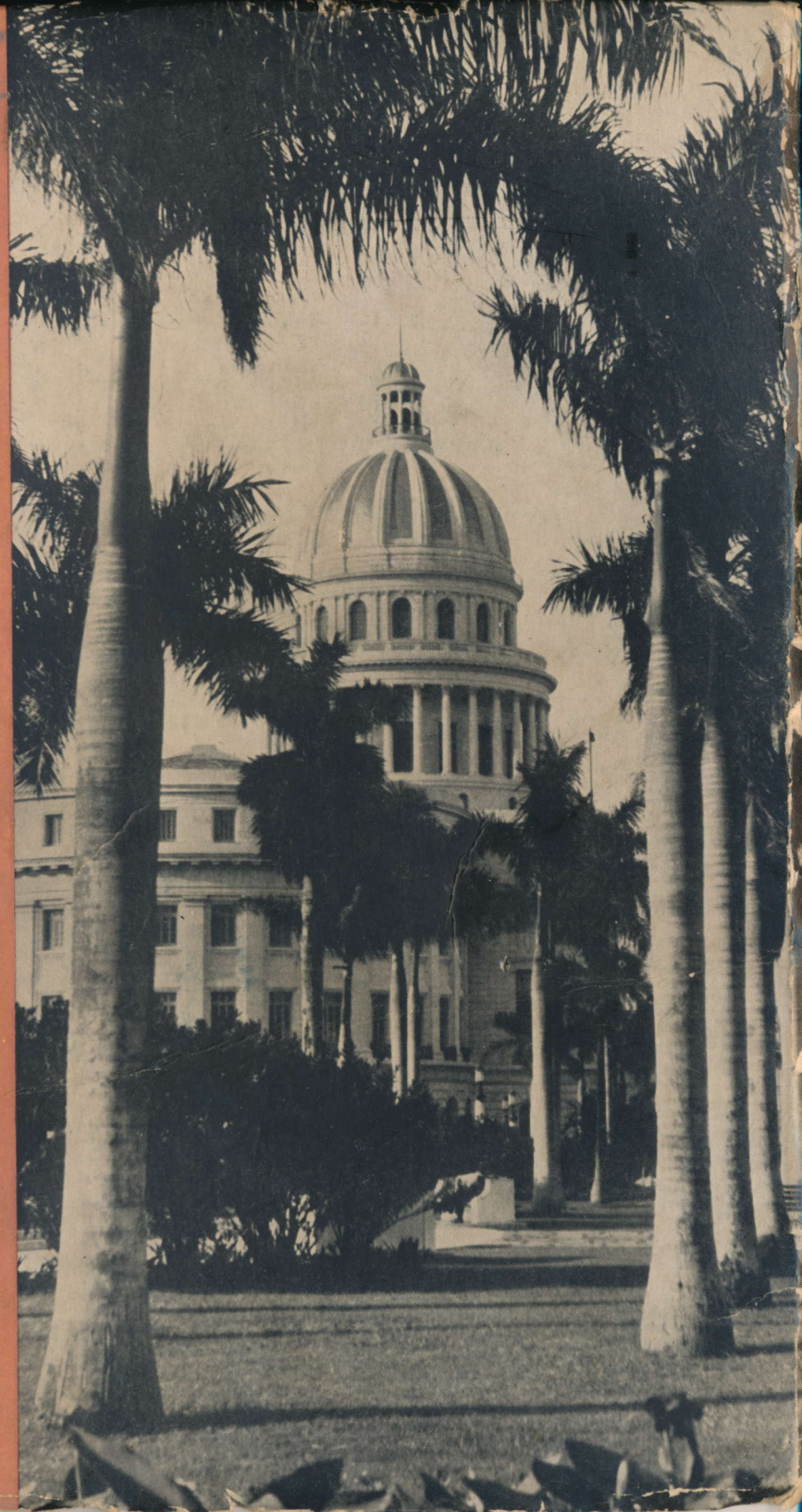


**PHILCO**

*A Musical Instrument  
of Quality*

**THE PHILCO CRUISE... 1936**





## TO PHILCO CRUISE GUESTS

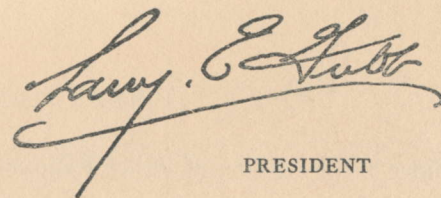
THIS BOOK has been especially prepared for the information, interest and guidance of members of the Philco Distributor and Dealer Organization who will be guests of Philco on the 1936 Convention Cruises.

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.

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

