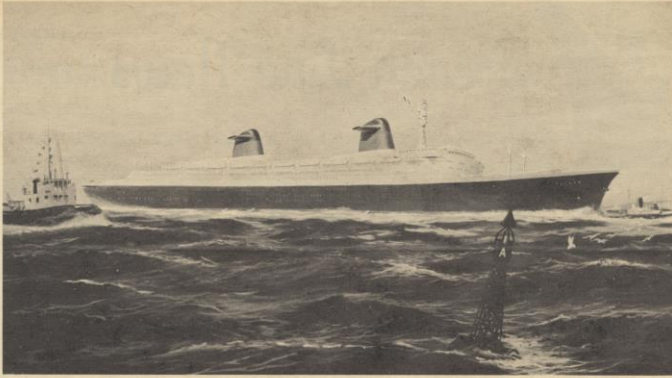




Couverture du magazine



(Continued from page 1)

NEW S. S. FRANCE IS BUILT AROUND CUSTOMER NEEDS

Illustrate this point because the decision was made to offer a superior, new kind of tourist class which would appeal to the growing numbers of travelers interested in what the Line calls "luxury, but luxury up to the point where it does not become impractical from the standpoint of cost."

At the same time, the more traditional full luxury accommodations are available for first-class passengers, with many new innovations that will appeal especially to this segment of the Line's over-all market.

To travel agents, this new concept is of considerable importance because it offers an opportunity to sell accommodations in a way that appeals to the critical interests of each passenger. Historically, it has been necessary to develop what has amounted to one over-all sales presentation (for use in personal sales conversations with prospective passengers). In this instance, the SS. FRANCE will provide the opportunity to develop on-the-spot appeals to each prospective passenger, based upon his own particular interests.

These and other types of innovations will enable the new \$80,000,000 liner to have an opportunity to develop its own character and acceptance among today's traveler. And, because of the long-range analysis that preceded its design, the

French Line is confident that the new ship is far enough in advance of its present customers' desires to enable the

SMOOTHEST POSSIBLE CROSSING ASSURED BY DOUBLE STABILIZERS

Two sets of newly-designed stabilizers assure a smooth crossing, even in the roughest weather. Designers point to the fact that this is one of the first large passenger ships to have the stabilizer system actually 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 underwater fins being positioned in the optimum location. In this instance,

the stabilizers are located in the best possible position to perform most effectively.

The ship's size — 1035 feet — also contributes to effective stabilization because with this length the SS. FRANCE can span three normal Atlantic waves. Experience has shown that this wave spanning capability will materially reduce motion.

TRADITIONAL ELEGANCE NOT SACRIFICED TO ACHIEVE FUNCTIONAL QUALITIES

Many indications of traditional elegance and grandeur will be seen by passengers aboard the new SS. FRANCE, in spite of its highly functional design characteristics. For example, the stairway to the first-class dining room is designed with a wide, sweeping curve, reminiscent of an early eighteenth century ballroom. In the tourist dining room, the dominating feature is a balcony overlooking the main floor tables. Impression here is one of extreme ceiling height and vast open floor area. This feeling is enhanced by the almost complete lack of structural columns in this room.

The patio on Sun Deck is another ex-

ample. Done in the Provence style (France's sun-blessed southern region) it features a short overhanging roof of red ridge tiles, panels of volcanic stone, a floor done in Aubagne ceramic and black and gold grillwork over the windows giving on to the patio itself. Take the Tourist Class Main Lounge, the largest public room on the ship. It measures almost 12,000 square feet or the equivalent of two football fields side by side. It is conceived in the modern manner and, with typical French flair, JACQUES DUMOND, the decorator, has given it zest and gaiety with an abundance of color. It's an inviting, happy room to be in.



THAT
FRENCH LINE
TRADITION

GUY DE BERC
GENERAL MANAGER

FOR
UNITED STATES, CANADA
AND MEXICO

We are very proud of the fact that the French Line is 106 years old.

It is not age alone that makes us proud, because age does not automatically confer greatness on a business. It is what we have done in that time, and with that time, that makes us reflect and stick our collective chest out a bit.

In the course of transporting 32 million passengers during the past century, we learned a great deal about our business and, by learning, we planned, anticipated and projected our activities.

The fabled SS. ILE DE FRANCE and SS. NORMANDIE met the "known customer desires" of their time as our new superliner SS. FRANCE will meet the needs and desires of today's passengers.

We have always dared... we have always innovated... we have always pioneered. This was the spirit that provided these "firsts" on French Line ships:

first to offer single cabins
first to use modern plumbing
first to employ electricity
first to install telephones
first to install wireless communications
first to publish a ship's newspaper
first to build a sea-going chapel
first to catapult a plane at sea
first to build a superliner (over 80,000 tons)

With the new SS. FRANCE, as you will see, there will be many further firsts... and many "onlys."

When I started with the French Line in 1925, the SS. ILE DE FRANCE, that

famous ship beloved of all who sailed on her, was just being built. This was the Golden Epoch when France was becoming a second home to so many Americans. The ILE, as she was affectionately called, fitted perfectly into the mood of the times and the term "FRANCE AFLOAT" was well coined to describe her.

She was the biggest ship built since World War I and she revolutionized sea-going interior decorating. She made her maiden voyage to New York in 1927, and was immediately "adopted" by the traveling public.

