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**PHILCO
RETAILERS
CONVENTION
CRUISE
TO HAVANA
FROM NEW YORK MAY 28
1935**

PHILCO
NEW YORK
EASTERN
& MIDDLE
ATLANTIC
RETAILERS
1935
CONVENTION
CRUISE TO
HAVANA



ABOARD THE
MONARCH
OF
BERMUDA
SAILING FROM
N. Y. MAY 28



CRUISE
MANAGEMENT
COMMITTEE

T. A. KENNALLY,
Honorary Chairman
PETER KAIN,
Honorary Chairman
T. A. O'LOUGHLIN,
Honorary Chairman
F. E. QUINN, Chairman
O. O. SCHREIBER
H. R. SHEER
J. F. LEAHY

FOREWORD

In presenting this book, we have kept in mind only one thought and that is to portray, in as interesting a manner as possible, the many happy hours that are in store for the guests of the 1935 Philco Retailers' Convention Cruise.

We desire to take this opportunity to thank those merchants in Havana who have so graciously cooperated in extending courtesies to our guests. We also desire to thank the management of the Furness Bermuda Line for their invaluable aid and assistance, also the Cuban Tourist Commission headed by that estimable gentleman Mr. Juan Sabates (of whom we speak at length further on), the National City Bank of New York and their Havana Branch.

F . E . Q U I N N

Chairman

CRUISE MANAGEMENT COMMITTEE

IMPORTANT NOTICE

You will find that the cover of this brochure is in duplicate. The outside cover has been perforated and on the back of this outside cover is printed a number of tickets which will entitle the holder to souvenirs when presented at the addresses printed thereon.

HAPPY DAYS ARE HERE AGAIN

The hour for the 1935 New York, Middle Atlantic, and Eastern Divisions' Convention Cruise has arrived:

At 10:00 A. M. Eastern Daylight Time Tuesday, May 28th, the de-luxe liner "Monarch of Bermuda", flagship of the Furness fleet, will back out of Pier 95, at 55th Street, New York, and head for the open sea en route for Havana, the "Paris of the Western World".

The passenger list will consist exclusively of Philco retailers of the New York, Middle Atlantic, and Eastern Divisions, plus prominent Philco factory executives, whose presence on the party will undoubtedly redound to the advantage of our retailers' future business.

In scheduling the program covering the eight days' excursion, we have tried to make every detail as clear as possible.

Capable committees have been appointed, each delegated to a specific duty. When in doubt, consult them and they will be happy to give you all necessary cooperation.

This brochure is not merely to whet your appetite for what is coming, but to guide you both ashore and afloat. You will find it invaluable in acquainting you with every arrangement that has been made for your comfort and pleasure, both by every executive in the Philco organization, by the officers of the "Monarch" and the officials of the Furness Line.

Thus, we feel safe in predicting for you a Cruise that will long live in your memory as the most pleasurable and companionable you ever took.



TICKETS FOR SOUVENIRS

The outside cover of this brochure contains on the back a number of perforated tickets which are redeemable in Havana for various souvenirs.

Although we have the fullest confidence in the integrity and good intentions of all the business institutions in Havana who have agreed to present you with the various souvenirs, we obviously cannot assume any responsibility if they fail to carry out their agreement to do so. We mention this merely as a matter of precaution and not because we have any idea that the souvenir tickets will not be honored in fullest measure for everything they call for.

NATIONAL CAPITOL—Free Ticket of Admission. If you can find the time, we earnestly advise you to take advantage of this opportunity. An inspection of this building is well worth while. Through the courtesy of the Cuban Tourist Commission and its progressive President, Mr. Juan Sabates, the members of the Philco Retailers' Convention Cruise have been extended this invitation to inspect this magnificent building, as their guests.

EL ASIA is a unique novelty shop owned and managed by a progressive Chinaman. When you call here he has a souvenir in the shape of a Cigarette Holder for you. Present coupon attached, at their store at General Carrillo No. 15.

COMPANIA RON BACARDI—A visit to the headquarters of this internationally known product should be made. In addition to sampling a Bacardi Cocktail as it should be made, this organization has prepared to present you with a sample of their famous RUM. They are located in the Bacardi Building.

THE BERKOWITZ STORE, conducted by Charles Berkowitz, at San Rafael 22, is a bit of America set down in Cuba. Mr. Berkowitz and his jovial wife hail from Brooklyn and have, over a course of years, established a very large department store. They will welcome you gladly and present you with a Japanese Silk Fan upon presentation of the coupon.

EDEN CIGAR STORE—This establishment is located a few doors from Sloppy Joe's and has set aside for you a choice pack of Cuban Ladies' Cigarettes. They specialize in all well known brands of Havana Cigars and also have a stock of novelties.

EL ENCANTO, possibly the largest department store in Havana, desires to welcome you and has prepared a gift

TICKETS FOR SOUVENIRS

for you in the shape of a Lady's Imported Linen Handkerchief. Kindly present your coupon at Galiano y San Rafael.

FINCA DULCE NOMBRE is located on the Cuban Highway, Kilometre 19. You will be taken to this establishment by automobile of the City-Country Trip. The coupon in the book will entitle you to receive from them a Cuban-Made Ash Tray.

LA FLORIDA BAR, "the Cathedral of the Cocktail", wants to give you "one on the house". You will find them at Obispo y Monserrate. Please use attached coupon.

FRENCH BROTHERS have a special bottle of French Perfume ready at Prado 77-A for all our guests when they present attached coupon. This store has a very comprehensive supply of all desirable French Perfume, Novelties and advertises itself as the "home of a million gifts".

EL LAZO DE ORO—Maraccas are an essential part of every Cuban Orchestra, and this establishment has arranged to give you a pair free upon presentation of the coupon. They also are very accessible being directly across from the Plaza Hotel.

ORIENTAL BAZAAR, adjoining Sloppy Joe's, have arranged to give you a bottle of Vigny's Gulli Gulli, and if you desire, exhibit their stock of French Perfumes, Linens, Jewelry, Novelties, etc., etc.

PARTAGAS CIGARS—Any connoisseur of cigars knows favorably the Partagas brand. Such institutions as Pullman Company, the leading New York Clubs and Hotels, etc. have featured this make for years. In addition to showing you the care and quality that goes into the making of these cigars, this company has put up two of their product in a special box to present to you free, as a memento of this visit. You will be taken to this establishment by automobile.

PLAZA CIGAR STORE—As the Cruise Convention ashore will make its headquarters at the Plaza Hotel, you will find ample time to inspect the adequate stock of cigars, cigarettes, novelties, etc. at this stand in the Plaza Hotel Lobby. The coupon presented here will return you a free box of Cuban Cigarettes with their compliments.

SLOPPY JOE'S—the most famous bar in the world extends a cordial greeting and has prepared a souvenir, ticket attached, for a bottle of Sloppy Joe's Rum. It is located at Zulueta y Animas.

CHECKS FOR BEVERAGES, MERCHANDISE, ETC.

The Cruise Management Committee have arranged with the following establishments to accept at par the Merchandise Checks, a book of which you received with our compliments.

The checks are of two values and are given the equivalent of Ten Cents and Twenty Cents.

"MONARCH OF BERMUDA"—Checks may be used at all Cafes and Smoking Rooms for drinks, cigars, cigarettes. The Furness Line have agreed on a tariff of 10c for a Glass of Beer; and 20c for a Bacardi, Bronx, Martini or Manhattan Cocktail. Other and fancier drinks are paid for according to their printed tariff.

