.m. Provision of transportation is not an easy problem to solve although Mr. Robbins believes that publicly-owned buses might be assigned to this tour certain hours of each day.

It is entirely possible that the demand for guided trips will exceed the ability of the National Park Service to supply guides, and in any event, the demand for guides will fluctuate widely, depending upon the travel season. Undoubtedly, travel agencies, hotels, and airlines will want to sell a "package tour" of San Juan National Historic Site combined with transportation and accommodations, similar to the tours to Cuba and the Bahamas described in the travel leaflets. It is also the desire of the Office of Tourism that one or more "package tours" be offered either by the National Park Service

or by some other agency, including, perhaps, one or more tours of the national historic site, and at least one tour of the historic city.

In order that such "package tours" can also be offered in addition to the National Park Service interpretive services, it is recommended that the Office of Tourism, in cooperation with the National Park Service, jointly sponsor the formation of a suitable non-profit corporation to offer such services. This corporation, perhaps patterned after National Park Concessions, Inc., might gradually enlarge its activities to offer souvenirs, booklets, and even accommodations and meals, at parks throughout the Island. Material on this subject has been furnished Mr. Robbins by Mr. Tolson.

Another form this corporation might take, especially if it is desired to emphasize educational services, would be that of an historical or interpretive association similar to the historical and natural history associations which cooperate in many parks. This would mean the formation of a San Juan (or Puerto Rico) Historical Association authorized not only to sell booklets and other publications, but also to offer guide service for a fee, provided conditions of the character generally outlined below were fully complied with. It is understood, as a result of informal discussions with Chief Counsel Price that such an association could be authorized to offer guide service for a fee. This paid guide service would supplement the interpretive services offered free by the National Park Service. A paid guide service is the only sound basis for a permanent, flexible, and adequate guide service and should be started on the right course at the very beginning.

While it will probably be necessary for the Office of Tourism to provide a paid guide service, if any is to be offered during the coming winter tourist season, the permanent organization for this purpose should also be organized during the coming year in order that it can take over this service a year or so from now.

If the organization takes the form of an historical association, the individuals who might initially be brought together to form it might include the following:

- Mr. Stanley Robbins and associates of the Office of Tourism.
- The Superintendent of the National Historic Site and some members of his staff.
- Brig. Gen. Sibert and such other representatives of the Army as he might wish to include.
- Dr. Adolo de Hostos, Official Historian of Puerto Rico.
- The President of the University of Puerto Rico.
- Professor Ramirez of the University Museum.
- Mr. Zenc, Historian of the Municipality.
- Such other persons, particularly Puerto Ricans, who may be interested in the historical, educational, and cultural background of the island.

It is to be hoped that the Office of Tourism, or the Puerto Rican Development Bank, or some other public agency, could advance sufficient capital to finance the launching of this educational work. The amount of this capital would have to be determined later. It is believed that it would not exceed \$25,000, and with careful planning, the program might be launched for \$5,000.

If such an association were formed, the National Park Service, with the consent of the Army, would be expected to authorize a representative of the Association to occupy space in the Reception Center of the national historic site and sell tickets for a specific guided tour, as well as literature and books, provided that certain basic conditions, generally suggested hereafter were complied with.

- (1) The Association shall send all employees who are to perform guide work to guide training classes organized and directed by the National Park Service, and no person shall be permitted to guide on behalf of the Association without first having passed an examination given by the National Park Service and without having the approval of the Superintendent of the national historic site.
- (2) No guide shall individually solicit guide business but shall await assignment to a party only when requested by the National Park Service.
- (3) All guides shall conform to certain standards of dress, age, education and linguistic ability, as agreed upon between the Association and the National Park Service.
- (4) The Superintendent of the National Historic Site reserves the right to object to the continued employment of any guide whose conduct or performance fails to meet the standards set by the National Park Service, and when requested to do so, the Association will discontinue the service of any such person.

The ticket itself should be something of a souvenir, similar to the ticket for Colonial Williamsburg. The first stub of the ticket could be torn off and presented to the representative of San Juan Historical Association to secure a guide. The guide, however, would be employed by the Association on a salary basis and not on a trip basis, in order to avoid the inducement for soliciting. The next stub would be torn off and furnished to the appropriate transportation driver. This stub would be turned in by the transportation company to the Association for payment of the amount of transportation out of the total fee for the trip.

All of this sounds rather ordinary and mechanical. The real opportunity for a stirring interpretive service lies in the fact that, as yet, no significant guide service has developed locally. San Juan, unlike some great cities, does not have a group of menial professional guides soliciting business on every street corner and hawking trips by megaphone, telling legends and odd anecdotes as a pretense of interpretation.

If the paid guide services, not only for the National Historic Site, but also for the remainder of the historic city, as well as for the island in its entirety, can be established at a high educational level, and yet be made largely self-supporting, something will have been accomplished which has scarcely ever been done before.

Puerto Rico is a misunderstood island, yet tens of thousands of strangers are now stopping there annually because San Juan is an international airport. This situation provides an unexampled opportunity for Puerto Ricans to interpret the life and history of their island to visitors from all parts of the Western Hemisphere and even of the whole world.

This task could mean a sense of mission to young educated Puerto Ricans who wish to do something useful for their people and should appeal strongly to students and teachers at the University of Puerto Rico. Here already in the development of a small but splendid museum, the life of Puerto Rico is being intelligently interpreted and presented to growing numbers of people. The students who are taking courses in history and literature at the University, who know the museum and who share the strong feeling for their island that seems to be prevalent everywhere, would be the very best persons to take visitors around San Juan National Historic Site, and to all other places where intelligent interpretation is called for. These students are bi-lingual, they are young, and should have little of the bering quality that professional guides acquire. They have enthusiasm; they need money, and their schedules are such that they can work part-time. If a corps of young, educated, enthusiastic guides can be developed, they could also interpret many other parts of the island to visitors. Young naturalists, foresters and agriculturists could conduct tours to the inland areas, El Yunque, and so on.

If a San Juan Historical Association is formed, it is suggested that it deliberately cultivate a sense of the high importance of the task of interpretation in its employees and that it utilize university students for this purpose in the manner outlined above. Informal conversations with the President of the University of Puerto Rico indicated that he would be interested in a development of this kind. It is also believed that Governor Muñoz Marín would also be interested in encouraging such a movement.

Whether the cooperating organization is patterned after National Park Concessions, Inc., or after an historical association, this concept of the interpretive services should be explored and, if possible, fully developed.

6. CONCLUSION.

A basis has been laid for inaugurating the National Park Service program for San Juan National Historic Site beginning July 1, 1949, in cooperation with the Department of the Army, the Insular Government, and the Office of Tourism. This report is intended to assist the incoming superintendent and staff to launch the program under the provisions of the cooperative agreement.

Hillory A. Tolson
Assistant Director

Thomas C. Vint
Chief of Development

Ronald F. Lee
Chief Historian

Thomas J. Allen
Regional Director
Region One

Stanley Abbott
Regional Landscape
Architect, Region One

RECEIVED
Chief Clerk's Office
NATIONAL PARK SERVICE

UNITED STATES
DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

1949 MAY 17 AM 10:52

REGION ONE
RICHMOND, VIRGINIA

May 16, 1949.

MEMORANDUM for the Director.

In reply to Mr. Tolson's memorandum of May 4, 1949, there is returned herewith the original of the report on the inspection of San Juan National Historic Site as made between February 23 and March 5 by a group from the National Park Service. It is a good report and I am very glad to sign it.

While the information on page two under "General Considerations" should be reported to you exactly as listed, I doubt the advisability of sending copies including that section to any of the Puerto Rico persons concerned or even to General Sibert. I believe that General Sibert made these comments to us for our own information but that they would be rather dangerous sparks if distributed to the local San Juan or Puerto Rico people, as there already exists a little tension between the Army and the local folks there regarding the matter of continued occupancy of El Morro and San Cristobal by the Department of the Army. Accordingly, I do not advise distributing the comments listed under "General Considerations" and concerning the Department of the Army beyond National Park Service circles.

I would also prefer that paragraphs numbered (2) and (3) on page twelve and which discuss possible locations for the National Park Service reception center be eliminated from any copies of the report which are sent back to General Sibert. I make this request because I would like to feel free in my discussions with the General when I talk location of reception centers later on and I would not like to be hampered by National Park Service opinions already indicated in an official document.

On page eleven there is reference to a memorandum by Mr. Tolson in which he informed Director James Davis of the Division of Territories and Island Possessions of the position of the National Park Service in regard to the slum section of San Juan known as La Perla. Region One has not received a copy of that important document.

*Copies
being
sent to
Mr. Al-
len.
Subm
Spring*


Thomas J. Allen,
Regional Director.

Enc. 325.

*200-2-2-2
Puerto Rico*

NATIONAL PARK SERVICE
Director's Office
Washington

File

Director	Associate Director	Assistant Director
Chief Counsel	Chief of Concessions	Chief Clerk
Chief of Information	Chief of Development	Chief Forester
Chief, U. S. Travel Division	Chief of Land & Recreational Planning	Chief Historian <i>Free</i>
Special Assistant	Chief, Safety Office	Chief Naturalist
	Supt., National Capital Parks	Finance Officer
		Personnel Officer

Message: *I suggest that our report be mimeographed so we can probably use 30 or 35 copies in the future. If you agree, I can have the stencils cut.*

Date 5/20/49 (Signature) *Jabon*

43157

NATIONAL PARK SERVICE
Director's Office
Washington

0-30
P. F. Schaefer
11-10

Date:

Message

Director

✓ ~~Associate Director~~ *ae*

Assistant Director

Chief Clerk

Concessions

Development

Fiscal

Forestry

History *ae*

✓ Information

Lands

Legal

Natural History

Personnel

Safety

Travel

R. F. Schaefer
See page 3
ae

file.

(Signature)

GUIDE TO SAN JUAN *Puerto Rico*



*Old Spanish City Hall
Plaza Principal*

INSTITUTE OF TOURISM

GOVERNMENT OF PUERTO RICO

GUIDE

TO THE CITY OF
SAN JUAN, PUERTO RICO



(FIRST EDITION)

SAN JUAN, PUERTO RICO

1938



HON. BLANTON WINSHIP
GOVERNOR OF PUERTO RICO.

light dip in the sea before retiring to your hotel for the night. Then, hie away, not far distant, to the popular recently-built luxurious Escambrón Beach Club where the salt sea air is softened by the warm land breezes, reminding one of the idle hours and carefree days to come.

For the horse-racing enthusiast Puerto Rico offers several fine modern race courses, which are located in the suburbs of San Juan 12 minutes from the center of the city. Here, blooded thoroughbreds compete in breath-taking races while the frenzied cheering lends added attraction to the "Sport of Kings". Thoroughbreds from continental United States, and a fine line of thoroughbred horses foaled in Puerto Rico and from the stables of Puerto Rican sportsmen, are entered during the year-round racing season.

Betting on horse races is legal in Puerto Rico and the sport is under the strict supervision of an Insular Racing Commission created by the Puerto Rican Legislature. The owners of these tracks extend full gate and grandstand privileges without cost to all tourists to Puerto Rico.

The spacious and modern race track of Las Monjas Kennel Club also provides entertainment for those who enjoy a thrill watching the splendid grayhounds in their efforts to reach the mechanical rabbit in race after race several nights each week.

It is always ideal golfing weather in Puerto Rico and if application is made, some attractive golf courses are available to those who come here desiring to enjoy sporty golf. One of the most picturesque and difficult golf courses is situated on the El Morro Military Reservation in San Juan. Application must be made to the Colonel in command of U. S. Troops for permission to play there.

Imagine an ocean hazard where one drives from a tee high up on a lofty battlement towards a green that is cut off by some eighty yards of swirling, torturous sea a hundred feet below! Few sand traps are required as the old sally-port, bastions and sentry towers erected centuries ago furnish all the hazards necessary to the sport-loving player.

Scattered throughout the Island are numerous other good golf courses located amidst beautiful tropical settings. The most notable of these is the modern Berwind Country



THIS LITTLE ANCIENT CHAPEL BRINGS BACK MEMORIES OF SPAIN.

Tropical surroundings, comfortable club houses and modern layouts are a few of the outstanding features that make Puerto Rican golf courses so unique and attractive, both to the novice and the professional player.

Puerto Rico is a paradise for the yachtsman. Numerous harbors and tropical lagoons beckon to him. Fine, modern yacht clubs are located at San Juan and Ponce and practically every coastal town and city boasts its local boat club. Small sail or motor boats may be chartered at any one of these clubs at reasonable prices. Many pleasurable hours may be spent leisurely exploring the inviting waterways of the Island.

Tennis, cock-fighting, prize-fighting, mountain climbing, trap shooting, horse-back riding and motoring over a network of excellent paved highways are offered the visitor to the "Enchanted Isle", with equally enticing facilities for carefree loafing beneath beautiful old palm trees, set along the edge of lonely stretches of white sandy beaches, with the song of the tropic seas to lull one asleep.

It is interesting to visit the Island during Carnival Week, which is celebrated throughout the world of the Latin people. Puerto Rico has established a Carnival Season which occurs each year during the month of February. Spectacular and



A BUSY THOROUGHFARE —SALVADOR BRAU STREET IN SAN JUAN.

infinitely pleasing events take place. The coronation of the Queen of the Carnival is a sight never to be forgotten and all of the attendant functions portray the colorful and joyous festivals of Old Spain.

Puerto Rico is one of the few places in the world where all sports may be enjoyed throughout the entire year due to the equable and invigorating climate. The Island is a land of enduring sunshine and perpetual Spring. Devotees of all sports find Puerto Rico a veritable sportsman's paradise.

Not far from your home town is a land of never-ending tropical beauty and sunshine —Puerto Rico. Here you will discover scenes of such loveliness that your eyes will grow misty from the emotions they will receive. It is no longer necessary to make extensive planning or confine your contemplated vacation to a monotonous commonplace excursion to a crowded summer or winter resort. A few invigorating and enjoyable days at sea-within the range of your vacation time and purse —will bring you to this delightful semi-tropical isle of beauty where you find 16th Century Spain intermingled with modern progressive America.

During recent years, seasoned travelers have discovered that Puerto Rico offers more varied interest and attraction than any other resort in the West Indies.

There is great historic charm about the ancient capital city of San Juan where the home of the family of Juan Ponce de León, the first Governor of Puerto Rico may be seen. Centuries-old narrow streets reminiscent of the days of gallant Conquistadores-old crumbling fortresses, battered by the many fierce attacks of yore, reveal the hardy and gay pageantry of the New World's earlier history-ancient grim sea walls, in their colorful peaceful quiet and haunting beauty, that gave protection and security to Spain's treasure-laden galleons from the preying, robbing pirates of another day.

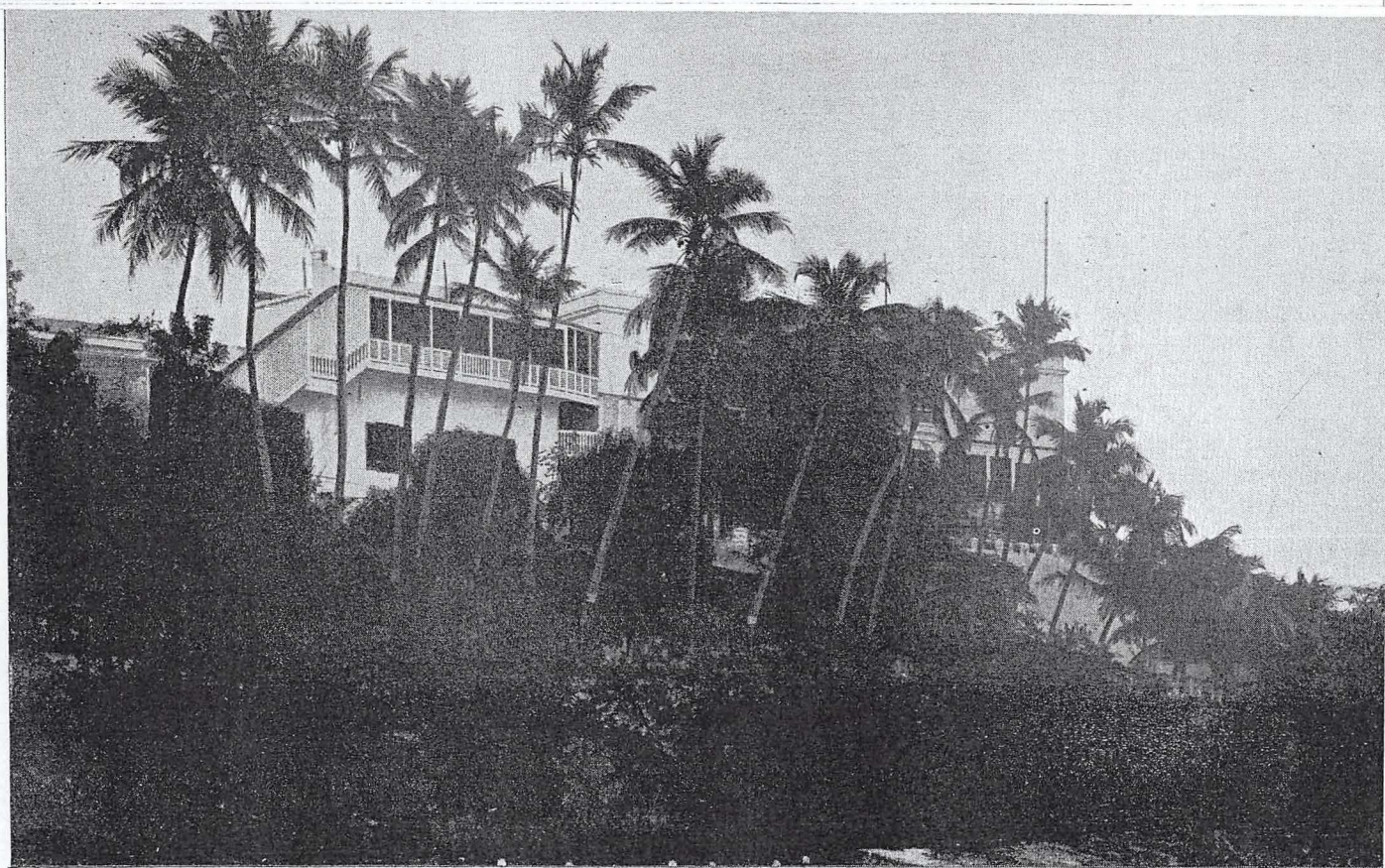
Whether you come to this romantic isle to live, to rest, to play or just browse about, you will find ample attractions to command your interest and leave a happy unforgettable impression of your visit which you will carry with you for many moons after sailing away from hospitable and romantic "Borinquen" the Gem of the Caribbean.



STATUE OF COLUMBUS, DISCOVERER OF PUERTO RICO, 1493.

DISTANCE IN MILES AND KILOMETERS FROM
SAN JUAN TO PRINCIPAL TOWNS
IN THE ISLAND

From San Juan to:	Approximate		Roads:	
	Miles:	Kms.:		
Aibonito -----	50	80.5	1	
Arecibo -----	53	85.8	2	
Aguadilla -----	89	144.0	2	
Caguas -----	22	35.7	1	
Cayey -----	37	60.8	1	
Coamo Springs -----	62	100.3	1	
Fajardo -----	38	61.9	1	and 3
Guayama -----	53	86.7	1	and 4
Guánica -----	102	180.8	1, 6, 2	and 39
Humacao -----	39	64.0	1, 7	and 5
Mayaguez -----	114	184.9	2	
Ponce (Mpal. Dock) -	84	136.7	1	
San Germán -----	121	195.6	1, 6	and 2
Utuado -----	73	117.3	2	and 6
Yauco -----	143	236.0	2	



FAMOUS CASA BRANCA CONSTRUCTED BY THE ROYAL DE V. A. M. B.

WHAT IS A KILOMETER?

The European Km. (kilometer) is approximately 3,288 feet or about 5/8 of a mile.

One mile, therefore, is about 1.6 Km. and 16 kilometers = 10 miles.

One kilometer is 1,000 meters and one meter is 3.28 feet. A land mile equals 5,280 feet.

HOW ABOUT A COCKTAIL?

Three of the principal manufacturers of Puerto Rico Rum cordially invite all visitors to call at their bars two of which Ronrico and Don Q. are located within easy walking distance of your ship, where you will be served delicious cocktails **without the slightest cost** and no attempt will be made to induce you to make purchases of any kind. In fact, you **can not buy** anything at the bar even if you so desire. The Brugal Ron Corp. is located a short distance outside the city of San Juan on the Guaynabo Road where drinks are served free to those passing there.

Ladies may take advantage of this invitation as they will find an atmosphere of refinement at all places.

OF INTEREST TO THE LADIES

BEAUTY PARLORS IN SAN JUAN

Gladys de Castro Beauty Salon	No. 4 Cruz Street.
Maria Louise Beauty Parlor	No. 10 O'Donell St.—Front Plaza Colón.
Juanita Beauty Parlor	No. 17 Allen Street.
Manolin's Beauty Parlor	No. 37 Allen Street.
Belle Art Beauty Salon	No. 54 Salvador Brau St.
Chic Beauty Parlor	No. 32 Salvador Brau St.
Modern Beauty Parlor	No. 23 Allen Street.
Paris Beauty Parlor	No. 18 Allen Street.
Pedro's Beauty Parlor	No. 65 Salvador Brau St.
Roger, Maria L.	No. 61 Allen Street.
Silva, Rosita	No. 49 Allen Street.
Sonia Beauty Salon	No. 19 Allen Street.
Vanity Beauty Shoppee	No. 27 San Justo St.
Rialto Beauty Parlor	No. 69 Salvador Brau St.
Miss Borinquen Beauty Salon	No. 44 Allen Street.



THE BEAUTIFUL MODERN CUSTOM HOUSE LOCATED INSIDE THE HARBOR AT SAN JUAN

WHERE TO EAT IN THE CITY OF SAN JUAN

Hotel Palace Roof Garden ----- Tetuan corner Cruz St.
Rainbow Restaurant ----- Rengel Bldg. - Plaza Principal
La Mallorquina ----- No. 25 San Justo St.
(Open until 3 o'clock every night)
Pardo Bar & Grill ----- No. 3 Tanca St.
Escambron Beach Club ----- Escambron - Stop 8
El Aquarium ----- No. 9 San Justo St.
Casino de Puerto Rico (Restaurant) ----- Front Plaza Colón
Malatrasi's Restaurant ----- No. 3 Cruz Street
Hotel Central ----- Front Plaza Principal
La Bombonera ----- No. 48 Salvador Brau St.
El Mesón ----- No. 9 San José St.

Suburbs of San Juan

El Chévere ----- Stop 22, Santurce
(Open all day and after midnight)
El Nilo ----- Stop 22, Santurce
(Open all day and after midnight)
Hotel Condado ----- Nereidas Ave., Condado
Union Club ----- Stop 10, Miramar
Hotel Capitol ----- Stop 12, Miramar

MONEY AND POSTAGE

United States money and United States postage are used in Puerto Rico. Letter postage between the island and the mainland is 3 cents, air-mail letters, 10 cents, postcards, 1 cent. Parcel post service between the "States" and Puerto Rico is extensive. From New York the island is in Zone 7, from cities further inland, Zone 8.

WHERE TO GO AND WHAT TO SEE IN SAN JUAN

The following numbers correspond to those on the accompanying map.

NO other locality in the alluring Caribbean can offer to the visitor or vacationist a more charming and enchanting appeal than San Juan, capital city of Puerto Rico, at the threshold of an island paradise, where Nature has been bountiful in her gifts of gorgeous and picturesque scenery, and a healthful, exhilarating climate.

In an environment quaint and exotic, San Juan —it has been said— “has the soul of the past and the spirit of the present intermingled in its most romantic form”.

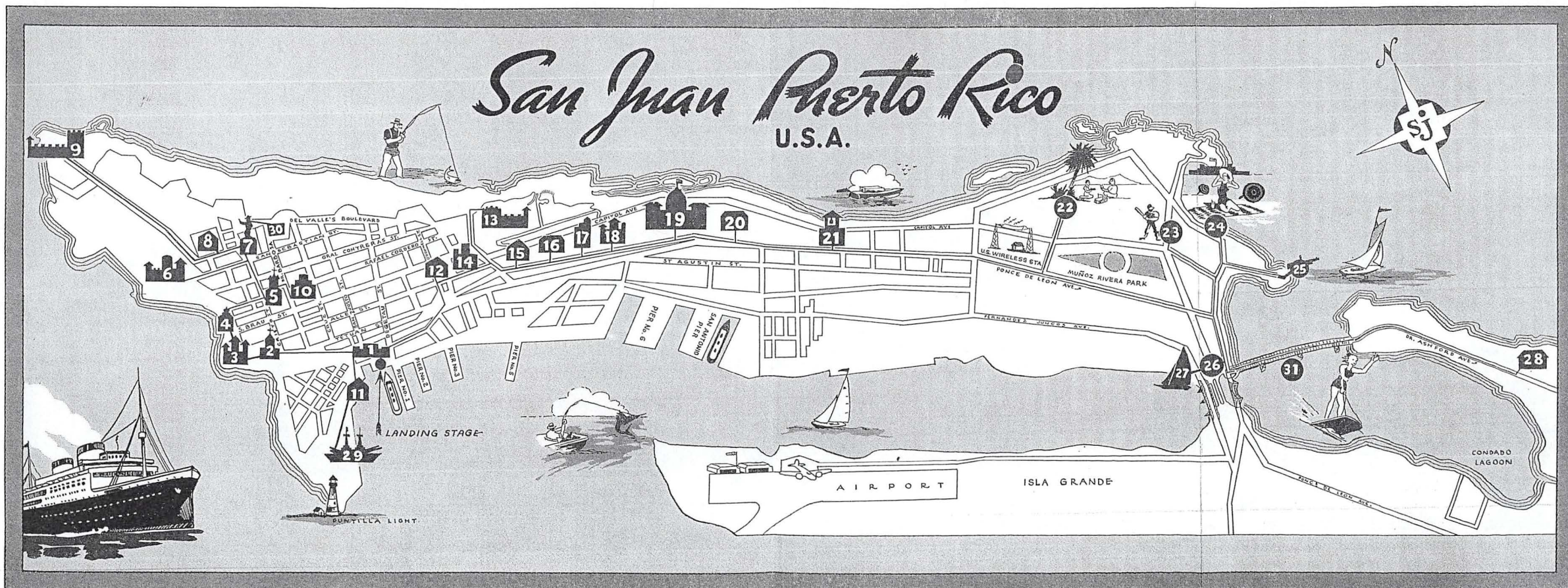
Founded in 1510, San Juan has outgrown its original island site and, now spread into the main isle, has a population of 140,000 inhabitants, making it the second largest city in the West Indies group.

For the convenience of visitors, points of interest in San Juan have been indicated in the accompanying map of the city by numbers corresponding with the explanations following, starting at the Landing Stage.

(1) **FEDERAL BUILDING.** Housing various departments of the United States Government, including the main Post Office.

(2) **CRISTO CHAPEL.** The smallest church in the world, a magnificent shrine dating back to 1760, situated at the intersection of Cristo and Tetuán Streets and overlooking the harbor from a high point on the ancient walls.

(3) **LA FORTALEZA.** The Governor's Palace was built between 1533 and 1538 as a fortress, forming part of the city's fortifications. This, one of the most beautiful buildings in the island, has served since 1639 as the official residence of the Governors. Located at the foot of Allen Street, it overlooks the entrance to the harbor. being, sur-



Issued by the Institute of Tourism of Puerto Rico

How to Locate Places

Follow the red line on the map and you will be led to the principal points of interest in Old and New San Juan. These places are marked with a red number corresponding to a description given in the following pages.

rounded by a high protective wall. Lovely gardens, greatly improved and extended by Governor Blanton Winship, are filled with exquisite tropical flora; and interiors, superbly adorned by antique decorations, are features of this mansion.

(4) SAN JUAN GATE. As an entrance from the old harbor to the ancient seaward wall of the city, this quaint gate—the oldest and the only one remaining of the original five entrances to the City, is located at the foot of Brau Street, one block distant from La Fortaleza.

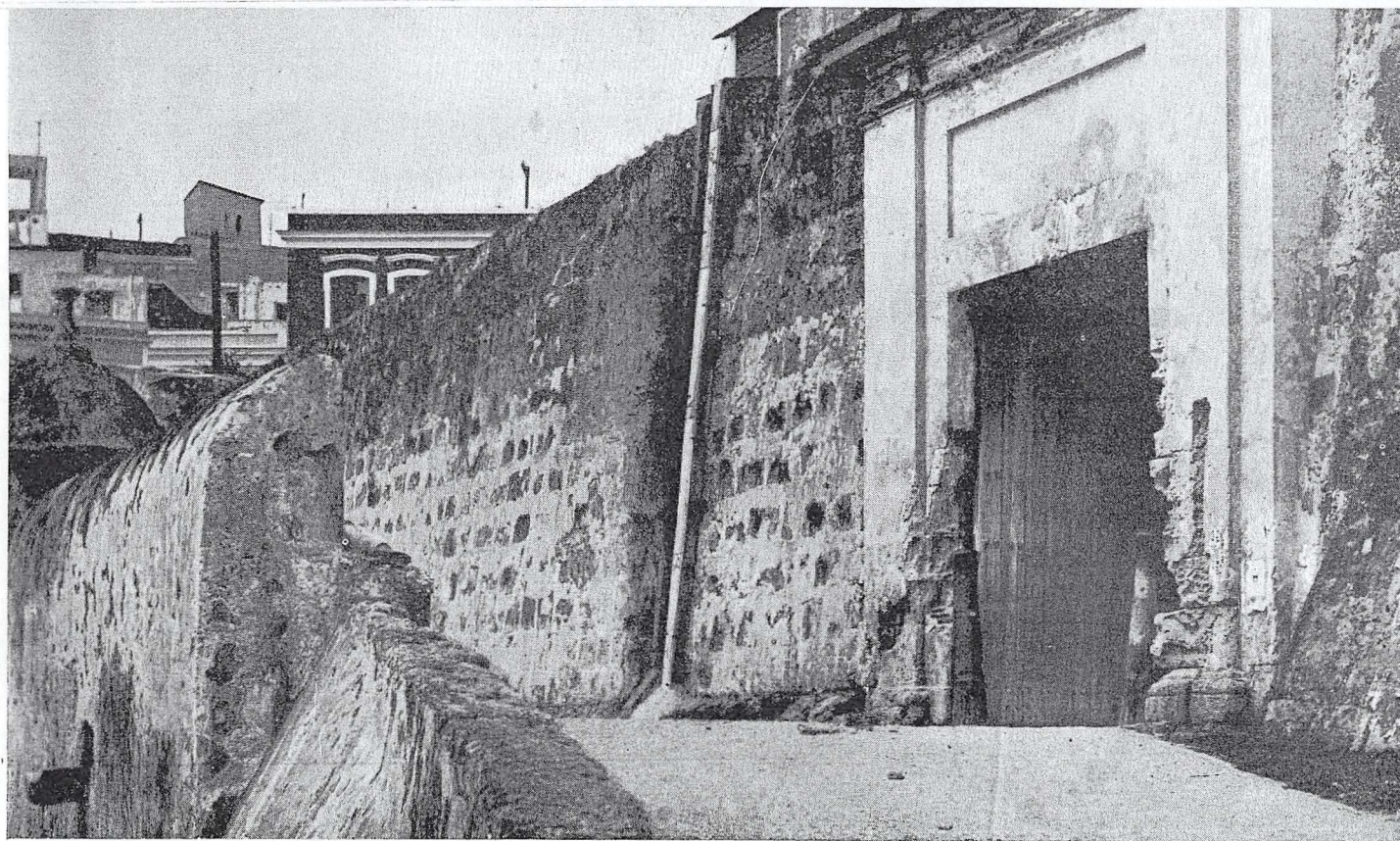
(5) THE CATHEDRAL. First constructed in 1527 and rebuilt in 1802 after destruction by earthquake and hurricanes, this edifice—on Cristo Street, in the heart of the city—has been the center of all religious ceremonies since the days of Conquest in the Spanish Main. Its most valuable tradition is the fact that here are buried the remains of that gallant explorer, seeker of perpetual youth and first Governor of Puerto Rico, Don Juan Ponce de León.

(6) CASA BLANCA. The White House, of palatial proportions and romantic surroundings, was built in 1523 as a residence for the family of Ponce de León, and established as a fortress and arsenal until 1531. The Spanish Government took official possession of it in 1773, when the heraldic Coat of Arms of Ponce de León was changed for that of the Royal House of Spain. Recently, however, the former was again placed over the ancient building. Located at the end of Contreras Street, it is used today as the residence of the Commander of U. S. troops in Puerto Rico.

(7) SAN JOSE CHURCH AND PONCE DE LEON STATUE. The edifice is the oldest church in continuous use in America, having been built in 1523 by the Dominican Fathers. The building suffered heavily on May 12, 1898 during the bombardment of San Juan by American Naval Forces in the Spanish-American War. Among its relics, there may be seen the Crucifix worshipped by the family of Ponce de León, and a beautiful painting of the Virgin of Belen by an anonymous artist of long ago. The picture is set in a frame of solid silver. The Statue of Ponce de León, which stands in the plaza fronting the church, was cast from the bronze obtained



LA FORTALEZA, OFFICIAL RESIDENCE OF THE GOVERNOR OF PUERTO RICO.



THE OLD SAN JUAN GATE IN THE ANCIENT WALL THAT ONCE SURROUNDED THE ENTIRE CITY.

in the melting of the cannon captured from the Dutch in their attack on San Juan in 1625.

(8) BALLAJA — U. S. INFANTRY BARRACKS. The Puerto Rico Regiment of Infantry, almost totally composed of Puerto Ricans is quartered here. The building was similarly employed for years by the forces of Spain.

(9) EL MORRO. Overlooking the wide expanse of the Atlantic Ocean, at the entrance to the harbor, this famous barrier of defense was constructed in 1585. El Morro Fortress has been a bulwark of defense against armed forces at war and covetous adventurers as well.

(10) CITY HALL. Facing the Plaza Baldorioty, this aged structure vividly contrasts with the modern skyscrapers, housing progressive department stores, which are its neighbors. The architecture of the period proves an object of avid interest to all visitors.

(11) CUSTOM HOUSE. Facing the harbor, along the shore line, this splendid modern building houses the U. S. Customs Service.

(12) PLAZA DE COLON. Situated at the end of Allen Street, Columbus Square is featured by the imposing statue of white Carrara marble and bronze, erected to the memory of the Great Navigator and Discoverer of Puerto Rico, one of the finest monuments of its kind and purpose in America. The Municipal Theatre, a shrine of old, faces upon the Plaza.

(13) SAN CRISTOBAL CASTLE. Construction of this fort was commenced in 1631, and during subsequent years it was enlarged and rebuilt to serve against invading enemy forces. Fact and fancy surround the many legends related about San Cristóbal, the most notable of them having to do with the Haunted Sentry Box.

(14) CASINO DE PUERTO RICO. Fronting on Columbus Square, this splendid building is occupied by one of the most exclusive Clubs in the island, the social center for the elite of Puerto Rico.

(15) Y. M. C. A. The Puerto Rico branch of the Young Men's Christian Association has its headquarters in this fine building, on Ponce de León Avenue.

(16) ATENEO DE PUERTO RICO. Another of the

splendid structures along Ponce de León Avenue houses this cultural center devoted to the promotion of Art, Sciences and Literature.

(17) CARNEGIE LIBRARY. Also on Ponce de León Avenue, this educational institution is opened to the public from 9 A. M. to 10 P. M. daily.

(18) CASA DE ESPAÑA. A replica of early Spanish architecture, combined with modern effect, this—one of the newest and most beautiful buildings in Puerto Rico—is the home of the Spanish colony, the social center of the Spanish residents in the island. It is situated on Ponce de León Avenue, and one of its best features is the Fountain of the Lions, a reproduction of that at the Alhambra, in Seville, Spain.

(19) THE CAPITOL. The most imposing of the buildings along Ponce de León Avenue, constructed of Georgia marble and thoroughly modern in its structural lines, it is the home of both houses of the Insular Legislature.

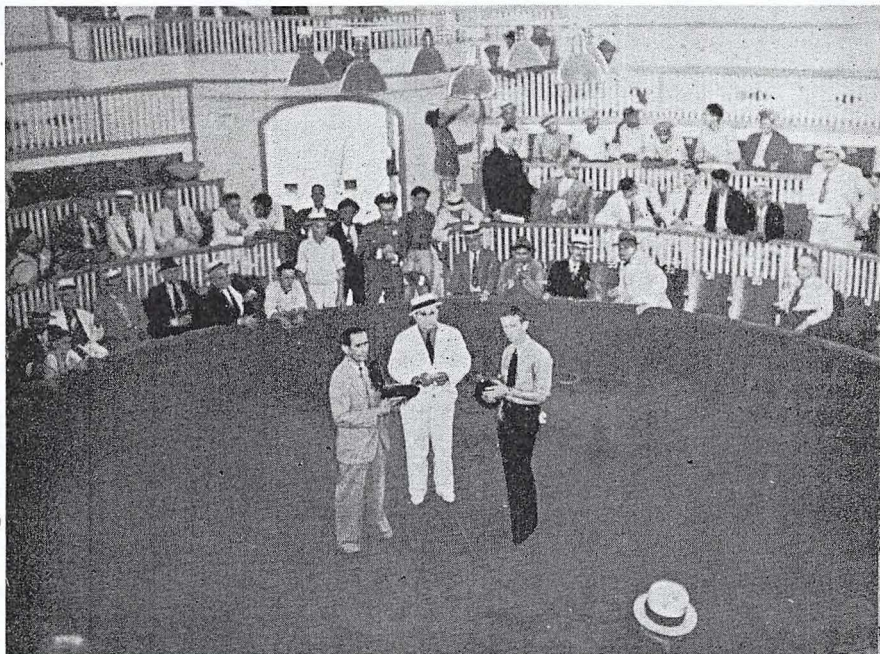
(20) SCHOOL OF TROPICAL MEDICINE. Dedicated to the scientific study and control of tropical diseases, under the sponsorship of Columbia University of New York. Students come here from all parts of the world.

(21) REDEMPTORIST CHURCH AND SCHOOL. A splendid group of buildings dedicated to worship and education, under the guidance of the Redemptorist Fathers.

(22) MUÑOZ RIVERA PARK. Unquestionably the finest of its kind in the Tropics, it is ideally located and profusely stocked with an untold variety of rare native plants and flowers. The ancient "Polvorin", or Powder Magazine of Spanish times, located inside the Park grounds is now used as a Museum for Conchifera, where there are displayed a large variety of bivalve and mollusk shells.

(23) BASEBALL STADIUM. Puerto Ricans love baseball immensely, and in this splendid field with its modern grandstand they enjoy professional contests throughout the year. This stadium is also used for staging the most important boxing contests, and championship fights.

(24) ESCAMBRON BEACH CLUB. Those who have been fortunate to visit it have declared that nowhere in the Caribbean can a more perfect beach and bathing facilities



GAME COCKS AT THE MAGNIFICENT GALLERA BORINQUEN READY TO FIGHT.

be found for the enjoyment of year round swimming. A fine Club House, with hotel accommodations including restaurant, etc.; and an animated Night Club with cabaret features, make of this resort an ideal place to visit at any time. In the spacious salons, one may view some extraordinary murals, depicting the principal cities of the world.

(25) FORT SAN GERONIMO. An outpost of days gone by when attacking forces landed on the mainland with covetous desires for possession of the city.

(26) SAN ANTONIO BRIDGE. The principal one of five bridges which connect the island of San Juan with that of Puerto Rico itself.

(27) YACHT CLUB. The "Club Náutico" has its headquarters here, the center of water sports, including deep-sea angling. Courtesies are extended to visitors who present proper credentials.

(28) HOTEL CONDADO. Located in the suburbs of the mainland, in a most favorable site between the shores of the Atlantic Ocean and beautiful Condado Lagoon. A fine splendid building providing modern services in all re-

spects. Dancing terraces, sea-water swimming pool —the finest in the West Indies— and other features give to this hostelry a touch of attractive up-to-dateness.

(29) NAVY YARD. As your steamer passes through the channel into the harbor, this ancient arsenal can be plainly seen just in from the Puntilla Lighthouse. It is the headquarters of the U. S. Naval forces in the island, and the Federal Lighthouse Service.

(30) MARKET PLACE. On the central northern heights of the city, along Del Valle Boulevard, overlooking the Atlantic Ocean, this structure of other days offers to the visitor a quaint experience. Here gather in the early morning, sellers from the country and shoppers from the city for their daily routine of trade.

(31) CONDADO BRIDGE. Connects the island of San Juan with the exclusive and aristocratic residential suburb of Condado.

WHY NOT DANCE?

What can be more thrilling and delightful than dancing beneath a brilliant, soft tropic moon while listening to the song of the surf on the sands at the splendid Escambrón Beach Club or at the Hotel Condado "Garden by the Sea".

THE MEANING OF "EL MORRO"

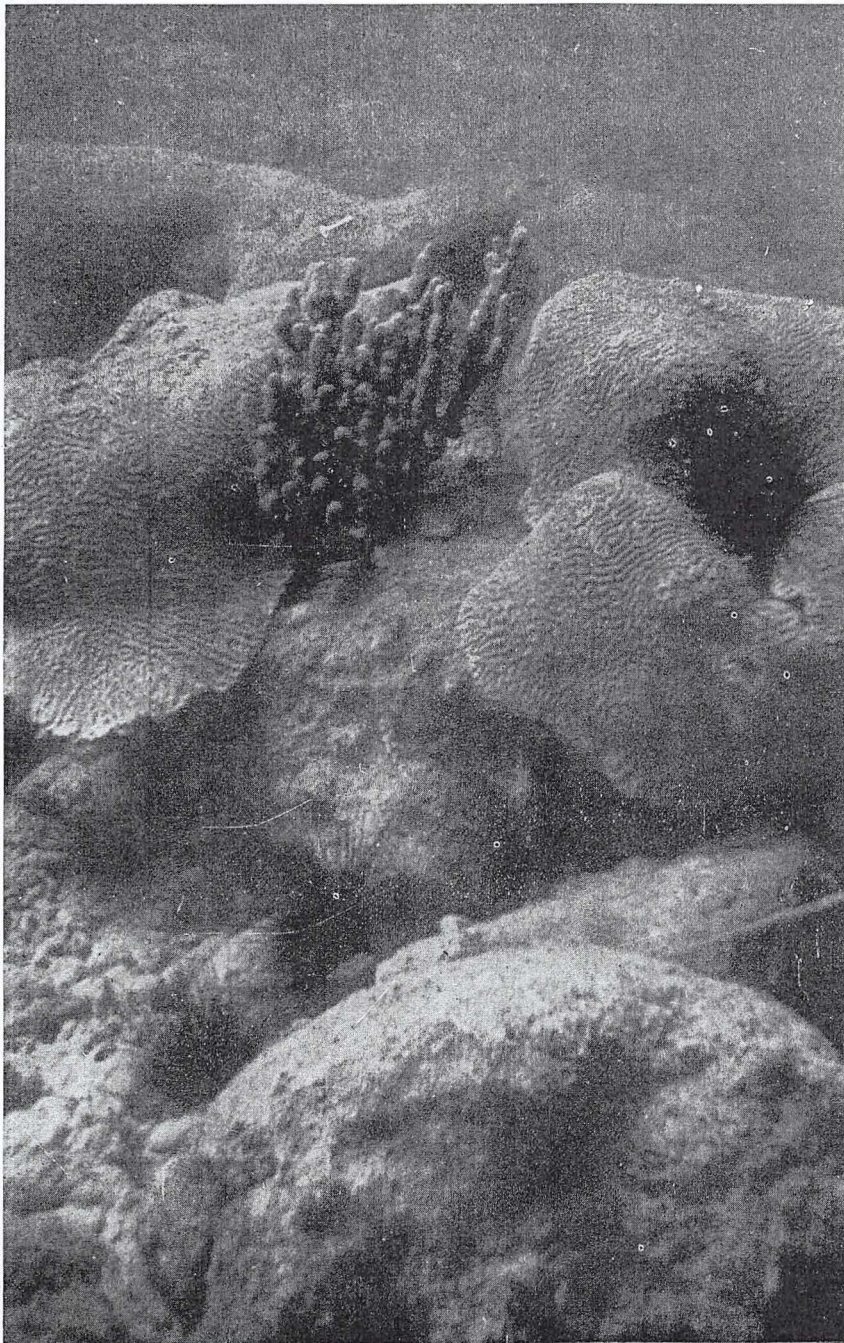
Let us tell you what El Morro means since so many hundreds of people constantly ask this question.

The general impression is that El Morro means a fortress since Havana and Santiago, Cuba, Cartagena, Colombia, and San Juan Puerto Rico all have El Morro's, and they were all fortified Spanish strongholds.

The "Diccionario Enciclopédico Ilustrado" published under the direction of José Alemañy, of the Royal Spanish Academy and others give the following definition of the word Morro: "A mountain or rocky promontory which has a round shape".



THE ARISTOCRATIC AND BEAUTIFUL SPANISH CLUB —CASA DE ESPAÑA.



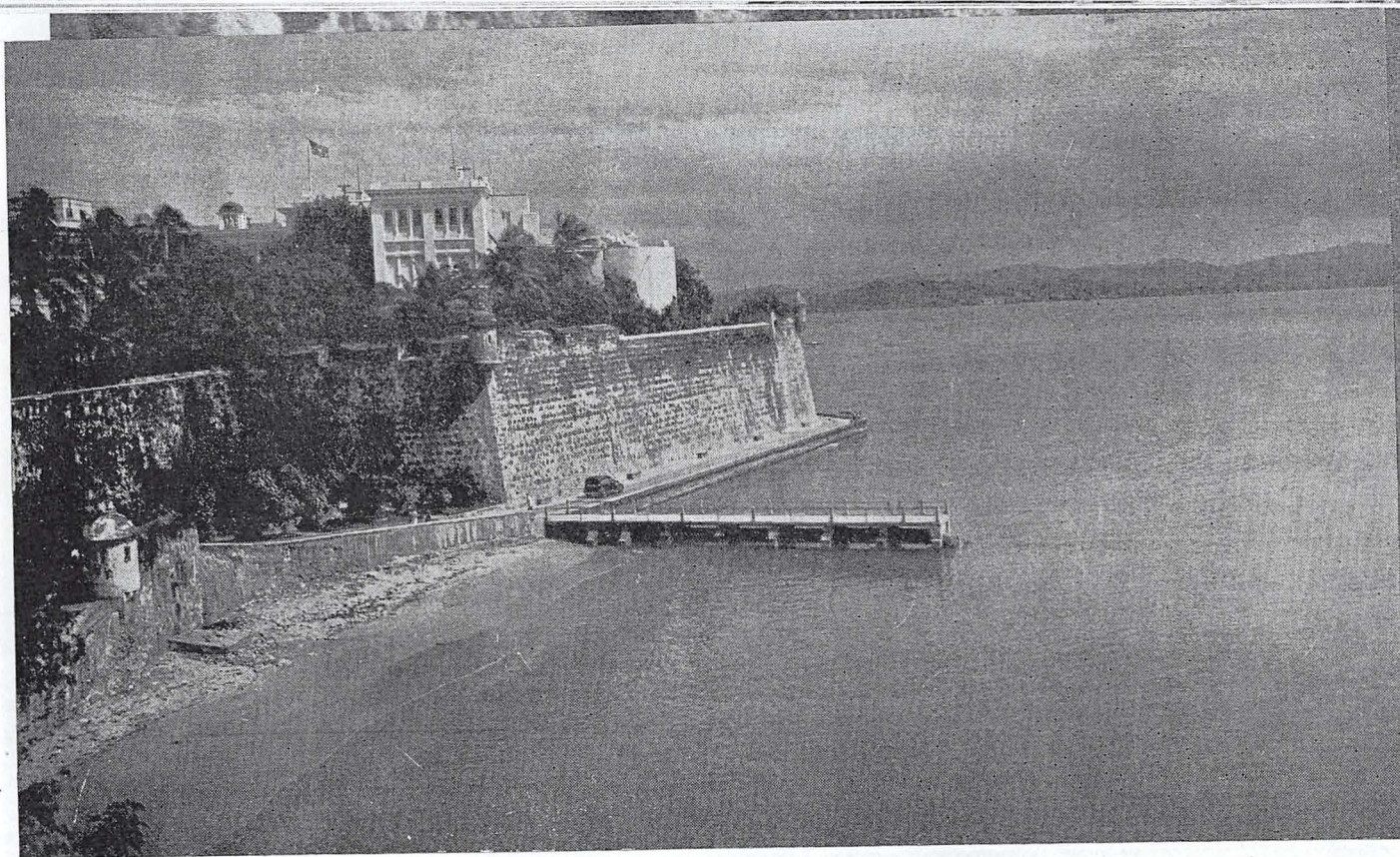
TROPICAL SUBMARINE GARDENS NEAR THE CITY OF SAN JUAN.

WHAT TO BUY (For Men)

- | | |
|--|--|
| 1—Canes of native Puerto Rican woods and shark backbone. | Any souvenir store. |
| 2—Puerto Rico Rum of excellent quality. | Any grocery store or bar. |
| 3—Puerto Rican cigars made from sweet, aromatic, mild tobacco. | Any cigar, drug, grocery or magazine store or Gillies and Woodward. |
| 4—Puerto Rican cigarettes. | Any cigar, drug, grocery or magazine store. |
| 5—Tobacco containers, cigarette boxes, ash trays, letter openers, etc. of mahogany wood. | Any souvenir store or department store. |
| 6—Fine linen embroidered handkerchiefs, with or without initials. | Any souvenir, needlework or department store or at Notre Dame Convent. |
| 7—Fine Spanish wines and cognacs can be purchased by the bottle or case. | Any bar or grocery store, Plaza Provision Co., or Kleins Department store. |
| 8—Genuine Panama hats. | At Suárez Hnos. on Allen St. or Kleins or Gonzalez Padin Department store or Juan Sexto Store, 14 Luna St. |
| 9—Fine linen suits in white or colored linen, ready made or made to order. | Any men's furnishing store or at El Corte Inglés, San José St. |
| 10—Swagger sticks made from native woods and shark backbone. | Any souvenir store or West Indies Gift Shop. |
| 11—Genuine Puerto Rican Palm straw hats | Any souvenir store. |

GENUINE SPANISH HOSPITALITY

La Casa de España (The Spanish Club) one of the aristocratic social organizations of Puerto Rico, whose building is considered one of the most beautiful in San Juan, has had a special guest card prepared for tourists. Do not fail to call there, while in Puerto Rico you will be welcome with or without the card.



LA FORTALEZA SEEN FROM THE HARBOR ON TOP OF THE OLD WALL WHICH PROTECTED THE CITY OF SAN JUAN.

SHOPPING SUGGESTIONS (For Ladies)

- | | |
|---|--|
| 1—Children's dresses of fine Puerto Rican needlework. | Any needlework, department or souvenir store or at Notre Dame Convent. |
| 2—Embroidered and drawn-work linen tablecloths or lingerie. | Any department, needlework or souvenir store or at Notre Dame Convent or West Indies Gift Shop. |
| 3—Fine linen embroidered handkerchiefs, with or without initials. | Any souvenir, needlework or department store or at Notre Dame Convent. |
| 4—Lamp stands, card tables, colonial or modern style beds, etc., made of mahogany to order if desired. | Any souvenir or furniture store. |
| 5—Silver and enamel souvenir spoons. | Any souvenir or jewelry store. |
| 6—Basket work of all kinds and in many styles. | Any souvenir store. |
| 7—Rings made from the nut of the Corozo Palm. | Any souvenir store or street vendors. |
| 8—Spanish fans, Spanish perfumery, imported goods, etc. | Any department store or Paris Bazar, or Luz Eléctrica or La Opera stores. |
| 9—Fine linen suits for ladies, made to order or ready made | Any department store or El Corte Inglés. |
| 10—Special DeLuxe Puerto Rican oval cigarettes made from mild Puerto Rican tobacco rolled in sweetened Spanish cigarette paper. | Porto Rico Drug Co., Klein's Department Store and Gillies and Woodward or any cigar store or club. |
| 11—Artistic mahogany book ends. | Any souvenir store. |
| 12—Saddle baskets useful for holding books at home. | Any souvenir store. |
| 13—Attractive and useful native saddle rugs in colors. | Any souvenir store or West Indies Gift Shop. |
| 14—Specially prepared tins of selected Puerto Rican coffee—Café Rico. | At any grocery store. |
| 15—East Indian novelties and curios of all kinds. | Maharajah Store, 65 Salvador Brau Street. |

SUNBURN WARNING!!!

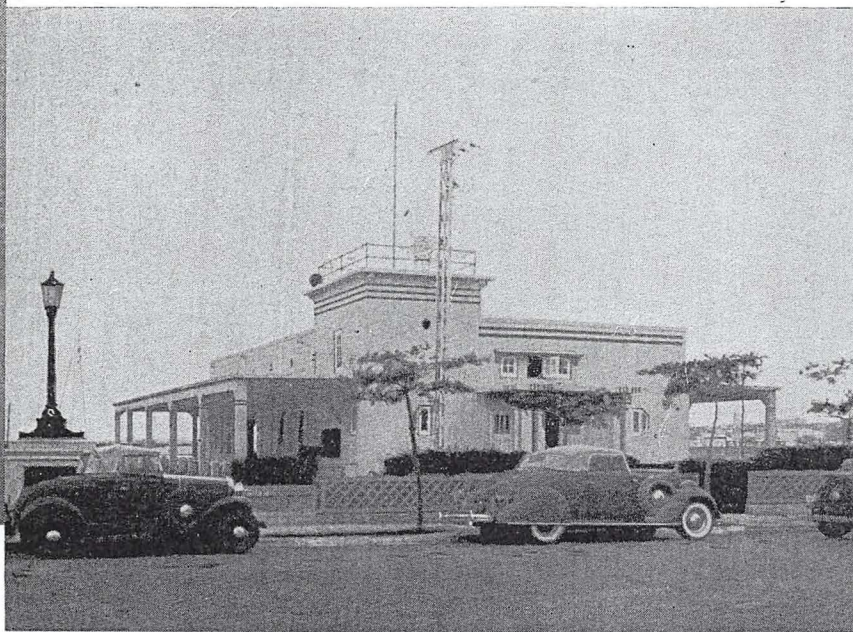
VISITORS are warned not to expose themselves for too long a period of time to the rays of the tropical sun as this is dangerous. It may result in bringing you down with a severe case of sunburn and be the cause of ruining your entire trip. If you have doubts as to how long you may safely expose your skin to the sun, consult the ship's surgeon or any doctor, who will be very glad to advise you.

DO YOUR SHOPPING IN PUERTO RICO

Our merchants will show you the genuine and world famous Puerto Rican needle-work and attractive souvenirs for relatives and friends.

Do not forget that for entry to the United States there is no customs duty or tax on anything purchased in Puerto Rico with the exception of rum and liquors which are subject to a State and Federal tax. Cigars and cigarettes also must have a Federal Internal Revenue stamp on them.

THE SPLENDID YACHT CLUB WHERE VISITING YACHTSMEN ARE WELCOME.





PUERTO RICO CASINO, AN EXCLUSIVE SOCIAL CENTER.

GENERAL INFORMATION FOR TOURISTS

SAN JUAN POLICE STATION

The Police Station is located at N° 60 Salvador Brau Street, San Juan, Puerto Rico.

INSULAR TELEGRAPH (Main Office)

The main office of the Insular Telegraph is located on Salvador Brau between San José and Cristo Streets. This office is open all day and also at night.

CABLE AND WIRELESS SERVICE

R. C. A. Communications, at Ochoa Bldg., offer wireless service to all parts of the world and ships at sea. Cable service to all parts of the world maintained by All America Cables with office at the Belaval Building, and the West India and Panama Telegraph Company situated at the Ochoa Building, on the water front.



THE MODERN SUBURBS OF SAN JUAN HAVE MANY ATTRACTIVE BUILDINGS. THIS VIEW SHOWS A PART OF MIRAMAR SECTION.

SUNDAY CHURCH SERVICES

Cathedral — Cristo Street, San Juan, Puerto Rico.
(Catholic) Mass at 6:30, 7:30, 9:00, 10:00 and 11:00 A. M.

Union Church — Ponce de León and Miramar Avenues,
Stop 11, Miramar, Santurce. (Presbyterian) Sunday school
for all ages at 9:45 A. M. Morning worship at 11:00 A. M.
(All English Speaking).

Church of St. John the Baptist — Ponce de León Ave-
nue, Stop 20, Santurce, Puerto Rico. (Episcopal) 8:30 —
Spanish Service; 11:00 A. M. American Service; 5:00 P. M.
English Service.

San José Church — Where Ponce de León worshipped
(Catholic) San Sebastián Street in San Juan — Mass at
7:30, 8:30, and 9:00 A. M.

Christian Science Society, De Diego Ave., Santurce. Ser-
vices Sunday Mornings at 11 o'clock.

Methodist Episcopal Church — 18 Sol St. — San Juan
Sunday Bible School — 9:30 to 10:45 A. M.
Evening Services from 8:00 to 9:00 P. M.

First Baptist Church — Stop 3½ — Ponce de León
Avenue.

Bible School — 9:00 A. M. to 12:00 M.

Evening Services — 7:30 P. M. to 10:00 P. M.

CLUB MEETINGS

Rotarians

The Rotary Club luncheon meeting is held every Tuesday
at 12:30 P. M. at the Union Club located at Stop 10, Mira-
mar, Santurce. Visiting Rotarians are always welcome.

Ponce — Hotel Melia — Tuesday 12 M.

Mayagüez — Hotel La Palma — Thursday 12:00 M.

Arecibo — Casino Español — Friday 12:15 P. M.

Elks Club

The Elks Club meets the first and third Mondays of
each month at the Elks Club Building located near the Ho-
tel Condado. Club rooms are open every day from 2:00

to 9:00 P. M. The Club can be reached by any trolley as all trolleys pass the door; fare, 5 cents.

Knights of Columbus

The Knights of Columbus meet the second Monday of each month in the Knights of Columbus Building located at Stop 12, Miramar, Santurce. It can be reached by trolley and all busses except those of the Fernández Juncos Avenue; fare, 5 cents.

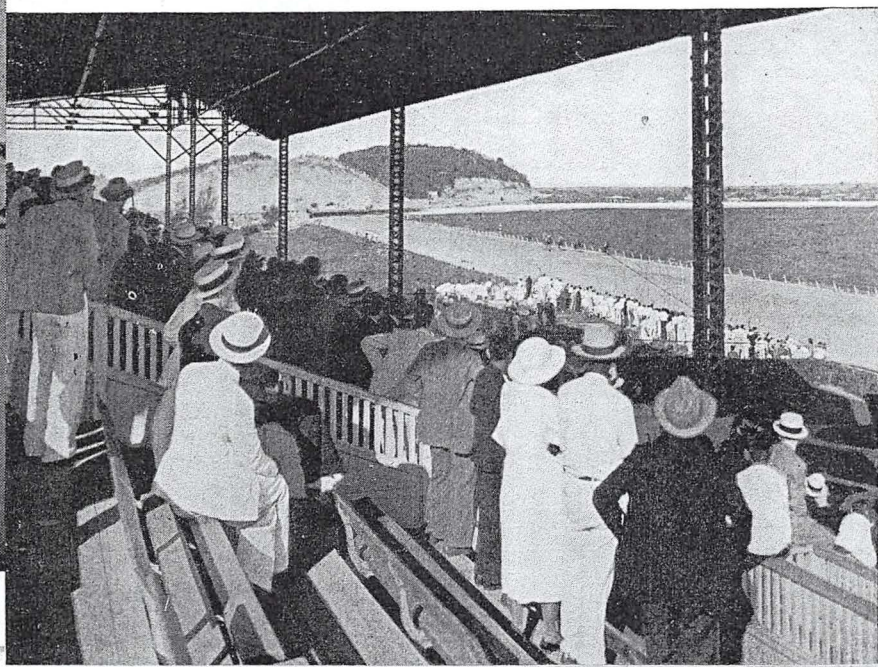
Masons

The different lodges meet Monday, Tuesday, Wednesday, Thursday and Friday of each week at No. 6 Cristo Street, San Juan.

Lions Club

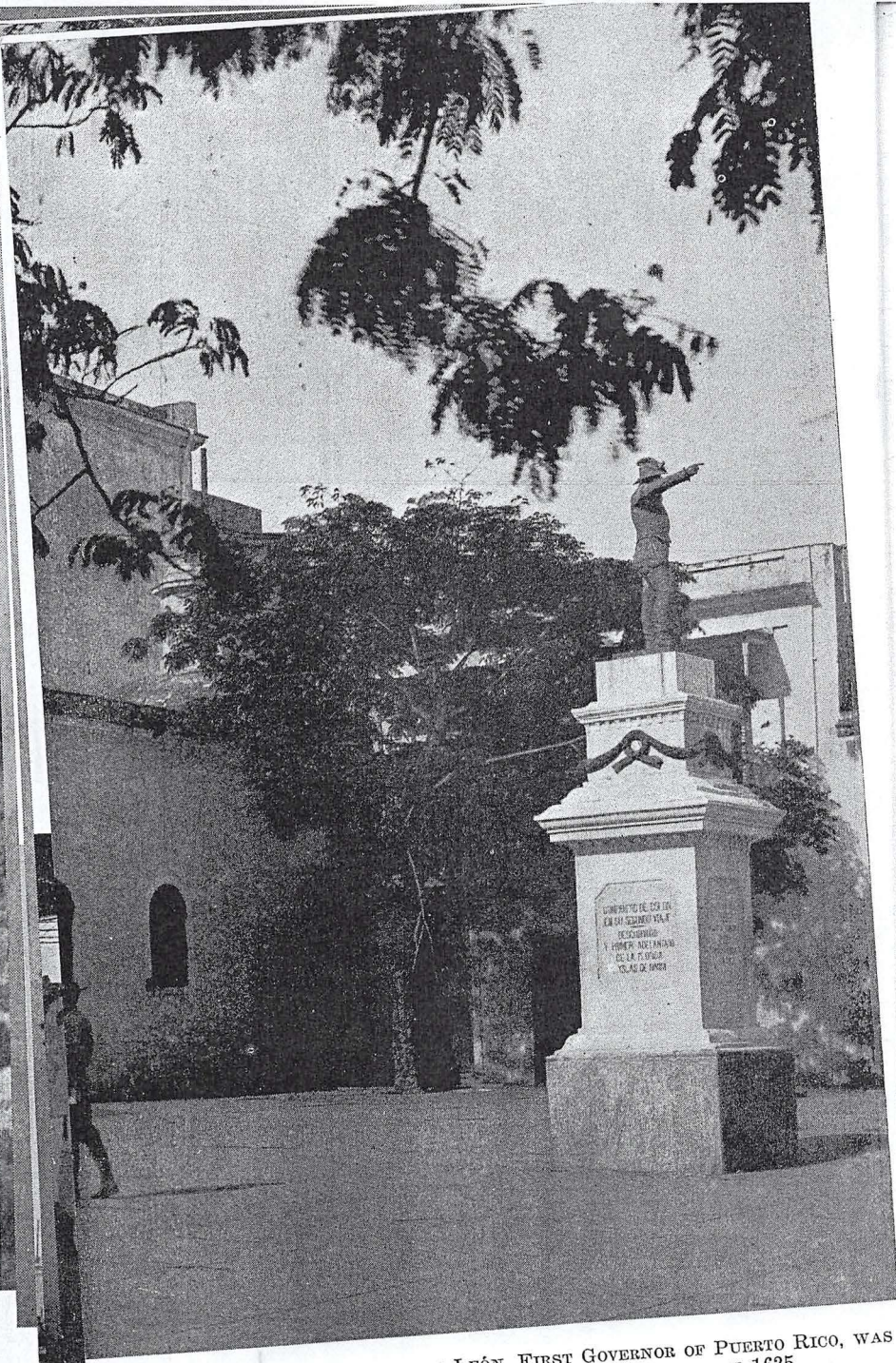
The Lions Club meets alternate Wednesdays at noon and at 7 P. M. at the Hotel Palace Roof Garden in San Juan
Mayagüez — Coconut Hut — Friday — 7:30 P. M.
Ponce — Casino de Ponce — Monday — 7:30 P. M.

THRILLING HORSE RACING IS ANOTHER ALL YEAR ROUND ATTRACTION IN SAN JUAN.



THIS TOURIST INFORMATION BUREAU LOCATED NEAR POST OFFICE, IS AT YOUR SERVICE.





THIS STATUE OF JUAN PONCE DE LEÓN, FIRST GOVERNOR OF PUERTO RICO, WAS CAPTURED FROM CANNON CAPTURED FROM THE DUTCH IN 1625.

MEMORIES OF OLD SPAIN STILL LINGER EVERYWHERE

THERE are few cities of the New World that can compare with San Juan, capital of Puerto Rico, as an ancient city and reminder of heroic times. Indeed, except for Cartagena, Colombia, and Mérida, Yucatán, there is no other walled city in the Western Hemisphere where the Spanish Conquistadores so markedly left their imprint.

The Island was known as "Borinquen" by the Indians who inhabited it when Christopher Columbus discovered it on his second voyage in 1493. Accompanying the Great Discoverer on this memorable day was Juan Ponce de León, first Governor of Puerto Rico, whose later search for the "Fountain of Youth" led him to his untimely death in Florida.

Columbus landed his band of explorers on the beach at a spot where Aguada now stands. The valient discoverer claimed the Island for the Spanish Empire, naming it San Juan Bautista, in honor of the Crown Prince of Spain. Columbus then left for Santo Domingo leaving the task of conquest and colonization to those who were to follow in his footsteps.

The next ten years of the Island's history saw little progress made in the conquest of the Island as the earlier colonists favored the richer lands of the mainland to the west.

In 1505, the King of Spain commissioned Captain Vicente Yáñez Pinzón to conquer and colonize the Island. Beset by a series of misfortunes, Pinzón abandoned the enterprise in its early stages. It was then that the task fell to Ponce de León, under the authority of the Governor of Hispaniola, to lead a colonizing expedition to the eastern shore of Puerto Rico in August 1508, but finding this section undesirable for a permanent settlement, the valiant commander pushed on to the fine landlocked harbor now known as San Juan.

Under Ponce de León's governorship the Spanish colonies spread rapidly along the coastal regions. The Island of Puerto Rico like many other Caribbean isles soon was subjected to continual harassing by enemies of Spain as well as by the freebooters and pirates who sailed the Spanish Main.



MANY THOUSANDS OF SOLDIERS AND ADVENTURERS HAVE MARCHED UP THIS STREET TO THE CATHEDRAL IN THE BACKGROUND.

During the Sixteenth and Seventeenth centuries massive stone fortifications were erected around San Juan making it one of the most impregnable cities of the new world and giving it protection from the looting sea rovers and foreign armed invaders.

Puerto Rico's retarded colonial development was due to the fact that Spain had fixed her attention on the fabulous riches of the Aztec and Inca empires on the Continent. During the Eighteenth century an increased economic-political activity became evident when Spain, bereft of all her continental possessions, now centered full interest on the insular possessions of the Caribbean. Puerto Rico's population was increasing rapidly because of the immigration of Spanish Loyalists who flocked to the Island from the now independent Latin-American republics which had freed themselves from their mother country.

Puerto Rico was granted representation in the Spanish "Cortes" in 1869, but owing to a change of government in Spain five years later, this privilege was revoked and there then followed a bitter struggle between opposing factions for some form of autonomy. This was finally granted in a modified degree by 1897, but the Island had scarcely begun to re-organize under this new form of government when war was declared between Spain and the United States.

Admiral Sampson's fleet bombarded the city of San Juan on May 12, 1898, looking for the Spanish fleet of Admiral Cervera. Major-General Miles landed his army on Puerto Rican soil at Guánica on the south shore of the Island on July 25th, and, followed by Generals Brooke and Wilson, invaded Puerto Rico with but slight opposition. When San Juan was evacuated by the Spanish forces, the Spanish Empire lost its last foothold in the New World.

Since American occupation, Puerto Rico has made progressive and continuous development in every phase of civic life. The demand for American citizenship was granted to the Puerto Rican people in 1917 which has placed the opportunity and responsibility of a more liberal form of government in the hands of the new citizens.

The story of San Juan is the centuries old narrative of historical romance. This ancient capital of Puerto Rico was

settled half a century before the founding of St. Augustine, Florida, accredited to be the oldest city in continental United States. While the British were founding their settlement at Jamestown, Virginia, in 1607, the residents of this ancient city were preparing the celebration of their first centenary. Indeed, the construction of the Governor's Palace, more than two hundred and fifty years before the White House was built at Washington, was begun in San Juan.

