

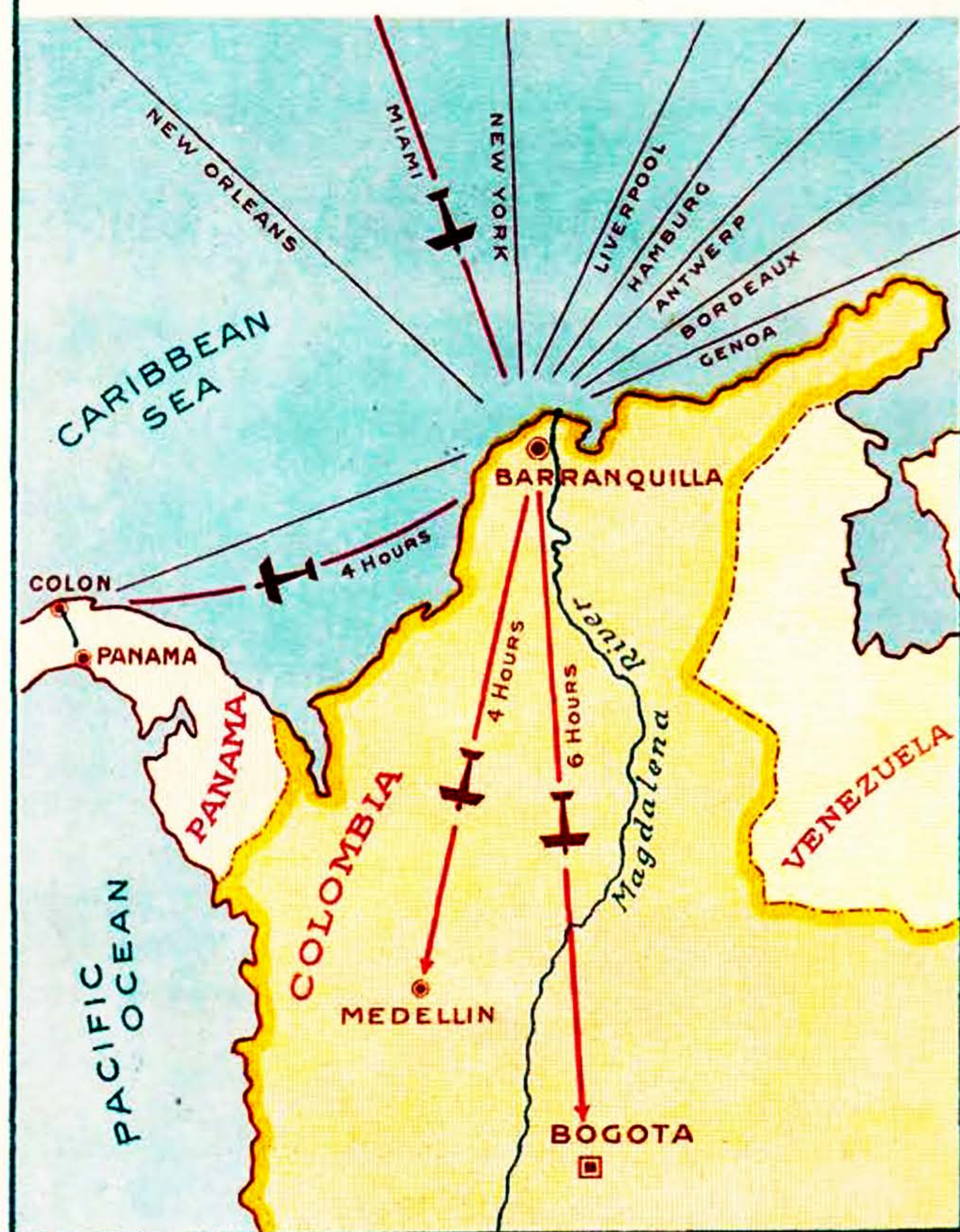
Barranquilla

THE GATEWAY TO COLOMBIA



WITH COMPLIMENTS OF THE CITY COUNCIL OF BARRANQUILLA - 1933

A fact ignored by most Americans is that the nearest South-American city to New York in a straight line is BARRANQUILLA, in Colombia. 1,880 miles due south from Broadway, 360 miles north-east of the Panama Canal, and 11 miles inland from its seaport, Puerto Colombia, you find the largest coast town of the Republic of Colombia, a thriving city of 150,000 inhabitants standing on the western bank of the Magdalena River, only a few miles from its mouth in the Caribbean Sea. This city is BARRANQUILLA, Colombia's most important industrial and trade center, today potentially one of the most significant of all South American seaports.