EL ASIA—This store has a wealth of imported Oriental goods and if you are on the look-out for strange and unusual gifts, a visit here will be worth your while. They will accept your checks in lieu of cash.

THE BERKOWITZ STORE has for years been a mecca of American tourists because it is run by an American. In previous years they have enjoyed good and repeated patronage from our Cruise passengers. They have arranged to accept your checks.

EDAN CIGAR STORE carries a very comprehensive line of Cuban made cigars and cigarettes in addition to a selection of Carved Ivory, Novelties, Jewelry, and other items that are usually on the shopping list of tourists. Your checks may be used here.

EL ENCANTO DEPARTMENT STORE compares very favorably with large stores in Metropolitan American cities, occupying a building of several stories. It is filled with merchandise from all quarters of the globe. Your checks can be used here.

FINCA DULCE NOMBRE—This unique Farm is included in our Tour itinerary. There are several concessions here selling native Cuban products and also a Bar. Your checks will be as good as money at this resort.

LA FLORIDA BAR—This famous oasis has several claims to distinction gained by their knowledge of the art of "mixology". Although they are offering a drink on the house (as per coupon attached to this book) if you wish to imbibe further, they will take your checks.

FRENCH BROTHERS—This high class establishment will win your instant approval. Situated on one of the most

CHECKS FOR BEVERAGES, MERCHANDISE, ETC.

famous boulevards of the world, French Bros. cater to a high class clientele, although you will find their prices reasonable. If you are looking for unusual souvenirs, we advise you to call here—and use your checks.

LA PLAYA BEACH—This world-famous Spa has a Cafe, Restaurant, Casino, Cigar Stand, Shops, etc. At all of them you will find them agreeable to accept your checks for any purchase you might make.

EL LAZO DE ORO—This very fine shop is directly across from the Plaza. They have a wealth of imported articles especially from Spain and other Latin countries. English speaking clerks will make your shopping trip here agreeable. Your checks will be accepted.

ORIENTAL BAZAAR—Senor Abravanel desires to welcome you personally when you visit his shop which adjoins Sloppy Joe's Bar. He has a heavy inventory of French Perfumes, Linens, Persian Jewelry, Leather Novelties, and products of Cuba. Mention the fact that you are a Philco Guest and he will extend a special discount and also accept your checks for any purchases.

PARTAGAS CIGARS—In the Lobby of this establishment you will find a cigar stand where the products of the factories are on exhibition and sale. Should you desire to invest your checks in a box of these famous cigars we have made arrangements to enable you to do so.

PLAZA HOTEL—Roof, Restaurant, and Bar—Inasmuch as we will spend most of the evening of the night we are in Havana at the Plaza, we have made arrangements to have all of the above mentioned departments accept your checks. They have also agreed to give you a Glass of Beer for 10c and a Bacardi, Bronx, Manhattan or Martini Cocktail for 20c. Fancier drinks are higher and are priced according to their printed tariff.

PLAZA CIGAR STORE—This stand is located on the Main Floor in the Lobby of the Hotel Plaza. In addition to cigars and cigarettes, you will find here post cards, books, magazines, perfumes, and novelties from all over the world. Your checks are as good as cash here.

SLOPPY JOE'S BAR—The best known bar in the world is a gathering place day and night of all types and nationalities. This place never closes as they lost the key many years ago. Joe will accept your checks for any drinks you may wish to consume on the premises or for any bottle goods you desire to select from his tremendous stock.

BOXING

Due to the fact that last year's Boxing Tournament proved so attractive, we have arranged for another such tournament. The boys who will fight are all amateurs in good standing with the Amateur Athletic Union, known as the A. A. U. They are all champions in their class, or the runners-up, and are travelling with us under the supervision of some high officials of the Metropolitan Association A. A. U.

Mr. P. J. Kelly, who is the Chairman of the Boxing Commission and Manager of the Registration Committee Metropolitan A. A. U., is responsible for the boys being aboard. He has been conducting a series of elimination bouts for a period of weeks in order to give you the cream of amateurs in and around New York.

The boys are in two classes—135 pounds and 147 pounds. They will box three nights—two on the way to Havana and the final and championship night on the evening of June 1st, coming home.

Such well known officials of the Metropolitan Association A. A. U. as Major Patrick J. Walsh, President; Charles L. Drehm, Vice-President; Benjamin Lavine, Chief Clerk; Dr. James J. Walsh, Chief of the Medical Board; and Mr. Kelly are scheduled to accompany us to Havana.



The rules of the Amateur Athletic Union make it obligatory that these bouts fought aboard the "Monarch" go down on the record books the same as if they were fought at Madison Square Garden or any other ring. Therefore, you will enjoy championship bouts of the same standard as the Golden Gloves or any similar tournament.

KNOW THY NEIGHBOR

"By their head-gear ye shall know them". We earnestly request you to wear the berets we furnish you at all times, but especially while in Havana. The police there know our guests from previous years by this distinctive head-gear and extend special courtesies on that account. In fact, you will find most of the squad with the insignie on their arms "English Speaking" will, before you leave Havana, have one of these berets. In order that you might know who are the wearers of the different colors, we are printing the following:

BLACK	— Philco Factory Executives and D. R.'s
NAVY	— Philco Distributor Executives
WHITE	— Philco Distributor Salesmen
MAROON	— Guests
ROYAL BLUE	— Dealers — New York Division
TAN	— " — Eastern Division
GREEN	— " — Middle Atlantic Division

WHAT TO BRING

Don't forget your bathing suit. While it is not compulsory to wear a bathing suit in either of the two pools aboard the "Monarch" the rule of the day is to don a dressing gown and slippers in your stateroom before going to the pools. Your bathing suit, however, will come in mighty handy at La Playa, especially if you desire to look your best. By this we do not mean that La Playa suits are not all they should be, but there will be such a demand that day that if you are a stylish "44", you might have to be content with a size 36, so take a tip and bring your own.

Palm Beach, White Linen, or any other tropical cloth is the thing in suits. Please wear your coat in Havana. This is an unwritten rule and men folks without coats are not regarded very highly either by the citizenry or officialdom.

A light top coat is another indispensable adjunct to your wardrobe as the nights at sea are cool. Sun-tan oil is a good toilet accessory to pack in your bag.



YOUR FIRST IMPRESSION

As soon as you step off the gangplank in Havana, you sense the difference of your new environment. Before you hear any Spanish spoken, you feel yourself in a foreign country. The smile of the customs official bespeaks the friendliness of this picturesque land. The minimizing of entry red-tape reveals that you are expected and welcome to this land of gorgeous adventure. Riding around you experience the first flush of excitement in this exotic Latin country of the sub-tropics. You hear the clamorous staccato voice of the city—the hum of motors, the husky bark of auto horns, the deep baying of steamer whistles in the harbor, the blurred musical intonations of the newsboys and a fragment of music thumped out on guitars, tympani and rattling gourds. You catch tantalizing vistas of narrow streets and tall grilled windows and brass-studded doors . . .

If you don't know a word of Spanish, don't worry. You'll make yourself understood all right. "Oll rait", by the way, is semi-American! There will always be someone near you—policeman, waiter, chauffeur, hotel clerk, or guide who speaks English and will translate your wishes into the enjoyment you seek.

From the welter of commercial streets near the docks you will emerge into a broad asphalt boulevard that makes you gasp with its luxury and beauty—shady parks and promenades, soaring facades of white marble, handsome clubs, magnificent theatres, restaurants and government buildings.



Dominating the Prado, the splendid bulk of the new Capitolio immediately captures your eye. By all means visit the National Capitol. You will find an admission ticket on the cover of this book which will assure you of a courteous entree and assure you of a guide to point out the things particularly worth seeing.