This ancient building, now known officially as GOVERNMENT HOUSE, in addition to being the residence of the Governor, includes many of the executive offices, the modern name, however, is used much less than the musical "LA FORTALEZA" (The fortress) or PALACIO DE SANTA CATALINA. Both of these names have an interesting historical significance. LA FORTALEZA first was occupied by the Governors of the Island in 1639 but until that time, CASA BLANCA, commenced in 1523, had been the home of the chief executive.

The protective stone walls around the city were completed about 1639 and in making the survey for the construction of the San Juan gate (the only city gate still in use) it became necessary to demolish the chapel, or hermitage of Santa Catalina. This little chapel was reconstructed adjacent to La Fortaleza and a covered way was dug between the fort and castle. The chapel was later taken over by the Governor's household, for use as a private chapel and its sanctified name become the designation of the Governor's residence, which was thereafter known as REAL FORTALEZA DE SANTA CATALINA. A translation of the inscription over the entrance reads: "During the reign of Her Majesty Doña Isabel II, the Count of Mirasol being Captain General, Colonel Don Santiago Cortijo, reconstructed La Fortaleza in 1846." This could, however, hardly be said to be a reconstruction as the structural lines were little changed, although the entrance tower was probably enlarged at the time. For its historical legendary background, beauty of architecture and fidelity to type, La Fortaleza is one of the most interesting structures under the American flag.

The Morro Castle, an ancient fortress commanding the

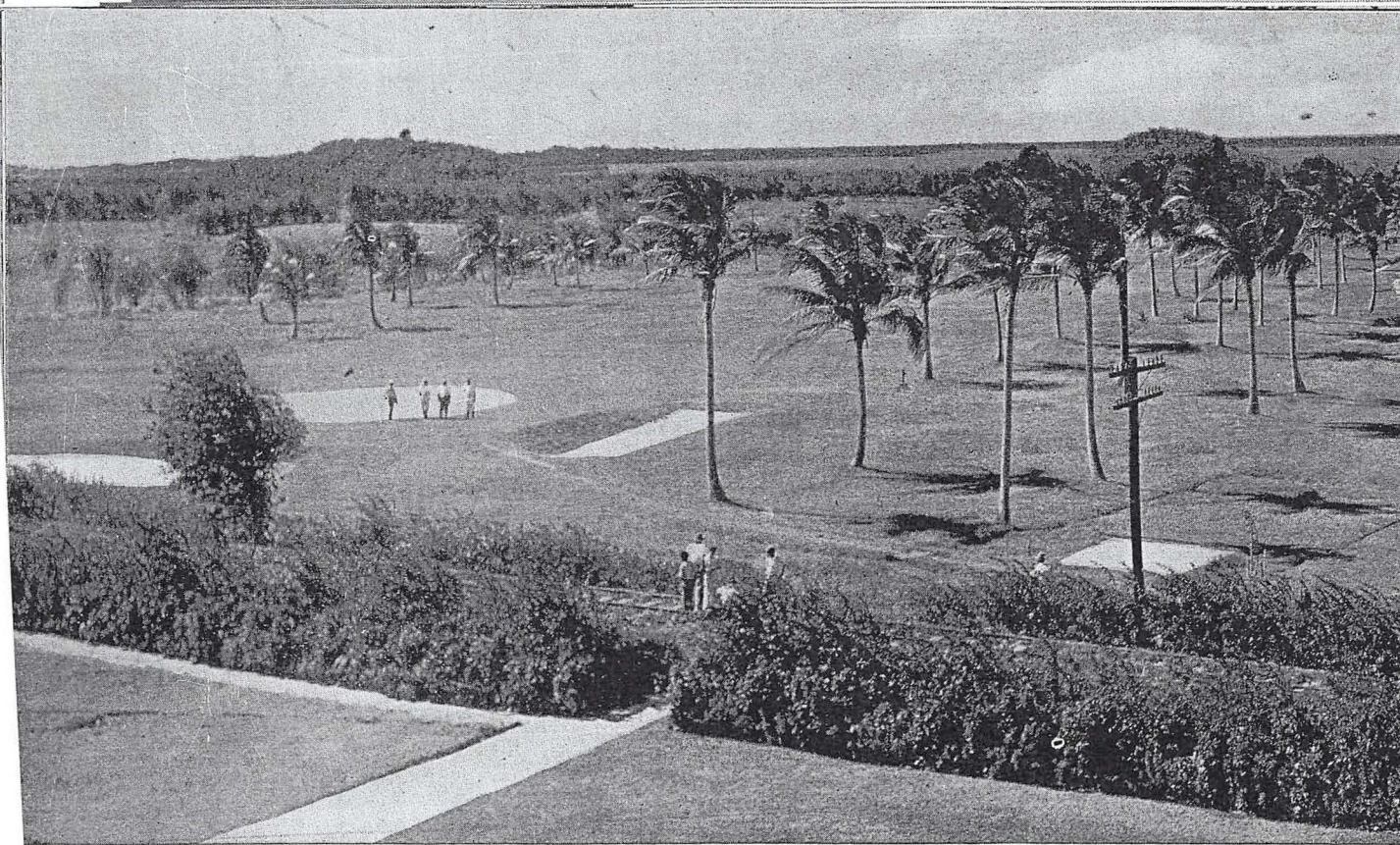
entrance to the harbor, was started in 1539 and finally completed in 1584 by military engineer Juan de Heli, under the regime of King Phillip II. Its purpose was to serve as a protection against sea attacks. At various times the English, French, and Dutch attempted to capture San Juan, but with no avail. Even the valiant sea-wolf Sir Francis Drake was decisively repulsed after a three day battle in which several of his officers and many of his men were mortally wounded. Lord Cumberland, however, was more successful, and landed his men at the outskirts of the city where he remained for nearly five months, yet he too was finally forced to desert the Island because of an epidemic which plagued his followers.

The Dutch commanded by Henric Bowdoin attacked the city in 1625 and Morro Castle offered a stiff resistance to the invaders. Finally by conscripting the citizens of the city to join the forces of the Spanish commander, the Dutch too were repelled, after their chief Henric Bowdoin had been seriously wounded by Puerto Rican Captain Juan de Amezquita.

SAN CRISTOBAL CASTLE, erected in 1771 under Captain General José Dufresne, was another of the strong forts which guarded the sons of the Spanish Empire in the New

UNDER A TROPICAL MOON AT THE HOTEL CONDADO "GARDEN BY THE SEA".





IN A TROPICAL SETTING LIKE THIS YOU MAY ENJOY YOUR GOLF AT THE BERWIND COUNTRY CLUB.

World. San Cristobal is not a castle in a true sense of the term but a "baluarte" containing an interior fort which in turn protects a defensive barracks.

Another picturesque castle, standing near the San Antonio bridge, is SAN GERONIMO, built in 1700, which constitutes for the visitor a place of extreme interest. It was this defense with the walls protecting the San Antonio bridge that successfully repulsed the attack of the British adventurer Sir Ralph Abercromby who landed his forces at Cangrejos, today Santurce, the residential section of San Juan.

A stone's throw from the ancient, grim San Cristobal stands the famous "Haunted Sentry Box". No visitor to San Juan fails to see the numerous pictures of this historic guard house. According to legendary belief, an evil spirit would frequently visit this spot and make off with the guard on duty, leaving not a trace of his presence save a strong odor of brimstone. As time passed the soldiers stationed in the fort became so superstitiously fearful of this post that the commandant was compelled to order the sentry box sealed up.

Nearly all the streets and avenues of San Juan, the schools, public parks and plazas, are named to honor these noble historic characters of greater days. The principal plaza located in the center of the city is dedicated to the memory of the great Puerto Rican, Baldorioty de Castro, and San José Plaza, a picturesque precinct where the statue of Ponce de León now stands, is a most interesting spot which recalls thoughts of triumphant days of Spain in America. The statue was cast from the metal of the guns captured from the Dutch in 1625. Another monument of great merit to commemorate the discovery of Puerto Rico by Columbus is found in the Plaza de Colón. This beautiful statue of the Great Discoverer is made of Carrara marble with a bronze base. On the broad parade grounds of El Morro is a monument to commemorate the glorious valor of the defenders of San Juan against the Dutch.

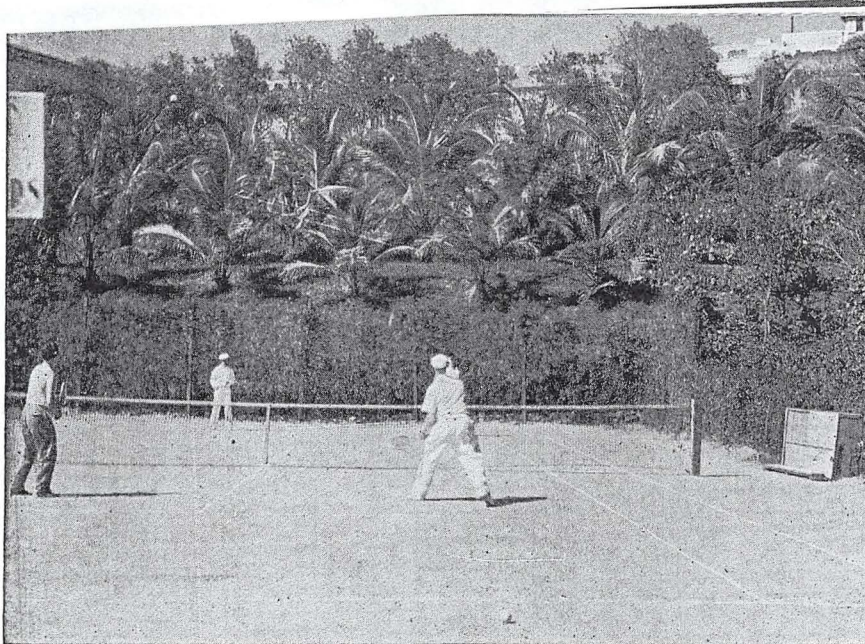
Of the older buildings not only of San Juan, but in all Puerto Rico, San José Church, with its annex, formerly a Dominican Convent, is the oldest now standing. It was founded in 1523 by Dominican Father Antonio de Montesino, who named it after Santo Tomás de Aquino, its former name. The

Cathedral, the most magnificent church built by the Spaniards in America, was begun in 1549 and it is here that repose the remains of Ponce de León, a beautiful white shrine marking the last resting place of the brave founder of the city, the first governor of Puerto Rico and the discoverer of Florida.

Indeed, there are many other historical landmarks, rich in legend from whence the voice of a romantic past calls out. The massive battle monuments, the ancient narrow streets, old Spanish "callejones", ancient cathedrals and picturesque plazas where once were heard the footsteps of Castille's gallant Conquistadores, all mutely describe the valorous colonial days when Spain spread her adventuresome empire across the rugged frontiers of the New World. And —although that empire was claimed for her by her valiant sons —these cherished shrines, the old battlements, cathedrals, plazas and buildings, together with the indelible culture of a great people still remain and shall always be an eternal monument to the nation that conquered and lost!

THE ESCAMBION BEACH CLUB HAS A MODERN LUXURIOUS CASINO.
BATHING, DINING AND DANCING ARE THE ATTRACTIONS.





TENNIS ENTHUSIASTS WILL FIND MANY PLACES TO PLAY.

FOR OUR VISITORS

THE Institute of Tourism of Puerto Rico maintains an attractive office close to where your ship docks and a staff of competent and courteous English speaking employees who are at your service.

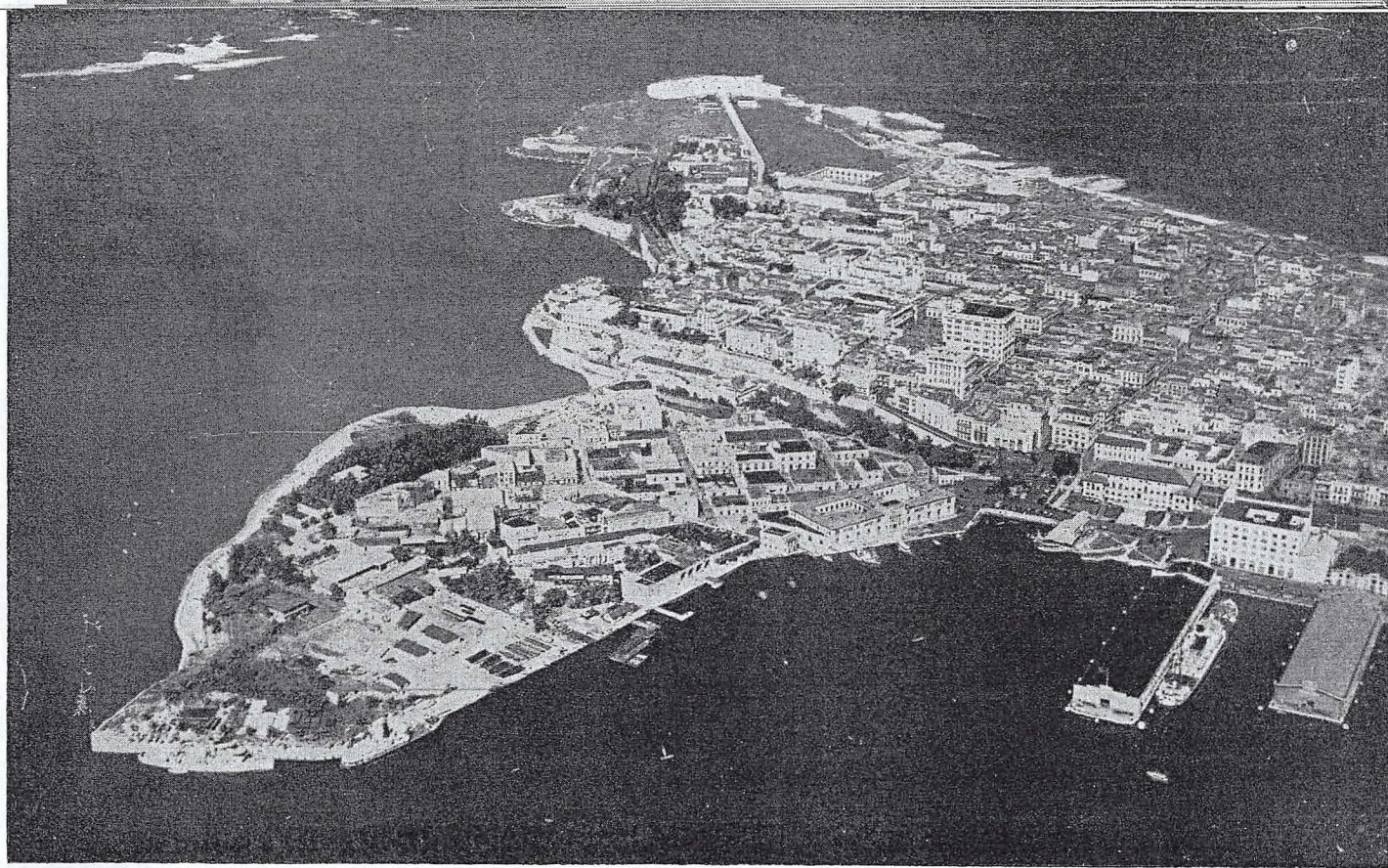
Let us assist you in locating a hotel or an apartment house and help you plan economical trips to places of interest or suggest journeys through our beautiful island.

Experienced hostesses are also available, upon request, for ladies who desire to shop in our well stocked stores where they will find interesting novelties, souvenirs, needlework and embroideries.

There is no charge whatsoever for any attention rendered by our Department. Our sole aim is to show you every courtesy and impress upon you the fact that we are happy to have you with us.

Why not let us be of service to you?

We shall also appreciate your notifying us if you have any cause for complaint. Our telephone number is 646 San Juan.



THE BUSINESS SECTION OF THE CITY OF SAN JUAN SEEN FROM THE AIR.

PUBLIC CAR, TAXICAB, BUS AND TROLLEY CAR SERVICE

San Juan-Santurce Service:

San Juan has an up-to-date public car, taxicab, bus and trolley car service connecting every part of the city. Fare, 5 cents per person, on all busses and trolleys.

San Juan-Río Piedras Service:

There is also an excellent public car, taxicab and bus service connecting San Juan and Río Piedras, home of the University of Puerto Rico. Fare, 10 cents per person, on all busses to Río Piedras.

(1) Public Car Service:

The Public Service Commission of Puerto Rico has fixed a rate of \$2.00 per hour for five-passenger cars and \$2.50 per hour for seven-passenger cars within the city limits. (See official tariff for automobiles on another page).

Every town in the island is linked up with auto bus service and one can safely journey everywhere very reasonably.

A regular public car service is maintained daily between the city of San Juan and Ponce, San Juan and Mayagüez, San Juan and Guayama and vice-versa. New five-passenger cars are used with expert chauffeurs, the rate between San Juan and Ponce, a distance of 136.7 kilometers being \$1.50 per passenger and between San Juan and Mayagüez, a distance of 185 kilometers, being \$2.00 per passenger.

Cars will call at your hotel or residence when making their regular trips without extra charge. The time of the trip between San Juan and Ponce is about 3 hours and between San Juan and Mayagüez, four hours.

To reach Coamo Springs by public car journeying from San Juan to Ponce will cost \$2.00 per person as the Springs are located about seven kilometers inland from the main road.

(2) Taxicab Service:

The city of San Juan possesses an excellent taxicab service known as the Majestic Taxi Service and the cabs may be obtained at any hour, day or night.

The cabs have meters and the charge for the first one-third of a mile is 25¢. Five cents is charged for each additional one-third of a mile run. For example, the fare from San Juan to the Escambrón Beach Club is about 55¢ to 65¢, and to the Hotel Condado, 65¢ to 70¢.

Each cab accommodates four persons.

(3) Bus Service):

The White Star Line renders a very efficient bus service in the city of San Juan. This bus line has more than 200 auto buses all of which are constantly moving along the different routes. There are five bus routes connecting San Juan with its suburbs and the town of Río Piedras; San Juan-Loiza Street; San Juan-Park; San Juan-Sunoco-Martín Peña; San Juan-Fernández Juncos Avenue, and San Juan-Río Piedras. Standard fare, 5 cents per person except from San Juan to Río Piedras for which the fare is 10 cents.

(4) Trolley Car Service:

The Porto Rico Railway, Light & Power Company provides the city of San Juan with a modern trolley car service. This company has eleven comfortable, up-to-date trolley cars which are in constant use, and in charge of competent, courteous employees.

Telephone Service:

A wireless telephone service is available between Puerto Rico and the United States. Telephone calls may also be made to Canada, Cuba, Mexico, Dominican Republic and other countries. Rates for calls to Atlantic seaboard cities average \$12.00 for a three minute conversation with rates slightly higher to mid-West and Pacific coast cities. Sunday rates greatly reduced. Offices-Telephone Bldg. Tanca Street, San Juan.

DID YOU KNOW:

THAT Puerto Rico is the only soil under the American flag on which Columbus actually set foot?

THAT Puerto Rico is the real land of Ponce de León? That he was its colonizer and first governor and that his remains lie today in the Cathedral in San Juan?

THAT the dense forest at the summit of El Yunque Mountain in Puerto Rico has been declared by Dr. Britton, famous botanist, as the finest example of a rain-forest on earth?

THAT San Juan, with over half of its original defenses intact, was one of the two completely walled cities in the Spanish Colonial Empire in the New World?

THAT Puerto Rico is the most mountainous island in the south Atlantic?

THAT immediately north of Puerto Rico is one of the two deepest places in the seven seas —soundings having reached a depth of six miles?

THAT the spa at Coamo Springs is one of the finest in the world, having been proved a definite cure for rheumatism?

THAT on El Yunque Mountain there are giant tree ferns twenty feet high?

THAT Puerto Rican coffee has always been considered by connoisseurs the best coffee in the world?

THAT Puerto Rico has an official lottery with drawings made under Government supervision every two weeks throughout the year?

THAT cock-fighting is one of the favorite sports in Puerto Rico?

THAT there are no poisonous snakes on the island of Puerto Rico?

THAT excellent horse racing can be enjoyed during all the year and betting is permitted by law?

THAT Puerto Rico is the summit of a submerged mountain range?

THAT there is no rainy season in Puerto Rico?

THAT Puerto Rico is by far the United States' best customer in Latin America, having purchased \$100,000,000 last year?

AIR MAIL SERVICE

Puerto Rico enjoys four air mail services with the United States via Miami and twice-weekly air mail service with South America. Air mail rates for letters to the States, Dominican Republic, Cuba and Haiti, are ten (10¢) cents per half ounce.

Air Mail from the North arrives in San Juan on WEDNESDAYS, FRIDAYS, SATURDAYS AND SUNDAYS.

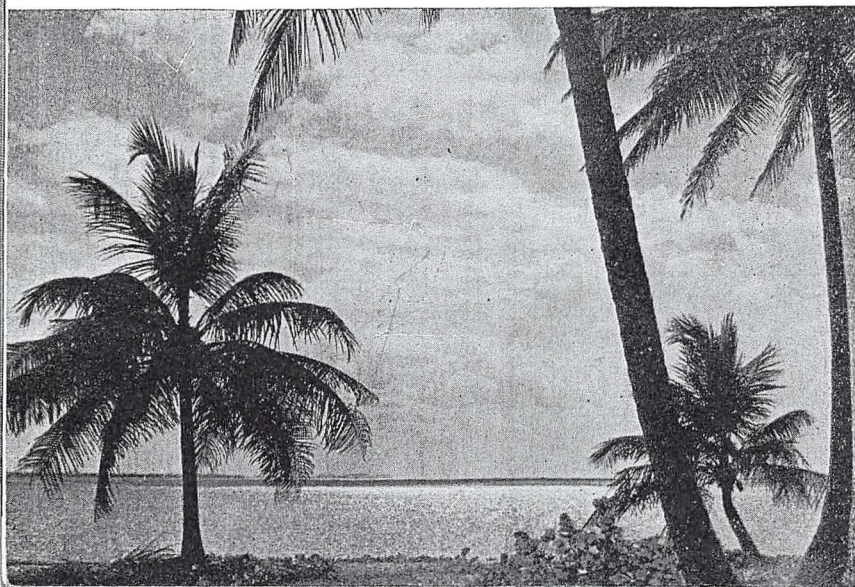
Air Mail for the North must be posted at San Juan Post Office before 8:45 A. M. on Tuesday and Friday, and before 8:00 A. M. on Sunday and Monday.

Air Mail from the South arrives Tuesday and Friday at 9:15 A. M. and Saturday at 3:00 P. M.

Air Mail for the South must be at the San Juan Post Office before 7:00 A. M. on MONDAYS and THURSDAYS.

Be sure that your Air Mail letters carry sufficient postage, otherwise they will be dispatched by steamer and be delayed in delivery accordingly.

A TYPICAL SHORE SCENE IN PUERTO RICO.



TARIFF

Approved by the Public Service Commission of Puerto Rico, on December 21, 1936, for Public Service Automobiles in the Municipality of San Juan

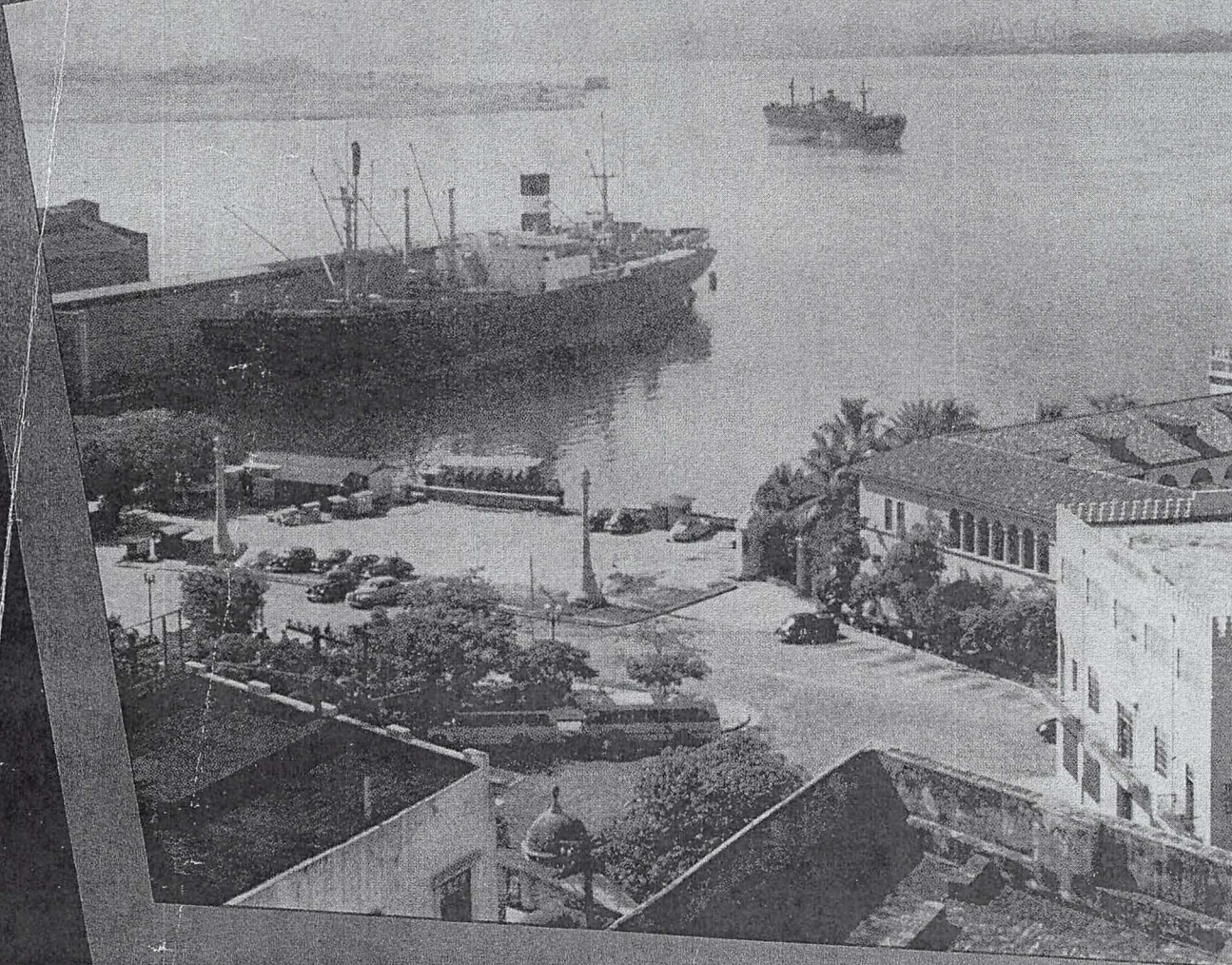
1. Between San Juan, Condado Hotel and Escambrón Beach Club — Minimum ----- \$0.50
3 to 6 persons ----- 0.25 each
2. Between Pier and Santurce or Condado section not beyond De Diego Avenue — Minimum ----- \$0.50
3 to 6 persons ----- 0.25 each
3. Between San Juan, Hato Rey, including race track — Minimum ----- \$1.00
5 to 6 persons ----- 0.25 each
4. Between Condado Hotel or Escambrón Beach Club and Santurce or Condado sections not beyond De Diego Ave. Minimum ----- \$0.50
3 to 6 persons ----- 0.25 each
5. Between Condado Hotel or Escambrón Beach Club and Hato Rey — Minimum ----- \$0.75
4 to 6 persons ----- 0.25 each
6. Inside of San Juan as far as Radio Station (between any two points) flat rate per car ----- \$0.50
7. Between San Juan and Río Piedras (30 minutes waiting time) one way ----- per car \$1.50
Round trip ----- per car 2.50
8. Between San Juan and Berwind Country Club
One way ----- per car \$2.50
Round trip ----- per car 5.00

Cars by the Hour

(Inside City Limits)

- 5 passenger cars ----- \$2.00 per hour
7 passenger cars ----- 2.50 per hour

OVERSEAS



GRAPHIC

MARCH
★
APRIL
★
1948

CHRYSLER CORPORATION • EXPORT DIVISION • DETROIT • MICHIGAN • U. S. A.



Frontispiece and cover photos from Puerto Rico Information Bureau.

● The statue of Ponce de Leon, in front of the old church of San Jose was cast from cannon captured from the Dutch in 1625. The church dates from 1523. Cover: San Juan harbor is one of the best in the West Indies.

MAY 10 1948

What's Doing in Puerto Rico?

● ALL REPORTS from Puerto Rico indicated unusual activity on the Island. Mr. W. J. Teale, Chrysler Export's representative in that territory, had written of new buildings being erected, Parts and Service Departments being expanded and new equipment being installed. New dealerships were being appointed and men were being sent to Detroit to attend Service Training schools conducted by Chrysler Export. All this activity indicated that something important was taking place among the Puerto Rican distributors of Chrysler Corporation products.

Mr. C. B. Thomas, President of Chrysler Export, had, of course, been keeping close track of the progress being made in the Caribbean island and, in November, 1947,

made a trip to see for himself the progress that had been made. It was at this time that the Puerto Rico Auto Corporation opened and inaugurated their new building.

What Mr. Thomas saw in Puerto Rico amply fulfilled his expectations. The new buildings and the enlarged departments, the competent staffs of salesmen and workmen were all that he had hoped for. Most encouraging was the confidence and enthusiasm which seemed to permeate the entire Puerto Rican organization.

Upon his return to Detroit Mr. Thomas said, "Puerto Rico is doing a wonderful job. We must tell our other distributors about it." So here it is. This issue of the Overseas Graphic is largely devoted to telling of a splendid job well done.



● The entire Puerto Rican distributor organization meets together for the first time. Left to right: Mr. Mariano Mascaro, Soler & Mascaro Auto Corp. (DeSoto); Mr. Henry Nelson, of Adrian Nelson (Chrysler); Mr. W. J. Teale, Sales Representative, Chrysler Export; Mr. C. B. Thomas, President Chrysler Export Corporation; Mr. E. Soler H., Soler & Mascaro Auto Corp.; Mr. E. Rodriguez Tizol, Andreu, Figueroa and Rodriguez Tizol Inc. (Dodge); Mr. Adrian Nelson (Chrysler); Mr. Jose Moraza, of Adrian Nelson; Mr. Jose J. Figueroa, Andreu, Figueroa & Rodriguez Tizol Inc.; Mr. Leonard R. Wood, Standard Refrigeration Co. Inc. (Airtemp); Mr. Jose L. Figueroa, Andreu, Figueroa and Rodriguez Tizol Inc.; Mr. Luis Morales, Puerto Rico Auto Corp. (Plymouth, Fargo); Mr. Rene Aponte, Standard Refrigeration Co. Inc.; Mr. Jose R. Avila, Standard Refrigeration Co., and Mr. Hugh Francis, Puerto Rico Auto Corp.

PUERTO RICO

● COLUMBUS discovered the Island of Puerto Rico on his second voyage, in 1493, but it was not until 1508 that the first settlement was made by Juan Ponce de Leon. In 1521, the settlement was moved to what is now San Juan, and a city was built, many of whose buildings stand even today. Spain ruled the Island for nearly four hundred years and Puerto Rican culture today is predominantly Spanish. Since 1898 the Island has been under the rule of the United States, during which time much progress has been made, especially in improving the health of the people, the modern School of Tropical Medicine, in San Juan, being the finest in the world.

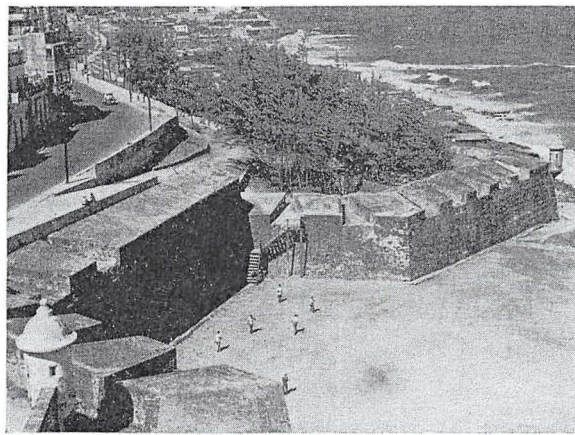
Puerto Rico's present problems are largely economic, nearly two million people being crowded into an Island only a hundred miles long and thirty-five miles wide. Because of its mountains, agricultural land is limited and the problem of food is always present, as much of the land is used for sugar and other large-scale crops. Sugar has been the principal crop, and gives employment to a large percentage of the population. Other important products are tobacco, coffee, rum, and tropical fruits. The imports are grain, meat, oils, motor vehicles and machinery needed for an expanding economy.

Continued on Page 4.

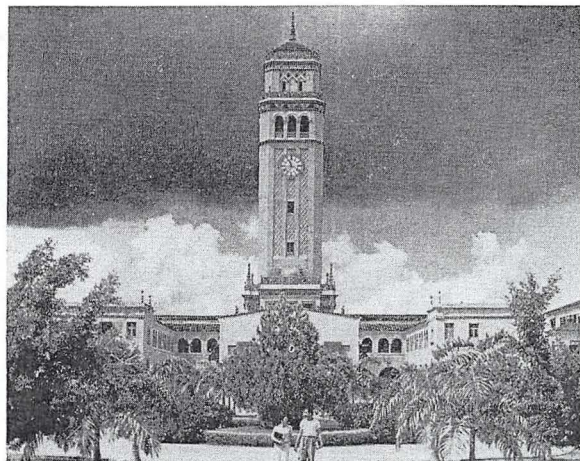


● Looking toward the Puerto Rican Capitol and San Juan Harbor.

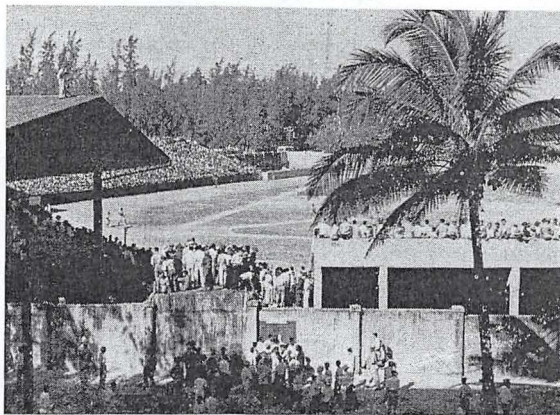
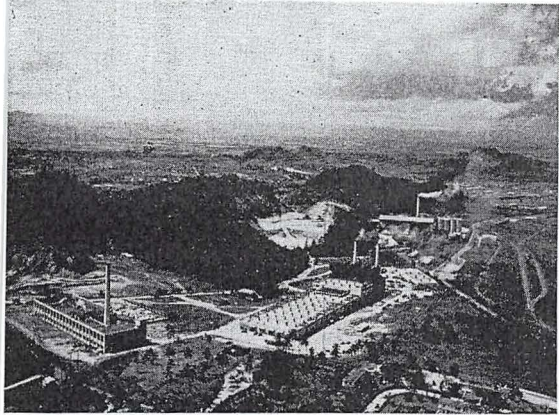
... PROGRESSIVE, MODERN,



● The Spanish fortress of San Cristobal forms part of San Juan's ancient wall.



● Beautifully landscaped grounds and the Administration Building of the University of Puerto Rico, at Rio Piedras.



• Pulp, paper, glass and cement plants of the Puerto Rico Industrial Development Co. south of San Juan.

• Baseball is as popular in Puerto Rico as in the rest of America, and the Island has many excellent playing grounds.

AND ON THE MARCH

All photos from Three Lions, New York and Puerto Rican News Bureau.



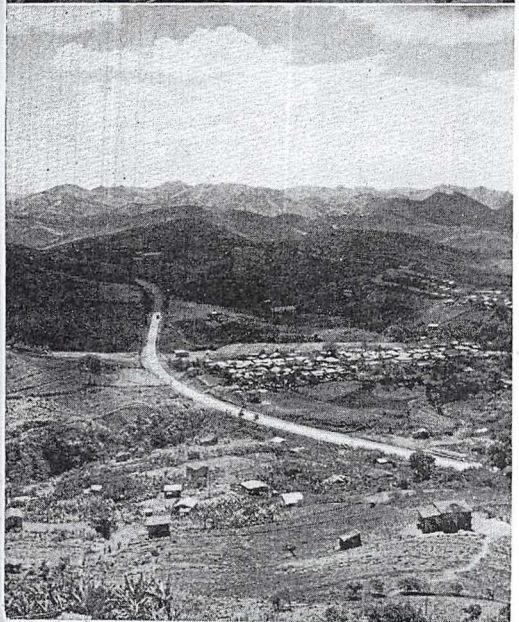
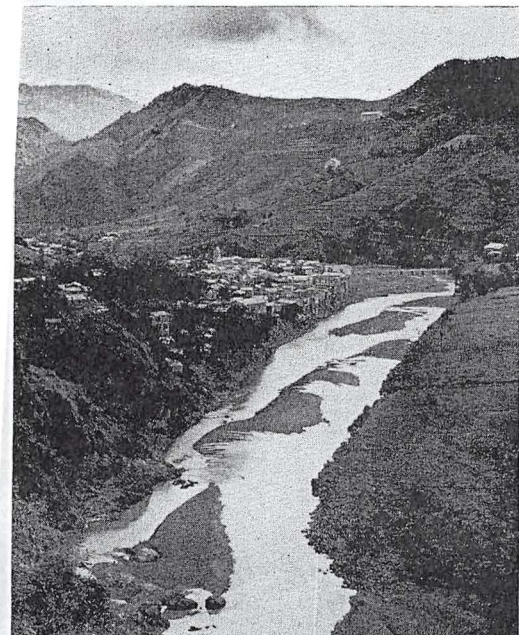
• The fortress of El Morro has guarded the entrance to San Juan Harbor since 1606. Five times it has withstood the attacks of foreign foes, and stands today as a symbol of the might and glory of Old Spain.

PUERTO RICO

For Puerto Rico's economy is expanding. A favorable climate and a network of good roads is conducive to the raising and marketing of new products, and ample hydro-electric power is inviting the introduction of new industries. The oldest of the new Puerto Rican industries is the Puerto Rico Cement Corporation, at Catano, a distinct asset in the building of houses and roads. Another new industry is the Puerto Rico Glass Corporation, which employs about 200 people, and whose output of four million bottles monthly fits in nicely with the rum industry. Pulp and paper are also being made in a new factory at Catano, and a clay products plant will soon be producing construction tile, clay pipe, floor tiles, roofing tiles, sanitary wares, and other materials. Shoes and textiles are also among the new products which will help diversify employment and bring new prosperity to the Island. These are only a few, but there is room for even more. There is an excellent and certain market for almost any basic industry in Puerto Rico.

Though Spanish in background, the people of Puerto Rico, first and foremost, are Americans, with American democratic ideas and faith in free enterprise. They have confidence in their country and a burning desire to become self-sufficient and improve their economic condition. They have done well and show every indication of doing even better. Puerto Rico is modern, but even so, the indomitable spirit of Ponce de Leon still hovers over the Island. Soldier, explorer, and first governor of Puerto Rico, he and his descendants have left an indelible impression on this bit of Old Spain in the New World.

- (Top) Comerio, near the center of the island, is one of many small villages in a crowded land.
- (Center) Calle Mac Arthur is one of the main business streets of San Juan with many modern stores.
- (Left) Covering the island are broad concrete highways, such as this one near Cayey, south of San Juan.

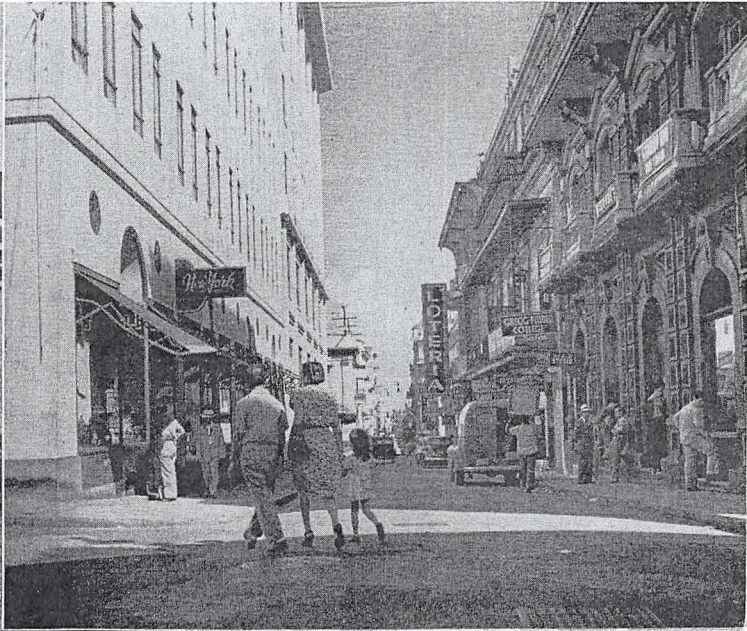




● Trees line the golden sands of Luquillo Beach, one of the finest bathing spots in the Caribbean region.

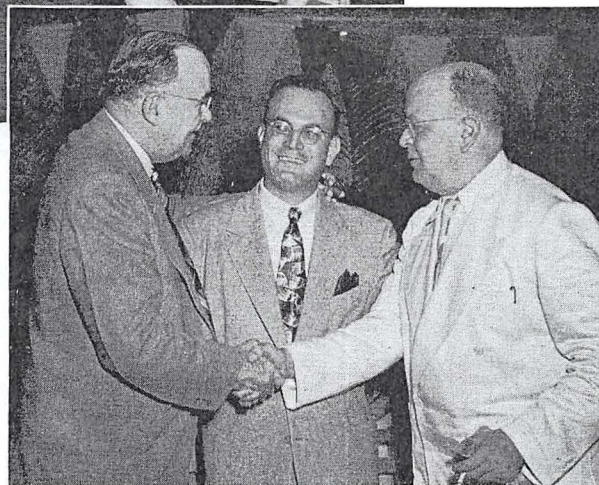
● The Church has been a strong influence throughout the history of the Island. Nuns lead school children to their First Communion.

● The streets of San Juan are narrow, as in most tropical lands, but the stores and shops are as modern as those of Europe or the United States.

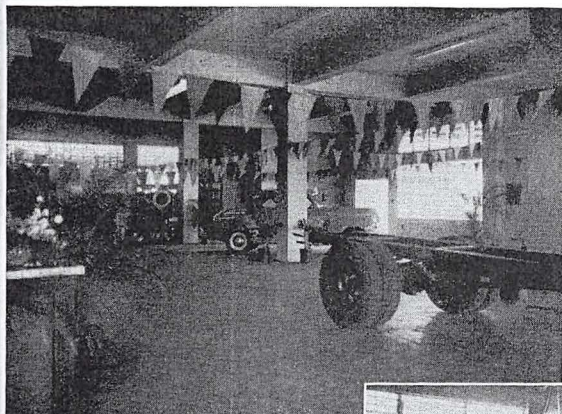




● Mrs. C. B. Thomas with some of the distinguished ladies who were guests at the inauguration. Left to right, facing camera: Mrs. Felisa R. Gautier, Mrs. Mario S. Belaval, Mrs. Jaime Bague, Mrs. Javier Bello, Mrs. Rafael Carrion, Jr., and Mrs. Thomas.



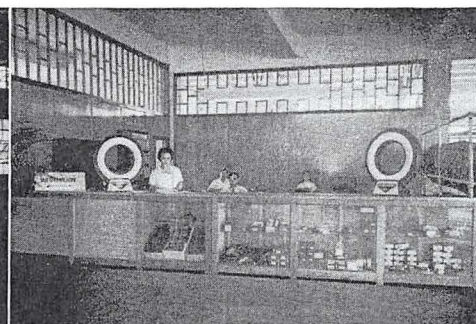
● Mr. C. B. Thomas (left), President of the Chrysler Export Corporation, congratulates Mr. Hugh R. Francis (right), President, and Mr. Luis M. Morales, Manager, Puerto Rico Auto Corporation, on the inauguration of their new building.



● Many parts of the building were gaily decorated with flowers and colored pennants.

● Guests were shown all parts of the building, such as the New Car Inspection Department.

● The second picture to the right shows the retail tire sales department. Left to right are: Miss Milagros Lajara, Office Manager; Mr. Jose Rodriguez, Recapping Division, Supervisor; Mr. Ovidio Garcia, Salesman, and Miss A. Miranda, Clerk.

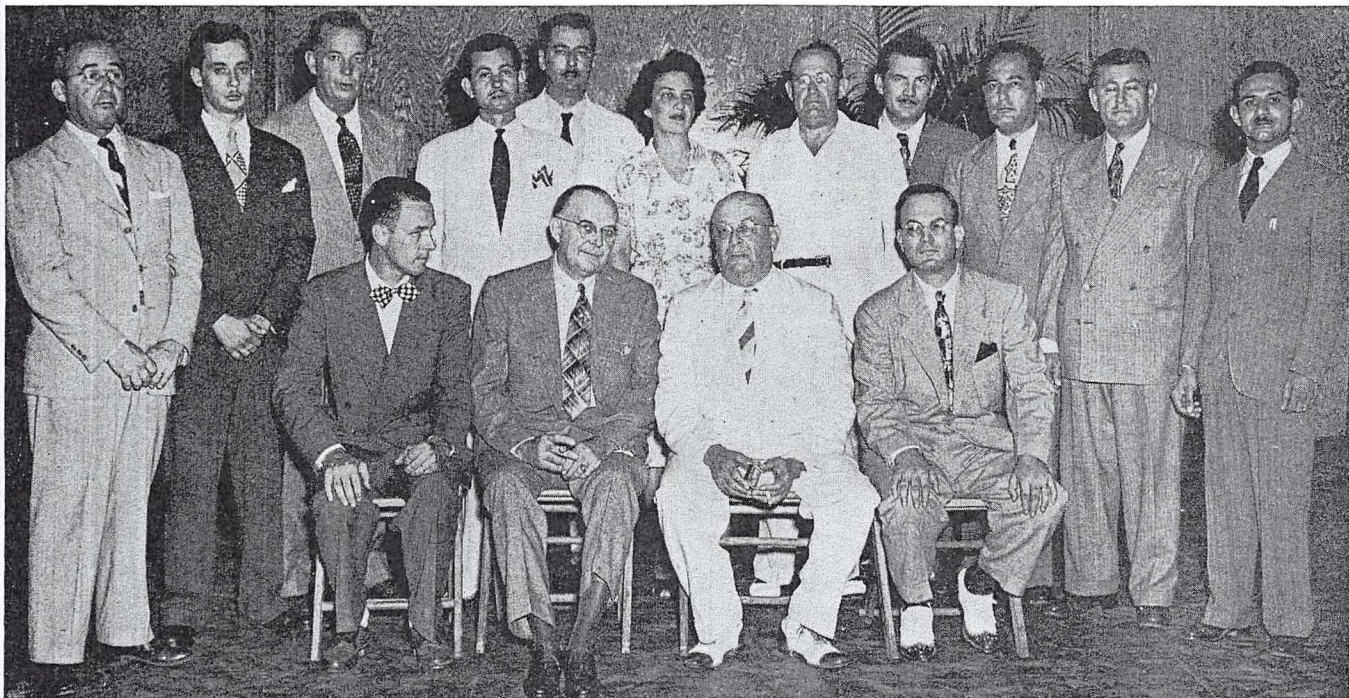


Rico Auto Corporation Inaugurates New Building

● THE Puerto Rico Auto Corporation, Plymouth and Fargo Distributors in San Juan, opened and dedicated their new building on Saturday, Nov. 1, 1947, in the presence of a distinguished company of guests. Mr. C. B. Thomas, President of Chrysler Export, was present on the special invitation of Mr. Hugh R. Francis, President of the concern. The ceremonies began with the blessing of the building, which contains 5600 square feet and is one of the most modern in the Americas, by Father James McManus, of the Redemptorist Fathers, after which Mr. Francis introduced a number of the guests. Hon. Martin Travieso, Chief Justice of the Supreme Court of Puerto

Rico, referred to the new building as a demonstration of progress in the Island and faith in the future of the country. Mr. Thomas then congratulated the Auto Corporation on the opening of their new building and said that, in his judgment, no other country in the Caribbean area had equalled the progress made in Puerto Rico in the past eight years. As to the Auto Corporation, he said that its success was due to the determination of the Management to give the public the best possible service in every way. Mrs. Felisa Rincon de Gautier, Mayor of the City of San Juan, and other civic officials also spoke, after the refreshments, the building was inspected by the guests.

● Mr. Thomas with Puerto Rico Auto Corporation executives and their management staff. Left to right, seated: Mr. James L. Cochrun, Jr., Seiberling Sales Representative, a guest; Mr. Thomas; Mr. H. R. Francis, President, and Mr. Luis M. Morales, Manager, of the Puerto Rico Auto Corporation. Standing: Mr. Antonio Guillen, Mr. Ovidio Garcia, Mr. Thomas E. Cunard, Mr. Jose Rodriguez, Mr. M. A. Bustelo, Miss Milagros Lajara, Mr. Charles Zeppenfeldt, Mr. Julio Morales, Mr. David Rivera, Mr. Felix Cortes Diaz and Mr. V. R. Caraballo.



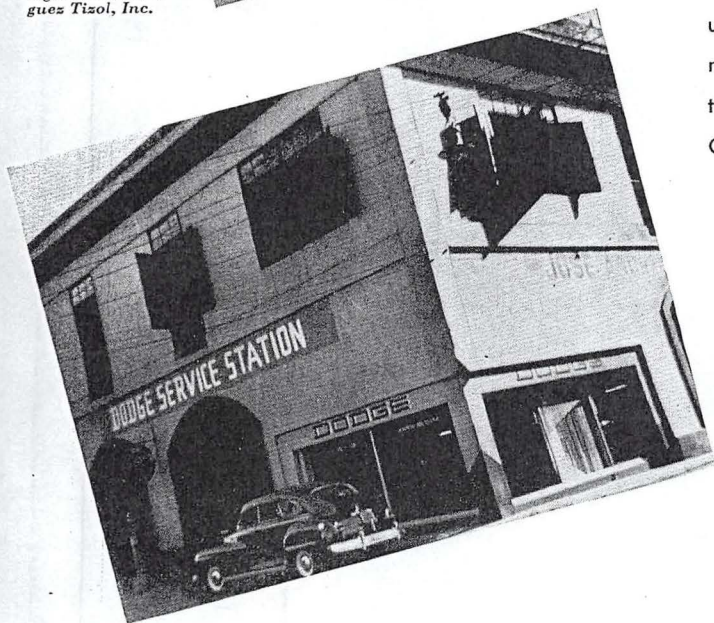
**DODGE IS WELL
REPRESENTED BY**

Andreu, Figueroa & Rodriguez Tizol, Inc.



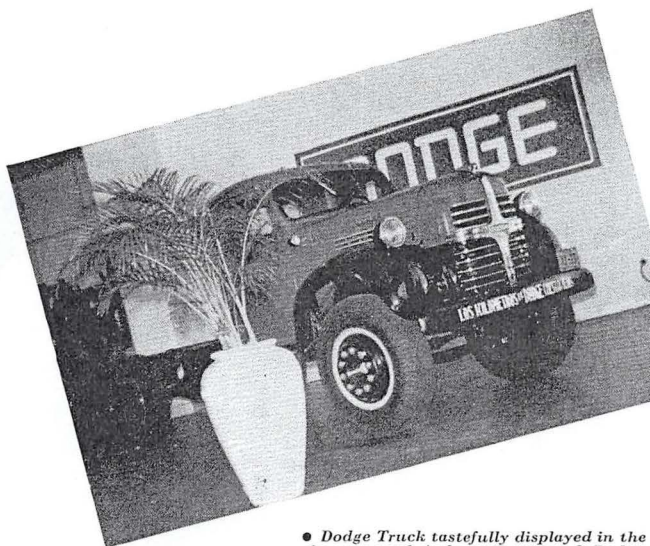
• Mr. Jose J. Figueroa, President of Andreu, Figueroa & Rodriguez Tizol, Inc.

• ANDREU, FIGUEROA & RODRIGUEZ TIZOL, INC., are our able and progressive Dodge Distributors in Puerto Rico. They are a new firm, having been organized in March, 1946. The officers elected at that time, experienced automotive men, were Mr. Jose J. Figueroa, President; Mr. Jose Andreu Blanco, Vice President; and Mr. Esteban Rodriguez Tizol, Secretary-Treasurer. Owing to the death of her husband, however, Mrs. Georgina C. Andreu is now Vice President. Their present location is a temporary one, but a new four-story building will be erected in the near future to be used exclusively for the Dodge Service and Parts Departments, office and show room. Their organization throughout the Island consists of dealers in the Ponce, Mayaguez, Caguas, Arecibo and Guayama Districts.

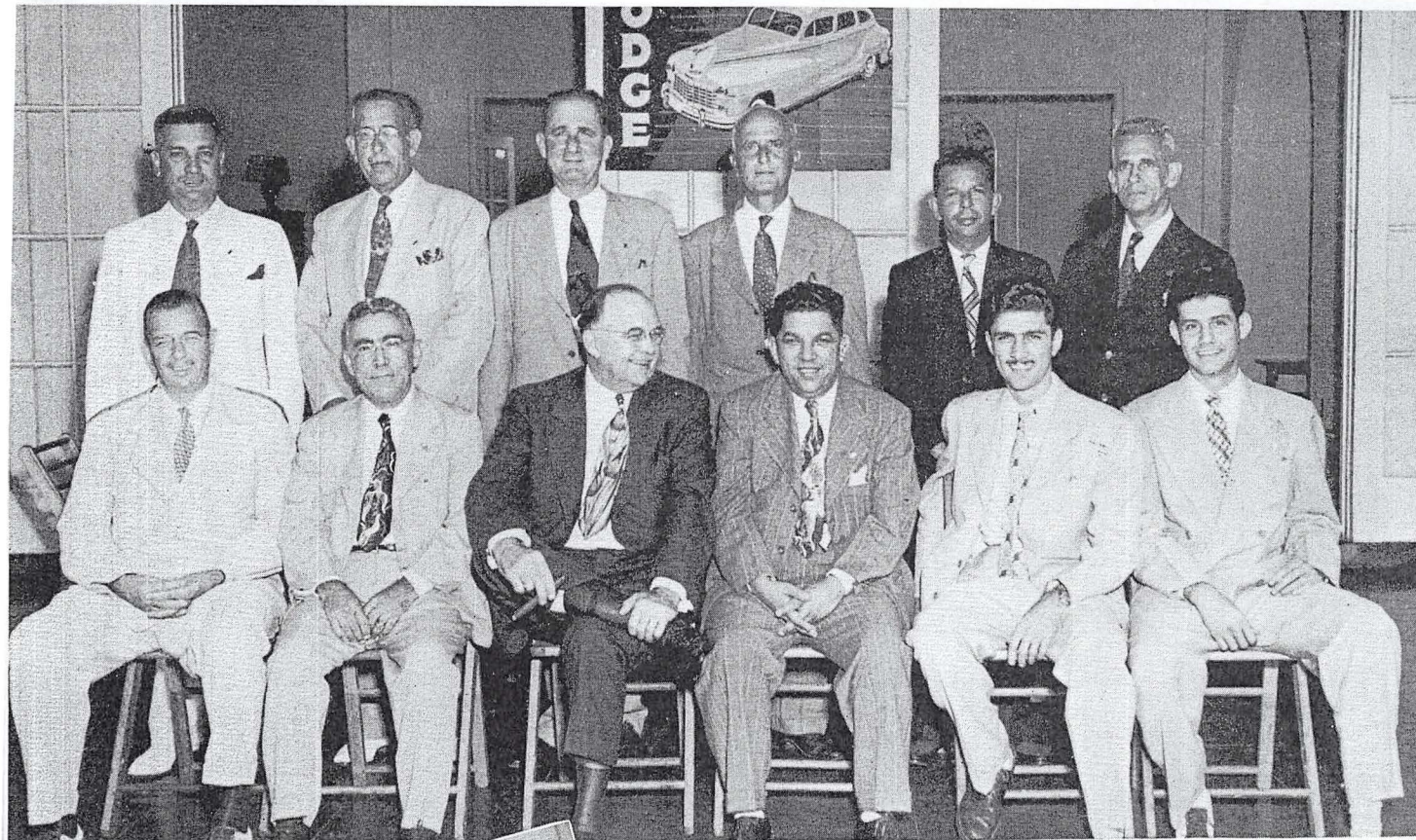


• (Top of page) Mr. Esteban Rodriguez Tizol, Secretary-Treasurer of Andreu, Figueroa & Rodriguez Tizol, Inc., at his desk.

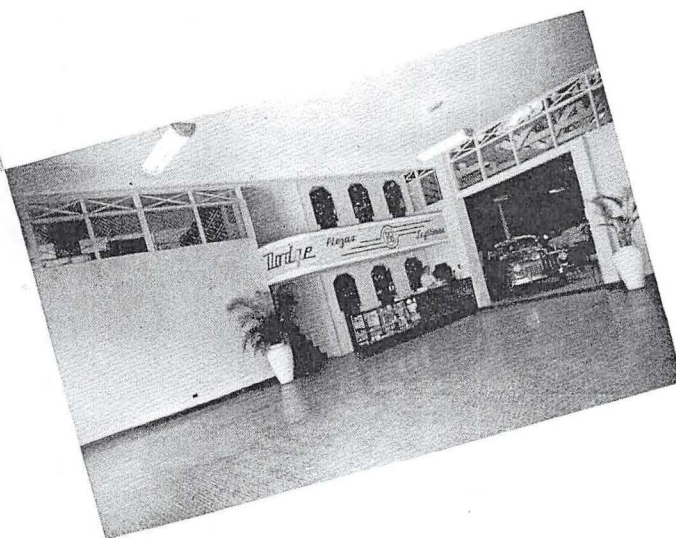
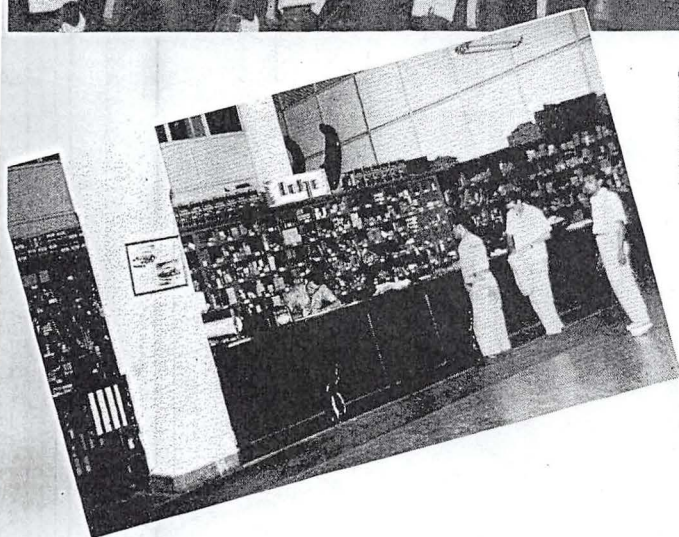
• (Above) The Dodge service station is on one of the important corners of San Juan.



• Dodge Truck tastefully displayed in the show room of Andreu, Figueroa & Rodriguez Tizol, Inc.



• Mr. Thomas met the executives of Andreu, Figueroa & Rodriguez Tizol, Inc., and the men associated with them at a luncheon at the Berwind Club. Seated, left to right, are: Mr. W. J. Teale, Chrysler Export Regional Sales Representative; Mr. Jose J. Figueroa, President; Mr. C. B. Thomas; Mr. E. Rodriguez Tizol, Secty.-Treas., Mr. Jose L. Figueroa and Mr. Jose J. Andreu. Standing: Mr. Rafael Baerga, Mr. M. Hernandez Rosa, Mr. Manuel Mangual, Mr. Miguel Sued, Mr. S. Rodriguez Tizol and Mr. Juan F. Rivera.



• (Above, left) The Parts Department is well stocked and easily accessible to customers. (Above) Sales room and Parts Department of Ponce Auto House, Inc., Dodge dealers under Andreu, Figueroa & Rodriguez Tizol, Inc., at Ponce, Puerto Rico.

• (Left) Entrance to Service Department of Andreu, Figueroa & Rodriguez Tizol, Inc.



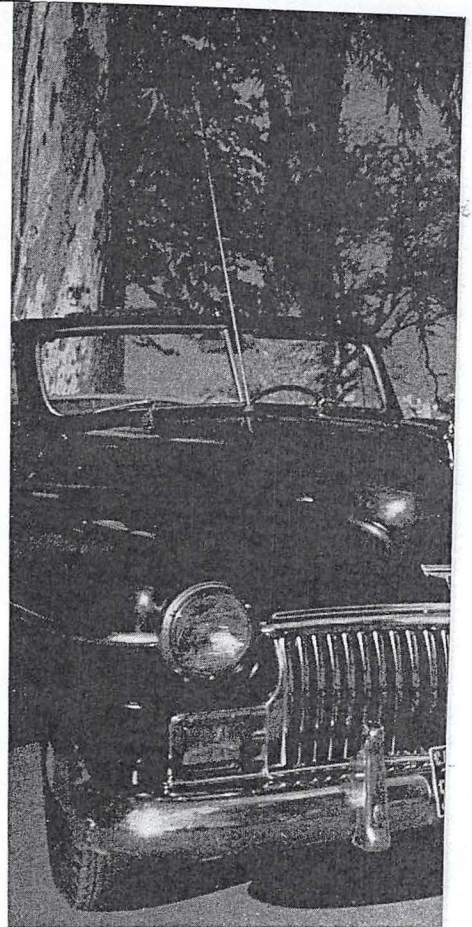


● Dodge Trucks on heavy duty service. These two are owned by Ing. Ortiz Rubio, former President of Mexico, and are used by him in his large contracting business. Photo by Mary Saint Albans, of Mexico City.



● One of the finest and most modern sales rooms and service stations in West Africa is that of Societe Commerciale de l'Ouest Africain, at Accra, Gold Coast. Shipment of new Chryslers in front of the building.

● Mr. Gabriel Spath, owner of Automotriz Bolivar, Dodge Distributor in Cartagena, Colombia, returning from a visit to the United States on the Grace Line's Santa Sofia. Left to right: Mrs. Mary Spath, Miss Alicia Spath, Mr. Checri Spath, Mrs. Adela de Spath and in the rear, Mr. Gabriel Spath.



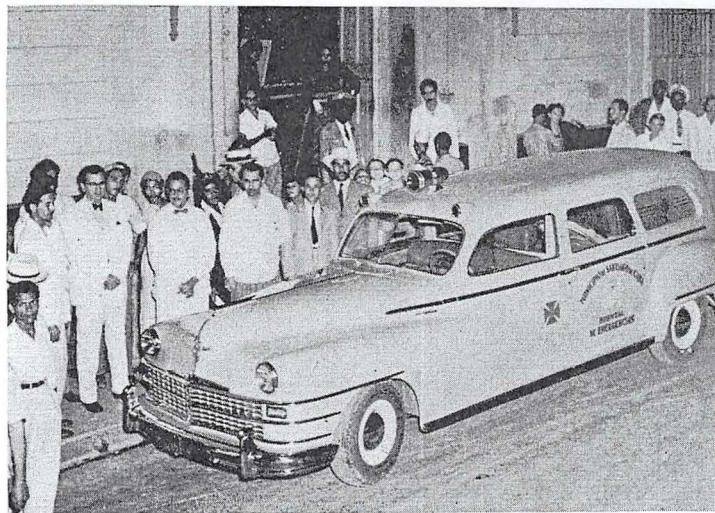
● The Baroness Seignobos, with the smart DeSoto sup

FROM THE FOUR PO





to her by the Cairo Motor Co., Distributors in Egypt.

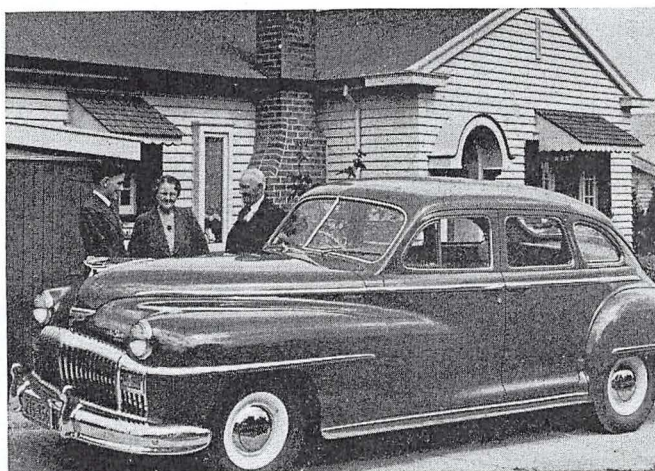


• Chrysler ambulance, built from a 7-Passenger Windsor, and delivered to the Municipality of Santiago de Cuba, by Roca & Medina, Chrysler Dealers in that city.

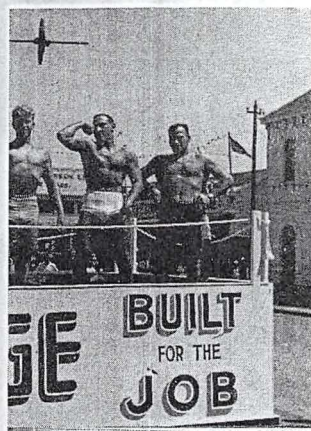


• Mr. Adalberto V. Miranda, Jr., of Santiago, Chile, and the new De Soto which he purchased through Hernan Pereira M., De Soto Distributor in that city. Mr. Miranda is Attache to the Cuban Embassy in Santiago.

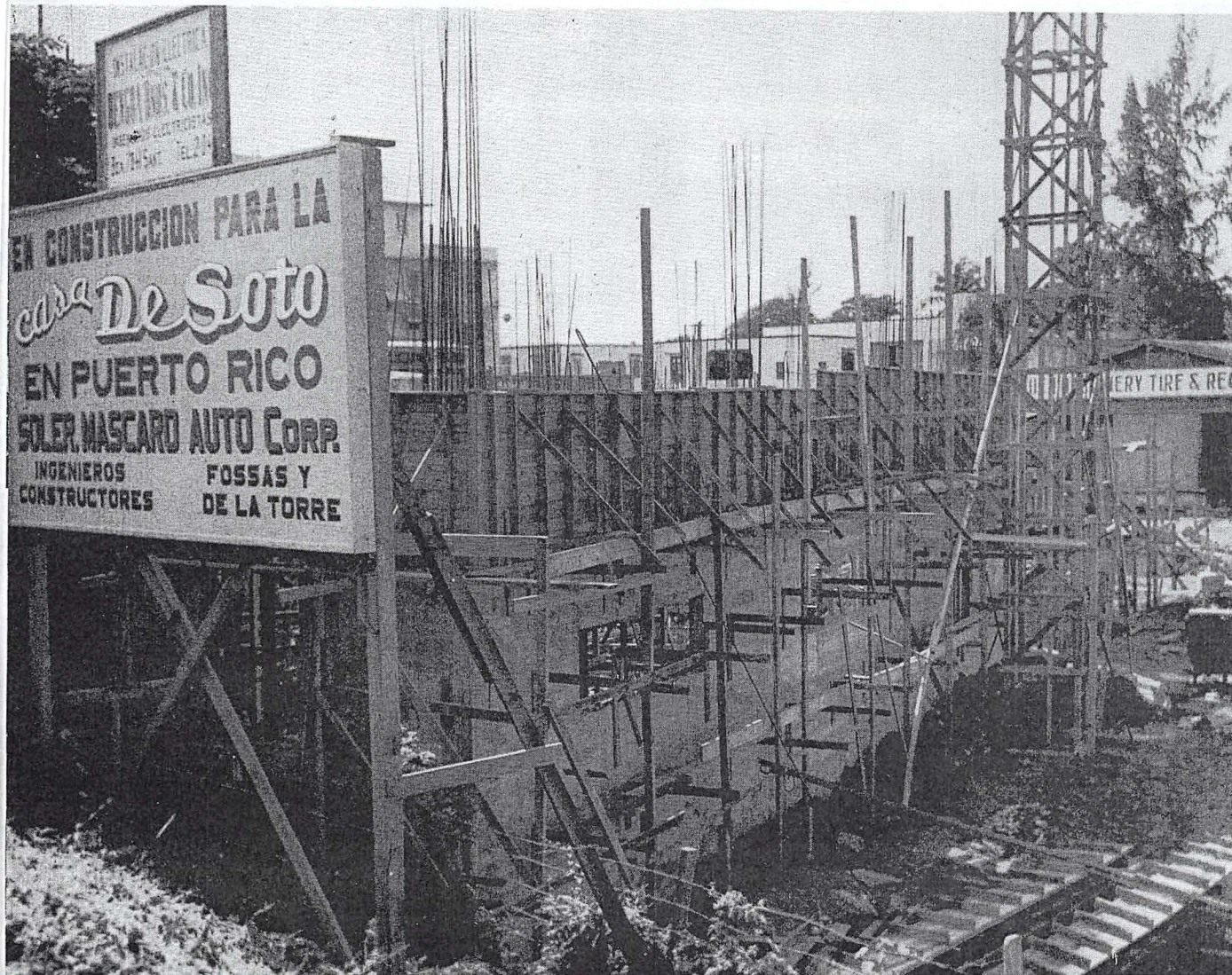
ITS OF THE COMPASS



• Mr. and Mrs. H. Bond, of Auckland, New Zealand, proud owners of a new De Soto which they purchased through Todd Motors, Distributors in that city. Mr. and Mrs. Bond visited the Chrysler Export offices in Detroit in 1947.