It is an axiom that the world's greatest cities will be found at the water's edge, on the sea-coast and at the mouth of a navigable riverway. It is undeniably true that the foremost of all influences contributing to the scheme of making Barranquilla a city of the first magnitude is its position at the outlet of the large Magdalena River valley which commands the central highlands of Colombia. This accounts for the fact that two-thirds of the total import and export trade of the country is handled through the port of Barranquilla; it is therefore the seat of the river steamboat industry and allied trades, and has the largest Customs house.

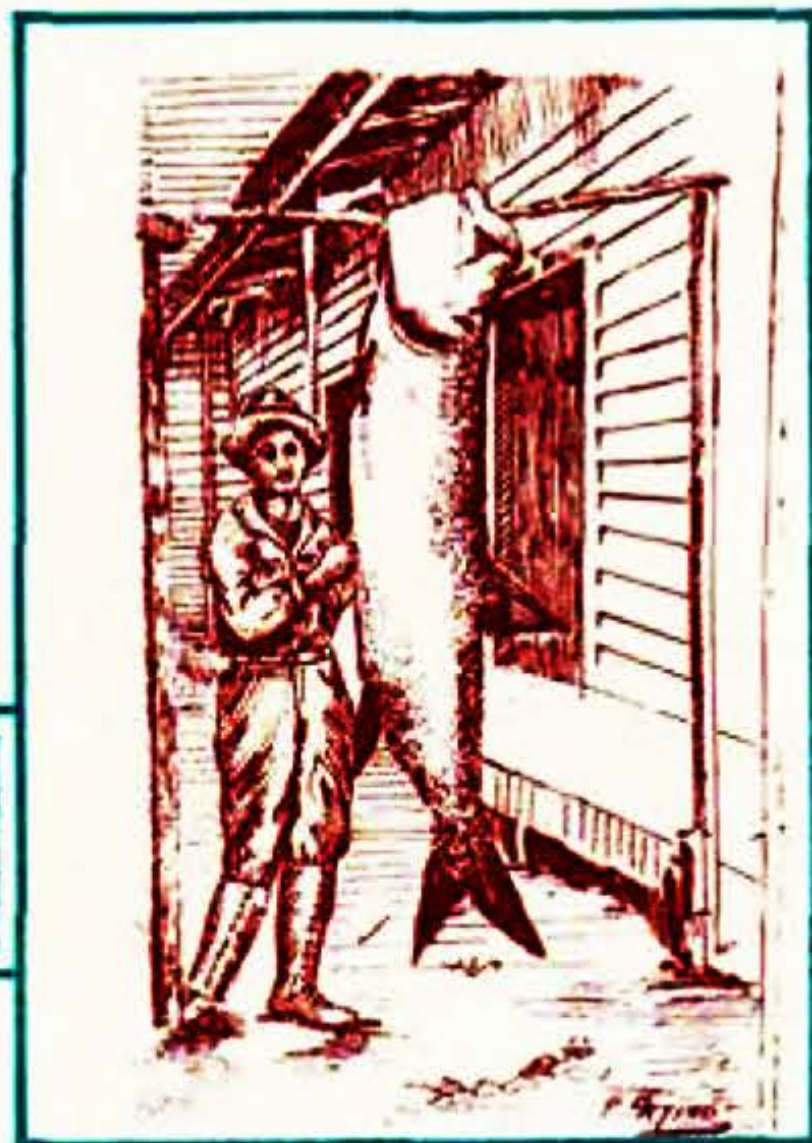
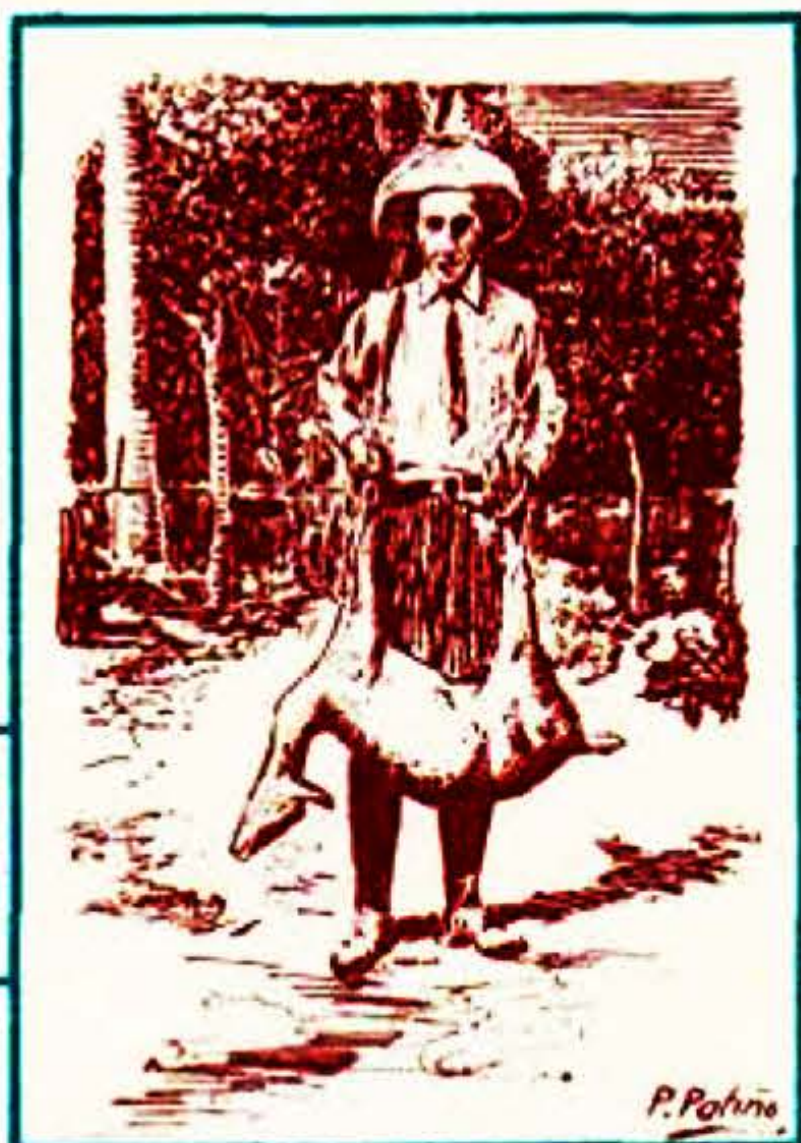
The great project of Bocas de Ceniza, which means the dredging and widening of the mouth of the Magdalena so that ocean going vessels may steam up the river to the water front of Barranquilla, instead of docking at Puerto Colombia, will make of the city one of the great ports of the western hemisphere. As a complementary work to that of the opening the mouth of the Magdalena, is the construction of modern docks along the river front at Barranquilla, which will accomodate the discharge and loading of cargoes from both river-boats and ocean-carriers by the most economical method of handling.



