



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.

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.

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.

Printed in U.S.A.

for the
BUSINESS EXECUTIVE
aboard the S.S. FRANCE



French Line

A BUSINESSMAN TO BUSINESSMAN COMMENT

Speaking frankly, we feel that we have uncommon understanding of the businessman's travel needs, partly because we are businessmen ourselves, 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 develop 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 brochure 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 opportunity of demonstrating these contentions to you.



For example, we found that the executive's requirements 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 Thursday evening or Friday sailings assuring two full non-office days at sea.

Relaxation — our research told us that today's businessman 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." Recognizing this, we have included many of the more normal office facilities aboard the S.S. FRANCE, which are at the businessman's disposal. (Some of these are listed on another page.) At the same time, we learned that today's businessman is seeking an opportunity to mix his shipboard "homework" 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 businessman 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 communications facilities in order to keep in contact (as required) 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 communication, a teleprinter to provide immediate 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 Sona treatment and the new and highly successful Thallassotherapy
- Gymnasium
- Swimming Pools
- Sound-proofed cabins with wall to wall carpeting
- Spacious Decks and Promenades