

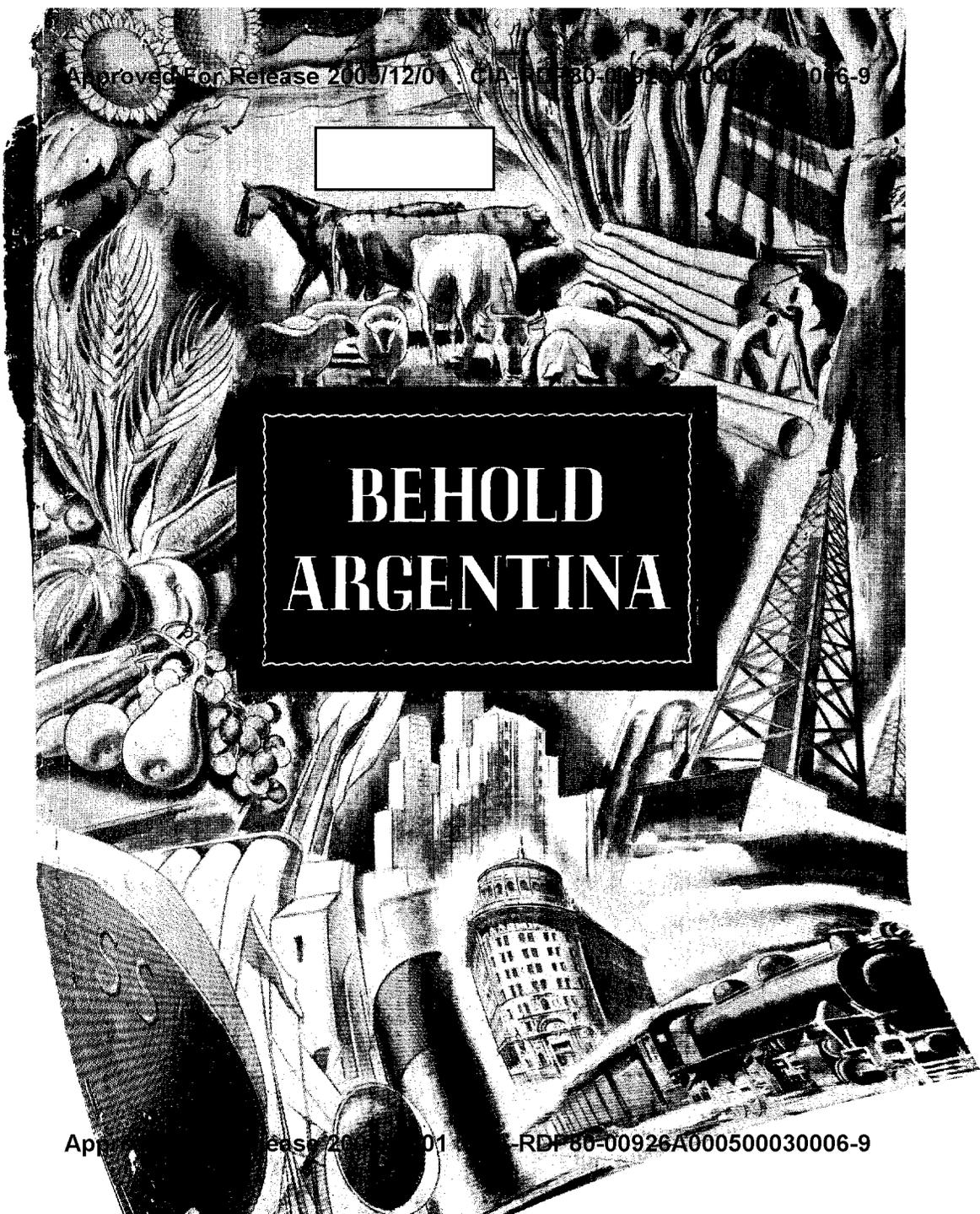
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# BEHOLD ARGENTINA



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**I**t is the rather ambitious purpose of this booklet to offer to the English speaking visitor to Argentina useful information of a general nature. The following pages contain some summary descriptions of the Argentine and its beautiful capital, Buenos Aires, as well as general descriptions of the country's various zones arranged according to climate and production.

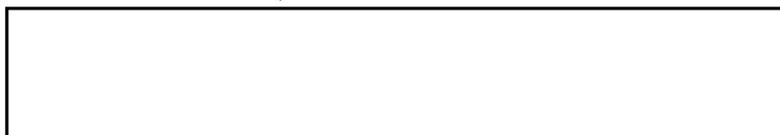
An attempt is also made to escort the traveller on his first excursion and to give him an idea of how to find his way about town, where to go, what to look for and, if possible, what to appreciate.

It is no easy matter, in a small number of pages, to describe so vast, so varied and so colorful a country as Argentina. In particular it is difficult, in the case of this country, to convey its sudden leap to prominence from its state of colonial primitiveness of sixty years ago to its present-day degree of culture and advancement.

Many interesting sides of Argentine life must be touched superficially, or omitted altogether. Only the most outstanding features can be set down, and then only in very condensed form, as a cursory introduction to the wealth of interesting material which the country holds in store for the visitor.

A handy, separate folder will be found in an envelope on the inside back cover. In addition to a currency conversion table, this booklet contains "Useful Phrases" in Spanish which may possibly help the visitor to make himself understood in a general way and to solve, amongst other minor problems, the intricacies of the Argentine restaurant menu.

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## ECONOMIC HISTORY

The most striking feature about Argentina is, undoubtedly, the feverish progress it has made in the last half-century, comparable to a tidal wave sweeping forth with irresistible impetus, carrying everything before it, tearing down old precepts and systems, obliterating anything that was too old or too slow to ride bravely on its crest, yet leaving in its wake, not destruction, but a renewal altogether unbelievable.

It is no exaggeration to say that about sixty years ago the country was still in its infancy, leading a leisurely, contented existence, ignored by the rest of the world and hardly sensing the tremendous changes to come. Then, overnight, Argentina came of age and plunged into the battle for progress.

What was until then a land of hazy, immeasurable distances stretching emptily between primitive towns and villages, became without perceptible transition a land of work and struggle, of sudden enterprise and rapid fulfilment. The somnolent river-town that was Buenos Aires of old, forgot its ancient feuds and set to work with a will, patching up legendary provincial disputes, uniting the country by means of a far-seeing, practical constitution. And, once the internal unrest had subsided, Buenos Aires turned her attention in other directions and saw, in wonderment, the vast possibilities offered by overseas markets. Diligently the city set about to deepen its waterways and build its first moles and quays, so as to afford greater harbour facilities for the ever increasing number of vessels arriving in the River Plate from the four corners of the world.

The advent of the railroad in the 60's, 70's and 80's was a decisive factor in the march of progress. Distant pioneers now

found themselves in close touch with markets and exporting centres. Soon they discovered that their produce was sought eagerly by remote cities and countries overseas.

It suddenly became possible to send herds of cattle and sheep by rail — a marvel that the preceding generation would not have conceived. Thousands of miles of glistening rails were laid, connecting cities, towns and villages. Roaring trains sped in every direction, bringing new and wonderful machinery with which to wrest riches from the soil, puffing back to the markets under staggering loads of grain, livestock and produce of all kinds.

The land, which until then had been in the possession of a few privileged families, lying unfenced and almost unprofitable, now began to be distributed more equitably. Huge estates of hundreds of square leagues were subdivided and sold to enterprising agriculturists and livestock breeders. Rural methods underwent revolutionary changes. Old times were definitely discarded and progress was the order of the day. In the last ten years modern air services have brought the distant provinces much closer to the capital.

Sixty years ago Argentina was a very young country, torn with internal strife and bewildered at the responsibilities looming ahead. But today it is a mighty far-flung republic, confident of its destiny, serenely conscious of its place among the nations of the world.



## **AREA, POPULATION and TOPOGRAPHY**

Argentina has an area of 1,078,278 square miles or about one-third of the size of the United States. Notwithstanding the steady influx of immigrants, principally from Spain and Italy, who until recent years were crowding in on every incoming ship, the country is still sparsely inhabited. Its population as of January 1st, 1945 was estimated at 14,130,871 inhabitants, pre-eminently of European origin, though there is a small admixture of the indigenous races noticeable in the more remote provinces. There is, of course, ample room for increase.

A cursory glance at the map on page 5 will show the country's advantageous position on the Southern Hemisphere. Argentina is shaped somewhat like an inverted triangle, its base lying roughly at the Tropic of Capricorn and its apex or Southernmost point lapped by Antarctic waters. The bulk of the territory lies within the South Temperate Zone, and stretching as it does from North to South, it enjoys a wide variety of climates, from the moist heat of the Tropics to the snows and blizzards of the Antarctic Zone.

The configuration of the soil is also varied in the extreme, ranging from the rich black silt of the tropical forest lands to the yellow clay of the central plains, the fine sands of the pampas, the stone and rubble of the Patagonian plateaux, the hills and valleys of the pre-andean spurs, and the imposing, jagged rocks of the Andes mountains.

For the sake of illustration, Argentina may be divided, though roughly, into 6 main zones (see map on page 11), namely:

1. The central plains, or pampas, embracing the provinces and territories of Buenos Aires, the South of Santa Fe, Córdoba and San Luis, and a large section of La Pampa. This is an immense, unbroken plain largely treeless, incredibly fertile and by far the most densely populated part of the country. This large zone is mainly agricultural and pastoral, being especially suitable in the North for wheat, corn and linseed, in the centre for the breeding and fattening of high-grade livestock on alfalfa and fine pastures, in the South and West for growing sunflower, wheat and other cereals and breeding cross-bred sheep for wool and mutton.



2. The river-country, or "Mesopotamia", a large territory flanked on all sides by wide rivers and criss-crossed by tributaries and streams.

It comprises Entre Ríos, Corrientes and Misiones. The soil is rich and rolling and enjoys a mild climate and steady and beneficial rainfall. It is dedicated chiefly to linseed, wheat, corn, citrus fruit, tobacco, rice and yerba mate growing, and to the raising of fine wool sheep and Hereford cattle.

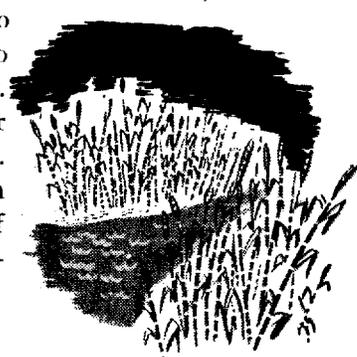


3. The forest lands of the subtropical North, generally known as the Chaco, which may be said to include part of Jujuy, Salta, Santiago del Estero, the Northernmost part of Santa Fe and Córdoba, and El Chaco and Formosa Territories. This zone is, towards the Northeast, a vast primeval store of excellent hardwoods, used for industrial purposes, while in the Northwest there are extensive sugarcane fields, fruit



plantations and oil fields. In the South, where it has been cleared of forest, it is a land eminently suitable for corn, wheat, cotton, tobacco, rice, peanuts and subtropical products.

4. The hilly zone, forerunner of the mountains, comprising parts of La Pampa, San Luis, Córdoba, Mendoza, San Juan, La Rioja, Catamarca and Tucumán. This wide region is handicapped by a scarcity of rains, but the land is generally fertile, and highly productive under irrigation. Several important irrigation works have been completed in recent years and others are in course of construction, resulting in large extensions of hitherto barren lands being turned into flourishing fruit and farm districts. Tucumán is the principal sugar producing region of the country. Oil fields have been discovered in recent years in the province of Mendoza and are successfully exploited.

