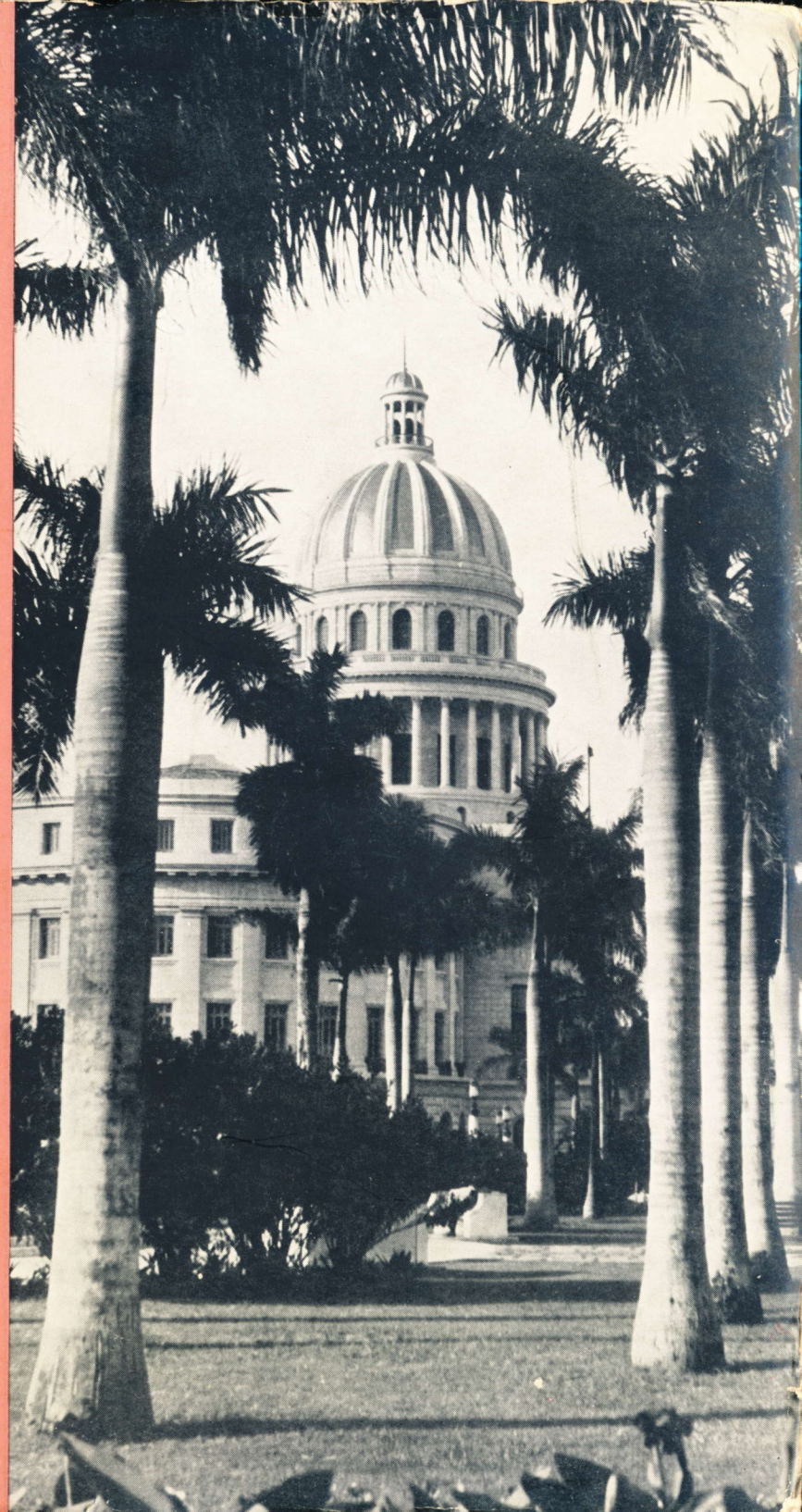


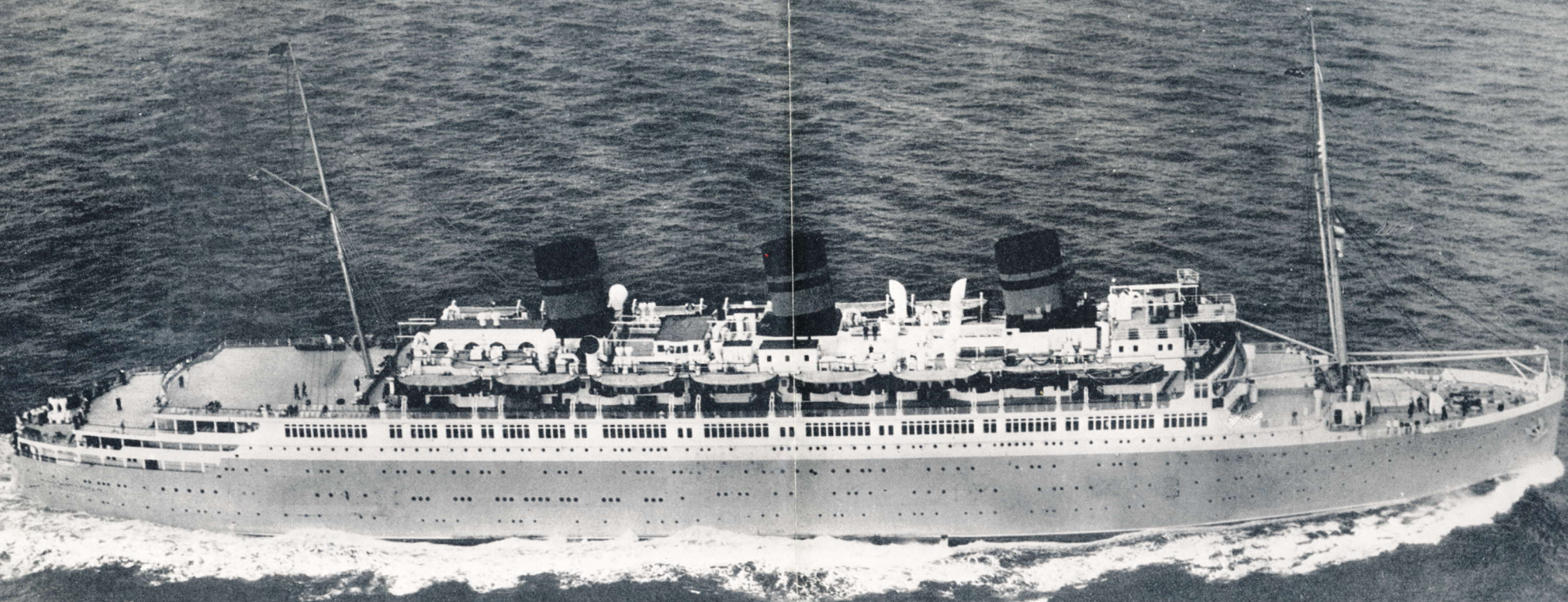


PHILCO

*A Musical Instrument
of Quality*

THE PHILCO CRUISE... 1936





TO PHILCO CRUISE GUESTS

THIS BOOK has been especially prepared for the information, interest and guidance of members of the Philco Distributor and Dealer Organization who will be guests of Philco on the 1936 Convention Cruises.

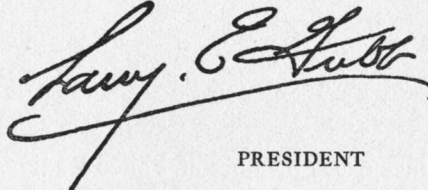
As you will see, no effort has been spared to make these Cruises as attractive and as profitable for you as possible. You will find that the best features of a vacation trip and a convention have been combined.