We had innovated and we had won.

Within a few years, the blueprints of the NORMANDIE were on the drawing boards. We were going to make a bigger and better ILE. What we conceived, and what we finally put into service, will be forever engraved in the annals of maritime history.

The NORMANDIE had everything. Twenty-two years after her last voyage people still speak of her with awe, with affection, with nostalgia and with the respect only accorded to a rare and great achievement. We had again seized and comprehended the temper of the times. We had given the travel public the best... and it responded with enthusiasm. By 1937, the vessel was carrying nearly 50 percent of all our New York-LeHavre clientele. This, mind you, in competition with the ILE DE FRANCE, CHAMPLAIN, LAFAYETTE, DE GRASSE and PARIS. This, you may agree, was our second Golden Epoch.

World War II came and with it grievous losses to the French Line. Our ships

were sunk, or bombed or scuttled. The more fortunate ones covered themselves with glory as troop carriers and survived, as the ILE.

The privations of war had seriously damaged the economy and when peace came we could think only in terms of renovation... at least for a time. That slow process began with the DE GRASSE which we completely refurbished and put back on the North Atlantic run in 1947.

The ILE DE FRANCE's turn was next. Completely modified, inside and out (she went from 3 funnels to 2), she was almost a new ship and won back old friends and made new ones, too.

Finally, in 1950, the LIBERTE, fourth largest liner in the world joined our fleet and immediately established herself as a gracious and happy companion to her illustrious sisters.

In the meantime, we had started creating again. From the drafting boards came the charming, 20,000-ton FLANDRE... a two-class ship which reflected current trends (the year was 1952). These trends indicated that the tourist passenger was growing in number, in income, and in leisure time. They also told us that this same client wanted more comfort, more deck space, higher decks. In 1957, the keel of the new FRANCE was laid. What follows is not history — not yet — but it will be history because with the FRANCE we are bringing a whole new travel concept to our industry.

There is satisfaction for us in the past, there is confidence and eagerness for us in the future. Could it be that a third Golden Epoch is at hand? We think so.

PERSONALITIES



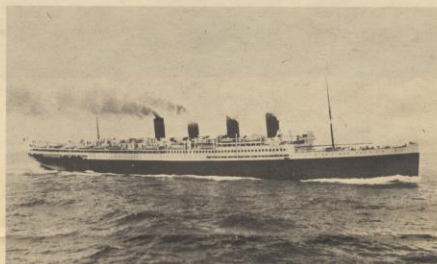
CAPTAIN GEORGES CROISILE,
"SKIPPER" OF THE SS. FRANCE

Captain of the SS. LIBERTE for several years, Georges Croisile, at 51, stands at the peak of his career. As the SS. FRANCE began to take shape at St. Nazaire, Captain Croisile was placed on detached service so he could function as an on-the-spot observer and counselor to the shipyards.

At the same time, he was getting the "feel" of his new ship. Getting the feel of ships is an old story to Captain Croisile who obtained his Master's License in 1934, two years after he entered French Line service. All vessels of the Line, from freighters and banana ships to liners, became familiar to him in all of the Company's areas of operations.

He amassed a brilliant World War II record, sailing for the U.S. War Shipping Administration. He sailed into many dangerous theaters and was away from his home and family for the period 1940-45. It was during this period that he developed his thorough knowledge of English, and established many lasting friendships with Americans with whom he was in constant personal contact.

Captain Croisile holds two of France's highest Armed Forces decorations — the Legion of Honor (military) and the Croix de Guerre. He is extremely proud of three United States decorations earned during the perilous war years.



NEW SS FRANCE IS THIRD SHIP TO BEAR THIS PROUD NAME FRENCH LINE WAITS 28 YEARS TO REVIVE NAME

When the new SS. FRANCE enters New York harbor early next year, history will be repeating itself. Twice before, the traditionally friendly bay has resounded to merry-making blasts, whistles and fog horns for ships called SS. FRANCE.

For the arrival of SS. FRANCE I, we must go back to 1872. A pioneer in the mail service between France and the United States, the two-stack paddle wheel iron ship was renovated that same year. Paddles were removed, a propeller installed and she was lengthened 55 feet.

FRANCE I ended her sailing days on the run she had originated — the France to Mexico run. She was sold for scrap in 1910, the same year that FRANCE II was launched. This was the first four-stacker built at the great St. Nazaire shipbuilding works.

With the entry of FRANCE II into service in 1912, the maritime industry entered the "luxury liner" phase. She was the

biggest ship of the French Merchant Marine (28,000 tons) and carried over 2,500 passengers.

Because of the artistic care with which her interiors had been designed, someone quickly dubbed her the "Chateau of the Atlantic." Styles ranged from Louis XIV and Regency to Directory and Empire. Her career interrupted by World War I, she amassed a brilliant record as a troop and hospital ship. Many repatriated American soldiers, at war's end, became acquainted with her. By 1923, she had switched from coal burning to oil firing and by 1934, she was ready for the scrap heap.

SS. FRANCE (III) introduces a new superliner era and a new seagoing travel concept. The travel market has now made full circle from the luxury of the few to the pleasures (and comforts) of the many. Recent shipbuilding is taken as an indication of the marine industry's confidence in that market.