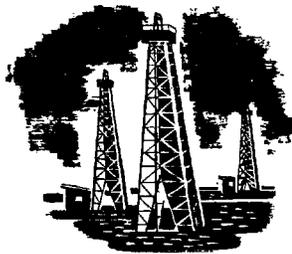


5. The Andean zone, covered by a formidable range of mountains which run, like a bristling backbone along the entire Western frontier of the country, all the way from the Tropics to the Antarctic. These mountains cover the larger part of Jujuy, Catamarca, La Rioja, San Juan and Mendoza, and the South-Western lake district of Neuquén. Still largely unexplored and unexploited, this huge mountainous

range is believed to hold stores of minerals. In the Northern province of Jujuy, large deposits of tin and lead have been discovered and are being successfully operated. The provinces of San Juan and Mendoza have excellent irrigation works and are the seat of the country's wine and dried fruit industries.



6. Patagonia, extending to the South in a series of cold, semi-arid plateaux, comprising the Territories of Río Negro, Chubut, Santa Cruz and Tierra del Fuego. This zone is covered, in its Southern extremity by dense forests which are still unexploited. The central plateaux were, until recent years, almost unpopulated and devoted mainly to the breeding of hardy Merino and fine crossbred sheep. In recent years, however, oil fields have been discovered near the coast and developed principally by the Government. The Río Negro Valley district has a good irrigation system and produces excellent wines and fruit.



Owing to the peculiar configuration of the land, whereby the larger and most productive parts are either hemmed in by the Andes mountains or by neighbouring countries and the course of the rivers, the city of Buenos Aires is the natural outlet for the bulk of the country's production and, consequently, its most important commercial centre.

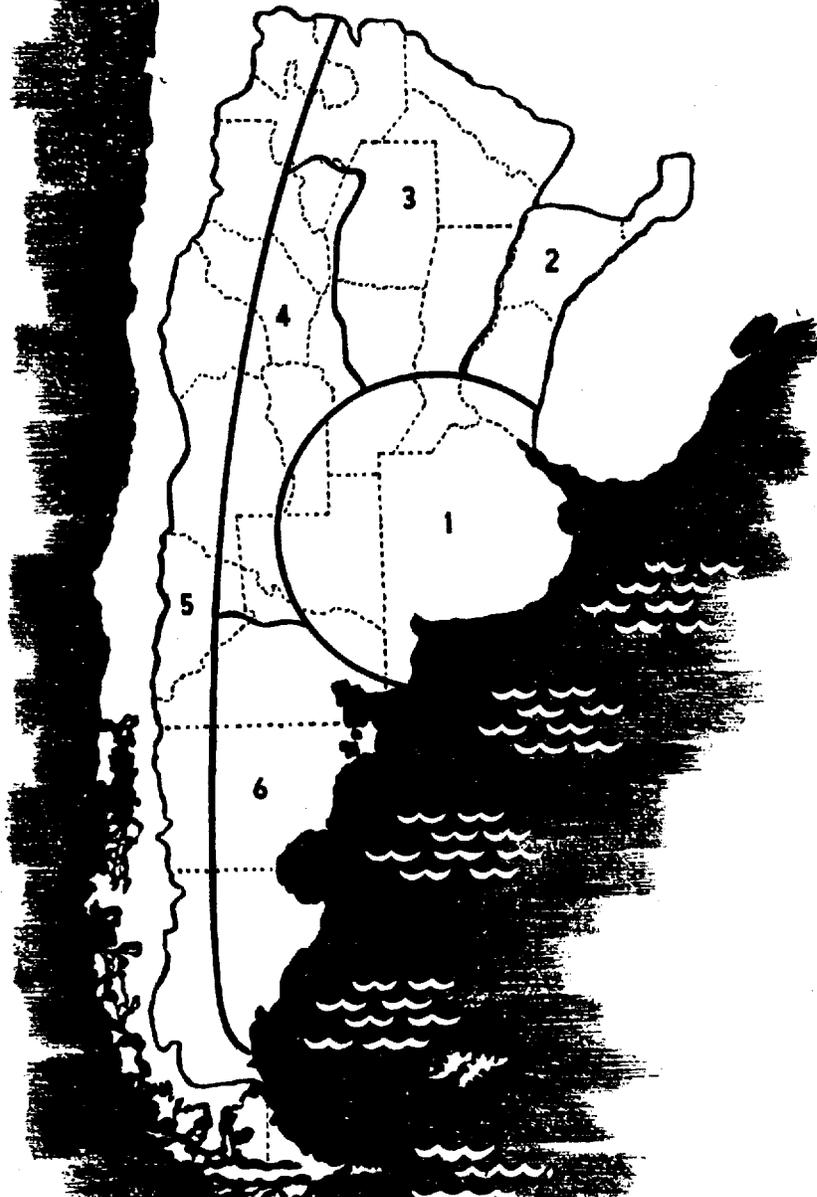
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Since colonial days, when the city was the seat of the Spanish vice-royalty of the River Plate — and later on when the colony began its wars of independence, Buenos Aires assumed the leadership over its sister dependencies. Eventually, when the country became independent of Spain, and commerce began to develop, Buenos Aires became the principal exporting and importing centre. In the political field it took the lead and also, latterly, in the country's extraordinary industrial development. Other cities in the interior also have enjoyed their share in the general progress, new townships were founded and flourished, old river-towns like Rosario and Santa Fe, and seacoast towns like Bahía Blanca and Mar del Plata, at one time remote and unimportant, began to grow by leaps and bounds when the railroads shortened distances. Yet Buenos Aires remained always in the lead and grew to be the country's great and glittering capital city.

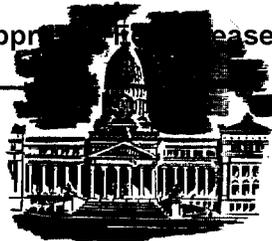
The city of Buenos Aires had a population of 2,614,490 inhabitants on August 31st, 1945. It is connected with the provinces by a large and up-to-date network of railroads, river-boats, airplane lines and, in recent years, excellent concrete roads. It is by far the largest, most important and advanced city South of the Equator, and is modern in every respect, with very little remaining nowadays to remind the visitor of its colonial origin.

There are many wide and beautiful avenues flanked by stately modern buildings, subway trains coursing in every direction, great parks and noble plazas, play-grounds, athletic clubs, large theatres and movie palaces, stately residential quarters and, in short, all the complements of a great metropolis.

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## GOVERNMENT

Argentina is a republic with a Constitution which was adopted in 1853 and patterned after the Constitution of the United States of America. The country is divided into fourteen provinces, nine National Territories and one Federal District similar to the District of Columbia. The city of Buenos Aires, Capital of the nation, constitutes the Federal District.

Each of the provinces and National Territories has a capital city of its own, of a size and degree of importance in proportion to the area, situation and productive capacity of its respective domains. There are many other cities, small and large, that have sprung up throughout the country in the last half a century, in regions that were once empty wildernesses but are now flourishing centres.

The provinces enjoy an autonomous form of government, within certain limitations, and have control over their own internal affairs, both politically and commercially. The nine territories are governed by officials appointed by the National Government. The National Government in Buenos Aires looks after the country's major needs, and is in charge of such matters as defense, customs regulations, foreign affairs, currency, social welfare and education.

As already mentioned, the population of Argentina is derived, almost in its entirety, from European immigration, with a small admixture of the original indigenous races. The Latin races predominate, especially the Spanish and Italian, though there is a considerable proportion of other racial strains due to immigrations of Germanic and Slavic origin. These varied strains are now merging harmoniously in a process of consolidation into a new race with characteristics of its own, the most noticeable being an optimistic, peace-loving and hard-working disposition.

Argentine jurisprudence is based on Roman Law. Trial by jury, although contemplated in the Constitution, is not customary.

All evidence must be submitted in writing on stamped paper. Foreign residents enjoy almost all the privileges of the native-born, except, of course, in the political field. Freedom of speech, press and religion are provided for in the constitution. The educational system is well-established and sound, giving every child the advantages of free primary schooling. Secondary schools, colleges and universities are numerous, and are also free. Argentina enjoys an enviable record of international peace and is an outstanding exponent of arbitration. Two successful wars in the last century, both undertaken to repel aggression, brought the nation no increase in territory and all its frontier disputes have been amicably settled by arbitration procedure.

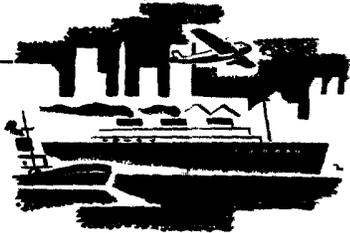
## AGRICULTURE and LIVESTOCK

Argentina is the world's largest producer and exporter of linseed, the largest exporter of chilled beef and corn, the second largest exporter of wheat and wool.

It is estimated that there are some 34,000,000 head of cattle, including approximately 3,000,000 dairy cows; 56,200,000 sheep with a yearly clip of about 230,000,000 kilos of wool (fine crossbred 35 %, coarse crossbred 31 %, medium crossbred 19 %, Merino 15 %). The rest of the livestock is composed of 8,000,000 pigs, 7,500,000 horses, 2,800,000 goats and 900,000 mules. Constant effort and expenditure have been devoted during the last 30 years toward the refinement of the livestock, which is today of very high grade.

It is estimated that of the 280,000,000 hectares (about 700,000,000 acres) composing the total area of the country, 80,000,000 hectares are suitable for cultivation, 110,000,000 are suitable for grazing purposes, 50,000,000 are covered with forests and the remaining 40,000,000 are still largely unexploited.





## COMMERCE

Although since the outbreak of the past war Argentina has reached a degree of self sufficiency which was previously thought impossible, foreign trade continues to form an unusually large part of the country's total commerce. In 1945 it was estimated at 3,980,700,000 paper pesos (about \$ 1,400,000,000 U. S. Cy.) or slightly less than 300 pesos per capita. Imports include manufactured or semi-manufactured goods, machinery and vehicles, office equipment, coal, petroleum, yarns, jute, burlap, other textiles, paper, cardboard and pulp, crude rubber, chemical products, coffee, yerba-mate, fruits, lumber, iron and steel.

The United Kingdom, the United States, Germany, Holland, Belgium, France, Italy and Brazil in pre-war years took most of the exports and provided the bulk of the imports. The value of external trade has averaged in recent years about 3,000,000,000 pesos as may be seen in the following table:

	Exports	Imports	Total Foreign Trade
1939 .....	\$ 1,573,173,000	\$ 1,338,332,000	\$ 2,911,505,000
1940 .....	„ 1,427,638,000	„ 1,498,757,000	„ 2,926,395,000
1941 .....	„ 1,464,622,000	„ 1,276,655,000	„ 2,741,277,000
1942 .....	„ 1,788,958,000	„ 1,274,362,000	„ 3,063,320,000
1943 .....	„ 2,192,264,000	„ 942,048,000	„ 3,134,312,000
1944 .....	„ 2,360,426,000	„ 1,007,212,000	„ 3,367,638,000
1945 .....	„ 2,826,700,000	„ 1,154,000,000	„ 3,980,700,000

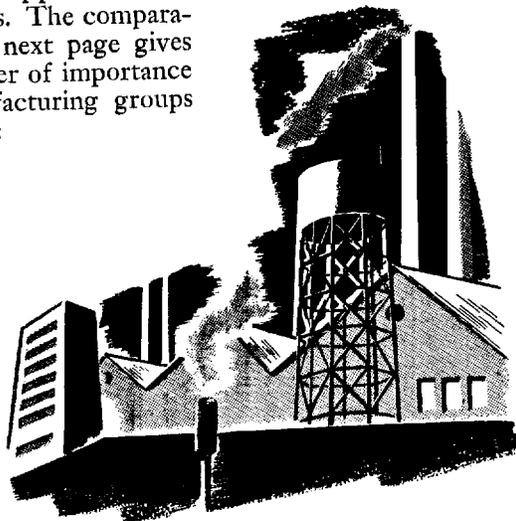
Argentina is an important customer for American cars, trucks, farm equipment and motion pictures. Other imports from the United States normally include steel, lumber, petroleum, electrical equipment, chemicals, industrial machinery, office equipment and building materials. During the 5 year period 1940/44, exports to the United States amounted to 2,375,831,000 pesos. In 1944 the United States took 14.8 % of Argentina's total exports and contributed 8.6 % of its total imports.