2.00

We wish to take this opportunity to thank our many friends in the United States, in Canada, and in Cuba for the cooperation and support they have given us and for their many contributions toward making the 1936 Convention Cruises outstanding successes.

From the representatives of the United States Government we have received whole-hearted cooperation. The Cuban Government, too, has supported us generously with its assurance of an official welcome. To the management of the Furness-Bermuda Lines we offer our thanks for their valuable assistance. Likewise, we express now our gratitude to the Cuban Tourist Commission, and the many other individuals and organizations who have made this Cruise possible.

PHILCO RADIO & TELEVISION CORPORATION



Handwritten signature of Harry E. Holt, President of Philco Radio & Television Corporation.

PRESIDENT

WHO'S WHO IN BERETS

BLUE BERETS

Distributors

YELLOW BERETS

Guests

WHITE BERETS

Philco Radio & Television Corporation

Since every member of Philco Radio and Television Corporation is on the Cruise Committee and will be more than glad to help you in any way possible, the slogan of this year's trip will be,

“WHEN IN DOUBT ASK A WHITE BERET”

CRUISE COMMITTEE

SAYRE M. RAMSDELL, *Chairman*

•

THOMAS A. KENNALLY

•

ERNEST B. LOVEMAN

•

JOHN F. GILLIGAN

•

JAMES M. SKINNER, JR.

•

ROBERT SMITH

•

AL SMITH

•

*and every member of
the Philco
organization*

“WHEN IN DOUBT ASK A WHITE BERET”



PHILCO
HAVANA
CRUISE

May Fifteenth to May Twenty-second

1936

EMBARKATION

May 15th, 9:00-11:45 A.M., Eastern Daylight Saving Time (New York City Time), Pier 95, North River, West 55th Street, N. Y. City

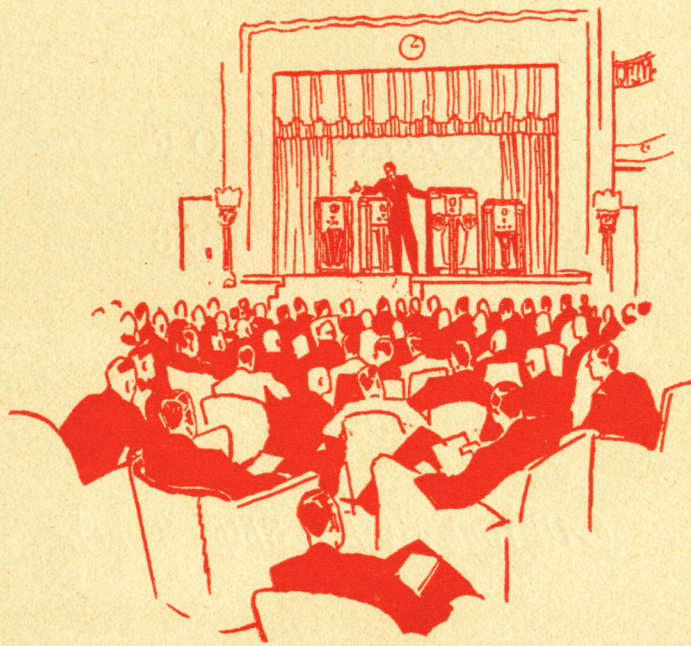
SAILING TIME

12 Noon, Eastern Daylight Saving Time (New York City Time),
"Monarch of Bermuda" sails for Havana, the "Pearl of the Antilles"



PROGRAM OF
ACTIVITIES

•
(All time given is Ship's Time)



FRIDAY, MAY 15TH

12:30 P.M. Luncheon "D" Deck

2:00 P.M. General Meeting in "The Brummel Hall," "A" Deck

MR. JAMES M. SKINNER, President of Philadelphia Storage Battery Company, will present the new 1937 Philco line.