Statue of Columbus

Lovers of game hunting will find in the region about Barranquilla an ideal field for practicing their favorite passtime. In the rainy season, July to December, large flocks of wild ducks, specially "Pisisi" (*Dendrocygna discolor*) and "Barraquete" (*Querquedula discors*), abound in the flooded savannahs which border the Magdalena river. The hunting grounds are easily reached by motor-car and arrangements should be made in order to procure a dugout canoe and the services of one of two paddlers. Besides wild ducks, the aquatic bird-life is especially rich in remarkable species.

During the dry season, lasting from early in January to late in April, the hunting is mainly done over land. Most interesting perhaps is hunting of the "Venado", a small, short-antlered deer common in the brushy hills. Small game includes wild doves (*Leptotila*), quail (*Odontophorus*), ground-doves (*Chaemepelia*). In the forested areas the most common game are the "Guacharaca" (*Ortalis cinereiceps*) and the "Pava" (*Penelope cristata*). Among the mammals, the most sought for by hunters are the "Guartinaja" (*Agouti paca*), the "Ñeque" (*Dasyprocta*), and the "Zaino" (*Pecari*).



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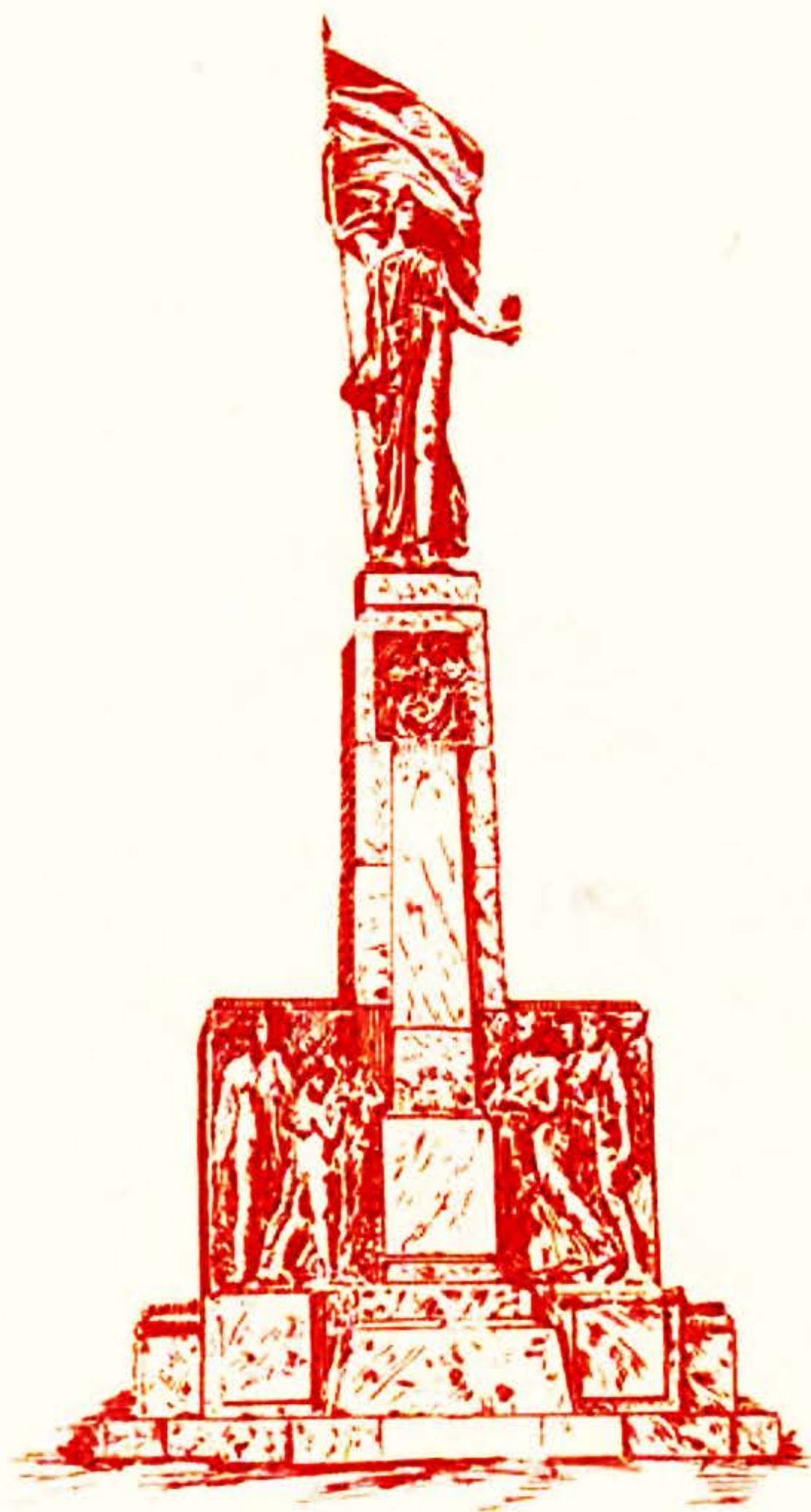


Barranquilla stands in the foreground of all Colombian cities for the excellence of its sports clubs. Thousands of amateurs mass each Sunday to witness the soccer-football games between the local and visiting teams. The Barranquilla combined soccer-team is the holder of the Colombian Olympic title and a number of other trophies.

A fine country club with a well-kept nine-hole golf course is within a few blocks of the Hotel del Prado; here are also tennis-courts provided with adequate electric lighting for night games.