A handwritten signature in cursive script, reading "Harry C. Hubb". The signature is written in dark ink and is positioned above the word "PRESIDENT".

PRESIDENT

## WHO'S WHO IN BERETS

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### 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 Twenty-fourth to May Thirty-first*

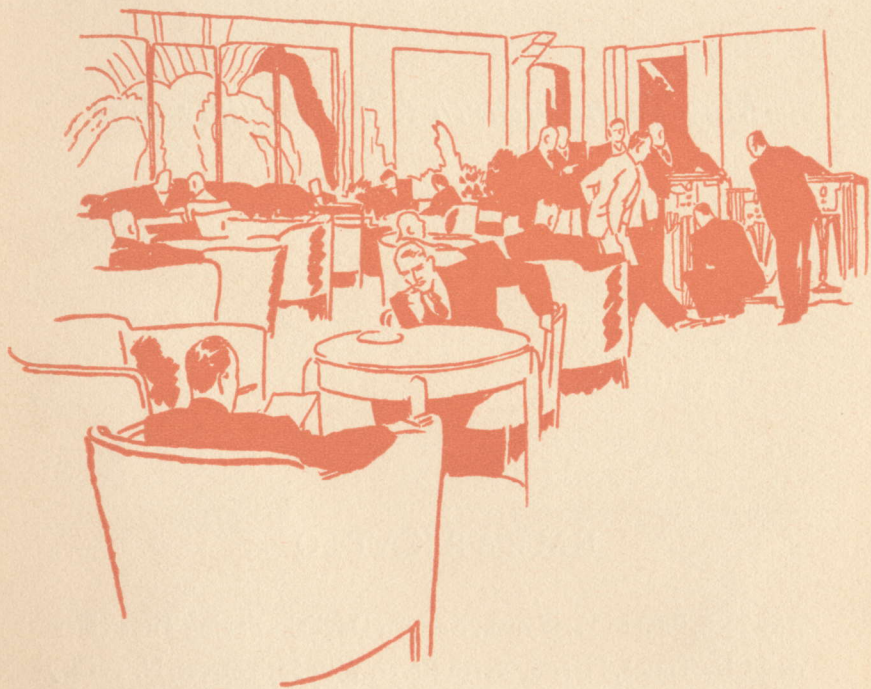
1936

EMBARKATION

May 24th, 9:00 to 11:45 A.M., Eastern Daylight Saving Time (New York City Time), Pier 95, North River, West 55th Street, N. Y. City