• (Left) Malcomess Limited, Distributors in East London, South Africa, entered a striking exhibit in a recent carnival celebrating the city's Centenary. Young South African "Atlases", on a Dodge Truck, demonstrated the strength of both.



Soler & Mascaro Auto Corporation EREC

● SOLER & MASCARO AUTO CORPORATION, DeSoto Distributors, have been in the automobile business under various names for 34 years, having been started in 1914 by Mr. E. Soler H., who is now President and General Manager. The present organization dates from 1946, and one of their first projects was the planning and erecting of a new building, which is now in the course of construction. The new building will have a total floor area of more than 50,000 square feet and will cost about \$250,000 without equipment. The Service Department will have a Service Control tower and special tools

and equipment already ordered from the Miller Manufacturing Co. at a cost of more than \$16,000. The show room will be large and tastefully decorated, with all modern improvements and the Parts Department will be one of the most modern in Puerto Rico.

● (Right) Attending a luncheon given for Mr. Thomas at the Berwind Country Club were, left to right, first row: Mr. Jesus Rodriguez; Mr. W. J. Teale, Chrysler Export Regional Sales Representative; Mr. E. Soler H., Mr. C. B. Thomas, Mr. Mariano Mascaro and Mr. Manuel Nater. Second row: Mr. Francisco Ortiz, Mr. Juan F. Casanas, Mr. Benigno C. Fernandez, Mr. R. Marquez, Mr. Eliseo Hernandez and Mr. Marcos Marcos. This is only a part of the organization.

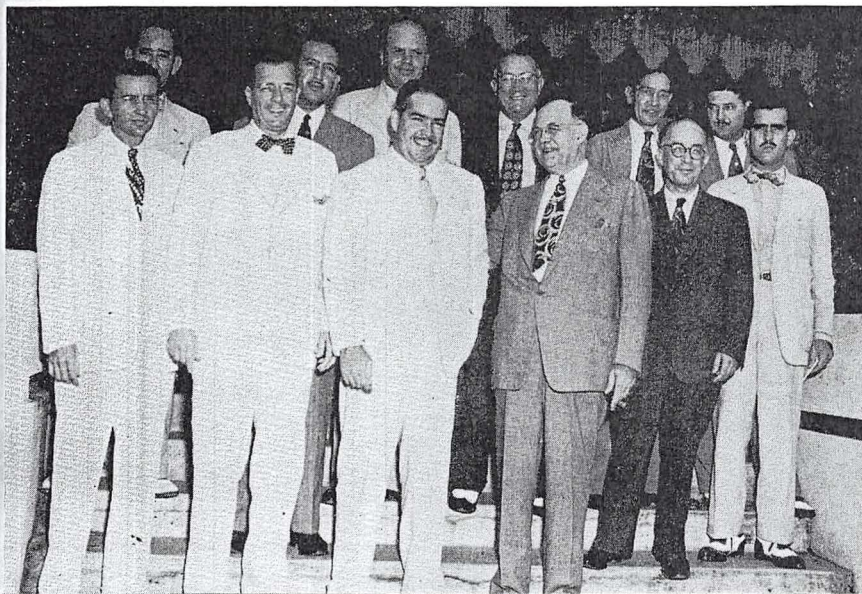


- (Left, opposite page) The new building, now under construction will be one of the best and most attractive on the Island. The Show Room will be large and attractively decorated.
- (Left) This is the building now occupied by Soler & Mascaro. It has become too small for this progressive concern.



- (Top) Officers and secretaries of the Service Department. There are 25 experienced mechanics and helpers in the shops. Mr. Juan Castro, the foreman, keeps this department running smoothly.
- (Above) This is the present Parts Department, together with the manager, Mr. Francisco Ortiz, salesmen, warehouse clerks and cashier.

TING NEW BUILDING FOR DE SOTO



- These four salesmen cover the San Juan district only. There are six other districts in the hands of specially selected dealers with about thirty salesmen.

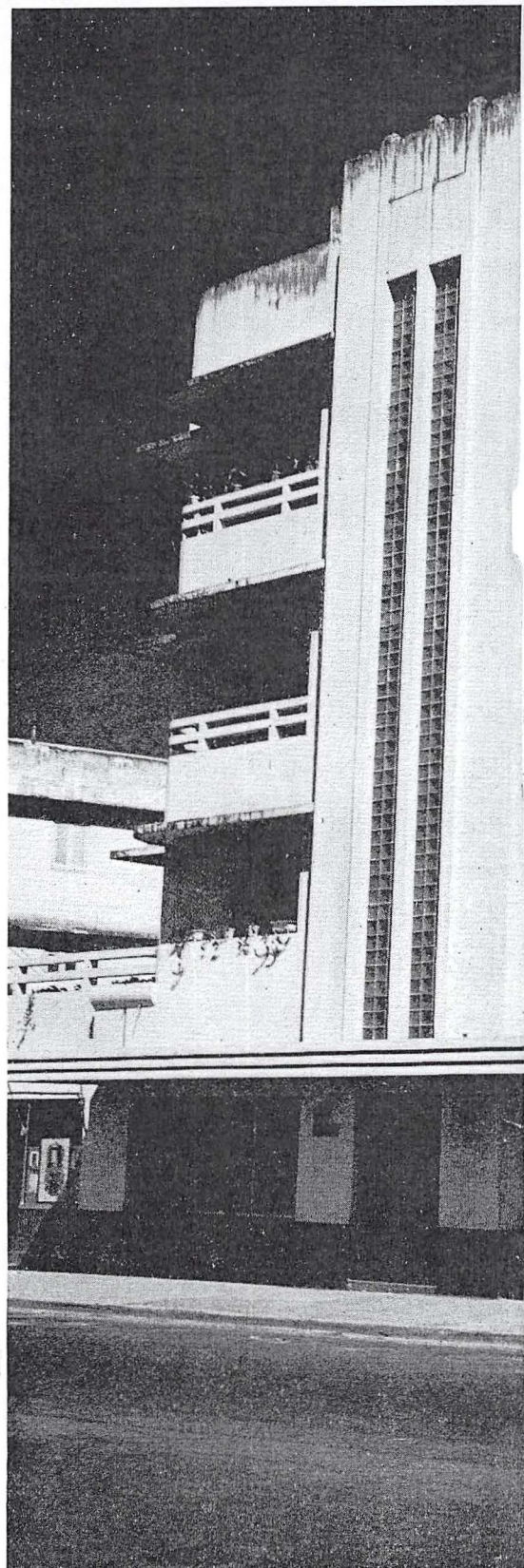
Airtemp Progress

IN PUERTO RICO

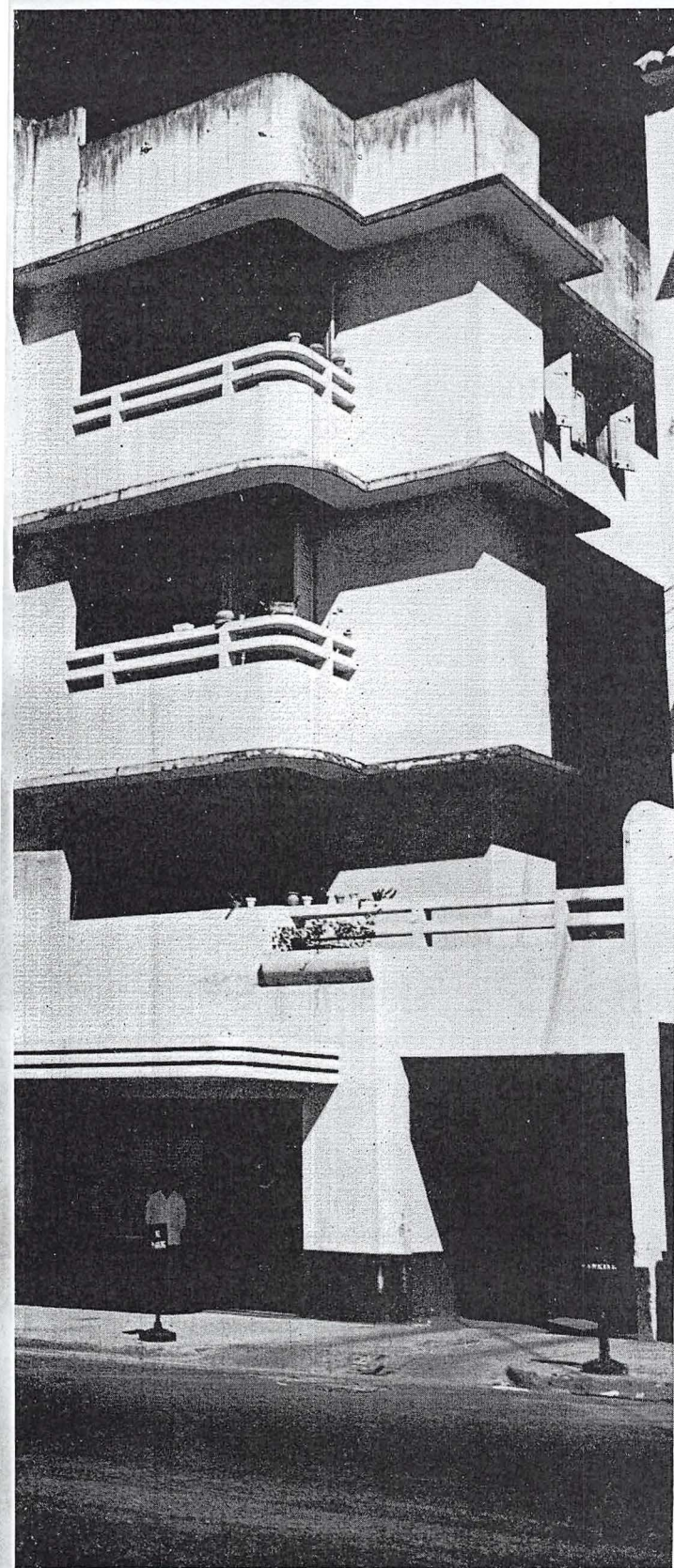
● NOTE the headline on these pages. It means what it says. Airtemp is making progress in Puerto Rico. Airtemp had been introduced on the Island, in 1942, by Megwinoff and Co., who made more than a hundred important Airtemp installations before a re-organization which, in September, 1947, placed the Standard Refrigeration Co., Inc., in charge of the Island's Airtemp activities. Mr. L. D. Wood, Jr. is President of Starco, as it is called, Mr. Rene Aponte is Vice-President, Mrs. Lydia Vila is Secretary and Mr. Jose R. Vila is Treasurer. All these officers were former stockholders in Megwinoff & Co. When they purchased the air-conditioning and cold storage business of Megwinoff, they also took over the entire staff of mechanics. During their first five months of operation, Starco has sold nearly sixty Airtemp units to the following: Puerto Rico Water Resources Authority, Ballester Hnos., Puerto Rican American Trading Co., Interior Department, Roxy Theatre, M. Perez & Co., Hotel Condado, Governor's Palace, Dr. Pavia—office building, Coca Cola Bottling Co., Ponce District Hospital, Sucrs. de Lavandero, and Clinica Julia. Certainly this is excellent progress.



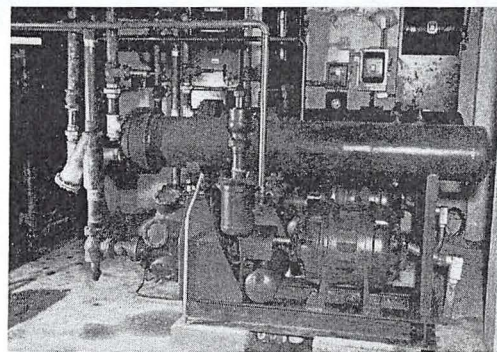
● Mr. Jose R. Vila, Treasurer of Standard Refrigeration Co., Inc., in his office in their fine, modern, air-conditioned building.



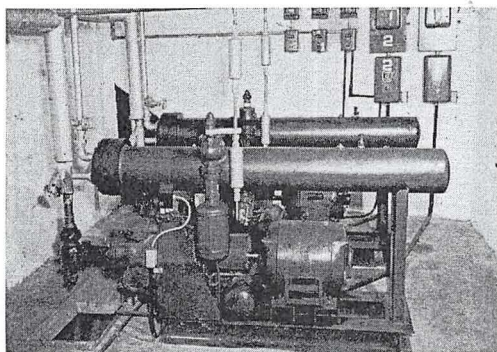
● Street view of the building in which Standard Refrigeration Co.



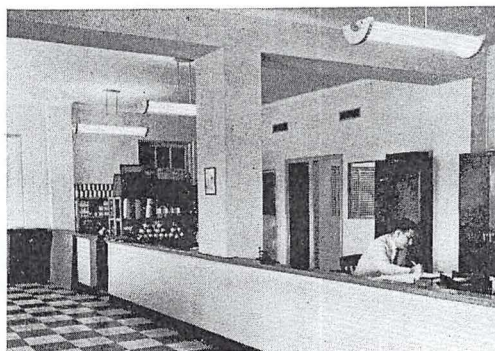
occupies the entire first floor for offices and warehouse.



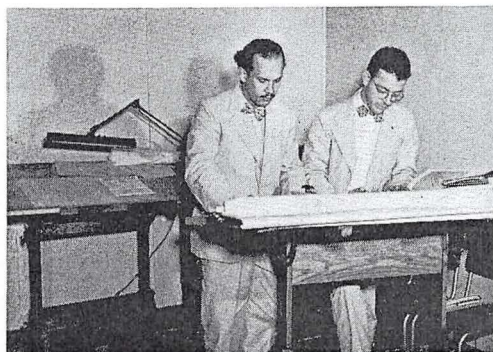
• Two 5H compressors which Standard Refrigeration recently installed in the Matienzo Theater.



• These two compressors, installed for the Puerto Rico Agricultural Co. maintain a temperature of from zero to ten below zero in two cold storage chambers.



• Mr. Luis Marxuach, office manager, at his desk. Some of the parts stock is seen at the left.



• Mr. Rene Aponte, Vice-President, and Mr. L. D. Wood, Jr., President, of Standard Refrigeration Co. discussing a new installation.



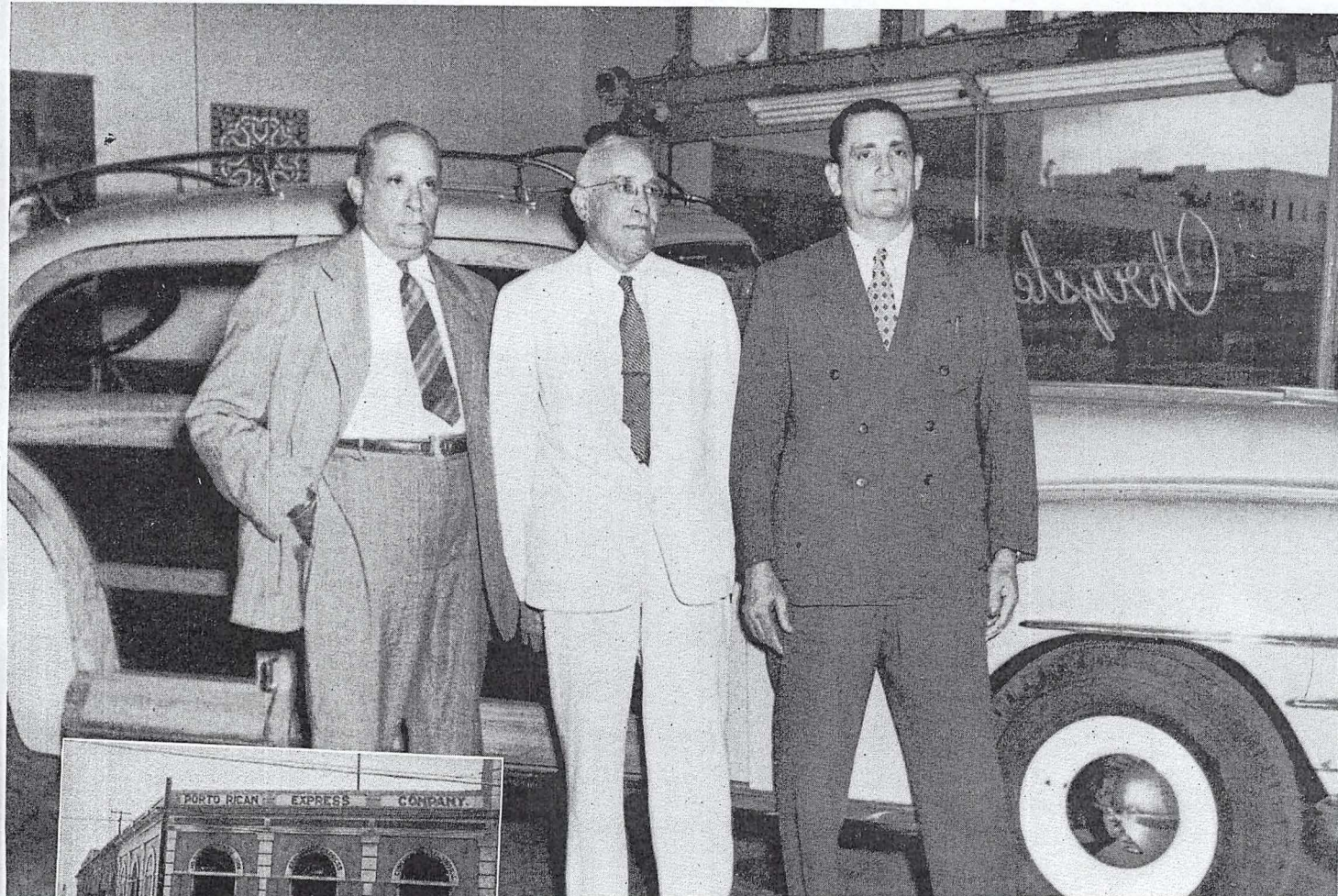
Adrian Nelson

**OLDEST DISTRIBUTOR
IN PUERTO RICO**

● ADRIAN NELSON has represented Chrysler Corporation on the Island of Puerto Rico continuously for almost a quarter of a century. When Chrysler Corporation was first organized, he was one of the first men anywhere to recognize the advantage of associating himself with the new concern and signed one of the first sales agreements. He is one of the "old originals." Although in past years he has represented Chrysler, Plymouth and

De Soto, he is, at the present time, confining his efforts to the promotion and sale of Chrysler cars alone. Mr. Nelson has had the honor of supplying Chrysler Corporation cars to many of the most distinguished social and political personalities on the Island. Plans are being made by Mr. Nelson for the erection of a new building as a modern home for Chrysler in Puerto Rico. His brother, Mr. Henry Nelson, is associated with him in the business.

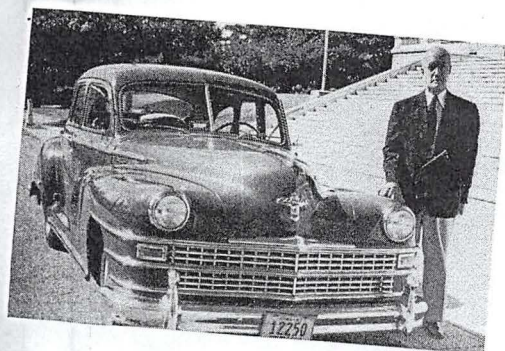




● Mr. Adrian Nelson and his staff have had long and valuable experience in the merchandising of motor cars. Left to right are shown: Mr. Henry Nelson, Office Manager; Mr. Adrian Nelson, owner and General Manager, and Mr. Jose M. Moraza, Sales Manager of the Automobile Department.



● This is the building occupied at present by Adrian Nelson. It will be replaced by one more modern.



● Hon. Martin Travieso, Chief Justice of the Supreme Court of Puerto Rico, owner of a Chrysler 4-Door Sedan, sold to him by Adrian Nelson.

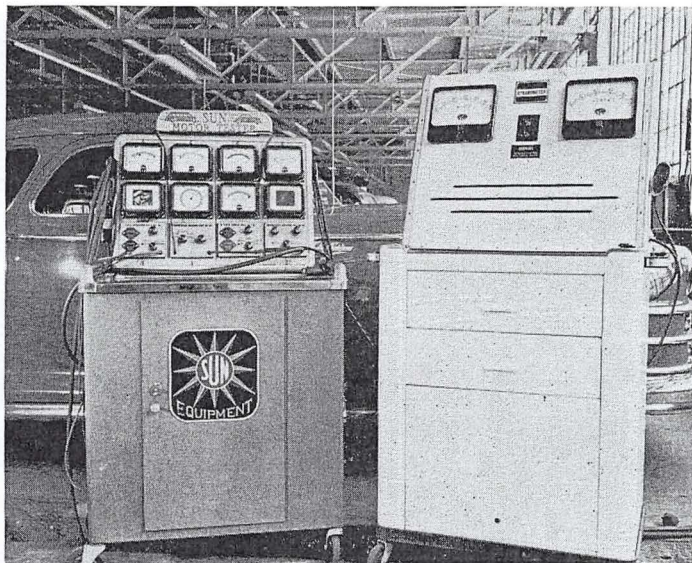


● Miss Janine Nelson, daughter of Adrian Nelson, enjoys a drive along the coast in her Chrysler Town & Country Convertible Coupe.

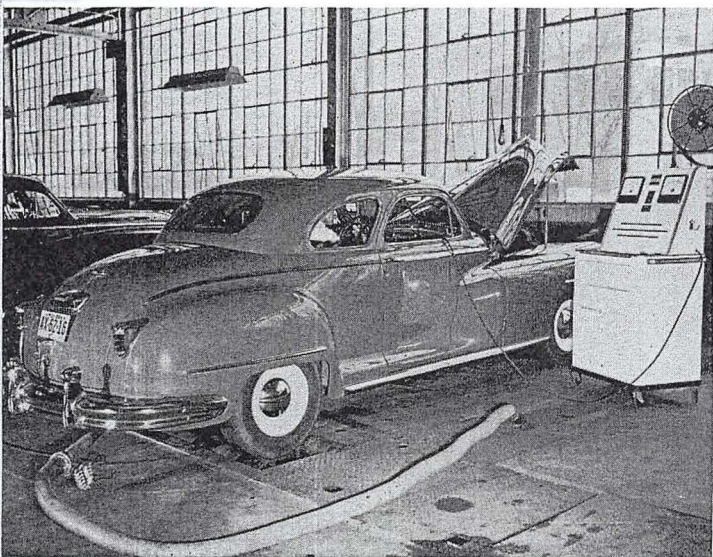
The VEHICLE ANALYZER



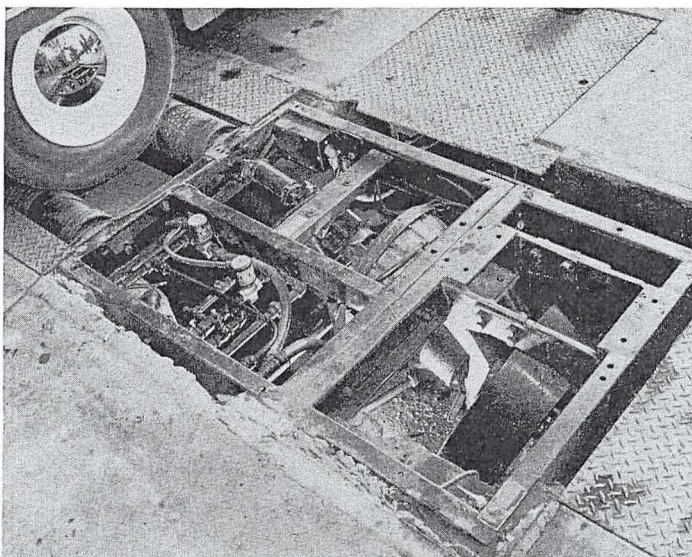
● The Service Inspector must know the vehicle ailment and its location before the right treatment can be prescribed. The diagnosis is so easy with this equipment that the process is generally of much interest to the customer who watches the test intently.



● The maximum in accuracy of vehicle diagnosis is attained with the "Vehicle Analyzer" used in conjunction with an engine tune-up unit such as the "Motor Tester." The combined units reduce the factor of human fallability to a minimum.



● The control keyboard is portable and, by placing it with him in the vehicle, the operator can simulate all open-road driving conditions without the road hazards. The advantages of an accurate indoor test are numerous.



● The mechanism of the "Flush Floor" model analyzer is exposed and accessible when the floor plates are removed. This power absorption unit is encased in a cabinet at the end of the rollers in the "Top Floor" models.

Accurately Locates the Cause of Trouble

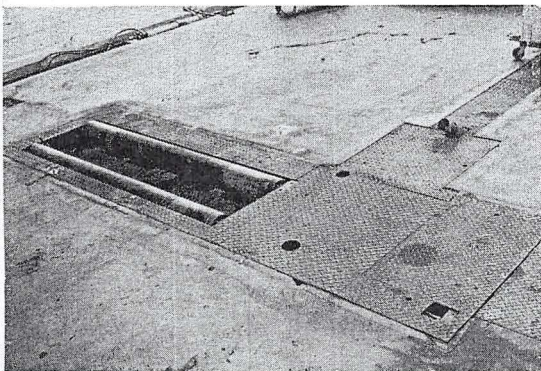
● SOMETHING new has been added; a Service Department tool, the "Vehicle Analyzer," which, together with the "Motor Tester," provides an infallible combination for the inspection and diagnosis of passenger car and truck ailments.

Some inspectors of motor vehicles, like some doctors, have become expert diagnosticians through long experience and familiarity with their specialty. Both, however, are subject to human fallibility of judgment, and serious mistakes can be made unless this judgment is based on the results obtained by the use of some accurate mechanical device.

This new machine may be likened to a doctor's X-ray equipment, in importance, as a means of diagnosis. It enables the service attendant to perform every test indoors that would ordinarily require driving the vehicle on the road.

Use of this equipment is not limited to the engine alone, as with some other devices, but it also reveals any other irregular operating condition.

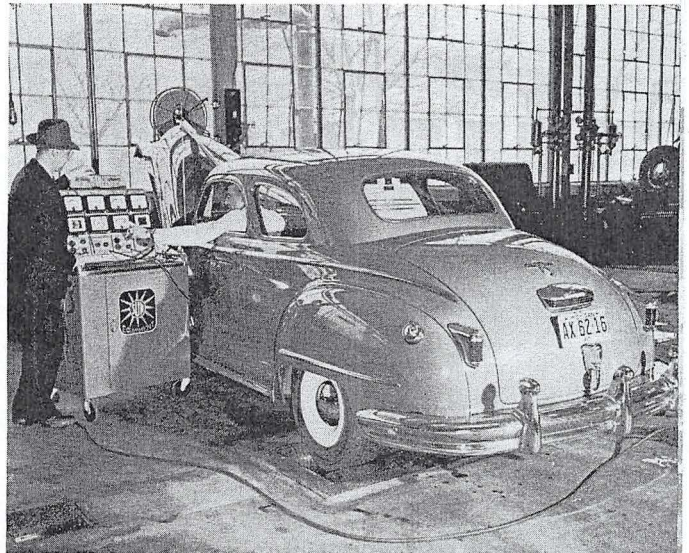
Your Chrysler, Dodge, De Soto, Plymouth or Fargo Distributor, alert in his knowledge and use of such modern equipment, is better enabled to serve his customers in the maintenance of their motor vehicles.



● For testing the vehicle, it is simply driven into the test stall with the rear wheels resting on the rollers. The retractable exhaust tube is then connected to dispose of the carbon monoxide gas.



● The portable control consists of two buttons. Pressing on either button will instantly change the pace and load. Steep grades, slow and fast open-road driving and stop-and-go traffic results are all calibrated in rapid order.



● Engine reactions to various road conditions can be accurately observed when the "Motor Tester" is used with the "Vehicle Analyzer." Engine tests may be made both before and after "Tune-up" operations to determine the effect of adjustments.



● Barbara Bates, one of the brilliant new stars appearing in Warner Bros. — First National Pictures.

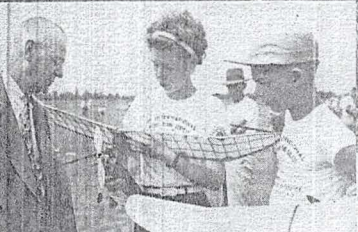
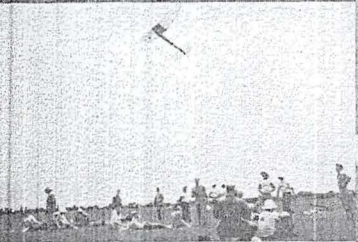
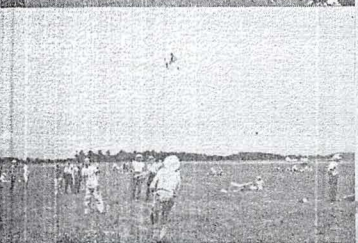
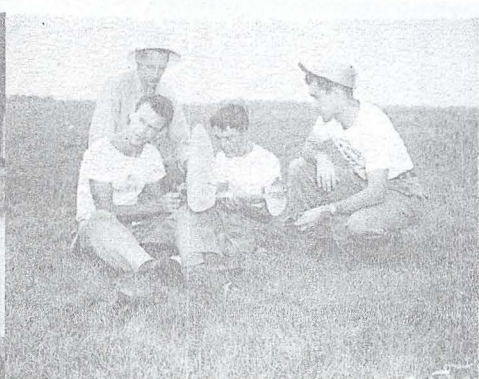
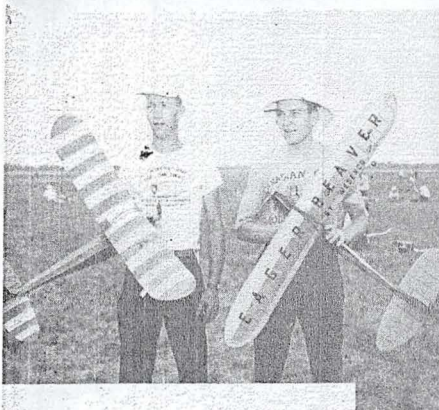


● Lovely red-headed Arlene Dahl, former model, has been signed to an acting contract by Metro-Goldwyn-Mayer. She plays the role of Van Johnson's "other girl" in "Virtuous," new romantic comedy, in which Johnson is teamed with June Allyson.



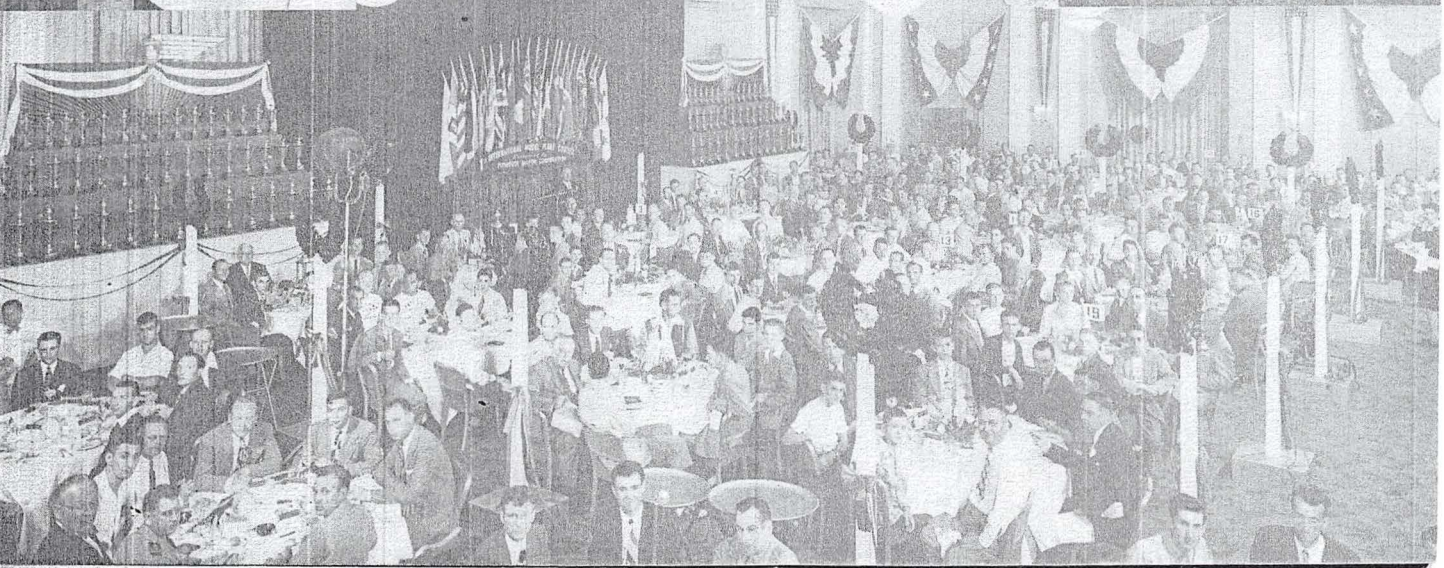
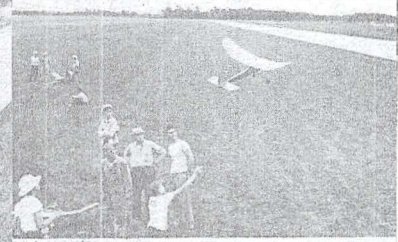
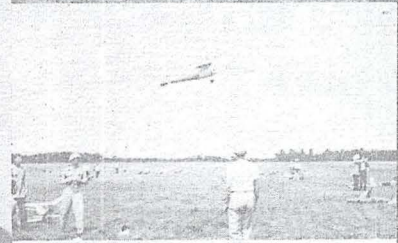
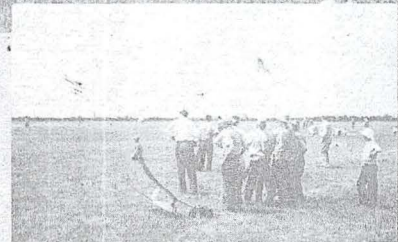
● Pretty Columbia actress, Gloria Henry, who is currently working with Gene Autry in the Cinecolor film, "The Strawberry Roan."

SCREENLAND

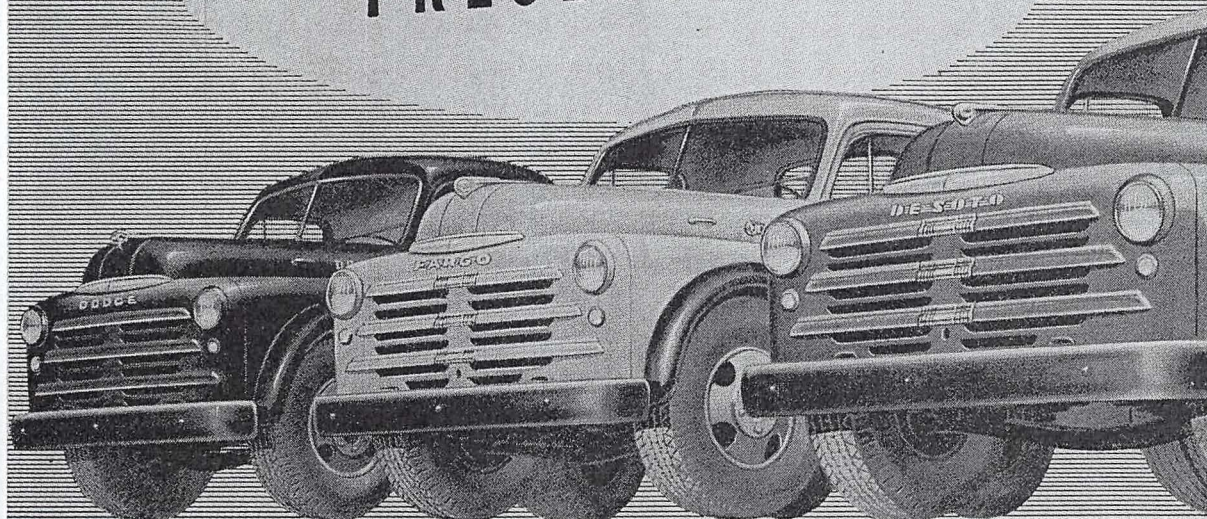


TO ALL MODEL AIRPLANE BUILDERS

The 2nd Plymouth International Model Plane Contest will be held in Detroit August 18th to 23rd, 1948, inclusive. The Contest will again be sponsored by the Plymouth Motor Corporation, in conjunction with the Aero Club of Michigan, and will again be sanctioned by the Academy of Model Aeronautics. Five hundred contestants from all over the world, will compete in 41 events for 126 permanent trophies and \$7175.00 in cash awards. Three perpetual trophies will also be awarded in the Stunt, Scale Model and Jet Model events. If you are a builder and flier of model planes, perhaps you can qualify as a contestant in the 2nd Plymouth International Contest at Detroit . . . Full particulars and Contest entry applications may be obtained from your Plymouth Distributor or Dealer.



PRESENTING...



THE NEW 1948 DODGE, FARGO and DE SOTO TRUCKS

"Greatest truck value today!" That is what people are saying about the new 1948 Dodge, Fargo, and DeSoto Trucks.

It is easy to see why! These new Chrysler-built trucks are outstanding in modern, streamlined styling . . . in dependable, economical operation. And they are rich in new features which you and other truck buyers have a right to expect.

New ease of handling. Sharper turning angles—left or right—make it easier for you to drive. New cross-steering and shorter wheelbase make it easier for you to maneuver in crowded loading areas. Yet the shorter

wheelbase accommodates full-size bodies!

New weight distribution. Engines have been moved forward, front axles moved back. This places more engine and cab weight on the front axles, gives you more even load distribution.

New comfort. Larger cabs . . . adjustable seats and back supports . . . more legroom . . . more headroom.

These and dozens of other new features make the new 1948 Dodge, Fargo, and De Soto Trucks *better than ever*. Ask for a demonstration at your nearest Dodge, Fargo, or De Soto distributor.

CHRYSLER EXPORT DIVISION OF CHRYSLER CORPORATION, DETROIT 31, MICHIGAN

**DODGE • FARGO • DE SOTO
TRUCKS**

PRINTED
IN
U.S.A.

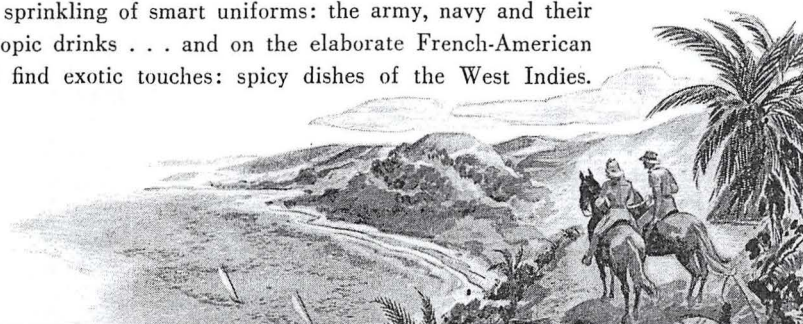


DISCOVER
Puerto Rico

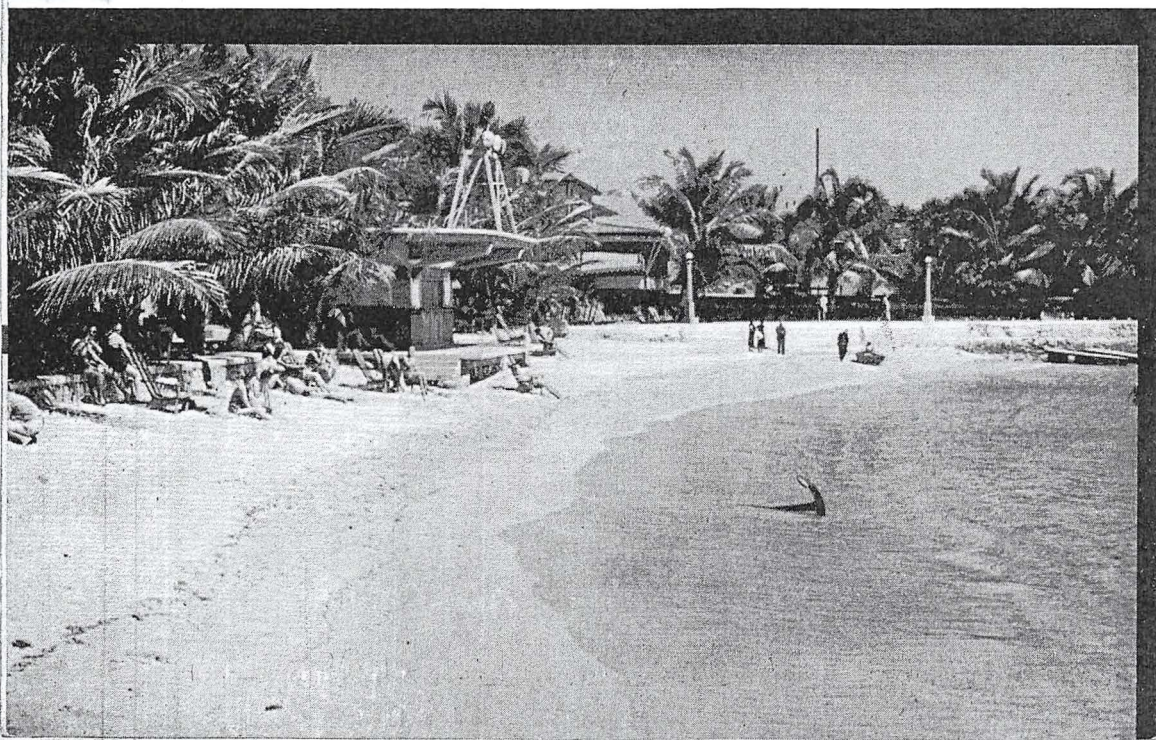
U.S.A.

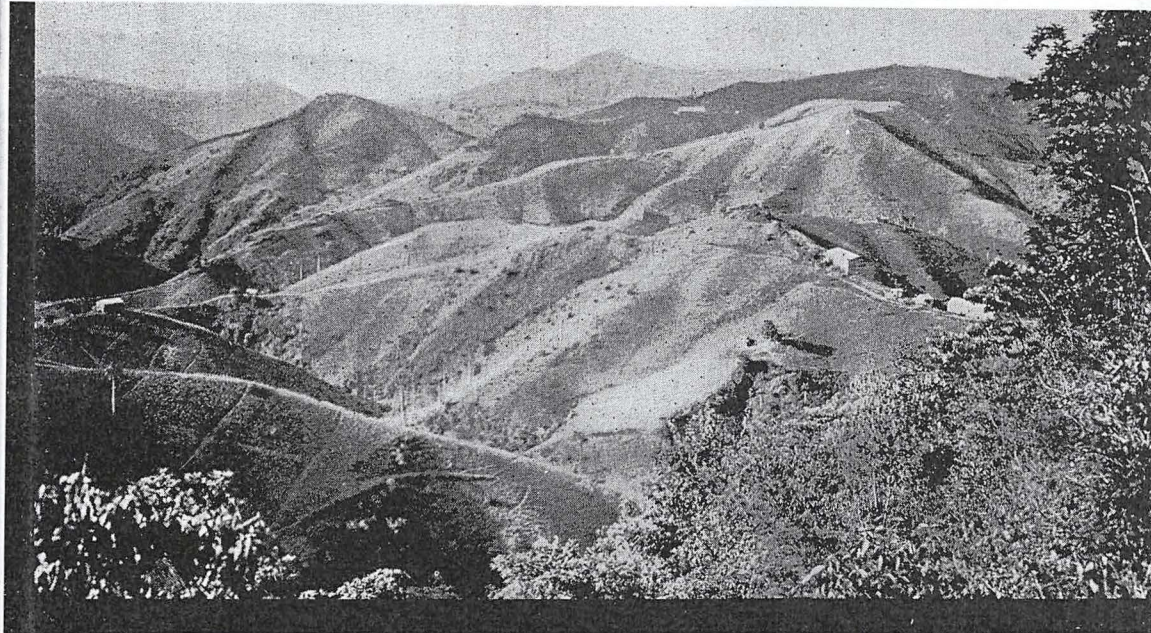
MEET THE AMERICANS MEET

WHERE ELSE could a few hours driving take you from a beach such as that pictured below . . . the Escambrón . . . to the rugged beauty in the opposite view of Puerto Rico's central *cordillera*? This island has personality in its very topography . . . as in its people, and its history. At the cocktail hour or the evening dance, you'll meet gracious Puertorriqueños as well as sophisticated "continentals" from both sides of the Atlantic . . . with always a sprinkling of smart uniforms: the army, navy and their air forces. You'll sip new tropic drinks . . . and on the elaborate French-American menus of your hotel, you'll find exotic touches: spicy dishes of the West Indies.

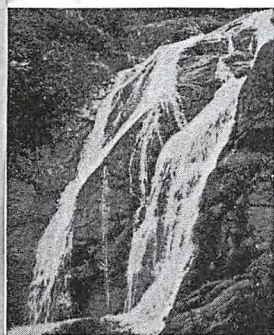


YOU'LL CLIMB FROM OCEAN BEACH





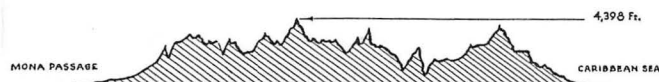
TO GORGEOUS MOUNTAINS



THIS WATERFALL, for instance . . . in the Forest of Luquillo . . . is only an hour's drive from San Juan on the sea. The Forest is a Government reserve . . . a National Park, in effect . . . and one that can vie, for natural charm, with any national park you have known.

Below is a topographic cross-section of Puerto Rico . . . showing the extraordinary variety of altitudes that lie between its Atlantic and Caribbean coasts.

TOPOGRAPHIC CROSS-SECTION OF PUERTO RICO



You'll be caressed

FACTS

Average temperatures, year-round
... 77.9°.

Variation of average temperatures
from warmest to coolest months
... 5.7°.

Average winter temperature (San
Juan) 28° higher than Nice, 19°
higher than Cairo.

Lowest temperature on record for
San Juan ... 62°.

Average number of days with sun-
shine ... 360 days a year.

"Easterly trade winds prevail
throughout the year."

"Wind is almost constantly from
the ocean during the daylight hours
... off the land at night."

"This air drainage from the high
altitudes in the interior of the island
to the coasts results in delightfully
invigorating night temperatures..."

"The mild and equable temperature
of the tropical oceans; the modi-
fying and refreshing effects of the
trade winds; and the daily sun-
shine, with the high percentage of
ultra-violet rays ... produce the
exceptionally favorable climate of
San Juan."

(STATISTICS AND QUOTATIONS FROM
MR. RICHARD W. GRAY, SENIOR
METEOROLOGIST OF THE U. S.
WEATHER BUREAU, SAN JUAN, P.R.)

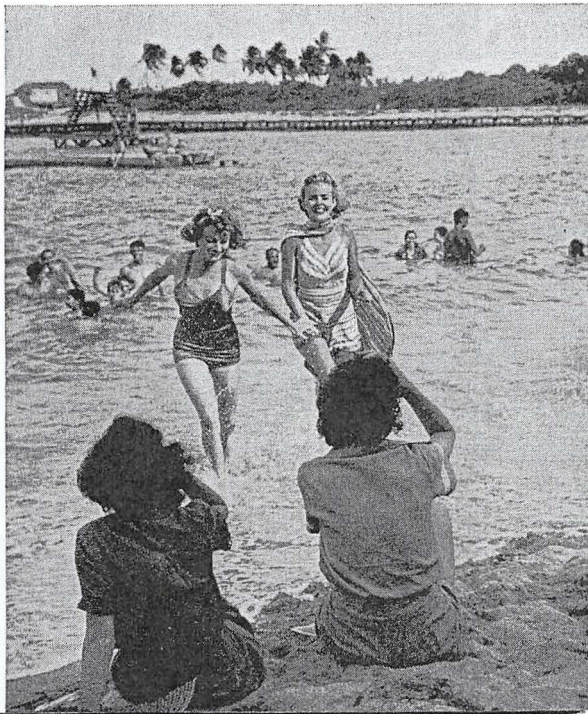


by a climate

IDEAL AT ALL SEASONS

TWICE BLESSED . . . by the constant sun . . . and by the ceaseless trade winds that add the cool fragrance of flowered mountains to the freshness of the sea. You'll enjoy Puerto Rico any month of the year . . . certain to find but little variance from its ideal average of 77.9°.

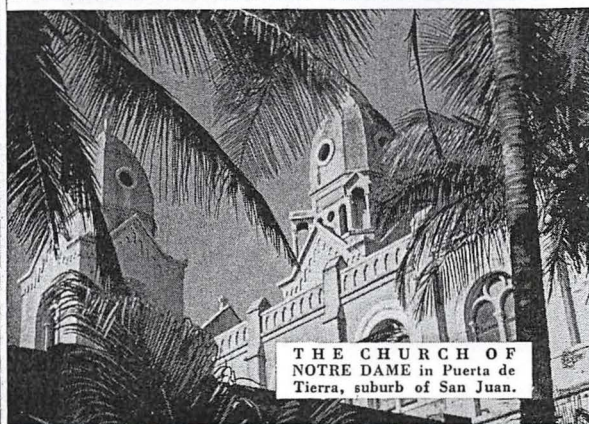
You'll wonder why travelers have journeyed twice as far to find a climate less ideal . . . why they have sought an alien land, with this perfect year-round playground in the "southeast corner" of our U.S.A. Let these pictures confirm the story . . . song of the wind in the palm trees . . . tropical luxuriance along an inland river . . . lovely smiles upon a smiling beach. . . .



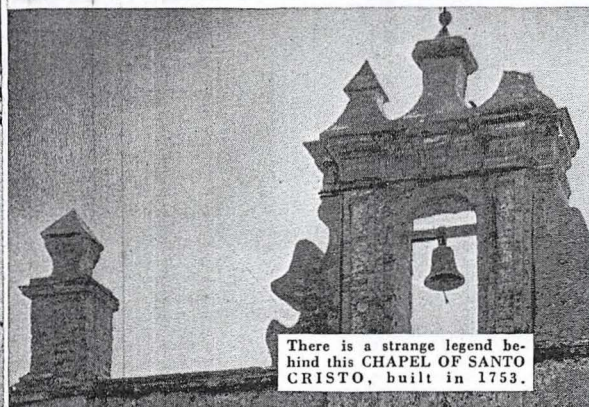
You'll see a Wondrous



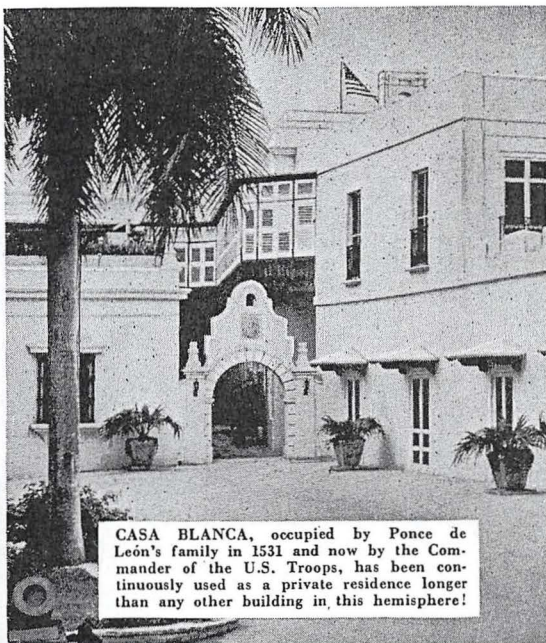
Rampart of EL MORRO
Fortress, guardian of San
Juan harbor since 1585.



THE CHURCH OF
NOTRE DAME in Puerta de
Tierra, suburb of San Juan.



There is a strange legend be-
hind this CHAPEL OF SANTO
CRISTO, built in 1753.



CASA BLANCA, occupied by Ponce de
León's family in 1531 and now by the Com-
mander of the U.S. Troops, has been con-
tinuously used as a private residence longer
than any other building in this hemisphere!



LA FORTALEZA, also called Santa
Catalina Palace, and the present residence
of the Governor, has been the "Govern-
ment House" for exactly 300 years—and it
was a fortress for a century before that!

OLD WORLD

in a NEW WORLD tropic setting

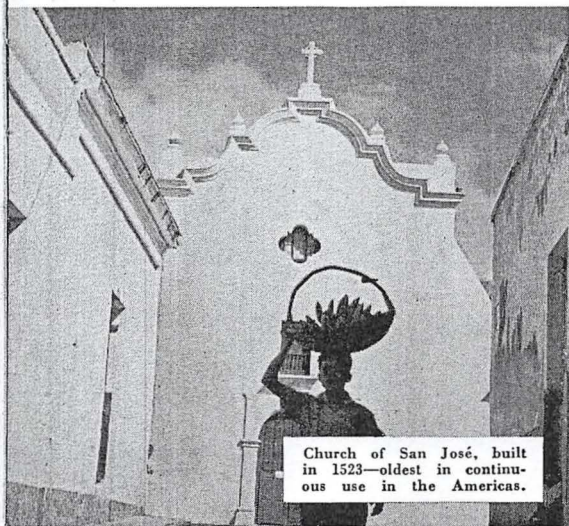
ONLY PART of the U.S.A. where Columbus ever set foot . . . Puerto Rico cast its spell even upon those first visitors. Ponce de León, great lieutenant of Columbus, was lured back — to stay!

Ponce de León founded his first settlement on the island in 1509 . . . 111 years before the Pilgrim Fathers landed on Plymouth Rock. In 1521 he founded the city which now is San Juan.

Few European cities offer so long and glamorous a history . . . history that every American should be proud of . . . history that is now growing more vivid, as Puerto Rico becomes our "Gibraltar of the Caribbean"!

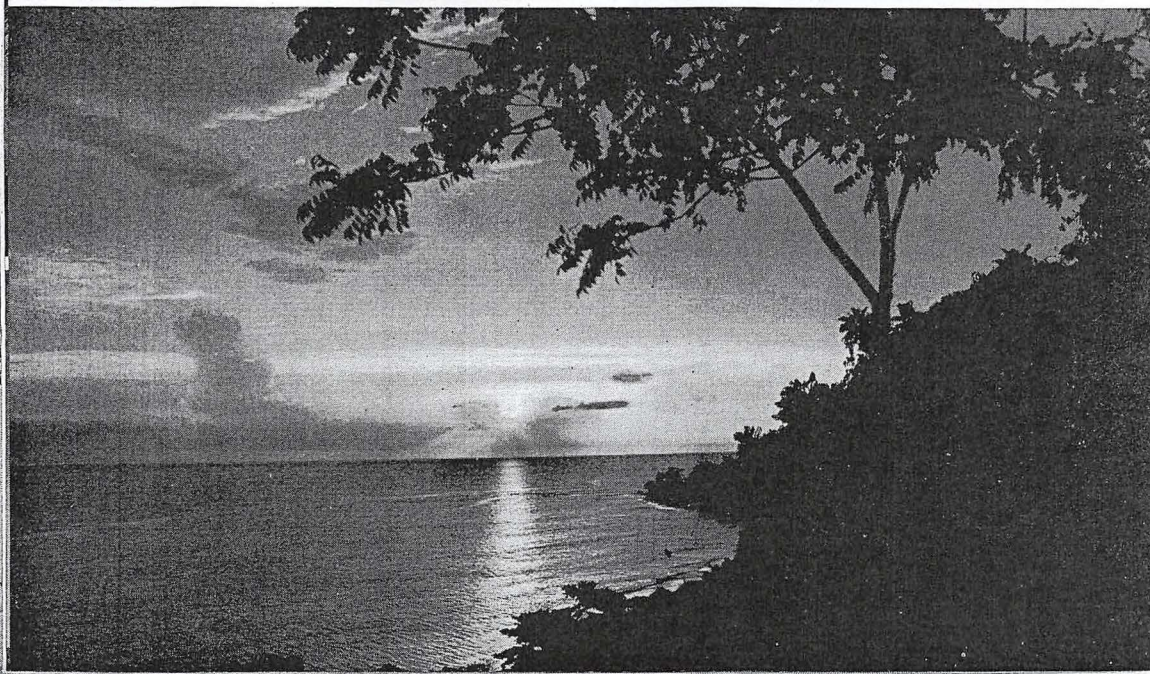


A charming Puertorriqueña poses in the gorgeous patio of the aristocratic Spanish Club.



Church of San José, built in 1523—oldest in continuous use in the Americas.

YOU'LL REVEL IN THE GLAMOUR OF



Puerto Rico's

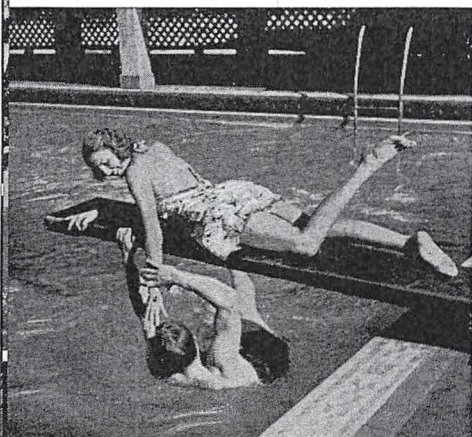
STARRY NIGHTS



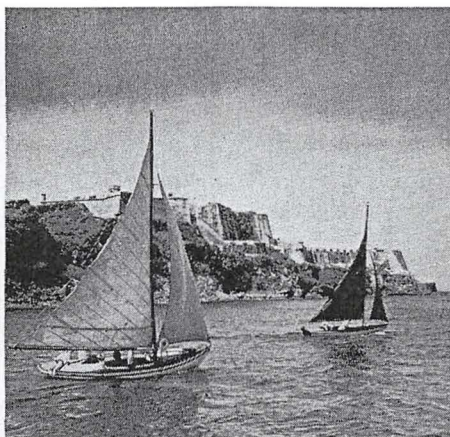
PAINT IN the background, first . . . with artistry of Nature and of Man. Low-hanging stars and tropic moon . . . trade winds wafting to you the fragrance of myriad flowers, and the heart-stirring throb of island music. Follow the music, now . . . be it rhumba, or samba, or gay *plena*. Look in upon the brilliant scene . . . smartly uniformed officers of land, sea and air . . . dark-eyed señoritas. And, since this goes on every night . . . imagine what heights it must reach at the climatic celebration of the year—the Carnival Ponce de León—the Puerto Rican “Mardi Gras.”

YOU'LL NEVER EXHAUST

Puerto Rico's



SUPERB SWIMMING pools offer
a change from ocean bathing.



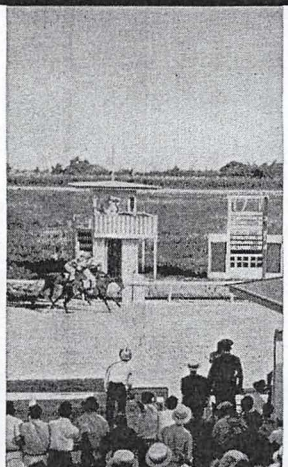
SHELTERED BAYS and blue waters
are a sailor's dream come true.



AN ADVENTURE
under-sea exploring.



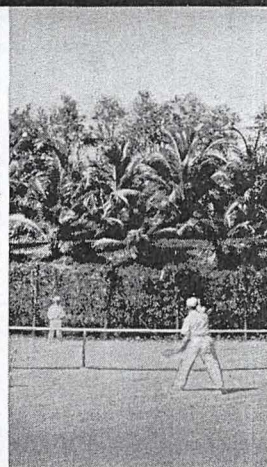
BRIDLE TRAILS
through rich beauty.



HORSE RACING...
with legal betting.

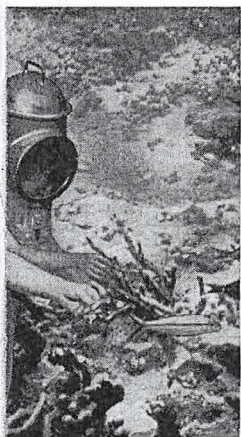


COCKFIGHTING:
keen native sport.



EXCELLENT TENNIS,
under the palms.

THE PLEASURES OF GOLDEN DAYS...



OUR NEW SPORT is
g in diving helmets.



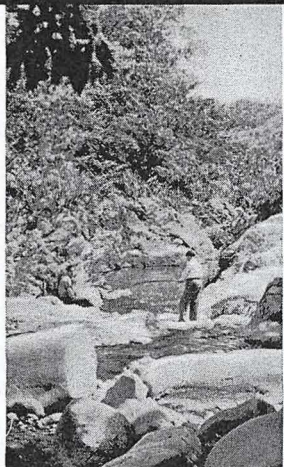
GOLF on palm-lined fairways, or
among the ramparts of El Morro.



AND ALWAYS THE SEA . . . smooth
beaches . . . water always right.



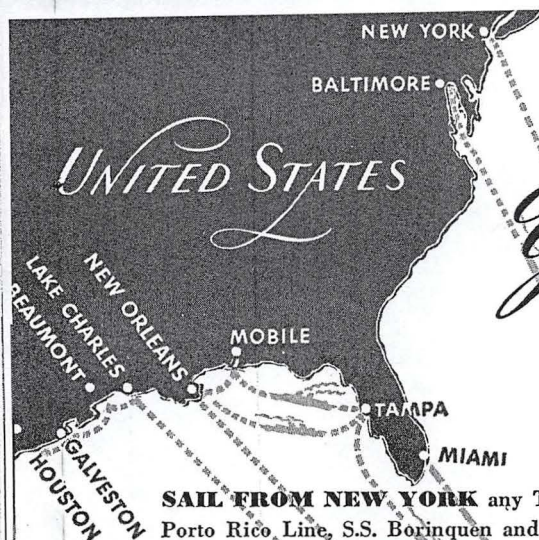
GREYHOUND RAC-
ING, done in style.



TROUT, in tropic
mountain streams.



The gamiest of DEEP-SEA FISHING makes
Puerto Rico the coming rendezvous for yachtsmen.



You'll Enjoy THE TRIP

SAIL FROM NEW YORK any Thursday, in one of the fine cruise ships of the Porto Rico Line, S.S. Borinquen and S.S. Coamo. Arrive in San Juan the following Monday—return sailings from San Juan every Thursday. Round trip, \$105 up.

SAIL FROM BALTIMORE OR PHILADELPHIA . . . S.S. Barbara of the Baltimore Insular Line sails from Baltimore every third Wednesday (loading previously at Philadelphia). Arrives in San Juan the following Monday—return sailings from San Juan, following Saturday. Round trip, \$108 up.

SAIL FROM HOUSTON, GALVESTON, BEAUMONT OR LAKE CHARLES . . . Lykes Bros.—Ripley S.S. Co. freighters, with good passenger accommodations. Weekly service. Sailings every two weeks from HOUSTON, GALVESTON and LAKE CHARLES. Alternate fortnights from BEAUMONT and LAKE CHARLES. One way, \$70; round trip, including 6-port circuit of Puerto Rico, \$135 up.

SAIL FROM TAMPA, MOBILE OR NEW ORLEANS . . . by Waterman Steamship Line cargo ships offering all passengers outside rooms with private bath . . . weekly to San Juan and other Puerto Rican ports. One way from New Orleans, \$60, from Tampa, \$55; round trip, \$110 up.

SAIL FROM PACIFIC COAST PORTS . . . by McCormick S.S. Company freighters with all outside staterooms . . . San Francisco or Los Angeles via Panama Canal to San Juan, Mayagüez or Ponce . . . one way, \$135. Connections by other ships of the same Line from Seattle or Portland . . . \$20 additional.

FLY FROM MIAMI . . . clipper-ships of Pan American Airways leaving every Sunday, Wednesday, Friday and Saturday mornings—calling at Cuba, Haiti and Dominican Republic—arriving San Juan 5:45 P.M. Return flights from San Juan Sunday, Monday, Tuesday and Friday mornings. One-way fare, \$115; round trip, \$207.

TO PANAMA AND
PACIFIC COAST PORTS



FOR DETAILED INFORMATION . . . SEE YOUR LOCAL TRAVEL AGENT

HOTELS

in Puerto Rico



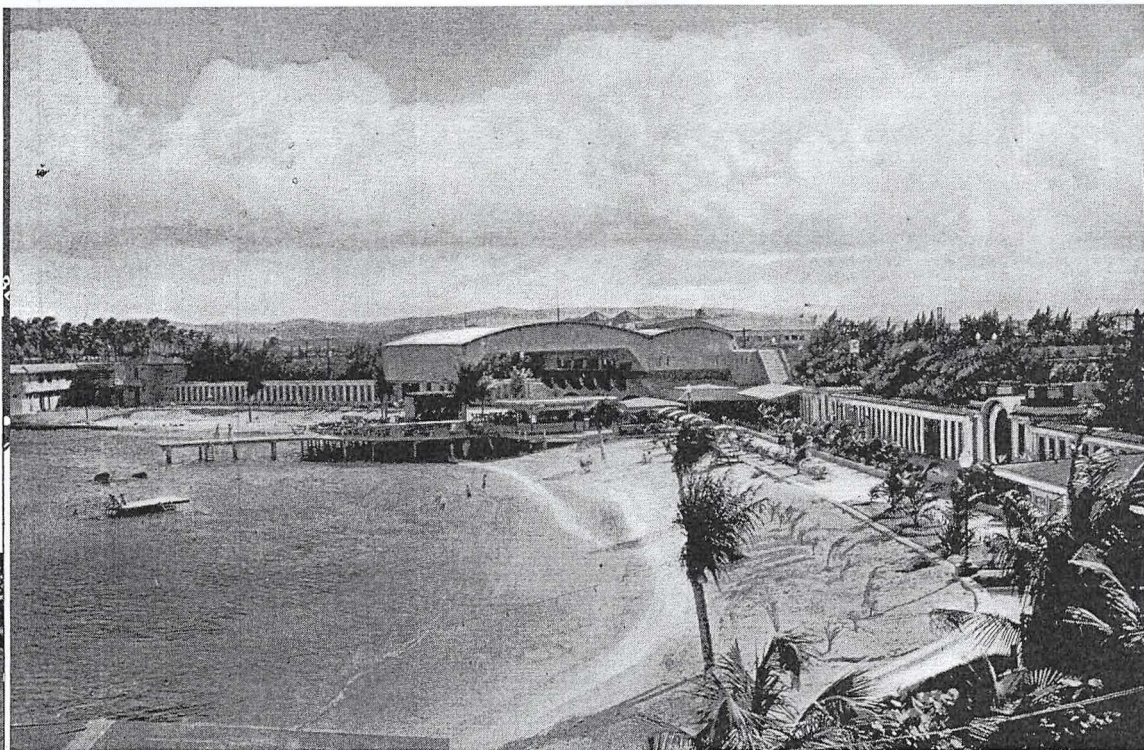
HOTEL CONDADO — One of the finest in the West Indies. 10 minutes from centre of San Juan. Capacity 120 guests. Swimming Pool, Gardens-by-the-Sea, famous ocean-view restaurant. Rates: Dec. 1 to Apr. 30, rooms \$5 up, \$9.00 with meals; May 1 to Nov. 30, rooms \$4 up, \$8.00 with meals.



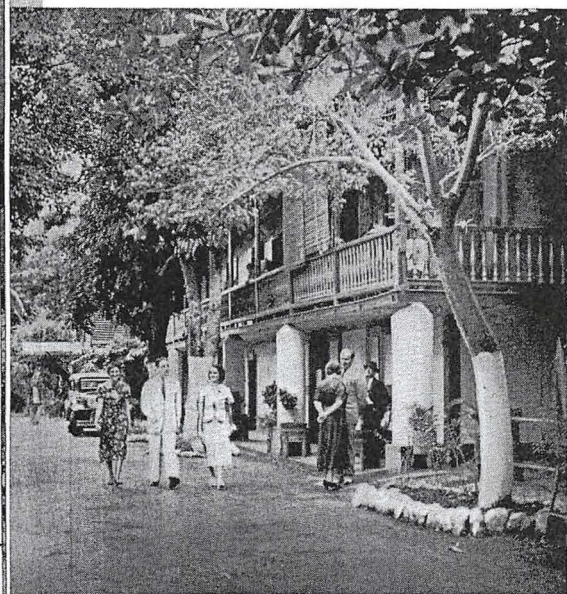
PONCE SPORTING CLUB—Ponce, P. R. — swimming, golf, tennis, grand ballroom. Guests admitted by invitation.



HOTEL MELIA — Ponce, P. R. — heart of the city. Capacity 60 guests. From \$2.50 single with bath, \$4 double.



