

1923-1924 "Cruise Around the World"

November 15, 1923 - March 27, 1924

Sailing westwards from New York via Panama and Suez Canals, a voyage of 28,224 miles visiting 24 ports over 133 days.

Cruising 'Round the World

Making the Dream Come True

A venturesome journey, a few years ago, fraught with infinite question and questionable pleasure. Today, a Cruise 'Round the World, under the experienced management of the American Express Travel Department, is luxuriously comfortable, wholly delightful, and easily obtainable.

Consider the coming Cruise of the Cunarder, *FRANCONIA*.

Built especially for long distance cruising, The *FRANCONIA* is the last word in modern ship construction—safe and speedy—a floating palace of luxurious recreation, a fine and comfortable club with every convenience and refinement.

Under American Express charter The *FRANCONIA* sails from New York, November 15th, returning March 27th. 30,000 wonder miles, leisurely covered in 133 never-to-be-forgotten days. Carefully planned shore excursions from all ports of call included in the initial cost. Special inland trips optional.

The *FRANCONIA* party will be limited. Reservations should be made now. Write for full details, deck plan and illustrated book of the Cruise. Experienced travel representatives of the American Express will give you every assistance for perfecting your plans.

Call, 'phone or write any American Express office or

American Express Travel Dept.

65 BROADWAY • NEW YORK

Itinerary

Havana	Shanghai
Panama Canal	Hongkong
San Francisco	Manila
Hilo	Batavia
Honolulu	Singapore
Japan (13 days)	Rangoon
Yokohama	Calcutta
Kamakura	Colombo
Tokyo	Bombay
Kobe	Port Tewfik
Kyoto	Cairo
Nikko	Naples
Inland Sea	Monaco
Miyajima	Gibraltar



Group from last year's American Express 'Round the World party before the great Diabutsu, sacred idol of Japan at Kamakura.

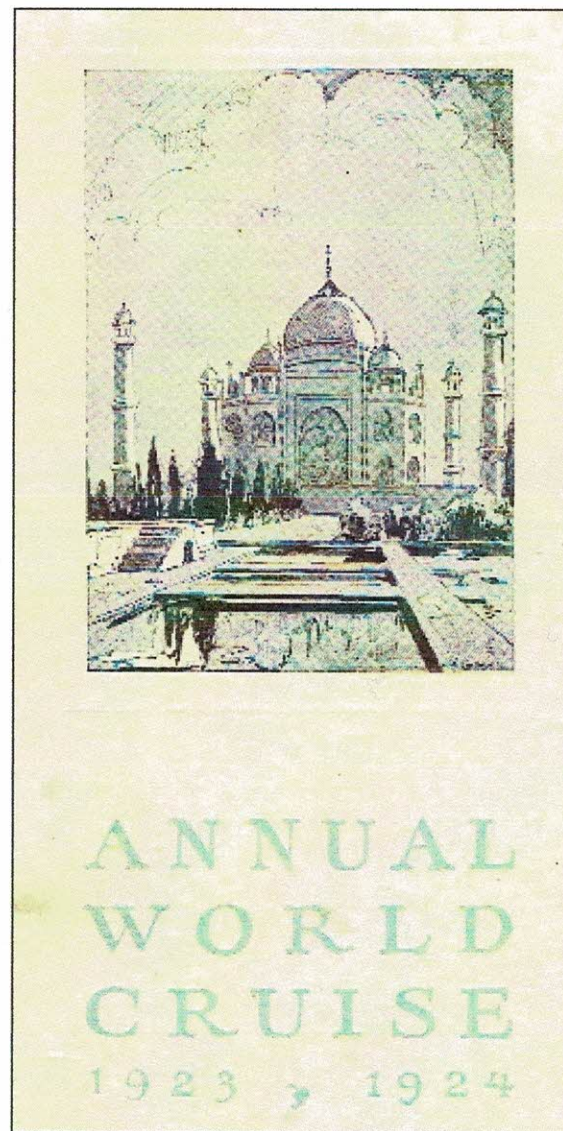
Whenever, or wherever, you travel always carry American Express Travelers Cheques

National Geographic Magazine August 1923
Advertisement

"Cruising 'Round the World"
'Making the Dream Come True'

Franconia sailing New York November 15,
returning March 27th.

American Express Travel Department



Part of Cover of 106 page Promotional
Publication for the Annual World Cruise - the
second under American Express Company -
on the new Cunard Liner "**Franconia**"
[in owners possession]

The Cunarder **FRANCONIA**

A GREAT, new, twin-screw, turbine steamer, introducing—true to *Cunard tradition*—many novel and progressive ideas in construction and equipment.

Superb, spacious public rooms—models of refinement and good taste; exquisite bedrooms with bedsteads, hot and cold running water and private bathrooms—make the **FRANCONIA** stand out as an illustrious member of the famous Cunard Fleet, and a leader in the **NEW YORK—QUEENSTOWN—LIVERPOOL** service.

She is especially the ship for those who love sports and are fond of physical exercise; they will delight in the **FRANCONIA'S** athletic equipment—her squash racquet court; her enormous and luxurious swimming pool; her electric rays bath; her well equipped gymnasium—all part of a great **Athletic Arena** extending upward through two decks and occupying the whole width of the steamer.

The **FRANCONIA** is remarkably well equipped as a cruising steamer and will sail on November 15th on a Round the World Cruise under the management of the American Express Company.

