Program of the Reception

tendered by The French Line

to Its Agents

on board the Steamship

"France"

on Sunday, the eleventh of February

Nineteen hundred and sixty-two
Dear Friends:

I welcome you most heartily on behalf of the French Line aboard our flagship, the s.s. "France." Some of you will come thousands of miles and some of you only a few blocks, but you will all be animated by the desire to see and the curiosity to wonder. This is precisely what we want you to do for we feel we have a very fine product that will bear any and all scrutiny and we feel that you are highly qualified to witness its proven, if I may call it that. Let me add that you are also here to have fun and we at the French Line have tried to conceive a program of amusement (which you will find on the following pages) to please all tastes. I think you will agree it is round-the-clock entertainment.

The ship will be yours for approximately 20 hours. I want you to make yourself at home the moment you get on board and imagine yourself a passenger—to be amused, fussed over and spoiled.

My sincere thanks to you for coming and as we say in French... "Amusez-vous bien."

Guy de Berce
General Manager for the U.S.,
Canada and Mexico
EMBARKATION at the Company's Pier No. 88
North River, foot of West 48th Street, New York City
From 1:00 p.m. to 3:00 p.m. on Sunday, February 11, 1962

EVENTS ON BOARD

SHIP’S VISIT — Time 1:00 p.m. to 6:30 p.m.

To do full justice to the many facets of the FRANCE, we estimate that an hour and a half should be devoted to the visit.

**We strongly urge you to do your exploring immediately after you get on board.**

To make your tour of the ship as pleasant and smooth as possible, we have printed a Tour Guide which is a plan of the ship on which has been laid out a practical and representative itinerary. For your comfort we point out that you do not necessarily have to begin the tour at START, but can pick it up at the point nearest your cabin as indicated on the guide map.

In each public room marked for a stop-over a member of the ship’s staff will be present to answer questions.

**LIVE IT UP!**

In drawing up our program we decided to give you the widest possible choices.

The gamut, as you will note, runs all the way from “cutting a rug” to just about anything in the realm of entertainment.

This is in keeping with French Line reputation for knowing how to make fun, fun. So just make believe you’re on one of those French Line fun crossings.

Choices galore are yours from the moment you get on board till you cross the gangplank going the other way. There’s something for everybody. All tastes are served. It’s a round-the-clock program that has but one aim: to amuse you and to make you familiar with the longest liner afloat.

The “kick-off” affair is the Welcome Aboard Cocktail Party which we want you all to attend. After that the option is yours until dinner time to do as you wish, when you want. Pick out any — or all.
WELCOME ABOARD COCKTAIL PARTY

Location: Tourist Class Lounge, Promenade Deck, Aft
Time: 4:00 p.m. to 5:00 p.m.

This room, which is the largest public room of the ship, is the ideal place to have us meet you, and you each other. It is a very gay, colorful room, conceived in the modern manner. In the course of the affair, the Captain and a high ranking member of the French Line will address a few words to you.

CINEMARACES

Location: First Class Lounge, Veranda Deck, Amidship
Time: 5:00 p.m. to 6:30 p.m.

This is horse racing with a new twist. This game which has brought fun to thousands was pioneered on the high seas by French Line. The tension and excitement of horse racing is maintained as movies of actual races unfold complete with sound track — and in color. A live orchestra will play and drinks will be served between races.

MYSTERY GAMES

Location: First Class Smoking Room, Veranda Deck, Aft
Time: 5:00 p.m. to 6:30 p.m.

Fascinating new games from France and the States will be introduced. Some of them are exclusive with French Line, so pardon us if we don't reveal anything just yet but let you discover for yourselves.

One thing is sure: there's fun for all (and prizes).

A SONGFEST

Location: The Cabaret, Starboard Side of Veranda Deck, between First Class Lounge and First Class Smoking Room
Time: 5:00 p.m. to 6:00 p.m.

Come and listen in the relaxed atmosphere of the Cabaret to your favorite numbers.

The most inviting of rooms is one of the mirth-making centers of the ship . . . try it for size.

If perhaps this entertainment is not your cup of tea, try . . .

MOVIES

Location: The Theatre, slightly forward on both Veranda and Promenade Decks
Time: 5:30 p.m. to 7:00 p.m.

We will show a brand new movie.

You will have your choice of sitting in the Mezzanine (Veranda Deck) or the Orchestra. The latter is on the Promenade Deck.