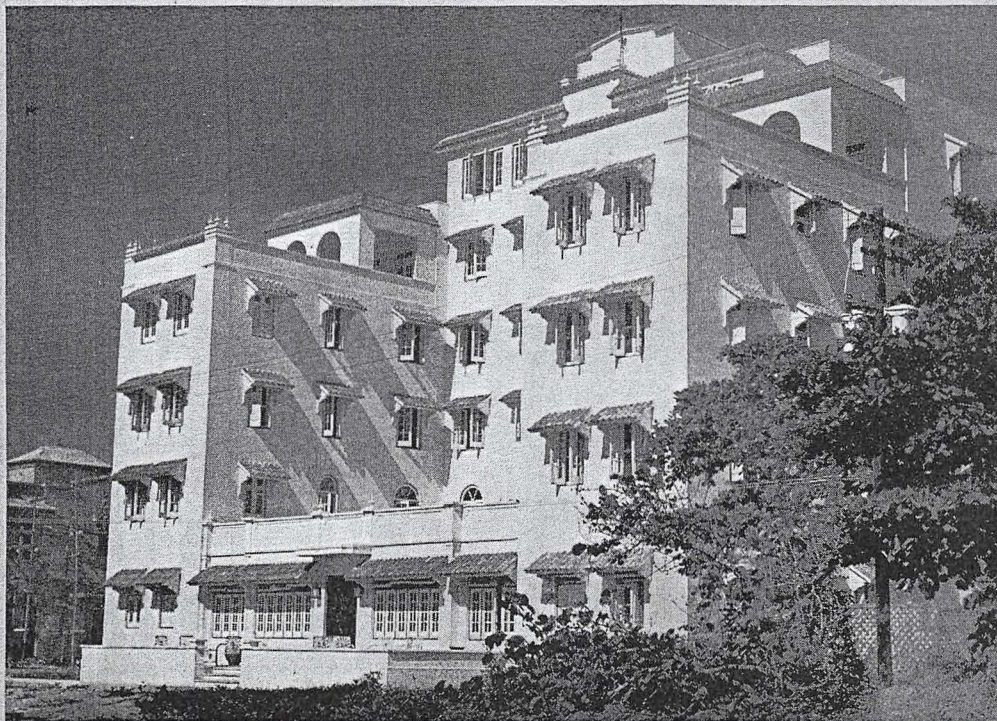
ESCAMBRÓN BEACH CLUB — Near San Juan. Famous beach. Huge dance hall. Capacity 100 guests. Rates: Dec. 1 to Apr. 30, Single with bath, from \$5; double, from \$7. Single suites, \$6 up; double, \$8 up. Meals \$3.50 per day. All room rates are \$1 less from May to November 30.



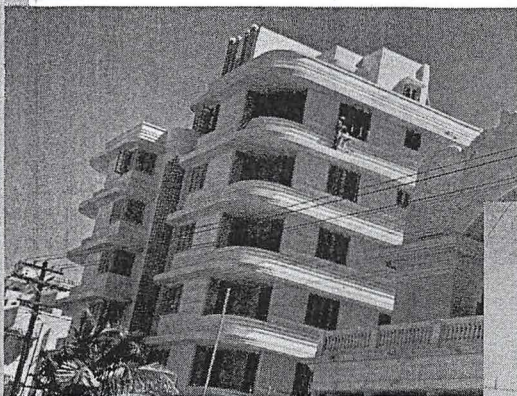
COAMO SPRINGS HOTEL—Famous hot sulphur springs $3\frac{1}{2}$ hours from San Juan. Room and board from \$4 per person.



PALACE HOTEL — In the commercial centre of San Juan. Single room with bath, from \$2.50; double, from \$5.



HOTEL SAN GERONIMO — One of Puerto Rico's newest. In the Condado section, about 10 minutes from the centre of San Juan. Has its own sea-water swimming pool. Rooms, from \$3; with meals, from \$6 per person.



HOTEL LA PALMA — Mayagüez, P.R. In the heart of the city. Capacity 60 guests. Rooms with bath, from \$1.

APARTMENTS — Many attractive apartments at from \$65 per month, furnished. \$40 to \$60 up, unfurnished.





HOTEL BELLEVUE — Another new hotel in the Condado district. Capacity 50 guests. All rooms with private bath. Year-round rates: room and board, from \$4 per person; two persons; \$7.50 up. Special rates by week and month.



HOTEL MOREDA — Mayagüez, P.R. Capacity 25 guests. Room rates per person, \$1.50; room and board per person, from \$3.

BERWIND CLUB — Club house of Puerto Rico's most popular golf course. Tennis, too. Admission by invitation only.



TIPS

on Tropic Travel in

PUERTO RICO

CLOTHING — Dress as for a northern summer resort, all the year 'round. Ladies may well have a light evening wrap, especially for the invigorating winter nights. Remember . . . Puerto Rico is not *only* a beach resort . . . you will want some stouter clothing, especially shoes, for hiking and riding in the mountains.

LANGUAGE — The culture of Puerto Rico is Spanish, and practically all native residents speak Spanish. But most of the people, and *all* the younger generation speak English — they have had American schooling for four decades. So, if any language difficulty should arise . . . call any youngster. He'll be pleased — and you'll be amused — to see how he handles the translation.

FOOD — Puerto Rico's modern hotels offer excellent European-American cuisine . . . but there are various restaurants where you may try special Puerto Rican dishes. You will like *pasteles criollos* (tamales made of plantains, meat, olives, raisins and chick-peas wrapped in banana leaves) . . . *cabrito estofado* (stewed kid) . . . *paella* (stewed rice with chicken-fish, clams, peppers and ham) . . . *arroz con pollo* (the familiar spiced chicken with rice) . . . *almojabanas* (rice-flour puffs with cheese.)

MONEY, PRICES — Being part of the U.S.A., Puerto Rico uses the same money. Articles staple in the U.S.A. are procurable at approximately the same prices. Native specialties such as fine needlework, linen, furniture of tropical woods, basket-ware, made-to-order cigarettes, etc., are offered at attractive bargains.

CUSTOMS DUTIES — There are no customs duties, as such, on articles brought from Puerto Rico into the continental U.S.A., and no customs declarations are required.

Puerto Rico

WHERE THE AMERICAS MEET



LET the beauty of the *flumboyant* trees, as pictured on this cover, remind you that our own U.S.A. has, in its "southeast corner," an all-year island playground unsurpassed anywhere... an island of increasing importance in national defense and in international trade among the Americas.— *Government of Puerto Rico, Institute of Tourism, San Juan, P. R., and 630 Fifth Ave., New York.*

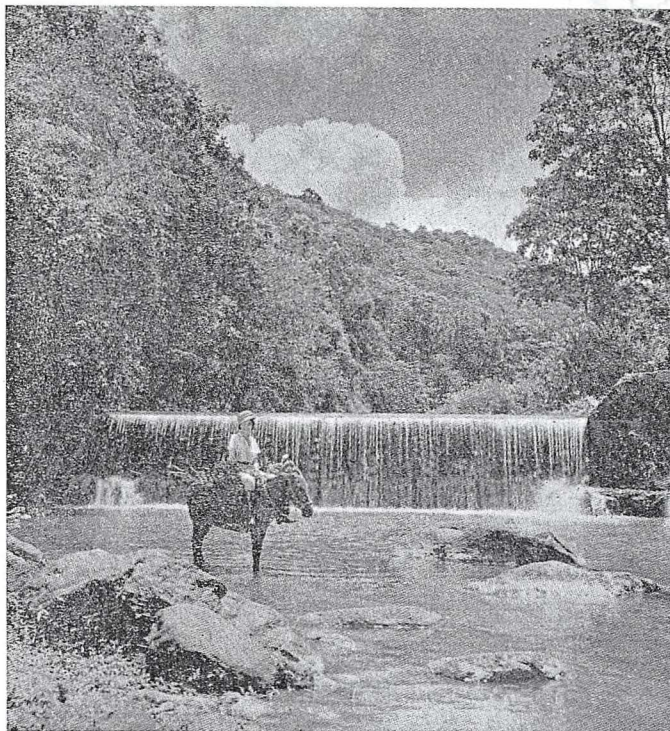
YOUR TRAVEL AGENT KNOWS...



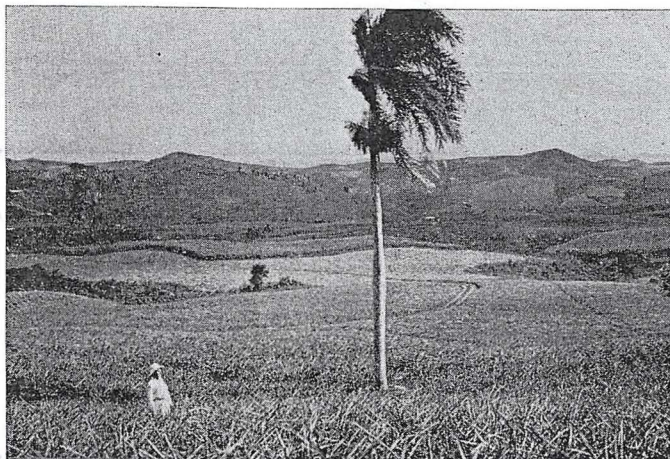
Scene at a Puerto Rican race track—one of four such tracks in Río Piedras.



The plaza of San Juan showing its modern shopping center and some of quaint balconied buildings which reflect the atmosphere of old Spain.



Waterfall and mountain stream at a coffee plantation near Maricao.



A field of pineapple surrounded by the picturesque mountains of Puerto Rico.



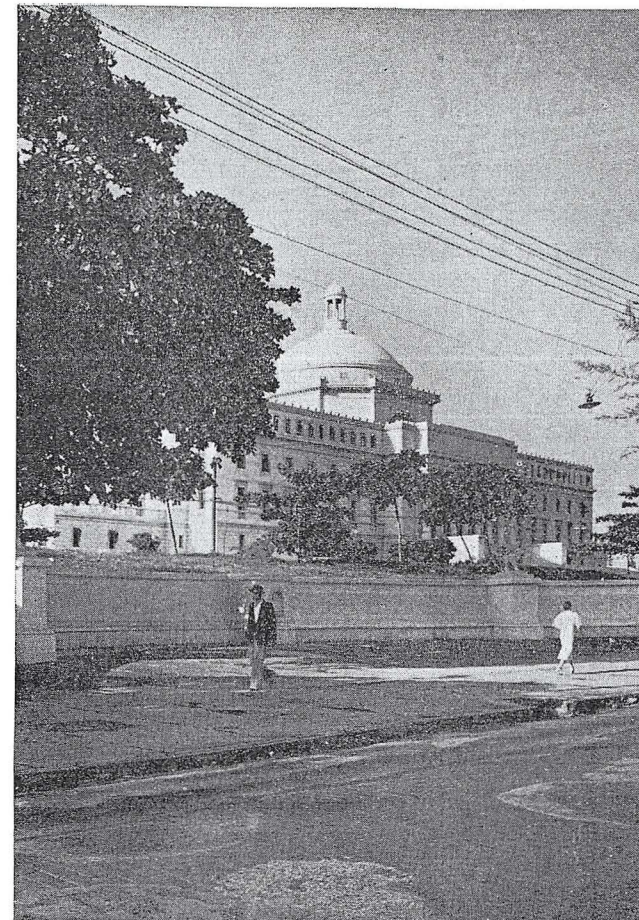
BANANAS, LIKE THE ONES ABOVE, AS WELL AS OTHER TROPICAL FRUITS AND FOLIAGE GROW IN LUXURIOUS PROFUSION IN PUERTO RICO.



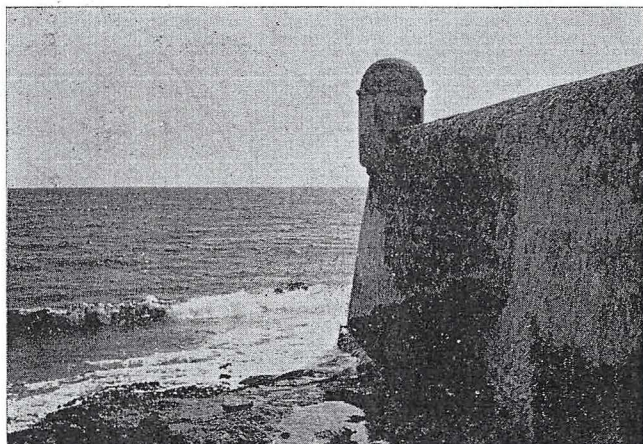
Interior of the 16th century Cathedral in San Juan.



Sugar is the island's chief crop. Valleys and coastal plains are made beautiful by the waving crop which is Puerto Rico's largest source of wealth.



Leones (Lions Square)—The Plaza faces the old highway. The front part of the Capitol Building (shown in picture) faces Ponce de León Boulevard—the rear faces North Avenue overlooking the Atlantic.



The famed Haunted Sentry Box on the ramparts of San Cristóbal Fortress. Legend says that the devil spirited away a Spanish soldier guarding the fortress in the days when Puerto Rico was a possession of the Spanish Crown.

Puertorico

The Tropical Isle With the Temperate Climate.

A romantic tropical isle, studded in the sapphire setting of the Caribbean, is Uncle Sam's island possession of Puerto Rico.

WHERE:

Cooling tradewinds caress the careworn; the temperature averages 76° all year round, and never rises above 90°, according to the U. S. Weather Bureau.

Business and industry, utilizing the finest traditions of American enterprise, are carried on in a setting of spectacular splendor by a people who constitute Uncle Sam's eighth largest customer, and who spend 92 cents of their every earned dollar on the Mainland.

The most famous collection of blood-red flamboyant trees in the world burgeons into summer loveliness, and garlands the road from Caguas to Cayey, famed in Puerto Rican legend and story.

Puerto Rico's aircooled mountains, situated almost within a stone's throw of the picturesque white-sand "playas" which dot the periphery of the island, call the tourist to such majestic peaks as El Toro and El Yunque, as well as the peaks of the Jayuya and Adjuntas districts.

Unexpected oasis of coolness like Aibonito, Cidra and San Germán, demand the use of blankets by visitors in the middle of summertime, when the average night time temperature is 65°.

Beautiful modern hotels are built on the sites of forts which withstood the depredations of such swashbuckling freebooters as Teach, Sir Henry Morgan and Captain Kidd in the days when they terrorized the Spanish Main. The Escambrón Beach Club is on the site of ancient Fort Escambrón; the newly opened San Gerónimo Hotel, overlooking lovely Condado Laguna, is on the site of centuries-old Castillo San Gerónimo.

The splendor of U. S. military social life continues with gay Latin fiestas, on the island—which is known as the



Puerto Rican beauties pictured on the beach at Aguadilla.

"Gibraltar of the Atlantic", because of great military expenditures for the defense of this easternmost bulwark of the Panama Canal area."

Giant Marlin, Delphin, Bonito, Sailfish, Barracuda and Kingfish abound in the beautiful blue-and-green Caribbean waters which attract the ardent angler.

The fabulous climate of the island is officially backed by the opinion of crack meteorologist Richard W. Gray, director of the U. S. Weather Bureau at San Juan, capital of Puerto Rico, who has said that there are spots within the Arctic circle which are hotter in the summertime than Puerto Rico.

The only official palace under the American flag, La Fortaleza, residence of the island's American governor, is focus for the brilliant social life of the capital, where aristocrats descended from the haughty Conquistadores and modern Americans meet, as messjackets and mantillas mingle in a tropical symphony.

The oldest continuously inhabited house in the Western Hemisphere is the residence of the commanding officer of

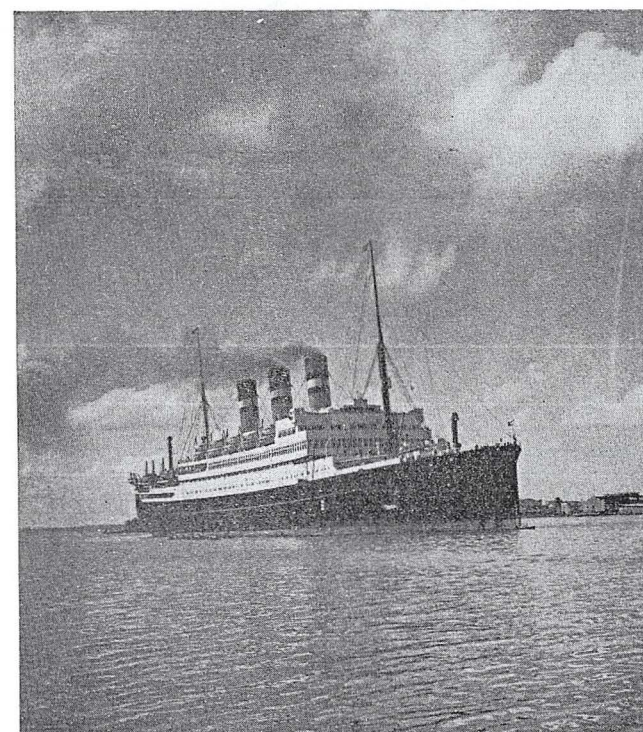


Ponce de León was Puerto Rico's first governor and ruled the island until he began his fatal search for the fabled Fountain of Youth. The great explorer's remains were brought from Cuba to Puerto Rico after his death and are today in a crypt in the Cathedral in San Juan. Above, a statue of Ponce de León in front of San José Church in San Juan.

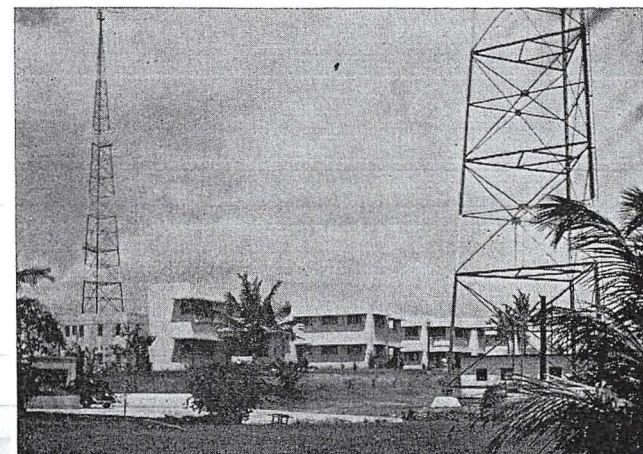
the newest military department of the U. S. Casa Blanca, the beautiful white Spanish Colonial residence of Brig.-Gen. Edmund L. Daley, head of the newly created Department of Puerto Rico, was first built in 1523 for the sons of the first governor of the island, famed Ponce de León.

El Morro, great fortification of the Spanish Main, is the first sight to greet the eye of the beholder, as his ship noses into San Juan harbor, symbolizing at once the past military glory of the island, and its present importance as protector against eastern aggression to the Americas. Puerto Rico's Morro Castle was built by the greatest of all Spain's military architects, Juan Bautista Antonelli, in 1585 and is regarded to this day as a miracle of military construction.

This brief folder can hardly hope to encompass the beauties of this isle which was discovered by Christopher Columbus in 1493 and which has been under the Stars and Stripes since 1898. To learn more, and more is surely worth learning, you must visit "the tropical isle with the temperate clime", the hospitality of which is as famous as its climate and scenery.



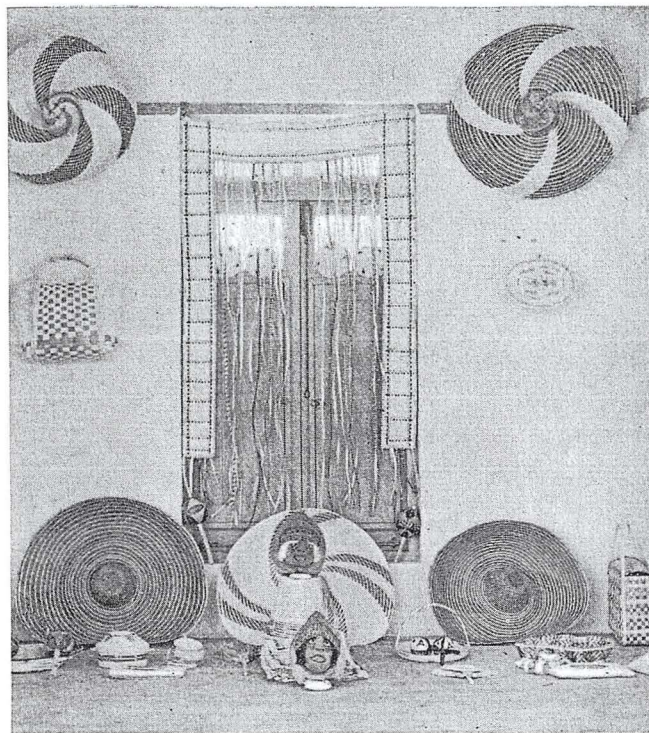
As Uncle Sam's eighth largest customer in the world Puerto Rico is a busy market. Above, a scene in historic San Juan harbor.



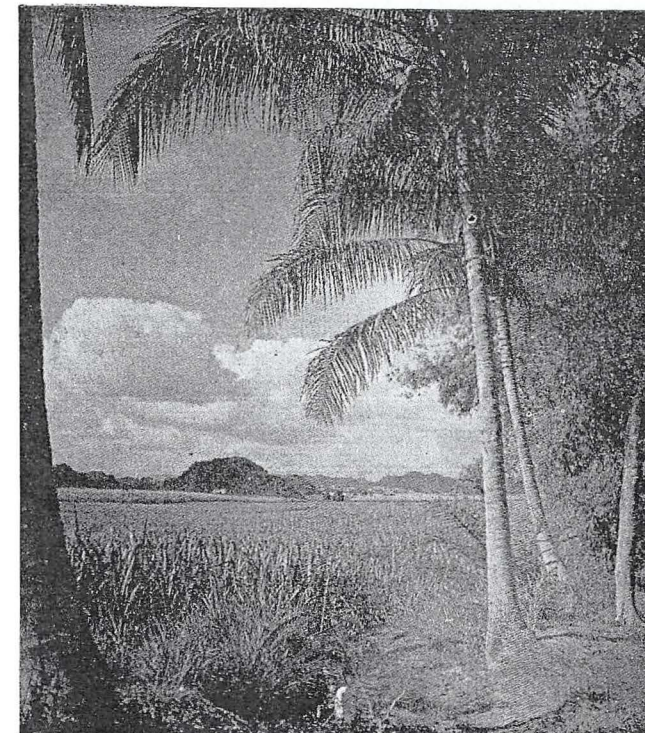
Puerto Rico today is one of Uncle Sam's most important military and naval bases. It is rapidly being converted into a veritable "Gibraltar of the Atlantic". Above, the new radio station of the U. S. Navy in San Juan.



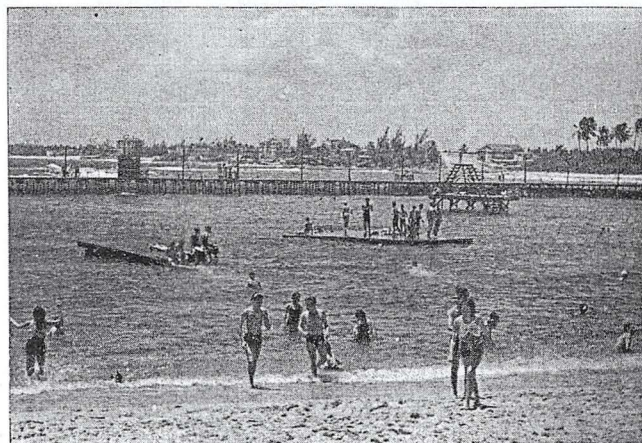
The "Banco Popular" building, (Popular Bank). Rear part faces the harbor—Front part faces Tetuán St. (The rear part is the one shown in picture—Western part faces the National City Bank also shown in picture—the Eastern part faces José de Jesús Tizol St.



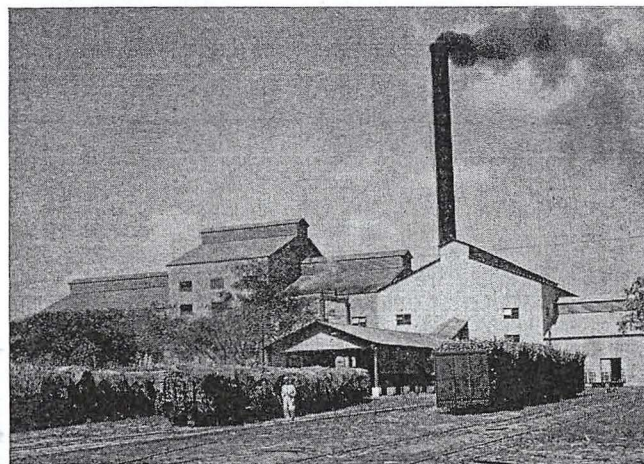
Tourists will find a wealth of native arts from which to choose. Some of the woven work is pictured above.



A view of a sugar cane plantation near Manati—taken from the Central highway.



Scene at the Escambrón Beach Club in San Juan.



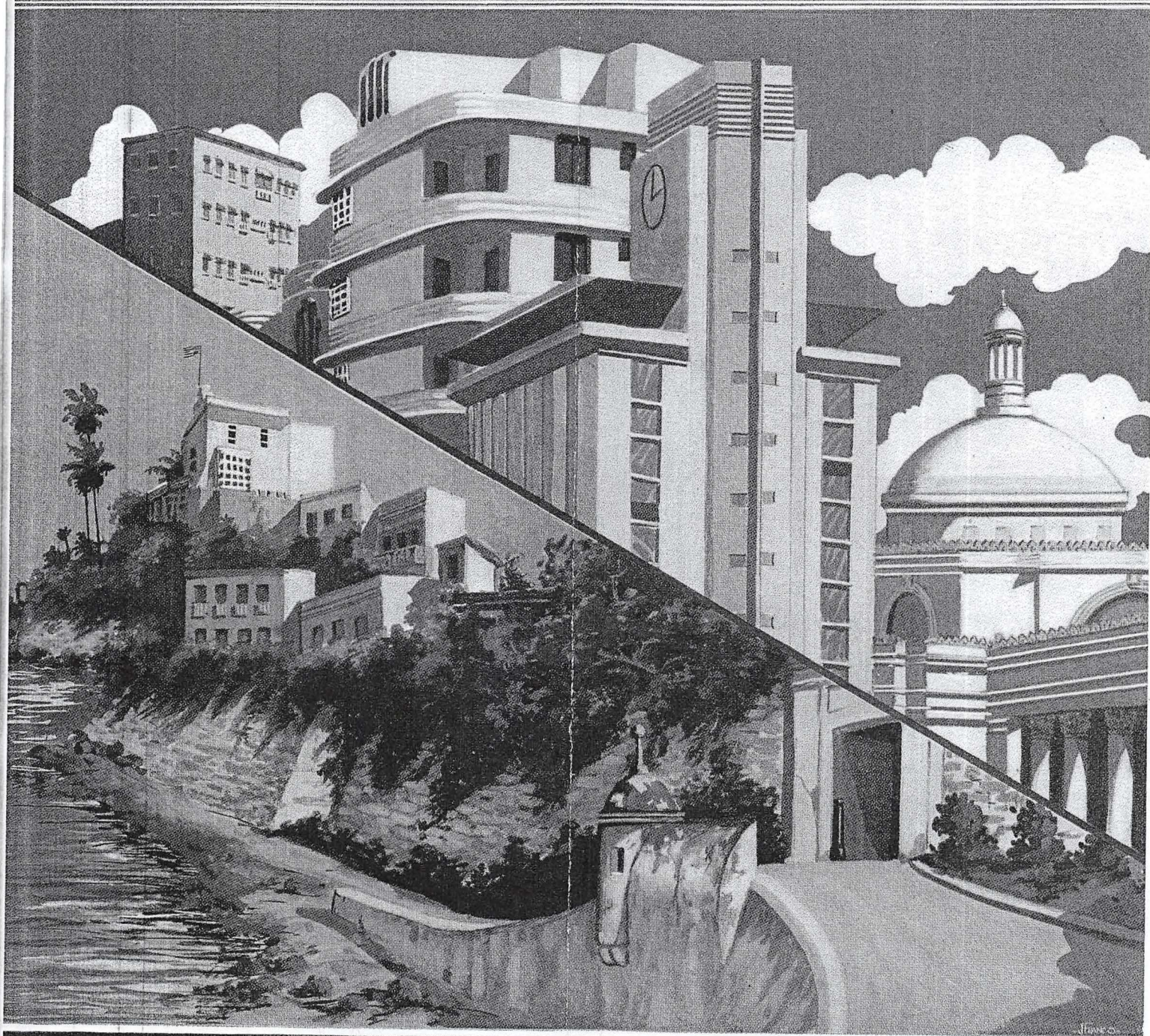
A typical sugar central.

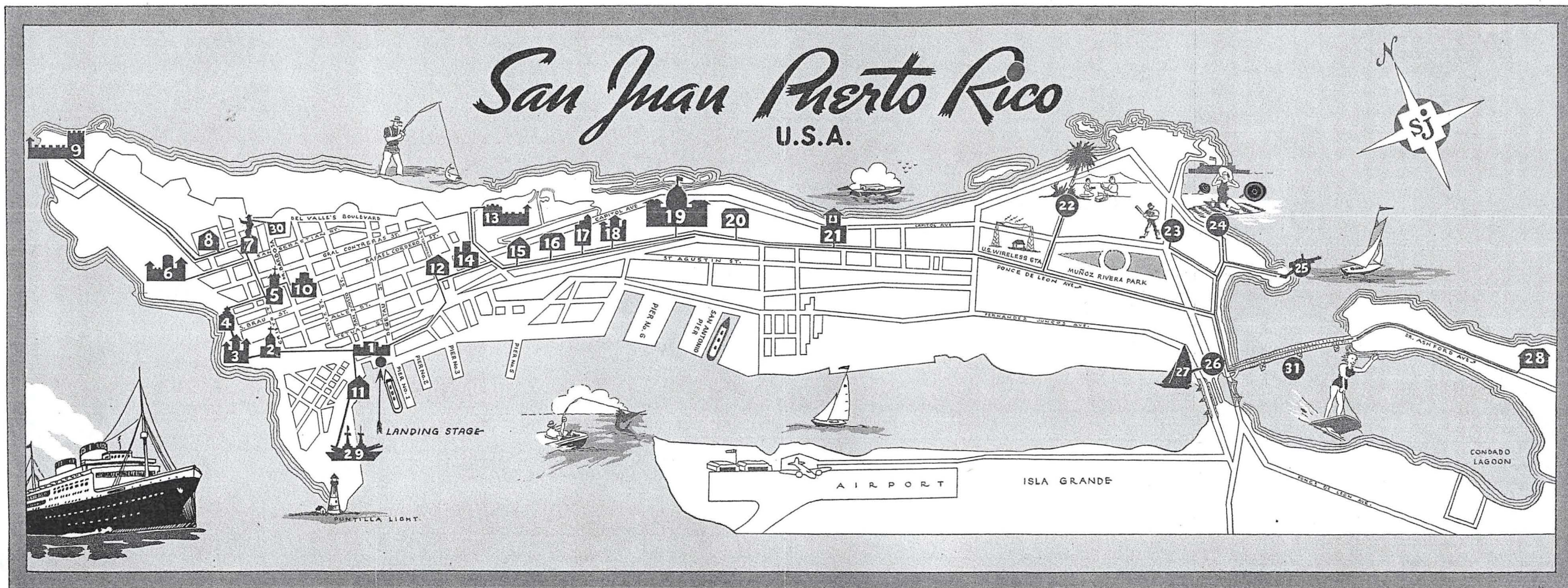


Puerto Rico is one of the few places in the world where mountain and seashore are within a few minutes of each other. Above, is a scene in the mountains of Tallaboa.

OLD AND NEW
SAN JUAN

OLD AND NEW
SAN JUAN





No other locality in the alluring Caribbean can offer to the visitor or vacationist a more charming and engrossing appeal than San Juan, capital city of Puerto Rico, at the threshold of an island paradise, where Nature has been bountiful in its gifts of gorgeous and picturesque scenery, and a healthful, exhilarating climate.

In an environment quaint and exotic, San Juan—it has been said—"has the soul of the past and the spirit of the present intermingled in its most romantic form."

Founded in 1510, San Juan has outgrown its original island site and, now spread into the main isle, has a population of approximately 175,000 inhabitants, making it the second largest city in the West Indies group.

For the convenience of visitors, points of interest in San Juan have been indicated in the accompanying map of the city by numbers corresponding with the explanations following, starting at the Landing Stage:

(1) **FEDERAL BUILDING.** Housing various departments of the United States Government, including the main Post Office.

(2) **CRISTO CHAPEL.** The smallest church in the world, dedicated to Christ the Lord; a magnificent shrine dating back to 1760, situate at the intersection of Cristo and Tetuan Streets and overlooking the harbor from a high point in the ancient walls.

(3) **LA FORTALEZA.** The Governor's Palace was built between 1533 and 1538 as a fortress, forming part of the city's fortifications. This, one of the most beautiful buildings in the island, has served since 1639 as the official

residence of the Governors. Located at the foot of Allen Street, it overlooks the entrance to the harbor, being surrounded by a high protective wall. Lovely gardens, profuse with exquisite tropical flora; and interiors, superbly adorned by antique decorations, are features of this mansion.

(4) **SAN JUAN GATE.** As an entrance from the old harbor to the ancient seaward wall of the city, this quaint gate—located at the foot of Brau Street, one block distant from La Fortaleza—witnessed the glorious days of golden galleons and bold adventurers of long ago.

(5) **THE CATHEDRAL.** First constructed in 1527 and rebuilt in 1802 after destruction by earthquake and hurricanes, this edifice—on Cristo Street, in the heart of the city—was the center of all religious ceremonies during the days of Conquest in the Spanish Main. Its most valuable tradition is the fact that here are buried the remains of that gallant explorer, seeker of perpetual youth and first Governor of Puerto Rico, Don Juan Ponce de León.

(6) **CASA BLANCA.** The White House, of palatial proportions and romantic surroundings, was built in 1523 as a residence for the family of Ponce de León, and established as a fortress and arsenal until 1531. The Spanish Government took official possession of it in 1773, when the heraldic Coat of Arms of Ponce de León was changed for that of the Royal House of Spain. Recently, however, the former was again placed over the ancient building. Located at the end of Contreras Street, it is used today as the residence of the Commander of the U. S. troops in Puerto Rico.

(7) **SAN JOSE CHURCH AND PONCE DE LEON STATUE.** The edifice is the oldest church in continuous use in America, having been built in 1523

by the Dominican Fathers. The building suffered heavily on May 12, 1898, during the bombardment by American naval forces in the Spanish-American War. Among its relics, there may be seen the Crucifix used by the family of Ponce de León, and a beautiful painting of the Virgin of Belén by an anonymous artist of long ago, set in a frame of solid silver. The Statue of Ponce de León, which stands in the plaza fronting the church, was cast from the bronze obtained in the melting of the cannon captured from the Dutch in their attack on San Juan in 1625.

(8) **BALLAJA—U. S. INFANTRY BARRACKS.** Here is quartered the Puerto Rico Regiment of Infantry, almost totally composed of Puerto Ricans. The building was similarly employed for years by the forces of Spain.

(9) **EL MORRO.** Overlooking the wide expanse of the Atlantic Ocean, at the entrance to the harbor, this famous barrier of defense was constructed in 1585. El Morro—or The Knoll—has been a bulwark of defense against armed forces at war and covetous adventurers as well. The cavernous interiors are replete with tales of heroism and traditional relics.

(10) **CITY HALL.** Facing the Plaza Baldorioty, this aged structure vividly contrasts with the modern skyscrapers, housing progressive department stores, which are its neighbors. The architecture, of the period proves a point of avid interest to all visitors.

(11) **CUSTOM HOUSE.** Facing the harbor, along the shore line, this splendid modern building houses the U. S. Customs Service.

(12) **PLAZA DE COLON.** Situated at the end of Allen Street, Columbus Square is featured by the imposing statue of white Carrara marble and

bronze, erected to the memory of the Great Navigator and discoverer of Puerto Rico, one of the finest monuments of its kind and purpose in America. The Municipal Theatre, a shrine of old, faces upon the Plaza.

(13) **SAN CRISTOBAL CASTLE.** Construction of this fort was commenced in 1631, and during subsequent years it was enlarged and rebuilt to serve against invading enemy forces. Fact and fancy surround the many legends related about San Cristóbal, the most notable of them having to do with the Haunted Sentry Box.

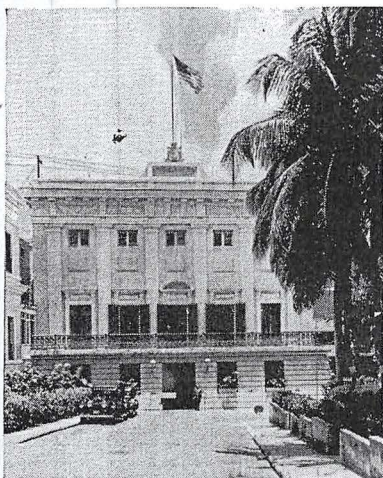
(14) **CASINO DE PUERTO RICO.** Fronting on Columbus Square, this splendid building is occupied by one of the most exclusive Clubs in the island, the social center for the elite of Puerto Rico.

(15) **Y. M. C. A.** The Puerto Rico branch of the Young Men's Christian Association has its headquarters in this fine building, on Ponce de León Avenue.

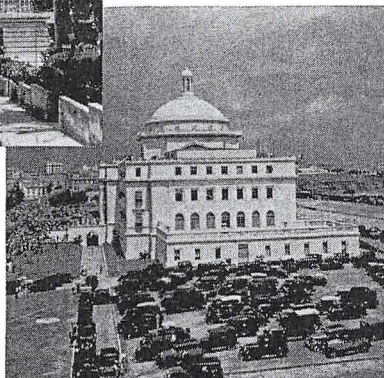
(16) **ATENEO DE PUERTO RICO.** Another of the splendid structures along Ponce de León Avenue houses this cultural center devoted to the promotion of Arts, Sciences and Literature.

(17) **CARNEGIE LIBRARY.** Also on Ponce de León Avenue, this educational institution is opened to the public from 9 A.M. to 10 P.M. daily.

(18) **CASA DE ESPANA.** A replica of early Spanish architecture, combined with modern effects, this—one of the most beautiful buildings in Puerto Rico—is the home of the Spanish Society, the social center of the Spanish residents in the island. It is situated on Ponce de León Avenue.



LA FORTALEZA, official residence of the Governor of Puerto Rico.



THE CAPITOL, home of both houses of the Legislature of Puerto Rico.

and one of its best features is the Fountain of the Lions, a reproduction of that at the Alhambra, in Seville, Spain.

(19) THE CAPITOL. The most imposing of the buildings along Ponce de León Avenue, constructed of Georgia marble and thoroughly modern in its structural lines, it is the home of both houses of the Insular Legislature.

(20) SCHOOL OF TROPICAL MEDICINE. Dedicated to the scientific study and control of tropical diseases, under the sponsorship of Columbia University of New York.

(21) REDEMPTORIST CHURCH AND SCHOOL. A splendid group of buildings dedicated to worship and education, under the guidance of the Redemptorist Fathers.

(22) MUNOZ RIVERA PARK. Unquestionably the finest of its kind in the Tropics, it is ideally located and profusely stocked, with an untold variety of native plants and flowers. The ancient "Polvorin", or Powder Magazine of Spanish times, located inside the Park grounds is now used as a Museum for Conchifera, where there are displayed a large variety of bivalve and mollusk shells.

(23) BASEBALL STADIUM. Puerto Ricans love baseball immensely, and in this splendid field and modern grandstand they enjoy professional contests throughout the year.

(24) ESCAMBRON BEACH CLUB. Those who have been fortunate to visit it have declared that nowhere in the Caribbean can a more perfect beach and bathing facilities be found for the enjoyment of year 'round swimming. A fine Club-House, with hotel accommodations including restaurants, etc.; and an animated Night Club with cabaret features, make of this resort an ideal place to visit at any time. In the spacious salons, one may view some extraordinary murals, depicting the principal cities of the world.

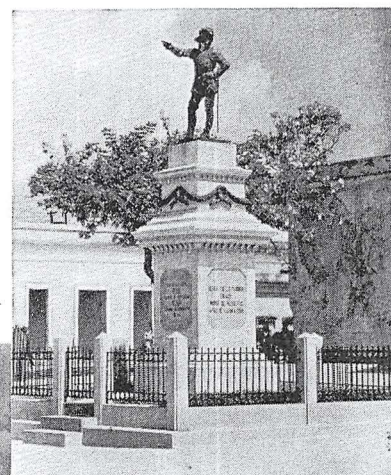
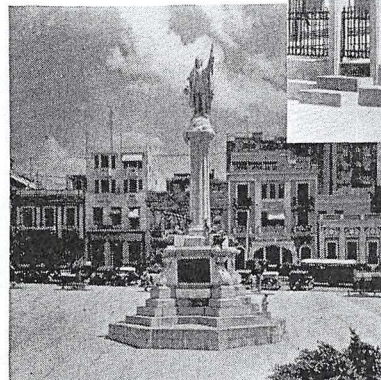
(25) FORT SAN GERONIMO. An outpost of days gone by when attacking forces landed on the mainland with covetous desires for possession of the city.

(26) SAN ANTONIO BRIDGE. The principal one of three which connect the island of San Juan with that of Puerto Rico itself.

(27) YACHT CLUB. The "Club Náutico" has its headquarters here, the center of water sports, including deep-sea angling. Courtesies are extended to visitors under proper introduction.

(28) HOTEL CONDADO. Located in the suburbs of the mainland, in a most favorable site between the shores of the Atlantic Ocean and beautiful Condado Lagoon. A fine modern building providing modern services in all respects. Dancing terraces, sea-water swimming pool—the finest in the West Indies—and other features give to this hostelry a touch of attractive up-to-dateness.

PONCE DE LEON'S STATUE, on the Plaza San José, honoring the island's first Governor.



COLUMBUS' STATUE, on the Plaza de Colón, one of the world's most beautiful monuments honoring the Great Discoverer.

(29) NAVY YARD. As your steamer passes the channel into the harbor, this ancient arsenal can be plainly seen just in from the Puntilla Light-house. It is the headquarters of the U. S. Naval forces in the island.

(30) MARKET PLACE. On the central northern heights of the city, along Del Valle Boulevard, overlooking the Atlantic Ocean, this structure offers to the visitor a quaint experience. Here gather in the early morning, sellers from the country and shoppers from the city for their daily routine of trade.

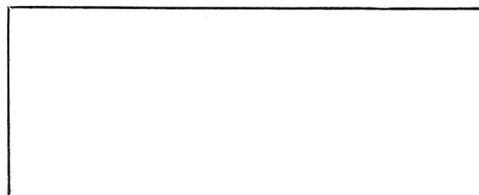
(31) CONDADO BRIDGE. Connects the island of San Juan with the exclusive and aristocratic residential suburb of Condado.

Any travel agent in your community is fully informed and able to help you plan your trip to Puerto Rico wisely and economically, pleasantly and profitably. Consult him freely at any time, or address your inquiry to

GOVERNMENT OF PUERTO RICO INSTITUTE OF TOURISM

San Juan, Puerto Rico

New York Office: 630 Fifth Avenue



Puerto Rico

THE TOURIST'S MECCA



PUERTO RICO

... the Tourist's Mecca ...



WHAT AN EMINENT AUTHORITY
SAYS ABOUT ITS WONDERFUL
CLIMATE



WITH THE COMPLIMENTS OF THE
Government of Puerto Rico
Department of Agriculture and Commerce
San Juan, P. R.



New York Service:
1457 BROADWAY, NEW YORK



MR. RICHARD W. GRAY
Senior Meteorologist of the Weather Bureau Station of the Department
of Agriculture of the United States, at San Juan, P. R.



Mr. Richard W. Gray, Senior Meteorologist of the U. S. Weather Bureau, who was in charge of the Weather Bureau at Miami, Florida, during a period of almost 24 years, and who is at present in charge of the Weather Bureau at San Juan, P. R., is firmly convinced that there is no climate in the world which surpasses that of Puerto Rico for the establishment of winter resorts in the Island.

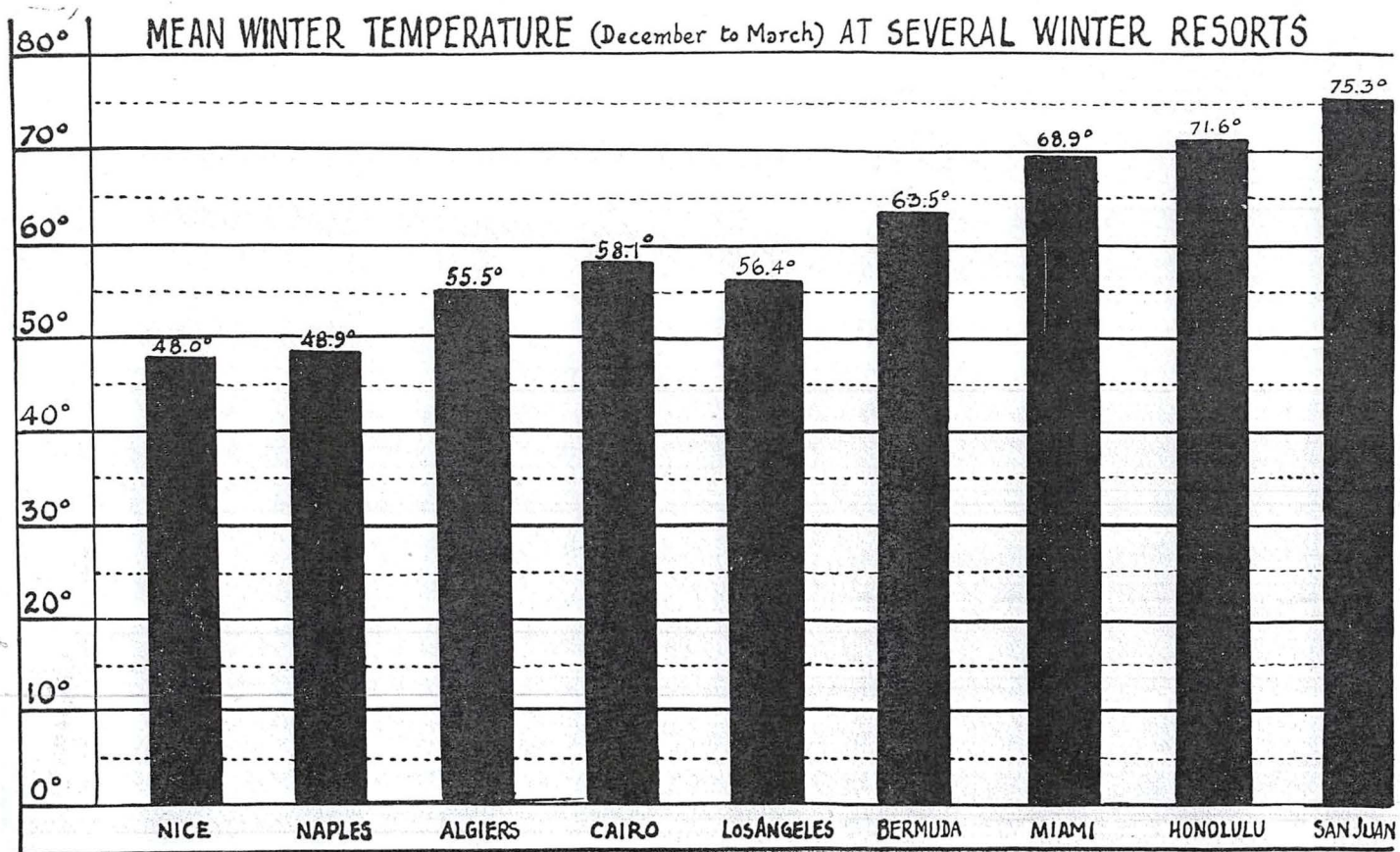
Filled with enthusiasm because of the scenic beauty of the Island, for the excellence of its beaches and for the enchantment of its mountains; delighted with our sunshine, whose health giving rays only fail to shine on an average of five days in a year, Mr. Gray is convinced that an extraordinary number of tourists will visit Puerto Rico as soon as the ideal climatological conditions found here are better known, and he is eager and anxious to cooperate that this be made a reality.

Recently a Tourist Week was celebrated in Puerto Rico under the auspices of the Department of Agriculture and Commerce to awaken in the island an interest in tourism, and Mr. Gray figured amongst the distinguished persons who participated in the radio program during Tourist Week.

The following statements were made by the Senior Meteorologist of the U. S. Weather Bureau, Mr. Richard W. Gray, on the occasion referred to:

"Every year, at the beginning of the winter season of the northern hemisphere, there is a hegira of people from more northerly latitudes to lower latitudes. These hundreds of thousands of persons are in search of warmer weather and sunshine. In Europe, the migration is principally to the French and Italian Riviera and the northern countries of Africa. In North America, the tourists go in vast numbers to southern Florida, southern California, and Honolulu and in lesser numbers to Bermuda, the Bahamas, Cuba, Jamaica, and some of the other islands of the West Indies. Relatively few come to Puerto Rico.

"Since climate is the principal factor in connection with winter tourist travel, let us compare the weather that we have in San Juan with the weather in some of the great tourist centers. First, we shall



GRAPH No. 1

take the Mediterranean region and Los Angeles, California, which have somewhat similar climates. The average winter temperature in San Juan is 28 degrees higher than at Nice, 27 degrees higher than at Naples, 20 degrees higher than at Algiers, and 19 degrees higher than at Cairo, Egypt, and Los Angeles, California. (See graph No. 1). If some sudden change in Nature should reduce San Juan's winter temperature to that of the places named, we should be much more concerned with installing heating apparatus in our houses and blankets on our beds than in inviting tourists to Puerto Rico.

"Now let us take Honolulu and Miami, Florida, which are among the greatest competitors of Puerto Rico with respect to climate.

"San Juan is 7 degrees warmer in winter than Miami and 4 degrees warmer than Honolulu. (See Graph No. 1). These latter differences are not great but they show that Puerto Rico should be included among the most favorable winter-resort regions.

"I have been dealing with average temperatures. If extremes of temperature are considered, the comparisons are still more impressive. For example: Miami has had a temperature as low as 27 degrees; that is to say, **a temperature 5 degrees below freezing**. Los Angeles has had a temperature as low as 28 degrees, and temperatures **low enough for snow** occur in the Riviera and Northern Africa. The lowest temperature of record for San Juan is 62 degrees.

"Incidentally, the highest temperature recorded at San Juan last year was 89 degrees. There is not a State in the United States in which higher temperatures do not occur every year. But this is another story; we are talking about winter weather tonight.

"Puerto Rico with its moderate and equable temperature, with its abundant and brilliant sunshine, and with its ocean breezes **has one of the best winter climates that can be found on this planet of ours**. This should be known to the world, but, unfortunately, it is not. There are several million people who know something about the climates of southern Florida, southern California and Honolulu, but there are relatively few outside of the West Indies who know anything about the climate of Puerto Rico. Something should be done about it. And I believe that something will be done. At any rate, this will be a pleasant task that I shall impose upon myself.

"Nearly 25 years ago I established the Weather Bureau office at Miami, Florida. At that time, Miami was a village of about 5,000 inhabitants. I had the interesting experience of seeing Miami develop

into the metropolitan city of today and into one of the greatest and most beautiful winter resorts of the world. And Miami's growth was based on climate. In fact, it is known as the 'City built on climate.' Well, I have already told you something about the comparative climates of Miami and San Juan.

"Last July I was sent to Puerto Rico to take charge of the important Weather Bureau office at San Juan. I hope and expect to spend the remaining years of my public service in this beautiful island. I can think of nothing that would give me more pleasure and satisfaction, when the time comes for my retirement from the Weather Bureau, than the knowledge that I had rendered some service in advertising your fine climate to the world and, thereby, starting the development of the great tourist business that your climate justifies. I trust that I may be privileged to realize that pleasure and **satisfaction.**"

Mr. Gray in addition has prepared a complete description of the weather of San Juan, the capital of Puerto Rico, in the "Annual Meteorological Summary" with comparative data for 1936, compiled under his direction by the Weather Bureau Office of San Juan, P. R. It reads in part as follows:

THE CLIMATE OF SAN JUAN

"San Juan is situated on the northeast coast of Puerto Rico in latitude 18° 29' N. and longitude 67° 7' W. It is completely surrounded by the waters of the Atlantic Ocean and San Juan Bay. Mountain ranges, with elevations to 4,000 feet, extending east and west through the Island, lie 25 miles to the south and 20 miles to the southeast of the capital city.

"The climate is tropical marine, slightly modified by insular influences. The land and sea breeze effect causes land winds at night and, consequently, somewhat lower night temperatures than otherwise would occur. This air drainage from the high altitudes in the interior of the Island to the coasts results in delightfully invigorating night temperatures, especially during the winter months.

"As is characteristic of all tropical marine climates, San Juan has a remarkably slight annual range of temperature. The difference between the average temperatures of the warmest and coolest months is only 5.7°. This is also true of the absolute range of temperature. The highest temperature of record is 94° and the lowest, 62°. These

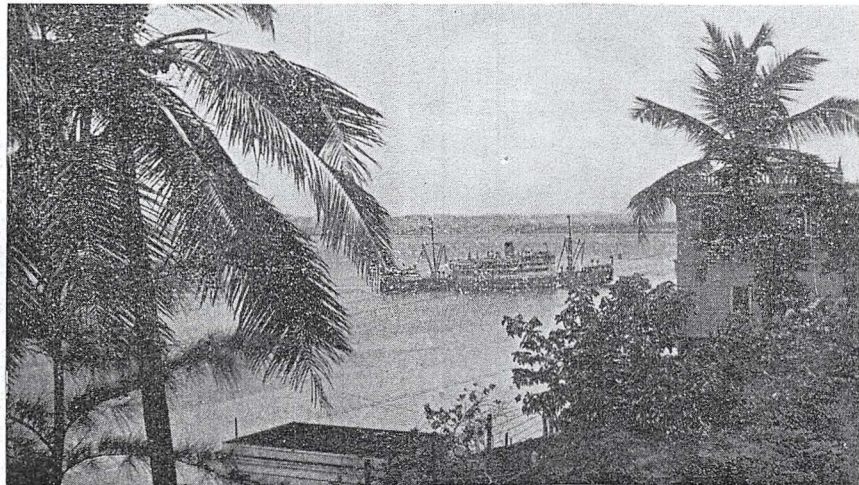
conditions are in decided contrast to those prevailing in the mountain and valley regions of the interior, where much greater daily and annual ranges of temperature occur.

"In spite of the fact that there is an average of 214 days a year with rain, there is an average of only five days a year entirely without sunshine. The rainfall is in the form of brief showers, except for the rains that occur in connection with the infrequent tropical cyclones. The showers that occur during the day are almost invariably followed by sunshine. These showers cool the air and the ground and are a pleasant feature of the summer weather. There is an annual average of 2,844 hours of sunshine.

"The average annual rainfall is 61.19 inches, and it is fairly well distributed throughout the year, although much the greater amount occurs from May to December, inclusive. Dense fogs never occur.

"The easterly trade winds prevail throughout the year. In fact, the wind is almost constantly from the ocean during the daylight hours. At night, it usually shifts to the southeast or south, off the land. These land and sea breezes are an important factor in the delightful climate of San Juan.

"The mild and equable temperature of the tropical oceans; the modifying and refreshing effects of the trade winds; and the daily sunshine, with the high percentage of ultra-violet rays of low latitudes, are the factors that produce the exceptionally favorable climate of San Juan."



SAN JUAN BAY, in Puerto Rico, where earth and sky and flowers profuse add a wealth of blended color to this Paradise of the Caribbean.

SUNSHINE AND TEMPERATURE AT SAN JUAN AND ON THE MEDITERRANEAN COAST

By R. W. GRAY

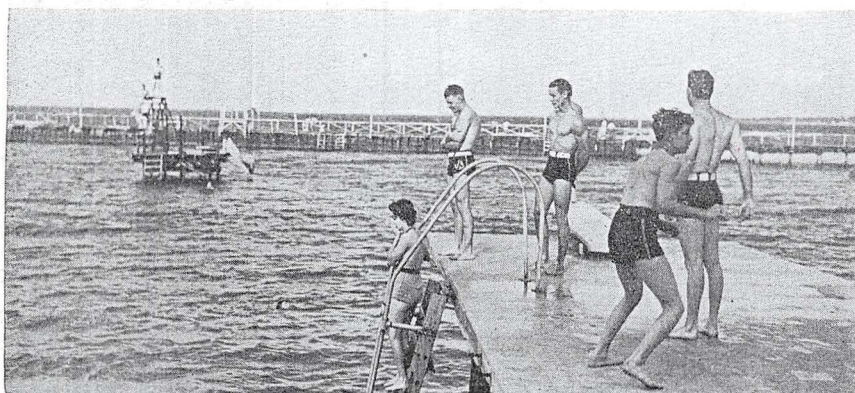
(Reprinted from "El Mundo" of San Juan, P. R.)

Somewhere between 95 and 100 per cent of winter tourists leave home in search of sunshine and warmer weather. The other small percentage goes to the Swiss Alps, Canada, Lake Placid or other places where they can indulge in skiing, ice-skating and other winter sports.

Puerto Rico should be interested in that great percentage of tourists who are in search of sunshine and warmth, of which sunshine comes first in the thoughts of most tourists from middle and northern latitudes.

The eminent Polish meteorologist, Dr. Wladislaw Gorcznski, has recently written an article on "The Mean Duration of Bright Sunshine Along the Mediterranean Coasts." It is interesting and instructive to compare the sunshine records of Dr. Gorcznski for the Riviera and northern African coast with those of San Juan, Puerto Rico.

In order to show the relative advantages of San Juan as a winter resort, average temperatures, as well as duration of sunshine, are given in the table on the next page. It cannot be doubted that a wide dissemination of these data and other data pertaining to the climate of San Juan and Puerto Rico would be a revelation to many persons who, year after year, are called upon to decide upon a place to spend a winter vacation.

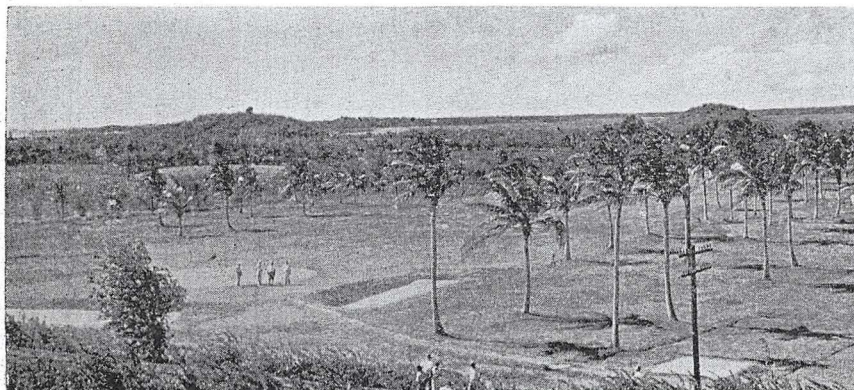


Swimming is to be enjoyed every day in the year in Puerto Rico. A favorite spot is the natural sea beach at the ESCAMBRON BEACH CLUB in San Juan.

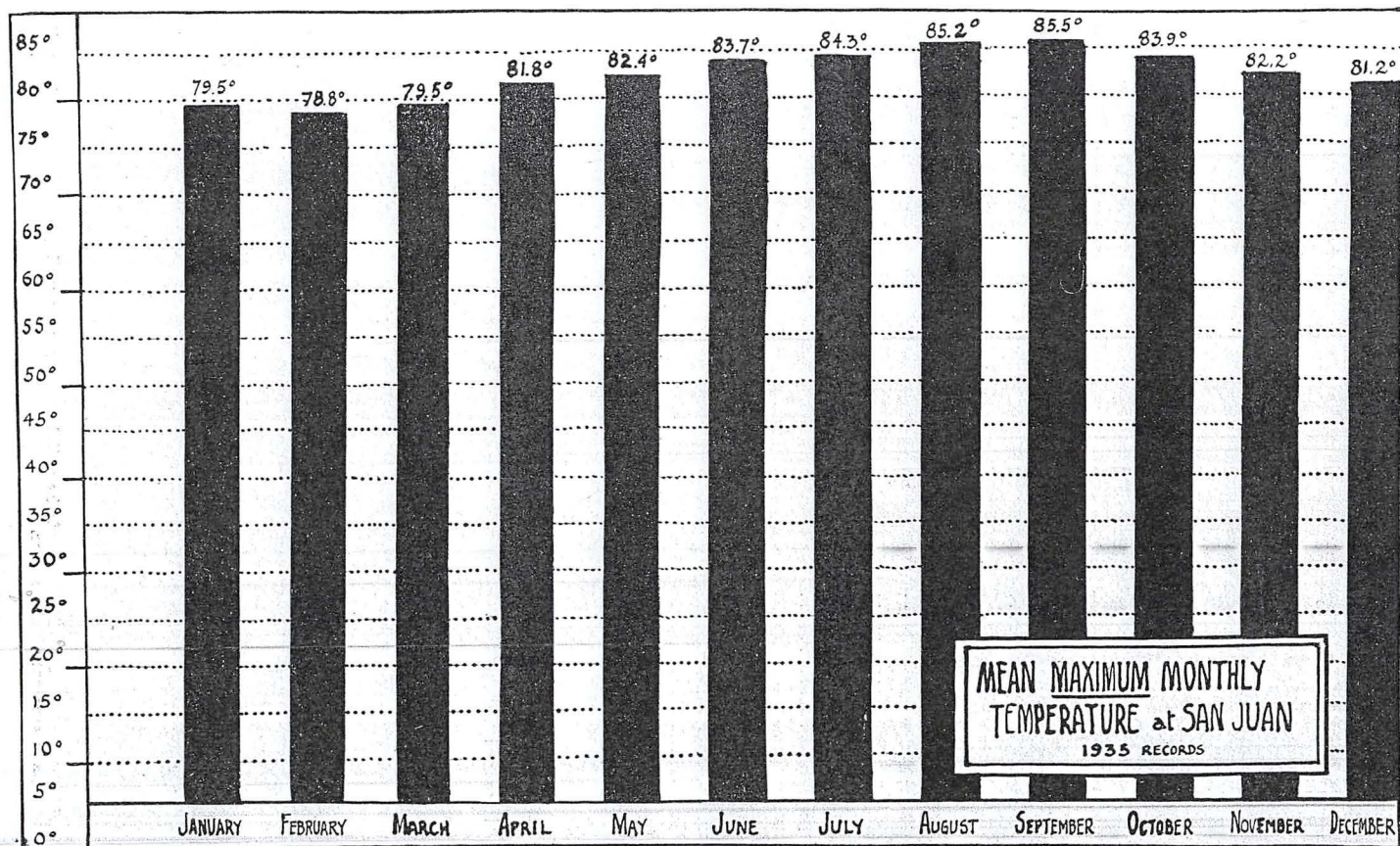
AVERAGE NUMBER OF SUNSHINE HOURS PER DAY AND AVERAGE TEMPERATURE FOR SAN JUAN AND THE MEDITERRANEAN COAST

MONTHS:	DECEMBER		JANUARY		FEBRUARY		MARCH	
STATIONS	Sunshine Hours	Average Temperature	Sunshine Hours	Average Temperatures	Sunshine Hours	Average Temperatures	Sunshine Hours	Average Temperatures
Central Riviera								
San Remo.....	4.5	*	5.6	*	5.4	*	5.1	*
Nice.....	3.8	47	5.2	46	5.4	48	5.1	51
Western Riviera								
Barcelona.....	4.5	48	5.8	46	6.5	50	6.4	51
Malaga.....	5.2	*	6.4	*	6.4	*	6.2	*
Western Italian Coast								
Naples.....	3.2	49	4.2	47	4.3	48	3.8	52
Rome.....	3.5	46	3.7	44	4.8	47	5.0	51
Genoa.....	2.9	47	3.6	46	4.8	48	5.5	52
Northern African Coast								
Algiers.....	4.4	56	4.8	53	5.9	55	6.5	58
Tunis.....	5.0	53	5.0	50	5.7	52	6.2	54
Alexandria.....	6.4	61	6.3	58	7.3	60	8.7	63
Puerto Rico								
SAN JUAN.....	7.1	76	7.1	75	8.0	75	8.3	75

*No record



The BERWIND COUNTRY CLUB affords beautiful scenery over well planned greens for golf devotees, in a constant ideal weather.



GRAPH No. 2

U. S. DEPARTMENT OF AGRICULTURE, WEATHER BUREAU

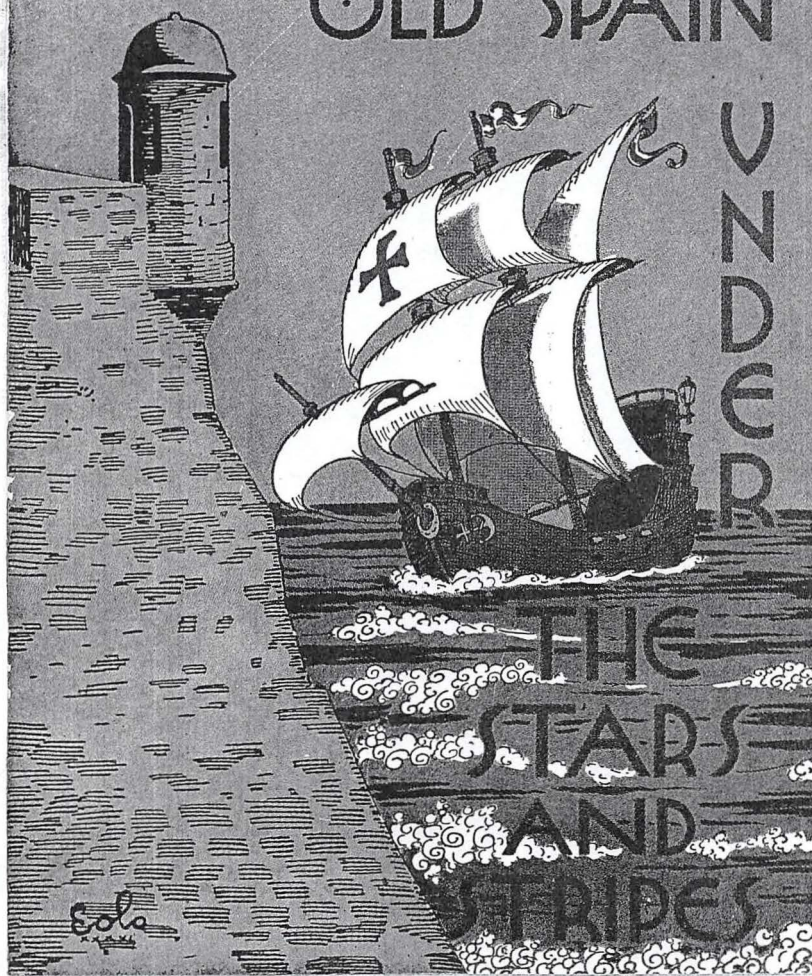
Data, Mean Monthly and Annual Temperatures

Stations	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Annual
Nice.....	46.7	47.5	50.7	56.5	62.2	69.1	73.8	73.2	68.2	61.0	52.7	47.3	59.4
Naples.....	46.8	48.4	51.5	56.8	63.7	70.3	75.6	75.0	69.8	63.1	54.7	48.7	60.4
Algiers.....	53.4	55.4	57.6	61.0	65.8	71.4	77.0	77.5	74.8	68.5	62.4	55.6	64.9
Cairo.....	54.2	56.9	62.5	70.2	76.7	81.9	83.5	82.5	78.0	74.5	66.0	58.7	70.5
Los Angeles.....	55.1	56.0	57.6	59.8	62.3	66.5	70.4	71.2	69.5	65.3	61.5	56.8	62.7
Miami.....	67.6	68.0	71.3	73.9	77.5	80.2	81.6	82.0	81.0	77.6	72.7	68.5	75.2
Honolulu.....	71.1	71.1	71.5	73.0	74.8	76.7	77.8	78.3	78.2	77.0	74.6	72.6	74.7
Bermuda.....	63.2	62.6	63.1	65.6	70.4	75.9	79.6	80.7	78.7	74.1	68.7	64.9	70.6
SAN JUAN.....	74.8	74.9	75.2	76.6	78.7	79.6	79.9	80.4	80.4	79.8	78.2	76.2	77.9



U. S. WEATHER BUREAU BUILDING, SAN JUAN, PUERTO RICO

PUERTO RICO OLD SPAIN



Eolo

MAP OF THE ISLAND OF PUERTO RICO
SHOWING PRINCIPAL ROADS



Puerto Rico, Old Spain

Under the

Stars and Stripes

Copyright by: Carlos E. Seijo



La Fortaleza, Official Residence of the Governor of Puerto Rico.

Foreword

This little book might be termed a guide to the historic, geographical and legendary aspects of the Island of Puerto Rico. In these pages there are glimpses of the sites which were once the scenes of gallant deeds and daring adventures during the swashbuckling days of piracy on the Spanish Main. English privateers and gentlemen of fortune who gathered in Puerto Rico from every corner of Europe, left behind them history, legend, and the imprint of their coming and passing in every narrow street in San Juan.

BRIEF HISTORY OF PUERTO RICO

On his second trip to the New World, Cristopher Columbus discovered the Island of Puerto Rico. Although on the 16th of November he had sighted the peak of Luquillo, it was not until the 19th that the first white man landed on the shores of Boriquén.

