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French Line News

COMPAGNIE GENERALE TRANSATLANTIQUE

S. S. FRANCE'S FEATURES APPEAL TO THE FAIR SEX

WOMEN FIGURE PROMINENTLY IN S.S. FRANCE DESIGN CONCEPT

After taking stock of the FRANCE's many "woman's world" angles it is fair to suggest that men readers will say, "Gals, you never had it so good!"

The FRANCE reflects a very deep concern for the comfort, both physical and mental, of the woman traveler. Woven throughout the ship is a feeling of functionalism—combined with feminine taste (many of the leading decorators who worked on the FRANCE were women). The ladies react to it immediately—and affirmatively. For instance: an important item to a woman is how she looks in the light and what tint is given her complexion. Installed throughout the FRANCE is level, candle-tone lighting and in some of the public rooms a special effect called Cocktail Tint. Colors and fabrics are a woman's special domain and figure importantly in her scheme of things. The FRANCE uses gay decorator colors and fabrics in cabins and public rooms along with wall-to-wall carpeting. Another condition dear to a woman's heart—peace and quiet. The corridors and cabins on board are sound-proof (and air-conditioned).

Neatness plays a mighty role, too, with the gals. For cabin neatness there are four types of beds, three of which (sofa, elevator and folding beds) do disappearing acts to make the room a better place to live in. Very liberal closet and luggage space remove trunks and clothes from sight. For the first time on the high seas a dry-cleaning service takes care of spots and wrinkles. As you well know, there are many, many other ways to spoil the women (the pit is practically bottomless) and none seem to have been overlooked. There are two top-notch beauty salons where that special "magic" so dear to a woman's heart is practiced. The ship has a boutique where she can indulge herself in another favorite pastime—shopping. If she's traveling with her family the FRANCE puts at her disposal children's playrooms, a nursery, children's dining rooms and a teenagers' club. With the thorny problem of what to do with the children out of the way, Mom can visit the health salons (complete with Sauna baths, licensed masseurs and therapeutic treatments) or go for a swim in the 33' by 20' pools.

There's several orchestras and dance areas that respond to all needs and moods. Television is obtainable in First Class cabins and in the public rooms of both classes (color TV, too). That means not only actual telecasts when the ship is near enough the U.S., English or French coasts but closed-circuit TV that runs the gamut from newscasts and French lessons to first-run movies as they are being shown in the theater. This theater, by the way, is the largest sea-going movie house in the world. Seating capacity: 664.

Then, the little things that mean so much to a woman. Things like retractable nylon clothes lines in the bathrooms for hanging stockings and lingerie, 3-panel lighted mirrors, ventilation exhausts to prevent bathroom steaming and clouding up of mirrors, heated towel racks, international electrical outlets and special reading lights, fans if air-conditioning is not wanted and bath and shower controls outside the bathing area to prevent scalding.

No complaint department has been provided aboard the s.s. FRANCE!

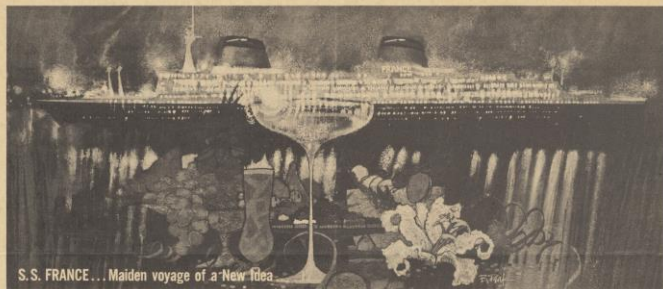


Outside Tourist Class Cabin



Outside First Class Cabin

Couverture du magazine



S.S. FRANCE... Maiden voyage of a New Idea

Opening a new world of luxury for all... New grand luxe First Class... New

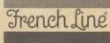


To herald the coming of the s.s. FRANCE, the French Line is lining up a Fall advertising campaign best described as massive.

From October to December double spread four-color ads will hit the pages of LIFE, VOGUE, NEW YORKER, NATIONAL GEOGRAPHIC, SPORTS ILLUSTRATED and HOLIDAY.

concept of Tourist Class, hundreds of single and double cabins with bath

The arrival of FRANCE... the 1015-foot length and her children make her the longest ship in the world... The ship is built to carry 2,117 passengers... The ship is built to carry 2,117 passengers... The ship is built to carry 2,117 passengers...



FRANCE-AFLOAT NEW AND TRIUMPHANT

Sunday supplements across the nation will carry the same message in four-color single page spreads.

The trade magazines will be in the picture in September and November. As you can note all consumer magazine ads will say: "SEE YOUR AUTHORIZED TRAVEL AGENT NOW".

Our feeling at French Line is that our wide ranging ad campaign will aid travel agents from coast-to-coast.

WE'RE MODEST, BUT.....!

some superlatives about the s.s. FRANCE

The FRANCE.....