6:30 P.M. to 8:30 P.M. Dinner "D" Deck

9:00 P.M. Courtney Ryley Cooper,
 "WORKING WITH THE 'G' MEN,"
 "The Brummel Hall" "A" Deck

Mr. Cooper is considered one of America's greatest writers on Scientific Crime Detection, and his Philco Cruise talk is not only especially prepared for this occasion, but will be accompanied by exhibits seldom shown to the public. We are indebted to the American Magazine for Mr. Cooper's presence.

10:00 P. M. Feature Talking Picture
 in "The Brummel Hall" "A" Deck

MIDNIGHT Midnight Supper . . Smoking Room and Cafes

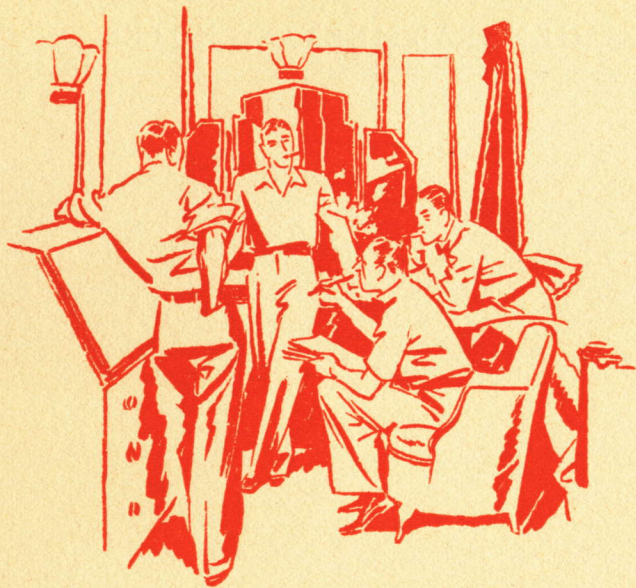
IMPORTANT NOTICE

This is your Cruise and you will want to take part in every activity. Now is the time to sign your sports coupon (*see last page*) and turn it in at Purser's Office on "C" Deck. There are plenty of grand prizes to win—make sure that you take one of them home.

"WHEN IN DOUBT ASK A WHITE BERET"

GENERAL MEETING NOTES

GENERAL MEETING NOTES



SATURDAY, MAY 16TH

6:00 A.M. *Swimming Pools Open* } "A" Deck Aft
 } "G" Deck Aft
 8:00 to 10:00 A.M. *Breakfast* "D" Deck

IMPORTANT

Don't fail to secure your ticket (as a guest of Philco) for the delightful city and country automobile trip on the lovely Isle of Cuba. Also, your card of admission and transportation from the ship either to fascinating old Morro Castle or beautiful La Playa Beach in the afternoon, and to the Jai-Alai match and Summer Casino in the evening. Tickets available at Purser's Office until Sunday noon.

10:00 A.M. to NOON. *Horse Racing* Sports Deck

12:00 NOON to 1:30 P.M. *Luncheon* "D" Deck

2:00 P.M. *Meeting in "The Brummel Hall"* "A" Deck

THOMAS A. KENNALLY, General Sales Manager, *Chairman*

LARRY E. GUBB, President of the Philco Radio and Television Corporation

SAYRE M. RAMSDELL, Vice-President of the Philco Radio and Television Corporation

FRED A. HEALY, Vice-President of Curtis Publishing Co.

EDWARD L. BERNAYS, Philco's Counsel on Public Relations

5:00 P.M. *Trophy Presentations*

6:30 P.M. to 8:30 P.M. *Dinner* "D" Deck

6:30 P.M. *Feature Talking Picture in "The Brummel Hall"* "A" Deck

9:30 P.M. *Wrestling* Sports Deck

11:59 P.M. *Special Invitation Meeting—The Philco Order of Ancient Mariners in "The Brummel Hall"* "A" Deck

MIDNIGHT *Midnight Supper* Smoking Room and Cafes

“WHEN IN DOUBT ASK A WHITE BERET”

