NEW S.S. FRANCE IS BUILT AROUND CUSTOMER NEEDS

ORIGINAL PLANNING STARTED WITH ANALYSIS OF PRESENT AND FUTURE TRAVEL REQUIREMENTS

EXTRA

The maiden voyage of the S.S. FRANCE will take place on Friday, April 3, 1964, with 1400 passengers on board.

The ship will arrive in New York on February 12 and sail again on the Eastbound leg of her inaugural trip on February 15.

This voyage would also be notable for the way in which passengers were to be accommodated in public and private accommodations designed to satisfy the specific needs of each person important place of the overall market.

For example, the 1200 passages have been sponsored by women's organizations for women passengers, for children, for men and women, for domestic travel, for tourists, for seniors, for those who have to remain in the main dining room.

Two consecutive articles in the newsletter will outline these "special features" in detail.

THE FRENCH LINE NEWS-FIRST OF MANY SPECIAL COMMUNICATIONS FOR FRENCH LINE TRAVEL AGENTS

The arrival of the new S.S. FRANCE and its initial importance to all who are concerned with the fate of French Line passengers, has made it desirable to establish frequent informal communications with our Travel Agents.

The overall purpose of the French Line News is to create a full understanding of the new service, and the various sales opportunities presented. Each issue will present new information regarding the S.S. FRANCE, as well as other related subjects of interest to French Agents.

Suggestions from Travel Agents are welcome, and the editors will do their best to include material of which Agents feel is of particular merit. Letters should be addressed to Editor—French Line News, in care of the French Line General Agent in your territory.
NEW S. S. FRANCE IS BUILT

AROUND CUSTOMER NEEDS

REACHES A NEW QUALITY AS THE COMPETENCE WAS MADE TO OFFER A SUPERIOR, HIGH-LEVEL OF CARE THAT GOES BEYOND THE EXPECTATION OF CUSTOMERS.

THAT FRENCH LINE TRADITION

GUYS DE BERC
GENERAL MANAGER
FOR
UNITED STATES, CANADA
AND MEXICO

SMOOTHER CROSSING ASSURED BY DOUBLE STABILIZERS

Two sets of newly-designed stabilizers assure a smooth crossing, even in the worst weather. Designers note that the fact that this is the first of the large passenger ships to have the stabilizer system already included during the design stage. In the past, stabilizers have usually been added after a ship has been in service. This has not always resulted in the optimum location in the ship's structure. In this instance, the stabilizers are located in the best possible position to perform all functions.

The ship's size - 35,000 tons - also contributes to effective stabilization because with this length the S.S. FRANCE can carry more ocean airways. Experience has shown that the larger opening stability will materially reduce motion sickness.

TRADITIONAL ELEGANCE NOT SACRIFICED TO ACHIEVE FUNCTIONAL QUALITIES

Traditional elegance of French Line tradition and style remains a major component of the design of the S.S. FRANCE. The attention to detail is evident in the ship's layout and appointments. The interior of the ship is designed for comfort and luxury. The public rooms are spacious and well-appointed, providing a relaxing atmosphere for passengers.

The onboard service is excellent, with experienced staff providing attentive service in both formal and casual settings.

A TRADITION OF FRENCH LINE

Through its rich history, the French Line has maintained a reputation for excellence in service and attention to detail. The S.S. FRANCE continues this tradition, offering passengers a comfortable and enjoyable journey.

THE S.S. FRANCE HAS ARRIVED

The arrival of the S.S. FRANCE marks a significant milestone for the French Line. The introduction of this new ship represents a commitment to providing passengers with a high-quality travel experience.

In conclusion, the S.S. FRANCE embodies the French Line's commitment to tradition and excellence. With its elegant design and attention to detail, it represents a significant addition to the world of luxury travel.
CAPTAIN GEORGES CRUCHOT

"SHEPHERD OF THE SS FRANCE"

Captain of the SS LIEBHOF for several years, Georges Cruchot, 51, stands at the peak of his career. In the SS FRANCE, he has taken over the helm of St. Nazaire. Captain Cruchot was placed on probationary service so he could function as an offshore ship designer and consultant to the shipyards.

At the same time, he was putting the "pennant" of his new ship. Getting the feel of ship is an old story to Captain Cruchot who obtained his captain's license in 1934, two years after he entered French Line service. All records of the Line, from engines and human ships to linen, became familiar to him in all of the Company's areas of operations.

He served a hard-fought World War II, resulting in the U.S. War Shipping Administration. He sailed into many foreign countries and was away from his home and family for the period 1943-45. It was during this period that he honed his thorough knowledge of English, and was able to function without problems with Americans, with whom he was in constant personal contact.

Captain Cruchot holds two of France's highest oceanic decorations: the Croix de Mer (Military) and the Croix de Mer (Civilian). He is extremely proud of the numerous United States decorations earned during the Second World War.

NEW SS FRANCE IS THIRD SHIP TO BEAR THIS PROUD NAME

When the new SS FRANCE arrives New York harbor early next year, Navy will cut the ribbon on the ship. The tradition-laden ship has been renamed to commemorate the 125th anniversary of the SS FRANCE.

For the second of 1888, the FRANCE was the first ship to sail into New York. In 1922, the French Line's new ship FRANCE was launched. This was the last four-deck ship (the 19th) of the French Line, taking over 2,000 passengers.

Because of the artistic name, which her builders had designed, someone quickly applied her the "Chateau of the Mediterranean." Stylish named from Lloyd's Register and American, she is not only the latest, but also the strongest. A new departure in style, this ship is a triple-tiered structure with eight decks and a main dining room that seats 600. She is the largest and most modern ship in the French Line's fleet.

First launched in 1932, the FRANCE was built at the St. Nazaire shipyards in France. She was the largest ship of the French Navy and was of the latest design. In 1938, she was sold to the French Line. The FRANCE was the first ship to sail into New York. She was the first four-deck ship (the 19th) of the French Line, taking over 2,000 passengers.