CRUISE ITINERARY

TUESDAY, MAY 28th, 10 A. M., EASTERN
DAYLIGHT TIME



The warning signal from the funnel—"All Ashore Who's Going Ashore". The ropes are loosened at the winches, and gradually, almost imperceptibly, the "Monarch of Bermuda" is under way. The tugboats edge her off into the middle of the river, and then slowly at first, under her own steam, the big vessel glides along between the twin shores of New York and New Jersey. There's plenty to see and admire for an hour or so, though if you prefer, you can renew acquaintances or descend to your stateroom to unpack your bags. You'll find something to do until . . .

LUNCH TIME. For this meal and this meal only (with the exception of Breakfast) the rule in the Dining Room will be "first come, first served". Beginning with Dinner tonight, you will kindly adhere to the Dining Room Regulations which have been set up for your comfort, and occupy the same table at the same sitting throughout the Cruise. There will be two sittings for each meal (with the exception of Breakfast)—"FIRST" and "SECOND". The "Monarch" is famous for the excellency of her food, and in order

to enjoy it to the utmost, please cooperate with us in this seating arrangement and eat at the time and the table assigned to you throughout the voyage.

2:30 P. M.



This is the first big moment of the 1935 New York, Middle Atlantic and Eastern Divisions' Convention Cruise. Everybody aboard ship will assemble in Brummel Hall, the name of the elegant Lounge on A Deck. Here Mr. James M. Skinner, President of the Philadelphia Storage Battery Company, will unveil the 1936 Philco line of Radio Sets. Mr. Larry E. Gubb and Mr. Sayre M. Ramsdell, President and Vice-President respectively, of the Philco Radio & Television Corporation, and other leading executives of the Philco Philadelphia organization will tell graphically of the Philco Merchandising, Advertising and Sales Promotion plans for the coming radio season. We owe a debt of gratitude to these gentlemen for their kindness in joining our party and giving us of the fund of successful merchandising experience they have acquired.

At the same meeting Mr. T. A. Kennally, General Sales Manager Philco Radio & Television Corporation, Philadelphia; Mr. T. A. O'Loughlin, Manager of the New York Division; Mr. Peter Kain, Manager of the Middle Atlantic Division; and others will address you.

DINNER TIME. We inaugurate at this meal the regular designated two sittings. If you have a ticket calling for the "FIRST SITTING" kindly enter the Dining Room promptly when the doors are opened. Those who are to dine at the "SECOND SITTING" will kindly answer the bugler's call for that sitting promptly.

WHAT'S DOING TONIGHT?

Double-feature talking pictures in Brummel Hall. The latest Broadway "talkies" will be shown each night while at sea, immediately after Dinner.

NEW YORK DIVISION NIGHT

Have you ever been to a "Rum Swizzle" Party? All those fortunate retailers who comprise the New York Division are hereby ordered to assemble at the Recreation Hall on A Deck, at which time Division Manager Thomas A. O'Loughlin will preside as host, and the Rum Swizzles and "Tasty Tid Bits" are on the house. This event is scheduled for 11 o'clock.

NICK KENNY'S BROADCAST

The famous impressario who writes the radio column for the New York Mirror will stage an incomprehensive inexplicable Radio Program. He will be aided and abetted by a gang of the

most irresponsible and unusual radio artists ever collected in a broadcast studio. Listen to this. You are going to like it, and it will be a nightly feature. Time: 12 midnight and lasting until the "Federal Radio Commission" gets after us and shuts off the air.



A Midnight Buffet for everyone will be served in all Cafes and Smoking Rooms.

WEDNESDAY, MAY 29th

Report to the Dining Room any time between 7:30 and 9:00 A. M. for your breakfast. Be sure that you sit at the table assigned to you, but for this meal, and this meal only, there are no "FIRST" and "SECOND" sittings.

After you have appeased the inner man, get out into the sunshine. There are innumerable things to do. The gorgeous Swimming Pools are most inviting in the morning. Follow this up with a Sun Bath. Watch the Golden Glovers work out on the Sports Deck. Make the acquaintance of the Gym Instructor, who will put you through a course of sprouts to limber you up. Give your entry for any or all of the various Deck Sport Contests, for which the winners will receive handsome prizes at the end of the Cruise. You will find a detailed account of the coming Golden Glove matches further on in this book.

The decks of the "Monarch" will teem with activity through your every waking moment and you will always find some interesting contest, card game, ping pong match, shuffle board, etc., etc., being keenly and eagerly contested. Deck chairs and cushions are provided for your comfort at no cost to you. None will be assigned or reserved. Use any chair at any place at any time.

LUNCH at 12:30—Two Calls. Kindly follow your instructions as contained on your Seating Card. After Lunch, the Deck Stewards will conduct the usual Horse Race Events including the Grand Sweepstakes, horses and riders of which were auctioned last night at the Movies.

GOLF DRIVING CONTEST AT 2 P. M.

This unique event will be described this afternoon. Report to Sports Deck and hand in your entry. Conditions will be explained by any member of the Committee conducting this event. Imagine teeing up a ball and driving it a mile into the bounding Atlantic! Even if you are the worst duffer imaginable, you will have a chance to win a handsome cup in this unique contest . . . and will you enjoy it!



4:30 P. M.—TEA WILL BE SERVED ON THE SUN DECK

In the Lounge, Al Donahue's Orchestra on the "Monarch", under the direction of Orchestra Leader Alfred Castaw, will regale our guests with a concert of popular music.

Swimming Instructions and Diving Exhibitions will be given by Mr. Bryan Wyles at the lower Pool. There are two Swimming Pools on the "Monarch", one on A Deck and the lower one on G. Deck. Of course, all other amusements will be in full swing.

6:30—FIRST CALL FOR DINNER. Another big double movie feature card in the Lounge. Some interesting short subjects will be on the program tonight. Details of these will be found on your Dinner Menus.



On the Sports Deck aft, you will find an honest-to-goodness ring set up. The big lights glow over the heavily rosined canvass . . . the boys are in their corner . . . the bell clangs and WE'RE OFF to the first of a series of three exceptionally interesting contests, the participants of which are all amateurs of the first class, boys who finished either first or runners-up in the recent Golden Gloves contest held throughout the Metropolitan area.

All these bouts will be under the strict supervision of Amateur Athletic Union Officials who are aboard with us, and the results will go down in the record books just the same as if they were fought in Madison Square Garden. Pick yourself a comfortable seat and enjoy these finely contested bouts. A supplementary card will be added to tonight's contest. These will be the start of a

round of bouts between members of the crew of the "Monarch of Bermuda".

EASTERN DIVISION NIGHT

At 11 o'clock, or thereabouts, Mr. T. A. Kennally will throw a party for the Eastern Division in the Recreation Hall. "Rum Swizzles" will again be the "piece de resistance", with an appetizing bit from the kitchen of the "Monarch". Festivities will start along about midnight but you must have a ticket to get in. We dare you to "crash" the gate.

Sometime, somewhere, Nick Kenny, the irrepressible one, will shatter the ether with his inimitable broadcast hour. We understand that tonight Nick has lined up a group of amateurs (and are they amateurs!) and will put on another "Major Bowes Affair". He wants you to pick the winner by your vote and will furnish postal cards for you to register that verdict which you are to mail him sometime next summer. By then, he figures, you won't be so mad and will be able to give an unbiased opinion of his act.

Midnight Snack in all Cafes and Smoking Rooms.

. . . And so to bed.