- is the longest ship in the world at 1,035 feet (tell your friends about riding the crests of 3 waves)
- has the longest covered promenade deck in a Tourist Class with 341 feet along each side (talk about stretching your legs!)
- has the lowest passenger-per-cabin average on the North Atlantic; 1.6 passenger per cabin in First Class, 2.17 passenger in Tourist (brag to friends about being 1.6 of a passenger).
- has the largest theater afloat with a capacity of 664
- has the largest Dining Room in the world (Tourist Class Dining Room seating 828).
- is the only ship to have an open Patio
- has the largest area devoted to children (you're on your own, they're on their own)
- has the longest bar in the world (69 feet)
- has the greatest number of bars of any ship (no comments)

- has the largest and the best equipped hospital on the high seas (hope you never use it!)
- has the finest kennels afloat (that makes every body—dog, master and mistress—happy)
- is the only ship to have a "cocktail tint" in its lighting system (will the ladies love us!)
- has the largest rug and wall-to-wall carpeting area (the ladies are with us on that, too)
- has the most powerful air conditioning unit and the longest air conditioning cable and conduit network on the high seas
- has the most advanced television system
- is the ship with the greatest amount of insulation material (both as anti-noise resistant and temperature regulator)
- is the only non-American ship built according to the double specifications of both the American Bureau of Shipping and its French equivalent, the Bureau Veritas



A NEW TOURIST "FIND" --- CORSICA AND A NEW SHIP, THE NAPOLEON

Whenever people speak of the island of Corsica they think of Napoleon. The island may be justly famed for being the birthplace of the French Emperor but there is more to it than that. How much more there is can be gauged by the fact that a hotel building wave has hit the island and the French Line which runs a fleet of liners from the mainland has recently put into service a new, gleaming white, 4500-tonner, named naturally enough, the NAPOLEON. In order to

play up to the new touristic fad of "taking the car along" the NAPOLEON is equipped with a large 100-car garage. Automobiles got aboard by a ramp rather than by the cumbersome hoisting method. Her capacity is an amazing 1,224 passengers. A variety of vacation spots are open to all with that "off-beat" look in their eye. Marseille to Bastia, for instance, is an overnight 12-1/2 hours, Nice-Ajaccio is an 8-1/2 hour haul, Nice to Ile Rousse can be done in 6-1/2 hours.

What few people know is that the island is a sportsman's paradise. The main peak, Monte Cinto is almost 9,000 feet high and there are 8 others that surpass 3,200 feet. Forty-two go beyond 6,500. That means top-notch skiing in the Winter months. With 600 miles of coastline there's plenty of swimming, boating and canoeing in the warmer weather along with both deep sea and fresh water fishing. There's some high grade hunting, too.

OFF-BEAT TOURISM

What's the best way to see a country? Everyone has his theory but we think everyone is agreed leisure travel that touches the "grass roots" and puts you in contact with the "real people" is head and shoulders above the others. Which leads us to two ideal ways to meander through France and Europe. Take Provence, for instance, that sun-drenched portion of South of France. You can see it and literally feel it by river boat from Lyon to Avignon. The accommodations break down like this:

96 seats in 1st Class-35 new francs about \$7 per person
82 seats in Tourist Class-30 new francs or about \$6 per person

There is a bar and restaurant and the regular menu, all inclusive with wine is 15 new francs (\$3) per person.

The ship leaves every Saturday from May to October 28. The trip takes about 12 hours and of special interest to you is the following: there is a 15% reduction for groups of 20 or more in First and Tourist and a 15% reduction for groups of 30 or more in Deluxe class. Reserve well in advance by writing directly to: "La Vallée Imperiale," Chambre de Commerce, Palais du Commerce, Lyon 2 (Rhône) France. The same boat (the "Frederic Mistral") by the way operates a shorter, round-trip excursion from Avignon to Arles.

Then there's the "Bouillabaisse-Poella Special," a top grade bus service between the Riviera and Spain. The run is called MARSEILLE-BARCELONA and is operated by Inter-Bus, 22 Bd. de Briançon, Marseille, France. The 324 mile trip starts at 8 A.M. from both ends and terminates at 7:30 P.M. A one hour lunch stop takes place at Narbonne. From October 1 to June 30 you have Saturday departures from Marseille, Monday departures from Barcelona. From July 1 to September 30 you get Saturday and rate of exchange 4.85 new francs equal \$1.

Wednesday departures from Marseille and Monday and Thursday departures from Barcelona. The fare is 53 new francs (\$11.00) one way including lunch with a 10% r.t. reduction. Commission to agents is 15%. Reservations should be made directly with at least a 5-day notice for groups of 10 or more.

I'LL TAKE 8,000 LBS, OF CHICKENS, PLEASE! STOCKING A SUPERLINER GARGANTUAN TASK

To run a city at sea, such as the FRANCE, takes the synchronized efforts of many, many nameless men. The whole operation staggers the imagination. In the food line for instance the ship knows that for a round-trip there will have to be taken on board 15 tons of meats, 5 of fish and 4 of poultry. Vegetables will come to the sum of 30 tons and fresh fruits 13. Cheese alone will account for 3 tons and flour for 9, 68,000 eggs will be consumed and 1 million cigarettes smoked. Thirsty throats will take care of 1200 bottles of champagne and 1300 bottles of gin and whiskey along with 7500 bottles of table wine. Mineral water in the amount of 10,000 bottles will be emptied and so will 18,000 quarts of beer.