The largest movie house afloat today, (capacity: 664). The Theatre is an impressive tour-de-force. Equipped with the most advanced projection and acoustical techniques, it also serves as a concert hall, a legitimate theater and the locale for religious services.

ESCORTED VISIT

Location of assembly point: First Class Hall, Main Deck, Amidship
Rendez-vous Hours: 5:30 p.m. — Tour lasts until 6:30 p.m.

Some people like the灵活性 of an un-escorted tour such as the one listed at the beginning. Others prefer a formal escorted tour.

For those, we have arranged a visit to the bridge and the engines. An officer from both services will act as guide.

We suggest that those wishing to participate sign up prior to tour-time at the First Class Information Desk (First Class Hall, portside).

INTERVIEWS OF AGENTS

Location: First Class Card Room, Veranda Deck, Port Side, slightly aft.
Time: 5:30 p.m. to 6:30 p.m.

The FRANCE can boast of one of the finest TV networks on the high seas. With TV set up in the main public rooms of both classes, in all d-bux suites and in limited number in other First Class cabins not only will live telecasts be possible during a crossing, but pickups from France, England and the U.S. when within proximity of their shores will also be feasible.

These interviews which can be seen from several vantage points, including some cabins, will serve to acquaint you with some of the new "looks" that we are introducing into the industry and moreover it will be fun.
SPORTS CENTER ACTIVITIES
Location: Sun Deck, Aft
Time: 5:30 p.m. to 7:30 p.m.

The extensive sports area will feature demonstrations and invite participation during the hours mentioned, though it can be visited at any time.

Those of you who pursue the "strenuous life" will find something for everything and anything from an actual bowling alley to rifle range, from a golf trainer to a basketball court.

Try a little "body English" as you bowl or see if that new golf swing you recently developed can put you in the 80's.

MUSIC
Location: Salon Debussy, Veranda Deck, Port Side, between First Class Lounge and the Theatre Mezzanine and also in the Salon Ravel, Promenade Deck, Port Side, between the Tourist Class Smoking Room and the Theatre Orchestra
Time: 5:30 p.m. to 8:00 p.m.
Both the "long hairs" and the "cool cats" will find what they want.
Hi-fi music, representative of the best of both worlds, will be heard in the two music rooms, classical in the Salon Debussy, jazz in the Salon Ravel.
Come in, lean back, close your eyes.

DANCING AND COCKTAILS
Location: First Class Smoking Room, Veranda Deck, Aft and Tourist Class Lounge, Promenade Deck, Aft
Time: 6:30 p.m. to 8:00 p.m.
The perfect setting for your pre-dinner get-together.
Here's your chance to finally sit down with friends you've been missing.
If you've been making the rounds of the various points of interest you'll probably welcome this chance to sit and relax.

GALA DINNER
Location: First Class Dining Room and Tourist Class Dining Room, both on "A" Deck
Time: 8:00 p.m.
Some might call it the day's "piece de resistance".
In the great French Line tradition, a First Class menu will be served with a selection of French wines.
Far from being the epilogue to a happy day, this will merely be a chapter for after dinner comes . . . .

GALA EVENING
Location: First Class Lounge, Veranda Deck, Amidships and Tourist Class Lounge, Promenade Deck, Aft
Time: From 10:00 p.m. on
More dancing and games.
More professional entertainment.
Translation: more fun.
At about 1:00 a.m. (night owls take note) light snacks will be served.

FOR THE MEMBERS OF THE NEVER-SAY-DIE or DAWN PATROL CLUB . . . The Cabaret (Starboard side of Veranda Deck) will be opened until the wee hours of the morning.
In the perfect setting of the ship's night-club you can wind up the day's fun where a combo will furnish music.
Opened till dawn, the Cabaret has a dance floor. Those still dancing at 5:00 a.m. will receive our Iron Man Award, the ladies our Queen of Marathon Dancers Award.

Next day, or the same day, depending on how late you burned the midnight oil, breakfast will be served in the two dining rooms between 9:00 a.m. and 10:30 a.m.
LEAVING THE VESSEL on MONDAY, FEBRUARY 12, 1962
May we remind you that the ship must be cleared by 11:30 a.m.
Your cooperation is sincerely appreciated.

Any deviation from the scheduled program will be announced to the guests on board.