



1935
HOLIDAY
CRUISE

To
BELGIUM & HOLLAND

WITH

PHILCO



PIMBLICO-SUPER-MARE

ROYAL DE LUXE PALACE MANSIONS HOTEL

(Best part of Front)

ALL ROOMS FACE THE REAR.

BILLIARDS.

Under Personal Supervision. Families waited on.
Petrol and Stomach Pump.

Telegrams: Frozen, Pimblico.

No Telephone.

HICKEY'S HOTEL (unlicensed) Old world atmosphere in all rooms. Aspidistres dusted twice yearly. Resident Proprietress: Mrs. Hazel Hickey.	HOME TOWN (Central) from Liverpool-street, 100 miles. Pop. 3,2544. Ordinary single monthly return, cheap day—You're telling me!				MUDBANK PRIVATE HOTEL Marine Parade Spacious Drawing Room facing Goods Yard. Easy drive to Bus to Promenade. First Class Cuisine
	Home Town	L'Pool St.	L'Pool St.	Home Town	
	A 5.27a	7.25	A 7.27r	5.27	
	M 5.28b	7.26	M 7.26d	5.28	
	5.29c	7.25	7.25p	5.29	
	No Summer Service No Sunday Trains				
HOCKEY'S HOTEL Modern and up-to-date. Paul Jones, Games and Outings. Oneable—Jolly atmosphere. Home made wines. Proprietress: Mrs. Haggis Hockey	THE TOWERS Finest position on any coast. Hot and Cold water in both bathrooms. Entertainer on Saturday nights. Lights out 10 p.m. Associated with RITZ HOTEL, Wigan.				
	a Does not run on Mondays and Thursdays. b Tuesdays, Wednesdays, Fridays excepted. c Not Saturdays. d Warm mutton available. e Only Christmas Eve. p W.C.				
	E. & O.E.				

ROYAL PALACE MANSIONS HOTEL DE LUXE

(Finest Position on whole Coast)

NO CONNEXION WITH ANY OTHER PLACE OF SIMILAR NAME

Old Established but new in ideas. Sun parlour.
Shredded Wheat and Vita Glass. Water in every bed.
Many other improvements. Incredible terms. One-horse Bus meets both trains. Communicating Toilets.

LIFT.

FIRST CLASS CHEF.

LIFT.

MEMORIZE THIS SERIAL NUMBER. IT IS YOUR CHANCE IN THE GREAT RAFFLE ON BOARD SHIP ON SUNDAY NIGHT.

PHILCO PASSPORT



Mr. W. Pittam.

We,
 the Philco Cruise Committee,
 Members of the World's Largest
 Manufacturers of Radio Receivers,
 Radio Manufacturers Service, etc.,
 etc., etc.,



Request and require in the
 name of Philco all those whom it
 may concern to allow bearer to
 pass freely (land, air or water)
 without let or hindrance, and to
 afford him every assistance and
 protection of which he may stand in
 need, including cash $3\frac{3}{4}\%$ where meet,
 and due allowance if his valises be
 not aged beyond 90 days.

Bung Ho.
 Chinese Attarshay.

Bung ho

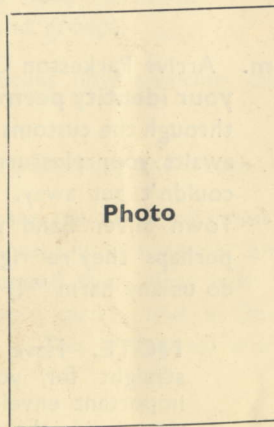
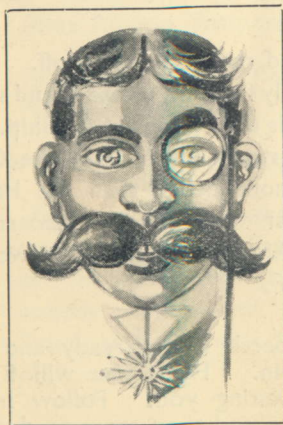
DESCRIPTION
 (SIGNALEMENT)

Profession } Wave Trapper
 Profession }
 Place and Date of Birth } Wapping Steps
 Lieu et date de Naissance } Not yesterday
 Domicile } United Dairies
 Domicile }
 Height } ft. ins.
 Taille }
 Colour of eyes } Bloodshot
 Couleur des yeux }
 Colour of Hair } Walnut
 Couleur des cheveux }
 Special peculiarities } One foot both
 Signes particuliers } the same

Wife—Femme

Gone to the Country

WIFE—FEMME



TIMETABLE and ITINERARY

FRIDAY

Start early from your hereditaments, messuages and other lawful places of abode and ask the way to London. Having found that this lies between Rochdale and Redhill, make for the quaint old wayside station of LIVERPOOL STREET, arriving at the latest by 8 p.m. Platform No. 8.