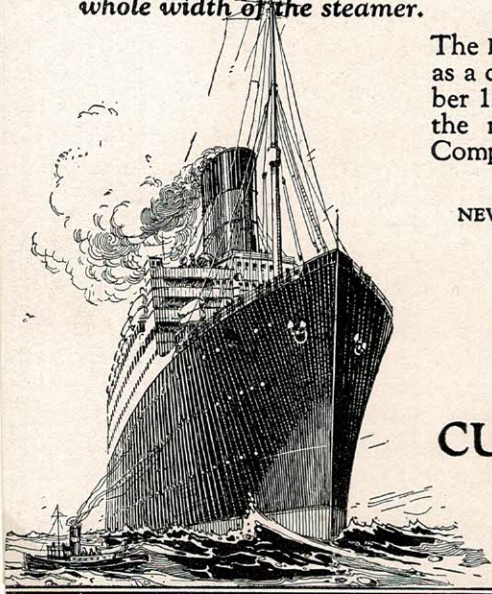
NEW YORK to CHERBOURG and SOUTHAMPTON

The Fastest Passenger Service
De Luxe in the World

AQUITANIA BERENGARIA
MAURETANIA

CUNARD AND ANCHOR
STEAM SHIP LINES

25 Broadway New York
or Branches and Agencies

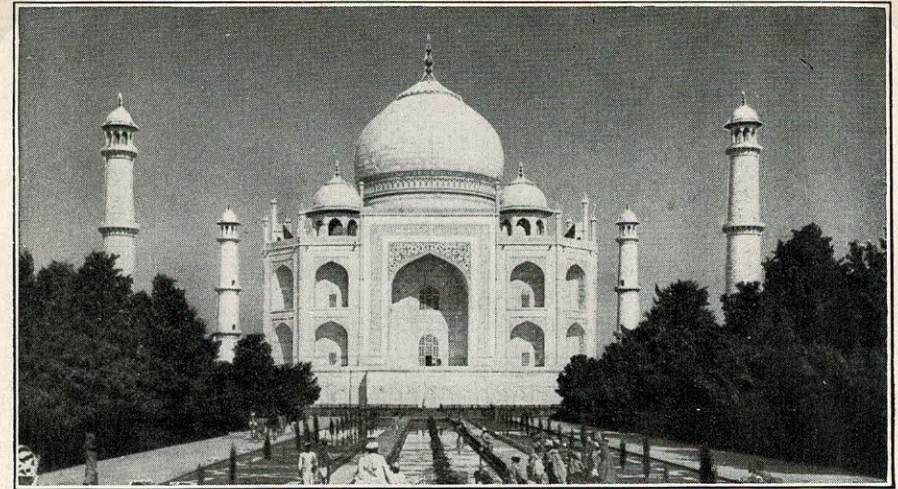


September 1923 advertisement [National Geographic] from Cunard and Anchor steamship lines promoting "The Cunarder **FRANCONIA**" and announcing a "Round the World Cruise" under the management of the American Express Company sailing from New York November 15, 1923.

The Anchor Line, established in 1856, suffered financial problems from loss of vessels and was taken over by Cunard in 1911.

The First American Express World Cruise was on the 20,000 ton Cunard liner "**Laconia**" sailing from New York November 21, 1922 returning March 30, 1924. That was the first continuous circumnavigation of the globe by a passenger liner.

National Geographic advertisement of September 1923 for the Second Annual "Cruise Around the World" under the direction of the American Express Travel Department.



The TAJ MAHAL, Agra, India—The Most Beautiful Building in the World—
"its graceful domes rising like marble bubbles into the azure sky."

Second Annual Cruise Around the World

DIRECTION OF THE

American Express Travel Department

From NEW YORK November 15th, 1923. Returns March 27th

Via the new palatial S. S. **FRANCONIA**—Cunard Line

30,000 Wonder Miles on Land and Sea—133 Fascinating Days

The 2nd American Express Cruise Around the World enlarges and perfects the splendid World Cruise of the **Laconia**, just completed.

The **Franconia** is the newest of Cunard Liners. Designed and equipped especially for distance cruising, she is the last word in modern ship construction. Safe and speedy—a floating palace of luxurious recreation—a fine and comfortable club, a perfect home, with every convenience and refinement suggested by 80 years of Cunard experience and with perfect management and discipline at sea. Numerous beautiful suites; 69 rooms with private baths; 212 rooms with running water and home beds. Immense swimming pool, gymnasium, garden lounges and cafes, smoking and music rooms—and big clear

decks for sports, promenade and dancing. An orchestra of skilled musicians accompanies the cruise.

Carefully planned shore excursions from all ports of call included in initial price. Special inland trips optional. Havana, Panama Canal, San Francisco, Hilo, Honolulu, Japan, (13 days—Yokohama, Kamakura, Tokyo, Kobe, Kyoto, Nikko) Shanghai, Hongkong, Manila, Batavia, Singapore, Rangoon, Calcutta, Colombo, Bombay, Port Tewfik, Cairo, Naples, Monaco, Gibraltar—and home.

Reservations should be made now. Interest in World Cruising has been so stimulated by the success of the first American Express Cruise that an early closing of bookings is indicated.

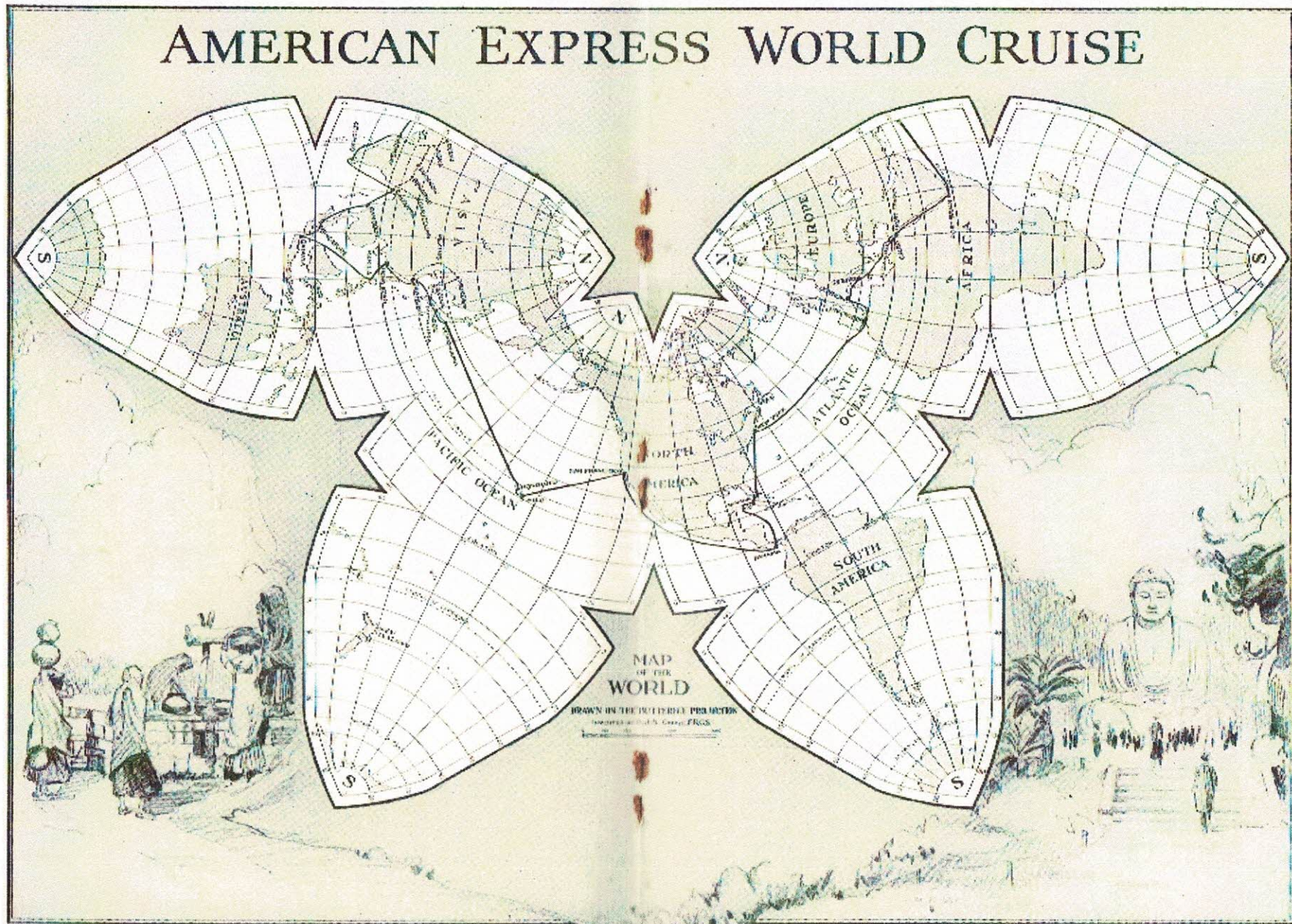
Descriptive Booklet, deck plans, full itinerary and prices
of any American Express Office, or write

AMERICAN EXPRESS Travel Department

65 Broadway, New York

Many other interesting Tours, Summer of 1923.
Steamship tickets over all lines at regular tariff rates.