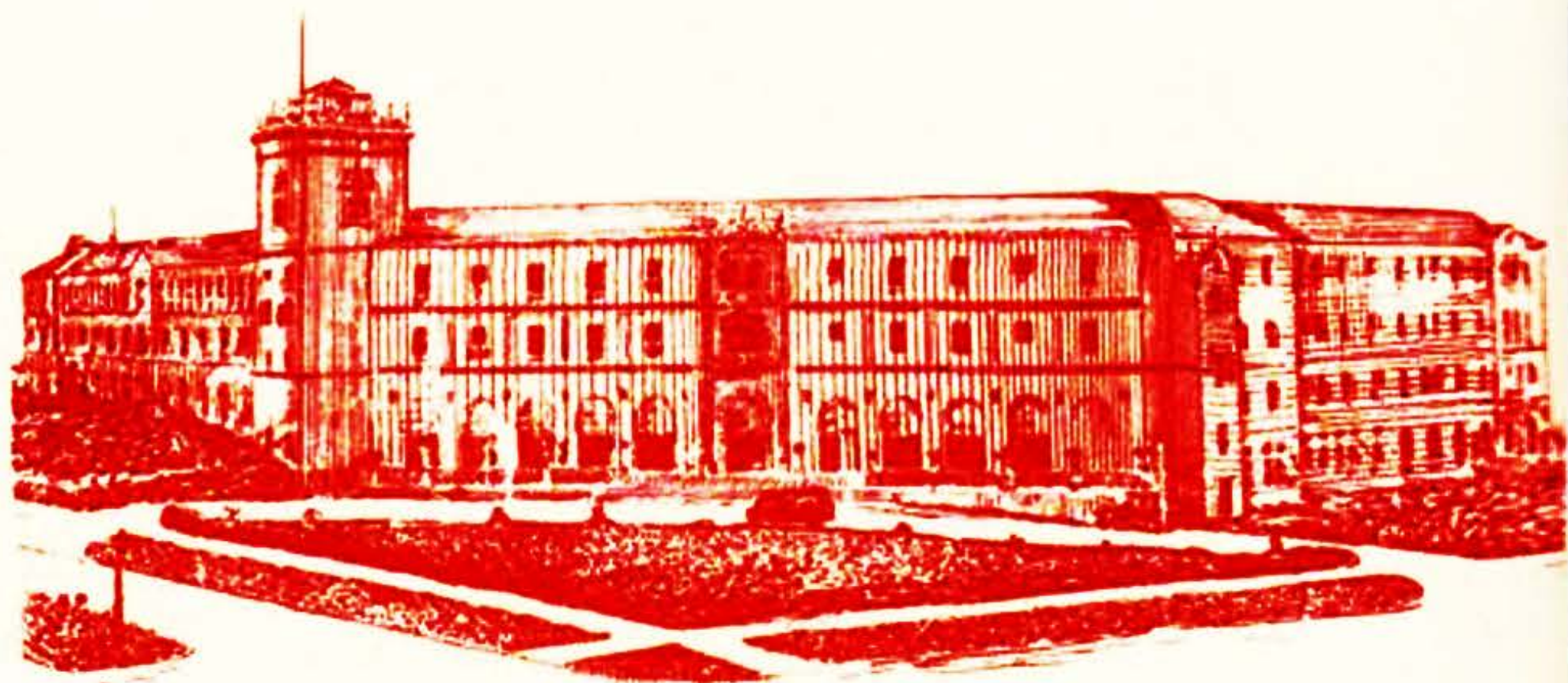
From a material standpoint, Barranquilla offers to the visitor very striking contrasts between the old and the new, between the archaic and the modern. Beside a quaint thatched-roof "rancho" with clay walls stands a four or five-story ferro-concrete building; on the streets, mule-carts and charcoal vendors on "burros" diligently obey automatic traffic lights alternating with high-powered limousines and delivery-trucks; the coconut man in the corner competes with the shining white ice-cream and soda fountain; old, crooked and sandy streets are being constantly replaced by broad, symmetrical and concrete-paved avenues. Private residences and business premises are in process of rebuilding and modernizing in every street in town and, since 1920, a modern residential section has been developed by American interests: El Prado, built on slightly rolling hills where the balm of a refreshing sea-breeze ever greets one.



Monument to the Flag

"El Prado" is less than 12 minutes out from the hum and bustle that marks the activities of trucking, building and traffic in shipping of "down town". There is unfolded to view row upon row of beautiful houses, neatly built bugalows of the California type, with here and there styles of architecture that command admiration for their more pretentious beauty. Perhaps, too, those fine, wide driveways, as much as the flowers and neatly kept tropical gardens that adorn the homes, make it the place of enchantment for the visiting stranger. Here, in a surrounding of quaintness, rises the Hotel del Prado, one of the finest between the Caribbean and Buenos Aires and representative of the modernity that has come to Barranquilla. It was opened some four years ago and has every tropical convenience and comfort. A nice country club with golf course is within four blocks of the Hotel.

From "El Prado" heights, the panoramic view commands the admiration of the nature lover; for there in the offing of the Caribbean surf can be seen rolling upon the palm-fringed beach, its eternal moan muffled by but a few miles of intervening distance, its beauty half hidden by the jungle of tropical green. And still farther, by clear weather, the snow-capped peaks of the Sierra Nevada de Santa Marta can be seen, towering at a height of 18,000 feet, above the silvery outline of the Magdalena River.



Hotel del Prado

The march of progress is always of interest, especially in areas rich in the potentialities of commerce and industry. Barranquilla, in the sense of being an urban center of importance, is Colombia's youngest city, having achieved its present significance only within the past 25 years, but its record of civic development is supremely noteworthy. Because of its unrelenting endeavor to modernize and improve itself, there are few cities in Latin America so impressive to the North American as Barranquilla. It is now a municipality integrated with the fundamentals of civic progress, well administered public works, community pride, and the will and capacity to continue to increase in commercial importance. Its emergence as such, moreover, is so recent as to emphasize a record of development seldom surpassed in South America.