Forties. By 1947 when the DE GRASSE returned to service on the North Atlantic, Roger Joubert was its Administrative Purser. He served in the same capacity aboard the refurbished ILE DE FRANCE. At the beginning of 1954 he was named Chief Purser of the COLOMBIE (West Indies run) and sailed in that same capacity on the FLANDRE (1958) and

LIBERTE (1959). In 1959 he was officially named Chief Purser of the s.s. FRANCE and was put on detached service with the shipyards so he could follow at first hand the construction of the new ship.

His wife Sunny is an American girl from Kansas he met on the ILE DE FRANCE.

AMATEUR CHEFS, FRONT AND CENTER!

We had to do a little arm twisting but finally the chef of the FRANCE let go one of his precious recipes. We are going to try to have one in every subsequent issue of F. L. News.

This particular one is a great favorite with Americans. It is called Filet Mignon Provencale. The Filet Mignon, by the way, comes from the end of the tenderloin. It is small, and hence the name mignon, which means tiny or petite. It is flattened out and rolled with bacon or pork strip. In your case (that is, on land) the butcher does this job; you don't. It is best when sauteed quickly in butter and

served on crisp toast. Season to taste after cooking (suggested accompaniment: Potatoes Anna and buttered asparagus). Here goes: Prepare filets as above and while they are cooking, saute or grill (broil) 4 thick onion slices. Saute 4 to 6 chopped mushrooms in 1 tablespoon of butter at the same time. When the filets are done, place each one on a grilled onion slice, season to taste with salt and pepper and top with sauteed mushrooms. Suggested accompaniments: Tomato slices, grilled with chopped garlic and parsley, and boiled parsley potatoes.

PERSONALITIES



Roger Joubert, Chief Purser
of s.s. FRANCE

Born in Chateaufort in the Department of Vienna, Roger Joubert came out first in his graduating class and joined the French Line shortly thereafter as a student purser. This was in October 1936. By October 1938 he had obtained his licence as a Merchant Marine Purser.

Then came years that he remembers with particular fondness—the years spent as Assistant Purser on the famed s.s. NORMANDIE followed by his being named Purser on the line's West Indies run. Then came war and Purser Joubert's mobilization as an Army Officer.

For three years he served as Director of the Maritime Training School at Sete. This was followed by his appointment as Purser of Troop Transports in the middle-

NEW. SPECIAL FEATURES MAKE THE SS. FRANCE A TRULY INNOVATIONAL LINER

ST. NAZAIRE — As the new SS. FRANCE nears completion prior to its initial sea trial, many of the ship's innovational features can be seen.

Predominant are the two red and black stacks with airplane-like side funnels to carry exhaust smoke away from the decks. These new stacks represent a distinct departure from the more traditional "straight-line" type of funnel and they provide some sensation of seeing an airplane wing at the top of each stack.

Functionally, the newly designed stacks will greatly increase the use of upper deck space because they will assure smoke-free areas for relaxation and open-air sporting activities.

At the other extreme is a feature that is impossible to see — or even to hear. The ship has been expertly sound-proofed to help guarantee complete privacy in private and public tourist and first-class accommodations. This has been achieved in three ways:

1. All public rooms have acoustical ceilings
2. Most interior rooms have wall to wall carpeting, specially selected for its sound-deadening characteristics
3. All walls between cabins have a special layer of sound-insulating material.

According to acoustical engineers who worked on this aspect of the ship's design, there is little or no opportunity for passengers in one cabin to intrude on the privacy of those in adjacent rooms.

Even the cabin radios, with several channels offering a selection of different types of music, are scientifically controlled to be at the proper decibel level in order to not disturb others.

In addition to the built-in radio system, de-luxe first-class cabins and First and Tourist Class Public Rooms will have a closed-circuit television system. Near shore, local programs will be channeled through a central pick-up system. Away from shore stations, the system will receive specially taped programs offering the latest in entertainment and educational subjects.

Still in the entertainment field, the SS. FRANCE has the largest theater afloat. It will seat passengers from both classes, with first-class passengers in the mezzanine, tourist passengers in the orchestra. A permanent movie will be featured each day, from 10 in the morning until after midnight. The theater can also be used for concerts, and it has a disappearing piano for this purpose.

For comfort, every private room has individually controlled air conditioning, supplied via more than 26 miles of ducts. In addition, all cabin portholes can be opened, and circulation can be achieved with conventional fans if the passenger prefers.

Promenaders will find the longest enclosed tourist promenade deck afloat. From these spacious, extra-width decks easy access can be made to the numerous public rooms in each class. These are but a few of the special features of the new ship — others will be presented in full detail in subsequent issues of the French Line News.