## MANUFACTURING INDUSTRIES

Although it is primarily an agricultural and pastoral country, Argentina has fostered development in its manufactures in the past two decades. This has been especially noticeable in the production of foods, textiles, paper and its derivatives, tires and other rubber products, glass, shoes and leather goods, medicine and cosmetics. This industrial boom has included growth of local industries and the establishment of branches of world-known industrial concerns.

At the end of 1942 there were 61,766 industrial establishments in the country, making use of raw materials to a total value of 4,640,859,000 pesos, and turning out manufactured goods valued at about 7,679,223,000 pesos. The total amount paid for salaries and wages was 1,461,284,000 pesos, spread out among 902,000 operatives.

A large part of the manufacturing is based upon the utilization of local raw materials. Food, drink, and tobacco manufacturing form Argentina's most important industrial group, with a total output valued at approximately 2,329,525,000 pesos. The comparative table on the next page gives an idea of the order of importance in various manufacturing groups for the year 1942:



SOME OF THE PRINCIPAL  
ARGENTINE MANUFACTURES IN 1942

	Production value
Foodstuffs, beverages and tobacco	2,329,525,000
Textiles and made up goods . . . .	1,078,189,000
Lumber and manufactured wood- en goods . . . . .	260,021,000
Paper, cardboard, etc. . . . .	139,199,000
Printing, publications, etc. . . . .	203,202,000
Chemical and pharmaceutical ma- terials and products, oils and paints . . . . .	340,184,000
Petroleum, coal and by-products	218,263,000
Rubber and manufactured goods	69,149,000
Leather goods . . . . .	223,149,000
Stone, earth, pottery and building materials . . . . .	182,902,000
Metals and manufactured goods (excl. machinery) . . . . .	458,463,000
Machinery and vehicles . . . . .	430,159,000
Electricity plants . . . . .	292,320,000
Quarries and mines . . . . .	114,424,000
Builders and contractors . . . . .	349,968,000
Miscellaneous . . . . .	258,574,000

## FINANCE

For the average visitor to this country it will be sufficient and highly illustrative to know that the Argentine Government has a perfect record in this century for punctually paying the services of both its external and internal debt. Any visitors who desire more information about Argentine bonds and finances may get it any time in detail from the officers of the

"Boston Bank". *A monthly business review published by the Bank called "The Situation in Argentina" will be sent to any address upon request.*



## TRANSPORTATION AND COMMUNICATIONS

In normal times Argentina was well linked with neighbouring countries and distant lands overseas. Large liners plied between Buenos Aires and New York, taking 18 days for the voyage and other lines connected Buenos Aires with San Francisco and New Orleans. Before the war travelers from Argentina found a wide choice of steamers of all categories sailing at frequent intervals for the European ports. Argentina enjoys the best air service in South America. The Pan American Airways System and its affiliate Panagra have 22 departures each week for Miami, 8 via the West Coast and 14 via the East Coast.

There are additional local air services to Santiago, Chile and Montevideo, Uruguay, and a weekly service to Asunción, the capital of Paraguay.

To travel by land to Chile, which lies across the Andes mountains, the Buenos Aires Pacific Railway is taken as far as Mendoza, from which point the journey across the Andes is made by motorcar, which links up with the train service on the Chilean side. The journey to Chile was previously made by train the whole way but since a serious avalanche occurred some years ago, the service has not been resumed. Another route is offered by the Southern and State Railways, via Bariloche, in the lake

district of Neuquén, to which there is also a weekly air service of the military air line called Línea Aérea Sud Oeste. An excellent river-boat service is operated by the Dodero Navigation Company, with nightly crossings to Montevideo in Uruguay, and semi-weekly departures for Asunción in Paraguay.

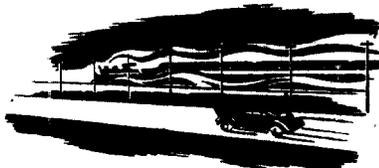
The country has a very extensive and highly organized railroad service, well suited to handle its large bulk of transportation. There are 26,000 miles of railroad under operation, covering the most important and productive sections of the country, and practically all of them converging on the city of Buenos Aires. Many efficient omnibus lines are operated throughout the country.

There is also a good navigation system connecting the river ports, and several airplane companies communicating with the interior. Road building is a comparatively recent development in Argentina, but very satisfactory progress has been made in the last fifteen years, and first class concrete roads now link the Capital with the provinces of Santa Fe, Córdoba, San Luis, Mendoza and Buenos Aires. The plan now in operation will shortly complete roads communicating with other provinces. Many thousands of miles of earth roads have been levelled and made accessible to motor traffic. At the end of 1944 it was estimated that more than 41,526 miles had been completed.

Telegraph and telephone facilities are well developed and Argentina is linked telegraphically to all countries by the companies listed on page 35.

The National Telegraphs, under the control of the Post Office authorities, with the United River Plate Telephone Company Ltd., (associated with the International Telephone and Telegraph Corporation) have a vast network covering practically the whole of the country.

The latter organization through connecting agreements gives direct international telephone service through landlines or submarine cables to neighboring countries.



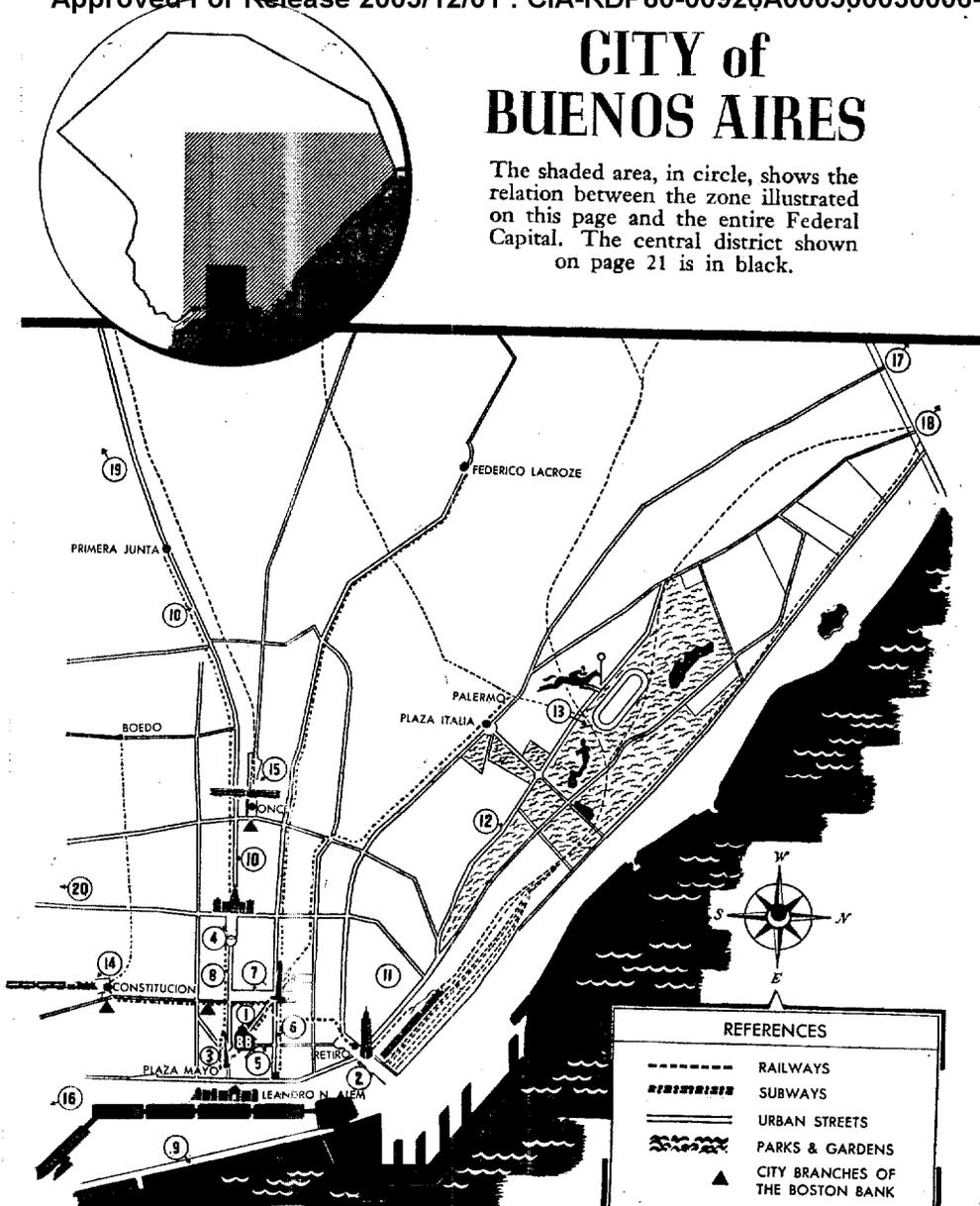
## STANDARD of LIVING

The standard of living amongst the well-to-do Argentines is at least as high as that of the corresponding group in the United States. The less fortunate are probably better off here than anywhere else in the world, because of the low cost of food. There is comparatively little poverty and unemployment in this food-producing country, so favoured by nature both as to natural wealth and climate. The building industry experienced an unusual boom in the last ten years, notably in the larger cities where apartment houses, office buildings, residential dwellings and factories of the most modern and efficient type have gone up by the thousand. Building meterage in 1944 in the city of Buenos Aires was practically double that in the prewar period. However for the last nine months of 1945 it showed a sharp drop because of the lack of materials.

It may be confidently stated that few countries offer nowadays so many opportunities as does Argentina for active and enterprising capital. The country is underpopulated, with many fields of action and vast natural resources still undeveloped, and the Argentine has always looked with sympathy on any enterprise that may contribute, whether in a large or a small way, toward the aggrandizement and prosperity of the Nation. However, because of immigration restrictions, the individual foreigner should make careful inquiries at Argentine consulates before planning to come here, and the "white collar" worker can usually get better terms, including transportation and home leave, by making an employment contract before sailing for Argentina.