In order to express well the importance of Barranquilla, it might be said that it is neither a city of the past, nor of the present, but essentially of the future.

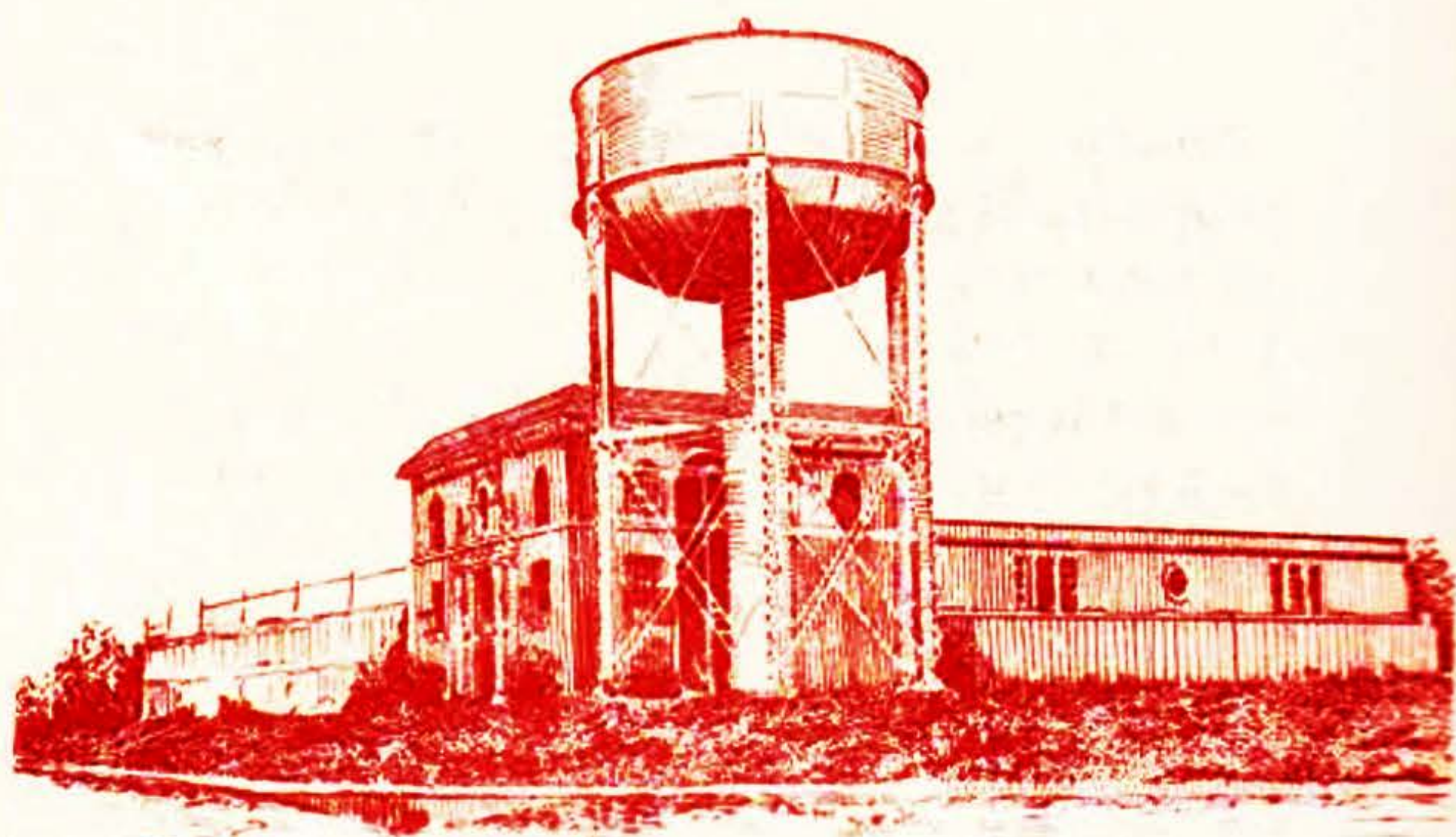


Palma Building

Barranquilla's water supply

The water supply of the city of Barranquilla is equal in every respect to the most modern water supply systems of the United States. The source is the Magdalena River and the supply is unlimited. In 1925 the Municipality began the construction of a new distribution system, new pump stations, reservoir and filtration plant. The plant was completed and inaugurated on July 20, 1929.

