



## PHILCO CARIBBEAN CRUISE

MAY 18 TO MAY 26, 1935

# PHILCO CARIBBEAN CRUISE

NEW YORK • JAMAICA, B. W. I.

★

## EMBARKATION

May 18th, 8:30-11:45 A.M. Pier 95, North River  
West 55th Street, New York City

★

## SAILING TIME

12:00 NOON, New York City Time, *Monarch of Bermuda*  
sails for Jamaica, the Caribbean's "Loveliest Isle."

★

## LUNCHEON

12:30 P.M. D Deck. (First come—first served)

★

*Get your latest copy of Time, Liberty, True Story, Collier's, Saturday Evening Post, Good Housekeeping, Cosmopolitan and American Magazine at newsstand, "A" Deck, Ballroom. They are FREE!*

# WHO'S WHO IN BERETS

☆

RED

Distributors

●

GREEN

Distributors' Representatives

●

BROWN

Guests

●

BLUE

Philco Managers and D. R's

●

WHITE

Philco Home Office

• 2 •

SATURDAY, MAY 18

## PROGRAM OF BUSINESS SESSION

### 2:00 P.M. (Ship's Time)

General Meeting in "The Brummel Hall" . . . A Deck

Mr. James M. Skinner, President of The Philadelphia Storage Battery Company, will present the new 1936 Philco line.

### 6:30 P.M. to 9:00 P.M.

Dinner . . . . . D Deck

### 9:30 P.M.

Boxing . . . . . Sports Deck

### 11:00 P.M.

Feature Talking Picture in "The Brummel Hall" A Deck

### Midnight

Midnight Supper . . . . . Smoking Room and Cafes

### IMPORTANT NOTICE

*Be sure to enjoy the Cruise to the utmost. Join in all activities. Sign your Sports coupon now (see last page), turn it in at Purser's Office on "C" Deck. Win one or more gorgeous prizes and have the time of your life doing it!*

• 3 •

SUNDAY, MAY 19

**6:00 A.M. (Ship's Time)**

Swimming Pools Open . . . . . A Deck Aft  
G Deck Aft

**8:00 A.M. to 10:00 A.M.**

Breakfast . . . . . D Deck

**IMPORTANT**

*Don't fail to secure your ticket (as a guest of Philco) for the delightful automobile trip on the lovely Isle of Jamaica. Also your card of admission and transportation from the ship to the Bournemouth Club on Wednesday evening. Tickets available at Purser's Office until Tuesday noon.*

**11:00 A.M.**

Divine Service in "The Brummel Hall" . . . . . A Deck

**12:30 Noon**

Luncheon . . . . . D Deck

**2:00 P.M.**

General Meeting in "The Brummel Hall" . . . . . A Deck

SUNDAY, MAY 19

**PROGRAM OF BUSINESS SESSION**

*AFTERNOON*

**2:00 P.M. to 5:30 P.M.**

MR. LARRY E. GUBB

President of Philco Radio and Television Corporation, will tell you how to increase your sales and your profits in 1935-36.

MR. SAYRE M. RAMSDELL

Vice President, will talk about Philco's Advertising and Sales Promotion plans.

*CUP PRESENTATION*

**6:30 P.M. to 9:00 P.M.**

Dinner . . . . . D Deck

**9:30 P.M.**

Feature Talking Picture in "The Brummel Hall" A Deck

**Midnight**

Midnight Supper . . . . . Smoking Room and Cafes

*Didn't you envy the lucky winner of the beautiful Cosmopolitan oil painting on the '34 cruise? Well — step up and draw the lucky number on this year's Cosmopolitan picture — or win one of six other fine oil paintings by world-famous artists. Full information at Philco Magazine exhibit, "A" Deck, Ballroom.*



**6:00 A.M.**

Swimming Pools Open . . . . . A Deck Aft  
G Deck Aft

**7:30 A.M. to 9:15 A.M.**

Breakfast . . . . . D Deck

**9:30 A.M.**

General Meeting in "The Brummel Hall" . . . A Deck

**PROGRAM OF BUSINESS SESSION**



*MONDAY MORNING MEETING*

**9:30 A.M. to 12:00 Noon**

MR. ROBERT F. HERR

Sales Manager of Philco Parts and Service Division, will speak on the importance of selling service and parts at a profit.