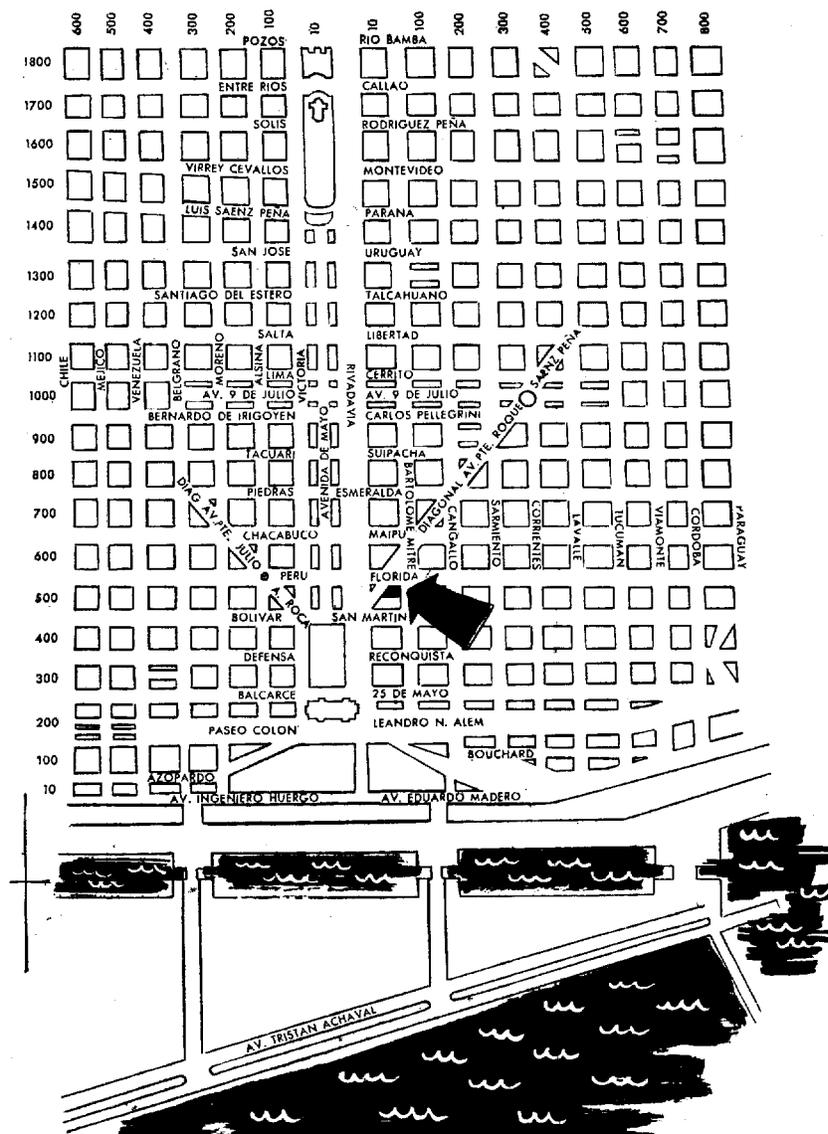
# CITY of BUENOS AIRES

The shaded area, in circle, shows the relation between the zone illustrated on this page and the entire Federal Capital. The central district shown on page 21 is in black.



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# PLAN OF THE CENTER OF BUENOS AIRES



The arrow indicates the situation of the Boston Bank

## **SIGHT-SEEING in BUENOS AIRES**

In Argentina all traffic keeps to the right of the road. Transport facilities within the city limits are not what they used to be owing to the lack of tires and spare parts in general, and the following five subway systems now have to bear the brunt of the traffic:

- a) From Plaza Mayo to Primera Junta via Plazas Congreso and Once.
- b) From L. N. Alem to Federico Lacroze via Av. Corrientes.
- c) From Retiro to Constitución railway stations.
- d) From the Boston Bank building to Plaza Italia and Palermo station, and projected to continue as far as Belgrano.
- e) From Constitución to calle Boedo.

Fast suburban services are provided by five of the railways entering the city of Buenos Aires.

The following are outstanding points of interest in Buenos Aires and vicinity, the numbers in each case corresponding to those on the map on page 20.

### **1 AVENIDA ROQUE SAENZ PEÑA (Diagonal Norte)**

Buenos Aires' most beautiful avenue, built on neo-classical lines, cutting through the centre of Buenos Aires from Plaza de Mayo to Plaza Lavalle. The Boston Bank building as well as the Hotel Continental are situated on this avenue and at the Plaza Lavalle end are to be found the Colón Theatre (Opera House) of world fame, the Law Courts and beautiful gardens with monument to General Lavalle.

### **2 PLAZA RETIRO**

Here are the terminals of the Central Argentine, State and Buenos Aires Pacific Railways, Plaza Británica with clock-tower, monument to George Canning, and Plaza San Martín with General San Martín's monument, the Foreign Office, the Kavanagh Building, the Plaza Hotel, and entrance to the popular calle Florida.

### **3 PLAZA DE MAYO**

Historical Pyramid, Cabildo (old Town Hall), Cathedral, Government House ("Casa Rosada"). The National Bank Building, Ministry of Finance, monument to Don Juan de Garay, Founder of Buenos Aires, tomb of San Martín in the Cathedral, the Town Council, the City Hotel and entrance to Avenida de Mayo.

#### 4 PLAZA DEL CONGRESO

At the end of Avenida de Mayo stands Congress Hall, modelled on the lines of the Capitol in Washington. The white marble building is beautifully located in front of a majestic monument and fountains. Nearby are the National Lottery Building and the monumental edifice of the Postal Savings Office, and somewhere on the Plaza you are likely to find, during the summer, a sight-seeing bus, which the Barker claims is just about to start.

#### 5 CALLE FLORIDA

Runs from Rivadavia to Plaza San Martín. It is the most popular street in Buenos Aires and is lined by fashionable shops of all kinds. During most of the day motor traffic is stopped and Calle Florida becomes a meeting place for the strollers and shoppers. The famed Jockey Club and the newspaper La Nación buildings are located on this street, but the best known structure is probably that of The First National Bank of Boston at the corner of Diagonal Norte (B. B. on the Map). The outer construction of the edifice has been carried out on Spanish Renaissance lines, whilst the interior and exterior mouldings include designs similar to those employed in the Convent of San Marcos de León and the Library of the Catedral de la Plaza de la Platería in Santiago, Spain. Quite the outstanding feature of the building is the principal entrance, which is 17 meters (about 56 feet) high. The design for this is closely copied from sculptures in the Hospital of Santa Cruz, Toledo, Spain, which was constructed between the years 1504 and 1514.



#### 6 AVENIDA CORRIENTES

The Broadway of Buenos Aires and centre of the theatrical district.

#### 7 AVENIDA 9 DE JULIO

Widest avenue in the world, with great underground parking spaces (should be visited), the curious "Palo Borracho" trees, the Mercado del Plata (interesting large public market), the Obelisk, Plaza de la República and subway stations.

#### 8 AVENIDA DE MAYO

This is the oldest avenue in Buenos Aires. Here the Mardi Gras Carnival processions and other popular celebrations usually take

place and on such occasions the old, tree-lined avenue is gloriously decorated with flags and grand electric displays. Although there are many monumental buildings on this avenue, including those of the newspapers La Prensa, La Razón, and Crítica, this thoroughfare is no longer what it used to be --the pride of the Argentine.

### **9 COASTAL ESPLANADE (Avenida Costanera)**

Borders on the River Plate and includes the Pier (Espigón), Lola Mora's fountain, amusement grounds and Yacht Club. The Retiro end of this esplanade leads to the Docks.

### **10 CALLE RIVADAVIA**

Reputed to be the longest street running a straight course through any city in the world. Calle Rivadavia might be called the backbone of the city as all cross streets both North and South start their enumeration from it.

### **11 SELECT RESIDENTIAL QUARTER**

The Avenida Alvear and the triangle comprised by the Avenidas Santa Fe and Leandro N. Alem and Calle Junín.

### **12 AVENIDA ALVEAR**

A beautiful tree-lined wide avenue running North past the Recoleta and passing through the Palermo Park. This avenue is laid out along the lines of the Champs Elysées in Paris. Here are many of the embassy buildings, including the magnificent residence of the American Ambassador, owned by the United States Government, the Art Gallery, monuments presented by the Spanish, French and German communities and many palatial residences. At the end of the avenue are located the Palermo race track and the polo fields.

### **13 PALERMO PARK**

Includes the Recoleta park and cemetery. Here are the beautiful rose-gardens, botanical gardens and zoological gardens.

### **14 PLAZA CONSTITUCION**

Here are located the terminal stations of the Southern Railway and two subways.

### **15 PLAZA ONCE**

On calle Rivadavia with the Western Railway station and a monument to the Argentine Republic's first President, Rivadavia.

## 16 LA BOCA

Old hanging bridges and new bridge, Bohemian atmosphere, old sailing ships, peculiar buildings, exotic restaurants. Great meat-packing companies and factories.

## 17 NORTHERN SUBURBAN DISTRICT

Comprising Belgrano, Vicente López, Olivos, Martínez, Acassuso, San Isidro, San Fernando and Tigre, all of them attractive residential communities, with houses of modern construction designed in the most varied and charming styles, scores of athletic clubs and pleasure grounds along the banks of the river. These suburbs are strung along the Central Argentine Railway electric suburban line, and are linked moreover by good paved roads.

## 18 THE TIGRE

Beautiful Delta of the Paraná River with many boating and yacht clubs, fashionable summer residences. It is situated about one hour from Buenos Aires, and is connected by an excellent electric train service leaving from Retiro Central Argentine station. On the road to Tigre are situated Belgrano, Olivos and San Isidro with the turf race track of the Jockey Club.

## 19 LUJAN

The hurried visitor who would like to see a typical camp (rural) town would be well advised to go to Luján, reached in about an hour and a half's time, either by road or by the Western Railway trains. Here life moves along leisurely lines and the evening promenade on the Plaza is still the big event of the day. The great Luján Cathedral, pure Gothic, is the Lourdes of the Argentine, whence flock the pilgrims throughout the year. A "must" visit in Luján is the old Town Hall, the Cabildo, preserved intact from colonial times and now a famed museum. (Inquiry should be made before making the trip to be sure the museum is open).

## 20 LA PLATA

The capital of the Province of Buenos Aires, La Plata is a modern city with wide, shady avenues, tranquil plazas, fine parks and ornate government buildings. It is located near the River Plate. It is about one hour from Buenos Aires by road or by the Southern Railway trains. La Plata is the proud possessor of a University, a Zoological Garden, an Observatory, and a Natural History Museum, which, according to Theodore Roosevelt, is the finest in the world and contains specimens of prehistoric mammals of South America. Near La Plata is Río Santiago, a naval base.

## ON THE SIDEWALKS of Bs. AIRES

Even the briefest guide to local attractions would not be complete without reference to the side-walk sights peculiar to Buenos Aires. Take a leisurely walk in the outskirts of the city and, as likely as not, you will see a cow being milked in front of a modern apartment house, a flock of turkeys being driven through the streets to be sold on the hoof, or a man going about with a cheese for sale by the slice. You cannot walk far in the vicinity of the Palermo park without coming across a man offering you a live flamingo or a couple of turtles. Or take a seat at one of the innumerable small tables provided in front of the cafés on the wider streets. Sip your whisky – or if you want to do as the Argentines do, order a vermouth or black coffee – and you should have a thoroughly good time



watching your fellow sippers or the goings-on in front of you. Even in the busy centre there are lots of strange sights to be seen, none stranger to a Northern visitor than the lottery shops, particularly before the Christmas drawing of the three million peso prize.

## SOME HOTELS

**PLAZA HOTEL.** – At Plaza San Martín, corner of Florida and Charcas, near the business, shopping and theatre districts.

**ALVEAR PALACE HOTEL.** – Near Palermo park at Avenida Alvear 1891 in the residential section.

**CONTINENTAL HOTEL.** – On Diagonal Norte, Avenida Roque Sáenz Peña 725, near The First National Bank of Boston and the financial district.

LANCASTER HOTEL. — Córdoba 406, near Harrods.

CITY HOTEL. — Near Government House and Plaza de Mayo at Bolívar 160.

NOGARO HOTEL. — On Av. A. Roca 562, (Diagonal Sud) near Plaza Mayo.