THURSDAY, MAY 30th



Up with the sun—maybe. Today is Memorial Day. Although we are aboard a foreign vessel, which virtually puts us on foreign soil, nevertheless we will celebrate this important American holiday at sea with appropriate American exercises. All hands will assemble on the Sports Deck at high noon and a concert of national and martial airs will be rendered by the orchestra.

Have you tried the Swimming Pools? Get a swim this morning. Follow it up with a sun bath but do not overdo the latter. We are getting further South and it would not do to get too much of "Old Sol's" rays; it might spoil the coming fun at Havana. Remember that as you near the equator the sun's rays are greatly intensified and the resultant burn, if you overindulge, is very painful.

Try your luck this morning on the ship's run pool. Any deck steward will take your entry. Cards, Deck Sports, and just plain loafing are the order of the morning.

LUNCH—"FIRST SITTING" at 12:30

Concert in the ship's lounge by Al Donahue's Orchestra under the leadership of Alfred Castaw.

Do you think you can hit a pigeon from the Sports Deck? The pigeon we refer to will be a clay one and we are looking for entrants for this unique contest. You will be allowed five shots, and if you shatter three out of five you will qualify for the finish. A nice silver cup will go to the winner in this contest.

4:00 P. M. Tiffin and Toast. Get "forty winks" if you can before dinner tonight. We have another large program arranged and you will best enjoy it after a refreshing nap prior to dinner.

Horse Races, and let us hope that today you will be the winner of the Sweepstakes. Deck Table Tennis Tournament under way. Handsome cups have also been provided for this event, and if you think you are good at this popular indoor sport at home you have another guess coming when you try it at sea.

DINNER—"First" and "Second" Sittings. The menu will contain a detailed account of the attractions on the screen in the Lounge and the show will start immediately after the "Second" Sitting.



The second contest of Golden Gloves tonight, followed by another interesting card in which the boxers will be members of the ship's crew. These bouts tonight will determine who are to be the contestants in the final championship bouts to be fought on our way home—the first night out from Havana.

MIDDLE ATLANTIC DIVISION NIGHT

Around 11 o'clock, Division Manager Peter Kain will summon his hosts from the Middle Atlantic Division into the confines of the Recreation Hall. "Rum Swizzles" will be the order of the night and a tasty tid bit will accompany them. Peter has issued tickets for this event only to those who hail from his baliwick . . . so if you belong to the Middle Atlantic Division please show yourself. You'll have a good time.

NICK KENNY'S BROADCAST

Last night Nick imposed a lot of amateur talent on you. Tonight he steps from the ridiculous to the sublime . . . and what a surprise and treat he has in store for you. We will switch this entertainment into the "most desirable spot" so lend your ears.

Midnight lunch at the usual oases.

Inasmuch as we dock early tomorrow, it might be a good idea to get some rest because "you ain't seen nothin' " yet.

THE FOLLOWING INFORMATION IS VERY IMPORTANT.
DETAILED INSTRUCTIONS FOR YOU TO FOLLOW FOR THE
NEXT TWO DAYS AND INTERVENING NIGHT.

FRIDAY, MAY 31st

BREAKFAST 6 to 8 o'clock only. All hands on deck early. We pick up the pilot just off grim Morro Castle and Cabana Fortress

which guard the entrance to Havana. Also, a welcoming delegation of Government and Tourist Commission Officials will board the ship to greet us in the name of the Cuban Government and to assure us that Havana extends its heartiest welcome to the Philco Cruise Convention which has chosen their lovely City as its destination for three consecutive years.

Steaming majestically in to the Harbor the view is novel and attractive. Within a few hundred feet of the shore the dark blue of the sea changes to a hue of pale green which makes an effective foreground for the town with its houses gaily painted in tints of pink and yellow, and brown and blue, green and white; and the dark red of the Spanish tile roofs; beyond rise the green hills and above is the sky intensely blue. The Harbor entrance is not more than four hundred yards wide and expands before us into a magnificent bay 2½ miles wide with anchorage for a thousand ships. Thus we approach the magnificent Havana Terminal of the New York & Cuba Mail Steamship Company where the "Monarch" will dock, to be used as our hotel during the two days we spend in Havana.

OUR ORGANIZED PLANS FOR YOUR ENTERTAINMENT IN HAVANA

You will be given a book containing various tickets for Sight-seeing, Bathing, Jai Alai, and Plaza Hotel Entertainment. Be sure

to have this book of tickets with you while ashore at all times. The chauffeurs will take up the tickets for each scheduled tour. You cannot get into Jai Alai, La Playa, or Plaza Hotel without the necessary ticket of admission.



TOUR No. 1. If your tickets are Blue, kindly board the automobiles which carry a sticker labeled "Tour No. 1". Surrender this ticket to the automobile driver before the car leaves the pier. This trip will take you thru "Old Havana", the first stop being Mercedes Church. This Church was built in 1746 and rebuilt in 1792 and its interior has recently been remodeled and richly decorated. Among the treasured antiques in this Church are many fine paintings which are extremely interesting.

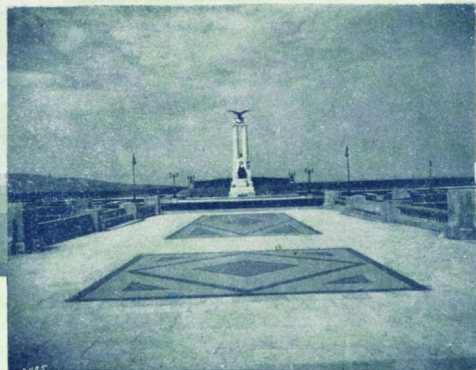
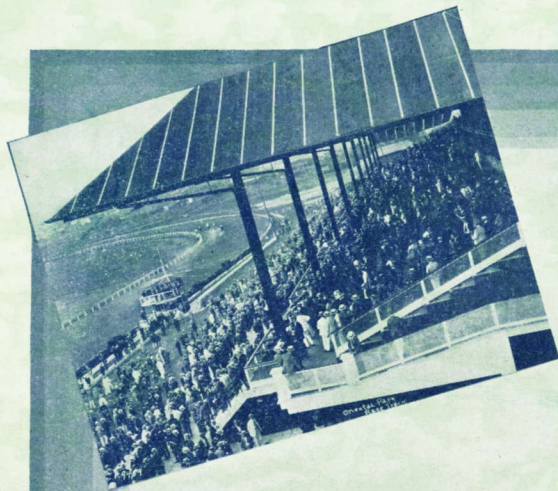
Among other notable sights passed on this trip are the Cathedral, Presidential Palace, Prado, Malecon Sea Drive to the Maine Monument which was erected by the people of Cuba in commemorating the generous and cordial aid given her by the United States in Cuba's struggle for independence. Then, a tour through Vedado, the aristocratic section of Havana, likewise Miramar, a residential subdivision with an inspection of the Miramar Yacht Club, Havana Yacht Club, Grand Casino, Country Club, and a remarkable cross-section of the Cuban country-side. And then to a Cuban Farm—Dulce Nombre.

Here a stop will be made for an inspection of this unique establishment. At this spot, Cuba offers all of her agricultural activities and all of her products in one place, at one time. Here you will see tobacco being raised, pineapple, bananas, sugar cane, and all of the quaint tropical plants and products. At this point you will be presented with a souvenir which is a product of Cuba.