SAILING TIME

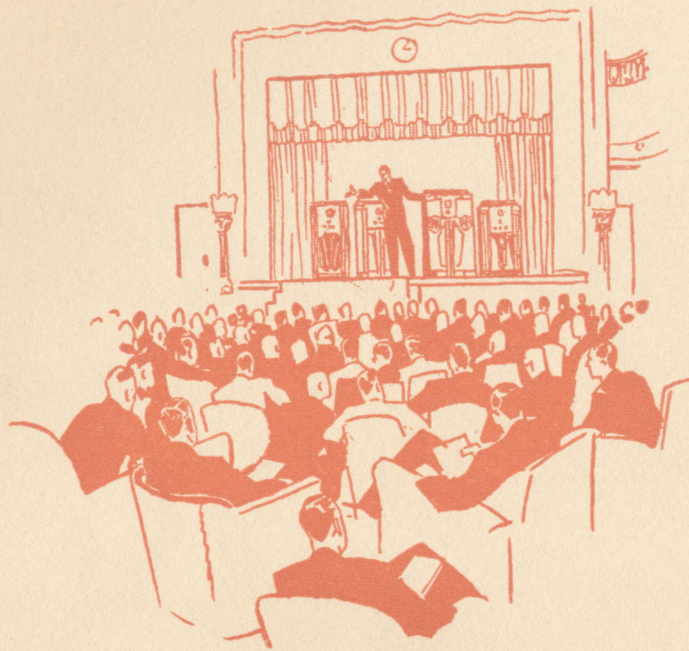
12 Noon, Eastern Daylight Saving Time (New York City Time),  
"Monarch of Bermuda" sails for Havana, the "Pearl of the Antilles"



PROGRAM OF  
ACTIVITIES

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*(All time given is Ship's Time)*



SUNDAY, MAY 24<sup>TH</sup>

12:00 NOON to 1:30 P.M. *Buffet Luncheon*  
*(first come, first served)* . . . . . "D" Deck

2:00 P.M. *General 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

C. E. CARPENTER, Manager Tube Division of the Philco Radio  
 and Television Corporation

HARRY BOYD BROWN, Merchandising Manager of the Philco  
 Radio and Television Corporation

6:00 P.M. to 7:30 P.M. *Dinner (first sitting)* . . . "D" Deck

6:15 P.M. *Feature Talking Picture in*  
*"The Brummel Hall" (first show)* . . . . . "A" Deck

7:30 P.M. to 9:00 P.M. *Dinner (second sitting)* . . . "D" Deck

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

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GENERAL MEETING NOTES

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MONDAY, MAY 25TH

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 Tuesday noon.

10:00 A.M. to NOON. *Deck Sports* . . . . . Sports Deck  
 12:00 NOON to 1:00 P.M. *Luncheon (first sitting)* . "D" Deck  
 1:00 P.M. to 2:00 P.M. *Luncheon (second sitting)* . "D" Deck  
 2:00 P.M. *General Meeting in "The Brummel Hall," "A" Deck*  
 THOMAS BECK, President of the Crowell Publishing Company,  
 will talk on "Selling Goods"  
 3:00 P.M. to 5:00 P.M. *Deck Sports* . . . . . Sports Deck  
 6:00 P.M. to 7:30 P.M. *Dinner (first sitting)* . . "D" Deck  
 6:15 P.M. *Feature Talking Picture in*  
*"The Brummel Hall" (first show)* . . . . . "A" Deck  
 7:30 P.M. to 9:00 P.M. *Dinner (second sitting)* . "D" Deck  
 10:00 P.M. *Wrestling* . . . . . Sports Deck  
 11:30 P.M. *Feature Talking Picture in*  
*"The Brummel Hall" (second show)* . . . . . "A" Deck  
 MIDNIGHT *Midnight Supper* . . Smoking Room and Cafes

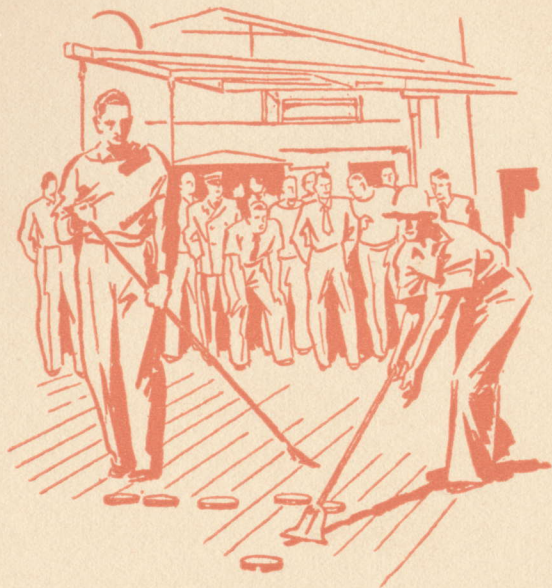
"WHEN IN DOUBT ASK A WHITE BERET"

