



Couverture

The S.S. FRANCE... the ship designed with your children—and you—in mind.

The French Line has created a special world for children on board the new S.S. FRANCE that is happy, healthful—and heaven-sent as far as mothers are concerned. The children love it, and you'll love it, too, when you see what we do for them—and for you.

We have always cared just a little bit more about the woman traveling with children. The S.S. FRANCE reaches new peaks in caring for children, amusing them, feeding them, supervising them and keeping them happy.

Mothers can be carefree, and enjoy relaxed shipboard life. Take advantage of our "Woman's World," secure in the knowledge that your children are under professional care whether they are asleep or at play. The playrooms of the Veranda Deck will be the center of their own wonderful world dedicated to the proposition that French Line children deserve the best.

AND MOTHER WAIT... TILL YOU EXPERIENCE OUR "WOMAN'S WORLD."

The S.S. FRANCE is many things to many people, and no one has received more attention and loving care than you, Madame. With complete confidence that your young ones are being professionally cared for, you can immerse yourself in that "feminine" atmosphere that permeates the whole ship. Enjoy the breathtaking public rooms where you can sit and chat with friends, or dance or play bridge; the motion picture theatre, largest of any afloat; the salons; the spacious dining rooms; the libraries and writing rooms for repose and relaxation; the swimming pools and health culture salons with masseurs; the outstanding "boutique" where France's and Europe's—most fashionable products are for sale; the open decks and the bracing sea air; the special attention from your cabin steward and, a dry-cleaning operation for the first time on the high seas.

We have spoken of the Children's World. But, it's your world, too. We have planned it that way, and the best of both worlds are yours. You will "unwind" and arrive in Europe relaxed and refreshed, most receptive to all the wonders of the Old World.



THIS WONDERFUL WORLD OF CHILDREN... IN DETAIL

Two playlands, rich with special games • Two nurseries, open until midnight with two full-time nurses • Special cribs—with a bell to automatically signal a wet diaper, and a red light that flashes when baby cries • Children's movies • Punch and Judy shows • Children's dining rooms where they can: eat alone... eat with parents... eat with a nurse... or be fed by a nurse • Special menus for children • Special foods and formulas • Diapers, bottles and other baby things • Superb medical facilities

The S.S. FRANCE means: functionalism, comfort and attention to small details. For example:

- warm, candle-tone lighting throughout
- decorator colors and fabrics
- wall-to-wall carpeting
- telephones in every cabin
- individual—and adjustable—closets
- every cabin air-conditioned (individually adjustable) and sound-proofed
- heated towel racks
- retractable, nylon clothes lines
- finger-touch control for upper berths





THE ART OF TRAVELING WITH CHILDREN

The S.S. FRANCE was designed to make traveling with children painless—even pleasant! By doing so we have not enhanced one world, but two. We have provided an escape from the usual duties of mother and housewife, by building the S.S. FRANCE around a woman's way of life.

We are confident that traveling with children aboard the S.S. FRANCE will be a new and exciting experience for your children... and for you.

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.