MR. C. E. CARPENTER

Sales Manager of Philco Tube Division, will tell about selling millions of tubes to millions of prospects in 1936.

MR. THOMAS BECK

President of Crowell Publishing Co., on "Selling Goods."

**12:30 Noon**

Luncheon . . . . . D Deck

**2:00 P.M.**

General Meeting in "The Brummel Hall" . . . A Deck

*MONDAY AFTERNOON MEETING*

**2:00 P.M. to 5:00 P.M.**

MR. R. L. HEBERLING

Vice President of Philco Transitone, will show you how automobile radio sales can boost your profits.

MR. JAS. T. BUCKLEY

Treasurer of Philadelphia Storage Battery Co., on "Showing the Right Kind of Balance Sheet."

MR. HARRY BOYD BROWN

Philco National Merchandise Manager, on "The Importance of Knowing and Telling What You are Selling."

**6:30 P.M. to 9:00 P.M.**

Dinner . . . . . D Deck

**9:30 P.M.**

Boxing . . . . . Sports Deck

**11:00 P.M.**

Feature Talking Picture in "The Brummel Hall" A Deck

**Midnight**

Midnight Supper . . . . . Smoking Room and Cafes

Absolutely free! Nothing to buy — no money to spend! Get your lucky number on one of seven beautiful framed oil paintings. Visit exhibit of Philco Magazines, *A deck, ballroom.*

TUESDAY, MAY 21

**6:00 A.M.**

Swimming Pools Open . . . . . A Deck Aft  
G Deck Aft

**7:30 A.M. to 9:15 A.M.**

Breakfast . . . . . D Deck

**9:30 A.M.**

<i>Divisional Meetings</i>	<i>Room</i>	
Pacific Coast	"Hamilton"	Sun Deck
Atlantic Division	"St. George"	Sun Deck
Southern Division	"Sandy's"	B Deck
Southwest Division	"Southampton"	B Deck
Central Division	"Warwick"	B Deck
East Central Division	"Pembroke"	B Deck
Eastern Division	"Devonshire"	B Deck

(Make appointment with your Division Manager)

**12:30 Noon**

Luncheon . . . . . D Deck

**2:00 P.M.**

Canadian Meeting in "Virgilian Room" . A Deck

**6:30 P.M. to 9:00 P.M.**

Dinner . . . . . D Deck

TUESDAY, MAY 21

**9:30 P.M.**

Feature Talking Picture in "The Brummel Hall" A Deck

**Midnight**

Midnight Supper . . . . . Smoking Room and Cafes

**BELIEVE IT OR NOT!**

*We suggest that you do one of two things tomorrow—1. Get up at dawn. 2. Stay up till dawn. Either way you won't miss seeing one of the most magnificent sights in the world—the Coast Line of the Island of Jamaica.*

★

WEDNESDAY, MAY 22

●

**6:30 A.M. to 8:15 A.M.**

Breakfast . . . . . D Deck

**8:30 A.M.**

*Monarch of Bermuda* docks at Kingston, Jamaica, B.W.I.

**9:00 A.M.**

*Group A* (holders of blue cards). All Philcoites holding blue cards will kindly step from the gangplank to waiting motors and enjoy, as Philco's guests, a three and one-half hour trip to Old Spanish Town, Bog Walk, and then ascend to the

main range across the mountains, and return to Kingston via the Kings House and the famous Hope Botanical Gardens.

*Group B* (holders of yellow cards) takes sightseeing trip through Kingston's business district, on their own.