Centrepiece of American Express Travel Department Annual World Cruise 1923-1924 on SS Franconia publication

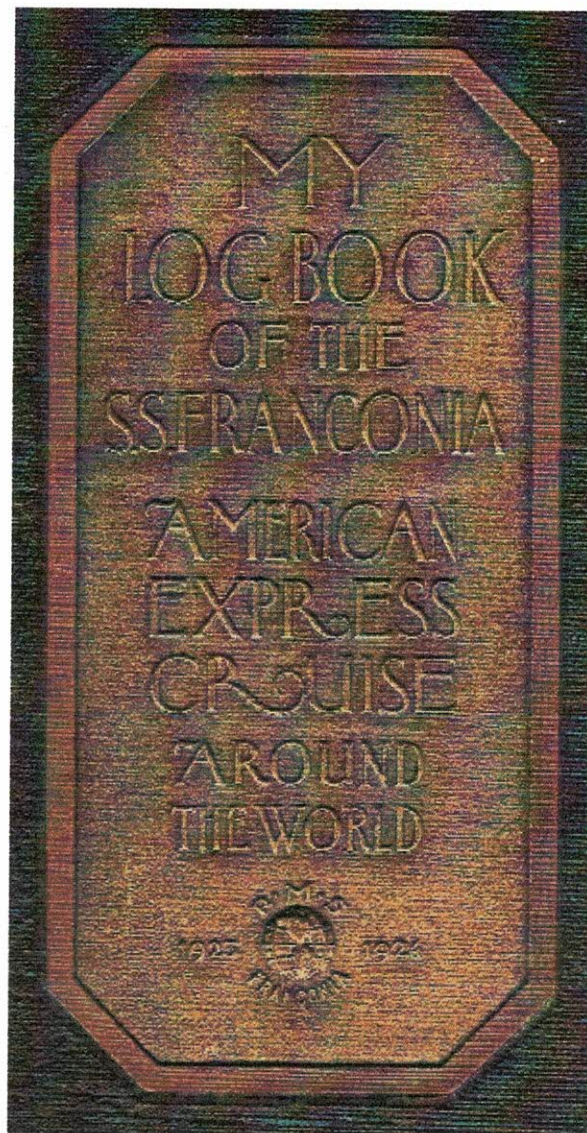
This 106 page booklet has extensive descriptive itinerary and shore excursions and details the various optional tours that can be booked. There is information about Passports and visas, customs, vaccinations, tips and gratuities, allocation of deck chairs, steamer rugs and seats at dining table. It contains suggestions for appropriate clothing, preliminary reading and baggage arrangements. American Express travellers cheques are recommended. A large fold-out deck plan is attached inside the back cover.

Itinerary from Publication: 28,224 miles

1923-1924 "Cruise Around the World"

ANNUAL WORLD CRUISE
American Express Cruise Round The World
Itinerary S. S. Franconia
1923-1924

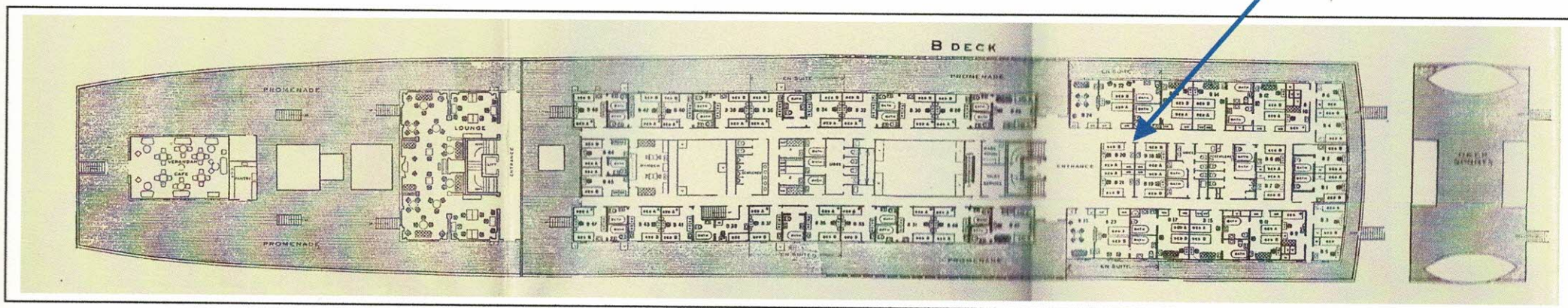
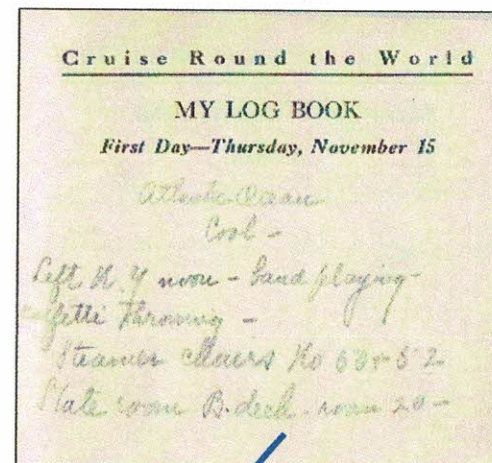
	Arrivals	Departures	Ocean Distances
New York		Thu. Nov. 15th Noon	
Havana	Mon. Nov. 19th A.M.	Tue. Nov. 20th A.M.	1174
Colon	Fri. Nov. 23rd A.M.	Fri. Nov. 23rd A.M.	1004
Panama	Fri. Nov. 23rd P.M.	Fri. Nov. 23rd 10 P.M.	44
San Francisco	Sun. Dec. 2nd P.M.	Tue. Dec. 4th Daybreak	3259
Hilo	Mon. Dec. 10th A.M.	Mon. Dec. 10th Midnight	2000
Honolulu	Tue. Dec. 11th P.M.	Wed. Dec. 12th P.M.	190
Yokohama	Sun. Dec. 23rd P.M.	Sun. Dec. 30th Daybreak	3393
Kobe	Mon. Dec. 31st A.M.	Fri. Jan. 4th Daybreak	340
Inland Sea	Fri. Jan. 4th		
*Miyajima	Sat. Jan. 5th A.M.	Sat. Jan. 5th P.M.	172
*Shanghai	Tue. Jan. 8th A.M.	Wed. Jan. 9th P.M.	695
Hongkong	Sat. Jan. 12th A.M.	Mon. Jan. 14th P.M.	820
Manila	Wed. Jan. 16th P.M.	Thu. Jan. 17th P.M.	623
*Batavia	Tue. Jan. 22nd A.M.	Thu. Jan. 24th P.M.	1565
Singapore	Sat. Jan. 26th A.M.	Sun. Jan. 27th Daybreak	535
*Rangoon	Wed. Jan. 30th A.M.	Thu. Jan. 31st A.M.	1061
*Calcutta	Sun. Feb. 3rd P.M.	Wed. Feb. 6th P.M.	670
Colombo	Sun. Feb. 10th P.M.	Wed. Feb. 13th P.M.	1118
Bombay	Sat. Feb. 16th A.M.	Thu. Feb. 21st P.M.	887
Port Sudan	Thu. Feb. 28th A.M.	Thu. Feb. 28th A.M.	2319
*Cairo	Sat. Mar. 1st P.M.	Fri. Mar. 7th P.M.	701
Alexandria		Fri. Mar. 7th P.M.	144
Naples	Mon. Mar. 10th A.M.	Thu. Mar. 13th Daybreak	909
Monaco	Fri. Mar. 14th A.M.	Fri. Mar. 14th Midnight	301
Gibraltar	Mon. Mar. 17th A.M.	Mon. Mar. 17th P.M.	773
New York	Thu. Mar. 27th A.M.		3162
			28,224