Please be Punctual.

8 p.m. LIVERPOOL STREET STATION.

Here we wrap the Philco Continental Special around us and push on off to Harwich (known for short by Railway officials as Parkeston Quay). Dinner will be served on the train, and with dinner d r i * * s.

NOTE. Fill in your Railway identity permit on the train. You must show it on arrival. Some, of course, may forget this. Well, they'll be last aboard. The Customs folk are that tough!

10 p.m. Arrive Parkeston Quay and shake the train off. **Show your identity permit** (nicely filled in, please!) and stagger through the customs towards the Philco Cruise Ship. She awaits your pleasure with steam up. (No, the Guards couldn't get away. It's none other than the Harwich Town Silver Band you hear welcoming us aboard—and perhaps they're right, "Another Little dri** wouldn't do us any harm"!)

NOTE. Have your berth ticket ready and make straight for your cabin. Here you will find an important envelope awaiting you. Follow instructions inside the envelope, and then come on deck.

SATURDAY.

CRASH!- BANG!! WALLOP!!!

6.15 a.m. Time to show a leg. The band are properly wound up and will give no quarter, so leap out of bed. Your only hope is to make more noise than the band, and remember they're experts.

6.16 a.m. Band.

6.17 a.m. BAND.

6.18 a.m. MORE—BAND!

6.20 a.m. Burial at sea for any still sleeping.

6.45 a.m. First Breakfast (Green Ribbon Passports).

NOTE. We're 400 souls aboard and all want breakfast. So stick to your times and don't linger longer over the jolly old egg than you and it can help. The hen made that mistake, and where is she now? Get up on deck when you're through.

* **7.15 a.m.** Second Breakfast (Blue Ribbon Passports).

See Footnote * **7.45 a.m.** Third and definitely the **last** Breakfast (Truly!) (Blue Ribbon Passports—second group).

8 a.m. Embark in Philco Motor Coaches now awaiting you on Flushing Quay.

8.15 a.m. Sharp. Motors depart for Middelburg and Veere.

10 a.m. Arrive at Veere, where we disembark and stroll round this quaint old fishing village. A real Dutch appetiser known as "Half-and-Half" (half what and then what have you, nobody knows—and you won't care!) and a Double-Dutch snack called a "Flap." This is the real works—don't miss it!

* Green Ribbon Passports Breakfast at 6.45 a.m.

YOUR breakfast is

at 7.15 a.m.

10.45 a.m. Leave Veere for Domburg.

12 Noon. Domburg. A quiet seaside village—until we picnic to music. Then hear the H.T. Silver Band make the welkin ring!

1.45 p.m. Sharp. Cars leave for Flushing.

3.15 p.m. Flushing, where we have one hour to stroll, bathe and sport ourselves on the plage and promenade. You have a voucher for towels and bathing.

NOTE. Don't bathe unless this morning's Dutch Flap is well past the uvula, or you're sure to sink head downwards.

4.15 p.m. Embark once more in cars and journey to Flushing Docks, where at—

5 p.m. Our ship leaves for Zeebrugge. Don't miss this boat. You will never get out of Holland without us. Tea is waiting for you on board. The cruise down to the Belgian Coast occupies just an hour, so get ahead with tea without waiting to be asked, and make way for others as soon as you have finished. The Steward will take your Tea Coupon.

6 p.m. Arrive at Zeebrugge.

NOTE. Before going ashore don that natty dark suiting we told you about and you're sure to be a wow at Blankenberghe—and who knows ? If you want to dress up like a dog's dinner don't be too long over it. You've only half-an-hour!

6.45 p.m. Sharp. Special tram departs for Blankenberghe and our Cruise Headquarters. The Conductor will take your Tram Coupon.

