The French Line has a traditional reputation as the business executive's preferred transatlantic shipping line where personal travel is concerned. Such names as the Normandie, Ile de France, and Liberte have become practically synonymous with transatlantic business crossings for the past fifty years.

Because of this rather special experience with executive travel, we studied this question when the new S.S. FRANCE was being conceived: “What is it that today’s (and tomorrow’s) executive really expects aboard ship?” And the results of our research made it possible for the French Line to design the S.S. FRANCE with these identified requirements of the traveling executive uppermost in mind.

FOR PLEASURE
Cocktail lounges and bars, each with its own special atmosphere. Entertainment. Dancing. Full air conditioning; individually adjustable. Assured stability, with two sets of stabilizers.

PATIO CABINS
The S.S. FRANCE offers unique patio cabins. Located on the top deck, each is styled with an outdoor motif with large picture windows (uninterrupted by deck traffic) and a walled courtyard.

DE LUXE CABINS
The S.S. FRANCE has a large number and a wide variety of de luxe cabins for individuals, couples and families.

OUR POPULAR S.S. FLANDRE
The French Line also offers the popular S.S. FLANDRE for transatlantic travel, with an intimate shipboard atmosphere and elegance that is all its own. The S.S. FLANDRE presents, as does the S.S. FRANCE, the French Line's special kind of quality, service and attention to personal detail and comfort.
A BUSINESSMAN TO
BUSINESSMAN COMMENT

Speaking frankly, we feel that we have uncom-
mon understanding of the businessman’s travel
needs, partly because we are businessmen our-
selves, sharing many of today’s travel problems.
In addition to our study of this problem, we’ve
taken our own pulse as well, and tried to de-
velop aboard the S.S. FRANCE the kind of
facilities that our own judgment and experience
tell us are peculiarly appropriate for today’s
traveling executive.

We are proud of the results of this effort because
we are confident that the new S.S. FRANCE
will represent something particularly special to
the businessman. The final pages of this bro-
chure will present some of the additional built-in
details we think you will find of interest. And,
we might add that our experience is that the
traveling executive likes to have his family
with him whenever possible— for this, the
S.S. FRANCE is ideal.

We are hopeful that we will have the opportu-
nity of demonstrating these contentions to you.

For example, we found that the executive’s require-
ments include such things as:

Speed — this is logical, because
businessmen do not have as
much time at their disposal as
they might desire. Hence, their
travel must not unreasonably
demand more time than can
logically be made available. The S.S. FRANCE was
designed with this thought in mind, as a ship that places
the businessman in England in four and one-half days, or
on the Continent in five. (The S.S. FRANCE has better
than 30-knot capability.) Even our scheduling minimizes
the businessman’s time away from the office, with Thurs-
day evening or Friday sailings allowing two full non-office
days at sea.

Relaxation— our research told us that today’s business-
man wants and needs a very special kind of relaxation,
perhaps best described as being more private and more
personal than that which is sought by the usual traveler. In
a way, the businessman wants a kind of relaxation that makes it
possible to enjoy time away from his office, but in a manner that
still assures the opportunity to “do his homework.” Recogniz-
ing this, we have included many of the more normal office
facilities aboard the S.S. FRANCE, which are at the busi-
nessman’s disposal. (Some of these are listed on another
page.) At the same time, we learned that today’s business-
man is seeking an opportunity to mix his shipboard “home-
work” with pleasure. On the S.S. FRANCE, pleasure comes
in what the businessman would call “an unstructured way.”
Opportunities for as much gaiety as might be desired are
present aboard ship, but it is up to each of our business-
man travelers to select how much of it is “just right” for
his particular taste.

Communications— understandably, we also found a very
real and growing interest in the need for modern com-
munications facilities in order to keep in contact (as re-
quired) with one’s business interests. We have made a
very special effort to fulfill this requirement, with ship-to-
shore telephones, and direct first
class cabin to shore communic-
tion, a teletypewriter to provide im-
mediate news from a U.S. wire
service, daily stock quotations
both during and after the close
of the market, television for
close-to-shore direct pick-up
and closed-circuit features at sea.

SERVICES AND FEATURES,
ESPECIALLY FOR THE BUSINESSMAN

FOR BUSINESS
• Bi-lingual stenographic service
• Dictation and typing equipment
• Extensive libraries, with quiet reading
rooms
• Conference rooms
• Private dining rooms (separate, and as
part of larger suites)

FOR RELAXATION
• Special health treatments, including
  a Finnish sauna treatment and the new
and highly successful Thailassotherapy
• Gymnasium
• Swimming Pools
• Sound-proofed cabins with wall to wall
carpeting
• Spacious Decks and Promenades