Front Centre of 1923-1924 Log Book
Passenger Mrs John J Woodside
[in owners possession]

My Log Book
Scan of First Day

"Atlantic Ocean Cool
Left N.Y. noon - band playing
Confetti throwing
Steamer Chairs No 50 & 52
State room B deck room 20"



Scan of "B" deck of S S Franconia from Promotional Booklet by American Express

Cruising Around the World



WORLD Cruising is the greatest travel adventure. The American Express Company pioneered the way with the S.S. *Laconia* which returned March 31st with its happy and enthusiastic voyagers who are telling the story of their wonderful experiences on land and sea.

Assured by this success and confident of public approval, the Company announces a second travel adventure across the Seven Seas to unfamiliar lands on the other side of the world. A splendid new ship has been chartered—the S.S. FRANCONIA, especially designed for cruising in tropical waters, and equipped with every comfort yet devised for ocean travel.

The cruise itinerary of last year proved so satisfactory that it is being followed with slight modifications. The addition of Nikko and a daylight sail through the Inland Sea of Japan with a visit to Miyajima, one of the "Three Great Sights," are noteworthy features of the new itinerary.

Again the Cruise sails westward in November as this fixes the arrival in tropical countries at a season best suited to American travelers unaccustomed to hot climates. This arrangement, approved by experience, also makes it possible to stop over in Europe for the spring and early summer before coming home to America, and the long voyage, 11,070 miles, between New York and Yokohama, comes early in the cruise instead of at the end when one begins to get weary of travel.

Elaborate shore excursions by train or motor or steamer or ricksha included in the price of the cruise, are arranged at every port of call, and optional cross-country trips, at extra cost, are available for those who desire to go into the interior. All points of local interest are visited under personal escort and every effort made to furnish a background of information for intelligent sightseeing. Freedom for shopping and following out personal interests is not forgotten.

Such a program calls for close co-operation between ship and shore.

The American Express Company meets the situation with a world organization having local offices at fifteen ports of call, and working arrangements with transportation companies at all the others. Hundreds of people in many different lands are already working together to give you a never-to-be-forgotten travel experience.

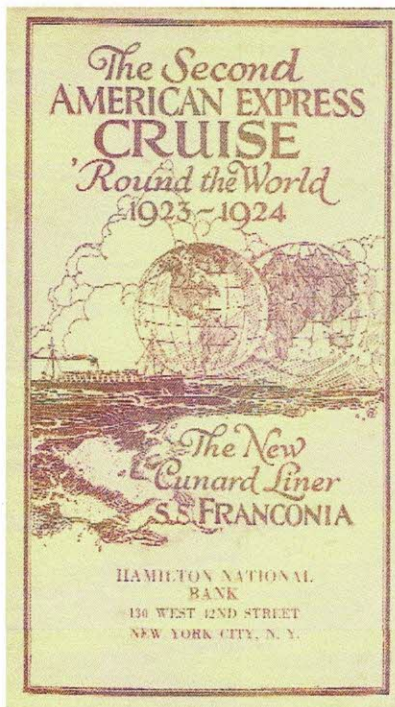
The *Franconia* is the largest ship ever built for cruising and the finest ship ever to make a 'Round the World cruise. In her construction every perfection has been embodied for the safety and comfort of those on board. She is the newest of the great Cunard fleet, is oil burning, twin screw, 624 feet long and 73 feet wide, with a tonnage of 20,000. The arrangement of decks provides an unusual amount of open space for promenades and for deck sports of which there is a great variety.

The number of public rooms shows a generous provision for the passengers' leisure. There are two indoor lounges, two garden lounges, two smoking-rooms, a glass enclosed veranda cafe, a writing-room and a grill room in addition to the dining saloons.

A steam laundry and dry cleaning service, a barber shop and a ladies' hairdressing parlor, a dark room, a candy shop and a carefully chosen travel library are also included in the features of the ship. Finally there is a gymnasium, a full-sized squash-racquet court and a Pompeian swimming pool with shower and electric baths.

All the staterooms on the first four decks are fitted with beds instead of berths, and have hot and cold running water. The ship is equipped with a forced draft ventilating system or with electric fans, so that every room is assured of fresh air.

The *Franconia* has accommodations for a large number of passengers, but the cruise membership will be strictly limited. If you plan to join the cruise party, therefore, advise us at once so that reservations may be made. Kindly fill out the slip on another page and mail it today.



Scan of part of first part of 50 pages of
Family Letters of E Z Wallower
on World Cruise
[in owner's possession]

Front of 3 fold double sheet brochure
promoting the World Cruise including
Itinerary, map and a form to reserve a
berth on the Franconia for the Cruise.