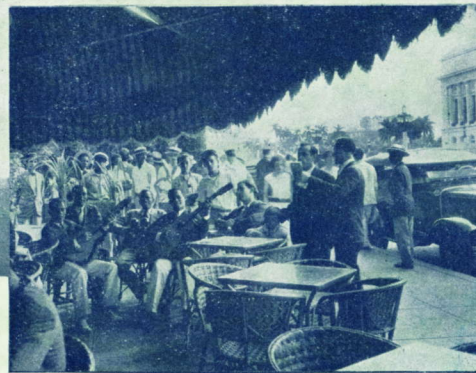
The return trip will take us through Camp Columbia which was built by Major Wood at the time of the occupation of Havana after the Spanish-American War. The Tropical Gardens will also be visited, and as a guest of the Tropical Brewery you will enjoy a stein of their famous brew . . . and as many more as you wish to consume. The Gardens contain numerous exhibits of tropical plants and trees and this is always a high-spot of one's visit to Cuba.

Continuing on back toward the City, a stop will be made at Columbus Cemetery. The burial customs of Cuba will be explained and the last resting place of famous Americans and Cubans will be pointed out. Approaching Havana from another direction a stop will be made at the Partagas Cigar Factory where the process of manufacture of a high-class cigar will be shown and a very handsome gift will be presented to all the Philco guests. From here a leisurely trip will bring the sight-seers back to the ship . . . and LUNCH.

Havana, The City Of Enchantment And Entertainment



Our Official Host
in Havana
Hon.
JUAN SABATES
President Cuban
Tourist Com-
mission



(Upper left)
THE RACE TRACK
(Lower left)
THE MARINE MONUMENT

(Top center)
THE MALECON

(Upper right)
DINING AT LA PLAYA
(Lower right)
AN OPEN-AIR CAFE



TOUR No. 2. Those who hold Red tickets will take automobiles labeled "Tour No. 2" and will proceed in the morning to La Playa Beach. Philco has practically taken over this far-famed resort for the day, as those who went on the City-Country Trip described above will visit the Beach during the afternoon. The drive from the ship to La Playa will take our guests through the Prado, Havana's famous Promenade, down around the sea drive known as the Malecon, through Vedado and Miramar, exclusive and aristocratic residential sections, to the famous Playa de Marianao.

Here for the morning our party will enjoy all the comforts and service of an institution that boasts 1500 bath-houses, capable attendants, and all that a first-class bar and cafeteria service can render. An excellent orchestra and a "pocket edition" of the famous Monte Carlo Casino are recent additions to La Playa. The entire facilities will be thrown open to our guests and there will be no charges for use of any of the beach swings, chairs, umbrellas, etc. Just surrender your tickets which will entitle you to the facilities of a large dressing-room . . . and the place is yours. However, it is advisable to bring your own bathing-suit. This not only saves you delay but also assures you of making a presentable appearance at this fashionable resort.

The group that spends the morning at La Playa Beach (Tour

No. 2) will return to the ship at noon for LUNCHEON. In the afternoon, they, in turn will take Tour No. 1 as described before.

The group who in the morning took Tour No. 1, will be taken to La Playa (Tour No. 2) for bathing in the afternoon. Both groups will return to the ship at 6 o'clock for DINNER and a brief interlude for rest to get prepared for the evening's entertainment.

EVENING ACTIVITIES

You will find in your book of tickets one entitling you to admission to Jai Alai. Those desiring to visit this exciting exhibition will leave the ship at 8:30 o'clock. Jai Alai can best be described as a glorified hand-ball match. However, instead of the hand, the players use a basket contrivance known as the "pala" and instead of a small hand-ball court, they use a playing court 210 feet by 36 feet in width, paved with cement. Of all athletic sports none calls for greater strength, endurance, skill, and dexterity on the part of the player than Jai Alai and very few give greater delight and arouse greater enthusiasm among the spectators. The group going to Jai Alai will leave the Fronton after the games in the neighborhood of 11:30 with their destination the Plaza Hotel.

Those who do not care to witness Jai Alai will be taken on a night tour through Havana's primitive streets, the old Havana

Navy Yard, Fraternity Square (formerly the parade grounds for the Spanish Army), and Havana's Chinatown which quarters more than thirty thousand Chinese engaged in various trades. The view of the Gulf of Mexico from the Malecon at night is thrilling. Havana is seen to best advantage at night from this beautiful Drive. It is protected from the Gulf of Mexico by a tremendous sea-wall over which at times the sea surges. After this leisurely night inspection of the City, the group will head for the Roof of the Plaza Hotel where the grand gala party will be staged.

Here, under the stars many feet above the teeming streets, the Philco guests will be entertained with true Cuban hospitality. Two floor shows supplemented by three complete orchestras will entertain and play until the wee small hours of the morning. Enric Cugat, brother of Xavier Cugat who is now at New York's famous Waldorf Astoria Starlight Roof, will act as Master of Ceremonies and lead his equally famous musical organization. Another orchestra, a native Cuban one, popularly known as a Rumba Orchestra, will, in an entirely different spot on the Roof, entertain simultaneously with Cugat's Orchestra.

Our own band master Castaw of Al Donahue's Orchestra from the "Monarch" will add to the entertainment. For those who care to "trip the light fantastic" there will be hostesses galore! A floor

show comprising the pick of the star acts from such famous night clubs as Sans Souci, Montmarte, Tokyo, etc., will put on a show lasting two hours or more.

Cars will be provided to take those who desire to return to the ship for a much needed rest any time up to 2 A. M. from our general headquarters at the Plaza. If you desire to go elsewhere after the Plaza Party, you can find plenty of taxis available. However, we suggest that you make your price with them before engaging them as taxi tariffs are increased after midnight. Of course such individual excursions are understood to be at your own expense.

SATURDAY, JUNE 1st

Breakfast as usual, and for this morning we have arranged to allow you leisure time to shop and visit various points of interest. Further on in this book we have devoted considerable space to the merchants who have cooperated with us and who have arranged to present you with various and pleasing souvenirs. This would be a good time to visit these merchants and secure your gifts. Also, you will find these various establishments reliable places to do whatever shopping and souvenir buying you have in mind.

We also wish at this moment to recommend that you visit Compania Cubana Radio Philco S. A., at San Rafael I-D, Havana.

This organization represents Philco in Cuba and Mr. Mario de Marchena, Manager of this concern, is looking forward to your visit and has arranged to welcome you with true Cuban hospitality.

FOR GOLFERS

Arrangements can be made with the Manual Valdes Tours, who have established a tour booth opposite the Purser's Office on C Deck, for cars to take you to the Havana Country Club where courtesies have been arranged. The agreed upon round trip fare per passenger is \$1.50 and the Country Club through its President, Mr. Frederick Snare, has very kindly reduced the greens fee to \$3.00 for the day's play. Our good friend Mr. Otto Zoccola, Manager at the Country Club, has arranged for a very nice luncheon at \$1.50 per person. For your further information, the caddy fees at the Club are 60c for the apprentice caddies, and 85c for the older and more experienced boys—for eighteen holes.

This Club is considered one of the finest in America, and it is seldom if ever that the bars are let down for casual visitors to Havana to enjoy this remarkable course. We extend our sincere thanks and appreciation to Mr. Snare, Mr. Zoccola, and also to Mr. Juan Sebates, President of the Tourist Commission, for this

much appreciated consideration. Will you kindly notify the Cruise Committee the night before we arrive in Havana of your desire to play golf so arrangements can be made in advance by wireless.

NATIONAL CAPITOL CUBA


Our guests will find in their book of tickets one entitling them to free inspection of the Capitol. This courtesy is also due to the kind consideration of President Sabates of the Tourist Commission. We recommend that you visit this twenty million dollar building situated in the heart of the City. It is one of the most beautiful to be found anywhere and is strongly remindful of our own Capitol at Washington. Surmounted by a huge dome which is covered with gold leaf, the building is visible from every part of the City and is included as one of the principal points of interest to be visited. English-speaking guides are available and are dependant upon your generosity for their reward in making your inspection a most interesting one.