While the hotels listed above may be said to cater principally to an international clientele, the following are modern Argentine hotels:

CASTELAR HOTEL. — At Avenida de Mayo 1152.

HOTEL ARGENTINO. — At Carlos Pellegrini 37, facing Avenida 9 de Julio.

## APARTMENTS

There are many fine modern apartment houses in Buenos Aires, from the 32 story, airconditioned Kavanagh Building to the Caledonia Service Flats, Esmeralda 570.

The majority of the modern Buenos Aires apartments offer elevator service, steam heat, tiled bathrooms with hot and cold running water, electric refrigeration and stove, etc.





## EMBASSIES and CONSULATES

Usually the office hours are from 9 to 12 and 13.30 to 17 o'clock.

<i>Country</i>	<i>Chancellery</i>	<i>Consulate</i>
*United States of America	Boston Bank Building Avda. R. S. Peña 567	Boston Bank Building Avda. R. S. Peña 567
Bolivia	Corrientes 545	Corrientes 485
Brazil	Arroyo 1142	San Martín 195
Canada	Bmé. Mitre 478	Bmé. Mitre 478
Chile	Esmeralda 851	Rivadavia 1396
France	Cerrito 1373	Reconquista 165
Great Britain	Reconquista 314	Sarmiento 443
Italy	Billinghurst 2577	Charcas 1149
Mexico	Arroyo 820	Bmé. Mitre 430
Panama	Juez Estrada 2736	Cangallo 499
Paraguay	Viamonte 1851	Avda. R. S. Peña 917
Peru	Av. Alvear 2628	Corrientes 330
Uruguay	Las Heras 1907	Corrientes 545
Venezuela	Esmeralda 909	Bulnes 1845

\* The Military, Commercial and Agricultural Attachés of the United States also maintain their offices at Avenida Roque Sáenz Peña 567, in the Boston Bank Building. The Chamber of Commerce of the United States of America is located on Avenida Roque Sáenz Peña 567.



## NEWSPAPERS

Of special interest to the visitor are the English language daily papers, The Buenos Aires Herald (United Press wire service, Mickey Mouse, etc.) and The Standard (Associated Press wire service, Donald Duck, etc.). Both carry New York Stock Exchange daily quotations.

For those who read Spanish or want to study the Argentine press there are numerous newspapers of very high journalistic standards. Many are on a par with the great American dailies, such as, in the morning field – La Prensa, La Nación and the tabloid El Mundo – and in the afternoon field – La Razón, Crítica and Noticias Gráficas. The great Buenos Aires dailies are said to receive and print more cable words of foreign news than any other newspapers in the world.

## CHURCHES

The American (First Methodist Episcopal) Church is located at Corrientes 718. The Sunday morning service begins at 10.30 a.m. The First Church of Christ Scientist, at Ayacucho 349 and the Second Church of Christ Scientist at Sargento Cabral 847 hold Sunday services at 10.15 a.m. and Wednesday evening services at 6.45 p.m. St. John's Pro-Cathedral, at 25 de Mayo 282 and

St. Saviour's, Belgrano, at Cramer 1816, both Church of England, have Holy Communion at 8 a.m. and Sunday Matins and Sermon at 10.30. a.m. Sunday evening services are held as announced. St. Andrew's Scots Church (Presbyterian) at Belgrano 579 holds Sunday services at 10.30 a.m. and at 9 p.m. Belgrano Scots Church Dr. Smith Memorial Hall, at Conesa 2224, holds a Sunday morning service at 10.30 a.m.



There are occasional services with sermons in English at the Catholic Santísimo Sacramento Church, San Martín 1039. For English speaking Catholics there are, however, regular services at the Belgrano St. Patrick's Church at Estomba 1940, and beyond Plaza Once at the Holy Cross Church, at Estados Unidos 3150.

Aside from the old Cathedral on Plaza de Mayo, the following churches may be of particular interest to the visitor: Nuestra Señora del Pilar, Junín 1904; Santo Domingo, corner of Belgrano and Defensa; Nuestra Señora de la Merced, Reconquista 207; Nuestra Señora del Socorro, Juncal 888; and Santísimo Sacramento, San Martín 1039.

## CLUBS

The American community is justly proud of its club, The American Club, located at Bartolomé Mitre 530, a few steps from The First National Bank of Boston.

The Club provides an excellent dining-room service with American dishes and English speaking



personnel, a well stocked library and reading room, billiards and, last but not least, a popular bar.

A few bedrooms are available for visitors. Guest cards are issued on introduction by members.

The American Women's Club is housed at Paraguay 755 with comfortable meeting, reading and tearooms. U.S. visitors are always welcome.

Practically every other nationality maintains its own club rooms in Buenos Aires and amongst the Argentine clubs special mention should be made of the famed Jockey Club, Florida 559; the Círculo de Armas, Av. Corrientes 671; The Círculo Militar, Palacio Paz, Santa Fe 750; and the Centro Naval on the corner of Córdoba and Florida. The appointments and facilities of these clubs are probably unrivalled in the world and they are well worth a visit if you can manage to secure a guest card through a member.

## TOURIST AGENCIES

The agencies listed below sell tickets and make reservations on the principal railway, steamship and airplane lines, and also arrange for excursions in the city as well as in the interior, furnish interpreters, guides, etc.



Villalonga - American Express	Perú 22
Wagons Lits Cook .....	Florida 602
Exprinter .....	Pasaje Güemes, calle Florida
E.V.E.S. ....	Maipú and Tucumán

## RADIO IN THE ARGENTINE

In no other South American country is radio broadcasting so highly developed as in Argentina. Stations transmit from early morning until late at night and offer a wide variety of radio entertainment, ranging from the highbrow fare of Radio Municipal to the frankly "criollo" appeal of some of the smaller companies. The larger stations have well-equipped, ultra-modernistic studios as well as powerful transmitters. Several of them broadcast over both long and short wave.

Every important city in the interior has one or more stations. Most of them are hooked up at the best hours of the day with one of the three big networks and are thus able to transmit throughout their respective zones first-class Buenos Aires programs, featuring the best radio and theatrical talent of the country.

### LIST OF RADIO STATIONS

BUENOS AIRES			INTERIOR		
<i>Kiloc.</i>	<i>Station</i>	<i>Call Letters</i>	<i>Kiloc.</i>	<i>Station</i>	<i>Call Letters</i>
590	Radio Libertad	LS10	580	Radio Aconquija	LV12
670	Radio Porteña	LS4	620	Radio Córdoba	LV3
710	Radio Municipal	LS1	690	Prov. Mendoza	LV4
750	Radio del Estado	LRA	730	Radio Graffigna	LV1
830	Radio Excelsior	LR5	780	Radio del Litoral	LT1
870	Radio Mitre	LR6	820	Radio Tucumán	LV7
910	Radio Argentina	LR2	840	Radio Rosario	LT8
950	Radio Belgrano	LR3	900	Radio B. Blanca	LU2
990	Radio Splendid	LR4	960	Radio Central	LV2
1030	Radio Fénix	LR9	970	Radio Prov. Salta	LV9
1070	Radio El Mundo	LR1	1090	Radio Los Andes	LV5
1110	Radio Rivadavia	LS5	1160	S. R. Cerealistas	LV11
1190	Radio Bs. Aires	LS2	1170	Radio del Norte	LT3
1300	Prov. de Bs. Aires	LS6	1200	Radio Roca Soler	LT9
1350	Radio del Pueblo	LS11	1210	Radio Cuyo	LV10
			1240	Radio La Rioja	LV14
			1240	Rad. G. S. Martín	LU7
			1300	Radio Atlántida	LU6
			1310	Rad. Prov Bs. As.	LS11
			1320	Univ. Litoral	LT10
			1340	Prov. Corrientes	LT7
			1470	Prov. Entre Rios	LT11
			1080	Radio Chaco	LT5

## RAILWAY COMPANIES

<i>Railway</i>	<i>Terminal</i>	<i>Information Bureau &amp; ticket office</i>	<i>Services</i>
Ferrocarril Sud	Plaza Constitución	Perú 22	Southern Argentina including seaside resorts and lake district. Also suburban services.
Ferrocarril Central Argentino	Retiro	B. Mitre 299	Central and Northern Argentina, including Córdoba hills and Tucumán. Also suburban services.
Ferrocarril Buenos Aires al Pacífico	Retiro	Florida 783	Western Argentina including Mendoza and San Juan. Also suburban services.
Ferrocarril Oeste	Once	Perú 22	Western Argentina. Also suburban services.
Ferrocarriles del Estado	Retiro	Maipú 4	Central and Northern Argentina. Also suburban services.



## STEAMSHIP COMPANIES

<i>Name</i>	<i>Ticket Office</i>	<i>Regular Service to</i>
American Republics Line	Avda. R. Sáenz Peña 615	New York
Moore - McCormack Lines, Inc. ....	Avda. R. Sáenz Peña 615	New York
Grace Line .....		New York (from Valparaíso)
Sprague Steamship Line	Boston Bank Building, Avda. R. Sáenz Peña 567	New York
Furness Prince Line ..	25 de Mayo 499 .....	New York
Delta Line .....	Avda. R. Sáenz Peña 734	New Orleans
Blue Star Line Ltd. ..	Avda. R. Sáenz Peña 559	London

<i>Name</i>	<i>Ticket Office</i>	<i>Regular Service to</i>
Royal Mail Lines Ltd.	Sarmiento 401 .....	Southampton
Navifrance .....	Avda. Corrientes 351 ....	Bordeaux
Johnson Line .....	Avda. R. Sáenz Peña 616	Gothenburg
Rotterdam South Am. Line .....	Sarmiento 327 .....	Rotterdam
Houlder Bros. ....	25 de Mayo 499 .....	English Ports
Flota Mercante del Estado .....	Sarmiento 580 .....	American Ports



## AIR SERVICES

<i>Name</i>	<i>Ticket Office</i>	<i>Aerodrome</i>	<i>Services</i>
L.A.N.E. (Línea Aérea Nor Este)	Corrientes 480	El Palomar	Buenos Aires-Asun- ción (Paraguay)
Corp. Sudamerica- na de Servicios Aéreos S. A. ...	25 de Mayo 299	New Port Dock D	Montevideo (Uru- guay)-Bs. Aires Asunción (Para- guay)-Bs. Aires
C.A.U.S.A.	25 de Mayo 299	New Port Dock D	Bs. Aires-Colonia (Uruguay)-Mon- tevideo (Uru- guay)
Servicios Aéreos Cruzeiro do Sul Ltda. ....	Corrientes 330	Seis de Sep- tiembre (Morón)	Buenos Aires-Río de Janeiro (Brazil)
Pan American Airways System Inc. (Panair) ..	Avda. R. Sáenz Peña 788	Seis de Sep- tiembre (Morón)	Buenos Aires-Asun- ción (Paraguay) - Montevideo (Uru- guay)
Pan American Grace Airways System Inc. (Pa- nagra) .....	Avda. R. Sáenz Peña 788	Seis de Sep- tiembre (Morón)	Buenos Aires-Chile- Bolivia-Paraguay- United States-Can- ada
L.A.S.O. (Línea Aérea Sud Oes- te) .....	Corrientes 480	El Palomar	Brazil-Perú-United States-Canada Buenos Aires-Esquel (Chubut)
Aeroposta Argen- tina S. A. ....	Avenida de Mayo 560	General Pacheco	Atlántica-Precordi- llerana (Southern Lake District)
S.A.D.E. (Servi- cios Aéreos del Estado) .....	Post Office Sarmiento and L. N. Alem	El Palomar	Postal service
Aeronavegación ..	Uruguay 440	Seis de Sep- tiembre (Morón)	For hire

## POST OFFICE

Sarmiento and Leandro N. Alem



**SOME BRANCHES** Avenida de Mayo 757 - Callao 124 - Retiro, Central Argentine Railway Station - Plaza Constitución, Great Southern Railway Station - Plaza Once, Western Railway Station.