7 p.m. Arrive Blankenberghe where the Band will lead us to our Hotels, the Bristol and Continental Palace. (Green Ribbon Passports dine at the Bristol and Blue Ribbon Passports at the Continental Palace).

7.45 p.m. Dinner.

9 p.m.—Midnight. Dancing, etc., in the Continental Palace Hotel and on the Pier.
You have a coupon for drinks at either place.

NOTE. If you see "Banana Royale" stuck up anywhere, don't worry. It doesn't mean wrong.

12.15 Sharp. Special Philco tram leaves Blankenberghe (rear of Continental Palace Hotel) for Zeebrugge and the boat. Have your Tram Coupon ready.

NOTE. Don't miss this last tram. It's a long walk!

12.30 & onwards. Ye Olde Bedtime Songs and Carnival.

SUNDAY.

6.15 a.m. Réveille. Rise and shine.

NOTE. We have a full programme to-day and it is necessary to keep to our time schedule in order to make our train connexions to Brussels.

*

6.45 a.m. First Breakfast. (Blue Ribbon Passports).

NOTE. Others are waiting.

See Footnote

*

7.15 a.m. Second Breakfast. (Blue Ribbon Passports—second group).

NOTE.—Others still wait.

7.45 a.m. Third and last Breakfast. (Green Ribbon Passports).

8.15 a.m.—Move out on to the Mole alongside the ship, where the Philco Special to Brussels stands in readiness.

* Green Ribbon Passports Breakfast at 7.45 a.m.

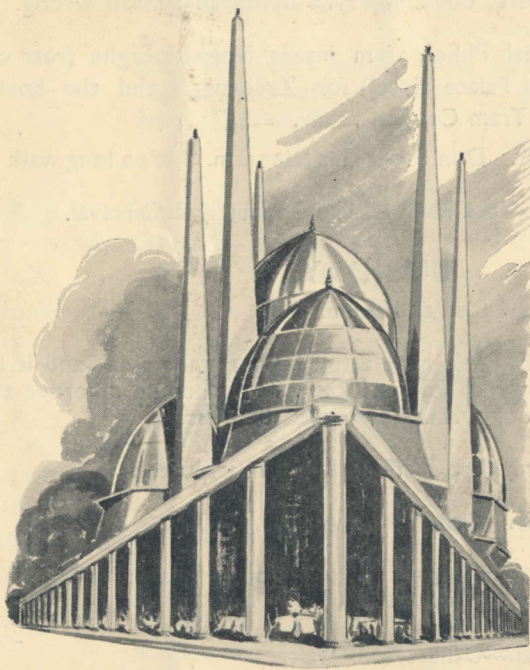
YOUR breakfast is
at 6.45 a.m.

8.45 a.m. Train leaves for Brussels. Don't miss it—there's Belgian beer aboard!

10.30 a.m. Arrive at Brussels. On alighting please go directly to motor coaches which are waiting to drive us round the City and to the Exhibition Grounds.

12 Noon. Arrive at the International Exposition, where we decant ourselves at the Main Entrance and walk gracefully up to the Special Philco Restaurant where at

12.15 p.m. Lunch is served.



Fix this building in your mind's eye. It has a roof of beaten sheet brass and is an exact replica of the famous St. Sofia Mosque. We lunch here, and all through the afternoon a Red Cap will be on duty here to answer your questions and solve your problems. If during the afternoon you get lost or arrested look for the golden roof, and come right in. The Red Cap (Cruise Director) will do the necessary.

NOTE. Before leaving the restaurant when lunch is over, make this solemn resolution that you will be at Entrance "Attractions et Marathon" at 4 p.m. at the latest. This is our rendezvous, where Philco Trams are waiting to take us to Jette Station.

4.15 p.m. Leave the "Attractions et Marathon" Entrance Gate of the Exhibition by Special Tram for Jette Station. **Don't miss this Special Tram.** The high spots of the Cruise are yet to come. Banquet—Cabaret—Dancing—Souvenirs.

NOTE. You will meet trouble if you get left in Brussels without a passport, and you are certain to miss the boat home, because our Special Train is the last one of the day back to Zeebrugge. Philco cannot accept any responsibility for return passage, or difficulties with British or other immigration officials, for any member of the Cruise who misses this train.

4.45 p.m.—Leave Brussels en route for Zeebrugge.

NOTE. Refreshments will be served on the train to sustain flagging spirits.