FAMILY LETTERS
of
E. Z. WALLOWER
on
WORLD CRUISE
of
AMERICAN EXPRESS COMPANY
November 15, 1923 to March 27, 1924
=====

New York to San Francisco

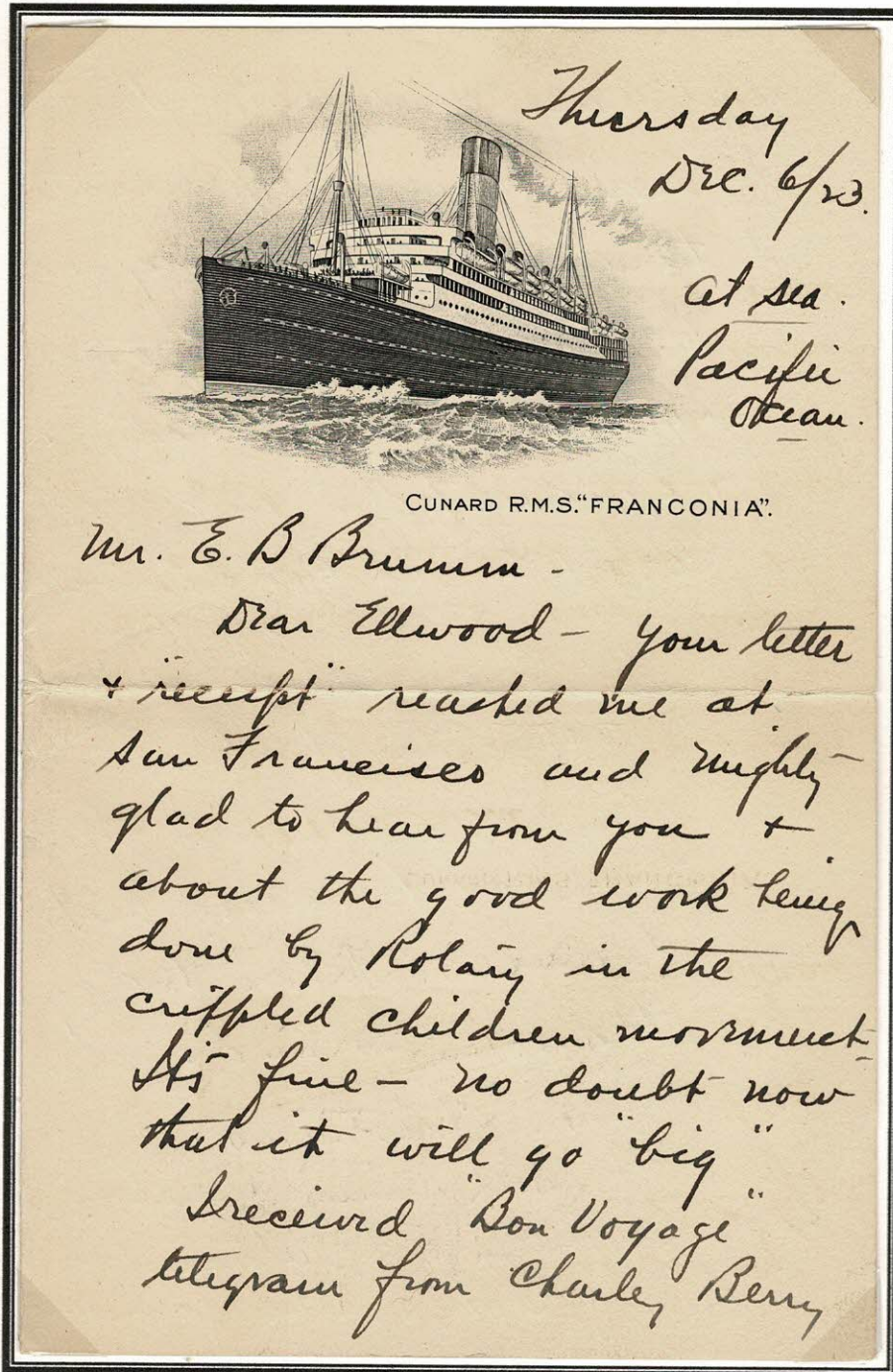
At Sea, on the S. S. *Franconia*,
November 15, to December 2, 1923.

Notwithstanding the innumerable strings of confetti which tied the boat to the dock, thrown by the passengers to their friends, and the pulling of heartstrings, binding those on deck to those on the dock, the *Franconia* was able to back out into midstream at noon Thursday, November 15th, the sea of faces and the waving of adieus gradually becoming indisting-

Hawaiian Islands: Franconia arrived from San Francisco at Hilo December 10, 1923. Honolulu December 11th. Departed for Yokohama, Japan December 23rd.

CUNARD R.M.S "FRANCONIA" letterhead

"Thursday Dec 6/23 at sea Pacific Ocean"

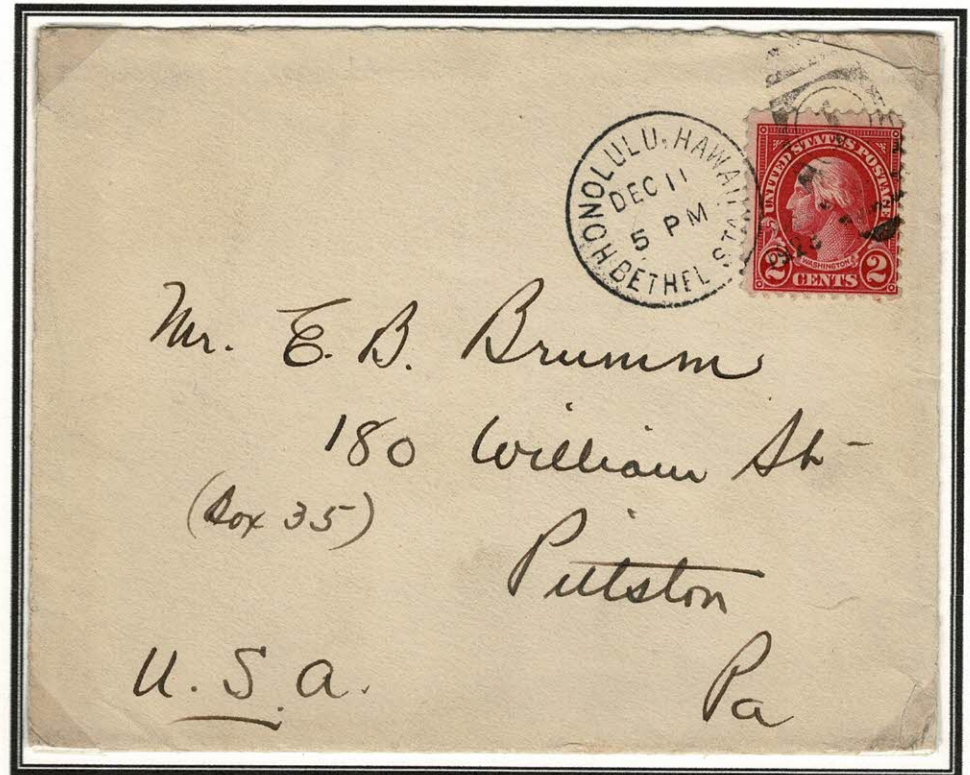


"Your letter & receipt reached me at San Francisco..... This letter should have been written & sent from San Francisco but I couldn't find time to answer before today. It will be mailed from Hawaiian Islands and should reach Pittston before Christmas..."

Honolulu Hawaii Bethel Station DEC 11 [1923] 5PM

2c correct letter rate.

Envelope embossed "The Cunard Steam Ship Company Limited"
With Crown and Lion



¹"Letters to Friends at Home"

"Information will be posted on board regarding the most direct routing of letters written by passengers"

²"We are advised that a Japanese boat will leave on that date [December 12th], taking our letters and greetings to our loved ones at home reaching them by Christmas."