TRANSPORTATION ARRANGEMENTS TODAY

Manuel Valdes' Tourist Bureau set up on C Deck will arrange for any individual sight-seeing you might have in mind. They will also inform you beforehand the cost of such contemplated excursions. If you only desire transportation to the City shopping dis-

tricts, there are innumerable taxi cabs always available at the street in front of the dock. However, we advise you to make your bargain with them before engaging them. The customary tariff is 20c per person to the shopping center.

LEAVING HAVANA



We leave Havana at 1:00 P. M. Do not fail to be aboard the "Monarch" sometime prior to 1 P. M. Saturday, June 1st. Make sure you have completed all your shopping and gathered all souvenirs. Don't stop to have just one last Bacardi or Daquiri Cocktail. There are bartenders aboard the "Monarch" who can mix them equally well. We know Sloppy Joe's has a lure, but remember, your return trip is already paid for on the ship and it is a long swim to New York. So tear yourself away from Havana no matter how tough it may be and let's get going again because we have a big night's program for you this evening.

HOMeward BOUND

As Morro Castle and the sea-wall guarding Havana from the onslaught of the Gulf of Mexico fade into the distance, get set for a pleasant sail for home.

DINNER at the usual time and the same seating arrangements

as heretofore. Tonight's program for the Movie Theatre will be found again, after an absence of one night, on the menu.

GRAND FINALS—GOLDEN GLOVES



Tonight will determine the winners and runners-up in the two classes of boxing for which our A. A. U. boys have so sincerely and strenuously contested on the way down from New York. After the judges have picked the winners they will be presented in the ring with prizes by Thomas A. Kennally (General Sales Manager Philco Radio & Television Corporation).

PHILCO THEATRE OF THE AIR

Nick Kenny's assignment in Havana was to secure material for this broadcast . . . and has he been successful! It is fortunate, really, that the sending range of our own station covers only the ship's immediate area because when he starts to "dish up the dirt", he guarantees you that this broadcast will make Winchell look like the editor of the War Cry, so don't fail to get an earful. His talent and stooges likewise should have benefited from last night's Plaza Roof Party. This program should last far into the night but don't over-sleep tomorrow for we have scheduled a big program.

Midnight repast in all Cafes and Smoking Rooms.

SUNDAY, JUNE 2nd



BREAKFAST—7:30 to 9:00 A. M. . . . and what an appetite you should have after a well earned rest from the strenuous two days spent in Havana. This being Sunday, DIVINE SERVICES will be held in the Grand Lounge by the ship's Commander for those desiring to attend. They are non-denominational and the exact time will be published on your breakfast menu.

SWIMMING EVENTS

By this time our capable swimming instructor has secured a pretty good line on the capabilities of our guests and will present a series of events for both divers and swimmers. Judges will be appointed and awards made in various classes. This event is scheduled to start in the neighborhood of 10:30.

LUNCH at regular time, and afterward the various tournaments and contests of deck sports by "Deck Sports" will have reached the semi-final rounds. Horse Races with the daily sweepstakes and an extra contest—The Grand Philco Derby—will be conducted by the Deck Stewards.

TEA at 4 P. M. on the Sun Deck.

The Lounge will be reserved this afternoon for try-outs and rehearsals of our dealers who are to entertain us this evening.

Band Master Castaw will stand ready with his usual cheerful cooperation to arrange musical accompaniment or cues for any of the entertainers.

DINNER with the usual two sittings, and at 9:00 o'clock the start of the

DEALERS' CABARET IN BRUMMEL HALL



Nick Kenny, radio announcer, will act as Master of Ceremonies for this event which has on previous Cruises proved to be one of the high-spots. For almost a week now you have had some entertainment planned for your every waking moment. Now it's your turn. Don't be bashful. If you are good you will receive merited applause and a worthwhile prize. Cruise Director Bob Smith will take your entry and you will have, if necessary, the full support of the ship's orchestra. We have not the slightest doubt but that this year's DEALERS' CABARET will measure up to, if not exceed those of previous years. As this event is usually a prolonged and most enjoyable one, we have kept the evening clear of any counter attractions other than the usual Bridge and other Card Games in the Smoking Room and also the Midnight Buffet in the Smoking Rooms and Cafes.

MONDAY, JUNE 3rd

IMPORTANT NOTICE: Please turn over to your Steward your

Customs Declaration TODAY SURE if you haven't done it before this. It avoids endless confusion the last day and leaves you care-free with nothing on your mind for the remaining program.

BREAKFAST at the usual time—7:30 to 9:00—and afterward the finals in all deck sports and tournaments. Extra added attractions will be listed on your breakfast menu card.

LUNCH, and then for a long afternoon browsing in the sun looking on at or participating in innumerable deck games, or just plain kibitzing around the tables in the Card Room.

TEA at 4:00 P. M.



You will notice an unusual amount of "priming" on the part of all Philco men, for tonight is their Annual Organization Champagne Dinner. This event is always looked forward to by the entire Philco organization for it sounds the keynote of the coming radio year. But this does not mean that our guests are at all neglected . . . for tonight we will have a

GRAND FAREWELL DINNER
AND THE AWARDING OF CONTEST PRIZES

The Dining Room will be decked in gorgeous splendor for this event and the chef has promised even more unusual treats than

those he has been regaling us with all week. The entire event will be one that will linger long in your memory and you will pledge old friendships and new ones that bear as much promise. A Mardi Gras atmosphere and good fellowship will reign supreme at both sittings—"FIRST" and "SECOND".

As a fitting souvenir for the skill shown by the winning contestants in the various events conducted aboard the "Monarch", we will present handsome prizes and this presentation will take place at the Farewell Dinner.

The final presentation of the latest feature movies will be shown in the Grand Lounge. Movie "hounds" will find tonight's performances much to their liking because they are apt to see not alone double features but possibly four, inasmuch as we will screen all films left in the cans which have not been shown.

Nick Kenny will make his final bow with his mob and his swan song will be broadcast all over the ship. It might be a good idea to get the packing of your duffle bag under way, if you can tear yourself away from this crowd of good fellows for half an hour or so, because tomorrow we dock in New York.

Midnight Buffet as usual.

TUESDAY, JUNE 4th

After your breakfast, complete your packing, and you have by this time turned in your Customs Declaration, we hope. The "Monarch" should dock sometime in the neighborhood of 9 o'clock so those desiring to reach distant points by catching an early train may do so. Of course, all this is dependent upon the weather man giving us a break.

So now we have completed another eventful Philco Retailers Cruise Convention. We hope you have enjoyed it as much as we in planning it, and say "Au Revoir but not goodbye".

"Hasta La Vista."

28A

YOUR FIRST CUBAN DRINK

Whether it be fresh pineapple juice or a Planter's Punch, you will find it heartening refreshment. Whatever your tastes in beverages — water, fruit juices or the higher-powered moisture—you can be assured of their purity. There is such an abundance of the real thing that adulteration would be profitless. And, believe it or not, there is abundant health for you in the beverages of Havana. Consider the tropic fruits with which Cuba is blessed. At different seasons of the year you always have a fruit that makes a tasty and wholesome drink. In summer the guanabana (sour top), tamarind, mamey (not Al Jolson's), and other natural juices enlarge the list of soft drinks. Cuban coffee—a particularly delicious kind—is usually served with seven to eight times the quantity of hot salted milk. Café con leche (coffee with milk) and pan tostado (a long wor for toast) will make a keep-you-awake refresher. Incidentally, the gentle art of "dunking" is not taboo in Havana. All good dunkers in the Philco party need not feel the least embarrassed, as the Cubans themselves have learned to appreciate the ease and comfort that comes of the habit. Of course, what will interest our party more than anything else are the typical Cuban potions that enliven the soul and loosen the tongue.