6.30 p.m. Arrive at Zeebrugge where we have just three-quarters of an hour to push up for the Gala Banquet. Dark Suits are recommended, and if you want to gamble the Casino authorities favour dinner jackets.

7 p.m. Leave the Mole (the land end) by Special Tram which will put us down at Blankenberghe, where our Band will play us up to the Casino-Kursaal. The Conductor will take your tram coupon.

7.45 p.m. GRAND GALA BANQUET in the Kursaal-Casino under the Presidency of Mr. Carleton L. Dyer. The Burgomasters of Blankenberghe, Bruges and Ypres, and leading members of Belgium's Press, will be numbered among our Guests of Honour.

9 p.m. Carnival Cabaret and special appearance of the Philco Girls, bearing gifts of gold, frankincense and myrrh.

NOTE. This bit's good—don't miss it!

10 p.m. (Midnight). Dancing in the Casino-Kursaal, Continental Palace Hotel and on the Pier, and gambling in the Casino for those so inclined (dinner jacket is required for gambling rooms). You have a coupon for refreshments acceptable at any of these three places. This coupon will also admit you at the Pier Head.

12.15 a.m. Special Tram to Zeebrugge. This leaves from the back of the Continental Palace Hotel as before, and arrives just about in time to catch the Boat.

★ **DON'T MISS THIS TRAM.** It's the last one and it cannot wait.

12.30 a.m. BOAT SAILS!

Definitely, absolutely and positively.

NOTE. Don't leave us at the last minute.

1 a.m. Gigantic Raffle on board ship. 50 superb prizes. You're bound to win something really chic. The Serial Number on this Booklet is your chance—memorize it and watch it turn up.

MONDAY.

7.30 a.m. Cruisers Arise! We're back at Harwich and the train leaves in one hour.

8.30 a.m. Breakfast on board the train.

A further surprise awaits you on the train, so hurry up and get through the customs and take your seats in the PHILCO SPECIAL.

10 a.m. LIVERPOOL STREET once again. An Exhibition of the New Season's Models is ready for you in the Abercorn Rooms, adjoining the Station.

VOCABULARY

Belchen (for Phleggmish) and Hollandaise*

Belchen

Pronounced

- | | | |
|---|--|--|
| <p>English</p> <ol style="list-style-type: none"> How much is that? I want a present for my wife Stamps, please, for these cards/letters for England. Our party is made up of the leading radio dealers in Great Britain. I want a souvenir to take home to my family. Will you please speak English? May I have the pleasure of a dance? Waiter! I'll be seeing you. | <p>Belchen</p> <ol style="list-style-type: none"> Combien? Je désire un cadeau pour ma femme. Des timbres, s'il vous plait, pour ces cartes/lettres pour l'Angleterre. Notre groupe se compose des principaux marchands de Radios en Grande-Bretagne. Je désire emporter un souvenir pour ma famille. Voudrez-vous parler anglais s'il vous plait? Me feriez-vous l'honneur d'une danse? Garçon! Je vous reverrai. | <p>Pronounced</p> <ol style="list-style-type: none"> Com-be-an. Jer dayseer urn cado poor ma fam. Day tambres seel voo play poor say carte/lettre poor Longletaire. Note-re groep ser compose day pransippo Marshonds der Raddios on Grand Bretaine. Jer dayseer ombortay urn souvenir poor ma famee. Voodriay-voo parlay onglay, seel voo play? Mer ferriay-voo lonner dune dornse? Garsorn! Jer voo rerverray. |
|---|--|--|

* The only Dutch word you need know is "Damen." You will see it over doorways in stations, hotels and elsewhere. Its equivalent in English is "Abandon hope all ye who enter here,"—and when you see this ominous word it is best to stay your steps, lest a dreadful fate befall you.

VOCABULARY (continued).

English

10. Not to-day, thanks !
11. My address at home is
12. Good evening.
13. Good night.
14. May I have your photo ?
15. You're telling me !
16. Just one more.
17. What is your name ?
18. We leave Zeebrugge at Midnight on Sunday.
19. Come and see us off.
20. Write to me.

S.O.S.