Columbus landed near the present harbor of **Agua-dilla**, where at that time there stood an Indian village. The place where the discoverer set foot on Boriquen is marked by a huge stone cross, near the Culebrinas River. The native name of the Island was Boriquén, but Columbus called it **San Juan Bautista**, in honor of Prince Juan of Spain.

It seems that the Indians found by the discoverer in Puerto Rico were not the original race to inhabit the island, for in several places traces of another race, much more advanced, have been found, specially as shown by their work in fine pottery and stone carvings.

The Spaniards found in Puerto Rico many Indians chiefs who, by their courage and stubborn independent spirit, would have been worthy brothers of Geronimo and Sitting Bull. Scores of them: **Guarionex**, the gallant chief of the **Otao**, **Agueibaná**, **Caguax**, **Cacimar**, **Yaureibo**, **Bro-yoan**, **Aimamon**, **Mabodamaca**, **Mayagnex**, **Arazibo**, most of whose names are perpetuated in towns and cities that bear the name of the Indian hamlets, or, of the leading Caciques found in the region by the Conquistadores, among them: **Guajataca**, **Utado**, **Guayama**, **Coamo**, **Humacao**, **Cánovas**, **Guamaní** and **Arecibo**.

On May the 12th, during the Spanish American War, the city of San Juan was bombarded by the American Fleet under the command of Admiral Sampson. On July the 25th of the same year the American Army under the command of General Nelson Miles landed at Guánica, in the southern part of the Island.

This date marks the end of the Spanish regime in the Island, after four hundred years of undisputed possession.



The Aristocratic and Beautiful Spanish Club —Casa de España.

The Americans took formal possession on October 18, 1898.

During the administration of President Mc Kinley, a military government was set up in Puerto Rico with General John C. Brooke as Governor and for a time the Puerto Rican cabinet officers were retained in their respective posts. General Brooke was succeeded by General Guy V. Henry who in turn was followed by General George W. Davis.

Civil government was installed on April 12, 1900, when the United States Congress passed the Foraker Act. But many political restrictions remained. President McKinley appointed Charles W. Allen as the first civil Governor of the Island. An Executive Council composed of cabinet members was organized on June 28, while Delegates to a lower House were first chosen in a general election on November 6, 1900, and held their first session December 3rd of the same year.

Citizenship was granted in 1917 by the passage of the Jones Act. This placed the responsibilities and opportunities of a more liberal government in the hands of the new citizens. An elective Senate took the place of the appointive upper House of the Legislature, and most of the heads of departments were made appointees of the Governor, rather than of the President of the United States.

Puerto Rico is governed in accordance with an Act of Congress of the United States of March 2, 1917, and subsequent amendments. Under this law, known as the Jones Act, Puerto Rico became an organized territory, with the possibility of statehood; American citizenship was conferred collectively upon its citizens.

The Act prefaced by a bill of rights is similar to that of State constitutions and outlines the functions of the three branches of government: executive, legislative and judicial.

Unless expressly excepted, all statutory acts of the United States nationally applicable are also enforced in Puerto Rico.

The Executive Department is headed by a Governor appointed by the President of the United States, at whose pleasure he holds office. The Appointment must be confirmed by the United States Senate. The Governor has

the veto power over the Insular Legislature, is in command of the militia, and holds certain appointive powers subject, however, to the approval of the Insular Senate, and has the power to grant pardons and remit fines for offenses against the Government. He is required to report annually to the President of the United States.

GEOGRAPHICAL AND HISTORICAL DATA

The name of "Antillas" (Antilles) given to Puerto Rico, Cuba, Haiti, Jamaica, and other islands of the Caribbean, originated in the belief that Columbus had discovered the "Antilia" mentioned by Aristoteles and believed by the Carthaginians to be a fabulous group of islands near Japan.

Puerto Rico can boast of more than one city built long before the American colonies were established. Besides San Juan, there is San Germán, which was preceded by an earlier town of the same name built in 1512 and razed by the French in 1528. The modern town of San Germán was built in 1570 and possesses one of the oldest churches in America, the Convent of Porta Coeli (Gateway to Heaven), which was built more than four hundred years ago. Arecibo, which dates from 1570, and Coamo, which was started nine years later, are also rich in historical landmarks.

The island of Puerto Rico is one hundred miles long and thirty-five miles wide, with an area of 3,349 square miles, making it fourth in size among the Greater Antilles. Its principal harbors are San Juan on the north, Salinas and Guánica, on the south, Ensenada Honda on the east, and Puerto Real de Cabo Rojo on the west. Its main rivers are Río Grande de Loíza, La Plata, and Río Grande de Arecibo, all flowing into the Atlantic.

The beauty of Puerto Rico is considerably enhanced by its mountains. There are the "Picachos" of Jayuya, so called because of their three sharp peaks that tower over the town of Jayuya, the highest of which reaches an altitude of 4,399 feet. "El Yunque" in the Luquillo Range, long thought to be the highest point in the island, is only 3,483 feet high. The climate of Puerto Rico is one of the

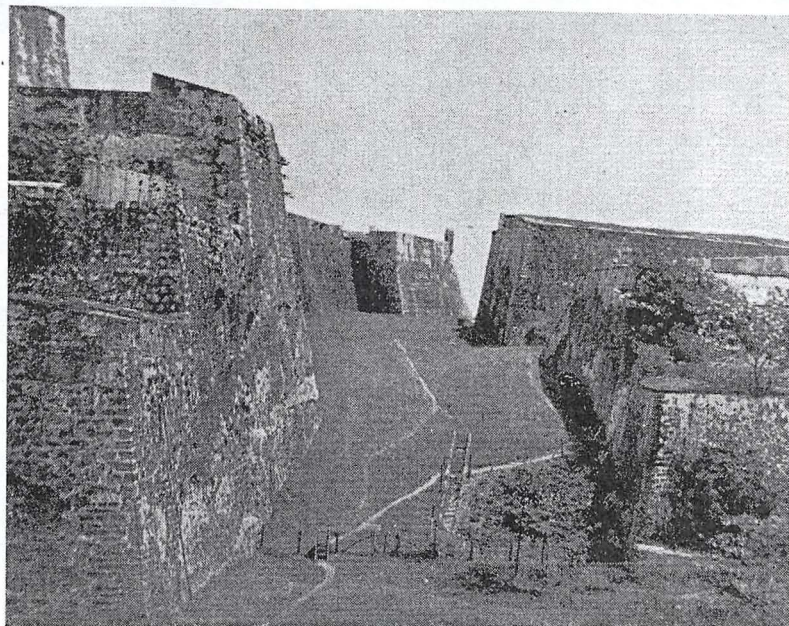
most healthful in the world and the yearly rainfall is small. Puerto Rico has a population of 1,723,534, or an average of 506.8 inhabitants per square mile. The table from the U. S. Bureau of the Census, 1935, gives the population of the principal cities and towns as follows.

POPULATION OF PRINCIPAL CITIES AND TOWNS

City or Town	Population	Rate of Increase 1930-1935
Aguadilla	11,133	9.9%
Arecibo	14,332	11.4%
Bayamón	13,873	6.8%
Caguas	22,599	14.2%
Cataño	6,845	-2.8%
Cayey	5,984	0.5%
Coamo	7,639	31.0%
Fajardo	6,511	-11.1%
Guayama	16,075	46.8%
Humacao	8,407	5.9%
Juncos	5,581	5.4%
Manatí	8,097	8.7%
Mayagüez	44,907	21.2%
Ponce	60,867	13.9%
Río Piedras	16,849	25.7%
San Germán	6,280	11.4%
San Juan	137,215	19.6%
Utua	5,582	5.4%
Yauco	9,491	10.3%

The principal exports of Puerto Rico are: rum, sugar, molasses, oranges, grapefruit, pineapples, coconuts, tobacco, coffee, hides and raw cotton, manufactured cotton, silk, linen goods and clothing. Other products of importance are hat straw and palm leaf manufactures, alcohol, bay oil and bay rum, and buttons.

The principal imports are: grains, rice and wheat flour, meats, lard, vegetables, wearing apparel, cotton manufactures, iron and steel manufactures, automobiles, machinery, mineral oils and fertilizers.



*The time scarred battlements of San Cristobal Fortress,
atop the highest hill in San Juan.*

SAN JUAN DE PUERTO RICO

Juan Ponce de León, first settler and conqueror of Puerto Rico landed on August the 12th 1508, and started the conquest and settlement of the Island, under the authority vested on him by Nicolás de Ovando, governor of Hispaniola and overlord of the Indies.

He began by founding, the very same year, the first city of Boriquén, named Caparra.

Owing to the fact that it was built near mosquito-infested swamps, the original settlement of Caparra, built by Ponce de León in 1509, was very unhealthy and it was moved in 1521 to what is now San Juan.

In the year 1873 San Juan was encircled by solid walls, defying in their arrogant strength the most powerful armies of that time. In the year 1892 the walls, from the San Cristóbal fort along the lower edge of the city, the Marina or Waterfront, and up to the San Justo Gate,

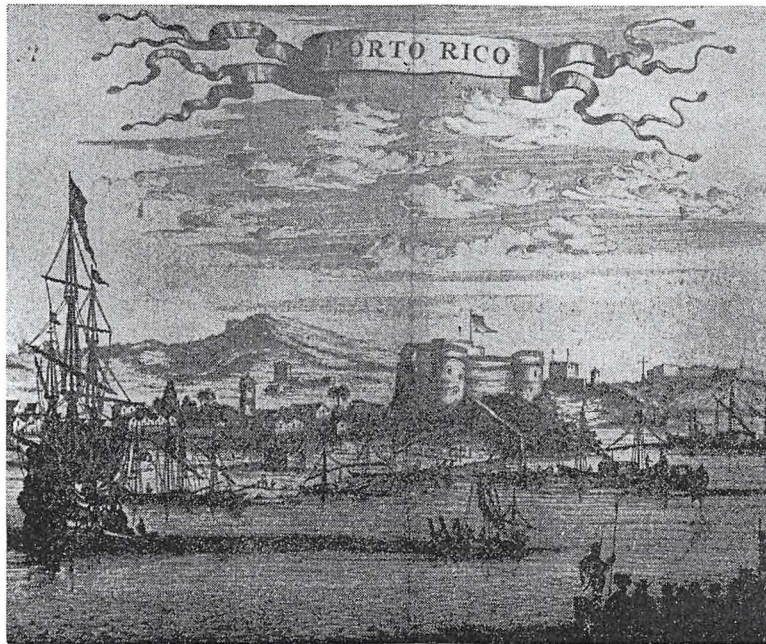
were partially torn down to facilitate the growth of the city.

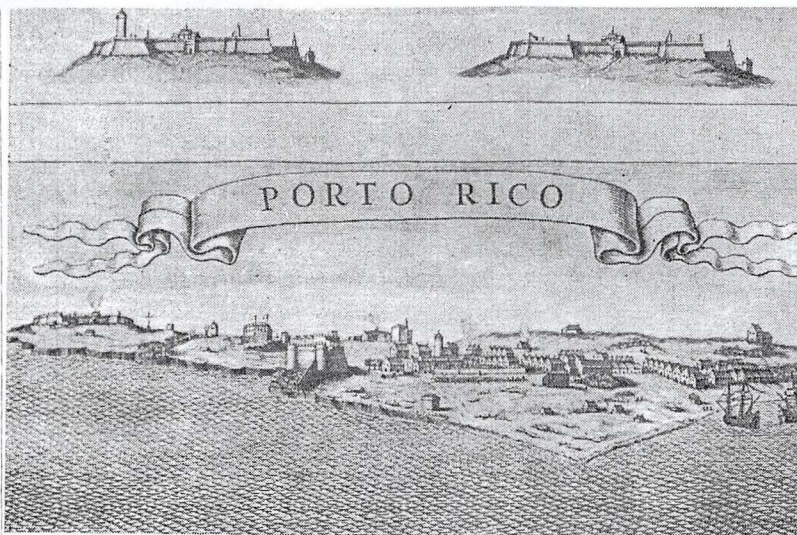
Entrance to the city in former years was only through five gates. The San Juan Gate still stands at the back of Governor's Palace. The Santa Rosa Gate and the San José Gate can be seen on the northern part of the city, the latter giving access to the Old Cemetery. The Gate of San Justo stood on the site of the present Post Office Building.

It was torn down in 1895 along with the rest of the walls, and the Puerta de España, at the foot of Tanca Street, was torn down in 1895.

The Santiago Gate, also torn down in 1892, was the only one connecting the city of San Juan with the rest of the Island. For this reason it was called "Puerta de

Much of San Juan, capital of Puerto Rico, dates back more than four hundred years. In the center of both these old prints is La Fortaleza, the original building which, vastly enlarged and rebuilt, is now the residence of the Governor of Puerto Rico. San Juan's harbor is always busy, —a port of call for the ships of a score of nations.





*The old and the new form an eternal contrast
in Puerto Rico.*

Tierra". Though the gate has disappeared, its name is still applied to the suburb of San Juan first reached by this Gate.

LEGENDARY SAN JUAN

By J. Pérez Losada

San Juan, whose buildings and streets are the silent historians of the days when the Spanish Main lured men in their search for riches and power, is filled with the legends of the past. Roaming through the city late at night, and giving free rein to the imagination one can glimpse the ghosts of the brave men who lived in an age full of life. From the ramps of the plateau which slopes down from Sol Street to the Western Precinct surrounded by walls, his ears, attuned to the stillness of the night, can once again hear the clash of the spurs worn by glorious Captain Amezquita, a brave Puerto Rican soldier who, in what proved to be a desperate combat, challenged and defeated the Admiral of the Dutch Fleet, Boudoyne Hendricks, mortally wounding him. The siege

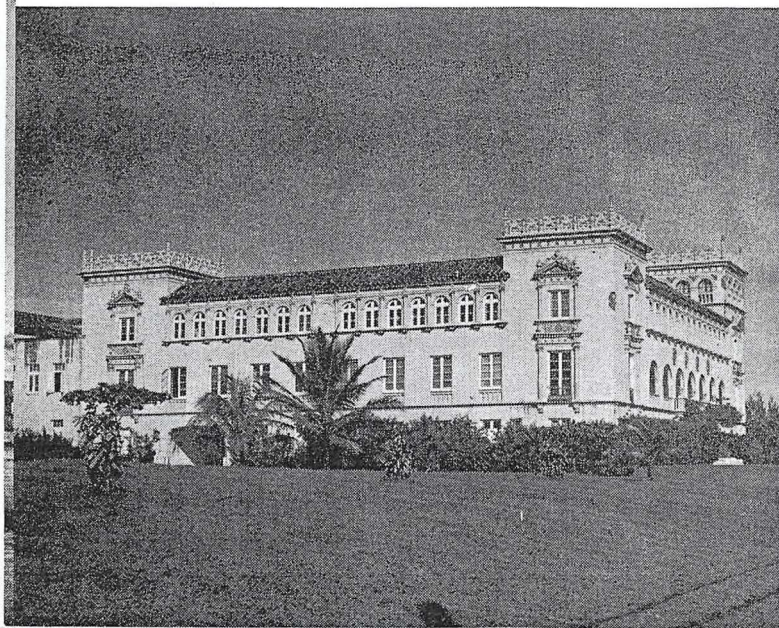
of the city was raised, the "Beggars of the Sea" were defeated, and another chapter in the history of Puerto Rico was written.

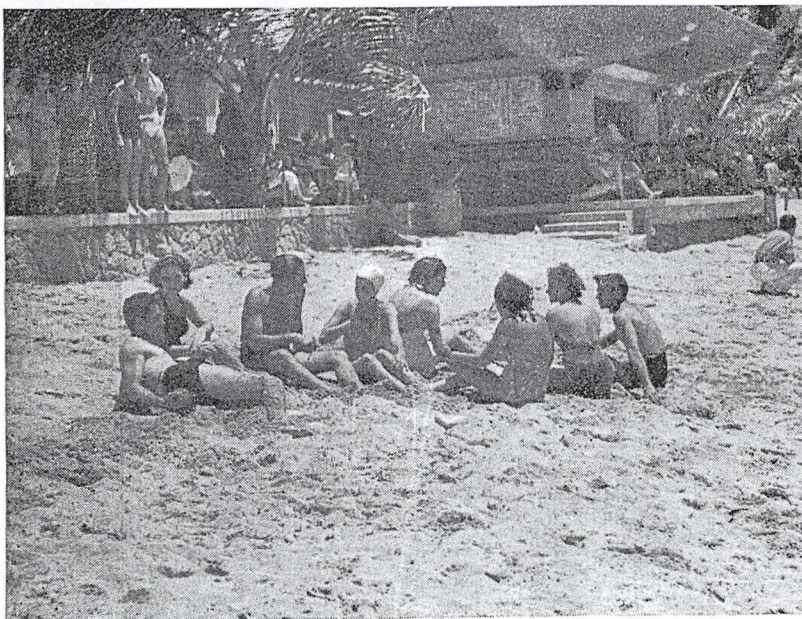
The indomitable spirit of Juan Ponce de León stalks through the streets by night. Soldier, explorer, and first governor of Puerto Rico, he carved a niche for himself and his descendants in the New World.

If one should stand by the bastion of Santa Elena and let his gaze roam over the battlements of the old castle wall which surrounds the gardens of Casa Blanca, he may bring to mind the figure of a beautiful young girl who was born in the old castle and who became the Marquise de la Laguna. As a friend and intimate confidant of the Queen of Spain, Doña Isabel, she was the leader of a society composed of the cream of the aristocracy.

The veil of legend hangs over the city's churches. In the old Cathedral lies buried Bishop Manso, first in-

This building is dedicated to more serious purposes, the School of Tropical Medicine, famed research laboratory in tropical diseases, under the supervision of Columbia University.





Sun-bathe at the Escambron Beach Club.

quisitor of the Indies, of whom it was predicted that a white dove would announce his death. It came to pass that while the Bishop was officiating at a solemn ceremony in the Cathedral, a white dove from an unknown source flew in, dipped, and wheeled over his head. "This dove", said his Reverence to his relatives, "announces my impending death". At first it seemed as though this omen would not be fulfilled, as the Bishop was in excellent health; however, in a few days he gave up his soul to the Lord.

By the Caleta de San Juan, in the extreme end, a door opens into a sentry box where in former times there often sounded the "alerta" of the sentry announcing the arrival or departure of the Governor of Puerto Rico. Nearby is Casa Blanca, which was used as a home by the Governor until the Fortaleza was built for him. There, one can see the figure of that illustrious Governor, Don Juan, Marquis de la Pezuela, and Count of Cheste. Born in Perú the son of a Spanish grandee, he had in him both nobility of blood and talent.

Through his efforts, the imposing Palace of the Intendencia was built, and the plaza, filled with statuary and marble benches, was transformed into a thing of beauty. A patron of all the arts, Don Juan stimulated the theatre in Puerto Rico. As a sort of "Haroun Al Raschid", he mingled freely with the people, paying court to whatever bit of femininity attracted him, regardless of social standing if she were beautiful. A Greek and Latin scholar, the Marquis was a brilliant orator and an able writer. He was president of the Royal Academy of Languages at the time of his death.

San Juan is a city evoking in each crossway, alley, courtyard, and cranny, a picture in which some interesting personality moves. Customs have changed, years have rolled by, and time has given the old walls and buildings a mellow beauty, and the visitor who looks upon the city by moonlight will never forget it.

The beach and the bar at Escambron Beach Club, San Juan.



"THE HISTORICAL MONUMENTS OF PUERTO RICO"

By Colonel O. R. Cole, 65th Infantry, U. S. A.

Nations, in commemoration of their history, care for the legacies of masonry left by their ancestors. It is interesting to find people who realize what the historical monuments of the capital of Puerto Rico represent. By all means, they should make these monuments known to all visitors.

Puerto Rico should conserve for future generations this legacy inherited from the mother country. Thus will Spain be exalted for her past glories in the Americas.

O .R. COLE,
Colonel. 65th Infantry
U. S. A.

HISTORICAL LANDMARKS

MORRO CASTLE

MORRO CASTLE, with the thick wall that up to forty years ago compassed San Juan within a girdle of stone, ending at the land side, behind **Fort San Cristóbal**, was the most formidable fortress erected in the Spanish colonial empire in the New World.

El Morro was the first bulwark seen from the galleons of Spain on their way to México and Panamá, where gold was transhipped from the mines of Peru, for hundreds of years an inexhaustible vein of gold for the treasure chests of the Spanish monarchs, and when the slow sailing galleons entered the harbor, they saw once more, floating proudly from the bastions of Morro Castle, the gold and scarlet flag of Castilla. On the return trip, San Juan was the last port of call for the main body of the fleet which guarded the precious cargo.

The word **Morro** means a craggy cliff at the seashore. The name was given by the Spaniards to several of the

fortresses thrown up to defend their most precious cities, among others Havana and Santiago de Cuba, because such fortresses were for the most part, built atop high steep cliffs, so that they would be easier to defend.

The year 1554 saw the start of the first fortifications built on the site of what is now Morro Castle. The work dragged along for more than half a century, until in 1591 the Spaniards, impelled by the fear of an attack by the English, commanded by Sir Francis Drake, (who in 1586 had taken and sacked the city of Santo Domingo in Hispaniola), hastened to strengthen the defenses.

Drake did not delay for long his efforts to wrest from the Spanish crown one of her most precious jewels in the West Indies.

At the dawn on November 22, 1595, the batteries of Morro Castle began to boom for the first time in answer to the attack made by the formidable English Fleet, to such good purpose that by nightfall, the English corsair had lost some of his best lieutenants, among others Sir John Hawkins, Sir Nicholas Clifford and Captains Brown and Strafford. Further attacks made by the English on Morro Castle proved fruitless and two days later the great Drake sailed crestfallen away from Puerto Rico, beaten for once in his life.

Fearing further attacks, the Spanish King hastened to strengthen still more the bulwarks of Morro Castle and the other small forts around San Juan. There was no need to wait long for a chance to test the new defenses. This time, except for the arrival of an unexpected and powerful ally, Spain might have lost Puerto Rico forever.

Under the command of the Earl of Cumberland, the English fleet, numbering several score sails, appeared before the city on June 6th, 1598. After numerous and furious attacks by land and sea, the English managed to silence the guns of Morro Castle and the other forts of the city. Morro surrendered on June 21 of the same year and was occupied by Cumberland, two weeks after the siege began. Cumberland landed one thousand men to occupy the city, but a plague accounted speedily for nearly four hundred. Panic-stricken at the ravages of the dread plague, Cumberland fled, leaving a scant garrison under the command of John Berkeley, to hold the city against the Spaniards from the mainland.

Berkeley could do nothing against the invisible enemy that steadily decimated his already small force, and therefore, he abandoned Morro Castle to the Spaniards, after it had been a hundred and fifty-seven days in the hands of the invaders.

Once more the Spanish king ordered the defenses to be strengthened, building new and more formidable fortifications. Cisterns were dug within the walls of Morro Castle. On very dry days (the islet of San Juan having no aqueduct and no running water of any kind) the cisterns of Morro Castle supplied the whole city with water.

Not only were England and France a constant menace to the safety of the Spanish colonies in the New World. Holland declared war on Spain in 1624. The Dutch sent a strong fleet to seize the Spanish possessions in America. On the 25th of September, 1625, the Dutch fleet hove to before the bulwarks of Morro Castle, with seventeen galleons and more than two thousand men under the command of Boudewijin Hendricksz. For thirty nine days the Netherlands fought furiously to wrest Morro Castle from its garrison, but the heroic defenders were able at long last to repulse the invaders. This defense of Morro Castle was perhaps the most heroic page in its history. On November 3 the Dutch fleet weighed anchor and sailed, never to return.

In the year 1678 the Count of Stren, commanding 22 galleons with troops for landing came in sight on San Juan and although they had already prepared for the attack a furious hurricane, like those which from time to time ravage the island, was the ally of Spain on this occasion. The fleet was totally destroyed and all who succeeded in reaching the shore were made prisoners.

England, having decided to invade Puerto Rico, sent an expedition in the year 1707 which tried to land at Arecibo, on the northern coast of the island, because her commanders feared the important fortresses protecting San Juan. Heroic defense and resistance obliged the English forces to leave after suffering a complete defeat.

Due to the fact that other powers were constantly making inroads on the Spanish possessions, the defenses of San Juan were constantly made larger and stronger, so that by 1776 it was the most formidable and impregnable fortress in America.

On the 17th of April of 1717, a mighty fleet of sixty sails and 14,000 men for landing, under the command of Sir Ralph Albercombe and Admiral Henry Hawer, tried once more to make Puerto Rico an English colony, but failed after fourteen days of continuous battle.

CASA BLANCA

Among the privileges which the Conqueror of Puerto Rico, Juan Ponce de León, enjoyed, was that of converting his house into a fortress and keeping arms for its custody. The construction of Casa Blanca was started in the year 1527, by García Troche, son in law of Ponce de León and tutor of don Luis Ponce de León, son of the Conqueror. The site of the house was granted to Ponce de León by the Emperor Charles V in compensation for the damage suffered when the city was removed from its original site, Caparra, to its present location. In the year 1531 a Royal Charter ordered that Casa Blanca should cease to be considered a fortress. Casa Blanca remained in possession of Ponce de León's descendants until 1773, when the Government took possession of it, by Royal order. Casa Blanca today is the official residence of the Commanding Officer of the Army in Puerto Rico.

SANTA CATALINA PALACE

On the site of the present Government House (Residence of the Governor) the construction of the first important building in San Juan started in the year 1533, and was finished in 1538. Used from that time as a fort, don Iñigo de la Mota Sarmiento, Governor of Puerto Rico, transformed the Castle into a Government House and in 1822 it was declared as the exclusive residence of the Governors. Santa Catalina, also known as "La Fortaleza" sustained considerable alteration and has been reconstructed several times because of ravage caused by the successive attacks of English, Dutch and French privateers,

ESCAMBRON BATTERY

The "Escambrón Battery" was constructed the years 1779 and 1780. The "Escambrón Beach Club", adjoining the old battery, is one of the most famous resorts in Puerto Rico, and has, perhaps, no equal in other parts of the West Indies.

FORT SAN CRISTOBAL

Work on this fortress began in the year 1631. The last stone was not laid until 1783. The Fort protected the land entrance to the city. Of greater size and grandeur than Morro Castle, it can not compare with the latter as regards historic importance. From the bastions of Fort San Cristóbal boomed the first cannon fired in the Spanish American War of 1898, against the cruiser Yale, flagship of the American fleet. The fort formed the extreme point of the walls which girdled San Juan in stone and masonry.

Tunnels used to connect San Cristóbal with El Morro, La Fortaleza, The Escambrón and La Marina.

The most interesting legend of San Cristóbal is that concerning the Haunted Sentry Box, "La Garita del Diablo", overlooking the ocean.

The story goes that, over a hundred years ago, on a certain dark and stormy night, the sentinel assigned to duty in this stern sentry box disappeared without cause or warning, leaving his uniform behind. A sheer drop of 100 feet to the water below made escape impossible in that direction. Unable to reach an explanation the Fort Chaplain connected the disappearance with the Devil, and from that moment the sentry box was named "La Garita del Diablo".

FORT SAN GERONIMO

This fort was constructed at the beginning of the 18th century. Erected at one end of the islet on which the city of San Juan is built, it was an excellent point for the defense of the narrow channel which connected the bay with the open ocean. Its strategic location proved

not only to commemorate the event, but to prevent further accidents of the kind. The chapel, restored a few years ago, contains a golden altar and an oil painting of the Holy Christ.

SAN JOSE CHURCH

This, once known as Church of Santo Tomas de Aquino, is one of the most ancient buildings in the New World. for it was built in the year 1523 under the direction of the Dominican Father Antonio de Montesino. Next door was a Convent, also built by the Dominicans.

This Church was for many years the resting place of the bones of the Conquistador de Puerto Rico, Juan Ponce de León. They were finally transferred to the Cathedral. Facing the Church, there is a tiny square with a bronze statue of the doughty hidalgo. The monument was cast from the cannon taken by the Spaniards when the Dutch tried to seize the Island in 1625.

SAN ANTONIO AND MARTIN PEÑA BRIDGES

These bridges are perhaps the oldest in the New World. Their construction dates back to the year 1519 and they were the land connection between the city of Caparra and the islet of San Juan. They were reconstructed in the year 1755 when they suffered considerable damage during the last siege by the English. Lately new improvements have been made and they came to be two modern bridges.

SAN FRANCISCO, THE OLD CONVENT

The construction of the convent was begun in the year 1632, and was finished in the year 1651 by the San Franciscan order of Monks. In the cellar of the convent are catacombs that will be of interest to visitors.

MILITARY HOSPITAL

Built by Fray Manuel Giménez, Bishop of Puerto Ri-

co in the year 1774 and designed as a Charity Hospital for the destitute of the outlying towns.

"DIPUTACION PROVINCIAL" BUILDING

Built in the year 1849, today used for Government offices.

"INTENDENCIA" BUILDING

Built in the year 1811, also used for Government offices.

OTHER HISTORIC BUILDINGS

Worthy of notice are the Ballajá Barracks, covering several acres, built between 1857 and 1864, as well as the Insane Asylum, built in 1862, and the Municipal Theatre, which dates from 1832. The Beneficencia was built in 1842, and the old Santo Domingo Convent was finished in the year 1528.

Buildings and bridges of the colonial period still stand as monuments to the skill of the Spanish builders.

ANCIENT MALLS

The "Paseo de la Princesa" (Princess Mall) at the foot of the ancient walls, was the favorite meeting place of the gallants of the XVIII century.

The "Paseo de Covadonga", more recently built, parallels for about half a mile the road which leads from San Juan to the rest of the Island. It faces some of the most important public buildings.

MODERN BUILDINGS

Outstanding among public buildings erected since the American occupation, are; the University of Puerto Rico, the School of Tropical Medicine, La Casa de España (a Spanish Club) the Custom House, the Post Office Building. El Banco Popular, Schools in the Rural districts and towns, the Second Unit Rural Schools donated by the Federal

Administration, the Falansterio, a unit of apartment houses, "Eleonor Roosevelt" Development, with more than one thousand homes and the splendid Irrigation and Hydro Electric Power System owned and operated by the Insular Government.

JUAN PONCE DE LEON

As Ponce de León has been mentioned so frequently, it is fitting that a short biographical sketch of him be included. It was he who, from Spain, set out with Columbus on his second voyage and was among the first to set foot on the island of Puerto Rico. Settling in Hispaniola, his brave deeds brought Juan Ponce de León the honor of a captaincy in the royal armies.

Early in 1508, with the consent of Nicolás Ovando, Governor of the Indies, Ponce de León set out to explore the island of Boriquén, now Puerto Rico. The brave hidalgo won the friendship of Agueibana, head chief of the native inhabitants, and shortly afterwards founded the first town, which he called **Caparra**. The ruins of Caparra can still be found near Cataño and Bayamón. In that same year, Juan Ponce de León was appointed governor of the colony and also received the title of Captain of Sea and Land.

Dazzled by the story of the marvelous Fountain of Youth in the far-away lands of Bimini, he set off in 1512 toward Florida, but returned in that same year to be appointed, by the Spanish King, governor of the first fortress built in Puerto Rico. Yearning to see his old country, he sailed for Spain in 1514; while there he received the title of "Adelantado" of Bimini and Florida and "Regidor" (Chief Alderman) of the city of San Juan for life.

He returned to Puerto Rico and once more set sail for Florida in 1521. There the formerly friendly Indians received him in warlike fashion and, during a sharp encounter, he was wounded by a poisoned arrow. His companions took him to Cuba, but the slow-working poison finally put an end to his life in June of that same year.

His mortal remains were brought to Puerto Rico by his grandson to be buried in the Church of San José. Later, the leaden casket containing the ashes of the Con-

quistador was transferred to the Cathedral, where it has remained ever since. There, in the last altar at the right of the center nave, a plaque shows the visitor the place where the remains of the most romantic conqueror of the New World rest.

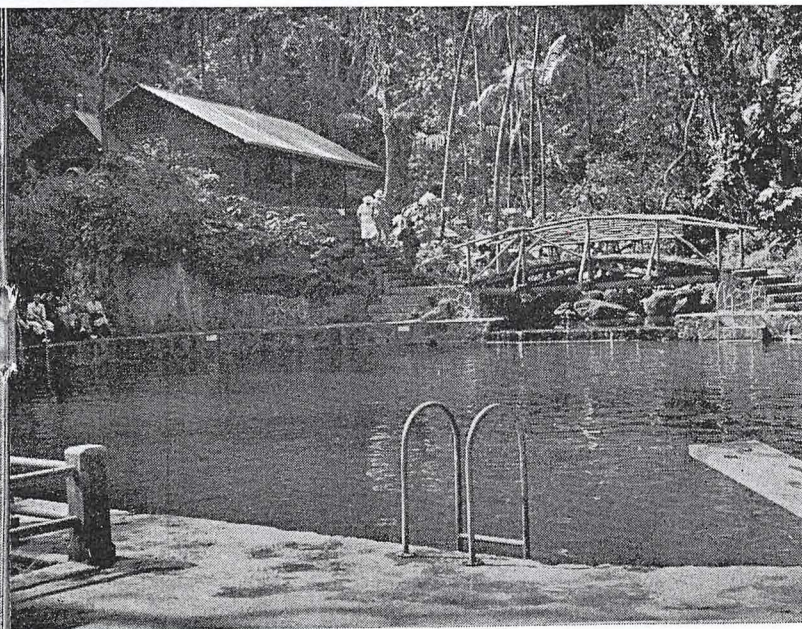
The inscription on the marble reads:

"UNDER THE PONTIFICATE OF HIS HOLINESS PIUS X, AND UNDER THE EPISCOPATE OF THE BISHOP OF PUERTO RICO, MONSIGNOR GUILLERMO JONES, THE MORTAL REMAINS OF JUAN PONCE DE LEON WERE REMOVED TO THIS CATHEDRAL FROM THE CONVENT CHURCH OF SANTO TOMAS DE AQUINO (NOW CHURCH OF SAN JOSE) WHERE THEY HAD RESTED SINCE THE YEAR 1559. OF HIS NOBLE BLOOD HIS GALLANT DEEDS BEAR AMPLE PROOF. SOLDIER IN GRANADA, CAPTAIN IN THE HISPANIOLA, CONQUEROR AND GOVERNOR OF SAN JUAN DE BORIQUEN, DISCOVERER AND FIRST ADELANTADO OF FLORIDA, VALIANT WARRIOR, WISE LEADER, LOYAL VASSAL, HONEST ADMINISTRATOR, LOVING FATHER, HARD-WORKING SETTLER, HE GAVE HIS SOUL TO GOD AND HIS BODY TO THE EARTH IN HAVANA THE NINTH OF JUNE IN THE YEAR 1521.

"TO HIS REVERED MEMORY AND IN HONOR OF CHRISTIAN CIVILIZATION, BY HIS DEEDS ESTABLISHED, BY HIS GALLATRY CEMENTED, AND BY HIS DILIGENT WORK EXTENDED IN THIS FECUND LAND OF PUERTO RICO, THE SPANISH COLONY OF SAN JUAN DEDICATES THIS HALLOWED HOMAGE IN THE YEAR OF OUR LORD, 1909".



The discoverer of Florida was Juan Ponce de León, first Governor of Puerto Rico. Beneath this marble monument in an ancient church in San Juan lie his remains.



Amid the luxuriant tropical foliage of Luquillo National Park (the only tropical forest in the National Park system of the United States) or at sea level on the beach at San Juan, swimming is a major Puerto Rican pastime.

S P O R T S

There is no lack of the sporting element in the daily life of Puerto Rico. Visitors to the Island will find a multitude of sporting activities with which to beguile themselves, no matter how long their stay may be.

G O L F

Puerto Rico's most prominent golf course is that of the Berwind Country Club. The Club has made special dispensation for visitors to the Island. Surrounded by fields of silver green cane and spotted with the most regal of trees, the Royal Palm, the Berwind Club's nine hole course will enchant the most sophisticated of golf's disciples.

Visitors can also make arrangements to play over

the most sporting course in the Caribbean, —the nine hole course which is laid out among the walls and buttresses of El Morro Fortress. And, in Mayagüez, at the western end of the Island, is the Mayagüez Country Club's new course, another very sporting course laid in a setting of rare tropical beauty.

TENNIS

The Island of Puerto Rico boasts literally scores of private and club-owned tennis courts, —any number of which are available to visitors at all times.

HORSEBACK RIDING

For tourists who revel in jaunts back into the incomparably beautiful mountains which form the backbone of the island of Puerto Rico, nothing will suffice but a day's trip on horseback. Horses can be rented for such trips in any of the towns which are scattered throughout the mountainous area of the Island.

YACHTING

The Caribbean is becoming known more and more, recently, as the yachtman's Paradise. Puerto Rico's coastline is dotted with scores of bays and inlets, river mouths and harbors. Yachtsmen, using Puerto Rico as their base, cruise to the Virgin Islands, and, often, down the wide arc of the Windwards to the coast of South America. Distances from island to island are small, the weather is uniformly good and there are literally hundreds of seaport towns throughout the Caribbean stocked to take care of the yachtman's needs.

SWIMMING

Puerto Rico, an island, is, naturally, completely surrounded by white sanded beaches, most of which shelf off gently. There are hundreds of beaches for swimming.

In San Juan, to combine swimming with luncheon, tea, dinner or dancing, Escambrón Beach Club offers facilities which are unequalled in the entire Caribbean.



The Casa de España, literally the Spanish Casino, a popular San Juan social and sporting club.

HORSE RACING

Puerto Rico supports two major tracks which are open the entire year round. Horse racing is as much a part of the life of the Island as the theatre, and has been for many years.

Dog racing, relatively new in Puerto Rico, has become a major attraction.

FISHING

There is no finer fishing ground in the world than the waters which lie off the western shores of Puerto Rico, between Puerto Rico and Mona Island, in the Santo Domingo Channel. This is one of the finest deep sea fishing spots in the world.

Off the eastern coast of Puerto Rico, in the wide expanse of sea which is protected by the island of Vieques the going is easier and the fishing is excellent.

Listed below are the varieties of fish commonly caught in the waters surrounding Puerto Rico. Stocking of Puerto Rico's streams by the United States Department of Fisheries had added to the formidable list of deep sea specimens a new wealth of fresh water fish in recent years.

Spanish name	English name
Sierra	Kingfish
Picúa	Barracuda
Jurel	Horse eye jack
Cojinuda	Hardtail
Crevallo	Jack or Carang
Bonito	Bonito
Carita	Spanish macharel
Zapatero	Leather jack
Atún	Tuna
Dorado	
Mero	Red grouper
Sama	Muttonfish
Pargo Colorado	Red Snapper
Salmonete	Red goatfish
Madrigal	Rock salmon
Chillo	Ten-pounder
Pluma	Jolt-head porgy
Pluma negra	Grass porgy
Cabrilla	Red hind
Paja puerco	Old wife
Coli-rubia	Yellowtail
Arraydo	Sailor's choice
Boca Colorada	Yellow grunt
Chopa	Rudderfish
Manchego	Lane snapper
Cherna Blanca	
Lisa	Mullet
Robalo	Snook
Mojarra	Gerridae
Jarea	
Guavina	Goby
Chicharoo	Goggle-eye jack
Guachanche	Barracuda
Casabe	Bumper
Sardina	Whitebill
Corvina	

Balajú	Ballahoo
Ronco	Black grunt
Ronco blanco	White grunt
Corcobado	Moonfish
Pargo amarillo	Schoolmaster
Manjua	Striped anchovy
Sable	Silverfish
Cabra Mora	Rock hind
Médico	Doctorfish, blue tang
Capitán	Hogfish
Chapin	Trunkfish
Viega	Margatefish
Loro colorao	Red parrotfish
Loro verde	Green parrotfish
Loro azul	Blue parrotfish
Pargo prieto	Gray snapper
Anguila	Common eel
Mariposa	Blue Angelfish

HOTEL ACCOMODATIONS

In the cities of San Juan and Ponce, Puerto Rico's largest, and in Mayagüez as well, are a dozen excellent, first class hotels. Outstanding in San Juan are the Condado and the Escambrón, both of them located at the oceanside, where guests may take a dip in the sheltered cove or the surf, as they wish. The Palace Hotel, located in downtown San Juan, boasts a matchless view of the entire northeastern part of Puerto Rico.

In Ponce are the Hotel Meliá and Bélgica, the former noted for its Old World atmosphere of comfort and hospitality, the latter for its modernity.

The leading resort-hotel accommodations in Puerto Rico are in the Luquillo National Forest, a beauty spot no visitor to Puerto Rico can afford to miss. Completely under the supervision of the Government of the United States, Luquillo contains many stone and wood cabins which may be rented for either the season or for a week-end. Roads in the park are new and elaborate and there is regular transportation service available at all times. Luquillo, an expanse of virgin tropical forest and mountain scenery, is favored spot for swimming and horse-back riding.

INTERESTING TOURS

Seeing San Juan

A two-and-half-hour tour through Old and New San Juan, making various stops to see every point of interest

San Juan is full of historical landmarks which date back to the times of the Spanish conquest. In the course of this tour you will drive along San Juan's waterfront; you will see the Federal and Post Office Buildings, the Custom House, La Plaza de Armas (main square of the old city) the Church of San José (for many years the resting place of Ponce de León's ashes); the old Insane Asylum; the barracks of Ballajá, which once housed the Spanish garrison of the Island and are now occupied by the 65th Infantry Regiment, and finally visit ancient Morro Castle (1554) once the most important fortress of the Spanish Colonial Empire in America. Here you will appreciate how bitter was the struggle among the great powers for the supremacy in the New World during the period of conquest.

As you drive down Cristo Street, one of the oldest in San Juan, you will stop for a visit at the Cathedral (built in 1521) to see a tomb worthy of a great soldier, the vault where lie the mortal remains of don Juan Ponce de León, first governor of the Island and discoverer of Florida. In front of the Cathedral stands the really ancient part of the city at the foot of La Caleta de San Juan, the narrowest of two streets leading down to the bay. Through the gate at the foot of this street the Spanish governors entered San Juan.

Your drive continues past the Palace of Santa Catalina, (residence of the Governors) also called La Fortaleza, whose construction was begun in 1533. From the balconies of La Fortaleza you can see famous Casa Blanca, Ponce de León's old home (1527).

Leaving La Fortaleza you will drive thru the Old Gate of San Juan, at the foot of the Old City Walls to La Marina (a commercial District).

Continuing your drive, you will pass San Cristóbal Fort (the Sentinel protecting the land entrance of the ci-

ty); El Casino de Puerto Rico; La Casa de España (Spanish Club); El Capitolio (Insular Capitol); the School of Tropical Medicine and the Escambrón Beach Club, known as the "Paradise of the Atlantic".

Your tour will take you to the Condado Hotel and residential districts, Santurce and Miramar.

ISLAND TOURS

If you can possibly help it, do not miss one of the seven established trips in to the back country of Puerto Rico. These tours, planned to take you over modern paved roads, will open before you vistas as new and refreshing as the first breath of Spring.

Tiny "bohios", perched high in the inaccessible hills.

Riding or swimming, vacationists in Puerto Rico enjoy a year round temperate climate. The average temperature in Puerto Rico, winter and summer, ranges between 67 and 75 degrees Fahrenheit.



effulgent flora over-running the mountainsides, stately palms, amazingly brilliant tropical flowers, —they are on every side.

Swift running brooks drop thousands of feet in a few miles down the watershed of Puerto Rico's mountainous backbone. Mountains are cultivated, up their steep slopes, to their very peaks. On every side the people are gay, friendly. The towns are picturesque, —perched on steep hillsides or nestling in the green bottoms of precipitous canyons.

On a tour through the countryside and interior and in no other way will you discover the true spirit of Puerto Rico and the Puerto Rican people.

TOUR I

A delightful three hour trip through tropical scenery traveling on shaded modern paved roads, along beautiful valleys and atop the backbone of the mountains, seeing the exotic beauty of the flora of the tropics. This is, the more interesting and shortest trip for the visitor who has only few hours to expend on the interior. The trip can also be made in two hours if necessary as the distance is only 34 miles in total. The trip will take you to Aguas Buenas, driving at an altitud of 1,400 feet and seeing the valley of Caguas, once the seat of the great Indian Chief CAGUAX. On the return your tour will take you to Caguas, a great tobacco center on the island and back to San Juan by way of Guaynabo, a charming country residential district.

Total Distance: 34 miles.

Roads: 1, K 24 - S. R., 5, 25, 2.

Time: Two or three hours.

TOUR II

This Tour takes you through the mountains of the island from North to South, starting from San Juan through Río Piedras, Caguas, Cayey and Guayama, where you stop for lunch. Then to Arroyo, bathed by the Caribbean Sea. The return trip follows fine roads on the south-

eastern part of the Island, through Patillas, Maunabo, Yabucoa, Humacao, Las Piedras, Juncos, Gurabo and again through Caguas, Río Piedras and back to San Juan.

Roads: 1, 4, 3, 5, 1.

Total Distance; 136 miles.

Time: 8 hours.

TOUR III

From San Juan over Road No. 1, built in 1848, thru valleys and mountains covered with the effulgent flora of the tropics and across the top of the Sierra, crossing to the south to famous Coamo Springs, where you stop for lunch. From Coamo Springs back to San Juan via Barranquitas, Comerío and Bayamón, through another section of the Sierra, along the bank of the beautiful Plata River.

Roads: 1, 21, 15 (Sections 1,) 9 and 2.

Total Distance: 119 miles.

Time: 8 hours.

TOUR IV

On this trip you will have an opportunity to see the tobacco plantations. You will stop at the famous health resort "Coamo Springs" for lunch and see these warm springs, really the Fountain of Youth so much sought after by Juan Ponce de León, first governor of the Island. On the return trip, from Villalba to Ciales, you will pass precipitous cliffs bordering the road with the ocean in its grandeur in the distance.

San Juan, Río Piedras, Caguas, Cayey, Coamo (Lunch at Coamo Springs), Juana Díaz, Villalba, Ciales, Manatí, Vega Baja, Vega Alta, Bayamón and San Juan.

Roads: 1, 21, 11, 2.

Total Distance: 155 miles.

Time: 10 hours.

TOUR V

On this trip (return) you will cross the island from South to North over high mountains, from which you will wonder how many centuries were required by Nature to carve out the steep rocks which form the beds of the rivers.

Leave San Juan at 9:00 A. M. through Río, Piedras, Caguas, Cayey, Coamo, stop at Coamo Springs overnight, then Ponce. Return through Adjuntas, Utuado, Arecibo, Manatí, Vega Baja, Vega Alta, Bayamón and San Juan.

Roads: 1, 6, 2.

Total Distance: 134 miles.

Time: 32 hours.

The Condado Hotel, set in tropical splendor between a mirror-like bay and the surf of the Atlantic.



TOUR VI

San Juan, Río Piedras, Carolina, Canóvanas, Río Grande, Mameyes (Sierra Luquillo - National Forest) Luquillo and return.

From Mameyes is a road leading to Sierra de Luquillo (Luquillo National Forest). In the very heart of the mountains, inaccessible a few years ago, the Federal Government has built trails which lead to the peak of the mountain and other places of interest and beauty in the "Sierra". There are two swimming pools, a big dance floor with excellent bar and small cabins scattered around the park are available at all times. From the peak you see the faraway islands of Vieques and Culebra.

Total Distance: 72 miles

Road: 1, 3.

Time: 6 hours.

TOUR VII

On this trip you will drive over the mountains, crossing the Sierras at an altitude of 2,800 feet and will see the Picachos de Jayuya, peaks that are some 4,398 feet high.

You will see coffee fincas and other plantations found only in the highlands. You will travel across cane fields, through orange, lime, and grape fruit groves.

Leave San Juan at 8:00 A. M., through Bayamón, Vega Alta, Vega Baja, Ciales, and Jayuya (lunch).

Ponce, (stop overnight). Leave Ponce at 9:00 A. M. next day for Guayanilla, Yauco, Sabana Grande, San Germán, Mayagüez, Rincón, Aguada, Aguadilla, Isabela, Quebradillas. (lunch at Guajataca) Camuy, Hatillo, Arecibo, Manatí, Vega Baja, Vega Alta (Bayamón and San Juan.

Roads: 2, 11, 15, 36, 2.

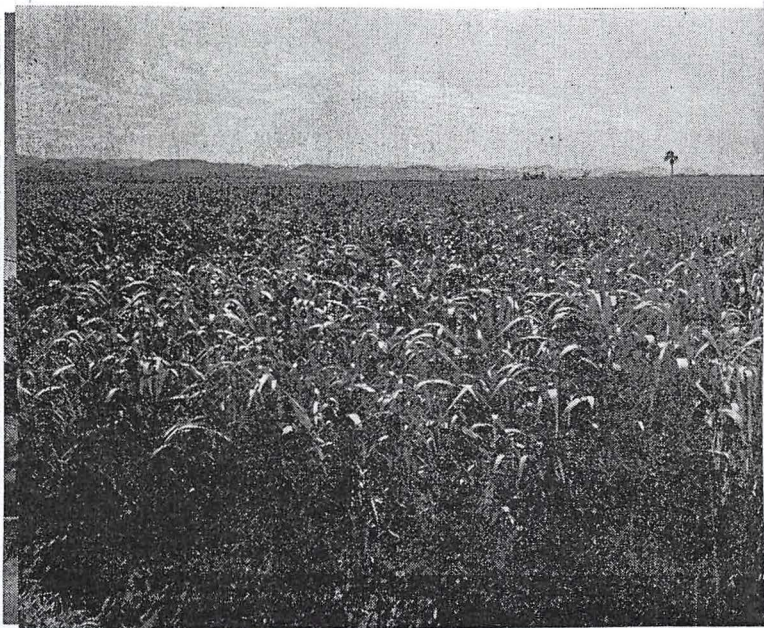
Total Distance: 242 miles.

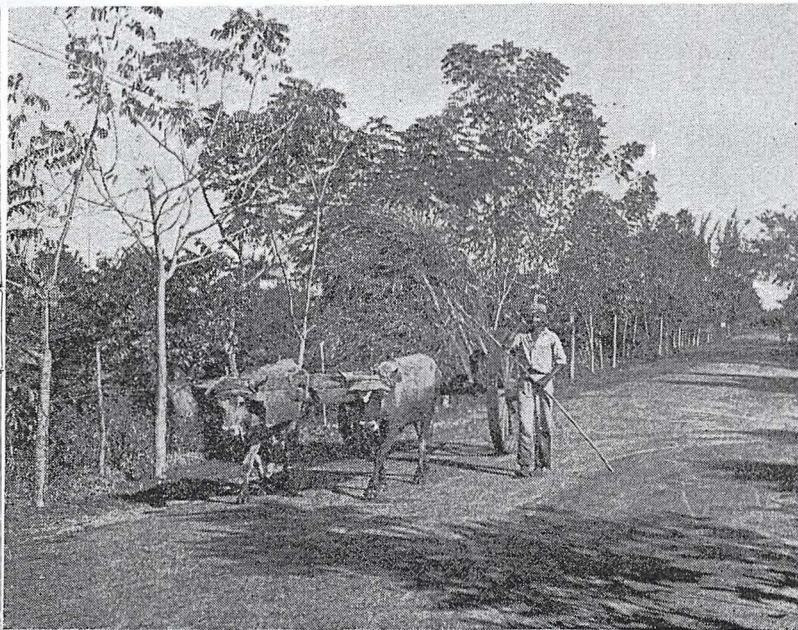
Time: 32 hours,

Distance in Nautical Miles Between San
Juan, Puerto Rico, and Principal Ports of
the World for full-powered Steam Vessels

Amsterdam	3,867
Antwerp	3,821
Auckland, N. Z.	10,627
Baltimore	1,383
Barbados	502
Belfast	3,600
Bremen	4,080
Bordeaux	3,627
Boston	480
Buenos Aires	4,697
Cardiff	3,545
Charleston	1,080
Colón	1,000
Galveston	1,719
Genova	4,202

Sugarcane.



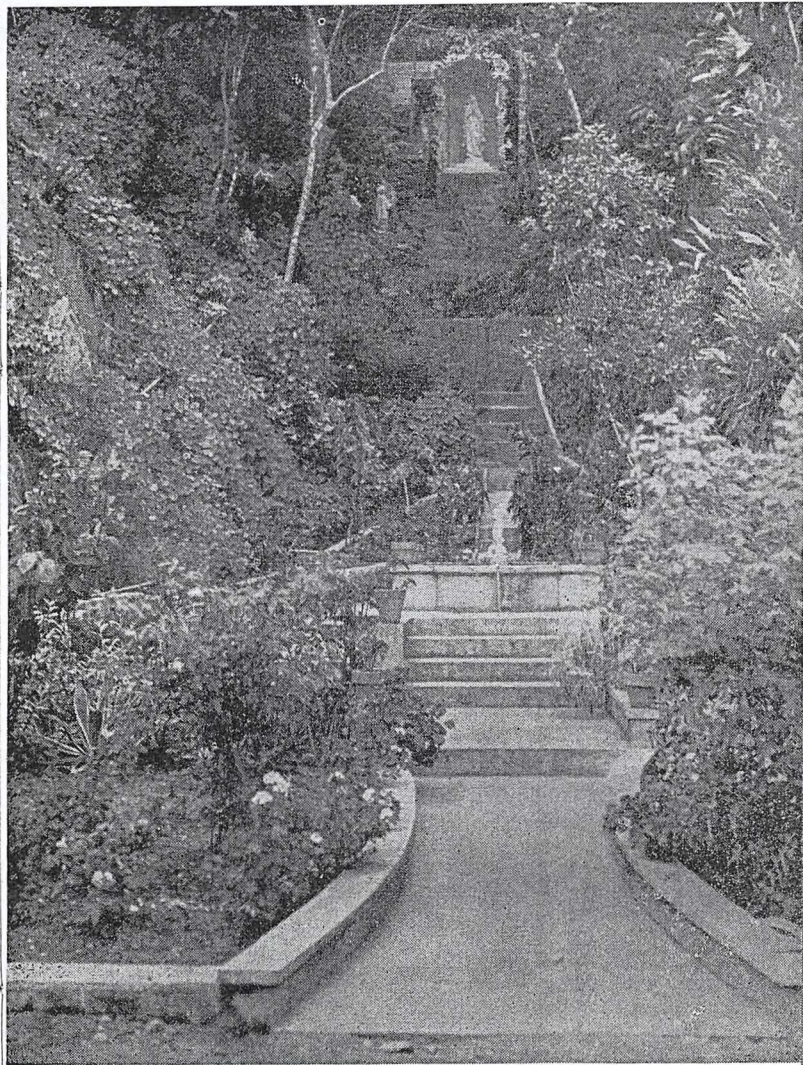


*A common sight on Puerto Rico's country roads, —an
oxcart used to transport cane from the fields.*

Gibraltar	3,354
Glassgow	3,681
Halifax	1,580
Hamburg	4,098
Havana	975
Havre	3,652
Key West	966
Liverpool	3,588
London	3,791
Miami	966
Montevideo	4,579
New Orleans	1,525
New York	1,400
Philadelphia	1,388
Río Janeiro	3,604
San Francisco	4,317
Sidney	8,732
Vancouver	5,117
Yokohama	8,702

Because Puerto Rico is a small island, covered with a network of good roads, it is possible to reach any point in the island within a very short time. A table giving the distance in miles from San Juan to principal towns and cities is given below:

From San Juan to:	Miles	Roads
Adjuntas	86	2, 6
Aibonito	50	1
Arecibo	54	2
Aguadilla	90	2
Barranquitas	34	2, 9
Caguas	22	1
Cayey	38	1
Coamo	61	1
Fajardo	38	1, 3
Guayama	54	1, 4
Guánica	104	1, 36, 2, 39
Jayuya	64	2, 11, 15
Luquillo (Yunque)	36	1, 3
Mayagüez	115	2
Ponce	82	1
Río Piedras	8	1
San Germán	127	1
Humacao	41	1, 5
Utuado	73	2, 6
Yauco	100	1, 36, 2



*Beauty spots are common in Puerto Rico. A wayside shrine
on the side of a mountain near Guayama.*

HIGHEST MOUNTAINS PEAKS IN PUERTO RICO

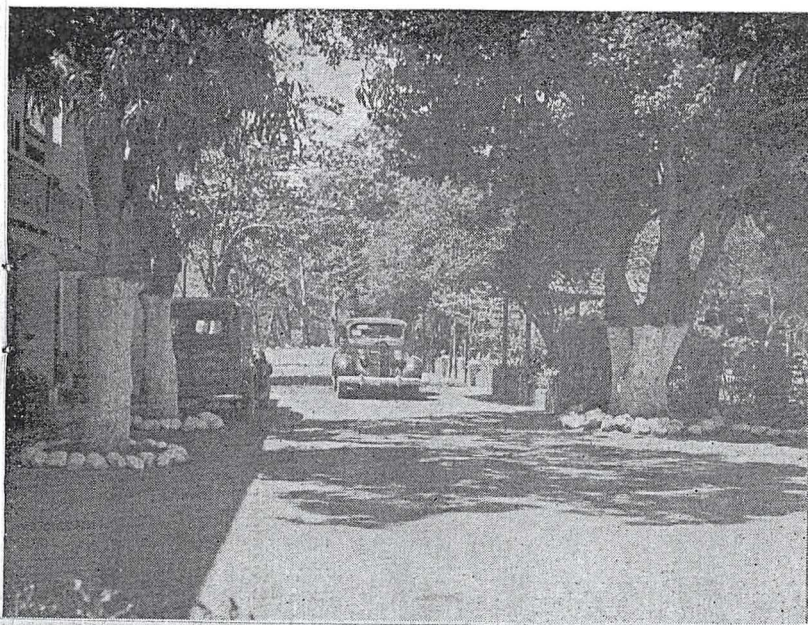
Name	Feet
Puntita	4,399 South of Jayuya
Jayuya Peaks	
East Peak	4,094 " " "
West Peak	4,226 " " "
Picacho Range	
North Peak	3,969 East of Jayuya
South Peak	4,084
Luquillo Range	
Juzudi Peak or El Yunque	3,484 West Peak
Espíritu Santo	3,346 Center Peak
Luquillo Peak	3,458 East Peak
Cerrota Range	
West Peak	3,432
Mongote Range:	
South Peak	3,615
Barranquitas Range	
Center Peak	3,051
West Peak	3,310
Torrecilla	3,127
Bauta	3,172
Monte Blanco	3,002 East of Cayey
Torito	2,820 West of Cayey
Guillarte	3,950 West of Jayuya
Batalla Peak	3,533
Calderón	3,583

COAMO SPRINGS

When Ponce de León left Puerto Rico in search of the Fountain of Youth, mentioned to him by the Indians and presumed to be in far away lands, he was unaware of the fact that by crossing the mountains of the island and descending into the valley of Coamo he could have discovered the fountain, believed by his contemporaries to be mythical.

A trip over sixty five miles of road which winds through some of the most charming scenery in the tropics, takes you to Coamo Springs, which doubtless is the Fountain of Youth whose search led the most romantic Conquistador of all times into a world of adventure. It was discovered in the year 1582 by the Presbyter Ponce de León who, with more accurate data and the services of Indian guides, found out that the Fountain of Youth was already well known and was the rendezvous of the principal Indian chiefs or "Caciques". An analysis of

Coamo Hot Springs, where hot sulphur water has gushed from the ground for centuries.



these waters shows that they are rich in chemical substances. Coamo Springs, as the site has been named, has become a health resort which compares favorably with the most famous health resorts of Europe. The temperature of the water, as it spouts from the ground, is 44.28 degrees centigrade.

PUERTO RICO'S CLIMATE

By Richard W. Gray
Meteorologist

The principal winter-resort regions of the northern hemisphere are the Hawaiiin Island, Southern California, Southern Florida, the West Indies, the French and Italian Riviera, and the northern countries of Africa.

Comparative data is necessary to show the relative climatic advantages of different places. The following table shows the average winter temperature of Honolulu, Los Angeles, California; Miami, Florida; and San Juan, Puerto Rico, and the lowest recorded temperatures at those places.

	Average Winter Temperature Fahrenheit	Lowest Recorded Temperature Fahrenheit
Honolulu -----	71.6	52
Los Angeles -----	56.0	28
Miami -----	68.0	27
San Juan -----	75.3	62

TRANSPORTATION

The highways system of the Island consists of over 1200 miles of hard paved road and thousands of miles of dirt road and trails over which the visitor can reach any point he desires.

PAN AMERICAN AIRWAYS

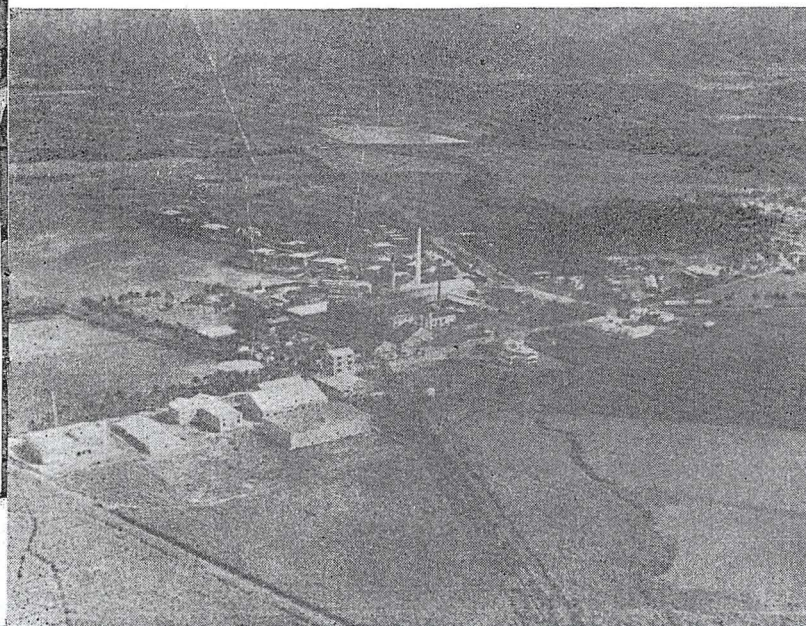
The Island is linked to north and south America by the splendid system of the Pan American Airways. In Miami you can connect to any city in the United States and in less than 24 hours you can reach New York from San Juan.

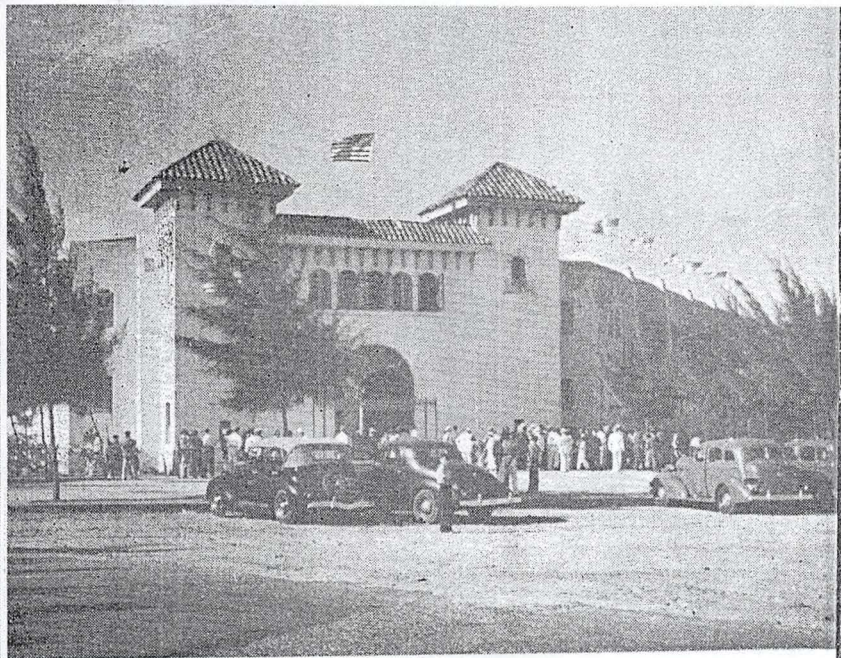
STEAMSHIP LINES

THE NEW YORK & PORTO RICO LINE for many years plying between New York and this Island, can take care of the most discriminating travelers.

The WATERMAN LINE with service to the Gulf Ports, calling at New Orleans, Mobile and Tampa; the MC. CORMICK STEAMSHIP COMPANY to California and South America; the BULL LINE running between San Juan, Baltimore, Jacksonville and Virgin Islands; the LYKES LINE to Gulf Ports, Cuba, Panamá, Colombia, Haiti and Santo

Airview of Mercedita Sugar Mill, Cane Fields and Distillery.





*Main entrance to the grandstands at San Juan's new
Baseball Park.*

Domingo; the AMERICAN HAWAIIAN LINE, to the Pacific Coast; the HORN LINE to Hamburg, Germany; the EMPRESA NAVIERA DE CUBA, to Santo Domingo and Cuban ports; and the FRENCH TRASATLANTIC LINE, to Santo Domingo, Cuba and México.

COMMUNICATIONS

Cable communication from San Juan to all parts of the world, is maintained by the All America Cable, Inc., the French Cable Company and the West Indies and Panamá Telegraph Cable Co.

RADIO TELEPHONE

Radio communication is available to all parts of the world from San Juan.

PUERTO RICO'S RUM INDUSTRY

The manufacture of rum is one of the principal industries of the island of Puerto Rico. The first Spanish colonists in Puerto Rico distilled rum from the fermented juice of the sugar cane, and the outstanding quality of the rum produced in Puerto Rico during the 18th and 19th centuries was the principal factor in making Puerto Rico's rum one of the best known of the world's staple liquors.

In 1897 statistics show that Puerto Rico exported rum to the extent of 800,456 liters to Cuba, 1,600,000 liters to the United States and Europe. That was the last year before the American Invasion.

With the advent of Prohibition in the United States, the Puerto Rican rum industry died a natural death. It was not until the repeal of Prohibition that this important industry revived.

Prohibition cost Puerto Rico all of its former rum markets.

Despite that fact, however, the industry in Puerto Rico has recovered so rapidly since the repeal of the Prohibition Amendment that in the fiscal year 1936-1937 the Island exported to the United States some 700,262 gallons (2,650,500 litres) or twice the amount exported in the best years under the Spanish regime.

Puerto Rico is today, as far as the United States is concerned, the principal rum producing area in the Caribe.

ALTITUDE OF CITIES IN THE ISLAND OF PUERTO RICO

	Feet
Adjuntas -----	1700
Aguas Buenas -----	900
Aibonito -----	1950
Barranquitas -----	1900
Cayey -----	1300
Ciales -----	941
Coamo -----	500
Comerio -----	650
Jayuya -----	1425
Lares -----	1125
Las Marías -----	885
Maricao -----	600

PUERTO RICO AREA AND POPULATION COMPARED WITH STATES

	Area S. M.	Population
Puerto Rico	3,434	1,723,524
Delaware	2,370	238,380
Kansas	82,158	1,880,999
Maryland	12,327	1,631,526
Nebraska	77,520	1,377,693
Nevada	110,690	91,058
Nem Hampshire	9,341	465,293
New Mexico	122,634	423,317
North Dakota	70,837	680,845
Oregon	96,699	953,786
Rhode Island	1,248	687,497
South Carolina	30,989	1,738,765
Utah	84,999	507,847
Vermont	9,564	359,611
Washington	69,127	1,563,396
West Virginia	24,170	1,129,205
Wyoming	97,914	225,565

NATIVE DISHES YOU MAY ORDER

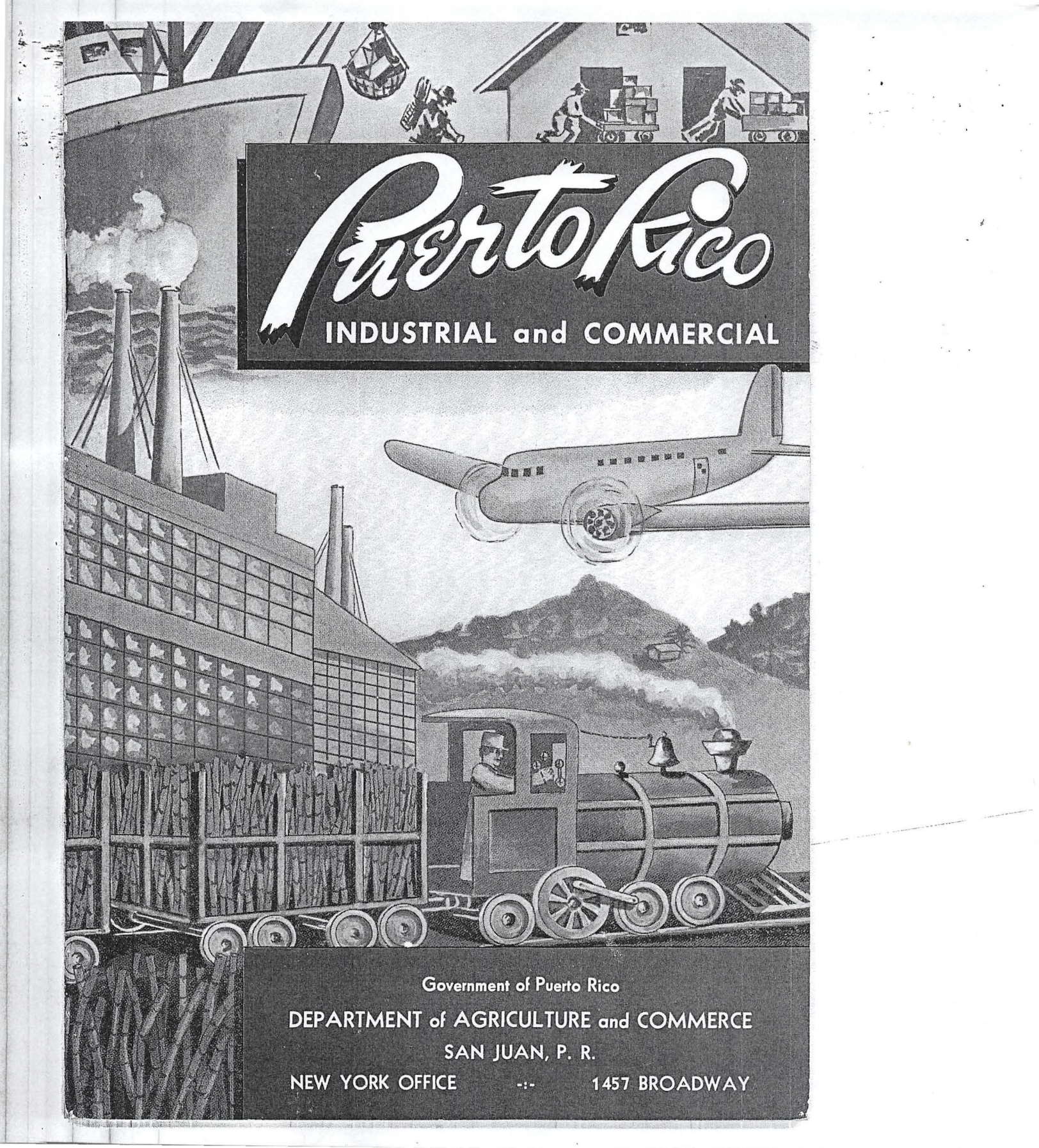
Pasteles Criollos	Tamales made of plantains, meat, olives, raisins, ham and chik-peas wrapped in banana leaves.
Cabrito Estofado	Stewed kid.
Paella	Stewed rice with chicken, fish, clams, peppers and ham.
Arroz con Pollo	Chicken with rice.
Asopado	Stewed chicken with rice.
Almojábanas	Rice flour puffs with cheese.