To watch the making of a daiquiri is to witness the confection of a masterpiece by an artist who combines genuine feeling and pride with incredible technique. To sip it when made is to taste immortality, a nectarine benediction from high Olympus; brought to you by Ganyamede in a waiter's jacket. Beer or cerveza—another healthy Cuban beverage—has here a particularly pleasant home life. One interesting item of the Philco Cruise will be a trip to the gardens of the Tropical Brewery, where you will receive all the brew you can drink gratis.



NIGHT LIFE IN HAVANA

"The Paris of America" is the title given by tourists to Havana, and it truly deserves that designation. . . . At the cabarets you will witness the liveliest dancing and listen to typical Spanish music.

Havana has its Chinatown. The natives of the Celestial Empire number over twenty-five thousand. Chop Suey restaurants, dens, Chinese theatres, etc., afford the visitor a glimpse of the customs of these people.

Sloppy Joe's Bar of international renown, Sans Souci, Montmarte (the place for Rhumba), La Casa Grande department store, Eden Concert Cabaret, where you dance under the stars.

Your seat is reserved for you at the National Ball Game in Havana. Not baseball, but jai-alai (pronounced hi-li"). This game is played in various countries. In Italy they have Pelocce della Palla; in France, the Jen de Paume; in Germany, the Ballspiel; and in England tennis, handball and la-crosse. Jai-alai is a mixture of the last three mentioned, but a great deal faster and more spectacular.

The original name of Jai-alai was Pelota, being Spanish for ball. It is acknowledged the world's swiftest sport. The terrific speed calls for greater strength, endurance, skill and dexterity on the part of the players than any other sporting pursuit, and for keen vision in following the meteor-like rebounds of the ball from the wall.

The crowds that follow baseball, like the crowds at hockey in America, have their favorite players, and cheer and hoot with a frenzy that rises to a crescendo as the fortunes of the game fluctuate.

The Philco party can back their fancies with American dollars as they watch this exciting match at the Habana-Madrid Fronton at the corner of Belascoain and Sitios Street. The admission charge is taken care of.

A D D E N D A

A TROPHY—IF YOU'RE GOOD

In the store on B Deck you will find on display the Cups to be awarded the winners in various events. Also, in this book on page 20 there is an entry blank. Kindly fill it out if you are desirous of becoming the possessor of one of the above mentioned Cups. Surely there is some one event in the long list scheduled at which you are, or were, adept. Even if you don't think you can win, go into it just for the fun of things. You will enjoy the keen spirit of competition that is always displayed and also benefit in health. We have arranged to award in most events a First, Second, and Third Prize.

DECK CHAIRS AND CUSHIONS

On most steamers, and especially those engaged in cruising, the Deck Steward reserves a chair for you for the entire voyage and places your name on same. Inasmuch as there is no charge for this service on our Cruise, you are free to pick any unoccupied steamer chair that suits your fancy and use it. Therefore, it will be unnecessary for you to bother reserving any particular chair.

TIPS AND GRATUITIES

As usual, we have arranged to reimburse the State-room, Dining Room, Deck, and Smoking Room Staff of Stewards. It is not necessary for you to bestow any tips upon these men unless you so desire. If any particular steward has rendered you exceptionally good service and you desire to reward him, it is entirely permissible and desirable. We wish right now to compliment the Staff of

ADDENDA (Continued)

Stewards aboard the "Monarch" for their unfailing courtesy and attention to duty. They are a fine body of men.

KENO

Keno, or Lucky Lotto as it is sometimes known, has had quite a vogue especially among cruise passengers. Bob Smith, genial Cruise Director of the "Monarch", has been given the assignment of organizing the Keno fans and will conduct daily sessions of this fascinating pastime. The scene of action will be the Sir Walter Raleigh Smoking Room on the Sun Deck, and the time will be announced each day on the menu.

MORNING HEALTH PARADE

About ten o'clock every morning the band will make a circuit around the decks. Fall in—you'll find it easier to "do" the necessary miles per day when your feet are lightened by the strains of inspiring music. This daily health tour will do more than anything else to keep you in good condition so that you are fit to enjoy the most ambitious program of entertainment we have ever offered on any Cruise.

WHITE CAPS

Our organization men are all outfitted with White Berets. This not alone applies to the Philco representatives of the Philco Radio & Television Corporation of New York, but also to the representatives of all the participating Atlantic Seaboard Distributors cooperating with us on this Cruise. These men stand willing at all times to render any necessary service to our guests. They have been especially instructed and can answer almost any reasonable question

ADDENDA (Continued)

concerning incidents and details of the program and trips.

WHEN DO WE EAT?

We earnestly request you to adhere strictly to the rules and regulations we have laid down for your accommodation in the Dining Room. If you hold a ticket for the "FIRST SITTING", kindly go to the Dining Room promptly. Occupy the same table throughout the entire trip. The bugler will notify you by his musical notes when the Dining Room is ready for the "SECOND SITTING". In this way we will avoid endless confusion and meals will be a source of pleasure to everyone concerned. This is as it should be because we desire now to make the prophecy that you will leave the "Monarch" full of praise for the service and especially the excellence of its cuisine.

GALA NIGHT AT PLAZA HOTEL

Even though you do not accompany the other guests either to Jai Alai or to the Night Trip Around Havana, do not fail to report at the Plaza Hotel around 11 o'clock. We hope to present to you here as colorful a floor show as you have ever witnessed. It will be replete with numbers that are unique and different. While most of the songs will be in Spanish, nevertheless we know that you will thoroughly enjoy them. Dancing under the stars to the strains of tropical music is most alluring and there will be plenty of hostesses present to make your evening an enjoyable one.

CHANGE OF TIME

At midnight on Tuesday, May 28th, the ship's clock is set back one hour. From this time on, until we arrive back

ADDENDA (Continued)

in New York on June 4th, all schedules are based on Eastern Standard Time. Please make a note of this and also allowances for it.

CUBAN IMMIGRATION CARDS

While no passports are required in Havana, nevertheless before leaving the ship (on arrival in Havana) the Cuban Immigration Authorities will present you with a card. It is necessary to have this in your possession at all times while ashore as it contains your name and the status under which you are visiting Havana. You are required to show it at the gangplank every time you depart from the ship, and at times ashore, although this very seldom. Therefore, do not fail to have this in your possession and guard it as zealously as you do your automobile driver's license at home.

MEALS IN HAVANA

The "Monarch" while in port at Havana is your hotel. All meals are served here just the same as when she is at sea, and of course, without charge to you. However, if you desire to tickle your palate with some of the Cuban and Spanish dishes for which Havana is famous, may we suggest the following. (It is understood, of course, that if you eat ashore at any time it is entirely at your own expense.)

CHICKEN AND RICE—Aroz con Pollo, as it is called in Spanish, is the most popular dish in Cuba. The rice cooked and made yellow by using saffron, the chicken is fried before mixing it with the rice, then peas and Spanish red

ADDENDA (Continued)

peppers are added, and served hot from the clay pot in which it is cooked. This dish is usually eaten for dinner. In some restaurants they have it ready made every day.

