

What else interests the French Line's kind of lady passenger? Let us list a few of the many special items:

- level, candle-tone lighting so you always look as you want to look
- gay, cheerful cabins with colorful wall-to-wall carpeting
- quiet cabins, assuring complete privacy
- all cabins air-conditioned (with personal adjustment)
- decorators' colors and fabrics throughout, with that French touch
- exceptional luggage and individual closet space, for "cabin neatness"
- individual closets with adjustable racks for milady's clothes
- orchestras and dance areas, each one with a special mood for that special occasion
- a magnificent motion picture theater with continuous showings
- table and deck games galore from bridge to shuffle board (and just plain relaxation...)
- quiet writing rooms and libraries
- card rooms and music rooms
- 11 a.m. bouillon and 4 o'clock tea (plus breakfast with French croissants and brioches... a true gourmet's delight!)
- cinemaraces, an exciting version of horse racing, seastakes, ship's auction pool
- children's playrooms and dining rooms and teenagers' club, if you are traveling with your family

In short, a world that you can fashion to your mood of the moment—to your taste, to your whim. We made it for YOU.

May we speak privately...?

We all like to "generate memories." Today's emphasis on hurried living provides all too few opportunities to do this.

In a very real way, the S.S. FRANCE has been built to provide a welcome change of pace... a way to enjoy a five-day experience that is something uniquely its own.

You'll unmistakably recognize it, even though we can't truly describe it. You'll recognize it because it is peculiarly *yours*.

It's an experience that caters first to your needs and then your desires.

It's the S.S. FRANCE
It can be you!

The little things that mean so much to a woman

The S.S. FRANCE abounds with those special details that we know* can mean so much to *our* lady passengers. For instance:

- retractable nylon clothes lines
- three-panel lighted mirrors
- ventilation exhaust in every bathroom, to prevent steaming
- heated towel racks (you can also quickly dry clothes on them!)
- international electric outlets
- comfortable modern mattresses for truly relaxing sleep
- reading lights of "just right" intensity
- fans, if you don't elect to use our comfortable air conditioning
- bath and shower faucets that are adjustable from outside the bathing area

Ladies... the French Line has constructed the S.S. FRANCE with you in mind. She offers a special kind of gaiety, comfort, cleanliness, and relaxation.

She provides one of the really rare opportunities, the chance to take advantage of a rare privilege... that of truly being a woman, a woman aboard the S.S. FRANCE.

*by our prior study

OLWELL TRAVEL SERVICE
DOWNTOWN GATEWAY
231 S. E. 1st AVE. 18044 E. SUNRISE BLVD.
JACKSON 2-0887 JACKSON 4-2568
FORT LAUDERDALE, FLORIDA

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.

MADAME VOYAGEUSE aboard the S. S. FRANCE



French Line



A lady is a delight . . . to serve.
 She has her own particular tastes.
 Her own special interests.
 And she has a rather definite idea of exactly what
 transatlantic travel should be—from her point of
 view.
 (We of the French Line like this challenge—it
 brings out the best in us.)

Your five-day vacation on the S.S. FRANCE is absolutely carefree. You have time to look your best and feel your best.

The French Line does not present itself as an expert on ladies.* However, we have studied with more than just passing interest the needs and the fancies of our kind of lady passengers. And, these needs are all reflected in a grand manner aboard the S.S. FRANCE.

**But we do believe it possible to be "knowledgeable" without being "expert."*

As a result of this early attention to feminine desires, it can be said that the S.S. FRANCE has truly been designed, built and outfitted for the French Line's kind of feminine passenger. There's everything for you on the S.S. FRANCE:

- Staterooms and public rooms are a living demonstration of the care and attention that has been lavished on them by the finest artisans of artisan-rich France.
- Contemporary French artists have worked diligently to provide a feeling of functionalism that is combined with feminine taste.
- Colorful and inviting private nooks beckon from every corner of the ship, asking you to live graciously, to indulge yourself, to meet amusing, stimulating companions.



Imagine yourself in this room on board the S.S. FRANCE. Then, take it a step further and put yourself in that room the next time she sails!

Have you experienced "ambiance" the special French word that almost can be translated into atmosphere? You'll find ambiance on the S.S. FRANCE, and it's yours to absorb for five glorious and carefree days.

*C'est toujours Fete
 It is always holiday time aboard the
 S.S. FRANCE
 We intend to spoil you and we admit it
 But, we don't think you'll mind*



Special attention? Yes...may we cite a few examples:

- Two beauty salons, both operated by the renowned Pierre Jacy of Paris and New York.
- There's the Boutique, by the famous "Au Printemps" Department Store of Paris, offering extensive choices of the finest Continental articles including French perfumes at European prices.
- Health activities are available for both classes. First class facilities include masseurs, steam bath, swimming pool, gym and special feminine therapeutic treatments. Tourist class offers, for example, its own gym and swimming pool.

Truly, the S.S. FRANCE is a ladies' ship.