NATIVE FRUITS

Piña	Pineapple
Guineos	Bananas
Mapén	Bread fruit
Chinas	Oranges
Plátanos	Plantains
Guanabana	Prickle Pears
Mangoes	Anón
Caimito	Mamey
Quenepas	Quenepas

THE FOLLOWING NUMBERS
CORRESPOND TO THOSE ON THE
ACCOMPANYING CITY MAP

- (1) Federal Building
- (2) Cristo Chapel
- (3) La Fortaleza or Santa Catalina
- (4) San Juan Gate
- (5) The Cathedral
- (6) Casa Blanca
- (7) San José Church
- (8) Ballaja Barracks
- (9) El Morro Castle
- (10) City Hall
- (11) Custom House
- (12) Plaza Colon
- (13) San Cristobal Castle
- (14) Casino de Puerto Rico
- (15) Y. M. C. A.
- (16) The Ateneo
- (17) Carnegie Library
- (18) Casa de España
- (19) The Capitol
- (20) School of Tropical Medicine
- (21) Redemptorist Church
- (22) Muñoz Rivera Park
- (23) Baseball Park
- (24) Escambrón Beach Club
- (25) Fort San Geronimo
- (26) San Antonio Bridge
- (27) Club Náutico
- (28) Hotel Condado
- (29) Navy Yard
- (30) The Market
- (31) The Condado Bridge

A detailed black and white illustration depicting various aspects of Puerto Rico's industry and commerce. In the top left, a large ship is docked with a crane lifting a basket. To the right, workers are shown loading and unloading boxes from a building. In the center, a large airplane is in flight. Below it, a steam locomotive pulls a train car filled with lumber. In the background, there are industrial buildings with smokestacks and a mountain range.

Puerto Rico

INDUSTRIAL and COMMERCIAL

Government of Puerto Rico
DEPARTMENT of AGRICULTURE and COMMERCE
SAN JUAN, P. R.
NEW YORK OFFICE -- 1457 BROADWAY

PUERTO RICO

Industrial and Commercial

The logical manufacturing and
distributing center for Ameri-
can national and overseas mar-
kets in the Western hemisphere

1938

A Publication of the
GOVERNMENT OF PUERTO RICO

Department of Agriculture and Commerce
San Juan, Puerto Rico, U. S. A.

NEW YORK SERVICE
1457 Broadway • New York City

Nineteen Good Reasons for Establishing Factories or New Industries in Puerto Rico

1. Puerto Rico's products pay no duty on entering continental United States, neither do American goods pay duty on arrival at Puerto Rico.
2. Puerto Rico's wages are reasonable.
3. Puerto Rico provides plentiful labor.
4. Puerto Rico's labor is quick to learn.
5. Puerto Rico grants exemption from certain taxes to new industries.
6. Puerto Rico's municipalities help in acquiring factory sites.
7. Puerto Rico offers low cost of rentals or of construction of factory buildings.
8. Puerto Rico has steamship connection with the principal ports of the United States.
9. Puerto Rico has excellent air connections with Florida, other West Indies and South America.
10. Puerto Rico has fine and efficient cable, telephone, and wireless services.
11. Puerto Rico is provided with rapid and constant mail service.
12. Puerto Rico possesses a very fine system of highways.
13. Puerto Rico has complete banking facilities.
14. Puerto Rico has no cold weather and, therefore, no heating problems.
15. Puerto Rico has ample electric power.
16. Puerto Rico has three ports with deep water docks.
17. Puerto Rico's government encourages industrial development.
18. Puerto Rico is in itself a potential \$100,000,000 market with 1,750,000 consumers, all American citizens.
19. PUERTO RICO IS THE LOGICAL MANUFACTURING AND DISTRIBUTION POINT FOR AMERICAN GOODS SHIPPED TO THE WEST INDIES, CENTRAL AND SOUTH AMERICA.

Other inducements and advantages that make for lower overhead costs in manufacturing may be obtained by addressing

GOVERNMENT OF PUERTO RICO
DEPARTMENT OF AGRICULTURE AND COMMERCE
New York Service: 1457 Broadway, New York Tel.: Wisconsin 7-2850

PUERTO RICO

a profitable market for American business

CLASSIFIED as a hundred million dollar market, Puerto Rico occupies a significant position in the offshore commerce of the United States and ranks high among the best clients of American business. The development of Insular commerce since the Island became a part of the United States has been consistent and without interruption.

Situated within the tariff boundaries of the United States, Puerto Rico gains the advantage of the favorable domestic market for her own production. Domestic market prices have stimulated insular production and has established a commercial exchange highly advantageous to both continental and insular producers of manufactured and agricultural production.

Having the same access to the American market as any other American community, Puerto Rico has intensified the production of money crops while depending almost exclusively upon the continental market for everyday requirements. By exporting virtually all that it produces the Island is able to import profitably everything that it consumes.

As the external trade of the Island has been steadily maintained through the years, a favorable trade balance is generally maintained and the purchasing power of the Island remains on a sound basis. Present indications point toward further commercial expansion by exploiting the industrial as well as the agricultural possibilities of the Island. With its heavy population and an abundance of skilled and teachable handicrafters unexploited industrial possibilities are being studied.

Located at the oceanic cross-roads of the Western Hemisphere Puerto Rico is a logical way station in the development of the lucrative Latin American markets toward which American Industry is looking with new understanding and appreciation.



Garment making is a prominent industry in Puerto Rico

This survey of the industrial and commercial potentialities is intended to assist business interests intent upon expanding the scope of their enterprises to embrace a larger share of the Puerto Rican market.

General Industries Of economic importance for the Island is the production of fine needlework. Done largely by hand, this industry employs thousands of workers. The center of the needlework industry is in Mayaguez, on the western coast of the Island.

The United States absorbs practically the entire output. The work done in Puerto Rico may be divided into two classes; the sewing of garments and embroidering of ready cut garments, and the embroidering of flat work and piece goods. Women's and children's dresses and undergarments are products of the garment-making trade, while handkerchiefs, napkins, tablecloths, towels, sheets and pillowcases, etc. are hand-embroidered. Linen houses, large department stores, and garment factories in the United States handle the needlework output. A number of such establishments maintain their own organizations in the Island, but most of the work is done on a contract basis. Materials are supplied by northern firms, and the contractors supervise work done according to specifications.

The Island's reputation rests on high quality hand needlework, but some work is done by machines, principally the manufacture of tropical suits for men.

Shipments of needlework products to the mainland markets during the last three fiscal years, were as follows:

NEEDLEWORK PRODUCTS (Value in dollars)

Item	1935-36	1936-37	1937-38
COTTON:			
Wearing Apparel:			
Women's:			
Dresses, skirts and waists.....	4,155,137	4,324,074	1,759,947
Underwear.....	256,230	552,418	699,784
Children's:			
Dresses.....	2,026,219	3,811,019	954,604
Underwear.....		15,300	
Men's and boys' clothing.....	836,095	730,320	449,357
Nightgowns and pajamas.....	7,183,941	7,255,635	3,729,369
Handkerchiefs.....	934,176	1,286,832	1,665,572
Bridge sets.....	83,851	65,245	
Luncheon cloths, table covers and scarfs.....	145,059	167,427	5,949
Towels.....	66,954	57,993	13,359
Sheets and pillow cases.....	124,844	278,404	318,694
Other cotton manufactures.....	88,835	122,738	35,070
LINEN:			
Wearing apparel.....	6,744	11,993	10,131
Handkerchiefs.....	1,087,364	734,222	546,391
Bridge sets.....	93,802	94,360	
Luncheon cloths, table covers and scarfs.....	510	12,045	32
Other linen manufactures.....	2,450	15,512	20,869
SILK:			
Dresses.....	332,670	893,623	51,206
Underwear.....	116,634	280,769	797,727
Other silk manufactures.....	980	48,518	461,628

Two new industries have been in process of development during the past two years. Cotton hairnets and leather gloves are now being manufactured in the Island. Exports in the fiscal year 1937-1938:

Item	Unit	Quantity	Value
Hairnets (Cotton).....	Gross	76,013	\$152,496
Gloves (Leather).....	Dozen	51	662

Another industry lately encouraged is the manufacture of "pellizas," a string rug, which is finding an acceptable market on the mainland.

There are four hat factories in Puerto Rico. Two of them manufacture straw hats, practically all of which are shipped to the United States. Flexible-body hats and Monte Cristos (Panama) are sometimes imported in the hood stage to be finished in Puerto Rico. Braids, plaits and laces of straw, and paper imitation panama hats are imported from foreign countries.

During 1934-35, 47,696 dozen straw or fiber hats valued at \$303,332 were shipped to the mainland; during 1935-36, 51,706 dozen valued at \$333,433; during 1936-37, 55,470 dozen valued at \$337,900; and in 1937-38, 44,512 dozen valued at \$263,478 were shipped to the same market.

Two shell-button factories are operating in Puerto Rico. The greater part of their output is shipped to the United States. The native shell is not usable, and raw material for the manufacture of buttons (pearl and shell) is brought from French Oceania, Netherland India and other sources.

Shipments of pearl and shell buttons to the United States were 6,530 gross valued at \$3,836 in 1934-35; 127,287 gross worth \$65,277 in 1935-36; 170,624 gross, at \$93,580 in 1936-37; and 392,303 gross valued at \$152,520 during 1937-38.

Two small establishments, one in Guayama and another in Ponce, do cutting and polishing of jewels, the first specializing in sapphires, agates, cornelians and rubies; and the other in diamonds. Both plants are modern and well-equipped.

A plant for the manufacture of silk hosiery was recently established.

There are manufactures of blankets, quilts and mattresses; candles, furniture, perfumery, toys, floor tiles and mosaics, etc. There are two breweries, producing a creditable beverage for local consumption.

The canning industry, instituted chiefly to provide an outlet for broken and confectioners' pineapples, has expanded its scope to the point where its annual pack includes oranges, orange and grapefruit juices, as well as vegetables such as peppers, *gandules* (pigeon peas), tomatoes, banana leaves, *pasteles* and hallacas (tamales made of plantain and cornmeal).

The Division of Industries of the Department of Agriculture and Commerce of Puerto Rico has been conducting extensive investigations and experiments in various fields tending to develop new industries for the Island.

Great possibilities are observed in the processing of the "china-silvestre" or Puerto Rican wild orange which grows extensively in the coffee regions of the Island as a by-product. It is a product from which the Island has derived scant benefit, its use been restricted to local consumption, because of plant quarantine regulations shutting it off from Northern markets. It is one of the most appetizing of tropical fruits, rich in vitamins and having a high nutritive value. Among the

products to be obtained from it for commercial use the most important is, of course, the juice. The canning of the orange juice is due to become an important industry. Other important products obtained from wild oranges are marmalade and jams; brandies, wines, alcohols and vinegars, and essential oils. The peel and residues can be used in the manufacture of animal feeds. From the seeds, a vegetable oil can be obtained for the manufacture of soap.

Research and experiments have been conducted by the same Division into the possibility for development of by-product industries using other agricultural products. Among such experiments, considered as the most promising and important, is the preparation of mixed animals' feeds for dairy cows, pigs, poultry, etc. Among these raw-materials are the residues from citrous waste, meal from "Sea Island" cotton-seed, meal from peanuts, residues from the extraction of starch from roots or tubers, etc.

Studies are under way in the processing of several tropical fruits and vegetables for the production of candied foods, juices, nectars, pulps, etc. Many of these offer great possibilities, such as guanábana (sour-sop), mango, tamarind, papaya, pineapple, lemon, calabaza (tropical squash), plantain, pimienta (pepper), etc.

The supply of wood pulp for paper making is not keeping up with the demand for alpha-celulose, paper pulp and paper either in the United States or Canada. The world is going to look to other sources of cellulose for the manufacture of paper and Puerto Rico has two important sources. These products are the bagasse from crushed sugar-cane and the brava-cane, which provide materials for a high grade alpha-celulose and for paper pulp suitable for cellulose, writing papers, paper boards, etc.

Puerto Rico with its abundant supply of sugar-cane and facilities for developing its brava-cane, and with its proximity to important markets, unquestionably is in a promising position.

In projects conducted by the Puerto Rican Reconstruction Administration, agricultural development has been prominent. The cultivation of vanilla is increasing rapidly, and at present arrangements are being made to increase the planting of vanilla in one hundred (100) cuerdas. A factory to cure vanilla beans was recently finished at Castañer Farm. It is expected that by 1942, Puerto Rico will be in position to enter into competition with other countries producing vanilla beans for the mainland markets. Research studies are being made to produce perfumes from tropical plants and trees.

Labor Supply and Demand Because of the heavy population, there is a large supply of unskilled labor. There are more applicants for work than can be employed. Skilled labor in industries already established in Puerto Rico is also plentiful.

The provisions of the wage-hour law as passed by the last Congress are fully applicable to Puerto Rico. The advisability, however, of full enforcement of the provisions of the law has been questioned by the Insular official and business men who have announced they will attempt to induce Congress to modify the law to meet special conditions encountered in Puerto Rico.

The following figures, corresponding to the fiscal year 1937-38, present the average hour and weekly wage rates paid in Puerto Rico and number of working hours per week, (piece work is figured on basis of average earning) :

**SUMMARY OF HOUR AND WEEKLY WAGES AND WORKING HOURS PER
WEEK, AVERAGED IN VARIED NUMBER OF ESTABLISHMENTS
AND FARMS IN THE MOST IMPORTANT INDUSTRIES**

Establishment, Factory, Plant or Field Industries	AVERAGES		
	Full Time Hours Per Week	Earnings Per Hour	Actual Earnings Per Week
ALCOHOL			
Males.....	55.6	.178	9.03
BED AND BEDSPRINGS			
Males.....	48.0	.147	6.64
BREWERIES			
Males.....	48.0	.185	8.89
BUILDING TRADES			
Males.....	49.0	.188	8.66
BUTTONS (SHELL)			
Males.....	48.0	.189	7.51
Females.....	48.0	.107	4.66
CIGARS			
Males.....	47.5	.203	8.52
Females.....	47.8	.171	5.86
COFFEE CRUSHING MILLS			
Males.....	48.0	.131	5.08
Females.....	48.0	.086	1.55
COFFEE GROWING			
Males.....	48.0	.072	2.60
Females.....	48.0	.067	2.11
COFFEE ROASTING			
Males.....	48.0	.161	7.48
ELECTRIC PLANTS			
Males.....	53.0	.266	13.77
FERTILIZERS			
Males.....	42.1	.263	6.67
FOUNDRY AND MACHINE SHOPS			
Males.....	48.0	.224	11.08
FRUIT CANNING			
Males.....	52.3	.112	3.36
Females.....	50.5	.08	2.29
FRUIT PLANTING			
Males.....	48.0	.093	3.39
Females.....	48.0	.057	2.33
FRUIT PACKING			
Males.....	48.0	.094	3.41
Females.....	48.0	.047	2.02
FURNITURE			
Males.....	47.6	.137	6.48
Boys.....	44.0	.02	.88
HAIR NETS			
Males.....	48.0	.213	10.33
Females.....	48.0	.125	4.75
HATS			
Males.....	47.8	.219	10.23
Females.....	47.8	.128	5.35
LIQUOR MANUFACTURING AND BOTTLING			
Males.....	50.9	.15	6.15
Females.....	48.4	.135	5.72
MATTRESS, QUILT AND PILLOW			
Males.....	47.6	.143	6.43
Females.....	47.9	.128	4.14
NEEDLEWORK			
Children's Garments			
Males.....	45.9	.154	5.29
Females.....	46.9	.104	3.33
Boys.....	48.0	.021	1.00

Establishment, Factory, Plant or Field Industries	AVERAGES		
	Full Time Hours Per Week	Earnings Per Hour	Actual Earnings Per Week
Gloves			
Females.....	48.0	.068	2.59
HANDKERCHIEFS AND ART LINEN			
Males.....	46.5	.111	3.74
Females.....	46.2	.093	3.26
Men's Shirts			
Males.....	45.7	.160	6.68
Females.....	44.9	.111	4.07
Men's Suits			
Males.....	48.0	.143	5.90
Females.....	48.0	.139	4.80
Pants			
Males.....	47.7	.121	5.07
Females.....	47.0	.093	3.67
Women's Dresses			
Males.....	45.1	.191	8.29
Females.....	45.4	.104	4.29
Women's Underwear			
Males.....	47.4	.136	4.85
Females.....	46.5	.099	3.33
PAPER BOXES			
Males.....	48.0	.202	9.75
Females.....	48.0	.09	4.16
PRECIOUS STONE CUTTING AND POLISHING			
Males.....	48.0	.204	8.63
Females.....	48.0	.199	7.75
SHOE MANUFACTURING AND REPAIRING			
Males.....	47.5	.114	5.05
Females.....	48.0	.063	3.00
Boys.....	48.0	.018	.87
SOAP			
Males.....	44.0	.179	7.87
Females.....	44.0	.091	4.00
SUGAR			
Cane Planting			
Males.....	49.1	.128	3.65
Females.....	48.0	.082	.86
Boys.....	49.2	.095	3.93
Factories			
Males.....	55.6	.175	7.73
Females.....	48.8	.088	2.03
Boys.....	56.0	.018	1.00
Refineries			
Males.....	56.0	.168	8.18
TIN CANS			
Males.....	48.0	.102	3.39
TOBACCO			
Field Growing			
Males.....	47.9	.073	2.66
Females.....	48.0	.05	1.56
Boys.....	48.0	.045	2.01
Stripping			
Males.....	48.0	.122	5.50
Females.....	47.2	.08	3.26
Boys.....	48.0	.089	4.30
TRUCK GARDENING			
Males.....	48.0	.069	.99
WOODEN BOXES			
Males.....	48.0	.374	9.61
WEARVES			
Males.....	53.9	.354	2.46

The Free Federation of Puerto Rico, a workmen's organization, affiliated with the American Federation of Labor, is said to represent 80 per cent of the Island's laborers. Strikes are relatively rare, although they have occurred in several industries, generally as a result of disputes over wage scales. Strikes have been without violence, and most of them have been terminated by arbitration.

Industrial Power Utilization Puerto Rico has 7 hydroelectric plants—two privately owned, three owned and operated by the Insular Government, and two operated by municipalities. Practically all communities of more than 1,000 inhabitants have electric power. The linking of hydro and steam plants affords industry stability of service, as power is transferred and made available wherever it may be needed at a moment's notice.

Lighting and power rates show a decided trend downward. Present rates in the San Juan district, for domestic services, scale down from $7\frac{1}{2}\phi$ to $1\frac{1}{2}\phi$ per kwhr; secondary power rates scale down from 5 cents to 2 cents per kwhr and wholesale primary power rates scale down to as low as $1\frac{1}{4}\phi$ per kwhr. Electric service is available at these rates in thirty-four municipalities in the northeastern section of the Island.

It is estimated that Puerto Rico consumes 125,000,000 kilowatt-hours of electric energy annually.

Power from irrigation plants is obtainable in some sections at $1\frac{1}{2}\phi$ per kilowatt-hour. Special low rates are obtainable for industrial purposes when the consumption is large.

Steam power is used by many sugar mills and canneries.

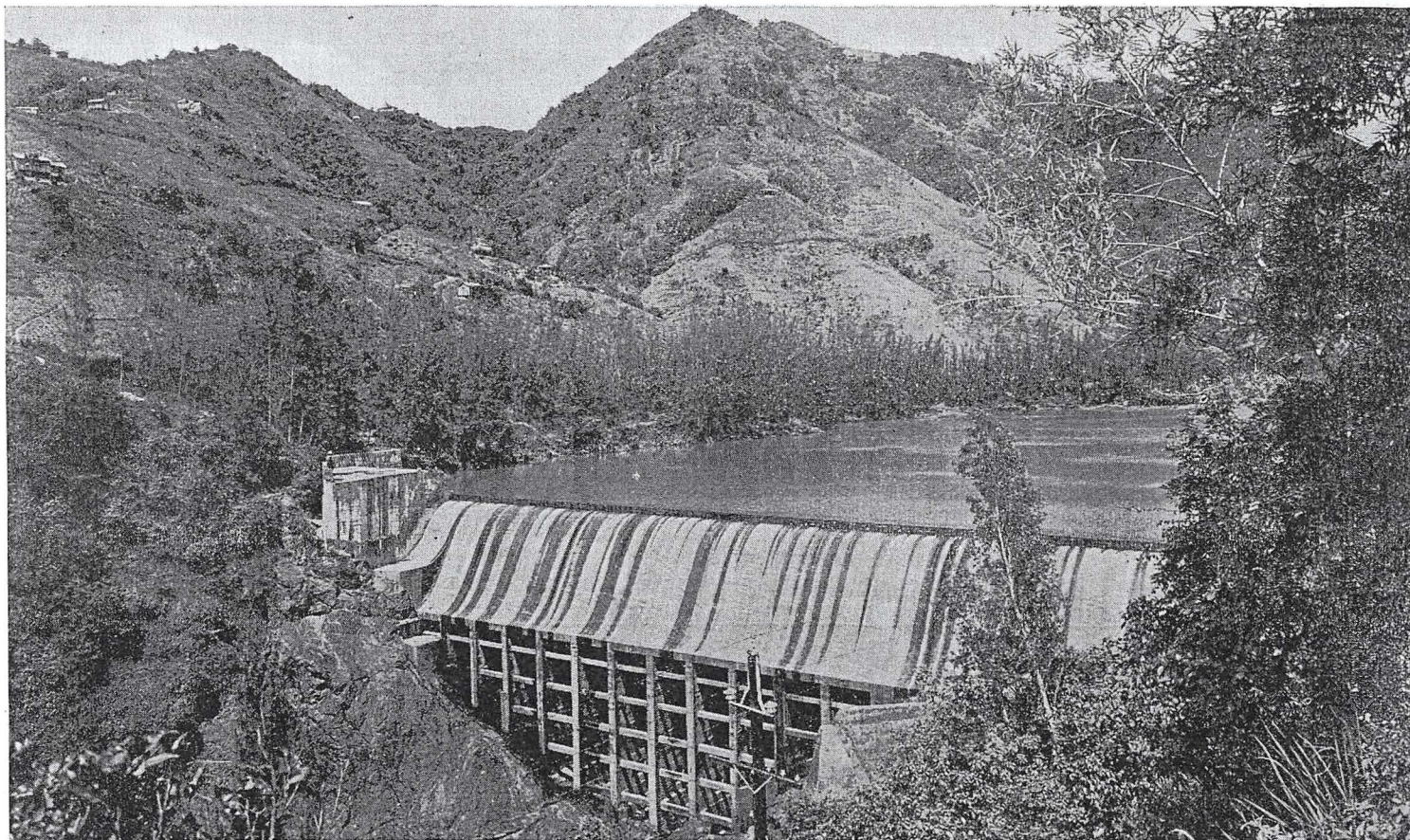
There are 71 waterworks owned and operated by municipalities. Potable water is maintained at highest possible quality under the supervision of the Department of Health. Chemical analyses vary according to locality, but in a majority of cases water supplies have shown availability for industrial uses.

Location Puerto Rico, an Island possession of the United States, is the fourth in size of the West Indies group known as the Greater Antilles, in which Cuba, Santo Domingo, Haiti and Jamaica are included. It lies 1,399 miles south-east of New York, and 963 east of Key West, Florida. The Island, with a total area of approximately 3,400 square miles—about one hundred miles long by thirty-five wide—and a coast line of some 345 miles has a population of 1,723,534 inhabitants. Puerto Rico is larger than Rhode Island and Delaware, and has a greater concentration of population than any of the States except Rhode Island, Massachusetts and New Jersey.

The islands of Culebra, Vieques, and Mona form part of the territory of Puerto Rico.

Factory Sites A great variety of sites for factories, both inland and near the sea is available. In the selection of these, the cooperation of officials of the Insular Government, of the Chambers of Commerce, and of local banks or organizations having on file a list of suitable properties at reasonable costs, is readily obtainable for prospective industries. Buildings for factory purposes are to be found at reasonable rentals, according to location, capacity and structure.

Office Personnel Office help in all its branches is abundant and of a high average competency. Numerous public and private schools graduate qualified stenographers, typists, bookkeepers, etc., commanding both the English and Spanish languages. Salaries, usually paid on a monthly basis, are low as compared to mainland standards.



Power utilization for industrial purposes throughout the Island affords stability of service

Office Buildings Modern office buildings at rentals, ranging from \$50 to \$200 per month, according to location and space, are available in the principal cities. San Juan, Ponce and Mayaguez have numerous up-to-date office buildings, offering elevator, superintendent, porter and cleaning services. Leases for one or more years are generally required.

Advertising Media There are nine daily newspapers published in Puerto Rico, edited mainly in Spanish. In addition weeklies, billboards, lantern slides, radio commercials and handbills serve as advertising media for the Island. Advertising costs are relatively low.

External Trade of Puerto Rico During the last forty years the trade balance has been favorable. A comparison of Puerto Rico's total overseas trade for the last five fiscal years serves as an illustration:

	1933-1934	1934-1935	1935-1936	1936-1937	1937-1938
EXPORTS (dollars):					
To United States.....	83,769,987	77,602,195	97,155,761	112,857,749	79,808,113
To foreign countries.....	2,757,501	2,075,493	2,142,285	2,096,078	2,269,065
Total.....	86,527,488	79,677,688	99,298,046	114,953,827	82,077,178
IMPORTS (dollars):					
From United States.....	57,503,315	63,573,575	77,715,486	90,288,508	84,987,994
From foreign countries...	6,421,568	6,412,365	6,414,882	8,571,461	8,326,789
Total.....	63,924,883	69,985,940	84,130,368	98,859,969	93,314,783
FAVORABLE TRADE BALANCE (dollars).....	22,602,605	9,691,748	15,167,678	16,093,858	11,237,605*

* Balance against Puerto Rico.

These figures indicate that the external trade of Puerto Rico represented in the 1937-38 period, 97 per cent of the Island's exports and 91 per cent of total imports, is almost exclusively with the United States.

Principal commodities imported from continental United States and foreign countries during 1937-38 are listed as follows:

ALPHABETICAL SUMMARY OF PRINCIPAL PRODUCTS IMPORTED FROM THE UNITED STATES INTO PUERTO RICO, DURING THE FISCAL YEAR 1937-1938.

Articles	Unit	Quantity	Dollars
Automobiles and chassis (passenger)	no.	2,074	1,543,792
Bags, cotton	lb.	1,387,484	359,949
Bags, jute	lb.	2,617,897	248,838
Bags, paper	lb.	3,878,175	293,965
Bars, iron and steel	lb.	24,704,878	650,962
Beans, dried	lb.	36,752,135	1,531,053
Beans, fresh	lb.	735,959	34,113
Beef and veal	lb.	626,950	149,822
Biscuits and crackers	lb.	3,052,806	452,529
Blades, safety razor	doz.	417,457	66,180
Blankets (cotton)	lb.	332,465	130,563
Bolts (various)	lb.	1,397,425	111,968
Boots and shoes, leather	pair	2,687,383	3,004,640

Articles	Unit	Quantity	Dollars
Butter	lb.	677,973	244,392
Candies (all kinds)	lb.	2,522,761	371,249
Candles	lb.	2,073,710	127,465
Cans, tin	lb.	2,494,661	220,183
Cement, hydraulic	376 lb. bbl.	452,310	634,840
Cereals, corn	56 lb. bu.	11,105	9,829
Cereals, oats	32 lb. bu.	120,303	62,608
Cereals, wheat	lb.	156,103	16,777
Cheese	lb.	1,317,225	260,836
Chemicals, industrial	—	—	756,179
Chewing gum	lb.	192,626	70,733
China and porcelain	—	—	223,560
Chocolate and powdered cocoa	lb.	585,599	150,492
Cigarettes	M	759,745	3,167,586
Coal and coke	ton	21,376	123,515
Cordage and twine (all)	lb.	1,458,394	207,671
Corn meal	196 lb. bbl.	53,862	197,466
Cotton cloth (unbleached)	sq. yd.	3,776,941	200,881
Dresses, skirts and blouses (cotton)	no.	255,671	117,502
Duck, cotton (all)	sq. yd.	355,704	78,495
Eggs in the shell	doz.	348,233	86,937
Fabrics, cotton	—	—	6,320,815
Fabrics, cotton-rayon	sq. yd.	734,304	110,824
Fabrics, silk	—	—	102,335
Fabrics, wool	lb.	130,348	221,648
Fertilizers	—	—	2,353,319
Films, motion pictures	lin. ft.	3,593,984	95,513
Fish (salted, pickled, etc.)	lb.	618,100	38,388
Fish, canned	lb.	3,777,307	302,835
Flour, starch and corn	lb.	2,758,738	100,337
Flour, wheat	196 lb. bbl.	458,103	2,321,623
Fodders and feeds	tons	17,274	722,113
Footwear, rubber	pair	109,486	54,268
Fruits, canned	lb.	2,191,235	221,243
Fruits, dried and evaporated	lb.	1,047,145	74,987
Fruits, fresh	—	—	174,375
Fruits, (preserves, jams, etc.)	lb.	82,058	13,112
Gasoline	bbl.	740,783	1,844,068
Greases, lubricating	lb.	604,293	34,906
Hats and caps	no.	324,489	126,436
Hosiery, cotton	doz. pr.	168,048	165,608
Hosiery, rayon	doz. pr.	208,332	218,318
Hosiery, silk	doz. pr.	122,959	381,245
Household ware, enameled	lb.	869,677	143,520
Iron and steel, structural	lb.	15,144,831	614,952
Kerosene	bbl.	121,362	376,151
Ketchup and prepared sauces	lb.	4,571,834	340,746
Lard	lb.	28,136,037	3,169,071
Leather, upper	—	—	36,862
Linoleum	sq. yd.	233,072	66,080
Macaroni, spaghetti, etc.	lb.	1,628,614	109,791
Malt liquors	gal.	405,861	274,056

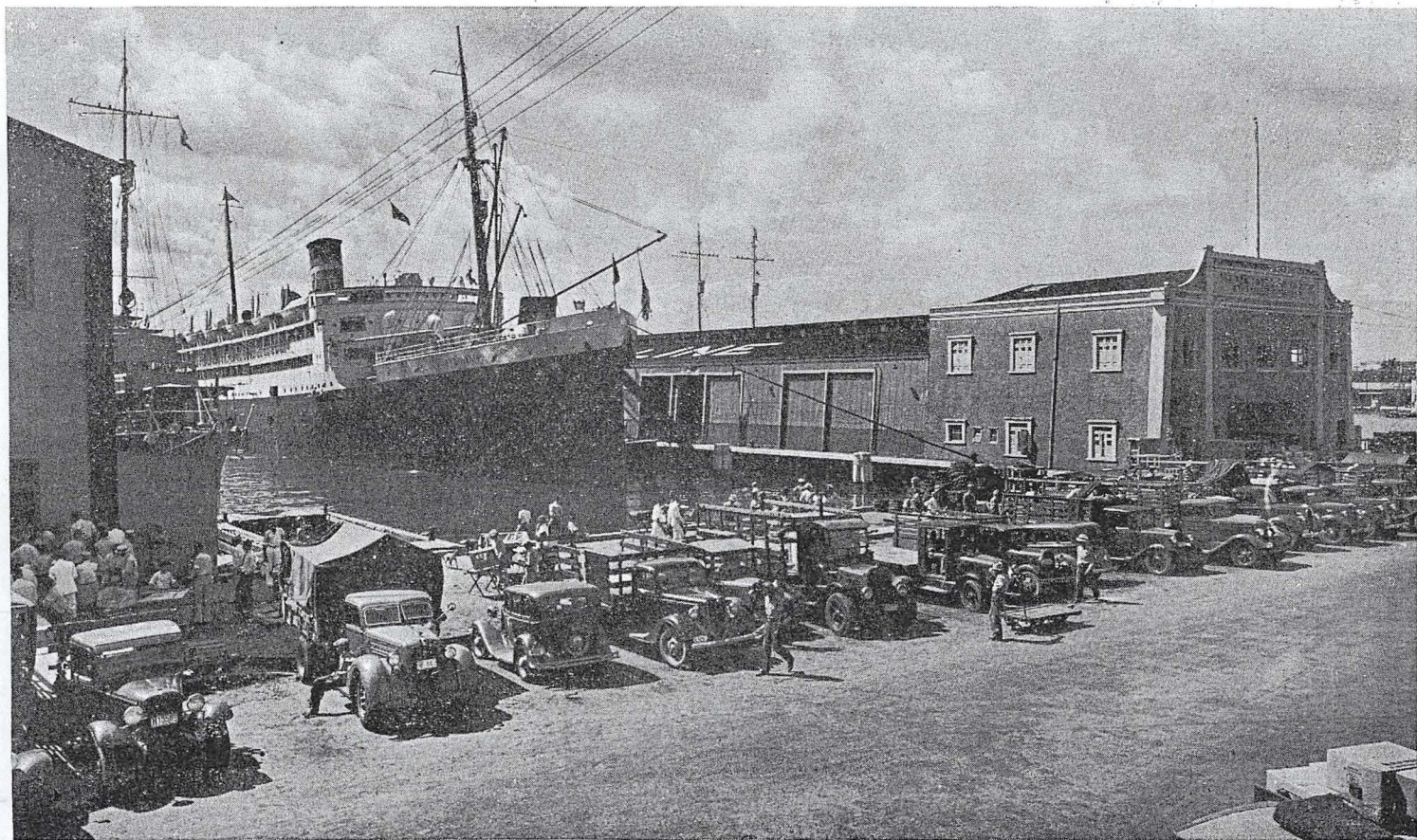
Articles	Unit	Quantity	Dollars
Meats, canned	lb.	2,658,666	501,189
Milk, condensed (sweetened)	lb.	413,212	55,279
Milk, dried	lb.	595,690	195,807
Milk, evaporated (unsweetened)	lb.	7,580,458	634,893
Nails	lb.	4,884,614	184,482
Nuts (fruits)	lb.	227,772	36,065
Oats	32 lb. bu.	120,303	62,608
Oilcloth	sq. yd.	248,703	34,549
Oils, gas and fuel	bbl.	181,655	240,794
Oils, lubricating	bbl.	25,044	277,891
Oil, linseed	lb.	819,398	92,287
Oils and fats, vegetable (edible)	lb.	2,562,940	300,998
Oleomargarine	lb.	112,707	14,004
Onions	lb.	8,393,085	138,577
Paints and varnishes	—	—	593,078
Paper, newsprint	lb.	2,267,582	58,923
Paper, wrapping	lb.	11,371,103	501,914
Paper, writing	lb.	1,764,785	143,370
Pipes and fittings (iron and steel)	lb.	21,331,332	810,285
Pork products	lb.	18,237,445	2,286,945
Potatoes, white	lb.	48,789,398	410,366
Quilts and bedspreads	no.	148,791	110,123
Radio receiving sets	no.	9,702	286,956
Railway track material	lb.	4,164,607	111,040
Refrigerators, electric	no.	3,505	363,057
Rice	lb.	256,952,142	7,556,304
Salt	lb.	2,318,862	29,483
Sewing machines	no.	2,145	97,371
Sheetings (unbleached)	sq. yd.	3,582,472	186,932
Sheetings (bleached)	sq. yd.	26,343,429	2,248,688
Sheets, iron and steel	lb.	13,427,971	575,620
Soaps (all kind)	lb.	21,195,932	1,138,257
Spices	lb.	395,867	36,311
Thread, sewing	lb.	294,821	256,859
Tiles, floor and wall	sq. ft.	910,335	153,393
Tin, hollow ware	lb.	3,140,022	293,695
Tin plate and taggers tin	lb.	1,576,442	89,726
Tires	no.	123,063	779,483
Trucks and busses, motor	no.	1,008	741,765
Typewriters	no.	1,116	60,596
Underwear, cotton	doz.	178,078	317,755
Underwear, rayon	doz.	26,082	65,205
Underwear, silk	no.	229,649	174,304
Vegetables, canned	lb.	4,194,247	328,667
Waste, cotton-mill	lb.	1,358,241	50,251
Wines	gal.	131,687	82,488
Wire and manufactures	lb.	4,457,893	303,615
Woods and manufactures	—	—	3,010,527
Yarn, cotton	lb.	109,252	24,569
Yarn, rayon	lb.	89,254	70,689
Yeast	lb.	799,874	99,328

ALPHABETICAL SUMMARY OF PRINCIPAL PRODUCTS IMPORTED FROM
FOREIGN COUNTRIES INTO PUERTO RICO DURING THE FISCAL YEAR
1937-38 (Only the principal countries from where these commodities are imported
are given)

Articles	Country	Dollars
Bags, jute	British India	585,922
Barley, malt	Belgium	37,079
Barley, malt	Denmark	2,816
Bars, steel	France	3,215
Beans, dried	Chile	12,897
Beans, dried	Japan	2,815
Beverages, soft	Denmark	83,428
Beverages, soft	Germany	38,689
Butter	Denmark	34,362
Cement, hydraulic	Belgium	112,738
Cement, hydraulic	Denmark	67,038
Cement, hydraulic	Germany	39,699
Cement, hydraulic	Netherlands	20,952
Cheese	Netherlands	158,067
Chickpeas	Mexico	140,122
Cigar, leaf	Cuba	102,114
Fabrics, woven	United Kingdom	250,209
Fertilizers	Netherlands	629,180
Fertilizers	France	370,244
Fertilizers	Germany	162,723
Fish (all kinds)	Newfoundland and Labrador	993,344
Fish (all kinds)	Canada	219,394
Garlic	Chile	44,297
Lard, compounds and substitutes	Philippine Is.	96,293
Meat products	Argentina	65,010
Meat products	Uruguay	59,883
Meat products	Brazil	47,299
Malt liquors	Germany	35,395
Oil, fuel	Netherland West Indies	1,037,320
Oleomargarine and other butter substitutes	Philippine Is.	228,951
Olive oil	Spain	116,587
Olive oil	Italy	31,383
Olive oil	France	10,449
Paper, newsprint	Canada	46,891
Wines	France	43,425
Wines	Italy	31,164
Wines	Spain	20,391

Puerto Rico not only is one of the best markets for agricultural and manufactured merchandise of continental United States, but it is a preferential market as well, paying higher prices for its purchases than any foreign country. Being part of the United States, there are no customs barrier. Full domestic prices are paid for virtually everything bought from American manufacturers.

In the commodity markets, foodstuffs are by far the largest item of trade between the mainland and Puerto Rico. Specializing in money crops for export, Puerto Rico imports a large part of her food supplies.



The water front at San Juan in its constant heavy traffic depicts the commercial importance of the port

The diet of the average Puerto Rican family cannot be compared with that of the average continental family neither in the amount of money spent for food nor in the variety of food consumed. Simple requirements prevail among the bulk of the population of Puerto Rico. The market for certain staples is large, but that for delicacies and high-priced fancy and packaged products is proportionately small.

The importance of foodstuffs in the import trade of Puerto Rico is revealed in the following tables showing leading foods imported for the last five years:

BEANS (Dried)

Fiscal Year	Imports From United States	Imports From Foreign Countries	Total Value of Imports
1933-34.....	\$1,143,029	\$ 287	\$1,143,316
1934-35.....	1,289,976	71,716	1,361,692
1935-36.....	1,123,916	51,286	1,175,202
1936-37.....	1,633,475	177,735	1,811,210
1937-38.....	1,531,053	16,357	1,547,410

RICE

Fiscal Year	IMPORTS FROM UNITED STATES		Average Value Per Pound
	Quantity (lbs.)	Dollars	
1933-34.....	197,229,381	6,539,474	.0331
1934-35.....	227,115,582	7,673,903	.0337
1935-36.....	216,045,215	8,999,312	.0416
1936-37.....	225,311,540	7,791,144	.0345
1937-38.....	256,952,142	7,556,304	.0294

(Imports from foreign countries, negligible)

FISH (Salted, smoked, dry-cured, etc.)

Fiscal Year	IMPORTS FROM UNITED STATES		IMPORTS FROM FOREIGN COUNTRIES		Total Value of Imports
	Pounds	Dollars	Pounds	Dollars	
1933-34.....	2,170,923	99,385	5,661,924	947,802	\$1,047,187
1934-35.....	1,352,602	73,519	23,538,953	1,051,967	1,125,486
1935-36.....	956,959	52,629	27,328,077	883,388	936,017
1936-37.....	739,876	45,818	31,812,888	1,144,979	1,190,797
1937-38.....	617,100	38,388	30,010,323	1,257,363	1,295,751

(Canned, all kinds)

Fiscal Year	IMPORTS FROM UNITED STATES		IMPORTS FROM FOREIGN COUNTRIES		Total Value of Imports
	Pounds	Dollars	Pounds	Dollars	
1933-34.....	2,171,599	155,788	36,378	5,540	\$161,328
1934-35.....	2,413,130	179,972	87,222	10,372	190,344
1935-36.....	2,608,790	188,120	39,361	7,303	195,423
1936-37.....	3,745,691	274,095	92,411	12,560	286,655
1937-38.....	3,777,307	302,835	78,326	10,912	313,747

WHEAT FLOUR

Fiscal Year	IMPORTS FROM UNITED STATES		Average Value Per Barrel
	Quantity—196-lb. Bbls.	Dollars	
1933-34.....	403,843	2,077,394	\$5.144
1934-35.....	373,707	2,123,623	5.682
1935-36.....	388,465	2,210,336	5.690
1936-37.....	416,745	2,240,520	5.377
1937-38.....	458,103	2,321,623	5.068

LARD

Fiscal Year	IMPORTS FROM UNITED STATES		Average Value Per Pound
	Quantity—Pounds	Dollars	
1933-34.....	22,922,436	1,616,851	\$0.0705
1934-35.....	21,116,694	2,464,134	0.1167
1935-36.....	19,060,763	2,571,566	0.1349
1936-37.....	24,301,525	3,144,946	0.1294
1937-38.....	28,136,037	3,169,071	0.1127

DAIRY PRODUCTS

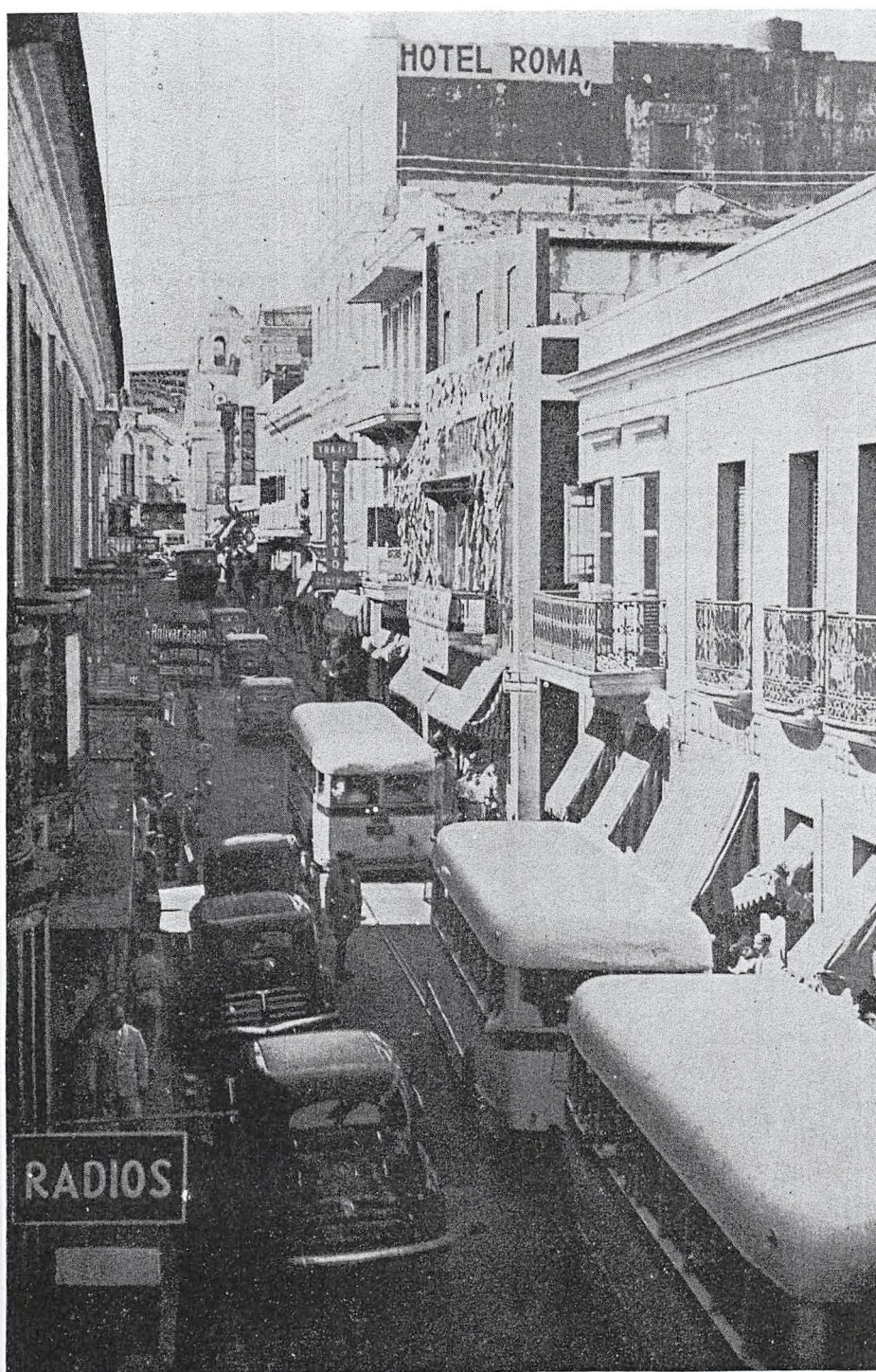
(Milk and Cream, Butter, Cheese, Infants Foods, etc.)

Fiscal Year	Imports from United States	Imports from Foreign Countries	Total Value of Imports
1933-34.....	\$ 822,810	\$102,022	\$ 924,832
1934-35.....	1,053,031	97,291	1,150,322
1935-36.....	1,325,296	113,699	1,438,995
1936-37.....	1,686,746	187,234	1,873,980
1937-38.....	1,527,760	205,811	1,733,571

MEAT PRODUCTS

Fiscal Year	Imports from United States	Imports from Foreign Countries	Total Value of Imports
1933-34.....	\$2,496,743	\$ 90,982	\$2,587,725
1934-35.....	3,553,034	98,636	3,651,670
1935-36.....	4,323,584	100,697	4,424,281
1936-37.....	3,976,999	171,667	4,148,666
1937-38.....	3,686,818	177,199	3,864,017

In textiles and clothing, the outstanding factor is cost. Most of the women's and children's clothing is homemade, taste in fabrics running mainly to percales and voiles. With the exception of hosiery, ready-made shirts for men, and hats, most of the clothing used by the rural population is homemade. In the towns, clothing requirements are similar to those of the mainland, men frequently wearing light wool suits during the winter months. There is no demand for gloves, overcoats, or topcoats.



The ancient narrow streets of the Capital city also provide scenes of its importance as a commercial center

The following table shows the values of textile fibers and manufactures shipped into Puerto Rico during the last five fiscal years:

TEXTILE FIBERS AND MANUFACTURES

Fiscal Year	Imports from United States	Imports from Foreign Countries	Total Value of Imports
1933-34.....	\$12,663,983	\$ 981,297	\$13,645,280
1934-35.....	12,309,464	1,026,072	13,335,536
1935-36.....	15,459,759	889,571	16,359,330
1936-37.....	17,389,905	1,061,783	18,451,688
1937-38.....	14,767,219	1,203,850	15,971,069

The greater part of textile importations from foreign countries are made up of jute bags, and manufactures of flax, hemp and ramie brought mainly from British India and other parts of the United Kingdom, and fabrics and cotton goods from Japan.

Puerto Rico's chief purchases of chemicals are for fertilizers, agricultural insecticides, sugar-mill laboratory supplies, soaps, paints, drugs, and proprietary medicines, all of which, during the fiscal year 1937-38 amounted to \$7,989,801 of which approximately 44 per cent, or \$3,520,605 were fertilizers and fertilizing materials.

Importations of fertilizers and fertilizing materials for the last five years were as follows:

FERTILIZERS (Including fertilizing materials)

Fiscal Year	Imports from United States	Imports from Foreign Countries	Total Value of Imports
1934-35.....	1,434,415	561,353	\$1,995,768
1935-36.....	1,745,885	696,581	2,442,466
1936-37.....	2,718,042	1,033,718	3,751,760
1937-38.....	2,353,319	1,167,286	3,520,605

The market for automobiles and accessories has become stabilized with low stocks, quick turnover, fair valuation, and reasonable profits. The market for these commodities is exclusively dominated by American manufacturers.

Shipments of automobiles and parts from the mainland to Puerto Rico, during the past five fiscal years, were:

AUTOMOBILES AND PARTS

Fiscal Year	IMPORTS FROM THE UNITED STATES			Total Value of Imports
	Trucks & Busses and Chassis	Passenger Cars and Chassis	Auto Parts and Accessories	
1933-34.....	\$372,232	\$ 896,862	\$261,571	\$1,530,665
1934-35.....	461,966	1,204,764	344,455	2,011,185
1935-36.....	667,682	1,542,285	319,963	2,529,930
1936-37.....	978,839	2,023,336	388,935	3,391,110
1937-38.....	741,765	1,543,792	411,038	2,696,595

Casings, inner tubes, solid tires, etc., are bought almost exclusively from American manufacturers.

Motor vehicles are licensed from July to June, and licenses may be taken out for any part of a year. Licenses for passenger cars cost 75 cents per horse power for the year. Trucks pay on the total weight capacity, including the unloaded weight of the truck, scaled from \$30 a year for one ton or less, \$45 from one to two tons, \$60 from two to not over three tons, to \$150 for trucks of more than three tons and not over four tons. \$50 per ton is added for weights over four tons and up to 13 tons. License fees for motor cycles is \$5 a year. Cars used to carry paid passengers are charged an additional \$30 a year. A license to sell motor vehicles costs \$100 a year. Licensing and regulations of motor vehicles is under the jurisdiction of the Bureau of Motor Vehicles of the Insular Department of the Interior.

With the exception of shoes manufactured in penal institutions and the limited output of a few small shops catering to the custom-made trade, the footwear requirements of Puerto Rico are filled by mainland manufacturers.

The island's purchases of leather are for shoe repair shops and leather belting used by sugar mills or other large industries.

There is an active demand for canvas shoes with rubber soles.

Footwear records for the past five years are as follows:

F O O T W E A R
(Leather, Canvas and Rubber)
Dollars

Articles	1933-34	1934-35	1935-36	1936-37	1937-38
FOOTWEAR, LEATHER:					
Men's and boys'	1,084,629	1,084,037	1,265,705	1,518,458	1,567,524
Women's and misses'	902,754	927,098	1,216,510	1,329,163	1,097,716
Children's and infants'	206,784	170,344	203,079	248,787	339,400
Slippers and others	16,628	20,125	37,539	62,172	154,531
FOOTWEAR, CANVAS:					
(with rubber soles)	184,989	95,836	59,114	71,033	51,042
FOOTWEAR, RUBBER:					
Boots and shoes	2,788	1,192	4,044	3,647	3,226
Soles and heels	18,517	18,679	24,235	27,738	15,937
LEATHER:					
Upper and sole	50,061	63,225	76,234	89,107	47,521

Continental American cigarettes dominate in Puerto Rico despite the low buying power of the bulk of the population and the lower cost of the native product. There is practically no demand for the higher-priced American cigarettes; all brands sold in any quantity ranging around a retail price of 15 cents for a package of twenty cigarettes.

United States internal revenue stamps are not required on cigarettes sold in Puerto Rico. Insular government revenue stamps, however, are required and manufacturers or shippers may purchase these stamps in the United States, for pre-fixing and cancellation, through the Internal Revenue Agency of the Government of Puerto Rico, at 1457 Broadway, New York.



In the heart of the shopping district of San Juan

Internal revenue taxes on cigarettes are levied at the following rates:

On all cigarettes sold, transferred, used or consumed in Puerto Rico, the wholesale market price, not including the amount of internal revenue tax, does not exceed

\$3.00 a thousand	30c per hundred or fraction thereof
Over \$3.00 and not over \$4.00	40c per hundred or fraction thereof
Over \$4.00 and not over \$5.00	50c per hundred or fraction thereof
Over \$5.00 and not over \$6.00	60c per hundred or fraction thereof
Over \$6.00 and not over \$7.00	70c per hundred or fraction thereof
Over \$7.00 a thousand	80c per hundred or fraction thereof

Cigar consumption is relatively small, and local production fills most of the requirement.

Shipments of American cigarettes during the last five years were as follows:

CIGARETTES

Fiscal Year	IMPORTS FROM THE UNITED STATES	
	Quantity (thousands)	Dollars
1933-34.....	549,113	2,379,481
1934-35.....	599,083	2,346,958
1935-36.....	666,818	2,997,074
1936-37.....	777,519	3,399,893
1937-38.....	759,745	3,167,586

Puerto Rico's chief paper requirements are for wrapping paper, paper bags, writing paper and newsprints.

The leading consumers of newsprint for printing purposes are four daily newspapers published in San Juan, and one published in Ponce. Receipts of newsprint from the Island and foreign countries during the last five fiscal years, have been as follows:

NEWSPRINT PAPER

Fiscal Year	FROM THE UNITED STATES		FROM FOREIGN COUNTRIES	
	Quantity (lbs.)	Dollars	Quantity (lbs.)	Dollars
1933-34.....	1,553,754	37,556	890,252	15,602
1934-35.....	1,864,807	41,524	3,557,942	43,468
1935-36.....	1,734,193	35,613	3,396,725	44,196
1936-37.....	2,477,030	58,016	7,768,372	107,034
1937-38.....	2,267,582	58,923	2,850,066	46,891

Other paper products imported almost exclusively from the United States, were as follows for the last five years:

PAPER PRODUCTS

(Values in dollars)

Article	1933-34	1934-35	1935-36	1936-37	1937-38
Wrapping paper.....	262,326	369,753	313,406	416,886	501,914
Paper bags.....	219,555	272,111	294,915	439,185	293,965
Writing paper.....	91,140	91,389	155,461	133,772	143,370
Book (uncoated).....	34,101	65,878	59,925	51,877	45,863
Boxes and cartons.....	49,269	60,286	77,744	104,892	64,034
Envelopes.....	31,932	36,471	42,984	43,011	36,985
Boxboards, bristols, and other paper boards.....	49,609	46,317	75,790	132,577	118,545
Toilet paper.....	16,481	62,285	45,877	33,881	32,620
Towels and napkins.....	10,454	15,035	13,003	17,895	18,871

Puerto Rico's annual consumption of heavy iron and steel products, exclusive of machinery, amounts to about \$6,000,000 most of it purchased from the United States, divided principally into products for use in sugar mills and construction material. The sugar mills are large purchasers of steel bars, shafts, plates, rails, pipe, bolts and cables. Requirements for construction include steel bars for reinforcing concrete, structural steel for buildings and bridges, nails, tools, pipe, and large quantities of galvanized iron or steel sheets for roofing and walls.

There are 7 foundries in the Island, three in San Juan, one in Ponce and three in Mayaguez with several smaller repair shops in some of the larger cities.

In purchases of cement in Puerto Rico, the cost is the dominating factor. Foreign manufacturers have been successful in underbidding American suppliers. A plant for the manufacture of hydraulic cement, built with funds obtained from the P. R. R. A. is expected to begin operations shortly.

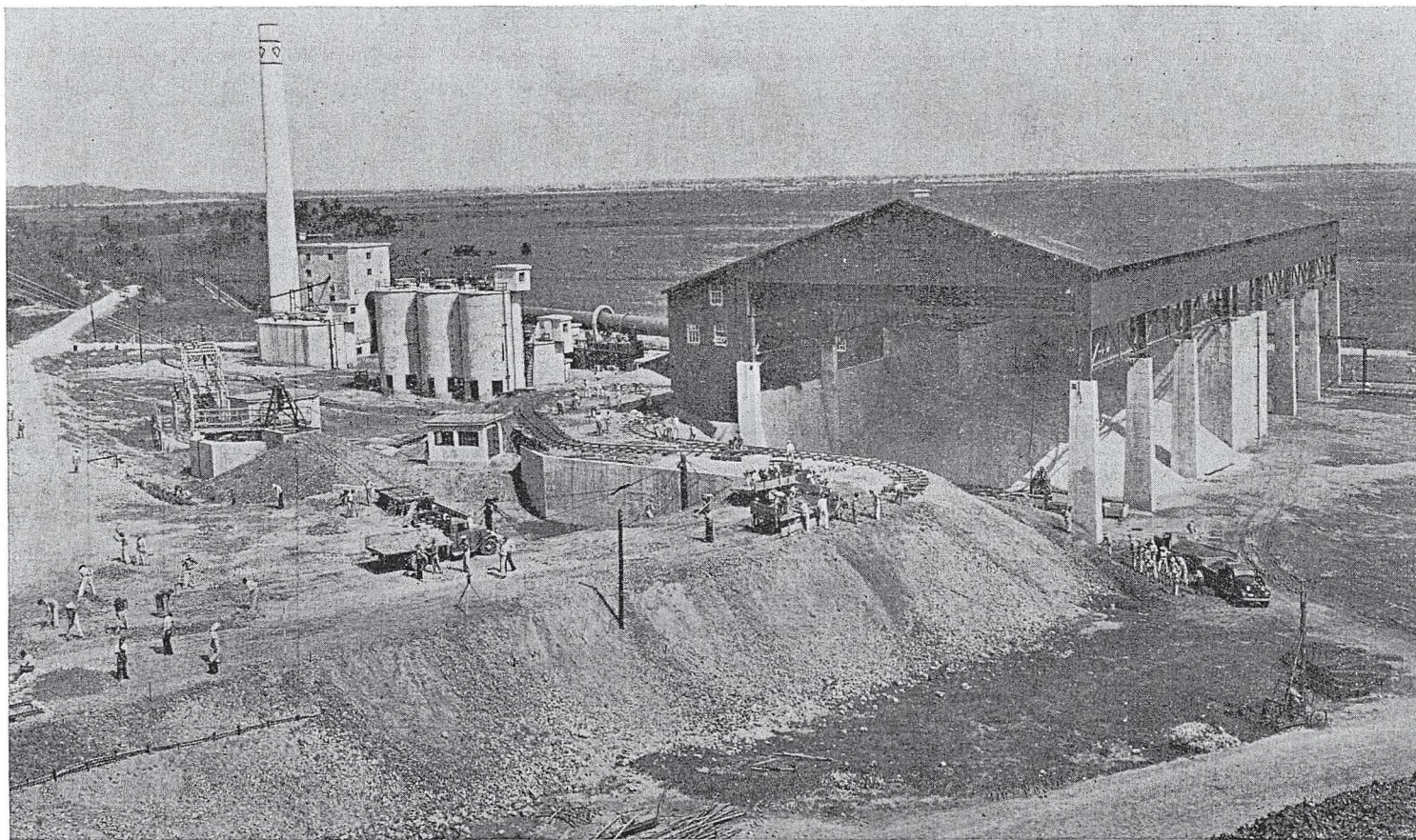
Importations of cement during the last five fiscal years were as follows:

CEMENT

Fiscal Year	Imports from United States	Imports from Foreign Countries	Total Value of Imports
1933-34.....	\$205,255	\$ 32,519	\$237,774
1934-35.....	356,060	62,305	418,365
1935-36.....	378,890	141,336	520,226
1936-37.....	369,901	257,197	627,098
1937-38.....	634,840	240,427	875,267

No petroleum products are produced or processed in Puerto Rico. Distribution is effected by four oil companies, two American and two foreign, which receive shipments from the United States or from Curaçao and Trinidad in their own vessels. Most of the island's numerous filling stations have been taken over by one or the other of these oil companies.

Including gasoline, naphtha and other light products; illuminating oil (kerosene), gas and fuel oil, lubricating oil and greases, asphalt, etc., the total imports of petroleum products for the past five years were as follows:



A modern cement plant has been erected to produce this important commodity of import

PETROLEUM AND PRODUCTS

Fiscal Year	Imports from United States	Imports from Foreign Countries	Total Value of Imports
1933-34.....	\$1,919,189	\$ 488,785	\$2,407,974
1934-35.....	1,886,958	816,607	2,703,565
1935-36.....	2,105,874	826,588	2,932,462
1936-37.....	2,428,026	995,630	3,422,726
1937-38.....	2,891,866	1,091,326	3,983,192

Other important importations include lumber and wood products. Puerto Rico bought during the 1937-38 year, \$3,010,527 worth of lumber, dressed lumber and trimmings, box shooks for fruit shipments, railroad ties, etc.; \$110,478 worth of lumber came from foreign sources.

The market for agricultural equipment is large. Land-preparing and harvesting machinery, tractors, plows, cultivators and sub-soilers are always in good demand.

Machinery, other than agricultural and household equipments, is largely confined to the requirements of sugar mills, power plants, and railroads.

Electrical appliances find an excellent market in Puerto Rico. Continuous warm weather encourages the purchase of fans and refrigerators, while the availability of electric power at reasonable rates fosters the use of air-conditioning units, vacuum cleaners, washing machines, electric cooking ranges, etc.

The market for radio receiving sets, however, is increasing rapidly for there is no dearth of entertainment on the air. There are four insular broadcasting stations—WKAQ and WNEL, in San Juan; WPRP in Ponce and WPRA in Mayaguez—which transmit daily programs.

Miscellaneous products, valued at some \$4,000,000, including photographic apparatus, musical instruments, office equipment, furniture, jewelry, candles, matches, and athletic goods, are shipped annually to Puerto Rico from the mainland.

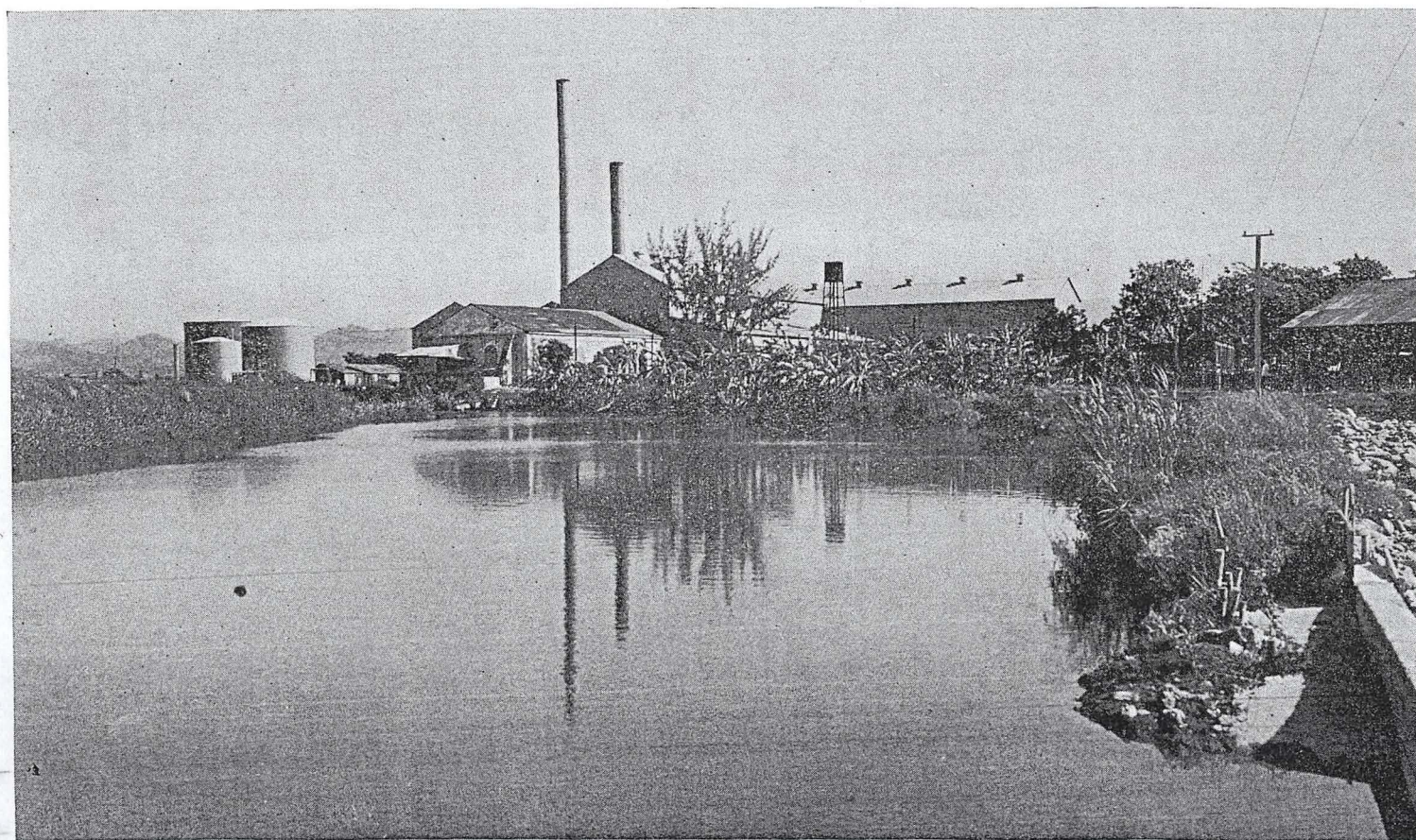
Exports Essentially an agricultural country, most of the products sold by Puerto Rico are agricultural. The progress of the Island, therefore, depends entirely upon the fruitfulness of the soil.

Total exports from Puerto Rico during the fiscal year 1937-38 amounted to \$82,052,341, of which \$79,808,113 went to the United States, and \$2,244,228 to foreign countries.

More than 90 per cent of all goods shipped to the United States from Puerto Rico are farm products, the leading export being sugar and sugar products.