1. I didn't see the notice.
2. When is the next train for Zeebrugge ?

Belchen

10. Pas aujourd'hui, merci !
11. Mon adresse personnelle est
12. Bonsoir.
13. Bonne nuit.
14. Puis-je avoir votre photographie ?
15. Vous me dites !
16. Encore un.
17. Quel est votre nom ?
18. Nous quittons Zeebrugge Dimanche à minuit.
19. Venez nous voir souvent.
20. Ecrivez-moi.

M'Aidez

1. Je n'ai pas vu l'avertissement.
2. Quand est le prochain train pour Zeebrugge ?

Pronounced

10. Pars ojuredwee, mairsee.
11. Mon-naddresse pairsonelle ay
12. Bornswar.
13. Bonne noo-wee.
14. Pouee - j'avauwar votre photographie ?
15. Voo mer deete !
16. Oncore urn.
17. Kel ay votre nom ?
18. Noo kittorn Zeebrugge deemornche ah minouee.
19. Vennay noo voo-ar soovorn.
20. Aycreevay-moo-ar.

Mayday

1. Jer nay par vue larvertissemon.
2. Korntayler proshan tran poor Zeebrugge.

3. Please ring up Messrs. PHILCO, Blankenberghe.
4. Where is the manager ?
5. Where is the lavatory ?
6. Excuse me.
7. I have no money on me.
8. Hurry up, please.
9. I've paid once already.
10. No, a thousand times no!
11. It's nothing to do with me.
12. I shall be all right in a minute.
13. I want something for a headache.
14. Heaven help the sailors on a night like this.

3. Prière de téléphoner à MM. PHILCO, Blankenberghe. No. 41234 (Continental Palace Hotel).
4. Ou est le directeur ?
5. Ou sont les lavabos ?
6. Excusez-moi.
7. Je n'ai pas d'argent sur moi.
8. Dépêchez-vous si'il vous plaît.
9. J'ai déjà payé une fois.
10. Non, mille fois non !
11. Cela ne me concerne pas.
12. Je serai prêt dans une minute.
13. Je désire quelque chose pour le mal à la tête.
14. Dieu protège les marins par une nuit pareille.

3. Pree air de taylayfoinay ah Messieurs PHILCO, Blankenberghe, Neumero 41234.
4. Ou (to rhyme with "pooh") ayler deerecteur ?
5. Ou sorn lay lavaboes ?
6. Excusay moo-ar.
7. Jer nay par darjon sewer moo-ar.
8. Daypayshay voo seel voo-play.
9. Jay dayjay payay une foo-ar.
10. Nor, meel foo-ar nor !
11. Sela ner mer cornsairn par.
12. Jer seray pray dorn soon min-ute.
13. Jer dayseer kelker shoze poor ler mal ar lar tate.
14. Dee-er protayje lay maran parune nooeee paray.

CRUISE COMMITTEES

Executive Committee—C. L. Dyer (Chairman), H. W. McAteer, R. Gambier-Parry, H. V. Lewis, Norman Bower.

Continental Cruise Committee—C. Elleboudt (Chairman), W. Neil (L.N.E.R.), A. W. Smits (Holland), C. G. Dandridge (L.N.E.R.), Norman Bower.

Travel Committee—W. Neil (Chairman), R. Gambier-Parry, R. E. Carter, C. G. Riddell, A. Reeve, J. H. Bush, C. G. Lane, S. H. Swaffer.

Engineering Committee—Allan B. Oxley (Chairman), F. R. Hornby, J. F. Redfern, G. S. Holiday, R. Kirby, W. Lilburn, A. E. Newton.

Entertainments Committee—Norman Bower (Chairman), R. Gambier-Parry, Glynn-Williams, L. A. Clark, A. F. Knight, W. A. Beatty.

Ways and Means Committee—B. S. Scott (Chairman), H. F. Rutley, J. Daniel, A. C. King.

Programme and Bulletin Committee—H. V. Lewis (Chairman), Norman Bower, L. A. Clark.

SUGGESTED AND RECOMMENDED KIT

(Recipe by Squire Beeton).

Take a medium size suitcase, split open and place therein comfortable suiting for day wear and dark lounge ditto for evening. Add to taste tooth brush (savory probably), socks, mouchoirs, cravats, shoes and what have you. Bring slowly to the top and spread on mixture gent's highly coloured bathing pants. Garnish with spats, monocles, fancy waistcoats—hickies and dilberies when in season. Strain through shrimping net and serve hot at Liverpool Street Station at 8 p.m. A pinch of Eno's will make the whole to rise.