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## TELEGRAPH COMPANIES

All America Cables	Sarmiento 500
Cidra	Sarmiento 500
Radiar	Av. R. S. Peña 520
Telégrafos de la Nación	Sarmiento and Leandro N. Alem
Transradio Internacional	Corrientes 500
Western Telegraph Co.	San Martín 335

Also all Post Office branches.



## TELEPHONE SERVICES

The International Telephone and Telegraph Corporation with offices at Defensa 143, operates through its Argentine subsidiaries (United River Plate Telephone Company and Compañía Internacional de Radio) direct international radio telephone circuits to the United States, several European and South American countries, and ships at sea. Through the landline connections of these various administrations, service is furnished to 72 countries. Overseas or long distance calls can be made from every telephone of the United River Plate Telephone Company.



## RESTAURANTS

As the Argentines in general eat and entertain in their homes, there are few smart American or continental type restaurants in Buenos Aires, excepting those operated by the clubs and big hotels already mentioned. For local atmosphere the visitor may, however, enjoy one or more of the following restaurants:

**ESPAÑOL, AVENIDA DE MAYO 1212.**— Spanish-type grill-room, airconditioned, and music during the evening hours, except Mondays.

**L'ODEON, ESMERALDA 355.**— Excellent French restaurant, popular with theatrical people and gourmets. No music.

**LA ESTANCIA, ENTRE RÍOS 742.** Excellent barbecued meat, in typical Argentine surroundings, no music.

**LA CABAÑA, ENTRE RÍOS 436.**— Argentine old-time tavern with plenty of imitation gaucho atmosphere, barbecue, etc. Heavy and good meals. No music.

**CORRIENTES 11, CORRIENTES 11.** Specializes in baby-beef, barbecued, no music.

**THE LONDON GRILL & OYSTER BAR, RECONQUISTA 455.**— Small chop and oyster house, popular with the English speaking community. No music.

**CONTE, VICTORIA 420 (PLAZA DE MAYO).**— Large, old-fashioned restaurant. Good Italian-French kitchen. Music in the evening.

**EL PESCADITO, PEDRO MENDOZA 1475.**— A typical Argentine restaurant in the Boca harbour section. Frequenting by Argentine society who enjoy the atmosphere of an old-time sailors' restaurant. Song and music.

**PRIANO, NECOCHEA 1224.**— Another Boca restaurant where excellent fish dishes are served in atmospheric surroundings.

**LO PRETTO, PDR. LUIS SÁENZ PEÑA 749.**— Good Italian dishes at moderate prices.

**LOS PATITOS, CARABELAS 263.**— Intimate restaurant of "bodegon" type, where good duck can be eaten.

**VICCAS, CARLOS PELLEGRINI 663.**— Speciality: milk-fed ducks.

**PAGODA, AVENIDA ROQUE SÁENZ PEÑA 614.**— Chop suey restaurant, American style, opposite the Boston Bank. No music.

**CORAGGIO, ENTRE RÍOS 662.**— Amusing Argentine-Italian restaurant. Good food, singing waiters and plenty of hullabaloo.

**PEDEMONTES, RIVADAVIA 619.**— Excellent food, Italian style. Busy at noon, quiet at night. No music.

For those who like out-of-door dining during the summer months, there are the smart roof-garden of the Alvear Palace Hotel (with dancing) and various open air restaurants on or near the Avenida Costanera.

Special mention should be made of the air-conditioned grill-rooms of the Alvear Palace, Plaza, Continental and City Hotels — the latter with dancing nightly except on Mondays. Noteworthy is also the restaurant and tea-room in Harrods' Department Store on Florida which provides an excellent table d'hote lunch with music every day and where on Saturday noon the visitor will see smart Argentine society on full display.

## NIGHT CLUBS

There are night clubs in Buenos Aires to cater to practically every taste during the winter season, i.e. May to October — from the smart "Le Tourbillon" in the Alvear Palace Hotel, the popular "Embassy", on Florida 841, to the smaller boites such as "Chez Nous", San Martín 638 and "Gong", Córdoba 630, "Cadence", San Martín 498, as well as places like "Troyka", Tres Sargentos 472, with balalaika music, and other "Russian" atmosphere.



Like everywhere else, however, night clubs in Buenos Aires come and go or, if they don't go, they are likely to change names to suit the fancy of their new backers. Anyhow, you had better consult with the men about town before venturing forth.

## BARS and TEAROOMS

Aside from the smart international bars of the Plaza, Continental and City Hotels, the Buenos Aires bars are in a class all by themselves, being a localized mixture of the American bar, the English tea-room and the French café. No visitor to Buenos Aires should fail to visit one or more of the following places:

**CONFITERIA IDEAL**, SUIPACHA 384. — Situated next to the Cine Ideal, said to be one of the biggest in the world and certainly unique — with two orchestras and crowded to capacity at tea time (4 to 5.30 p.m.) and for cocktails between 7 and 9 p.m.

**CONFITERIA PARIS**, CHARCAS 1241. — Old-fashioned, but elegant tea-room, where Argentine society congregates for tea and after the opera and theatre. With music, except Mondays.

THE BOSTON BAR, FLORIDA 146 AND THE RICHMOND BAR, FLORIDA 468. — Two large American type bars, with music, both worth a visit and both to be seen to be appreciated. Both have bowling alleys.

CONFITERIA REX, AV. CORRIENTES 847. — Tea-room-bar adjoining the Cine Gran Rex. With music.

EL GALEON, CORRIENTES 757. — Fashionable and very popular tea room and bar. With music.

CONFITERIA JOCKEY CLUB, SARMIENTO 1101. — No connection whatever with the famed club on Florida, but a streamlined spacious bar popular with the Argentines. No music.

CONFITERIA DEL GAS, RIVADAVIA 801. — One of the oldest tearooms in Buenos Aires. Recently modernized. No music.

COMEGA, CORRIENTES 222. — A small but not exclusive restaurant, tea-room and cocktail bar with a fine view of the harbour, located on the 19th floor of the Comega Building. No music.

DESTY, FLORIDA 929. — With music and open garden.

EL FAROL, AV. ROQUE SÁENZ PEÑA 1138. — Danish bar-restaurant, popular with Americans and other foreigners.

LA QUERENCIA, AVENIDA DE MAYO 870. — A "criollo" bar dolled up to resemble something in "the good old days of the Gaucho". Singing, national dances and tangos enough to satisfy even the most fanatic fancier.

SAGARO, LAVALLE 620. — With music.

## DANCE HALLS

1945 versions of the old Western dance halls abound in Buenos Aires, complete with floor shows, dancing and hostesses of all types and nationalities under the moon.

This is as good a place as any to say a word about the famed "gaucho" atmosphere. In all of the music halls and many of the bars (see above) the visitor will hear so-called "típica" orchestras playing tangos, rancheras and other Argentine music for all they are worth. Even though many of the musicians and entertainers are dressed elaborately and convincingly as gauchos, truth to tell they are just as real as the cowboys found on Broadway. The music, however, is truly Argentine and not the diluted, jazzified kind heard in the United States and on the Continent.

The dean of the dance halls, but very young in spirit and still going strong, is the airconditioned "Tabaris" at Corrientes 829. Here you may observe Argentine night life de luxe with all its trimmings, dance Argentine tangos, swing it, dine exceptionally well, see a floor show and generally enjoy yourself if you like that sort of thing. Don't make the mistake though of dining there before 9.30 p.m. In the summertime the same management runs "Les Ambassadeurs" in Palermo.

If you are prepared for rough-house in the Barbary Coast style, there are plenty of places to go to along Avenida Leandro N. Alem, between the Government House and Retiro.

## MUSIC, PLAYS, REVUES and FILMS



**MUSIC** Argentina has every reason to be proud of the Buenos Aires Municipal opera house, the Teatro Colón. The present theatre was opened in 1908, seats 3,500 spectators and is claimed to be the largest and the best equipped opera house in the world. Certainly it surpasses any other in elegance and comfort. In the gala performances on the two national holidays, May 25th and July 9th, it offers as brilliant a spectacle both on the stage and in the auditorium as can be found anywhere in the world. The season begins in the middle of May and ends in October. During this period great singers and conductors from Europe and the United States appear regularly at the Colón. From May till September the repertoire consists largely of French and Italian operas and the last month of the season is usually dedicated to German music. Approximately 18 grand performances are given throughout the season, usually on Friday evenings, beginning at 9.15 p.m. Orchestra seats for these performances are 20 pesos each and must generally be booked well in advance, and evening dress is compulsory for the grand performances in the stalls and boxes. Popular afternoon and evening performances are given at lower rates throughout the season.

Special mention should be made of the two gala performances referred to above, May 25th and July 9th, when the President, surrounded by his cabinet and the entire diplomatic corps, and escorted by his colourful Grenadier guard, joins with Argentine and foreign society in a truly brilliant and gorgeous display, opening with the singing of the national anthem. Tickets to these two performances are extremely difficult to get, but with a little luck visitors may obtain seats at a price—and it is usually worth it.

During the summer months (November to March) local singers and dancers, accompanied by the Colón orchestra, usually give a series of open air opera or ballet performances at popular prices in La Rural, Palermo, some 10 minutes by taxi from the centre.

Next to New York, probably no world capital offers the music lover such a wide choice of concerts as does Buenos Aires during the winter season May-October. Aside from excellent symphony and philharmonic orchestras, the world's greatest concert artists appear regularly in Buenos Aires either at the Colón or in various theatres or concert halls as advertised in the local press.



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**PLAYS** The Argentine theatre is typically Spanish and the English speaking visitor is likely to find local theatre-going a rather unusual experience. Because the Argentines dine late and like to chat with their friends, the night performances start about 10 p.m. or later.

When leaving the show you are likely to find the streets and cafés in the theatre sections crowded. Practically all theatres give a before-dinner performance beginning around 6 p.m. and a large number, in addition, give matinées on Sunday afternoons, commencing between 2 and 3 p.m. Incidentally, all Argentine theatres are closed one day during the week to give the actors a rest. Admissions for orchestra seats at evening performances run anywhere from 0.80 up to 5 pesos, except in special cases where the prices may go as high as 12 pesos. You rarely dress at Argentine theatres, except for the opera at the Colón.

Amongst the numerous theatres in Buenos Aires, the following are most likely to interest a visitor, particularly if he understands Spanish:

**TEATRO NACIONAL DE COMEDIA (CERVANTES), LIBERTAD 815.**— Owned and operated by the Government, generally offers classical and modern plays, well produced by Argentine stock companies.

**ODEON, ESMERALDA 367.**— The traditional stage of the big stars on the theatrical horizon. During the winter season you are likely to find at this theatre any one of the great French, Italian or Spanish actresses performing with her own company.

**NATIONAL, CORRIENTES 960.**— Short plays and musical sketches presented with typical Argentine atmosphere.

**MAIPO, ESMERALDA 443.**— The best Argentine comedians and musical comedy actresses are frequently featured at this theatre in revues of the type you see in French music halls but with a distinct Argentine flavour somewhat reminiscent of the old-time burlesque shows. Frequently the revues here at the Maipo poke fun at the Government and people in the public limelight—with a witty sarcasm which proves that freedom of speech is a corner stone of Argentine democracy.