The following summary in alphabetical order gives the principal shipments made to the United States during the fiscal year 1937-1938:

Articles	Unit	Quantity	Dollars
Alcohol	gal.	2,047,970	507,281
Bay oil	lb.	14,111	19,826
Bay rum	gal.	7,601	10,951
Bulbs, roots, trees, plants, etc.	lb.	195,300	24,116
Buttons (pearl or shell)	gross	392,303	152,520
Cigarettes	M	5,877	24,633
Cigars and cheroots	M	12,003	215,189
Citrons (prepared)	lb.	1,101,694	37,664
Clothing, men's and boys'	doz.	102,025	449,357
Coconuts in the shell	M	11,488	295,597
Coffee (raw)	lb.	536,242	97,503
Cordials	Pf. gal.	3,691	32,705
Cotton (raw)	lb.	244,613	73,548
Dresses, skirts and blouses, women's (cotton) ..	doz.	201,844	1,759,947
Dresses, children's (cotton)	doz.	239,410	954,604
Dresses (silk)	doz.	1,573	51,206
Fruit juices	gal.	329,635	174,163
Fusel oil	gal.	51,530	13,345
Grapefruit, fresh	boxes	127,366	270,219
Grapefruit, canned	lb.	5,754,067	318,699
Hairnets (cotton)	gross	76,013	152,496
Handkerchiefs (cotton)	doz.	2,101,176	1,665,572
Handkerchiefs (linen)	doz.	292,835	546,391
Hats (straw)	doz.	44,512	263,478
Hides and skins	lb.	1,043,350	102,978
Honey	lb.	1,457,023	68,835
Manganese ore	tons	1,603	56,746
Medicinal preparations	—	—	19,047
Molasses	gal.	28,891,650	1,215,826
Night gowns, pajamas (cotton)	doz.	782,269	3,729,369
Pineapples (fresh)	boxes	484,734	939,451
Pineapples (canned)	lb.	2,858,771	163,711
Rum	—	—	3,106,279
Scrap metals	lb.	946,702	69,642
Sheets, pillow cases (cotton)	doz.	86,804	318,694
Sugar (refined)	1000 lb.	211,892	9,697,533
Sugar (unrefined)	1000 lb.	1,259,189	40,447,278
Tobacco leaf (stemmed)	lb.	16,270,735	7,648,805
Tobacco leaf (unstemmed)	lb.	104,783	29,861
Tobacco stems, scraps, etc.	lb.	4,323,126	560,466
Toilet preparations	—	—	14,201
Towels (cotton)	doz.	14,017	13,359
Underwear, women's (cotton)	doz.	151,752	699,784
Underwear (silk)	doz.	48,438	797,727
Vegetables, fresh	lb.	4,113,719	168,470
Vegetables (canned, dried, etc.)	lb.	498,201	24,021
Wearing apparel, linen	—	—	10,131



Forty-one sugar grinding mills such as this one, produce the leading article of export in Puerto Rico

MONTH	TOBACCO	Sugarcane	PINEAPPLES	CITRUS FRUIT	COTTON		COFFEE
					NORTHSIDE	SOUTHSIDE	
January	Growth	Start harvest; grinding	Cultivation	Cultivation some picking	Planting and Cultivation	Begin picking	Cultivation
February	Picking begins	Harvest and grinding	Cultivation	Picking	Planting and Cultivation	Picking	Cultivation sales (previous year crop)
March	Heavy deliveries	Harvest and grinding	Harvest	Picking	Cultivating	Picking	Cultivation sales (previous year crop)
April	Later deliveries	Harvest and grinding	Harvest; peak shipments	Peak shipments	Cultivating	Picking	Cultivation shipments previous year crop
May	Sales	Grinding slowing up	Harvest ends	Cultivation	Cultivating	Clearing fields	Cultivation shipments previous year crop
June	Sales	Grinding slowing up	Preparing land	Cultivation	Cultivating	Clearing fields	Cultivation shipments previous year crop
July	Stripping	Mills idle; buy supplies; repairs	Preparing land	Cultivation	Begin picking	Prepare lands, new crop	Cultivation shipments previous year crop
August	Stripping	Mills idle; buy supplies; repairs	Planting	Cultivation	Picking; peak period	Prepare lands, new crop	Early Picking
September	Preparing seed beds	Planting and Cultivation	Planting	Little crop; peak shipments	Clearing fields	Planting new crop	Picking; peak loads
October	Preparing seed beds	Planting and Cultivation	Cultivating	Little crop; peak shipments	Clearing fields	Cultivating	Picking
November	Planting	Cultivation	Cultivating	Cultivation	Prepare land new crop	Cultivating	Picking
December	Late planting	Cultivation	Small crop	Cultivation	Prepare land new crop	Cultivating	Picking

Principal products of Puerto Rico are sugarcane, tobacco, coffee, cotton, coconuts and citrus fruits. Available arable land is 1,913,047 acres in farms, of which 30 per cent is intensively cultivated.

According to a census conducted in 1935 under the supervision of the Puerto Rico Reconstruction Administration (PRRA), there are 52,790 farms in the Island. Of this number, 6,620 are devoted to the cultivation of sugarcane, 9,644 to coffee, 13,016 to tobacco, and 18,753 to minor crops.

Since 1935 great progress has been attained in the promotion of minor crops, principally truck garden produce, such as cucumbers, green peppers, pigeon peas, tomatoes, string beans, eggplant and others. Some 5,000 acres of cucumbers and 10,000 acres of pigeon peas are now being cultivated for shipment to mainland markets.

Puerto Rico's manufactured products are principally of needlework, refined sugar, cigars and cigarettes, and alcohol and rum. Increased production in those industries calling for the skill of the Puerto Rican working classes and their teachability is being evidenced.

About 300,951 acres of land were planted in sugarcane during the 1936-37 season. The production of sugar in Puerto Rico is at present restricted by regulations quota, and has been reduced from 1,114,000 tons in 1934 to 781,000 tons in 1935, being held below the one million tons mark in 1936 and 1937. Puerto Rico received a greater cut in its quota from the 1934 level of production than any other domestic area.

At the close of the 1937-1938 fiscal year, a total of 619,454 short tons or 76.5 per cent of the quota for 1938 was shipped to the United States; and 30,666 short tons or 41.5 per cent of the quota were delivered for consumption in the Island.

Increases in sugar production during the past fifteen years have been due to scientific improvements rather than to expansion of acreage.

The value of unrefined sugar shipped from Puerto Rico during the 1937-1938 fiscal year was \$40,447,278; and that of refined sugar \$9,697,533.

There are 41 modern grinding mills, on the Island, of which 11 were in the northern district, 5 in the eastern, 12 in the southern, 4 in the western, and 9 in the interior. These mills operate more than 1,000 miles of railways, several hundred miles of privately constructed and privately-owned highways, and over 9,000 farms.

The sugar industry provides by-products for other industries of the Island, notably molasses from which industrial alcohol is manufactured.

Since the repeal of prohibition, the rum industry has been re-established and is now one of the most profitable of the Island. The sales of rum to continental United States are increasing from year to year.

The prohibition repeal amendment went into effect on December 5, 1933, and records of shipments of rum from that date and including the last five fiscal years were as follows:



Tobacco is the second of the Island's principal products

RUM

Fiscal Year	SHIPMENTS TO THE UNITED STATES	
	Quantity (Pf. Gal.)	Value (Dollars)
1933-34.....	244	335
1934-35.....	15,244	40,593
1935-36.....	186,262	1,040,409
1936-37.....	458,389	2,028,231
1937-38.....	694,216	3,106,279

There are 12 distilleries and 47 rectifiers established in the Island several of which produce nationally known brands of rum. Duty-exempt, these rums have been gradually gaining ground on foreign products, and a greater market is expected for them within the next few years.

Annual production of molasses in Puerto Rico has hovered around 46,416,023 gallons, the great bulk of which is shipped to the mainland to be used in the manufacture of industrial alcohol, cattle feed and other products.

Shipments of molasses during the last five years has been, as follows:

MOLASSES

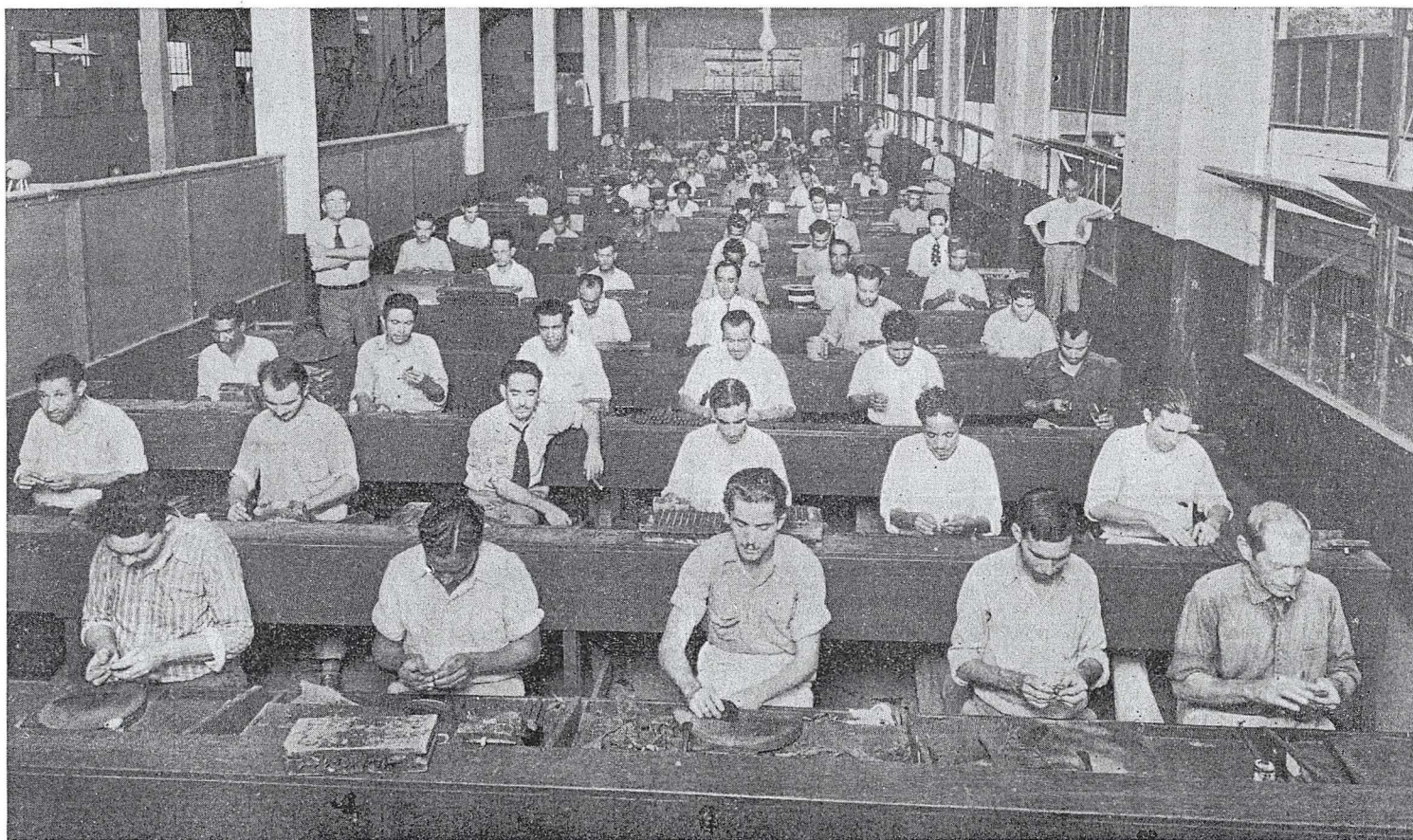
Fiscal Year	EXPORTS TO THE UNITED STATES	
	Quantity (Gallons)	Value (Dollars)
1933-34.....	27,015,174	898,131
1934-35.....	45,395,557	2,098,703
1935-36.....	32,616,944	1,541,357
1936-37.....	25,993,691	1,149,891
1937-38.....	28,891,650	1,215,826

Tobacco ranks third among Puerto Rico's industries, and has an established market in the United States.

Due to its aroma and excellent quality Puerto Rican leaf is used almost entirely for fillers in medium and higher-priced cigars. From 1929 to the present, approximately 25 per cent of the tobacco leaf used in the United States for the manufacture of cigars was produced in Puerto Rico.

The most important tobacco region in the Island is in the foothills near Cayey, San Lorenzo, Utuado, Ciales, Caguas, Comerío, Gurabo, Aibonito, Cidra, Morovis, and Corozal. It has been estimated that in the crop 1937-1938 the total amount of land devoted to tobacco is about 50,000 acres of well fertilized soil, giving an estimated production of 44,000,000 pounds of leaf.

Practically all the crop is stemmed in the Island. Stemming is an important source of income for thousands of workers, mostly women, of the poorer classes. Large quantities of leaf tobacco—unstemmed and thus gaining a lower duty—are brought into Puerto Rico from foreign countries, principally Cuba, to be stripped and reshipped to the mainland.



Hand-made cigars is still one of the leading industries of Puerto Rico

The following figures give the amount and value of unmanufactured tobacco shipped to continental United States during the last five years:

TOBACCO
(Leaf, stemmed and unstemmed; scraps and trimmings)

Fiscal Year	Quantity (Pounds)	Value (Dollars)	Average Value per lb.
1933-34.....	18,845,794	6,328,508	\$0.335
1934-35.....	19,974,495	7,146,428	0.357
1935-36.....	23,156,602	9,253,638	0.399
1936-37.....	23,580,482	9,135,016	0.387
1937-38.....	20,698,644	8,239,132	0.395

The manufacture of cigars in Puerto Rico has not increased in recent years. There are several companies producing cigars and cheroots in the Island, most of them for export to the United States.

Records of shipments made to the mainland during the past five years, are as follows:

CIGARS

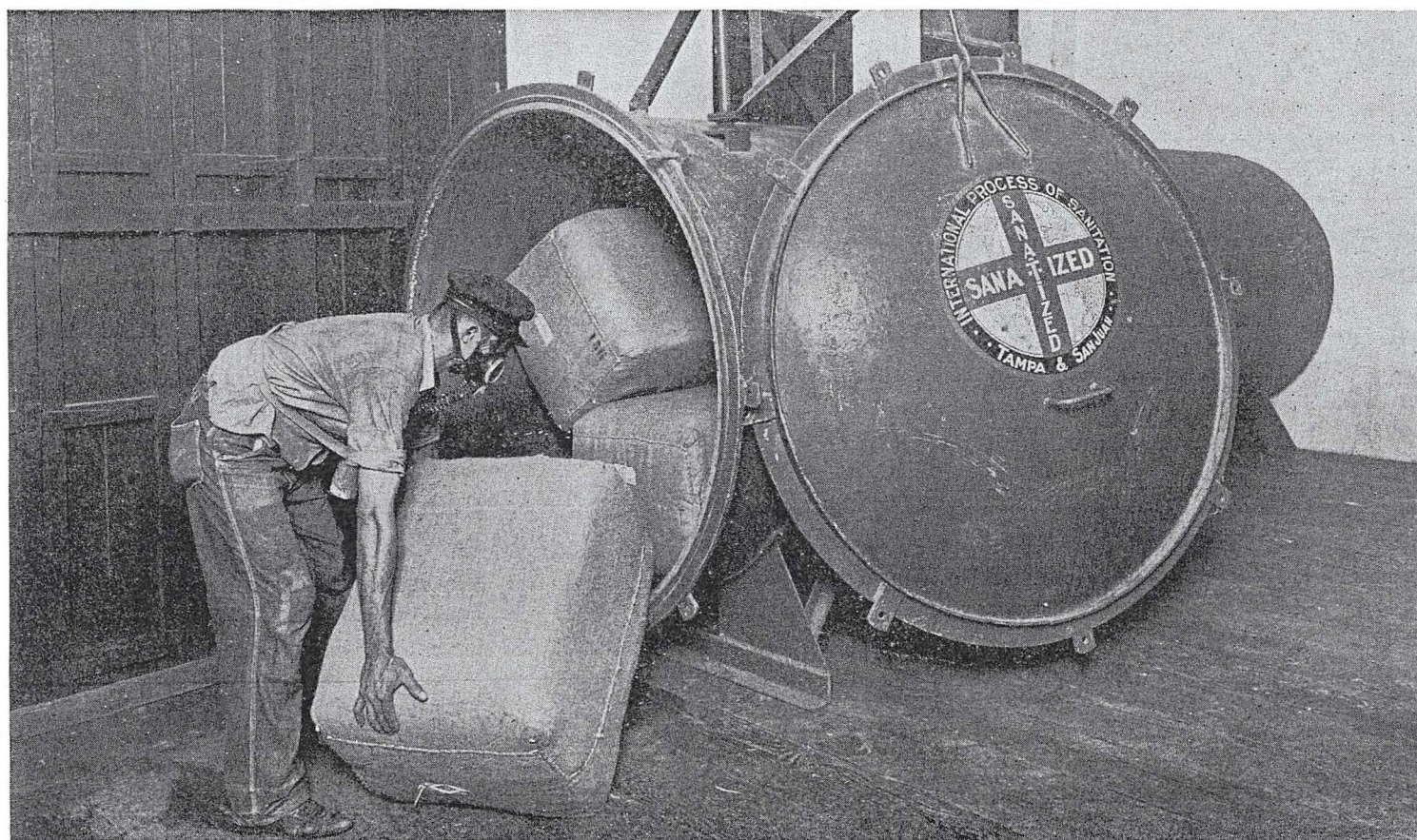
Fiscal Year	Quantity (Thousands)	Value (Dollars)
1933-34.....	64,992	1,463,911
1934-35.....	61,227	1,322,886
1935-36.....	53,297	1,095,203
1936-37.....	50,339	951,809
1937-38.....	12,003	215,189

Although ranking below sugar, tobacco and fruit in total value, coffee is of peculiar value to Puerto Rico in that the industry is entirely in the hands of native growers, a good many of whom are small landholders. Prior to American occupation of the Island, coffee was the principal agricultural product of Puerto Rico. From 1870 to 1900 the average income was \$4,000,000 a year from an average annual production of about 39,000,000 pounds.

Puerto Rican coffee, a high grade product of the Arabian type, enjoys a world wide reputation for its high quality and for many years found a market in Spain, France, Italy, Germany and other European countries, as well as in Cuba and other South American republics. World War conditions affected the insular coffee growers by closing many European markets. From exportations of 51,125,620 pounds of coffee in 1915 there was a drop to 32,144,283 pounds in 1916; and for the following twelve years, to 1928 inclusive, average exports were 25,336,139 pounds.

In September, 1928, the industry suffered the destruction of about three quarters of the coffee trees and about half of the annual crop then being harvested as the result of a hurricane. A second hurricane in 1932 made matters worse, and it has only been during the past two years that the industry has fully recovered. Production in pounds during the last six crop years has been, as follows:

1932-33, 11,381,096; 1933-34, 9,000,000; 1934-35, 8,000,000;
1935-36, 20,000,000; 1936-37, 20,000,000 and 1937-38, 18,000,000.



Modern methods for fumigation of leaf tobacco are employed by all leading exporters

Exports of coffee, during the same years were:

COFFEE

Fiscal Year	TOTAL EXPORTS		Average Value per lb.
	Quantity (lbs.)	Value (Dollars)	
1932-33.....	549,839	124,558	\$0.2265
1933-34.....	2,969,505	671,800	0.2262
1934-35.....	799,950	207,739	0.2596
1935-36.....	2,458,740	496,404	0.2018
1936-37.....	8,340,114	1,169,684	0.1402
1937-38.....	592,807	110,987	0.1873

Coffee, looked upon as the "small man's crop," has been the subject of more legislation and discussion, and the subject of more attempts at rehabilitation, than any other industry. In the past year the Puerto Rican Coffee Corporation, a government organization created by Special Act of the Insular Legislature, disposed of a large quantity of coffee through a cooperative plan agreed upon between the Insular Department of Agriculture and Commerce and the Agricultural Adjustment Administration.

One of the most interesting developments in the coffee trade of Puerto Rico, during recent months, has been the increase in shipments from the Island to continental United States for consumption rather than for trans-shipment to European markets.

The following listing gives the quantity and value of coffee going to overseas markets during the fiscal year 1937-1938:

Country	Quantity (lbs.)	Value (Dollars)
Czechoslovakia	192,127	38,775
Italy	113,947	22,052
United States	138,654	20,700
Germany	64,828	12,969
Sweden	34,665	6,609
Netherlands	14,920	2,797
Belgium	9,760	1,820
Gibraltar	6,988	1,809
Spain	5,760	1,077
Austria	5,071	1,058
Denmark	5,071	1,058
Netherland West Indies	576	164
Dominican Republic	400	92
France	40	7
Totals	592,807	110,987



Coffee is another leading export commodity, the product being considered among the best in the world

For many years, Puerto Rico has been a fruit producing center of great importance. From the standpoint of monetary value the industry ranks third in the list of farm products sold by Puerto Rico to the outside world. Sales to overseas markets, principally the continental American market, are composed principally of fresh and canned grapefruit and pineapples although there are increasing quantities of citrons, coconuts and other minor tropical fruits being exported.

Puerto Rican citrus fruit is excellent both in quality and appearance, being comparable with the product of any other citrus sections of the United States. Favored by climatic conditions Puerto Rico is able to supply overseas markets at seasons when prices are highest.

In 1930-31, the citrus industry shipped close to 1,000,000 boxes of grapefruit to the United States. A hurricane caused heavy losses in the citrus sections in 1932, and shipments fell off. Because of the low prices of the depression that started in 1932 the Island has never fully recovered from the effects of the 1932 hurricane. Low prices have prevented the growers from taking care of their groves properly and during the 1936-37, 1937-38 seasons the shipments have been very low. Of the 1936-37 crop the Island shipped only 157,595 boxes to the outside markets and of the 1937-38 crop the shipments are around 150,000 boxes. It is estimated that around 6,000 acres of bearing and young groves have either been abandoned or so neglected that they are no longer of commercial importance.

Puerto Rico is also an important pineapple producing section. Of the 1932 crop there were shipped 576,489 crates of pineapples, but later because low prices prevailed during that season many acres were plowed up and in 1933 the shipments had dropped to 410,233 crates. As the quantities decreased during 1933 and 1934 the prices went up in the markets and additional plantings were made which brought the 1936 shipments from Puerto Rico up to 515,989. Cuba is the only other important east coast competitor. When the trade agreement was signed between Cuba and the United States in 1934 thousands of Cuban acres were planted to pineapples which caused the 1937 prices for both Cuba and Puerto Rico to be lower than for several years. The full effect of the Trade Agreement between the United States and Cuba was not felt until the 1938 season when all of the acreage planted in Cuba after the Trade Agreement was signed had come into bearing. The 1938 price of pineapples for both sections was the lowest ever known. The shipments from Puerto Rico from the 1936 crop were 515,989 and from the 1937 crop were 477,539 crates. Puerto Rico has around 6,000 acres devoted to the production of pineapples, representing a total investment in land of \$1,000,000.

Value of shipments of fresh fruit during the last five fiscal years were as follows:

FRESH FRUIT

Fiscal Year	Grapefruit	Pineapples	Oranges	Others	Total
1933-34...	\$1,257,632	\$1,056,673	\$54,274	\$2,251	\$2,370,830
1934-35...	486,765	911,219	40,838	5,115	1,443,937
1935-36...	790,069	1,183,424	11,857	5,807	1,991,157
1936-37...	315,580	1,213,978	6,049	463	1,536,070
1937-38...	270,219	939,451	4,462	622	1,214,754

In addition to the three major fruits gradual increases had been made—lately reduced through plant quarantine regulations—of bananas, lemons, limes, sour oranges, papayas, quenepas, tamarinds and tangerines.

Closely allied with fruit growing is the canning industry which has become of considerable importance to Puerto Rico, not only as a source of wages for labor, but as furnishing an outlet for supplies which can not be shipped as fresh fruit. The canning industry consumes about 150,000 crates of grapefruit and 175,000 crates of pineapples. The present prices for canned grapefruit and pineapples make it practically impossible to realize a profit.

The value of exports of canned, preserved or prepared fruits, practically all of which is sold in the mainland, during the past five years were as follows:

CANNED FRUIT

Fiscal Year	Grapefruit	Pineapples	Citrons	Other	Total
1933-34...	\$249,873	\$ 62,817	\$23,864	\$ 3,724	\$340,278
1934-35...	479,690	131,861	34,363	12,187	658,101
1935-36...	522,780	123,381	32,319	12,166	690,646
1936-37...	591,136	266,352	49,700	7,543	914,731
1937-38...	319,073	166,447	37,664	22,264	545,448

Puerto Rican coconuts, of both the green and yellow varieties, production is estimated at 16,500,000 a year, 20 per cent of which are sold as culls at reduced prices. They are grown in scattered areas along the littoral, occupying some 10,000 acres. Nuts shipped to the mainland are sold chiefly to the consumer in the fresh state. No copra is produced in the Island.

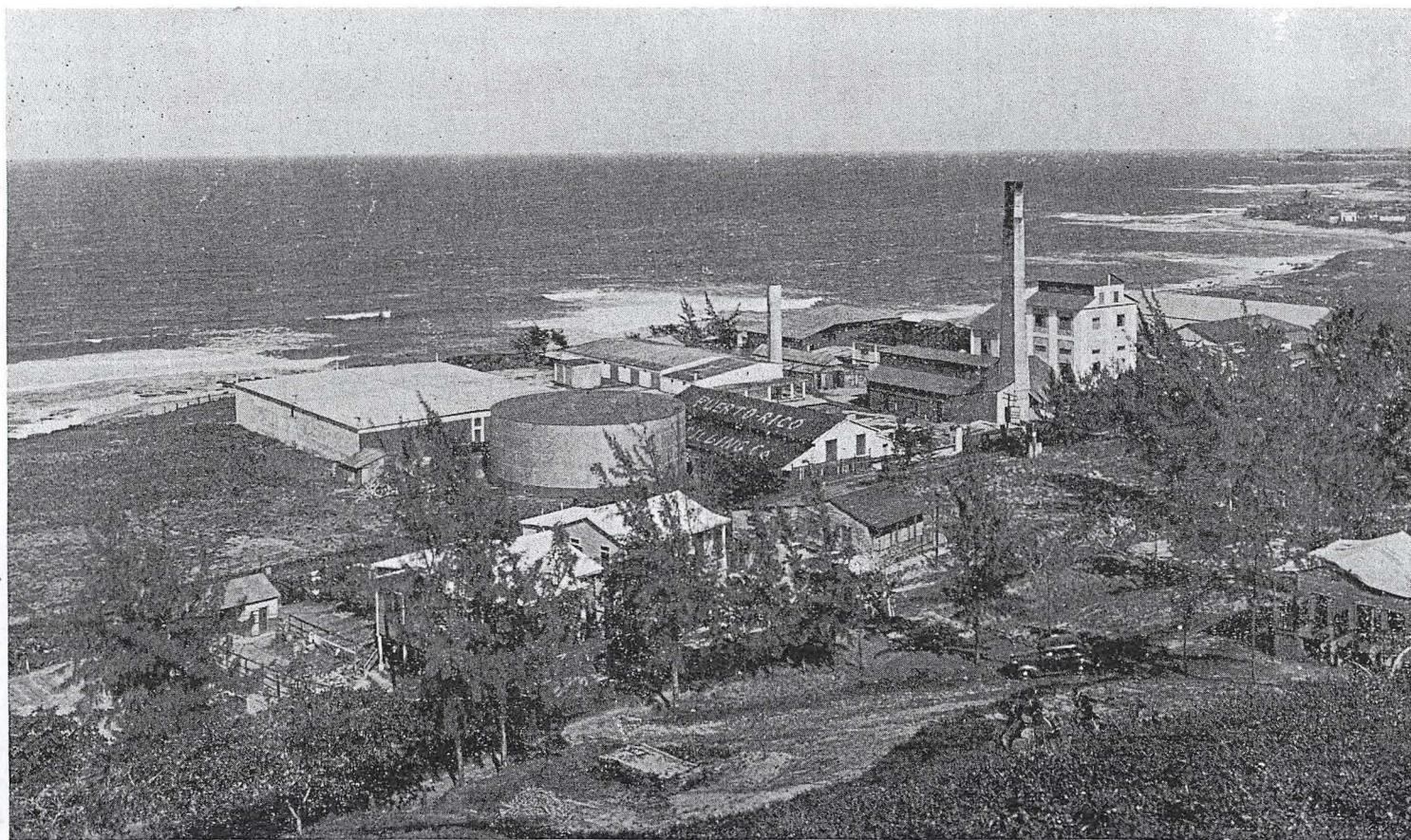
Shipments of coconuts to continental United States during the past five fiscal years, were as follows:

COCONUTS

Fiscal Year	Quantity (Nuts)	Value (Dollars)	Average Price per Thousand
1933-34.....	6,033,000	\$171,259	\$28.39
1934-35.....	8,190,000	232,782	28.42
1935-36.....	12,908,000	325,718	25.23
1936-37.....	12,786,000	329,518	25.77
1937-38.....	11,488,000	295,597	25.82

The growing of fresh vegetables for the mainland markets has been stimulated by the Insular Department of Agriculture and Commerce with the aid of the Puerto Rico Reconstruction Administration, the Agricultural Experimental Station, the Federal Emergency Relief Administration, and the Cooperative Extension Work of the College of Agriculture, University of Puerto Rico, all cooperating with the United States Department of Agriculture.

Sales of cucumbers, pigeon peas, green peppers, eggplants, squash, string beans, tomatoes, lima beans, chayotes and other vegetables have shown remarkable growth.



Alcohol distilling and rum manufacturing has increased to a commanding position in the industrial field

Shipments of fresh vegetables to the United States, during the past three years, were as follows:

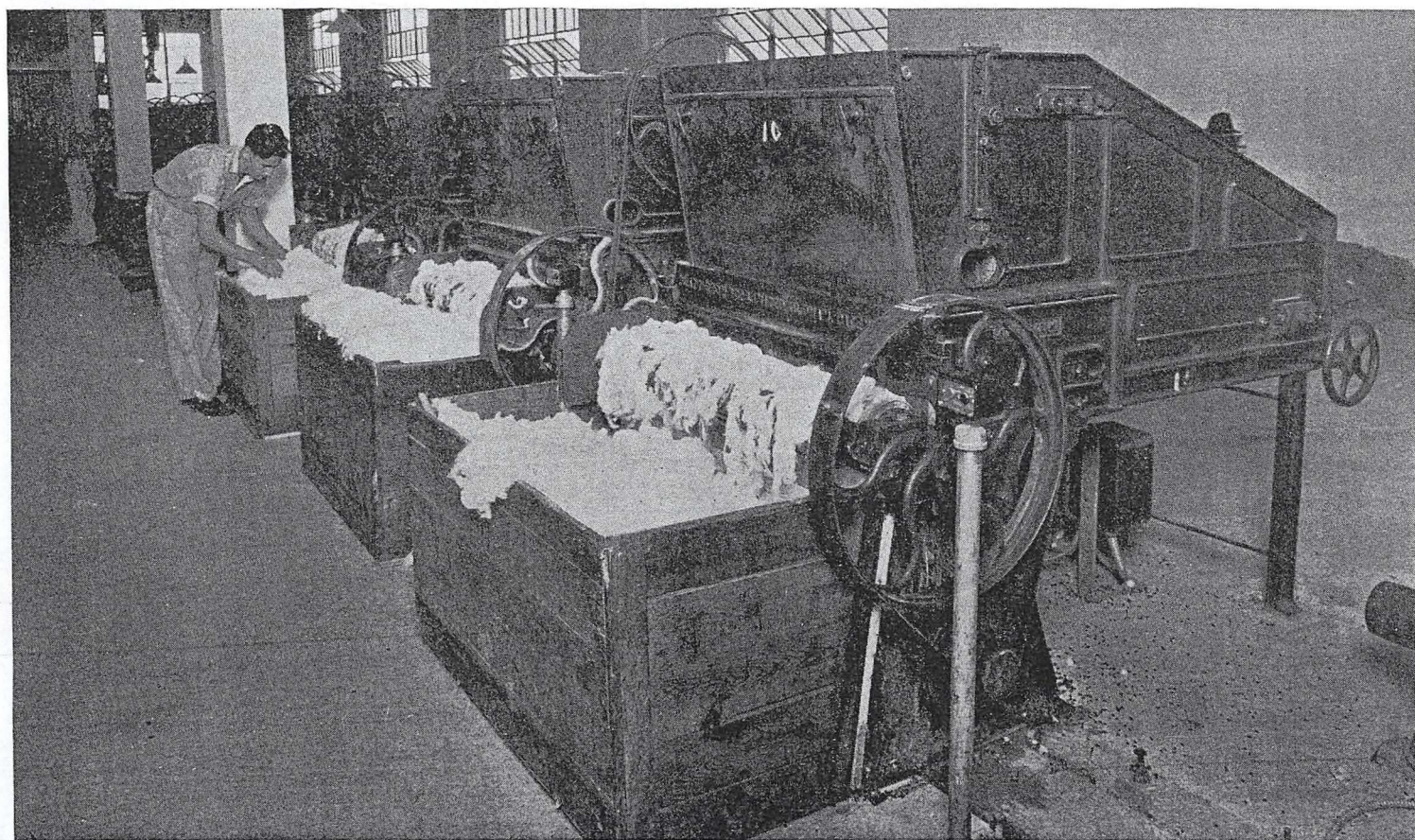
FRESH VEGETABLES

Product (Pounds)	1935-1936 (\$177,132)	1936-1937 (\$226,121)	1937-1938 (\$168,470)
Arrowroot.....			590
Avocados.....	610	370	320
Breadfruit.....	14,855	1,220	11,220
Cabbage.....	2,820		
Carrots.....	2,300		
Casabe.....		80	
Celery root.....	10,372	4,300	7,270
Chayote.....	37,820	42,295	42,430
Corianders.....		10,040	33,075
Cucumbers.....	2,695,620	3,237,150	2,562,450
Cucumbers (angola).....	72	120	180
Dasheens.....	252,703	305,365	186,045
Eggplants.....	18,660	18,650	41,150
Ginger root.....	92,971	82,310	60,180
Lerenes.....	1,225	1,060	80
Lima beans.....	3,710	35	
Okra.....	3,428		67,230
Parsley.....	24,555	17,925	7,850
Peas (garden).....	35,175	680	5,645
Peppers.....	312,305	168,230	78,255
Peppers (small).....	2,465	4,980	68,485
Pigeon peas.....	142,205	179,610	209,505
Plantains.....	110,195	660	227
Potatoes.....	24,600	1,550	
Pumpkins.....	202,518		
Quenepas.....	4,971	3,430	
Squash.....	149,150	396,040	22,979
String beans.....	122,395	56,475	61,185
Sweet corn.....	650		
Tomatoes.....	112,175	114,095	169,625
Yams.....	502,285	462,195	438,513
Yucca.....	390		
Mixed.....	18,915	16,580	9,890

The sea-island cotton industry appears to be definitely established in the north-western and southwestern sections of the Island. The cotton has an average staple length of $2\frac{1}{4}$ to $2\frac{1}{2}$ inches, and two crops a year find a ready market both in the mainland and in foreign countries.

During the fiscal year, 1937-1938, shipments of cotton to the United States amounted to 244,613 pounds, valued at \$73,548; 123,035 pounds, valued at \$14,092 went to foreign countries. The average value per pound of cotton exported was \$0.238.

Other shipments of Island products to the mainland include beeswax, manganese ore, honey, and small quantities of seeds, roots and plants, bay rum, medicinal preparations and straw baskets.



Cotton is another important product of Puerto Rico, its Sea-Island quality being in great demand abroad

**Passenger
and Freight
Transportation**

Twenty-six steamship companies are engaged in the Puerto Rican trade. The ships include steamers and palatial and splendidly equipped luxury liners.

From San Juan, ships sail to and from Europe, Cuba, the Dominican Republic, Virgin Islands, the lesser Antilles, and the north east coast of South America. There are regular and occasional sailings of French, Dutch, German, Spanish, Italian, Cuban, and American passenger and freight carriers.

Puerto Rico and Miami, Florida, are linked by air with a schedule of four mail planes weekly. The planes land at the Dominican Republic, Haiti and Cuba enroute. The Pan-American Airways planes make twice weekly flights southward to Trinidad, the Guianas, Brazil, Argentina and Uruguay. At Trinidad connections are made with planes to and from Venezuela, Colombia, Panama and Central America. There is a weekly service between San Juan and St. Thomas, St. Johns, Guadaloupe, Fort de France and Port of Spain. A shuttle service is maintained between San Juan and Jamaica by way of Santo Domingo, Haiti and Santiago de Cuba.

Rapid and inexpensive transportation is made possible by one of the world's best systems of hard-surfaced roads, comprising fourteen hundred miles of paved highways reaching every commercial center. Not one of the twelve ports in Puerto Rico is more than five hours distant by motor vehicle from any important community.

Bus and private automobile service for passengers connect the principal cities and towns of the Island, and motor trucks provide freight transportation. The total registration of motor vehicles during 1937-38 was 22,067 of which 5,225 were busses and trucks.

The Island is almost encircled by the American Railroad Company of Puerto Rico, owning 360 kilometers of track. It is a passenger and general freight line with daily trains between San Juan and Bayamón, Manatí, Arecibo, Aguadilla, Mayaguez, Ponce, and Guayama. The Company also operates over the tracks of the Fajardo Development Co. and the Eastern Railroad Co., from San Juan to Humacao, a distance of 75 kilometers, over Río Piedras, Fajardo and Naguabo along the northeastern and eastern coastline of the Island and over the lines of the Fortuna Railroad Co. and of the Ponce and Guayama Railroad Co., which are 57 kilometers long.

At San Juan, Mayaguez and Ponce, American railroad sidings are on all piers.

**Port
Facilities of
Puerto Rico**

Facilities for handling freight and passengers are provided in twelve established ports, some of them protected harbors and others, open bays, all, however, capable of accommodating deep-draft vessels.

The Port of San Juan

The chief port of the Island is San Juan, the Capital city, situated on the north coast, about 30 miles west of Cape San Juan in the extreme eastern point of the Island. The Bay of San Juan is the only harbor of refuge on the north coast that affords protection in all weather. It is protected on the north by San Juan Island, and on the south, east and west by several groups of sharp conical hills. The entrance to San Juan Bay is through a channel east of Cabras Island, which lies midway between the headlands. From the entrance, this channel takes a southeast-

erly course to Puntilla Point, a distance of about one mile, where it turns northeast until the heads of the piers are reached, thence taking an easterly course into San Antonio Channel.

The United States War Department has retained control over all rivers and harbors in Puerto Rico, and has supervised and assisted in harbor improvements, having dredged the entrance channel at San Juan over a width of 600 feet to a depth of 30 feet. The controlling depth in the entrance channel, on June 30, 1936, was 38 feet at mean low water at the outer reach, thence 30 feet in the remainder of the entrance channel, in the main harbor and in the San Antonio Channel.

The bay is nearly four miles long and from one to two miles wide. 490 acres have a depth of 30 feet, of which 435 acres are available for anchorage and maneuvering.

Six piers, with an aggregate berthing space of about 6,530 feet; and bulkhead wharves, of an aggregate length of about 3,750 feet, are located on the northerly side of San Juan harbor, including the San Antonio Channel, capable of docking deep-draft vessels. Three of the piers are public service piers. Of the total, four vary in width from 80 to 120 feet, and in length from 330 to 410 feet, being provided with iron-roofed sheds and vessel berths on both sides. One pier has a 330 foot frontage on the channel with dredged slips on the east and west sides, of 20 and 28 feet depth respectively, on lengths of 60 and 450 feet. The sixth pier has a channel frontage of 400 feet, and dredged slips 20 to 30 feet deep on both sides, 550 and 600 feet long respectively.

Bulkhead wharves, built by the Insular Government, have iron-roofed sheds for the storage of perishable freight. A privately-owned bulkhead wharf is 420 feet long, with a slip-depth of about 26 feet.

All terminals have railroad connections. The Coal Dock, Pier No.6 and the San Antonio Dock—have mechanical cargo handling equipment and the last named is equipped with a pre-cooling plant for fruit.

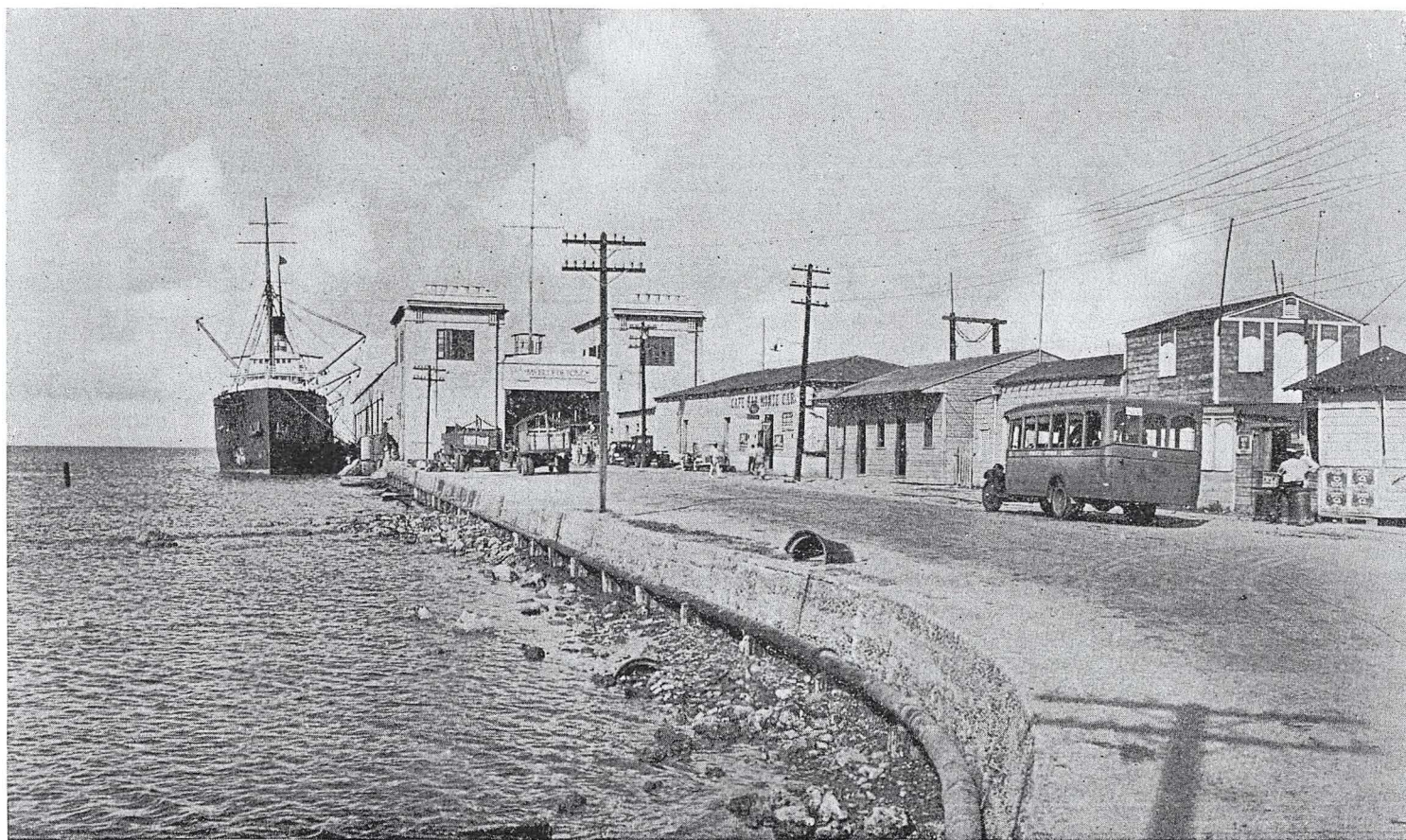
Bunkering facilities for oil-fired, coal-burning and Diesel motor-ships are available at San Juan. Fuel oil is supplied by the West India Oil Co., The Texas Company, and the Shell Company—and coal by the Berwind White Coal Mining Co. (Puerto Rico Coal Co.), which operates a modern, well-equipped coaling station, with storage dock, discharging and reloading cranes, mechanically-equipped barges for bunkering in the stream, full complement of lighters, etc. Fresh water is available, and large ship chandlers stocks and supplies of repair parts are maintained by this firm.

Towing facilities are adequate at all times.

The Port of Ponce

Second only to San Juan, it is located on the south central coast of Puerto Rico, about 32 miles east of Cape Rojo and some 7 miles north of Caja de Muertos (Dead Man's Chest) Island. The port, or Playa, is about 2 miles from the city of Ponce proper, being connected with it by means of a trolley line, a steam railroad and a good highway.

The harbor consists of an open bay 3 miles wide, formed by Point Peñoncillos on the east and Point Las Salinas on the west. Within the harbor, depths of 30 feet or more exist. Deep-draft vessels enter the harbor through a channel one-half mile wide and a mile and a half long, in which the water is deep enough to accommodate the largest vessels.



Ponce, second most important city, provides shippers with latest port facilities and accommodations

Improvements for the harbor of Ponce, under the plans approved by the War Department, include the construction by the municipality of Ponce of 2,335 feet of sea wall and a bulkhead with concrete surfacing 6,690 feet long, 2,870 feet of which are to be designed for water 30 feet deep; 1,470 feet for 18 feet deep; and 2,350 feet for water 9 feet deep, dredging such areas 30, 18 and 9 feet in depth channelward of the bulkhead. The improvement will provide 77, 47 and 29 acres.

Some of these improvements have already been made, including a section of the bulkhead 812 feet long and an iron-roofed transit shed 360 feet in length and 56.5 feet in width. Another transit shed 260 x 56.5 feet is under construction.

There is a modern pier in the harbor, located at Peñoncillo Point and owned by the City of Ponce. It is of concrete and steel, 325 feet long and 110 feet wide, with an iron warehouse. Depth alongside of the pier is sufficient for vessels drawing up to 21 feet.

In addition to the Municipal Pier, the city has constructed a bulkhead wharf of reinforced concrete, 1,900 feet long.

Bunkering, towing and general supplies facilities are available for all visiting vessels.

The Port of Mayaguez

An open roadstead located midway of the west coast of Puerto Rico, opposite Mona Passage, the harbor of Mayaguez has a natural depth of from 30 to 70 feet over an area in excess of 1,000 acres. The principal channel leading into the harbor has a depth of 48 to 160 feet and a width of 2,000 feet.

A modern pier has been built in the harbor, consisting of a bulkhead of reinforced concrete 1,270 feet long, a stringpiece 20 feet wide, with a depth of 32 feet alongside at mean low water. The bulkhead is earthfilled to a level of 6 feet above mean low water, and has a steel-frame construction type of transit shed 800 feet long and 60 feet wide.

The dock and appurtenances are owned and operated by the Mayaguez Terminal, Inc. A storage warehouse at the waterfront, close to the Custom House, with a total capacity of 300,000 cubic feet, is operated by the Mayaguez Dock and Shipping Company.

The Port of Arecibo

Located on the north central coast of the Island, forty miles west of San Juan, the harbor of Arecibo is a small open bay, with a depth of 25 feet available at the entrance. Vessels anchor in the roadway one-half mile from shore and lighter their cargo. Improvements are contemplated.

The Port of Aguadilla

A comparatively small bay, with good anchorage anywhere off the town in from 10 to 18 fathoms, the port of Aguadilla has never been improved to any great extent, all traffic being handled by lighters. It is located on the upper western side of the Island and handles sugar, coffee, coconuts and needlework.

Minor Ports

Seven other ports, mostly of the open bay type are located in other parts of Puerto Rico. These are Guánica, Guayanilla, Arroyo and Jobos, along the southern coast; and Fajardo, Humacao and Naguabo on the eastern coast. Vessels calling at



Garments of tropical weight fabrics are much appreciated by men in the continental mainland

these ports are principally freighters in the sugar trade. By Section 4 of HR-7051 the Secretary of War is authorized and directed to cause preliminary examination and surveys to be made at the harbors of Fajardo, Guayanilla and Jobos. Representatives of the U. S. Engineers Corps visited these ports in January, 1938, and held public hearings. The matter of improving these three ports, if favorably considered, depends upon further legislation appropriating the necessary funds.

Communications The Insular Government operates the telegraph system and one of the two telephone systems, maintaining telegraph stations in practically all municipalities of the Island, and telephone service in a limited area. The public telephone system is owned by the Porto Rico Telephone Company and provides 70 central stations, having a total of 15,000 subscribers. The Company furnishes international long distance radiotelephone service.

Telephone service in the larger cities is furnished to residences at the rate of \$4.50 per month for one party wires, with no limit to the number of calls and to business houses at the rate of \$6.25 per month with metered service. Party wires are somewhat cheaper. Rates in the smaller towns are slightly lower.

Cable service to all parts of the world is extensive and efficient.

Cable and Wireless (West Indies) Limited maintains four cables, two of which provide direct duplex communication from San Juan and Ponce to New York, the remaining two cables providing communication with St. Thomas and St. Croix, thence to the West Indies and South America. The French Telegraph Co., now controlled and operated by All America Cables, Inc., has two cables from San Juan, one to New York via Cape Haitien and one to Martinique via St. Thomas. All America Cables, Inc., has a cable from San Juan to New York via Trujillo City and Guantanamo Bay, Cuba. The two cables operated by All America Cables, Inc. with New York are duplexed which enables the transmission and reception of cablegrams on the same cable at the same time thereby cutting down delay to a minimum.

Commercial radio communication with mainland United States and with any part of the world and ships at sea, is available through the facilities of R.C.A. Communications. There are three commercial radio stations on the Island, two owned by the Insular Telegraph Bureau and the other by the South Porto Rico Sugar Co. The first two—WGW, located in the island of Vieques, close to Puerto Rico's eastern coast; and WKK at Ceiba, on the northeastern coast of Puerto Rico—operate on a normal wave length of 600 meters. WPR, station of the South Porto Rico Sugar Co. is located at Ensenada, in the southwestern part of the Island, and uses a wave length of 600 meters.

The United States Navy operates a radio station at San Juan, the call letters of which are NAU. This station maintains a continuous watch. It answers and calls on 500 kilocycles (600 meters); works on 464 kilocycles (646 meters) and 113 kilocycles (2653 meters), and receives on any frequency designated. It transmits and receives weather reports and hydrographic data. From July 1 to November 15 the station transmits hurricane warnings; calling on 500 kilocycles and transmitting on 113 kilocycles every two hours. The transmitter has an output of 2 kilowatts.

There are 98 United States post offices and 6 sub-stations in Puerto Rico, all of which are money-order stations. Postage rates are the same as on the mainland,

except for airmail which is charged at ten cents for each half ounce or fraction thereof. Puerto Rico is within the seventh Parcels Post Zone for the eastern area of the United States, and in the eighth zone for the western part of the mainland.

Puerto Rico is traversed by a splendid system of highways, there being 2,193.98 kilometers (1,363 miles) of first-class macadam roads, of which 1,895.81 kilometers (1,177 miles) are asphalt-treated. These highways provide one mile of paved road for every 3.2 square miles of the Island's area. Maintenance is the responsibility of the Bureau of Highways, of the Insular Department of the Interior. Expenditures for this purpose during 1937 amounted to \$807,504.92.

Banks and Banking At the beginning of the fiscal year 1937-38 Puerto Rico had twelve banks, with head offices and branches, as follows:

National City Bank of New York: San Juan, Ponce, Mayaguez, Arecibo, Bayamón and Caguas

Chase National Bank of the City of New York: San Juan

Banco Popular de Puerto Rico: San Juan Santurce, Gaguas, Aguadilla and Río Piedras

Crédito y Ahorro Ponceño: Ponce, Cayey, Guayama, Yauco and Mayaguez

Banco de Ponce: Ponce, Aibonito, Utuado, Cabo Rojo and Arecibo

Banco de San Germán: San Germán

Roig Commercial Bank: Humacao

Caja de Economías y Préstamos: San Germán

Banco Progreso Financiero: San Juan

Royal Bank of Canada: San Juan, Mayaguez

Bank of Nova Scotia: San Juan, Fajardo

Credit Union Bank: San Juan

With the exception of the National City Bank and the Chase National Bank, which are under the jurisdiction of the U. S. Comptroller of the Currency, the others are under the supervision of the Treasurer of Puerto Rico.

Public Finance The budget of the Insular Government for the fiscal year 1937-38 carried appropriations for \$13,962,186.93, compared with the 1936-37 budget of \$12,060,240.37.

The debt-incurring power of the insular government is limited by the Organic Act to 10 per cent of the assessed value of real property. The same statute specifies that no town shall contract debts in excess of 5 per cent of the total assessed value of assessed property, except San Juan, Ponce and Mayaguez, which are allowed 10 per cent.

The property tax is levied by the Department of Finance for the entire Island, the base tax (known as the territorial tax) being 1 per cent. Of this revenue 80 per cent goes to the municipalities of Ponce, Mayaguez, and Arecibo, while 20 per cent



A modern banking institution—the Banco Popular de Puerto Rico—
is housed in this magnificent structure

is covered into the Insular treasury. All other municipalities, including San Juan, are apportioned 90 per cent of tax collections and the balance, 10 per cent, is paid into the Insular treasury. In addition, sixty-eight onehundredths of 1 per cent has been levied by the Legislature of Puerto Rico on all municipalities, to accrue to the Insular Government. The Legislature is empowered to increase such levy at any time, within the provisions of the Organic Act. Municipalities have the right to increase the rate of taxation not more than 1 per cent in order to float loans against tax receipts.

An excise tax is levied by the Insular Government on certain goods sold in Puerto Rico, including imports from foreign countries and goods shipped from mainland United States. The commodities so taxed, with the basis or range of taxation, are as follows:

ADDING MACHINES	10% on selling price
ARMS AND AMMUNITION	10% on selling price
BILLIARD AND POOL TABLES	40% on selling price
CAMERAS	10% on selling price
CASH REGISTERS	10% on selling price
CANDIES	10% on selling price
CHEWING GUM	10% on selling price
CIGARS	15¢ to \$1 per hundred
CIGARETTES	30¢ to 80¢ per hundred
COSMETICS	10% on selling price
DYNAMITE, POWDER, FOR BLASTING	10% ad valorem
ELECTRIC OR GAS APPARATUS FOR HEATING AND LIGHTING	10% on selling price
ELECTRIC FANS, AIR CONDITIONING APPARATUS, REFRIGERATORS, RANGES, STOVES, ETC.	10% on selling price
HYDRAULIC CEMENT	2½¢ per cwt.
GASOLINE	7¢ per gallon
JEWELRY (with etui)	10% on selling price
KEROSENE	3¢ per gallon
LUBRICATING OILS	4½¢ per gal. or fraction
MATCHES	10¢ to 36¢ per gross of boxes
MOTION PICTURE FILMS	2¢ per lineal foot
MOTION PICTURE PROJECTORS, ETC.	10% on selling price
MOTOR VEHICLES, MOTORBOATS, ETC.	10 to 15% on selling price according to value. Nonresidents exempt when using vehicles for their private use under Courtesy Plates
PHONOGRAPHS, RADIO SETS, ETC.	10% on selling price
PIANOS AND PIANOLAS	10% on selling price
PLAYING CARDS	25¢ on pkges. up to 60 cards; 50¢ on pkges. over 60 cards
RUGS, MATS, LINOLEUMS	10% on selling price
SAFES	10% on selling price
SMOKING TOBACCO	3¢ per ounce or fraction
TYPEWRITING MACHINES	10% on selling price
WEIGHING MACHINES, SCALES, ETC.	10% on selling price

Other excise taxes are levied in varied bases upon racing horses, shares of prizes won in races, Mutuels, government contracts, sugar manufacture, crushed stone, affidavits, admissions to public entertainments and spectacles, etc.

A 2 per cent general sales tax is levied on the sale of articles not specified above nor exempt as per Section 83 of the Internal Revenue Law.

These taxes are not import duties, but are collected when goods are sold, whether produced locally, brought from other parts of the United States, or imported from foreign countries. Goods imported from foreign countries are subject to regular Federal customs duties in addition to insular excise taxes.

The Alcohol Beverage Law also is a source of income for the Insular Government, providing taxes on alcoholic beverages as follows:

DISTILLED SPIRITS	\$1.20 per wine gallon below 100 proof; \$1.20 to \$1.45 per proof gal. when 100 proof or over. (Increase proportional to alcoholic contents)
WINES AND CIDERS	30¢ per wine gal. of 14% or less alcohol; 40¢ per gal. from 14 to 24% alcohol
CHAMPAGNES, SPARKLING WINES, ETC.	\$1.40 per gal. 14% or less alcohol; \$1.80 per gal. over 14 to 24% alcohol
BEER, LAGER, ALE, ETC. ...	8¢ per w. gal. of 1½% or less alcoholic content; 30¢ per gal. over 1½% alcoholic content, and 20¢ per w. g. if sold in containers of 5 or more wine gallons

License fees range from \$5.00 to \$960 per year, payable quarterly or semi-annually, for factories, places of business and commercial or industrial establishments.

The income tax levied and collected by the Insular Government conforms with the Federal Income Tax Act of 1924.

The normal tax rate for nonresidents, not citizens of Puerto Rico is 6%, there being no credit for exemption for these taxpayers.

Residents of Puerto Rico pay according to the following rates:

- 2% on the first \$3,000 net income
- 4% on the second \$3,000 net income
- 6% on the balance

Exemptions to resident taxpayers are \$1,000 for single persons; \$2,500 if married and living with husband or wife; \$400 for each dependent under 21 years of age or if incapable of self support because mentally or physically defective; or for dependents attending college, until the professional degree is obtained, providing that the age of the student does not exceed 25 years.

Partnerships and corporations are taxed upon a flat rate of 12½% upon the net income.

Credit is allowed to resident taxpayers for taxes paid during the taxable year in the United States, any possession of the United States other than Puerto Rico, or any foreign country, subject to limitations provided for in the Regulations prescribed by the Treasurer.

Incorporation of business concerns in Puerto Rico, under the law, require a minimum of three persons as petitioners, without maximum limitation. For a corporation to begin business a minimum of \$1,000 in paid-up capital must be sub-



Clothing manufacture gives employment to thousands of competent workers

scribed; each of the incorporators must subscribe to the articles of incorporation, and these articles must be filed with the Executive Secretary of Puerto Rico, in San Juan. The minimum fee for filing articles of incorporation is \$25 in lieu of 15 cents for every \$1,000 of authorized capital stock, the maximum fee being limited to \$500.

The payment of capital stock subscription must be made in legal currency, and a certificate of payment for capital stock must be filed with the Executive Secretary of Puerto Rico, at San Juan. Authorized capital may be increased or decreased (minimum, \$2,000), a certificate in such a case to be filed, with filing costs of \$5 and in case of an increase also 15 cents for each \$1,000, total of filing costs not to exceed \$500. A fee is required for recording the articles of incorporation (or amendments thereto) at the rate of 20 cents for each 100 words. Other fees are for issuance of certificate of incorporation, \$3; filing and recording notice of removal of place of business, \$5; for filing and issuing certificates of discontinuance, \$6; and for affixing the Seal of Puerto Rico to any document, \$1.

No estimate can be made as to the actual cost of incorporation in Puerto Rico until pertinent details are known concerning authorized capital, length of documents of incorporation, etc. However, generally speaking, the minimum cost of incorporation will be about \$30 in government fees, which must be paid in internal revenue stamps. Details will be furnished by addressing the Executive Secretary of Puerto Rico, at San Juan, asking for information regarding proposed incorporation in the Island.

History and Government

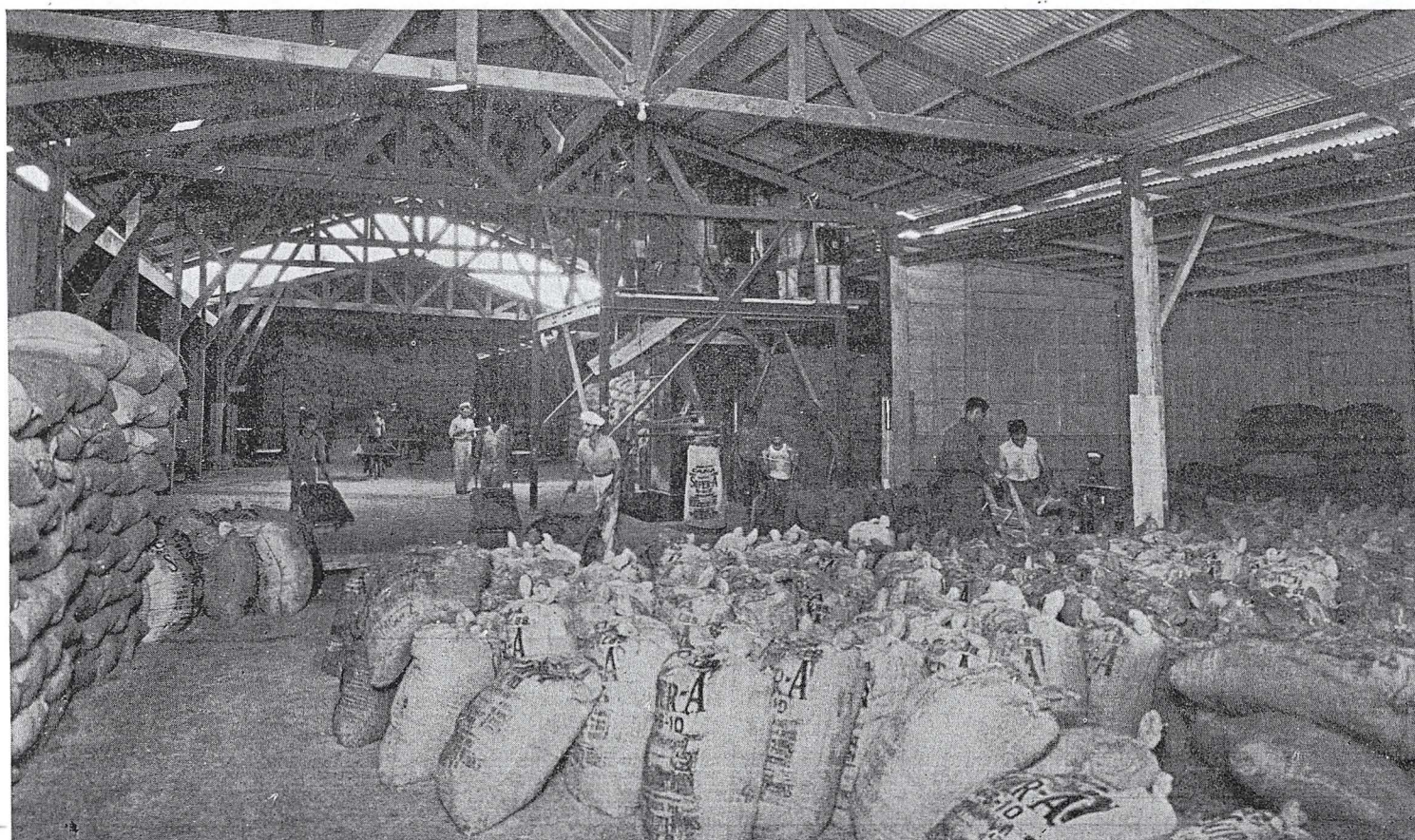
Puerto Rico—or Borinquen, as it was named by the Indians, was discovered by Columbus during his second voyage to the New World, on November 19, 1493. Ponce de Leon conquered it for Spain in 1509, establishing the first settlement becoming the first Governor General of the Island. It was ruled by Spain until 1898 when it was ceded to the United States by the Treaty of Paris, following the Spanish-American War.

The Island is administered under the Organic Act of Puerto Rico, March 2, 1917, which also granted American citizenship to Puerto Ricans. The Governor is appointed by the President and holds veto power over measures passed by the Insular Legislature. Bills passed by a two-thirds majority over the Governor's veto are submitted to the President for final approval or veto. The Legislature consists of a Senate of 19 members and a House of Representatives of 39 members, elected for a term of four years by direct votes of both sexes. The Island also elects a Resident Commissioner at Washington, with a voice but no vote in the House of Representatives of Congress.

The Treasury, Interior, Health, Agriculture and Commerce, and Labor Departments are headed by commissioners who are appointed by the Governor, subject to confirmation by the Insular Senate. The Attorney General and the Commissioner of Education are appointed by the President of the United States by and with the advice and consent of the Senate of the United States. The President also appoints the Auditor of Puerto Rico, whose office regulates governmental accounts. The seven heads of Departments and the Executive Secretary—another appointee of the Governor—form the Executive Council or Governor's Cabinet.

Puerto Rico is divided into seventy-seven (77) municipalities enjoying autonomous government within the limits prescribed by the Organic Act.

The following summary shows the population of each of the insular municipalities, according to a census prepared by the Puerto Rico Reconstruction Administration, as of December 1, 1935:



Fertilizing material, largely imported, is now being also manufactured locally

<i>Municipality</i>	<i>Population</i>	<i>Municipality</i>	<i>Population</i>
Adjuntas	19,510	Lares	29,358
Aguada	16,764	Las Marías	9,144
Aguadilla	31,254	Las Piedras	15,028
Aguas Buenas	14,594	Loiza	20,945
Aibonito	17,082	Luquillo	8,243
Añasco	15,528	Manatí	27,674
Arecibo	63,012	Maricao	7,505
Arroyo	9,242	Maunabo	10,395
Barceloneta	17,377	Mayaguez	69,655
Barranquitas	16,185	Moca	19,968
Bayamón	32,151	Morovis	19,587
Cabo Rojo	26,059	Naguabo	20,140
Caguas	48,585	Naranjito	13,247
Camuy	17,561	Orocovis	18,480
Carolina	21,338	Patillas	15,723
Cataño	8,315	Peñuelas	14,359
Cayey	30,564	Ponce	97,779
Ceiba	7,808	Quebradillas	10,942
Ciales	23,312	Rincón	8,352
Cidra	20,537	Río Grande	15,757
Coamo	21,423	Río Piedras	52,146
Comerio	17,405	Sabana Grande	12,592
Corozal	18,869	Salinas	18,245
Dorado	8,663	San Germán	25,273
Fajardo	18,346	San Juan	137,215
Guánica	11,606	San Lorenzo	25,408
Guayama	27,563	San Sebastián	27,150
Guayanilla	14,860	Santa Isabel	10,196
Guaynabo	15,218	Toa Alta	13,001
Gurabo	15,617	Toa Baja	10,161
Hatillo	17,296	Trujillo Alto	10,664
Hormigueros	5,700	Utua	43,352
Humacao	28,579	Vega Alta	13,463
Isabela	25,407	Vega Baja	22,972
Jayuya	13,933	Villalba	12,867
Juana Díaz	20,694	Yabucoa	24,464
Juncos	19,443	Yauco	30,115
Lajas	13,608		
		Culebra	924
		Vieques	10,037

Total Population, 1935 1,723,534

San Juan is the seat of government for Puerto Rico.

The Island makes its own tax laws and retains all local revenues including customs, income tax and internal revenues receipts which, in territories, go to the Federal Government.

In addition to municipal courts for the trial of minor offenses, Puerto Rico has nine (9) District Courts, located in the principal cities of the Island to hear both civil and criminal cases. The Supreme Court of Puerto Rico, located in San Juan, takes appeals from the District Courts. There are five Justices, three of them (including the Chief Justice) native Puerto Ricans, and two continental Americans, all appointed by the President. The United States District Court for the District of Puerto Rico, sits in San Juan. The United States Circuit Court (First Division), sitting at Boston, Massachusetts, hears appeals from both the United States District Court and the Supreme Court of Puerto Rico. Cases appealed to the Circuit Court have the right of appeal to the Supreme Court of the United States.

Climate and Health Conditions Few areas of the United States afford such a delightful climate as Puerto Rico. The location of the Island within the trade-wind belt and its mountainous surface make it one of the most favorable regions in the Tropics. The climate is warm, but excessive temperatures do not occur. There is a slight annual range of temperature and the Island is spared the extreme heat common to continental areas of the same latitude. The average winter temperature is 73.7 degrees F. and the summer average is 78.8 degrees F.

The average daily maximum temperature, as taken from U. S. Weather Bureau records for 39 years, is 86.0 degrees F., and the average daily minimum temperature for the same period is 66.9 degrees F. The mean monthly temperatures vary from 73.2 degrees, in January and February, to 79.0 degrees, in August; while the mean annual temperature is 76.5 degrees F. The highest mean maximum temperature, 88.3 degrees, occurs in August, and the lowest mean minimum temperature, 63.0 degrees is recorded in February.

There is no clearly defined rainy season in Puerto Rico. Rainfall is fairly well distributed throughout the twelve months of the year, with the heaviest downfall taking place from May to December. Rainfall varies greatly in different localities. The heaviest rainfall is in the mountainous areas of the northeastern and southwestern parts of the Island, where recordings of 100 to 200 inches are made. The rainfall decreases toward the north and south coasts, from 55 to 75 inches per year occurring on the north coast and from 29 to 52 inches per year on the south coast.