The filtration plant is of the rapid sand filter type and was designed by expert engineers of Chicago. It has a capacity of 8,000.000 gallons daily, whereas the present consumption in Barranquilla is only about 6,000.000 daily. Ample provision has been made in the plant for expansion as the growth of the city requires. The inhabitants of Barranquilla now enjoy an unlimited supply of pure, potable water which is equal in every respect to the water consumed in New York City. The cost of the entire plant to date amounts to approximately \$ 3,100.000. Travellers are frequently advised to be extremely cautious about drinking water from the public water supplies in tropical cities. While this advice is undoubtedly justified in many cases, it does not apply to the public water supply of the city of Barranquilla, and visitors to the city may drink the Barranquilla water with no fear whatever of harmful effects. In fact, the water distributed in Barranquilla is of so complete a purity that deaths by water-borne diseases have dwindled to the vanishing point.



Water filtering plant

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SHORTEST WAY
from UNITED STATES
to COLOMBIA
via Pan American Airways
and **SCADTA**
CONNECTING SERVICES



12 YEARS
FLYING EXPERIENCE *in the Tropics*

South America's **OLDEST AIR SERVICE**

With the increasing importance of aviation, and the opening of new airlines linking North, Central and South America, Barranquilla has become one of the chief airports of America. Winging their way across the Caribbean from Miami come the great seaplanes of the Pan-American Airways to make their first landing in South America at the Barranquilla airport, where passengers and mail make connection with other planes bound for Venezuela, Panama and the Western Coast of South America.

Resident Consuls in Barranquilla

		Phone No.
ARGENTINA	Manuel J. Alzamora	39-28
AUSTRIA	Peter P. Von Bauer	28-54
BELGIUM	Enrique A. de la Rosa	37-46
BOLIVIA	Ismael J. Insignares	
COSTA RICA	M. A. Blanco	27-26
CHILI	Enrique Cubillos A.	32-32
CUBA	Luis E. Márquez	
DENMARK	Gaspar Galster	47-98
DOMINICAN		
REPUBLIC	Luis C. Baena	28-66
ECUADOR	Cristóbal Restrepo J.	25-58
FRANCE	Robert Bigot	49-40
GERMANY	Richard Schrader	36-14
GREAT-BRITAIN	H. N. Burley	22-33
GUATEMALA	Efrain A. Curiel	48-47
HOLLAND	L. J. De Hart	22-42
HONDURAS	Arturo Esguerra F.	28-58
ITALY	Vicente Volpe	27-60
MEXICO	Pablo E. Vengoechea	22-87
NICARAGUA	Rafael Angel Donado	34-04
NORWAY	R. C. Dugand	26-68
PANAMA	Ramón Urueta Méndez	36-48
PORTUGAL	Elias Hernández R.	26-10
SALVADOR	Edgard Lindo	32-17
SPAIN	Juan Sarasúa	20-48
SWEDEN	José D. Pumarejo	35-04
UNITED STATES	Erik W. Magnuson	25-60
URUGUAY	Carlos Martinez Aparicio	47-70
VENEZUELA	Luis F. Aranda	37-09



Statue of Bolivar

Barranquilla's history lacks the stirring glamour of Cartagena's, the "City Heroic" majestically environned by stupendous walls and outlying fortresses that in colonial times withstood the attacks of Drake, Pointis and Vernon, but it is venerable none the less. Where a young and vital city stands today was, in 1629, a settlement of Indian cattlemen from the nearby village of Galapa.

Prior to the War of Independence it was merely a small village and in 1813 it obtained the status of town privileged to possess a coat of arms as a reward for its services to the cause of liberty, but not until 1857 was its growth sufficient to justify the title of city, remaining nevertheless a part of the Department of Bolivar and so under the jurisdiction of Cartagena.



Independence Memorial

In 1905, a new Department was created, that of Atlántico, and Barranquilla was raised to be its capital. The first governor was General Diego A. De Castro. The real importance of Barranquilla, however, as a distribution center for the export and import trade of Colombia started with the building of the railroad to "Sabanilla", in 1883; its population then was in the neighborhood of 10,000; at the beginning of the present century it numbered 30,000; in 1912 it hovered above 45,000 and in 1918 it struck the 65,000 mark. The last census taken in 1928 showed that in the short period of 10 years, the rapid growing city had more than doubled its population, as it reached then the 140,000 mark.