³Mrs Woodside [Deck B cabin 20] comments on Dec 6th
"rough"

Her comments on December 11th

"Honolulu. Landed at 4 o'clock. Met at the wharf by the entire population."

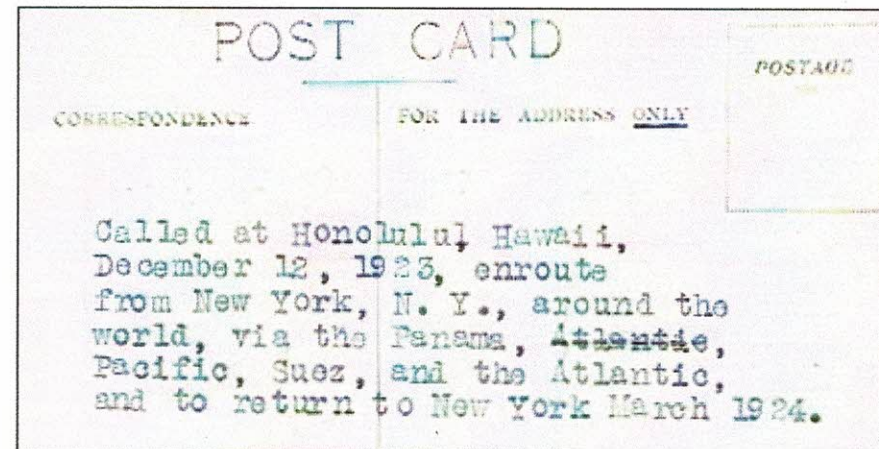
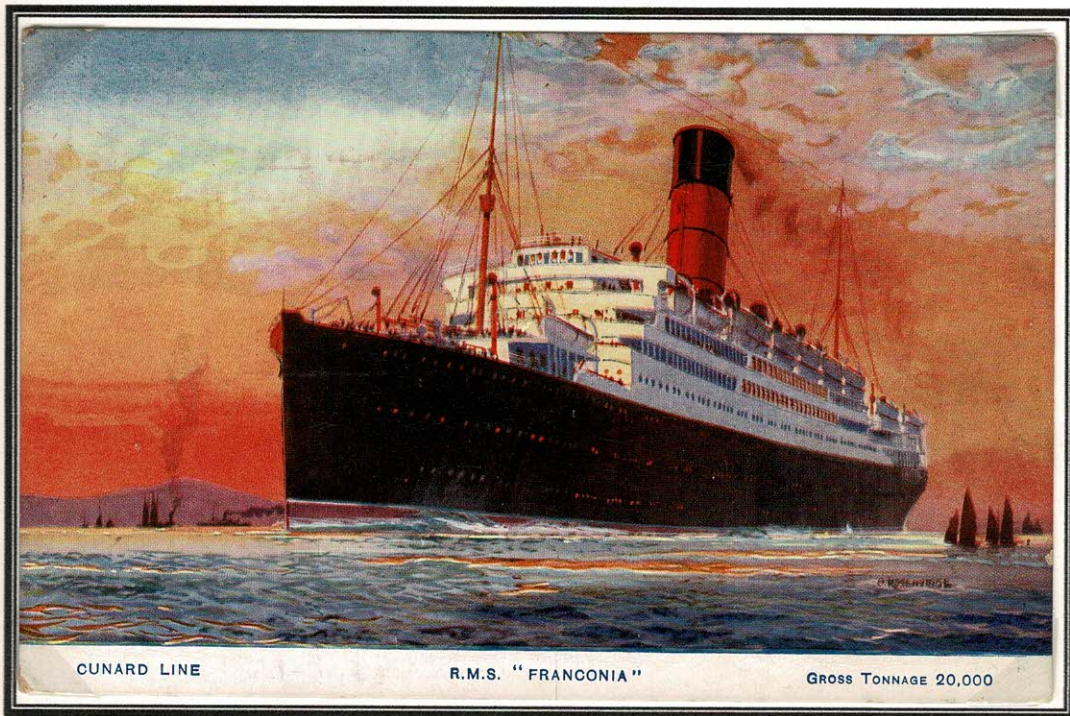
"... We are having a wonderful trip thus far - an excellent ship - steady and smooth - well managed & conducted - and the staff of the American Express Co. - who is conducting this trip is very efficient. The weather has been fine - no bad or disagreeable weather to speak of."

¹ Annual World Cruise 1923-1924 American Express Travel Department. Page 90.

³ My Log Book of the SS Franconia American Express Cruise Around the World 1923-1924

² Family Letters of E Z Wallower, San Francisco to Honolulu, Dec 4 to Dec 11, 1923

Honolulu December 11th 1923. Departed for Yokohama, Japan December 23rd.



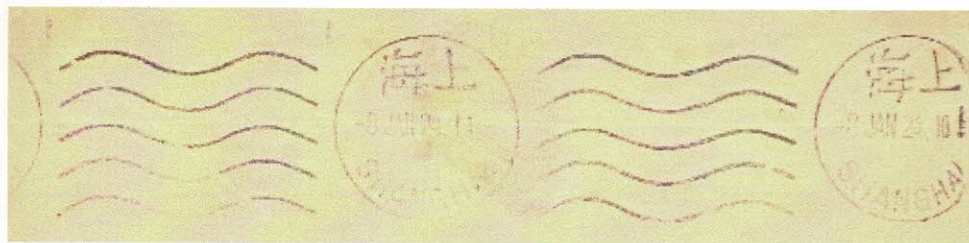
Scan of part of obverse

R.M.S. "FRANCONIA" Postcard. Printed in England

Mailed under cover, probably from Yokohama, by a passenger.

The references make no mention of American Express Travel Department notifying contacts of passengers of progress.

Shanghai: The Franconia anchored at Woosung for Shanghai from Miyajima, Japan 6 AM on **January 8th 1924** departing for Hong Kong the following evening