MEETING NOTES

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MEETING NOTES

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TUESDAY, MAY 26TH

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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  
 11:00 A.M. *Horse Racing* . . . . . Sports Deck  
 12:00 NOON to 1:00 P.M. *Luncheon (first sitting)* . "D" Deck  
 1:00 P.M. to 2:00 P.M. *Luncheon (second sitting)* . "D" Deck

2:00 P.M. *Golf Driving Tournament* . . . . . Sports Deck  
 6:00 P.M. to 7:30 P.M. *Dinner (first sitting)* . . "D" Deck  
 6:15 P.M. *Feature Talking Picture in*  
*"The Brummel Hall" (first show)* . . . . . "A" Deck  
 7:30 P.M. to 9:00 P.M. *Dinner (second sitting)* . "D" Deck  
 9:00 P.M. *Bridge Tournament in the*  
*"Virgilian Room"* . . . . . "A" Deck Forward  
 11:00 P.M. *Feature Talking Picture in*  
*"The Brummel Hall" (second show)* . . . . . "A" Deck  
 MIDNIGHT *Midnight Supper* . . Smoking Room and Cafes

"WHEN IN DOUBT ASK A WHITE BERET"

MEETING NOTES

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MEETING NOTES

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WEDNESDAY, MAY 27TH

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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

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"



## THURSDAY, MAY 28TH

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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"*

4:00 P.M. *Afternoon Tea* . . . . *All public rooms and decks*

6:00 P.M. to 7:30 P.M. *Dinner (first sitting)* . . . "D" Deck

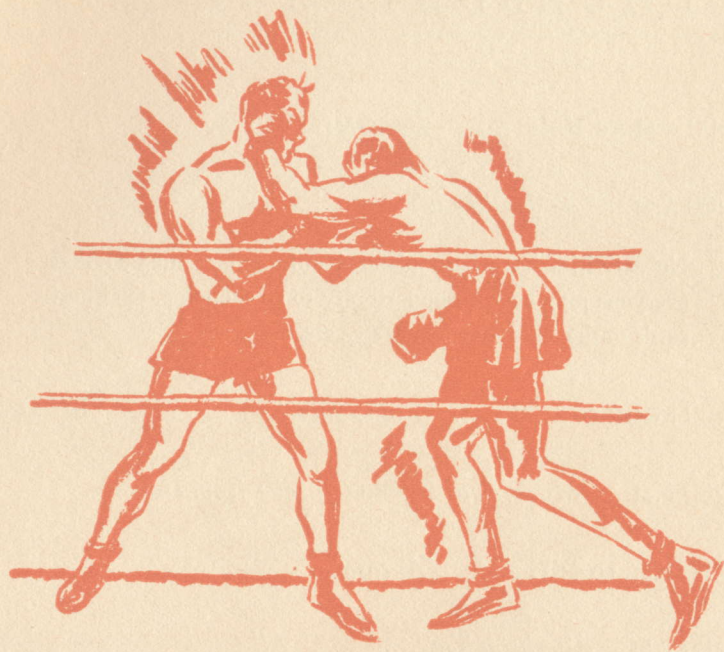
6:15 P.M. *Feature Talking Picture in*  
*"The Brummel Hall" (first show)* . . . . . "A" Deck

7:30 P.M. to 9:30 P.M. *Dinner (second sitting)* . . "D" Deck

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

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

"WHEN IN DOUBT ASK A WHITE BERET"