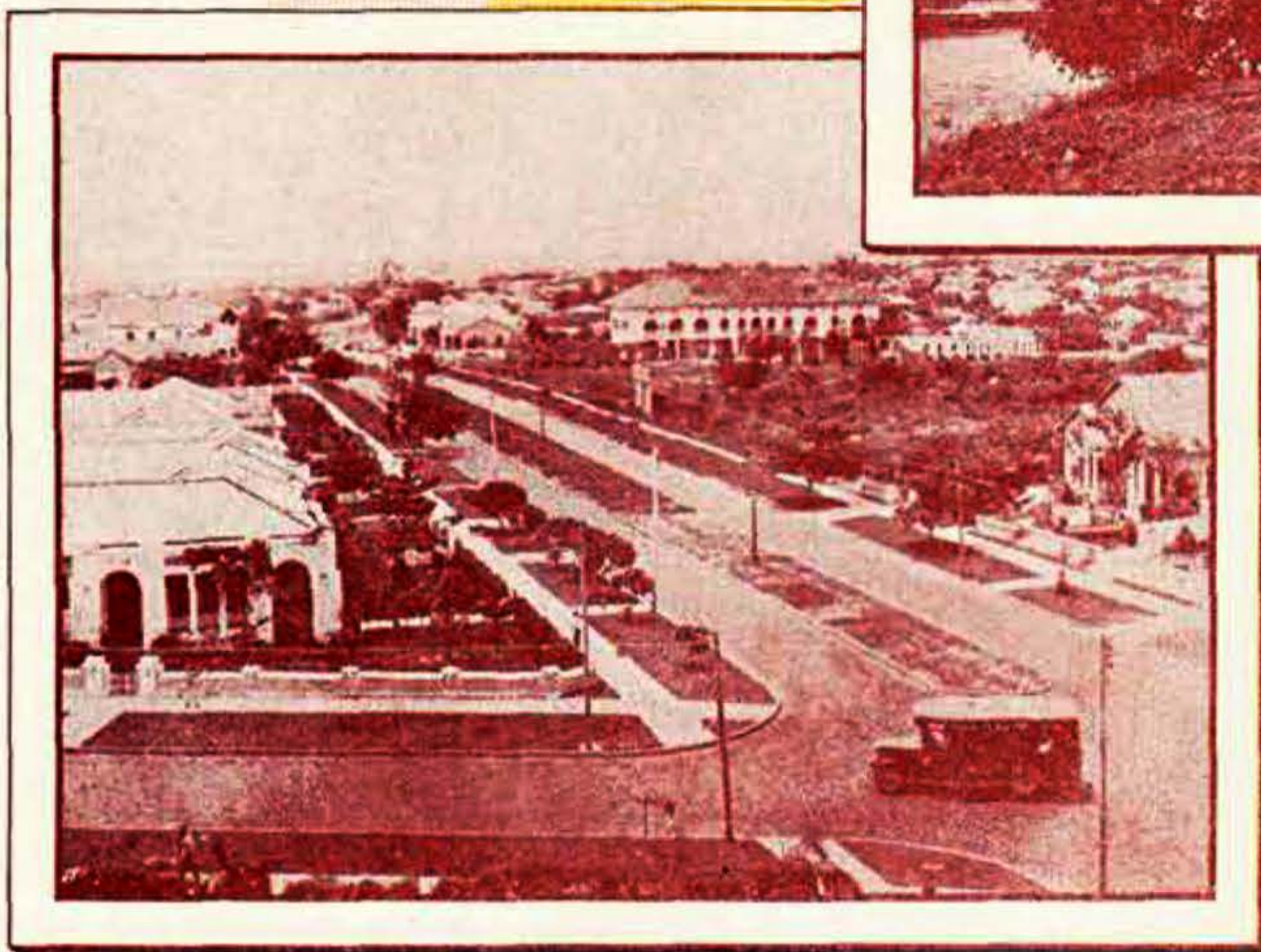
This emergence is principally due to the fine strategical position of the city, in a commercial standpoint. In many ways, Barranquilla might be called the New Orleans of Colombia. Climate has also a powerful influence; it is tropical, but tempered two-thirds of the years by north-eastern trade winds. Barranquilla is a very healthy city, epidemics are exceedingly rare, nor does it suffer from natural disturbances such as earthquakes and cyclones.



State House



Saint-Nicholas Cathedral



Prado Boulevard



Old Market



Paseo Colon



BARRANQUILLA IS:

- 1—Colombia's first sea, air and river port.
- 2—The nearest South American city to New York.
- 3—Colombia's second important city 150.000 (inh.)
- 4—Colombia's most important industrial and trade center.
- 5—The city which boasts of the most modern waterworks in Colombia.
- 6—Colombia's most efficiently electric-lighted and powered city.
- 7—Its telephone system is of the automatic type.
- 8—The city which has the heaviest motor traffic.
- 9—The city which has the best hotels.
- 10—The city which offers the best possibilities for investments.