*Ats K. S. I. wa 443*  
**TEATRO DEL PUEBLO, CORRIENTES 730.**— The People's Theatre is financed by the Municipality to give the public at 80 centavos—top price for orchestra seats—a varied fare of classical and ultra-modern plays, with frequent impromptu participation of the audience. A most interesting place if you can get a seat.

**CASINO, MAIPO 326.**— A European style music hall where revues and musical shows are staged with plenty of chorus girls and all that.

**FILMS** The big movie houses in Buenos Aires show principally American films with occasional outstanding British, French and Russian releases. The first run feature films are usually shown around 6 p. m. and 10 p. m., together with news and cartoons. Minor films and second runs are shown in the afternoon and in between the big performances. Admission prices range from 2 to 3 pesos. Most of these cinema houses are located in or about the lower part of the Avenida Corrientes — the "Great White Way" of Buenos Aires.



"Opera", Corrientes 860, "Gran Rex" opposite at Corrientes 857, and a little further up, "Broadway", Corrientes 1175, "Ocean", Lavalle 739, are large, modern, American type, airconditioned movie houses. "Gran Cine Ideal", Suipacha 370, and "Gran Cine Suipacha", Suipacha 442, are small but smart first run houses, popular with Argentine and foreign society. If you miss your favourite stars in the first run features at any of the above five cinemas, you are likely to find them, some weeks after the first release, at the "Ambassador", Lavalle 777, "Normandie", Lavalle 861, or "Grand Splendid", Santa Fe 1860.

If you want newsreels and shorts only, go to "Porteño", Corrientes 947, "Astor", Corrientes 746, or "Novedades", Florida 364.

Argentine films have now emerged from the primitive stage, and extraordinarily good ones may often be seen at theatres such as "Monumental", Lavalle 780, "Rose Marie", Lavalle 750, "Metropolitan", Corrientes 1342, "Select Lavalle", Lavalle 921, and others which you can easily find in the picture guides of the daily press. The Argentine, like the European, does not demand a happy ending to his film.

## SPORTS

**GOLF** Many excellent golf clubs are situated around Buenos Aires. None is public, however, but guest privileges are readily extended if you are properly introduced at such clubs as San Andrés, Hurlingham, Jockey Club, Argentino, Ranelagh, San Isidro, Olivos, Hindú, Swift's, Lomas, and Sáenz Peña.



**TENNIS** There are no public tennis courts around Buenos Aires, but admission to the numerous private clubs can easily be arranged through members. There is a down-town squash club at Florida 621.

**HORSE RACING** The famed Jockey Club provides the population and all comers with ample facilities on Sundays, Saturdays and holidays throughout the year for watching the gee-gees and indulging in any amount of pari-mutuel betting at the ornate dirt track at Palermo, 10 minutes by taxi from the centre of the city, or at the beautiful turf track at San Isidro (30 minutes from the centre by car or electric train from Retiro station).

If you happen to be in Buenos Aires on the first Sunday in October, you may see at the Palermo track the running of the Argentine classic "Gran Premio Nacional" race. The President attends in state, arriving in an open carriage drawn by four horses and escorted by his mounted guard, and Argentine society turns out in gala attire for the big event.

**POLO** The smart Argentine sport par excellence may be seen at its best from October to December at the polo grounds opposite the Jockey Club race track at Palermo, and at the Hurlingham and Las Tortugas Country Clubs, the latter being about 40 minutes away from the centre by car or by train. The polo field at Palermo probably is the only one in the world practically in the heart of a big city.

**BOXING and WRESTLING** Exhibitions are frequently given at Luna Park, Corrientes 99, the local equivalent of Madison Square Garden. Don't go unless you are prepared for an occasional rough-house or a surprising decision.

**FOOTBALL (SOCCER)** The River Plate Stadium at Avenida Centenario and Ramsay seats approximately 100,000 spectators and here you can watch some really exciting matches on Sundays and holidays throughout the season, which lasts from March to November inclusive. In the summer time, from December to February inclusive, matches are sometimes played at night by artificial light. Argentine and Uruguayan soccer players are unexcelled and are about as clever with their feet as baseball players are with their hands.

**ROWING and YACHTING** The Tigre Delta, about 45 minutes by electric suburban train from Retiro station, offers unequalled facilities for rowing and sculling. Numerous clubs provide all the necessary equipment to members and their guests.

The Buenos Aires Yacht Club, New Port, the San Isidro Yacht Club at San Isidro, the Olivos Yacht Club at Olivos, and San Fernando Yacht Club at San Fernando, arrange frequent regattas during the summer season, to which admittance can be arranged through members.

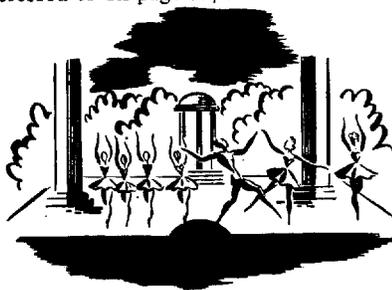
**FISHING** While you may do a little easychair fishing from the pier of the Club de Pescadores near the New Port, you will have to travel for the real sport. In or around Nahuel Huapi, Trafúl, San Martín de los Andes and Paso Flores, reached in about 36 hours by the trains of the Southern and State Railways from Plaza Constitución, you will

find plenty of really sporting trout fishing during the summer season. There is also good trout fishing at Sierra de la Ventana reached overnight by the Southern Railway.

If, on the other hand, you prefer the exciting "dorado" fishing, you will have to travel up the Paraná River to some point between Rosario and Posadas in Misiones (approximately 36 hours on the North Eastern Railway) and there hire a launch. But for the true fisherman the trip should be worth while.

Finally, you may conveniently fish numerous Argentine specimens such as "pejerrey", "anchoa", "corbina", "pescadilla", etc., at Mar del Plata, the popular Argentine Atlantic beach resort, reached by the Southern Railway in 6 hours.

**OUTDOOR AMUSEMENTS** Aside from the outdoor opera and ballet performances presented by the Colón ensemble during the summer months at Palermo and referred to on page 39, the summer visitor may spend an enjoyable evening at the Costanera amusement park—a miniature and somewhat refined edition of Coney Island on the lovely river promenade near the port, at Parque Retiro, or at any of the kermesses which are frequently held in or about Buenos Aires during the summer and usually announced in the local press.



The one big Buenos Aires outdoor event is the annual cattle show, which is held at Palermo in August and attended by the President in state and the entire cattle aristocracy of the country. You don't have to be an expert on livestock to enjoy this show—it is an unusual exhibition of high grade domestic animals and birds and really worth while seeing.

## SCHOOLS

In the Argentine Republic most schools and universities are under government control. There are two American schools in Buenos Aires, the Lincoln School at Sucre 3012 in Belgrano and The American Grammar and High School at Rivadavia 6100 in Flores, and at Freyre 1762 and Sucre 3200 in Belgrano.

## ART GALLERIES and MUSEUMS

"BERNARDINO RIVADAVIA", NATURAL HISTORY MUSEUM, AVENIDA PATRICIAS ARGENTINAS 560, Parque Centenario.—Open: Thursdays and Sundays from 1 to 5 p.m. Houses zoological, mineralogical and paleontological specimens.

NATIONAL ART GALLERY (MUSEO NACIONAL DE BELLAS ARTES), AVENIDA ALVEAR 2273.— Open: Sundays from 9 a.m. to 1 p.m. Closed on Mondays. Other weekdays from 2 to 8 p.m. Contains many notable paintings and sculptures of modern and old masters. The annual spring exposition of modern Argentine painters opens on September 21st in the Palais de Glace nearby.

MUSEUM OF NATIONAL HISTORY, DEFENSA 1600.— Open: Daily, except Mondays, from 3 to 7 p.m. Sundays also from 10 to 12 a.m. Rare exhibits visualizing Argentine history.

THE MITRE MUSEUM, SAN MARTÍN 336.— Open: Daily, except Mondays and Saturdays, from 2 to 5 p.m. Sundays from 10 to 12 a.m. and 2 to 5 p.m. Dedicated to General Bartolomé Mitre, historian, founder of the newspaper "La Nación" and former President of the Argentine Republic. Books, records and coins.— Open: Daily, except Sundays and Mondays, from 11.30 a.m. to 5.15 p.m. Saturdays from 8.30 a.m. to 12.45 p.m.

THE CABILDO MUSEUM, BOLÍVAR 65 (Colonial Town Hall on Plaza de Mayo).— Open: Daily, except Mondays, from 3 to 7 p.m. Sundays and holidays from 10 to 12 a.m.

NATIONAL MUSEUM OF DECORATIVE ARTS, located in the Palacio Errazuriz, AVENIDA ALVEAR 2802.— Open: Daily, except Mondays, from 2 to 5 p.m. On Thursdays, Saturdays and Sundays special guide tours at 3 p.m. Tapestry work, paintings, antiques, furniture, etc.

NATIONAL MILITARY MUSEUM, SANTA FE 702.— Open: Thursdays from 2 to 6 p.m. Sundays and holidays from 10 to 12 a.m.

MUNICIPAL ART GALLERY AND MUSEUM OR "ARGENTINIANA" JOSE HERNANDEZ, AVENIDA ALVEAR 3273.— Open: Daily, except Mondays, from 3 to 5.30 p.m.

THE COLON THEATRE MUSEUM OF LYRIC ART, VIAMONTE 1160.— Open to spectators occupying orchestra seats or boxes during performances and to visitors to the theatre.

MUNICIPAL MUSEUM "ISAAC FERNANDEZ BLANCO", SUIPACHA 1422.— Open: Daily including holidays (except Mondays) from 2 to 6 p.m. and on Sundays from 9 a.m. to 1 p.m. On the first and third Thursday of the month special guide tours. An interesting collection of old silver, furniture, costumes and other "Argentiniana".

ETHNOGRAPHICAL MUSEUM OF THE FACULTY OF PHILO-SOPHY AND LETTERS, MORENO 350.— Open: Thursdays and Sundays from 1 to 5 p.m.

SARMIENTO HISTORICAL MUSEUM, JURAMENTO AND CUBA.— Open: Daily, except Mondays, from 1 to 5 p.m. Sundays and holidays from 10 to 12 a.m. and 1 to 5 p.m.

NATIONAL THEATRE MUSEUM, LIBERTAD 807.— Open: Daily, except Mondays, from 10 a.m. to 1 p.m.

MUSEUM OF MINERALOGY AND GEOLOGY, PERÚ 562.— Closed temporarily.

BOCA ART SCHOOL AND MUSEUM, PEDRO MENDOZA 1835. — Open: Sundays and holidays from 9 to 12 a.m. and 2 to 5 p.m.

MUNICIPAL MUSEUM "BRIGADIER GENERAL CORNELIO DE SAAVEDRA", AVENIDA GENERAL PAZ Y REPUBLICANAS. — Open: Daily including holidays (except Mondays) from 1 to 5 p.m.

"FERNANDO FADER", SCHOLASTIC ART MUSEUM AND PRIMARY SCHOOL MUSEUM, CUENCA 5049. — Open: Sundays and holidays from 9 to 11 a.m.

POSTAL, TELEGRAPHIC AND PHILATELIC MUSEUM, SARMIENTO AND AVENIDA LEANDRO N. ALEM. — Open: Mondays, Wednesdays and Fridays from 11.45 a.m. to 5.30 p.m. Sundays and holidays from 1 to 5 p.m.