MEETING NOTES

MEETING NOTES

MEETING NOTES

MEETING NOTES

MONDAY, MAY 18TH



6:30 A.M. to 8:00 A.M. *Breakfast* "D" Deck

8:30 A.M. *"Monarch of Bermuda" docks at Havana.*

9:00 A.M. *Last car leaves for the three-hour sight-seeing trip around Havana and the neighboring countryside.*

12:00 NOON to 1:30 P.M. *Buffet Lunch* "D" Deck

1:00 P.M. *Official Reception.*

2:00 P.M. *Departure to Morro Castle or to La Playa Beach.*

6:00 P.M. to 8:30 P.M. *Dinner* "D" Deck

8:30 P.M. *Departure by automobile for the Jai-Alai Fronton.*

10:30 P.M. *Departure by automobile from the Jai-Alai Fronton for the Summer Casino.*

1:00 A.M. *Return to ship.*

"WHEN IN DOUBT ASK A WHITE BERET"



TUESDAY, MAY 19TH

8:00 A.M. to 10:00 A.M. *Breakfast* "D" Deck

10:00 A.M. *"As you like it"*

No activities have been planned until sailing time so that everyone may have an opportunity to go shopping, send post cards to the folks back home, etc., etc.

12:00 NOON to 2:00 P.M. *Buffet Lunch* "D" Deck

2:00 P.M. *"Monarch of Bermuda" sails from Havana.*

2:00 P.M. to 4:00 P.M. *"At ease"*

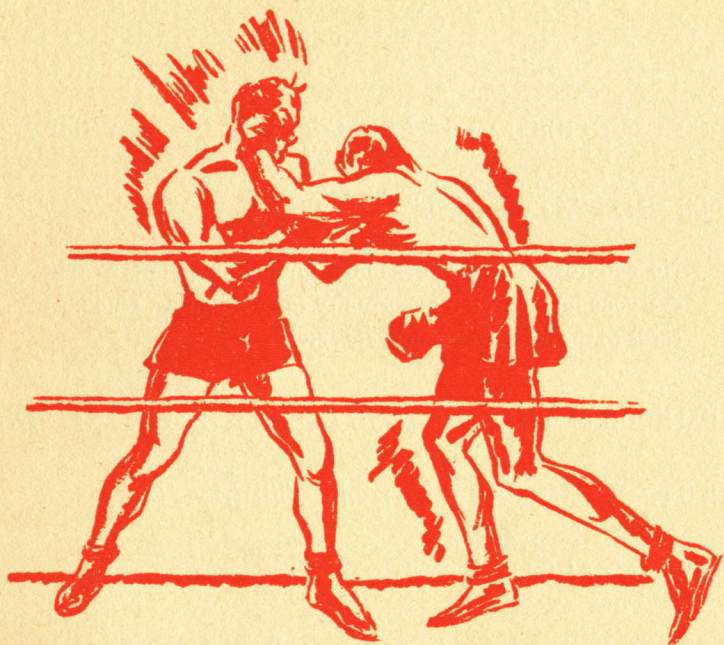
4:30 P.M. *First Annual Conclave of the Philco Order of the Ancient Mariners (Everybody present please!)* . Sun Deck

6:30 P.M. to 8:30 P.M. *Dinner* "D" Deck

6:30 P.M. *Feature Talking Picture (first show)*
in *"The Brummel Hall"* "A" Deck

10:00 P.M. *Feature Talking Picture (second show)*
in *"The Brummel Hall"* "A" Deck

MIDNIGHT *Midnight Supper* . . *Smoking Room and Cafes*



WEDNESDAY, MAY 20TH

6:00 A.M. *Swimming Pools Open* } "A" Deck Aft
 } "G" Deck Aft
 8:00 A.M. to 10:00 A.M. *Breakfast* "D" Deck
 10:00 A.M. *Canadian Meeting*
in "The Virgilian Room" "A" Deck