Average maximum and minimum temperatures, mean monthly and annual temperatures, and mean monthly and annual precipitation for a period of 39 years, in Fahrenheit and inches are as follows:



The manufacturing and packing of brew coffee for export is gradually growing in importance

AVERAGE MAXIMUM TEMPERATURE

Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Annual
82.9	83.5	84.3	85.4	86.5	87.5	87.9	88.3	88.2	87.6	86.0	84.0	86.0

AVERAGE MINIMUM TEMPERATURE

Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Annual
63.5	63.0	63.5	65.3	67.9	69.2	69.6	69.8	69.5	68.8	67.5	65.1	66.9

MEAN TEMPERATURE

Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Annual
73.2	73.2	73.9	75.4	77.2	78.4	78.8	79.0	78.8	78.2	76.8	74.6	76.5

MEAN MONTHLY AND ANNUAL PRECIPITATION

Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Annual
3.72	2.91	3.28	4.42	7.28	6.21	6.23	7.53	5.94	7.97	7.16	4.57	67.22

The unusual panoramas of mountains, valleys, tropical seas and white beaches provide a very fascinating attraction on a tour of the Island. The visitor is intrigued by the exotic and quaint atmosphere of towns, churches, forts and other points of interest.

Puerto Rico is one of the most healthful areas in the hemisphere. Epidemics are rare and generally easily controlled. Tropical fevers and intestinal disorders are not widespread. The Insular Government stresses the efficiency of its Department of Health. Sixty per cent of the potable water served to the urban population of the Island is filtered and chlorinated. The visiting and resident continental American or foreigner experiences none of the illness common to other tropical areas when ordinary health precautions are observed.

Living Conditions Puerto Rico imports most of its necessities. Notwithstanding this, the volume of purchases brings about somewhat reduced prices. The cost of living is not higher than in the eastern section of the United States.

Continental Americans, foreign-born residents and a good many Puerto Rican families in the principal cities, do their marketing in modern grocery stores and butcher shops, providing themselves with practically every commodity to which they are accustomed. Native vegetables and fruits supplement the daily diet. Dairy products of good quality are also available.

Clothing for both sexes is retailed in Puerto Rico for about the same price as on the mainland, and in many cases the cost is slightly lower. The tropical climate

makes heavy winter clothing unnecessary, but at the same time calls for an ample supply of washable apparel.

Servants—including cooks, housemaids, children's nurses, laundresses, chauffeurs, etc., are available in any part of the Island at reasonable wages.

Steam laundries are established in the larger cities while in the smaller communities laundresses are available.

Private residences and apartments are offered everywhere in the Island. The newer residences in San Juan, as well as in Ponce, Mayaguez, Arecibo and others of the larger towns, are constructed of reinforced cement, with galvanized iron or tile roofing, and wired for electricity, with gas connections and sanitary plumbing. Nearly all have garages and detached quarters for servants. All rooms are high-ceilinged, and have running water, modern bathrooms and kitchens. Bungalows and low-roofed Spanish type houses predominate. Rentals range from \$40 to \$125 a month. Both in San Juan and its suburbs, Ponce, Mayaguez and other principal centers, modern apartment houses are found, providing excellent dwelling accommodations, at reasonable rentals. First class hotels and apartment hotels provide commodious lodgings. The principal hotels in San Juan and Ponce offer accommodations on both the American and European plans. At Coamo Springs, a fine hostelry, providing excellent cuisine, is made available for those desiring to take the hot sulphur baths of this famous spa. In other sections of the Island, mountain and beach resorts meet the demands of the traveler.

A large number of practising physicians, dentists, lawyers, architects and engineers, registered nurses, etc., both Puerto Ricans and continental Americans are resident in all sections of the Island. Very fine hospitals and clinics are found in the larger cities.

In short, the visitor to the Island or those establishing permanent residence there, will find living conditions no different from the standard of living to which they may be accustomed.

Language and Culture Spanish is the predominant language of Puerto Rico but the majority of educated islanders speak, read and write English. Commercial correspondence may be carried on in that language.

For the organization of its schools, Puerto Rico follows the 8-4 plan in common use in the United States. The curriculum of the elementary schools in urban zones comprises the traditional common school subjects and includes natural science, music, drawing, health education, manual arts, home economics, agriculture and physical training. The rural school system is divided into first and second units. The first units include the first four grades and compare with elementary urban schools. The second unit rural schools, which include grades from fifth to eighth, are consolidated schools of a vocational type, offering academic training of a practical nature. Two different curricula are offered by the public high schools: the general or scientific, and the commercial.

During 1937-1938 forty-five per cent of all children of school age were enrolled in the schools.



Palms which fringe the shores of Puerto Rico with a beautiful majesty, also provides a source for the important coconut industry

The University of Puerto Rico represents the highest expression of the culture of the Island, carrying on the major part of its activities in the largest metropolitan area of Puerto Rico, close to the capital city. The Colleges of Arts and Sciences, Education, Law, Pharmacy, and Business Administration are located at Río Piedras, about seven miles distant from San Juan. The College of Agriculture and Mechanic Arts is located in Mayaguez, in the western part of the Island. The University is a State institution, supported chiefly by government funds, and is chartered as a Reserve Officers' Training School.

The School of Tropical Medicine, conducted in cooperation with Columbia University, of New York, devotes itself chiefly to research, and has, through the work of its medical scientists, raised Puerto Rico to leadership in the field of tropical medicine.

The total enrollment for 1937-1938 in all departments of the University of Puerto Rico, exclusive of the School of Tropical Medicine, was 5,389 students with 4,705 enrolled at Río Piedras, and 684 in Mayaguez. During the 1937-38 fiscal year, the University granted 331 bachelor degrees and 206 diplomas.

Accredited private schools, colleges and academies, conducted for both sexes by religious and lay organizations, complete a comprehensive educational system.

The desire by the individual for a better economic and social status in combination with the continuous interest of Insular and Federal Governments in improved educational facilities, has resulted in a notable reduction of illiteracy in Puerto Rico. From 1899 to 1920, illiteracy was reduced from 79.6 per cent to 55 per cent; in 1930, only 41.4 per cent of individuals ten years old and over could neither read nor write; while 1937 records a further reduction to 31.1 per cent.

It is worthy of note—that over 300 continental American teachers of English are employed in both public and private schools of the Island.

The intense desire for a higher education on the part of Puerto Ricans is demonstrated by the fact that some 5,000 young men and women from the Island are enrolled in leading Universities, Colleges and Academies of the United States. Numberless graduates in law, medicine, engineering, agriculture, etc.—alumni of American institutions of learning—are practicing in Puerto Rico.

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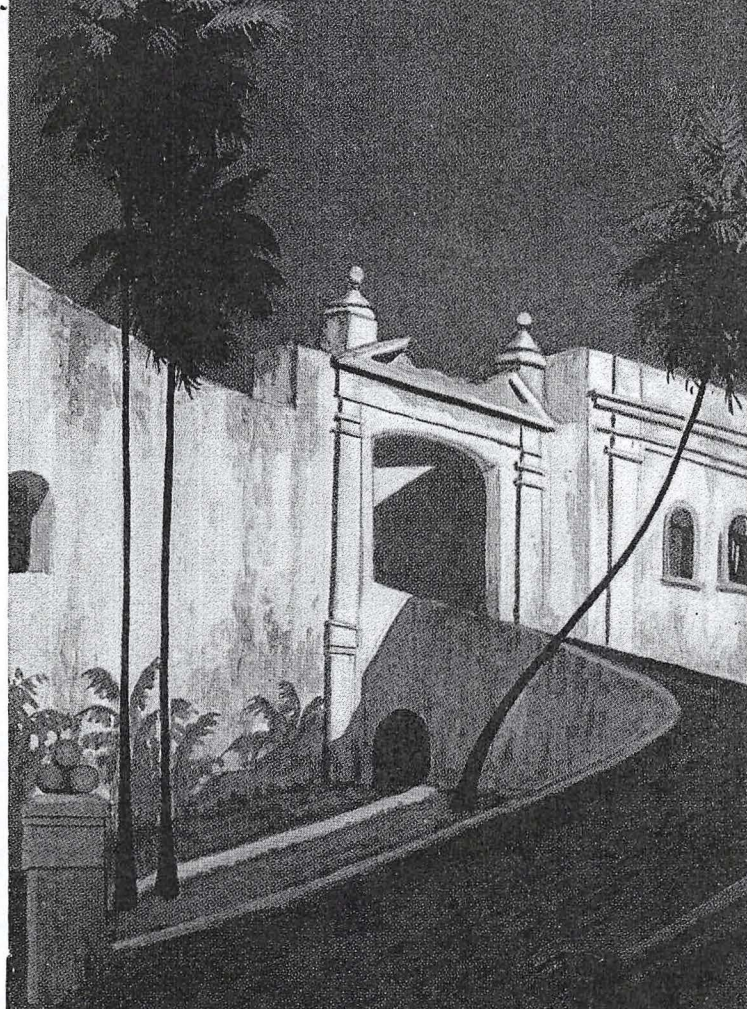
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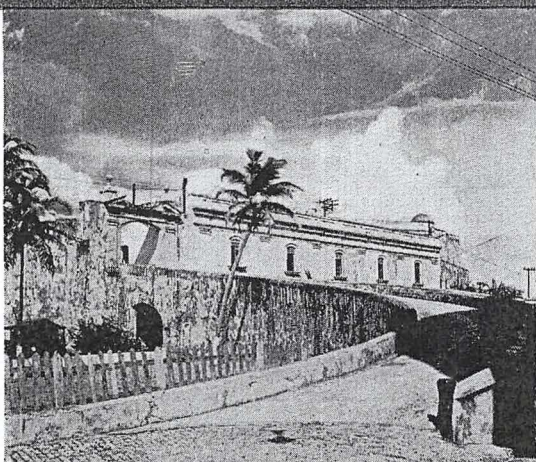
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FORT SAN CRISTOBAL



Puerto Rico
U.S.A.



Entrance ramp to San Cristóbal

AMONG the shrines and monuments that abound in the capital city of Puerto Rico to interest the visitor, few can offer so much historical background, steeped in traditional fact and fancy, as *Fort San Cristóbal*, located in the northeastern part of town, commanding the wide expanse of the Atlantic Ocean. For centuries it has been a bulwark of defense against the predatory raids of sea-rovers, as well as against the attacks of foreign fleets in search of territorial conquests, and, in 1898, it was from one of its batteries that the first shot was fired against the bombardment of Admiral Sampson's squadron in the Spanish-American war.

Old records mention San Cristóbal Castle as early as 1521, though actual construction of it was not started until 1631. The sacking of the city by the Dutch in 1622 had demonstrated the inadequacy of the defenses provided for it, and Fort San Cristóbal and the City Wall were built to remedy the situation.

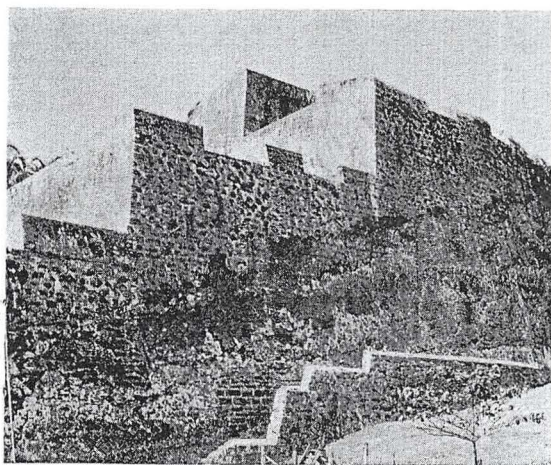
Late in the eighteenth century, Spain being at war with England and attacks on the capital being expected, Colonel Thomas O'Daly, of the Royal Engineers, was ordered to proceed to San Juan and carry out the necessary improvements in the fortifications of the city. Colonel O'Daly directed the reconstruction and enlargement of Fort San Cristóbal during the period from 1776 to 1783, but the English did not

attack until 1797, when the troops of the Fort aided greatly in successfully repulsing the enemy forces after a two-weeks' siege.

With few changes, Fort San Cristóbal remains today in the same condition as it was many, many years ago. The City Wall, which formerly ran from the fort to the bay, was torn down in 1897, with great festivities to mark the expansion of the city. A gate in this wall, named "La Puerta de Santiago," was located just about to the east of the present Casino de Puerto Rico, near the Plaza de Colon (Columbus Square). The series of tunnels connecting Fort San Cristóbal with El Morro, La Fortaleza, the Escambron and La Marina, having outlived their usefulness, were, shortly before the Spanish-American war, filled with debris to serve as foundations for the necessary construction called for by modern warfare.

The tunnels now used for the storage of ammunition in the Fort were used for similar purposes during the Spanish occupation and called "Santa Bárbara," after the patroness saint of soldiery against explosive catastrophes. Smaller tunnels leading throughout San Cristóbal and the Princesa Battery served also for the storage of ammunition and as mine galleries. At the end of these galleries there were planted barrels of powder covered with tar and connected by fuses to a

Bulwarks of defense

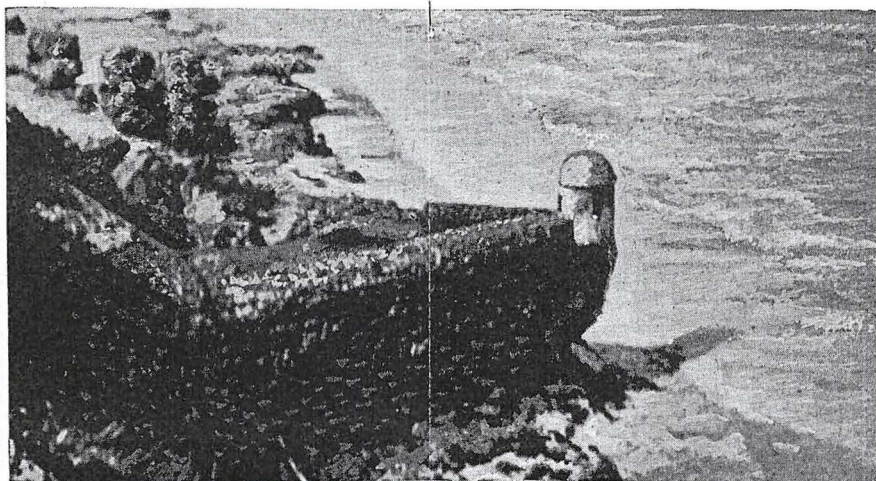


central point, for emergency purposes. It is possible that some of these "mines" are still in place, though no longer a menace.

One of the rooms in the main tunnel was used, in Spanish days, as a death cell for those whose mortal existence was soon to cease by royal decree. It is related that in this cell, some ninety years ago, there was confined a certain Captain of artillery, a *sevillano* by birth, condemned to death for mutiny. While awaiting "the day" for the carrying-out of the sentence, the officer, who possessed artistic inclinations, undertook to paint on the walls of the prison the likeness of seven Spanish galleons. A small ventilating shaft at the end of the room provided the only

the entire garrison mutinied, firing upon the city until their ammunition was exhausted. The Commanding General, foreseeing an attempt by the mutineers to replenish their supply of ammunition through the tunnel from the Escambron magazines (at present used as a museum), stationed loyal troops at the end of said tunnel where they, indeed, captured the ammunition detail of the mutineers and then, going back with their prisoners, they gained access to the Fort and quickly quelled the uprising.

Possibly the most interesting of subjects in connection with San Cristóbal has to do with the legend of the "Haunted Sentry Box." Jutting out over the Atlantic Ocean from the walls of the Fort, this fabled



The legendary "Haunted Sentry Box"

light for the artist-soldier. These paintings are well preserved to this day and are quite creditable; and though better pictures may have been painted, it is doubtful whether a work of art of equal value has ever been produced under circumstances such as those surrounding the unfortunate officer.

The mutiny for which he had been condemned to death involved the entire garrison of Fort San Cristóbal. It seems that a son having been born to the King of Spain, the soldiers had requested that one year of their service be remitted as a token of jubilation. While there must have been some precedent for their petition, the request was not granted, whereupon

spot has been material for novelists and writers, as well as for the canvas of artists. The story goes that, over a hundred years ago, on a certain dark and stormy night, the sentinel assigned to duty in this stern sentry-box disappeared without cause or warning, leaving his uniform behind. A sheer drop of 100 feet to the water below made escape impossible in that direction. Unable to reach an explanation, the disappearance was considered to be the work of his Satanic Majesty. The true, but less poetic yarn, as told by the late Captain Angel Rivero—last Spanish Commander of the Fort—is that the soldier deserted his post, leaving uniform and equipment behind to





Rocks of Ages

avoid detection, and he was located years later in a farm near Caguas.

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Under the shades of the old, modern skyscrapers loom high



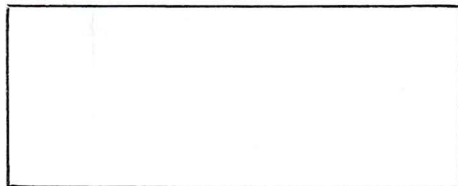
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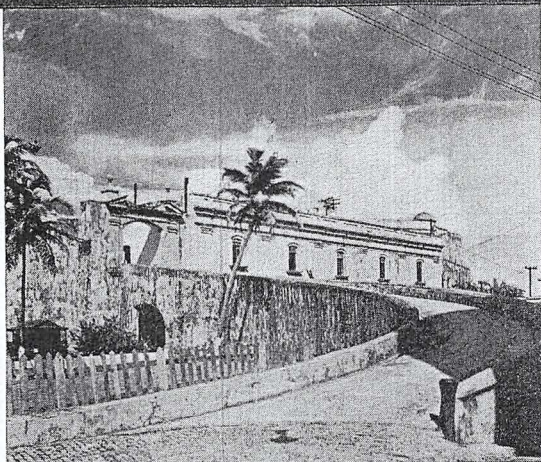


Fort San Cristóbal
PUERTO RICO



GOVERNMENT OF PUERTO RICO
INSTITUTE OF TOURISM
SAN JUAN, PUERTO RICO

NEW YORK OFFICE: 630 FIFTH AVENUE



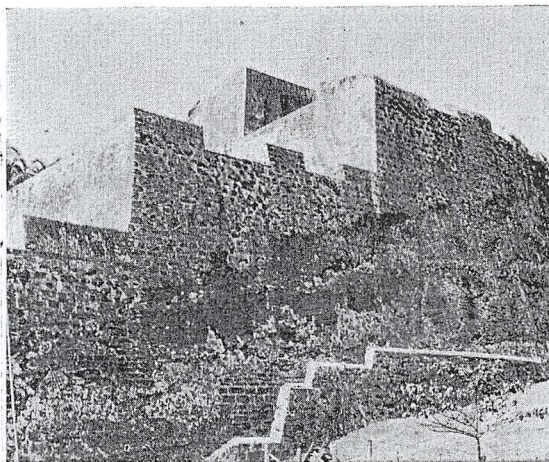
Entrance ramp to San Cristóbal

attack until 1797, when the troops of the Fort aided greatly in successfully repulsing the enemy forces after a two-weeks' siege.

With few changes, Fort San Cristóbal remains today in the same conditions as it was many, many years ago. The City Wall, which formerly ran from the fort to the bay, was torn down in 1897, with great festivities to mark the expansion of the city. A gate in this wall, named "La Puerta de Santiago," was located just about to the east of the present Casino de Puerto Rico, near the Plaza de Colon (Columbus Square). The series of tunnels connecting Fort San Cristóbal with El Morro, La Fortaleza, the Escambron and La Marina, having outlived their usefulness, were, shortly before the Spanish-American war, filled with debris to serve as foundations for the necessary construction called for by modern warfare.

The tunnels now used for the storage of ammunition in the Fort were used for similar purposes during the Spanish occupation and called "Santa Bárbara," after the patroness saint of soldiery against explosive catastrophes. Smaller tunnels leading throughout San Cristóbal and the Princesa Battery served also for the storage of ammunition and as mine galleries. At the end of these galleries there were planted barrels of powder covered with tar and connected by fuses to a

Bulwarks of defense



AMONG the shrines and monuments that abound in the capital city of Puerto Rico to interest the visitor, few can offer so much historical background, steeped in traditional fact and fancy, as *Fort San Cristóbal*, located in the northeastern part of town, commanding the wide expanse of the Atlantic Ocean. For centuries it has been a bulwark of defense against the predatory raids of sea-rovers, as well as against the attacks of foreign fleets in search of territorial conquests, and, in 1898, it was from one of its batteries that the first shot was fired against the bombardment of Admiral Sampson's squadron in the Spanish-American war.

Old records mention San Cristóbal Castle as early as 1521, though actual construction of it was not started until 1631. The sacking of the city by the Dutch in 1622 had demonstrated the inadequacy of the defenses provided for it, and Fort San Cristóbal and the City Wall were built to remedy the situation.

Late in the eighteenth century, Spain being at war with England and attacks on the capital being expected, Colonel Thomas O'Daly, of the Royal Engineers, was ordered to proceed to San Juan and carry out the necessary improvements in the fortifications of the city. Colonel O'Daly directed the reconstruction and enlargement of Fort San Cristóbal during the period from 1776 to 1783, but the English did not

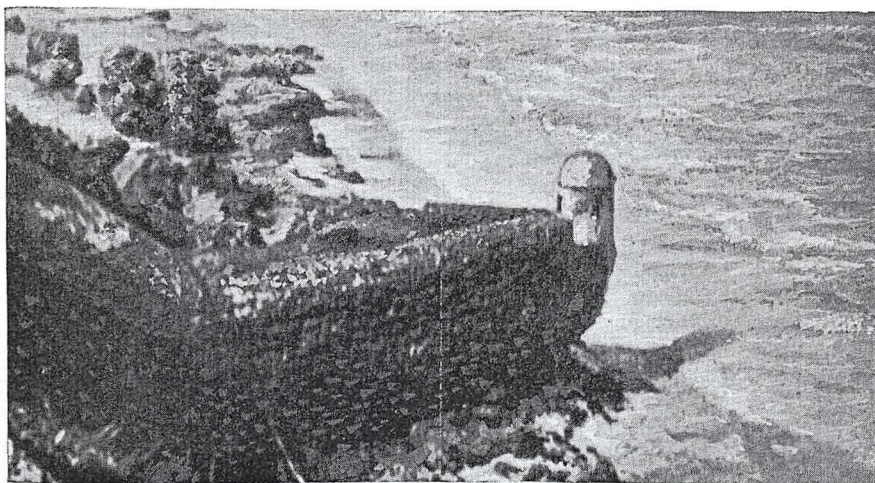


central point, for emergency purposes. It is possible that some of these "mines" are still in place, though no longer a menace.

One of the rooms in the main tunnel was used, in Spanish days, as a death cell for those whose mortal existence was soon to cease by royal decree. It is related that in this cell, some ninety years ago, there was confined a certain Captain of artillery, a *sevillano* by birth, condemned to death for mutiny. While awaiting "the day" for the carrying-out of the sentence, the officer, who possessed artistic inclinations, undertook to paint on the walls of the prison the likeness of seven Spanish galleons. A small ventilating shaft at the end of the room provided the only

the entire garrison mutinied, firing upon the city until their ammunition was exhausted. The Commanding General, foreseeing an attempt by the mutineers to replenish their supply of ammunition through the tunnel from the Escambron magazines (at present used as a museum), stationed loyal troops at the end of said tunnel where they, indeed, captured the ammunition detail of the mutineers and then, going back with their prisoners, they gained access to the Fort and quickly quelled the uprising.

Possibly the most interesting of subjects in connection with San Cristóbal has to do with the legend of the "Haunted Sentry Box." Jutting out over the Atlantic Ocean from the walls of the Fort, this fabled



The legendary "Haunted Sentry Box"

light for the artist-soldier. These paintings are well preserved to this day and are quite creditable; and though better pictures may have been painted, it is doubtful whether a work of art of equal value has ever been produced under circumstances such as those surrounding the unfortunate officer.

The mutiny for which he had been condemned to death involved the entire garrison of Fort San Cristóbal. It seems that a son having been born to the King of Spain, the soldiers had requested that one year of their service be remitted as a token of jubilation. While there must have been some precedent for their petition, the request was not granted, whereupon

spot has been material for novelists and writers, as well as for the canvas of artists. The story goes that, over a hundred years ago, on a certain dark and stormy night, the sentinel assigned to duty in this stern sentry-box disappeared without cause or warning, leaving his uniform behind. A sheer drop of 100 feet to the water below made escape impossible in that direction. Unable to reach an explanation, the disappearance was considered to be the work of his Satanic Majesty. The true, but less poetic yarn, as told by the late Captain Angel Rivero—last Spanish Commander of the Fort—is that the soldier deserted his post, leaving uniform and equipment behind to





Rocks of Ages

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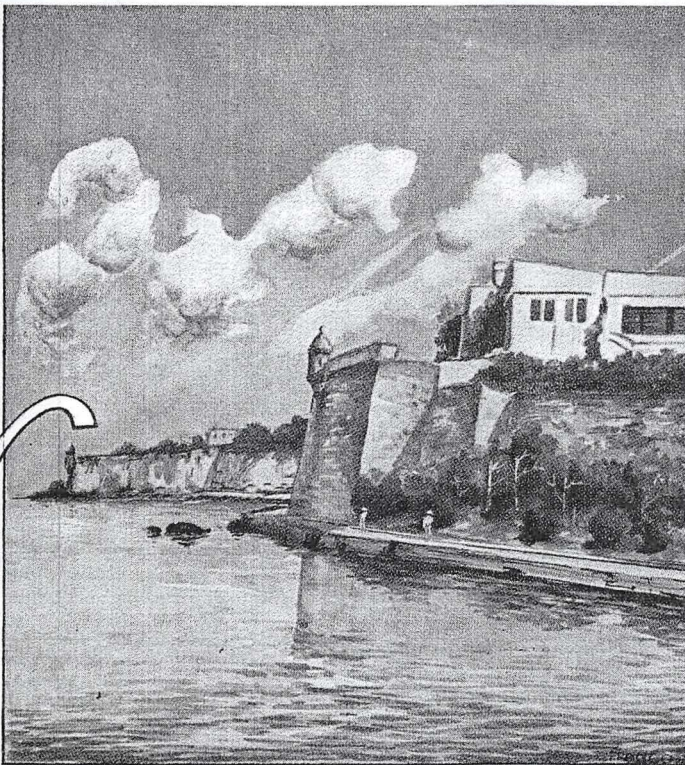
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La

FORTALEZA

SAN JUAN

Puerto Rico

U.S.A.



HON. WILLIAM D. LEAHY
Governor of Puerto Rico whose office and residence are located at La Fortaleza

History

SINCE 1639 La Fortaleza, known also as Palacio de Santa Catalina or Government House because it contains the offices of the Governor of Puerto Rico, has been used continuously as the official residence of the executive head of the Puerto Rican government, and is the oldest gubernatorial residence under the American flag.

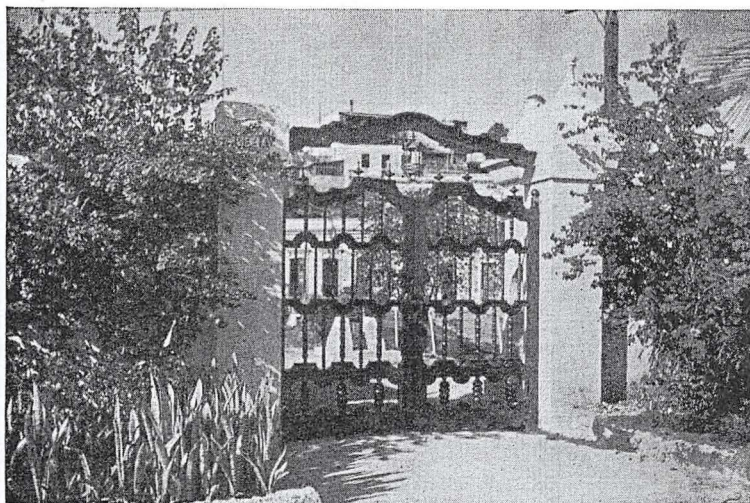
Columbus discovered the Island in 1493 and gave it the name, San Juan Bautista. Sixteen years later a Spanish colony was established at Caparra, across the bay from the present city of San Juan. These colonists soon moved to the present site of the Island's capital overlooking the bay that Ponce de León had named Puerto Rico. The same name was at first applied to the new city, but later the Island became known as Puerto Rico and the capital as San Juan. In 1529 San Juan had one hundred and twenty-nine houses; among them being Casa Blanca, originally built in 1523, two years after the death of Ponce de León, for his minor son Luis Ponce de León. Casa Blanca is today the official residence of the Commanding Officer of the United States troops in Puerto Rico. The cathedral—built of mud walls and wood with a tile roof—was also completed by then, and other buildings were in process of construction. The people, however, suffered from the constant menace of the sea rovers, corsairs and pirates whose favorite hunting ground at that time was in the newly discovered West Indies. Then too there was the danger of invasion by expeditions from the countries at war with Spain, who looked with envy upon her colonies in the New World.

Because of these disturbing conditions, the people had made urgent appeals to the mother country as to the necessity for a "fortified strong-

LA FORTALEZA

hold" for the protection of the city and harbor; and in 1529 the Spanish government authorized the building of a fort.

The original plans provided for a "bastion and embattled tower" which should have therein "a room for storing ammunition and to lodge a person". The second tower was built at the southern corner and the connecting gallery was added. It was said of the structure that "its master walls are as thick as a rampart is wide and light is admitted by



Beautifully carved gates of native wood leading to the gardens.

big loopholes built for '24's'. Among the arms ordered for the fort were "two cannons taking twenty-five pound balls, three falconets, twenty metal harquebusses and ten dozen javelins." Thus the first fortification in Puerto Rico, begun in 1533, was completed in 1540. This fortress is La Fortaleza, which in those early days was a castellet of sober design, and has since grown to its present splendor with a history of over four hundred years.

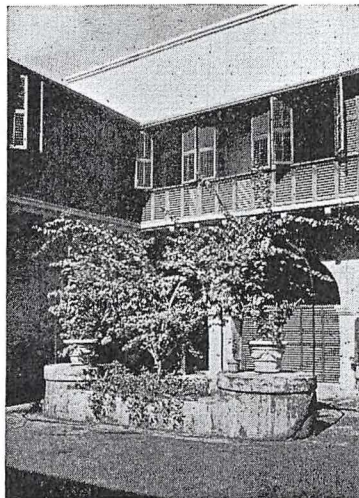
Eight thousand pesos had been spent on this fort by 1540, and the

LA FORTALEZA

building did not lack strength although only the wall facing the bay was built of stone while the remaining three were of tamped earth. During the following forty years the galleries and rooms surrounding the patio were added. The structure became more elaborate in plan as new rooms covered all the available space. The architectural unity was broken as is so obvious from the difference in the lines of the building—a full century divides the ornate eastern portion of the building from the stark nakedness of its western mass.

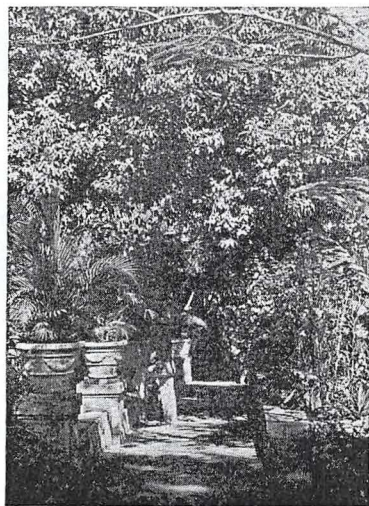
The pioneers' zeal received a severe blow when in 1539 the home government decided that the development of La Fortaleza as the Island's principal fort was impracticable because of its location inside the harbor. Gonzalo Fernández de Oviedo, when he arrived in the harbor, said: "Blind men only could have chosen such a place for a fortress"; and when he returned to Spain he recommended the erection of a fortress at El Morro. That sealed the fate of La Fortaleza as the proposed stronghold in this strategic outpost of the Spanish Empire. It was used, however, as the residence of the head of the Spanish military establishment; and, although it continued to be the principal fortification for many years, the nature of the improvements made until about 1600 indicates a purpose of looking after the comfort and convenience of its garrison, especially of its commandant. During these years El Morro was being continually strengthened until eventually it became the principal stronghold.

In 1625 La Fortaleza was par-



Ancient cisterns in one of the patios.

LA FORTALEZA



Tropical foliage in gardens of
La Fortaleza

tially burned by the Dutch when seventeen sailing ships entered the harbor with the aid of a favorable north wind that blew them under the lee of El Morro before its garrison could open fire. When some 700 men landed they found a deserted city, hoisted the color of the Prince of Orange over the Governor's mansion, and made preparations to take El Morro. After repeated attempts which resulted in failure they gave up and sailed away, but first set fire to the city at its four corners. The historical account of the burning of La Fortaleza shows that "the master walls

were left standing". It was rebuilt by 1639, according to a new and more elaborate plan; and a print dated 1671 taken from one said to be of an earlier date, shows the structure very much as it appears today. Since 1639 it has been used continuously as the Governor's residence, though it was not officially designated as such until one hundred and eighty-three years later. Casa Blanca, before that time, had often been occupied by the Chief Executive, probably because it was the estate of the descendants of the Island's first Governor—Ponce de León—who owned this property until 1779.

Shortly before 1641, in connection with the rebuilding of La Fortaleza and the survey for the construction of the San Juan gate and the sea wall below La Fortaleza along the western side of the city, it became necessary to demolish the chapel or "hermitage" of Santa Catalina. But as the little chapel, from the time immemorial, had contained the revered

LA FORTALEZA

image of Santiago, the patron saint of the Indies, it was rebuilt upon the very wall the construction of which a few years earlier had necessitated the demolishing of the chapel. Thus the timeworn image could again keep its yearly appointment and be borne on the shoulders of its devotees for its processional visit from La Fortaleza to the Cathedral. This chapel was used for many years as a private chapel by the Governor's household, and the traditional memory of this ancient "hermitage" has been enshrined in the chapel that is at the present time located in the chamber of the original "embattled tower" that was built over four hundred years ago at the northwest corner of what is today the executive mansion. This explains why the name of this ancient sanctuary became attached to the Governor's residence, which has since been known as "Real Fortaleza de Santa Catalina."

The San Juan gate, to which reference has just been made, is the only one of the old city gates that has been preserved to this day and is directly under the La Fortaleza gardens. For two hundred years or more this was the chief entrance from the outside world to the city of San Juan and consequently to the Island of Puerto Rico.

There is no record of any construction work having been done on the main building after 1639, until the renovations that were completed in 1846. At that time certain walls were rebuilt, some elaborate architectural embellishments were added, the two rooms overlooking the garden and sea wall were constructed, and it appears that the entrance tower was probably enlarged.

La Fortaleza—which means "The Fortress"—is the most commonly used, and probably the most appropriate, of the many names for this Spanish-American executive residence, because it was originally designed and built as a fortress and during its first hundred years was the principal fortification guarding the entrance to Puerto Rico. President Roosevelt, in 1906, after a brief visit at La Fortaleza, described it as " . . . half palace . . . half castle. . . .", and thus in a few words

LA FORTALEZA

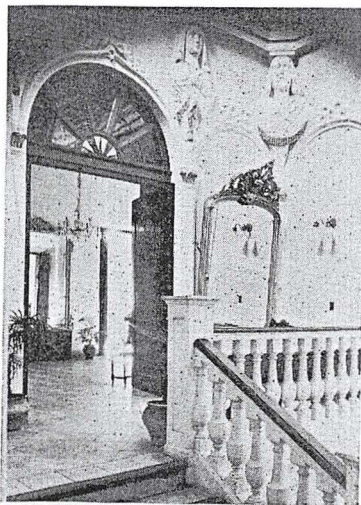
expressed the essence of charm that impresses itself on everyone who enters its spacious Spanish portals. Where else under the American flag is there an official residence that has four hundred years of history; that contains a throne room, ancient fortress towers, a treasure room, secret passageways, dungeons, a spiral stairs; and that—if its walls could speak—would tell of the days of early American discovery and conquest, of pirates and buccaneers, pillage and bloodshed, the clanking of swords and the glitter of gold-braid, and the flash of military adornment; and that would even recount interesting stories of romance and intrigue? Imagination is not needed to impart something almost of magic to its massive walls and lofty ceilings.



Descriptive Sketch

A NOTABLE architectural feature of La Fortaleza is the entrance tower and dome, both of them distinctly Moorish in character. The vault of the dome is decorated with mural paintings symbolic of the Military activities of Spain. The walls of the square tower on which the dome rests have four graceful arches with delicate decorations in white stucco. These arches form the frames for beautifully designed casement windows, unmistakably Moorish in type, with delicate arabesques and geometrical tracteries. On either side of the arches are slender engaged columns with foliated bases and Corinthian capitals, while in the angles of the walls are figures and floral designs in stucco. Below this section of the tower are twelve sculptured heads placed directly underneath an elaborate double cornice. The lower wall space is divided into long panels by arches of stucco and in the center of three of them is a square tablet with figures in bas relief. One represents the royal house of León (a lion rampant), another the royal house of Castile (a battle-mented castle surmounted by a crown) and the third is the lamb of Saint John, with book and banner representing Puerto Rico.

The room which extends across



Entrance to Drawing Room.

LA FORTALEZA



Main stairway with tablet representing
Puerto Rico.

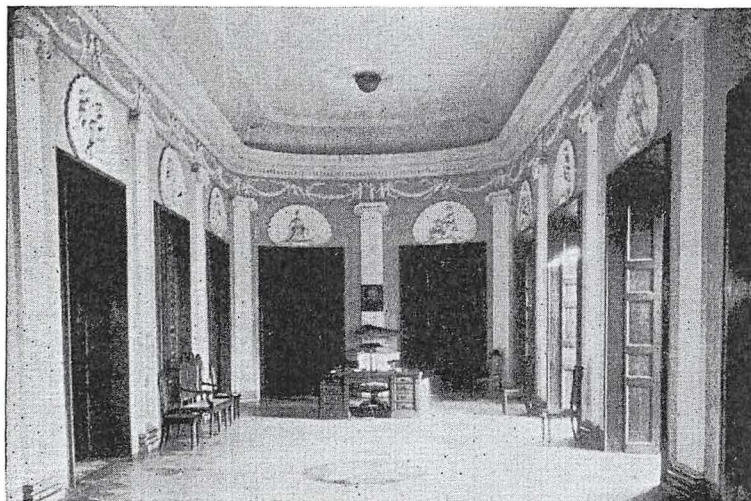
the entire front of the mansion on the first floor above the street was known in Spanish times as the "throne room." It was called thus because in it were held audiences with the Spanish Governor General who was the direct representative of the crown. It is now used as the Governor's office. Interesting architectural features are the twelve graceful pilasters of Ionic design which run from the floor to the frieze below the cornice; the huge carved shells in white stucco placed over each of the ten openings, each shell serving as the setting for a well-composed symbolic group in base relief; and the frieze of garlands of flowers is held in place by gay cupids. The solid mahogany doors in all the openings have the color and texture which only age can give. On two sides these long-hinged doors are placed behind shutters which open to the long balconies. The doors opening into the inner room have grilled panels. The floor is of the same marble tiling in shades of light and dark grey which is used throughout the house. These tiles were brought from Spain, being used as ballast for the ships sent to the West Indies.

The drawing room was remodeled in 1846. Although the aspect of La Fortaleza was changed in some particulars during the administration of the Count of Mirasol, certain interior decorations were completed by his successor, General Juan Prim y Prats, Count of Reus (1847-48). General Prim "ordered the decoration of the ceiling of the drawing room by blazoning thereon the arms of his lineage in the order of surnames, as

LA FORTALEZA

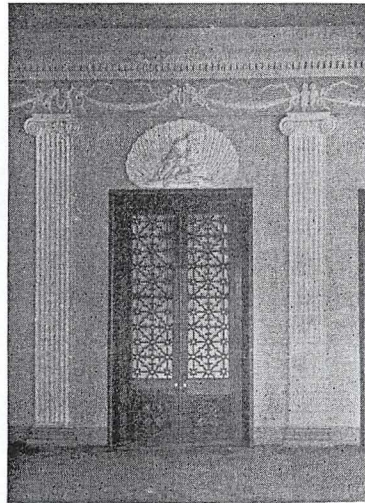
was the old Spanish custom." This rosette in the center of the ceiling of the drawing room, or salon, is part of the historic background of La Fortaleza. The cornice in this room is supported by twelve fluted pilasters with Crinthean capitals, the space between being panelled for the insertion of large mirrors. All the openings have mahogany doors, most of which have hinged panels and fold back into niches in the thick walls. The oldest of these have iron bars which may be placed diagonally across the doors to lock them securely. Some of the door openings have hand-carved swinging screens of native cedar for use when the large doors are open. These swinging doors are used in all parts of the house.

The dining room emphasizes one of the most interesting features of Spanish architecture, which is to concentrate decoration at given points, as about doors and windows or towers. At either end of the spacious dining room at La Fortaleza are beautifully designed doorways which are the only architectural decorations of the room, except the beamed ceiling. The stained glass in the side panels of the doorways and in



"Throne Room"

LA FORTALEZA



Decorative scheme of Throne Room.

the fan above is richly colored and of fine quality. One of these doorways gives entrance from the hall, and the other opens into the breakfast room which has shutters on three sides and overlooks the sea. The dining room is paralleled by long galleries to which access is given by French doors. The galleries are completely screened by hinged and stationary shutters (persianas) which provide ample air and light while giving protection from sun and rain.

The stairway is of mahogany and native wood, and extends from the patio to the upper floor. The treads of the stairs are very wide, and the balusters, which are turned, are set in metal brackets. The return of the stairs is panelled in a very unusual design.

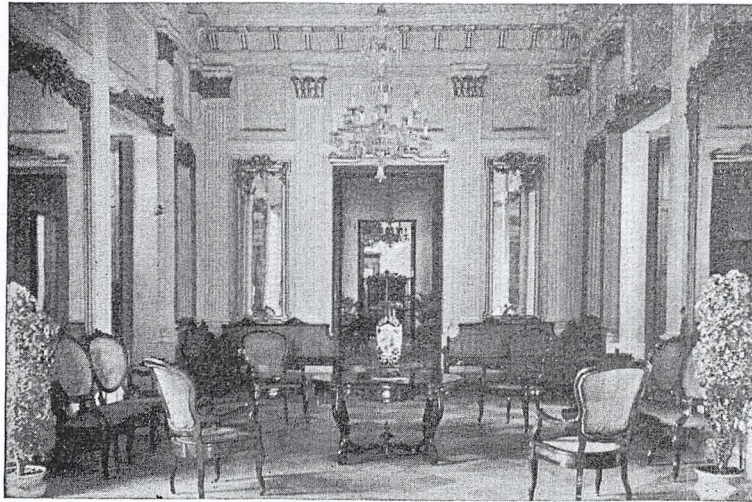
The long corridor on the upper floor has the same well-proportioned Ionic columns as the corridor below. The space between the columns is filled by shutters with insets of old Spanish stained glass through which the sun throws rainbow-like shadows across the tiled floor and on the opposite wall.

Surmounting one of the two towers, which are the most distinctive features of La Fortaleza, is a small cylindrical column terminating in a vertical four-sided sun dial. This form of dial for measuring time by means of the movement of the sun's shadow is not so common as the horizontal dial, where the dial plane is on the plane of the horizon, but it was often used during the sixteenth and seventeenth centuries to form the termination of a gable or buttress on churches or castles. It is

LA FORTALEZA

thought that the earliest of the four or more faced vertical dials is the one found at Athens known as "the tower of the winds."

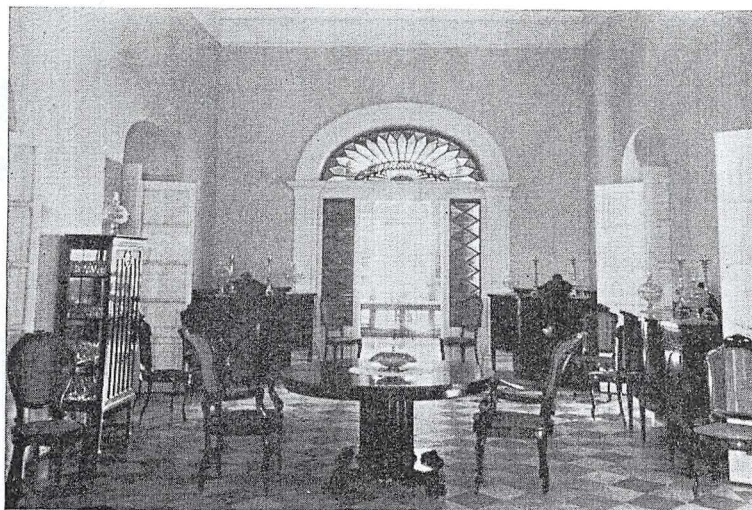
On the sun dial at La Fortaleza the stile or gnomon which points the shadow is of unusual beauty of design. It is shaped like a bat's wing and each face of the dial has one of these thin metal plates which are set with mathematical accuracy parallel to the earth's axis and point toward the pole. The dial terminates in a conical roof which carries a weather vane in the form of an arrow.



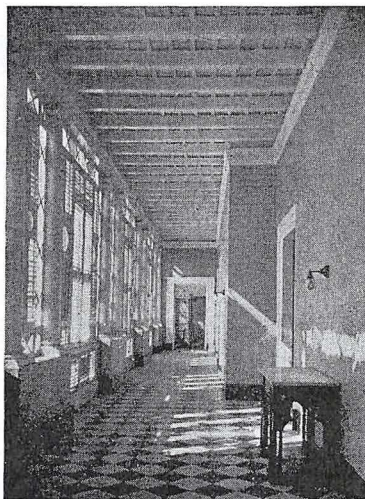
Drawing Room

The only reference to the garden at La Fortaleza in the early records mention it as "a large extension of land in the form of an amphitheater for garden and trucking." Part of it is still in the form of an amphitheater or sunken garden. There are coconut, aguacate and mango trees and many flowering varieties. The colored crotons in endless variety make the garden gay, and white and yellow jasmine make it fragrant.

LA FORTALEZA



Dining Room



"Rainbow-like shadows"

The vine-covered gate leading from the garden to the sea wall seems to be of the same date as the wall—about 1639.

In the tower nearest the garden there is a circular stairway leading from the tower room to the roof. When the structure was intended as a fort the main room in the tower was used as "a lodging room for a person," it being needful to be very watchful lest pirates or buccaneers might appear without warning in the mouth of the bay. Later the tower room was used as a chapel. An underground passage

LA FORTALEZA

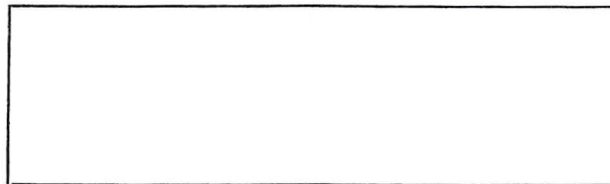
led from this room to a spring by the San Juan gate, insuring water in case of siege. It is supposed that another passage led to Morro Castle, but its location is uncertain. Underneath the tower is a vault probably used for the safekeeping of treasure, it being known that gold enroute from other Spanish colonies to Spain was often hidden here for safety until the highwaymen of the seas supposed it had left the West Indies. Later the treasure was transferred to Spain without danger of seizure.



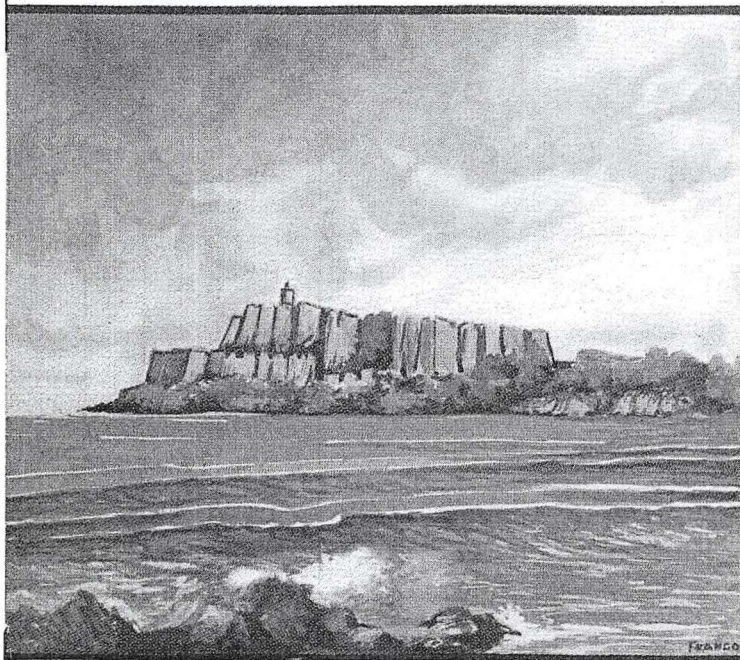
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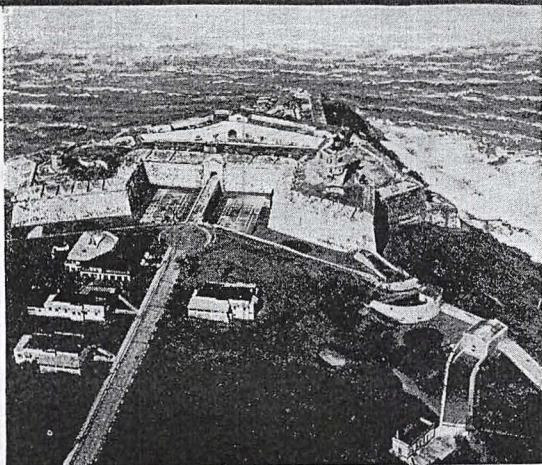


EL MORRO



Puerto Rico

U.S.A.



Stalwart guardian of a peaceful people

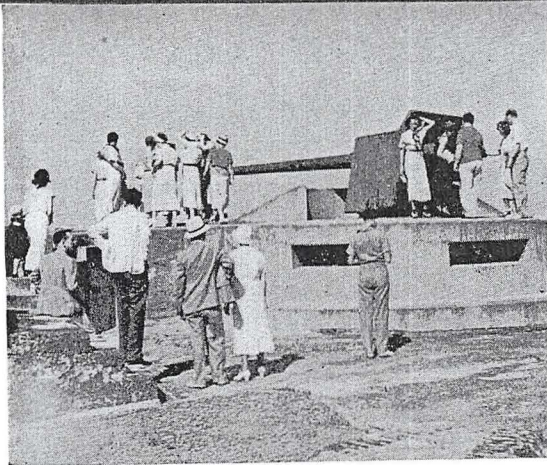
SAN JUAN, capital city of Puerto Rico, has not lost the charm of its historical past. This modern, enterprising commercial center in the Caribbean still holds for the visitor the lure of the ancient days of the Conquistadores, in the old city fortifications, staunch bulwarks, many feet thick, which successfully repelled would-be invaders centuries ago.

Of these barriers of defense, none can boast of a richer, more glorious history than *San Felipe del Morro* — commonly known as *El Morro* (The Knoll)—ages-old sentinel and protector of a city, the envy of pirates and coveted object of foreign powers hungry for territorial expansion.

The first settlement in Puerto Rico was established in 1508 by Ponce de León, at a place across the bay from the present location of the capital and which can to-day be seen in the distance from the upper level of *El Morro*. The Great Seeker of Youth called it *Caparra*, and his home there was fortified against possible assaults by marauding *Caribs* and jealous *Borincanos*, the native stock of the island's population.

Twelve years after the capital was moved to its present site in 1521, construction of the first real fortification was begun at *La Fortaleza*, now the Governor's Palace.

One year before same was finished in 1540, construction of *El Morro* was started. The work was slow for lack of hands, and considerable difficulty was experienced in obtaining from Spain the right



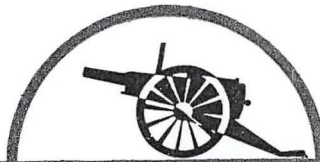
Horizon gazers enjoy a visit to the batteries of El Morro

amount of ordnance for its proper maintenance. The years dragged with little progress till 1584 when foundations for the castle were laid. No great activity, however, was displayed in the work until 1591 when, as a result of the attack on Santo Domingo by Sir Francis Drake, it was deemed necessary to hasten matters. Construction of the fort ended in 1606. Two clay tablets in the walls on the side of it facing the city proclaim the event, as follows:

"Reinando Felipe tercero Felicísimo Rei de las Españas siendo su Gobernador Capitán General de esta Isla Sancho Ochoa de Castro Señor de la Saisolar de los Condes de Salvatierra se acabó este baluarte de Ochoa, asta el puesto de esta piedra. Año 1606."

In the intervening years, however, *El Morro* served well the purpose for which it was intended. The Spanish King had warned the Governor of Puerto Rico in 1595 against a strong force being organized in England to capture the island. In the month of March of that year, a Spanish fleet, en route from Mexico to Spain, was driven by a terrific storm into the harbor of San Juan. Two million pesos in gold and silver, which were being transported to the Mother-country, had to be temporarily deposited in *La Fortaleza* for safe-keeping.

Sir Francis Drake arrived off San Juan on the morning of November 22, 1595, and was fired on by the forts of *El Morro* and *Escambrón*, the latter



a small fortification at the northeastern part of the city. In the afternoon, during the battle, Sir Nicholas Clifford and Captains Brown and Straford were mortally wounded by a shell from shore while seated at supper with Sir Francis Drake. John Hawkins, a famous English mariner, was also killed in action the same day.

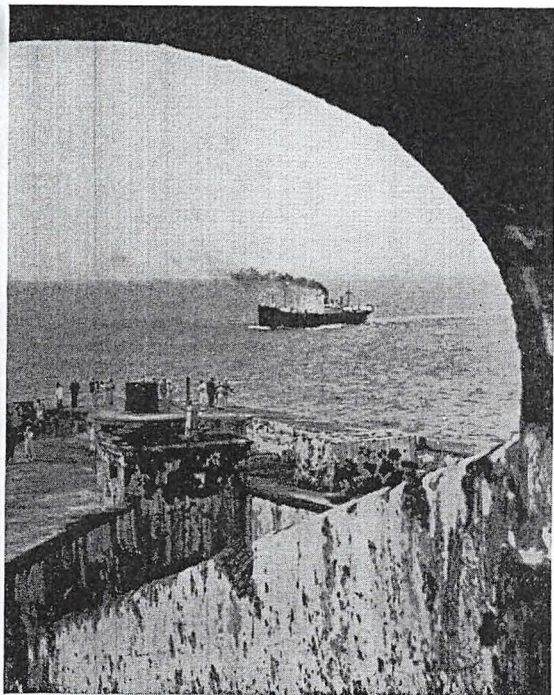
On the following one, the English fleet moved to the lee side of Cabras Island beyond the range of the Spanish guns, and Drake personally reconnoitered in a small boat, sounding the waters to find a way into the shore. At ten that night he launched an attack on the Spanish ships in the harbor. He sent in twenty-five boats with fifty to sixty men in each boat. They attempted to burn four Spanish ships and succeeded in burning one. The light from this ship made them a clear target for the Spanish artillery and they were driven back, after an hour's hard fighting, with the loss of nine or ten boats, four hundred men and many wounded. The next morning at eight, he sailed out to sea, but at four

in the afternoon he was again seen approaching directly towards the entrance of the harbor, and the Spaniards sank three ships in the channel to block it. Drake came up off the entrance of the harbor, but left the next day without attacking.

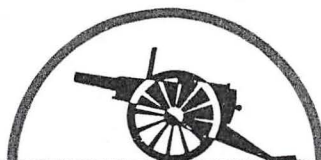
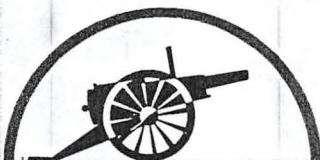
Thus realizing the danger of losing Puerto Rico, the Spanish King consigned an appropriation of 3,000,000 maravedies (approximately \$12,000) for the purchase of ordnance and ordered a special credit of 6,000,000 maravedies (some \$24,000) opened with the treasury of Mexico for the completion of *El Morro*. These funds had not as yet become available when a new Governor arrived to find the garrison reduced to 134 infantrymen and 14 of the artillery.

Three years later, on June 6, 1598, the Earl of Cumberland arrived at San Juan with one of the strongest forces ever organized against the power of Spain. He attempted to force the San Antonio Bridge (then called the Bridge of the Soldiers) with 1,000 men, but failed. He then landed on the

Hospitable shores of great historical lore

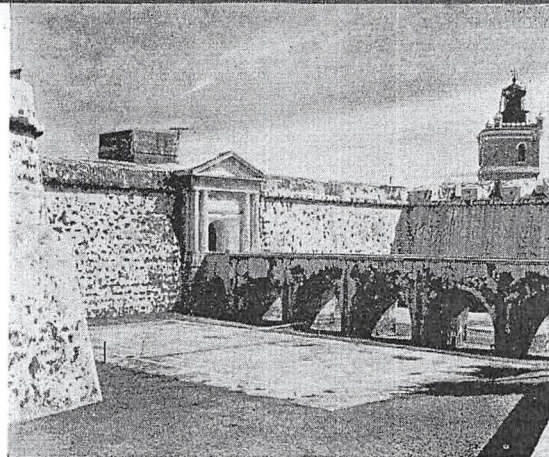


"El Faro" (The Lighthouse)





The Entrance Gate to El Morro



Ages old viaduct links the fortifications

beach between *Escambrón* and the city proper, with 200 pike men and 50 musketeers. The Spaniards retired to *El Morro*. Cumberland took possession of the city on the 19th and attacked the fort, opening breeches in its walls and forcing its surrender on the 21st. An epidemic which had reduced the Spanish forces soon broke out among the invaders, who lost 400 men from the 1,000 landed, and Cumberland, notwithstanding his desire to make Puerto Rico a British colony, was forced to sail away, taking with him all the cannons, the bells of churches and all the hides, ginger and sugar that he was able to seize. John Berkley was left in command, but the ravages of the epidemic forced him to also leave the city, on November 23, 1598, after it had been held by the British for 157 days.

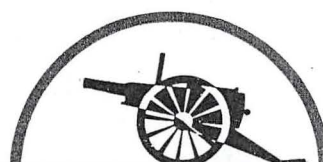
The following year Spain sent 300 men to recover the city, but they found it abandoned by the English.

It was 27 years later, on September 25, 1625, that *El Morro* was again called upon to bear the brunt of enemy fire. On that date, a fleet of Dutch ships, under command of Bouduwijn Hendricksz, landed 2,500 men, occupied the city that had been abandoned by the population, and besieged *El Morro*, where the Spanish forces had concentrated for the defense. Three times during the 38 days that the siege lasted was Governor Don Juan de Haro asked to surrender by the Dutch commander, and as many times he refused through notes that have

become historical in their succinct bitterness and sarcasm. One of the most notable events of the siege—commemorated by the monument now standing on the grounds of the fort—was the gallant and successful sortie led by Captain Juan de Amézquita against the advanced trenches of the invaders, in which encounter Captain Vseel, of the Dutch forces, lost his life. On November 2, Hendricksz gave up the siege and embarked his decimated forces, but not before sacking and burning the city.

Further improvements on the defenses of the city were carried on after repeated threats of attacks from covetous and warring French, English and Dutch forces, but the city seemed to enjoy the respect of all for many years. A century later, in 1765, Carlos III, then the ruling monarch, sent Marshall Alejandro O'Reilly to survey the defenses of the island and his report showed great deficiencies both in the fortifications and in the organization, discipline and maintenance of the troops. Colonel Tomás O'Daly, of the Royal Engineers Corps, was entrusted with the reconstruction of *El Morro*, which work was finished in 1776.

On April 17, 1797, the British again attacked San Juan. At the time, the defenses consisted of 376 cannon, 35 mortars, 4 obuses and 3 pedreros, and a regular regiment of 938 men. The attacking force, consisting of 7,000 men, disembarked on the beach of Cangrejos, a short distance beyond where the Hotel Condado now stands. They bombarded the



forts on the east end, but failed to reduce them and gave up the attempt on April 30, 1797.

A century of peace followed, to be broken on the early morning of May 12, 1898, when, during the Spanish-American War, the United States fleet, under command of Admiral W. T. Sampson, bombarded the city, directing most of its fire over the same and into the harbor where Admiral Cervera's fleet was thought to be anchored. During the three hours' bombardment, several shots hit *El Morro* with its effects still to be noticed on the walls of the fort that face towards the sea.

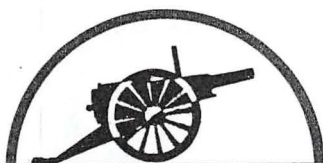
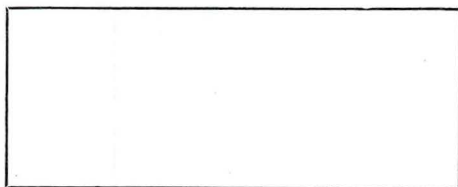
In a tour of *El Morro*, the visitor to-day is truly amazed at the evident solidity of its construction and the impression is gained of impregnability against even the latest missiles originated by modern warfare. Throughout its spacious quarters for the garrison, the ancient cisterns and powder magazines, and over its ramparts and into its underground passageways, one senses the spirit of prowess that guided those gallant warriors of old into conquests far afield, their martial steps resounding on pavements of old and reverberating upon moss-covered walls that have seen the years roll into centuries.

Visit Puerto Rico

Any travel agent in your community is fully informed and able to help you plan your trip to Puerto Rico wisely and economically, pleasantly and profitably. Consult him freely at any time, or address your inquiry to

GOVERNMENT OF PUERTO RICO INSTITUTE OF TOURISM

San Juan, Puerto Rico
New York Office: 630 Fifth Avenue



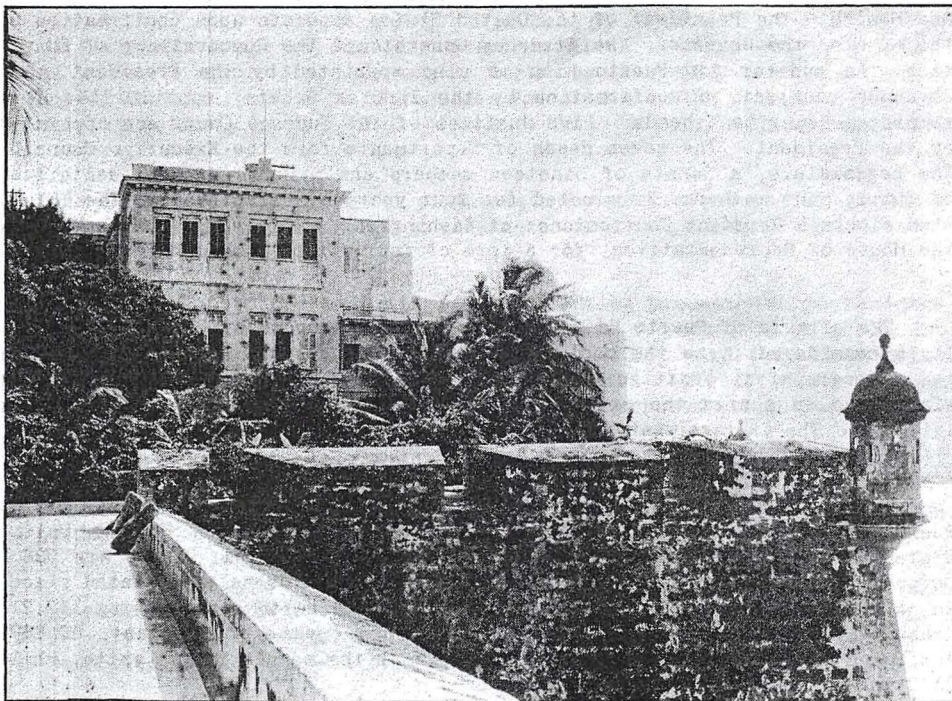
UNITED STATES
DEPARTMENT OF THE INTERIOR

HAROLD L. ICKES, Secretary

Division of Territories and Island Possessions
Ernest Gruening, Director

General Information

PUERTO RICO



Governor's Palace and part of the old Fortifications
(La Fortaleza), completed in 1540.

Geographical Location

The Island of Puerto Rico, which is approximately one hundred miles long and thirty-five miles wide, is the extreme eastern island of the West Indies Group known as the Greater Antilles, of which Cuba, Haiti and Jamaica are the larger units. This island is 1,399 miles southeast of New York, 963 from Key West, Florida, and 450 miles east of Cuba.

History

Christopher Columbus discovered the Island of Puerto Rico on November 19, 1493, at which time he took possession of it in the name of Spain. Ponce de Leon, who is perhaps better known as the seeker of the Fountain of Youth and the discoverer of Florida, was the first Governor of the island.

As a result of the Spanish-American War in 1898, the United States took formal possession of Puerto Rico on October 18, 1898, although the Treaty of Peace whereby Spain ceded Puerto Rico to the United States was not proclaimed until April 11, 1899. With the evacuation of San Juan, the Spanish Empire lost its last foothold in the Western Hemisphere.

Government

The government of Puerto Rico is administered under the Organic Act of March 2, 1917, as amended, which also granted American citizenship to Puerto Ricans. It is governed by a Governor under whom are the seven Executive Departments of Justice, Finance, Interior, Education, Agriculture and Commerce, Labor, and Health. The President of the United States appoints upon confirmation by the Senate, the Governor, the Attorney General and the Commissioner of Education. An auditor for Puerto Rico is also appointed by the President. The Governor, subject to confirmation by the Insular Senate, appoints the five remaining Department heads. Five Justices of the Supreme Court are appointed by the President. The seven heads of Departments form the Executive Council. The Legislature, a Senate of nineteen members and a House of Representatives of thirty-nine members, is elected for four years by direct vote. The island also elects a Resident Commissioner at Washington, with a voice but no vote in the House of Representatives, for a term of four years.

Climate

The climate of Puerto Rico is warm but is not uncomfortable at any time. It is considered to be the coolest place in the tropics. Due to its advantageous geographical position, it is favored by the continually blowing trade winds, and is spared the extreme heat common to other countries of the same latitude. The average winter temperature is 73° and the summer average is 76°F.

Population

The population, according to the census as taken under the auspices of the Puerto Rico Reconstruction Administration under supervision of the United States Bureau of the Census in 1935, was 1,723,534 persons. There are 506.8 persons to the square mile, making it one of the most densely populated places in the world. The largest city is San Juan on the north coast having 137,215 inhabitants, and the second largest city, Ponce on the south coast, 60,867. According to the latest census figures, 76.2 of the population is white, while 23.8 is Negro.

Language

Spanish is the predominating language of Puerto Rico. However, the majority of the educated persons speak, read and write English, and practically all commercial correspondence is carried on in that language. The visiting traveler or businessman from the continental United States will find no difficulty in making himself understood.

Transportation and Communication

Puerto Rico has an adequate railroad system, the principal line being the American Railroad of Puerto Rico with a total mileage of 350. Rapid and dependable steamship connections with American and European ports provide means of

transportation of freight and passengers between the island and these points. The Pan-American Airways maintains a triweekly schedule for the transportation of passengers, mail and express between Miami, Florida, San Juan, Puerto Rico, and South American ports. Two radio broadcasting systems, telephone and telegraph service provide ample communication between Puerto Rico and the United States, and other countries.

Commerce, Agriculture and Industry

The largest single industry in Puerto Rico is the production of sugar. It represents the largest amount of invested capital and brings the greatest annual gross income to the island. In 1937, the value of sugar exported amounted to \$71,390,088.

The second important industry of Puerto Rico is the raising of tobacco which is of increasing importance to the island's economic life. This tobacco finds a ready market on the mainland, and large shipments are made each year. In 1937, an estimated 27,000,000 pounds of tobacco were produced.

A very high grade of Arabian coffee is grown on the western mountain slopes of Puerto Rico. Although ranging far below the sugar, tobacco and fruit production in value, coffee is of peculiar importance to the island in that the industry is entirely in the hands of native farmers, many of whom are small land owners.

The shipment of citrus fruit, pineapples, vegetables and cotton, coconuts and other products, constitutes the balance of the principal agricultural commerce of the island.

By far the most important single manufacturing product is the hand embroidery, or the needle work industry. Shipments of embroidered goods are valued at between \$15,000,000 and \$20,000,000 annually. And this industry is capable of great expansion under proper organization, both of production and marketing. The manufacture of cigars has long been a known art in Puerto Rico. The distillation of rum and alcohol is a new industry which is rapidly growing in importance. Excellent progress has been made in Puerto Rico in the fruit canning industry. Other industries which are productive of income are the manufacture of molasses, men's clothing, straw hats, shell buttons and jewel cutting and polishing.

Employment

As a natural result of the over-abundance of labor, the unemployment situation is very acute, and naturally preference is given to local residents whenever vacancies occur, or additional workers are needed.

Tourism

In Puerto Rico, all the year round, ample opportunities are afforded the visitor to indulge in all sorts of outdoor sports. Near San Juan is located one of the most beautiful submarine gardens in the world. There are numerous huge and unexplored caves full of mystery and beauty, which will serve to interest a lover of adventure. Incomparable scenes of mountains and sea offer great attraction to vacationists and world travelers. Of intense interest also are the massive forts and palaces -- quaint city gates and almost forgotten corners -- the old Spanish architecture mingled with the modern American -- beautiful homes of the rich -- quaint native huts -- all within a few minutes of each other. Many of these architectural structures, such as the Governor's Mansion, in San Juan, and the huge fortifications, are hundreds of years old.

MAP SHOWING URBAN AND RURAL POPULATION
OF
PUERTO RICO BY MUNICIPALITIES
(CENSUS OF 1930)

