French Line News
COMPAGNIE GENERALE TRANSATLANTIQUE

SHE'S HERE!

On the evening of February 9, 1965, France's 1983 gift to America, the Lady with the Lamp, dubbed another noble lady next Door France.
AGENTS ON BOARD

The “fun” — now expanded to 1100 square feet — made the French line more than a mere 28 hours. To the usual entertainment, they were treated to a special entertainment by the staff. The entire evening was made up of fun and games. Said one agent: “And when are you bringing our next ship?”

General Passenger Traffic Manager Jacques Vermeille spoke to the agents as Captain Georges Coutard (left) and Sub-Captain Joseph Huerta (on right).

SOMETHING NEW IN DISPLAYS

The Astor Hotel management in generosity mounted two enormous French billboards back to back and put the novel display on top of their structure. The 24 by 24 foot posters read: “Hotel Astor welcomes U.S. FRANCE and North American Press.”

THE MIRACLE MEN OF EASTMAN KODAK

At the Astor Hotel get together the men responsible for the Eastman Kodak display in Grand Central were in their turn on display: left to right:

1. Ralph Ambrose, photographer, who shot the Colosseum pictures;
2. Peter Brelad, manager of Kodak's Photo Illustrations Division;
3. Peter Galmon, photographer; and

OUT-OF-TOWN REPORTERS AT THE ASTOR

The fourth estate is honored.

Prewar traditions were observed by French line to bring out-of-town newspapers from coast-to-coast for the arrival of the FRENCH. A dinner was given in their honor at the Astor Hotel the night before the arrival. The scene shown is a portion of the Astor's dining room with French Line general manager Gouye de Bore at the extreme left. The next evening lounge took them to Floor 8E where they boarded the French line. The event in history... written by them.
Because this is one of the most dramatic shots taken on the morning of arrival, we are running it across the page. The story behind this particular picture is also dramatic. The liner was photographed from an Eastern-kelk helicopter, the picture enlarged to a size of 33 by 48 feet and put on display in Grand Central Terminal in record time. Before the FRANCE left New York.

A FREE CROPS IN BROOKLYN AND THE "FRANCE" YD.

Crowds line the Brooklyn shore to see the new ship of the sea pass by.

A LONG AND HAPPY LIFE TO THE "FRANCE" - The happy trip in the honeymoon bunting the good ship 'France' will make onown to make up of Captains George Cruises, French Line's head of European waters, Andrew Lazio, Franklin Street Association and New York's head of European waters, Richard C. Palmer Jr.

Usually wood newsmen were anything but blank in this shot taken down the bay on the press boat (laid down with 300 sailors, journalists and camera) approaching the FRANCE.

A WORD FROM HIS HONOR, THE MAYOR - A gold bell in the city was presented by Mayor Robert Wagner to the owner of the new ship. In the picture are, left to right: Miss Rock; French Line's general manager for North America, William D. Adams, Franklin Street Association, French Line's chairman and Jean Harro, honorary board chairman.
**INTERNATIONAL BRUNCH**

Transforming the Starlight Room of the Waldorf into an international cafe where the food of 12 nations could be "branched" in grand style, Hilton Hotels International added their own special brand of entertainment to make the "out-of-town agents" stay in New York ever more pleasurable. And how they succeeded! Pictured above are two views of the Starlight Room just before the "close" gang wound.

**HILTON HOTEL INTERNATIONAL GIVES BRUNCH and what a brunch to agents**

Hilton Hotels International Hosts GALA BRUNCH-BUFFET — Hilton Hotels International, led by Conrad N. Hilton, president (lower right), charitably assisted by the staff members of the Hilton Hotels International staff, concentrated Menton, Charles Clerk (left) of London, England, well-known British Emperor and head of New City Properties, Ltd., owners of the London Hilton new under construction; Gustave Andre-Fatis (center), Chairman of the French Line and 600 travel agents at a gala brunch-buffet at the Waldorf-Astoria February 11. The leaders of the Hilton staff represented countries in which Hilton now operates 12 hotels outside the continental United States with another 15 hotels under construction.

**A GATHERING of the CLAN**

The travel agents' clan that is! Out-of-town agents numbering some 600 meet for dinner at the Waldorf-Astoria's 30th Floor. Arriving on Saturday, the 18th, and due to board the FRANCE the following day they were put up at the world famed hotel for the night. Practically all of the States as well as Canada and Mexico were represented.
AT REST — Finally berthed in her ice-choked slip in the Hudson River the FRANCE majestically dominates the New York waterfront. She seems to be surveying the city. In reality it was the city who was doing the surveying. On sailing day above 5,000 visitors offered to give her a festive last voyage.