**12:30 P.M. to 1:15 P.M.**

Luncheon for Group B . . . . . D Deck

**1:30 P.M.**

*Group B*—The motor trip taken by Group A in the morning.

**1:30 P.M. to 2:15 P.M.**

Luncheon for Group A . . . . . D Deck

**2:30 P.M.**

*Group A* takes a sightseeing trip through Kingston's business district, on their own.

**5:30 P.M.**

Island of Jamaica Officials receive Philco Distributors aboard *Monarch of Bermuda*.

**6:30 P.M. to 9:00 P.M.**

Dinner . . . . . D Deck

**9:15 P.M.**

Philco Night at Bournemouth Club

Be sure you have your tickets (see page 19).

**Midnight**

*Monarch of Bermuda* sails from Kingston  
Supper in Smoking Room and Cafes

Last chance! Take home a fine oil painting by one of the world's great artists. Yes, it's possible — all you do is visit the exhibit of Philco Magazines, *A deck, ballroom*, and get your lucky number — 7 beautiful paintings.

☆

THURSDAY, MAY 23

**6:00 A.M.**

Swimming Pools Open . . . . . A Deck Aft  
G Deck Aft

**7:30 A.M. to 9:15 A.M.**

Breakfast . . . . . D Deck

**10:30 A.M.**

General Meeting in "The Brummel Hall" . . . A Deck

**RADIO MERCHANDISING SESSION**

DR. JAMES FRANCIS COOKE

President of The Presser Foundation and editor of *Etude*, has chosen as his theme "The Sense of Nonsense."

CURTIS A. WESSEL

Editor of *Radio Weekly*, will speak on "The Importance of Maintaining the Right Kind of Trade Relationship."

THURSDAY, MAY 23

12:30 Noon

Luncheon . . . . . D Deck

2:00 P.M.

Deck Sports Tournaments . . . . . Sun Deck  
Tug-of-War

3:00 P.M.

Golf Driving Contest . . . . . Sun Deck

6:30 P.M. to 9:00 P.M.

Dinner . . . . . D Deck

9:30 P.M.

Boxing (Finals) . . . . . Sports Deck

11:00 P.M.

Feature Talking Picture in "The Brummel Hall" A Deck

Midnight

Midnight Supper . . . . . Smoking Room and Cafes

☆

FRIDAY, MAY 24

6:00 A.M.

Swimming Pools Open . . . . . A Deck Aft  
G Deck Aft

FRIDAY, MAY 24

7:30 A.M. to 9:15 A.M.

Breakfast . . . . . D Deck

10:30 A.M.

General Meeting in "The Brummel Hall" . . . A Deck

DR. JOHN F. MADDEN

Dean, School of Commerce, New York University, President, Alexander Hamilton Institute, will talk on "Are You in Love with Your Business?"

12:30 Noon

Luncheon . . . . . D Deck

2:00 P.M.

"How to Hold Dealer Meetings"—"Brummel Hall" A Deck  
(Distributors and Factory Men Only)

Deck Sports Tournaments . . . . . Sun Deck

4:00 P.M.

Semi-Final Tug-of-War . . . . . Sun Deck

6:30 P.M. to 9:00 P.M.

Dinner . . . . . D Deck

Special Philco "High Hatter" Dinner, 8:30 P.M.

9:30 P.M.

Feature Talking Picture in "The Brummel Hall" A Deck  
Bridge Tournament in "Virgilian Room" A Deck Forward



FRIDAY, MAY 24

**Midnight**

Midnight Supper . . . . . Smoking Room and Cafes

Free to holders of lucky numbers! — valuable oil paintings by famous artists. Visit exhibit of Philco Magazines, *A deck, ballroom*. Seven paintings given away — originals of illustrations in *Cosmopolitan, Good Housekeeping, Saturday Evening Post, Liberty, True Story, Collier's* and *American Magazine*.