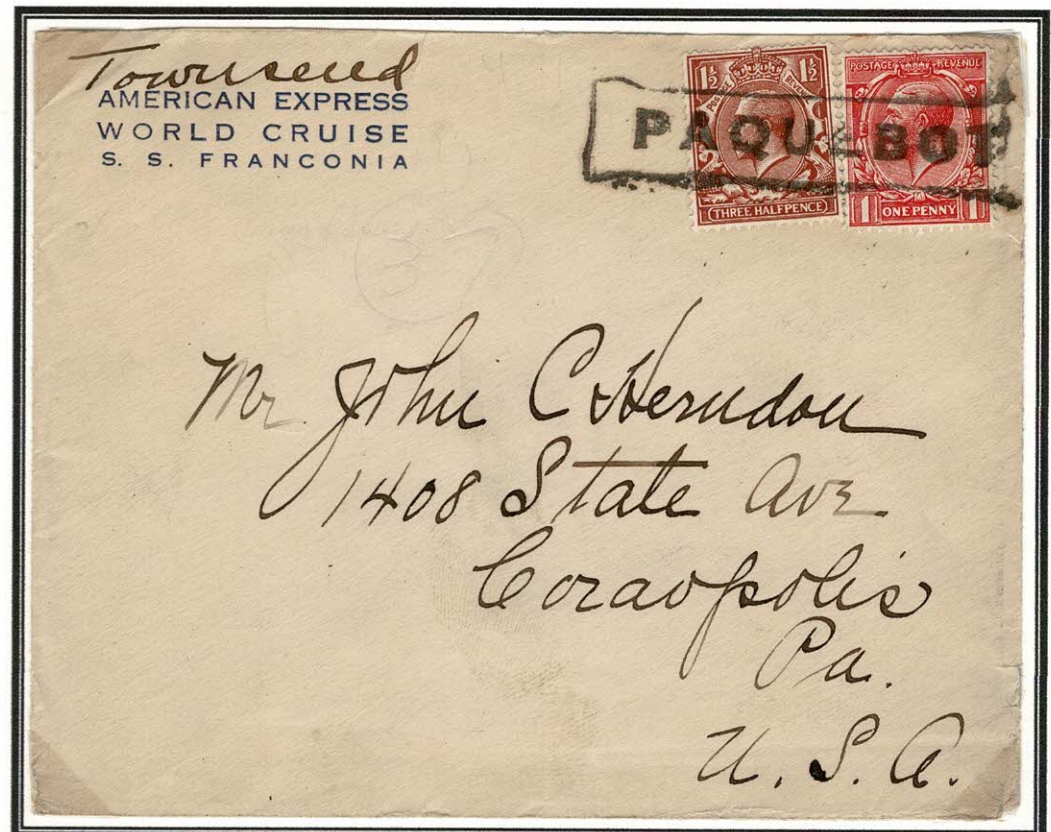
Shanghai machine 9 JAN 23

American Express World Cruise S S Franconia envelope from passenger Townsend to Philadelphia.

Franking 2½d [correct British foreign rate]

Boxed **PAQUEBOT** of Shanghai

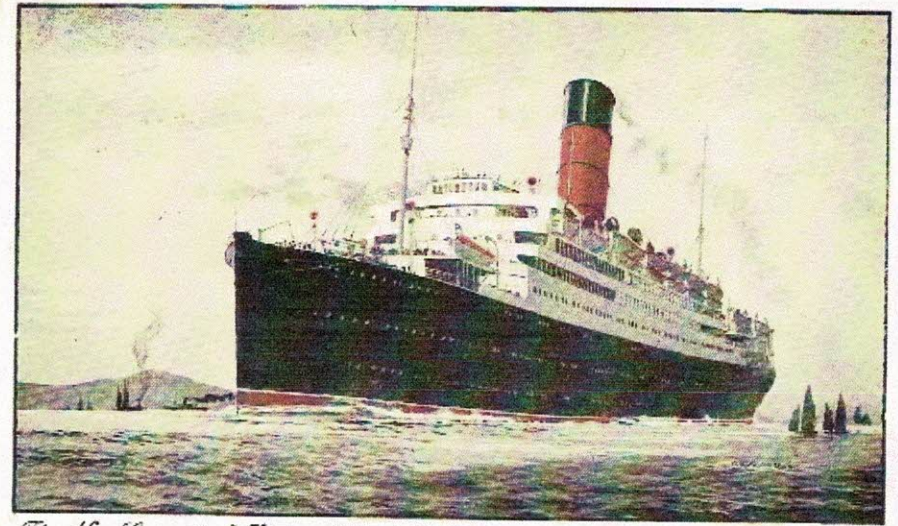
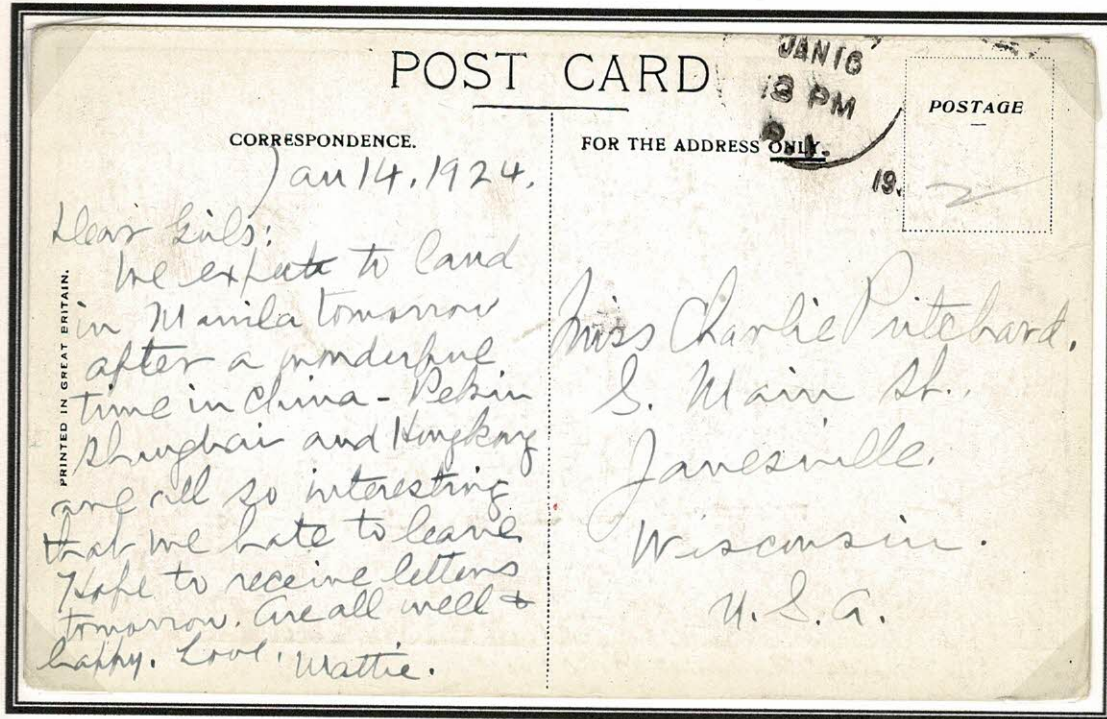
Sunday evening we were approaching the "thrill" of our journey, the scene of the bandit kidnaping. There was little fear but much speculation. There are soldiers in each car, and a van containing 200 more attached to the train, for protection, 100 armed soldiers and 100 policemen. There are two search lights on our train, for the first time, their rays sweeping the surrounding country. It is said that two machine guns will be added later in the night. We are well protected and the bandits ought to have a scare. The car immediately preceding the one we occupy, with its Chinese porter, is the one from which Miss Aldrich, sister of Mrs. Rockefeller, was kidnaped a year ago. Our train from Mukden to Peking was also guarded enroute by soldiers.



¹E Z Wallower had taken the **Yokohama-Peking Excursion** December 23rd, rejoining the Franconia at **Shanghai** on January 8, 1924. His 8-page letter "**Peking to Shanghai, January 1st to 9th, 1924**" describes the experience and includes the extract shown above. China was still an unsettled and dangerous place to visit in 1924.