PISTO MANCHEGO—Spanish Scrambled Eggs, mixed with ham, shrimp, peas, tomato sauce and asparagus, served hot, either by itself or with rice; eaten for lunch or dinner.

PAELLA—a mixture of sea-food, chicken, rice and pork, colored with saffron cooked for about one hour, served hot from the clay pot in which it is cooked. This dish is eaten either for lunch or dinner, and is very seldom ready-made.

AJIACO—A typical Cuban dish, containing sweet potatoes, pork, plantains, yams and other Cuban vegetables, cooked together and served hot from the clay pot in which it is cooked. This dish is very often ready made.

PESCADO PAPILOT—Red Snapper fish mixed with crab and lobster meat, crawfish, shrimp and truffle, wrapped with paper, cooked and served with the paper, hot. This is a very delicious dish. Never ready made. It is eaten either for lunch or dinner.

CANGREJOS MOROS—A very large and peculiar sort of stone crab, found on the northern coast of Cuba. Its flesh is richer than any other crustacean so far known. It is served either natural or in salad, and is eaten for lunch or dinner.

COMMITTEES

CRUISE MANAGEMENT

T. A. KENNALLY,
Honorary Chairman
PETER KAIN,
Honorary Chairman
T. A. O'LOUGHLIN,
Honorary Chairman
F. E. QUINN, *Chairman*
O. O. Schreiber
H. R. Sheer
J. F. Leahy

EMBARKATION

F. D. OGILBY, *Chairman*
H. P. DISBECKER,
Vice-Chairman
F. J. Donnelly J. Abramson
D. Harris N. Ullman
W. H. Martin R. N. McKinney
L. Schneider L. Grills
A. Livingston I. Harris

MEMORIAL DAY

Major H. P. DISBECKER,
Chairman
F. F. QUINN, *Vice-Chairman*
A. R. FRANCIS, *Commander*
L. F. BANYARD, *Staff Captain*
R. MEEKIN, *Chief Officer*
HOWARD DUPONT,
1st Officer
RAY PUSHIE, *Purser*
JAMES JACKSON-MOORE,
Surgeon
JOSEPH HARDY,
Chief Engineer
O. O. Schreiber H. R. Sheer
J. F. Leahy

BANQUET

A. McHAFFIE,
Chief Steward, Hon. Chrmn.
F. WHENSLEY,
Staff Chief Steward, Hon. Chrmn.
AL CASTAW,
Orchestra Leader, Hon. Chrmn.
New York Division Night
T. A. O'LOUGHLIN, *Chairman*
H. R. SHEER, *Vice-Chairman*
J. F. Leahy F. J. Donnelly
D. Harris F. D. Ogilby
Eastern Division Night
T. A. KENNALLY, *Chairman*
E. H. Rose J. R. Kennally
Ed Lavine J. Abramson
Middle Atlantic Division Night
PETER KAIN, *Chairman*
O. C. Dorian H. Thornberg
Jack Marden Wm. Martin
W. Johnson Al Livingston

ENTERTAINMENT

Deck Sports
H. P. MAPES, *Chairman*
BOB SMITH, *Vice-Chairman*
E. Lavine H. Spector
H. Thornberg R. Gardner

Special Events

G. Axmacher.....*Golf*
H. P. Mapes.....*Trap Shooting*
A. Pincus.....*Bridge*
L. Harris.....*Table Tennis*
R. N. McKinney.....*Shuffle Board*
P. J. Kelly.....*Boxing*
Bryan Wyles.....*Swimming*
Geo. McKibben.....*Gymnasium*

Theatrical and Motion Picture

NICK KENNY, *Chairman*
BOB SMITH, *Vice-Chairman*
H. P. MAPES, *Vice-Chairman*
AL CASTAW, *Orchestra Leader*
W. Buckner W. J. Johnson
J. Reynolds W. Blackburn
L. Schneider A. Saphin

SHORE EXCURSIONS

"SEEING HAVANA"— New York Division

H. R. SHEER, *Chairman*
J. F. Leahy D. Harris
F. J. Donnelly F. D. Ogilby
and Entire Philco New York
Personnel

"SEEING HAVANA"—

Eastern and Middle Atlantic Divisions

E. H. ROSE, *Chairman*
J. Abramson Jack Reynolds
Eddie Lavine Jack Otter
Joseph Katz W. P. Johnson
O. C. Dorian Thomas Lambdon
L. J. Grills Nathan Ullman
Roy Steady Henry Thornberg
W. H. Martin Al Livingston

PRIZES AND TROPHIES

A. H. MOSSMAN, *Chairman*
H. P. Mapes O. O. Schreiber
T. A. Dougherty
H. P. Disbecker

STAFF and PERSONNEL of the MONARCH OF BERMUDA

Commander	— A. R. FRANCIS
Staff Captain	— L. F. BANYARD
Chief Officer	— R. McMEEKIN
1st Officer	— HOWARD DUPONT
Purser	— RAY PUSHIE
1st Asst. Purser	— GERALD FITZGERALD
Surgeon	— JAMES JACKSON-MOORE
Chief Wireless Operator	— AUBREY CONNOCK
Chief Steward	— ALEXANDER McHAFFIE
Staff Chief Steward	— FREDERICK WHENSLEY
Senior 2nd Steward	— ARTHUR CLARKE
Chief Engineer	— JOSEPH HARDY
Staff Chief Engineer	— THOMAS GIBB
Swimming Instructor	— BRYAN WYLES
Gymnasium Instructor	— GEO. MCKIBBEN

What the "Monarch" Offers for Comfort and Pleasure

The Bacchante Cocktail Bar gleaming with the shimmer of mirrored walls, worthy of the fine cellar the Monarch of Bermuda boasts.

A night club in miniature is each of the little cafes which frame the Lido swimming-pool. Called "Antony" and "Cleopatra" these intimate resorts offer refreshment after the swim.

Brummel Hall is the name of the elegant lounge with warm-tinted sycamore and silver metal walls, subtle lighting, and completely equipped stage.

Two swimming-pools on the Monarch of Bermuda. The Caracella Pool is particularly magnificent, with overhead lighting suggesting sunshine and the illumination of the water giving an outdoor effect.

The big airy "gym" adjacent to the promenade-deck pool, fully equipped for doing your stuff and taking off more than you have a right to carry.

Even if you were simply going for a cruise, without the prospect of visiting the liveliest and most colorful spot in the South, the "Monarch of Bermuda" offers luxuries and diversions which make it a delight to stay on the ship.

1935
PHILCO CRUISE

ENTRY BLANK FOR SPORTS & CONTESTS TO BE HELD
ABOARD Q. T. E. V. MONARCH OF BERMUDA

To the Sports Committee, H. P. MAPES, Chairman:

Enter me in events checked.

CONTEST	IN CHARGE	
Deck Tennis <i>Singles</i>	L. Harris	<input type="checkbox"/>
<i>Doubles</i>		<input type="checkbox"/>
(GIVE NAME OF PARTNER)		
Golf Driving	Geo. Axmacher	<input type="checkbox"/>
Shuffle Board	R. McKinney	<input type="checkbox"/>
Table Tennis	L. Harris	<input type="checkbox"/>
Trap Shooting	H. P. Mapes	<input type="checkbox"/>
Bridge	Al Pincus	<input type="checkbox"/>

RETAILERS' CABARET

<input type="checkbox"/> Sing	<input type="checkbox"/> Dance
<input type="checkbox"/> Play Instrument	<input type="checkbox"/> Specialty Number

NAME

COMPANY

STATEROOM

(Deposit this card at Purser's office, C Deck, before
10 P. M., Thursday)