☆

SATURDAY, MAY 25

**6:00 A.M.**

Swimming Pools Open . . . . . A Deck Aft  
G Deck Aft

**7:30 A.M. to 9:15 A.M.**

Breakfast . . . . . D Deck

**9:30 A.M.**

Deck Sports Tournaments . . . . . Sun Deck  
Final Tug-of-War

**11:00 A.M.**

Horse Racing . . . . . A Deck Aft

**12:00 Noon**

Luncheon . . . . . D Deck

SATURDAY, MAY 25

**2:00 P.M.**

Finals — Deck Sports Tournaments . . . . . Sun Deck

**3:00 P.M.**

Trap Shooting . . . . . B Deck Aft

**6:30 P.M.**

Gala Dinner . . . . . D Deck

**9:00 P.M.**

Awarding of Sports Trophies . . . . . Ballroom  
Amateur Night

**Midnight**

Midnight Supper . . . . . Smoking Room and Cafes

**IMPORTANT**

*Has your Customs Blank been filled out and given to the Purser?*

☆

SUNDAY, MAY 26

**7:00 A.M.**

Breakfast . . . . . D Deck

**8:00 A.M.**

*Monarch of Bermuda* arrives in New York

**8:30 A.M.**

ALL ASHORE!

*"ADIOS"*

## SPORTS COMMITTEE

EUSTACE VYNNE, CHAIRMAN, ROOM B 58

Ted Pritikin	<i>Golf Driving</i>	Room C 191
Lee Hadin	<i>Trap Shooting</i>	Room B 3
Al Spears	<i>Tug-of-War</i>	Room B 65
Charlie Robinson	<i>Deck Tennis</i>	Room B 79
Bob Long	<i>Table Tennis</i>	Room D 329
Gene Borgard	<i>Shuffleboard</i>	Room B 19
Max Enelow	<i>Bridge</i>	Room C 196

## SHIP'S OFFICERS

<i>Commander</i>	L. F. Banyard
<i>Staff Captain</i>	R. McMeekin
<i>Chief Officer</i>	Howard Dupont
<i>First Officer</i>	J. Gerritty
<i>Second Officer</i>	J. O'Hara
<i>Third Officer</i>	B. Powell
<i>Fourth Officer</i>	D. English
<i>Purser</i>	Ray Pushie
<i>First Asst. Purser</i>	Gerald Fitzgerald
<i>Surgeon</i>	James Jackson Moore
<i>Chief Wireless Operator</i>	Aubrey Connock
<i>First Assistant Wireless Operator</i>	S. Jones
<i>Chief Steward</i>	Alexander McHaffie
<i>Staff Chief Steward</i>	Frederick Whensley
<i>Senior Second Steward</i>	Arthur Clarke
<i>Chief Engineer</i>	Joseph Hardy
<i>Staff Chief Engineer</i>	Thomas Gibb

## SPECIAL NOTICE

1. *Dining Saloon* — D Deck
2. *Barber Shop* — B Deck Amidships
3. *Cafes* — A Deck bordering dance floor
4. *Cocktail Bars* — All public rooms
5. *Library* — A Deck Forward
6. *Gymnasium* — A Deck Aft
7. *Purser's Office* — C Deck Amidships — Open 9 to 11 A.M.; 4 to 6 P.M.; 8 to 9 P.M. Inquiries regarding Baggage, Insurance, Customs and Wireless should be made there
8. *Smoking Room* — Sun Deck Aft
9. *Sports Deck* — Sun Deck Aft
10. *Swimming Pool* — A Deck Aft and G Deck Aft. Open 6 A.M. to 7 P.M. No bathing suits required. Bathrobe from stateroom to pool
11. *Life Preservers* — in every stateroom
12. *Surgeon's Office* — C Deck Aft — no charge for sickness occurring while on shipboard
13. *Telephone* — Ship to shore service. Booth next to Purser's Office on C Deck
14. *Valet Services* are available by applying to the Barber
15. *Shop* — B Deck Amidships
16. *Ship's Pool* — Apply Smoking Room Stewards
17. *Display Room* — the Ballroom