MONETARY MUSEUM OF THE CENTRAL BANK OF THE ARGENTINE REPUBLIC, RECONQUISTA 258. — Open: Mondays, Wednesdays and Fridays (provided these are not holidays) from 1 to 3 p.m.

MARITIME EXHIBITION, AVENIDA TRISTÁN ACHÁVAL RODRÍGUEZ 2161. — Open: Saturdays, Sundays and holidays from 5 to 8 p.m.

GRAIN EXCHANGE AGRICULTURAL MUSEUM, CORRIENTES 127. — Open: Thursdays from 2.30 to 4.30 p.m. and the first and third Sundays in the month from 2 to 4 p.m.

ARGENTINE RURAL SOCIETY AGRICULTURAL MUSEUM, SANTA FE 4387. — Open: Tuesdays and Thursdays from 1 to 5 p.m.

POLICE MUSEUM, CHARCAS 2858. — Open: Daily, except Sundays, from 11 a.m. to 5 p.m.

NATURAL HISTORY MUSEUM OF THE UNIVERSITY OF LA PLATA, PASEO DEL BOSQUE, LA PLATA (Southern Railway). — Open: Weekdays, Sundays and holidays from 1.30 to 6 p.m. Saturdays from 9.30 to 11.30 a.m. and 1.30 to 6 p.m.

PROVINCIAL ART MUSEUM, PASAJE DARDO ROCHA, LA PLATA (Southern Railway). — Open: Daily, except Mondays, from 4 to 9 p.m.

COLONIAL AND HISTORICAL MUSEUM OF THE PROVINCE OF BUENOS AIRES, LUJÁN (Western Railway). — Open: Daily, except Mondays, from 10 a.m. to 5 p.m.

MAR DEL PLATA REGIONAL AND HISTORICAL MUSEUM, MUNICIPAL PALACE, MAR DEL PLATA (Southern Railway). — Open: Thursdays, Saturdays and Sundays from 2 to 5 p.m.

"ALMIRANTE BROWN" HISTORICAL MUSEUM, ALEM 306, QUILMES (Southern Railway). — Open: Saturdays, Sundays and holidays from 2 to 5 p.m.

"RICARDO GUIRALDES" CRIOLLO PARK AND GAUCHO MUSEUM, SAN ANTONIO DE ARECO (Central Argentine Railway). — Open: Daily, except Mondays, from 10.30 a.m. to 12.30 p.m. and 1.30 to 5.30 p.m.

MUSEO Y PARQUE EVOCATIVO DE LOS LIBRES DEL SUR (INDIAN COLLECTION), DOLORES (Southern Railway). Open: Daily, except Mondays, from 10 to 12 a.m. and 2 to 8 p.m.

MUSEUM OF THE PAMPAS, CHASCOMÚS (Southern Railway). — Open: Daily, except Mondays, from 10 to 12 a. m. and 1 to 5 p. m.  
REGIONAL HISTORIC MUSEUM, TRENQUE LAUQUEN (Southern Railway), Casa de Villegas. — Open: Sundays and holidays from 4 to 8 p. m.



## SHOPS

On Florida, Santa Fe and nearby streets the visitor will find most of the smartest and best shops in Buenos Aires. On Florida are located Harrods, Gath & Chaves and Casa Tow department stores, all English owned, and also most of the women's smart specialty shops, men's outfitters and jewelers. Some of the shops selling optical and photographic goods have interesting interiors.

Those contemplating trips to the country will probably find all they require in the line of outfitting at the shops mentioned as well as at Lacey & Sons, Maipú 95, James Smart & Company, Florida 499, McHardy Brown, Cangallo 690 and Casa Roveda on the corner of Callao and Cangallo.

## BOOKS and MAGAZINES



American or English books, magazines, newspapers, postcards, etc., may be had at Mackern's bookstore, Sarmiento 525, or at their stalls in the railway stations and at Mitchell's English Bookstore, Cangallo 570, Harrods Bookstore, Florida 877, the Acme Agency, Bmé. Mitre 552, and "American Books", Corrientes 455.

The Instituto Cultural Argentino-Norteamericano operates the Icana Bookstore at Maipú 686 and features a selection of the latest American books.

## BARBER SHOPS, LADIES' HAIRDRESSERS and BEAUTY PARLORS

Amongst the innumerable barber shops in Buenos Aires is the American barber shop on the second floor of the Boston Bank Building. Amongst the better known smart ladies' hairdressers and beauty parlors may be mentioned: Harrods, department store, Florida 877, Mme. Morowsky, Callao 1965, Cabo, Florida 601, Silvio, Santa Fe 902, Chez Antoine, Santa Fe 927/45. Beauty parlor only Helena Rubinstein, Santa Fe 865, Genevieve Graham, Talcahuano 1278.

## **ANTIQUÉ SHOPS and AUCTIONS**

Last, but not least, the antique shops of Buenos Aires are of interest to the visitor, but, as in many other places, it is difficult to distinguish between the real stuff and the faked. Amongst the better known, reliable shops may be mentioned Pardo, Sarmiento 531, KerTeX, Juncal 1120, Ad Insigne Aldi, Córdoba 999 and Córdoba 674, López, Juncal 1052, and Fernández, 25 de Mayo 174. A good hunting ground for antiques are the pawnshops along 25 de Mayo between the Government House and Avenida Corrientes, and above all the auctions of the Municipal Pawnshop on Esmeralda 664, where really outstanding bargains are said to be available for those who know how to pick and choose. An old Argentine custom is the private auction where you may find just what you are looking for, particularly if you contemplate furnishing an apartment or a house here. A red flag or sign with the word "Remate" in white lettering indicates that an auction is about to be held on the premises. Just walk in and ask for a catalogue. The classified sections of the daily newspapers also tell you when and where to go.

## **HOSPITALS, PHYSICIANS and DENTISTS**

There is a fully modern, newly built large British Hospital in Buenos Aires, at Perdriel 74, as well as a number of excellent private clinics such as the Otamendi y Miroli, Azcuénaga 868; Castro, Charcas 2340; Podestá, Viamonte corner of Uruguay; Marini, Santa Fe 3668; and The Little Company of Mary, Avenida Alvear 3576, the last named with English speaking sisters who are trained nurses. As to surgeons, physicians, dentists and specialists, the English newspapers, The Buenos Aires Herald and The Standard, carry daily in their advertising columns a reasonably complete list — it being the custom here for the best doctors to advertise regularly.

## **INTERESTING SPOTS in the INTERIOR IGUAZU FALLS**

Situated at the junction of the Argentine, Brazilian and Paraguayan frontiers, in the North, these falls are a magnificent sight. There are 14 large falls, most of them of great height and beauty. The rivers provide excellent fishing. There is good hotel accommodation and the six-day journey from Buenos Aires can be made on comfortable river boats. Weekly Panair service. The best months are May to September because of temperature and freedom from insects.

### **LAKE DISTRICT (NEUQUEN)**

This zone, which is reached by the Southern and State Railways in 36 hours, has been aptly called the "Argentine Switzerland". Military airline weekly service. The most beautiful scenery imaginable, with snow-capped mountains, noble forests, mirror-like lakes and numerous trout streams. Good accommodation is to be found at the many hotels throughout the district. In the summer months (December to March) this region is a Mecca for tourists and in the winter for skiing enthusiasts.

### **MAR DEL PLATA**

Argentina's most fashionable seaside resort, situated on the Atlantic about 250 miles southeast of Buenos Aires. Mar del Plata is an important city and seaport, and contains magnificent residences, a large casino and shops of all kinds. It is an exceptionally gay and interesting spot to visit in the summer season. There is an excellent paved road from Buenos Aires and fast and frequent 6½-hour train service from the Southern Railway station at Plaza Constitución, as well as a daily plane service during summer.

### **CORDOBA HILLS**

In the North of the province of Córdoba, a night's journey from Buenos Aires via the Central Argentine Railway, are the beautiful Córdoba Hills. Fourteen Panagra planes weekly. The climate is delightful and invigorating. Excellent hotel and transportation services are available all the year throughout the region. No visit to this part of the country would be complete, however, without a stop-over in the city of Córdoba—a fascinating old Spanish town with a truly beautiful Cathedral and many other churches dating from Colonial days, one of the oldest Universities in South America, and a unique museum which is housed in the palace of the last Viceroy.

### **ROSARIO DE LA FRONTERA**

Sulphurous baths and mineral waters. It is a fashionable winter health resort with good hotel accommodation, reached in a 22 hour journey northwest from Buenos Aires via the Central Argentine Railway's comfortable trains.

### **TANDIL AND SIERRA DE LA VENTANA**

Situated in the heart of the pampas of the province of Buenos Aires, these isolated hills are interesting and healthful, and are linked to the capital by the Southern Railway.

### **THE ANDES MOUNTAINS**

At the foot of the imposing Andes range, Mendoza and San Juan are the most important wine producing centres of the country, and the climate is healthy in the extreme. Mendoza is an interesting town to visit. There is good hotel accommodation and train service via the Pacific Railway, as well as eleven Panagra planes each week.

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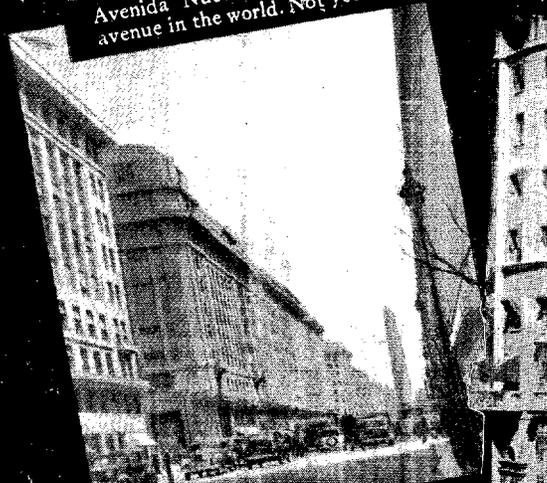
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Avenida Alvear, flanked by magnificent parks, is one of the world's finest residential streets.



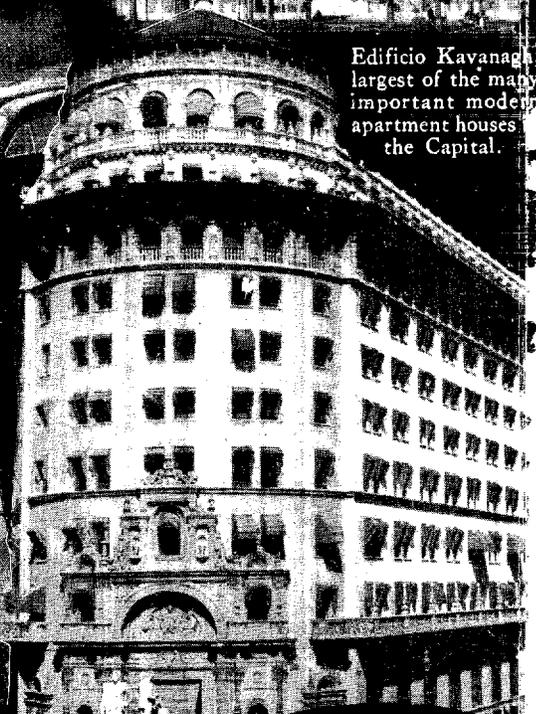
Avenida Nueve de Julio—the widest avenue in the world. Not yet completed.



Avenida Pte. Roque Sáenz Peña, known as the Diagonal Norte, runs from Plaza Mayo to Plaza Lavalle.



Edificio Kavanagh, largest of the many important modern apartment houses in the Capital.



The First National Bank of Buenos Aires - Florida, 99

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