



Couverture

The French Line has been in business for a hundred and six years and has carried thirty-two million passengers. All this knowledge and experience has been designed and built into our magnificent new S.S. FRANCE. Our thorough understanding of what you want and expect on board ship enabled us to create the S.S. FRANCE especially for you.

Before telling you about the S.S. FRANCE—a word about the sea. The therapeutic value of a sea voyage has long been recognized. Sea air is stimulating and relaxing at the same time. Many travelers know that there is something special about the soothing effect of sea, sky and leisure which can only be experienced on a ship. In fact, the French Line's most knowing passengers often make a round-trip without setting foot on land.

ABOARD THE NEW S.S. FRANCE

The combination of the most modern ship afloat and traditional French Line service, attention to detail and cuisine creates a world of unparalleled luxury. This is a vacation world where you come and go as you please, meet charming, sophisticated people, rise late or early, take a siesta after lunch, and do many of the things you've always wanted to do and have never done.

THE S.S. FRANCE IS TWO SHIPS IN ONE

With our new Tourist Class concept we offer one ship—bold in its innovations, with accommodations for all income brackets, and elevated to new comforts usually not associated with this class.

With our further enrichment of First Class—we offer another ship. One that can meet the challenge of the most demanding and discriminate tastes.

Both of these entities share the *special stamp* of French Line "savoir faire"—an unregimented world that is conceived in terms of vacation—while getting you to your destination relaxed and refreshed.



THE LITTLE THINGS... THAT MEAN SO MUCH

For example—in the bathrooms you'll find:

- built-in retractable nylon clothes lines
- heated drying racks
- steam expulsion outlets (no clouded mirrors)
- Kleenex dispensers
- international electric outlets
- three-panel mirrors

AND THAT'S NOT ALL

- Longest liner in the world, the S.S. FRANCE was especially designed for smooth crossings. She rides the crests of three waves and has two sets of stabilizers.
- Easy access to all parts of the ship via nine elevators.
- Breathtaking public rooms for all occasions and moods, expansive decks (open and covered) and a chapel.
- Hospital and medical service as modern as the latest U. S. clinic.
- Pressing, laundry and dry-cleaning service.
- Special areas for children and teenagers at play time and meal time (they have their world, you have yours).
- Direct-line U.P.I. teleprinter for the latest news and stock market quotations.
- Telephones in every cabin.
- A shop featuring French and Continental products including French perfumes at European prices.

A WORD ABOUT OUR SHIPBOARD PERSONNEL

One of the reasons for our tradition of greatness is that the French Line trains its personnel. We select men and women with pride in their trades and train them to perform their duties with a philosophy of attention to each passenger's individual desires.

DO YOU WANT ENTERTAINMENT AND ACTIVITY?

The S.S. FRANCE has the largest theater afloat, and pre-release wide screen motion pictures are shown on an almost continuous schedule.

- Special card rooms are available for bridge players and devotees of other card games.
- Two outstanding swimming pools with adjoining modern gyms grace the S.S. FRANCE.
- Entertainment is assured by color TV, live music, dancing and a wealth of fascinating games like cinemaraces, our exciting ocean horseracing game.
- On the S.S. FRANCE we introduce the famous thalassotherapy in vogue in France at the moment. You will find this massage treatment combining air and salt water both relaxing and beneficial.

DO YOU WANT QUIET COMFORT AND CONVENIENCE?

All cabins have a choice of individually controlled air conditioning or fresh air ventilation, tasteful decor, generous closet space, and sound proofing.

Wall to wall carpeting throughout and acoustical ceilings in hallways reduce sounds to a minimum.

Spacious reading and writing rooms and up-to-date libraries containing 5,000 volumes.

Hair stylings and beauty treatments are available at two outstanding Beauty Salons.

If you're England-bound the S.S. FRANCE will get you there in the shortest time on the Atlantic - 4½ days - berthing at a Southampton dock (no annoying tender service).

THE PECK-JUDAH CO., Inc.
590 MARKET STREET
SAN FRANCISCO, CALIFORNIA

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.

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