12:00 NOON to 1:30 P.M. *Luncheon* "D" Deck
 2:00 P.M. to 4:00 P.M. *Deck Sports* Sports Deck
 4:00 P.M. *General Meeting in "The Brummel Hall," "A" Deck*
 DR. JAMES F. COOKE, President of the Presser Foundation
 and Editor of Etude, will speak on "Music and the Radio"
 6:30 P.M. to 8:30 P.M. *Dinner* "D" Deck
 6:30 P.M. *Feature Talking Picture (first show)*
in "The Brummel Hall" "A" Deck
 10:00 P.M. *Wrestling* Sports Deck
 11:30 P.M. *Feature Talking Picture (second show)*
in "The Brummel Hall" "A" Deck
 MIDNIGHT *Midnight Supper* . . . *Smoking Room and Cafes*

"WHEN IN DOUBT ASK A WHITE BERET"



THURSDAY, MAY 21ST

- 6:00 A.M. *Swimming Pools Open* } "A" Deck Aft
 } "G" Deck Aft
- 8:00 A.M. to 10:00 A.M. *Breakfast* "D" Deck
- 10:00 A.M. *Deck Sports Tournaments* } Sports Deck
Final Tug-of-War }
- 12:00 NOON to 1:30 P.M. *Luncheon* "D" Deck
- 2:00 P.M. *Finals—Deck Sports Tournaments* . . Sports Deck
- 6:30 P.M. to 8:30 P.M. *Gala Dinner* "D" Deck
- 9:00 P.M. *Awarding of Sports Trophies, Amateur Night
 and Ship's Crew Entertainment in
 "The Brummel Hall"* "A" Deck
- 11:00 P.M. *Feature Talking Picture in
 "The Brummel Hall"* "A" Deck
- MIDNIGHT *Midnight Supper* . . Smoking Room and Cafes

"WHEN IN DOUBT ASK A WHITE BERET"

FRIDAY, MAY 22ND

7:00 A.M. *Breakfast* "D" Deck

8:00 A.M. *"Monarch of Bermuda" arrives in New York.*

8:30 A.M. *All Ashore!*

"Hasta La Vista"



SPORTS COMMITTEE

JAMES M. SKINNER, Jr., *Chairman*

- BOB SMITH *Boxing*
- TED PRITIKIN *Golf*
- AL SPEARS *Tug-of-War*
- BOB LONG *Table Tennis*
- DAVE LYNCH *Deck Tennis*
- JIM YOUNG *Shuffle-board*
- BOB WHITE *Trap Shooting*
- ART L'HOMMEDIEU *Bridge*
-

SHIP'S OFFICERS

CAPTAIN A. R. FRANCIS, *Commander*

<i>Staff Captain</i>	L. F. BANYARD
<i>Chief Officer</i>	H. G. DUPONT
<i>Chief Engineer</i>	J. HARDY
<i>Staff Chief Engineer</i>	T. GIBB
<i>Asst. Staff Chief Engineer</i>	M. W. FARGUSON
<i>Purser</i>	R. PUSHIE
<i>Senior Assistant Purser</i>	G. D. FITZGERALD
<i>Surgeon</i>	DR. LEE H. SHERWIN
<i>Chief Steward</i>	F. J. WHENSLEY
<i>Staff Chief Steward</i>	G. WILLIAMS
<i>Chief Wireless Operator</i>	A. G. CONNOCK
<i>Asst. Wireless Operator</i>	S. E. JONES

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

C R E D I T S

CUBAN TOURIST COMMISSION

THE PHILCO RADIO & TELEVISION CORPORATION desires to take this opportunity to officially thank the Cuban Tourist Commission for the many courtesies shown to our Committee on Arrangements, and for its unfailing cooperation in making possible the elaborate program of events scheduled for the enjoyment of our guests while in Havana.

To SENOR JUAN SABATES and SENOR MIGUEL SANTIAGO VALENCIA do we wish especially to extend our thanks. Mr. Sabates, a man of many interests, holds the position of President of the Commission. Mr. Valencia is a very highly trained, efficient, and courteous Commissioner who directs the activities of a large staff in Havana and the various offices of the United States.