NOTES and AUTOGRAPHS

Colt F. Anthony M.C.

J. de Peñaranda de Sanabria

Melara

Basil

W. A. W. W. W. W.

P. A. Parker As Before

IMPORTANT NOTE

Please wear your badges and berets. They are your pass into the various trains, hotels, exhibitions, Casinos, etc. Without your badge and beret you may be refused admittance by obtuse officials (who, of course, know no better!)

Beret Colours :

For your interest the beret colours are as follow :

BLUE

Philco Dealers (who dine at Continental Palace Hotel on Saturday night).

BROWN

Philco Distributors and their Staffs.

PLUM RED

Cruise Directors (always at your service).

BLACK

Executive Committee

Coupons

The Coupons in this booklet are the coin of the Philco Realm. Kindly use them for what they are intended and **DESTROY THOSE YOU DO NOT USE.**

FINAL NOTE

The Cruise Committee's plans have been laid with the sole object of giving their guests the best possible holiday week-end. In these few points we ask your co-operation.

◆ PHILCO CRUISE ◆ to Holland & Belgium 1935



FAREWELL BANQUET at the Casino-Kursaal of Blankenberghe



President : Mr Carleton L. Dyer



Guest of Honour :

Son Excellence Monsieur H. BAELS
Gouverneur de la Province
de la Flandre Occidentale



MENU

Potage George V
Homard en Belle-Vue
Impériale de Primeurs
La Poularde " Continental "
Champignons à la Crème
Oranges Glacées

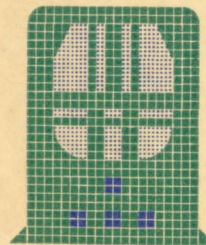


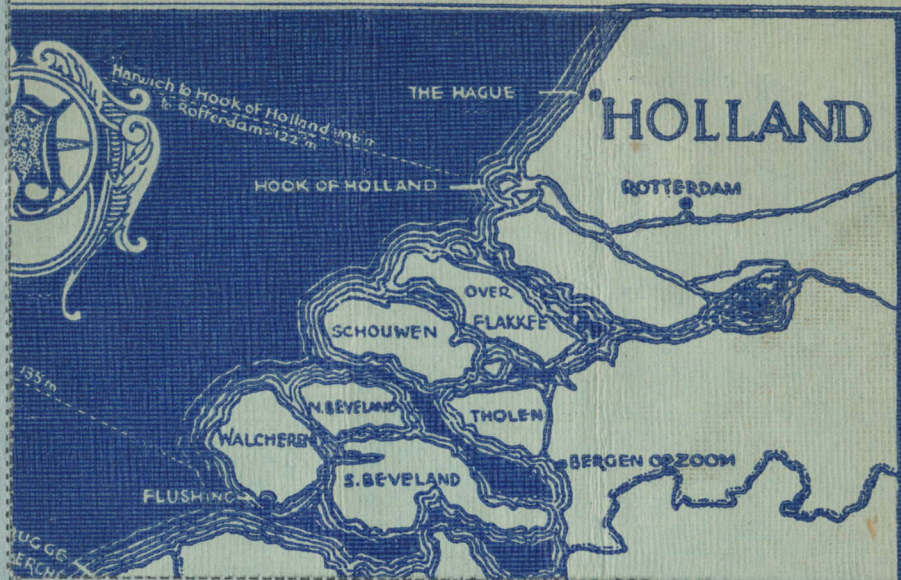
Caterers :

The Continental Palace Hotel
BLANKENBERGHE.

July 7th 1935.

1935





Detach Here.

Tear along dotted line

HOLLAND

No. 119

This is your tram ticket from the ship at Zeebrugge to Blankenberghe on Sunday evening.

Le porteur desire une place dans le tram de Blankenberghe au Mole de Zeebrugge selon accord avec MM. PHILCO.

ZEEBRUGGE
to
BLANKENBERGHE
(Sunday Evening)

8. *Ce Coupon est payable au Continental Palace Hotel a Blankenberghe en deans les huit jours.*

PHILCO 1935 HOLIDAY CRUISE TO HOLLAND AND BELGIUM



ADQUARTERS—CONTINENTAL PALACE HOTEL—BLANKENBERGHE

W. H. Miller

Woopee!