¹ Family Letters of E Z Wallower on World Cruise of American Express Company

At Sea: January 14, 1924, 61st day of Cruise, Hong Kong [departed January 11th] en-route to Manila arrival expected late on January 14th



The New Cunarder "Franconia" 20,000 tons
The New Cunarder "Franconia" 20,000 tons - printed in Great Britain

Postmark Manila JAN 16 10 PM to Wisconsin USA

"We expect to land in Manila tomorrow after a wonderful time in China - Peking, Shanghai and Hong Kong - are all so interesting that we hate to leave. Hope to receive letters tomorrow. Are all well and happy."

¹ "Optional Excursions for those who wish to go further afield have been arranged across Japan and overland through Japan, Korea, Manchuria and China to Peking and Shanghai. Membership in these parties is strictly limited by hotel and transported facilities. Registration is made in order of applications received. Those who desire to go, therefore should advise the Company at once so that we may protect them."

Singapore: Franconia arrived from Batavia at Singapore January 26th and Departed daybreak on 27th for Rangoon, Burma.

American Express World Cruise S S Franconia envelope Sent by passenger Townsend to Philadelphia. Franking 2½d [the correct British foreign rate].
SINGAPORE 10.30AM 26 JA 24

²Mrs Woodside comments on Singapore [day 73, Saturday 26]
"Took two meals at Raffles Hotel, snake charmers native jugglers and dancers at Hotel"

³E Z Wallower comments in his letter on Singapore "A touch of orientalism was given our stay at the Raffles Hotel by an entertainment by native jugglers and snake charmers, interesting..."



¹ Annual World Cruise 1923-1924 American Express Travel Department. Page 21

² My Log Book of the SS Franconia American Express Cruise Around the World

³ Family Letters of E Z Wallower

Port Sudan: The Franconia called at Port Sudan from Bombay on the morning of **February 28th, 1924** and departed after a few hours for **Cairo**.



Port Sudan, Cunarder FRANCONIA and tourists.

"Port Sudan. Cunarder FRANCONIA and tourists"

Real Photograph Postcard Kendall Evans official **Cruise** photographer and produced on board

This postcard is considered the rarest of all cards featuring the Franconia [I record no other examples in 20+ years]
The Franconia visited Port Sudan only on this brief occasion in 1924 on her various World Cruises.

"The ship stops at Port Sudan merely to land passengers for the optional trip to Khartoum and the Nile Valley - other passengers will not go ashore" & "Khartoum Optional Excursion. Arrive off Port Sudan February 28th and go ashore by tender. Take train to Khartoum, arriving on the afternoon of February 29th."

¹[This excursion rejoined the Franconia at Alexandria on March 7th. Cost extra \$265.]

²E Z Wallower in his letters includes the follow paragraph. He later went on the **Luxor Optional Excursion**

³Mrs Woodside comments [day 106, **Thursday, February 28.**
"Cool and lovely - regular black Negroes - bushy hair. Bought cigarette holder here."

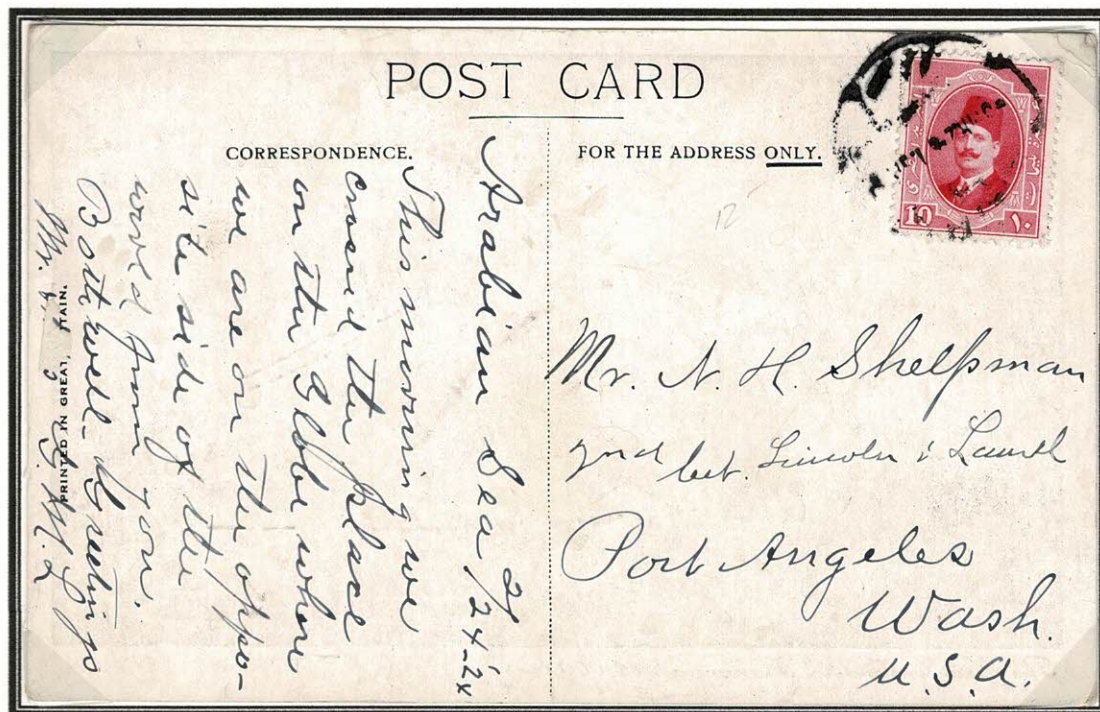
Mrs Woodside went on the **Jerusalem Optional Excursion** from Port Twefik rejoining the Franconia at Alexandria on March 7th. Cost extra \$80.

The postcard and log book comments show the difference between planning at Cruise and the reality. The Franconia clearly is at the Port Sudan wharf and passengers disembarked by gangplank not tender. The card shows many tourists ashore and Mrs Woodside was able to do shopping!

"The New Cunarder "Franconia" postcard written:
"Arabian Sea 2.24-24 This morning we crossed the place on the Globe where we are on the opposite side of the world from you."

Franking 10 mil Egypt King Fuad I, cancelled Cairo

Thursday morning, February 28th, we were in Egypt, making our first stop at Port Sudan, the point of contact with Central Egypt, where some of our passengers landed, for a visit to Khartoum, and from thence down the Nile to Luxor and Cairo. The remaining passengers landed at Port Tewfik the following day, then skirted the Suez Canal, proceeding by train to Cairo, through the irrigated section of Egypt, with its canals and scientific system of furnishing water to the land. The same primitive methods, the shaduk and sakieh, for raising the water, and the wooden plows and bullocks have been used for ages, the long skirted Egyptians, camels and donkeys dotting the landscape.



¹ Annual World Cruise 1923-1924 American Express Travel Department

² Family Letters of E Z Wallower

³ My Log Book of the SS Franconia American Express Cruise Around the World