COMPANIA RON BACARDI, S. A.

The firm of COMPANIA RON BACARDI is far flung. Their product (Bacardi Rum) is known and used all over the world. This organization has its headquarters in Havana and is housed in the beautiful Bacardi Building. In this itinerary booklet you will find a ticket which will entitle you to a generous sample of their product and also secure for you admission to their unique office headquarters.

BACARDI, through the courtesy of SENOR RAFAEL VALIENTE, known as the "*Ambassador of Good Will*," will be our hosts at the JAI ALAI games—Cuba's national pastime. This feature of the entertainment program is scheduled in the first night events in Havana just prior to the Gala Party at the NATIONAL CASINO.

COMPANIA CUBANA RADIO PHILCO, S. A.

This company has the distribution of Philco products on the Island of Cuba. Their spacious display rooms are located at San Rafael 1-D. Here, during the period of our visit in Havana, SENOR MARIO DE MARCHENA, *Manager*, will be more than happy to welcome the Philco host. He has proclaimed as holidays the three occasions we are in Havana and will have open house. Through the medium of this brochure he extends an invitation to one and all.

S O U V E N I R S

YOU WILL RECEIVE

FREE IN HAVANA

AS LITTLE EXPRESSIONS of bon voyage, complimentary samples of products from a number of leading American manufacturers and advertisers will be distributed to all seafaring men soon after "anchors aweigh." We are sure you will find these samples useful and will appreciate the cooperative spirit of the companies which are making them available.

. . .

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 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.

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 will present you with a sample of their famous RUM.

THE BERKOWITZ STORE

This 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 unique native souvenir.

LA FLORIDA BAR

This "Cathedral of the Cocktail" wants to give you "one on the house." You will find them at Obispo y Monserrate. Please use your Souvenir Ticket.

FRENCH BROTHERS

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

EL LAZO DE ORO

This establishment, located directly across from the Plaza Hotel, is prepared to present you with a souvenir which is both novel and useful. Don't forget to stop here.

ORIENTAL BAZAAR

adjoining Sloppy Joe's, have arranged to give you a very novel Cigarette Holder in an enameled case, and if you desire they will exhibit their complete 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 go into the making of these cigars, this company has put up two of its products in a special cedar box to present to you free, as a memento of this visit. A brief stop at this establishment is included in the morning automobile trip.

PLAZA CIGAR STORE

This store is located in the Lobby of the Plaza Hotel. Here you will find a complete stock of Cigars, Cigarettes, Novelties, etc., and when you visit this place you will be presented with a box of high-grade Cuban Cigarettes. Use your Souvenir Ticket.

SLOPPY JOE'S

This famous bar extends a cordial greeting and has prepared for you a souvenir Bottle of Liquor. They're located at Zulueta y Animas—ask anybody where to find them.

ADOLPH'S CIGAR STORE

Adolph has a unique Ash Tray for you which was manufactured in Cuba—a real native souvenir! He also wants to show you his stock of Cigars, Cigarettes, etc. See him at Prado and Zulueta.

THE FRENCH DOLL

Maraccas are an essential part of every Cuban Orchestra, and this establishment has arranged to give you a pair free upon presentation of your Souvenir Ticket. Also, look over their linens, jewelry, novelties, etc.—you're sure to find something interesting. They're right next door to Sloppy Joe's Bar.

COMPANIA CERVECERA INTERNATIONAL

otherwise known as "POLAR BREWERY." Our private cars will take you to the beautiful gardens surrounding the brewery, which is the most modern in Cuba. You'll be able to judge for yourself the excellent quality of their product, as Free Beer will be served here.

PASAJE

This establishment is located at 95 Prado Street, right across from the Capitol. When you visit here you will receive a gift bottle containing 100 grams of 51-year-old Pellison Cognac, and have an opportunity to look over their wide variety of liquors and cigars.

MEMORANDA

MEMORANDA