FRIDAY, MAY 29<sup>TH</sup>

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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. to NOON. *Deck Sports* . . . . . Sports Deck

12:00 NOON to 1:00 P.M. *Luncheon (first sitting)* . "D" Deck  
 1:00 P.M. to 2:00 P.M. *Luncheon (second sitting)* . "D" Deck  
 2:00 P.M. *Trap Shooting* . . . . . Sports Deck  
 6:00 P.M. to 7:30 P.M. *Dinner (first sitting)* . . "D" Deck  
 6:15 P.M. *Feature Talking Picture in*  
*"The Brummel Hall" (first show)* . . . . . "A" Deck  
 7:30 P.M. to 9:30 P.M. *Dinner (second sitting)* . "D" Deck  
 10:00 P.M. *Wrestling* . . . . . Sports Deck  
 11:30 P.M. *Feature Talking Picture in*  
*"The Brummel Hall" (second show)* . . . . . "A" Deck  
 MIDNIGHT *Midnight Supper* . . Smoking Room and Cafes

"WHEN IN DOUBT ASK A WHITE BERET"



SATURDAY, MAY 30TH

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- 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* . . . . . Sports Deck
- 11:00 A.M. *Final Tug-of-War* . . . . . Sports Deck
- 12:00 NOON to 1:00 P.M. *Luncheon (first sitting)* . "D" Deck
- 1:00 P.M. to 2:00 P.M. *Luncheon (second sitting)* . "D" Deck
- 2:00 P.M. *Finals—Deck Sports Tournament* . . Sports Deck
- 4:30 P.M. *Horse Racing* . . . . . Sports Deck
- 6:00 P.M. to 7:30 P.M. *Gala Dinner (first sitting)* "D" Deck
- 7:30 P.M. to 9:00 P.M. *Gala Dinner (second sitting)* "D" Deck
- 9:30 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"



SUNDAY, MAY 31ST

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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 . . . . . *Wrestling*
- TED PRITIKIN . . . . . *Golf*
- JACK TILLET . . . . . *Tug-of-War*
- EDDIE ROSE . . . . . *Table Tennis*
- TRELL MANLEY . . . . . *Deck Tennis*
- JERRY MILLER . . . . . *Shuffle-board*
- SID STALL . . . . . *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

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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

5 to 10 Minutes walk from all passenger landings



**Jiggs**  
CABARET  
NIGHT CLUB

Your guide may protest about  
taking you to  
Jiggs for reasons of his own  
But if you insist you will be  
satisfied

PAT CODY. PROP.

**NO COVER CHARGE**

PHILCO - HAVANA CRUISE  
*Transportation to*  
LA PLAYA BEACH  
GOOD FOR ONE TRIP

---

PHILCO - HAVANA CRUISE  
*Admission to*  
LA PLAYA BEACH  
GOOD FOR ONE ADMISSION

---

PHILCO - HAVANA CRUISE  
*Transportation from*  
LA PLAYA BEACH  
GOOD FOR ONE TRIP

MEMORANDA

TELEPHONE: M-3623  
CABLE: "BERMAN"

18 OBRAPIA  
STREET



*Berman Liquor Co. Inc.*  
DISTILLERS AND MANUFACTURERS OF RUM  
AND LIQUORS.  
IMPORT AND EXPORT.  
HAVANA - CUBA

PRESENTED BY  
BENO BERMAN.

**EVERYTHING IN LIQUOR**

**Adolph's Cigar Store**  
Quality Cigars

Animas St. Bet. Prado & Zulueta St.  
(3 Doors from Sloppy Joe's)  
Habana, Cuba

Adolph Klainman, Prop.      Phone: A-8677

MEMORANDA

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MEMORANDA

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*We will deliver your order to your steamer on the "Monarch of Bermuda" without extra charge.*

THE CAMPANA RUM, (NOT A DROP UNDER 21 YEARS OF AGE) AND OTHER FAMOUS CAMPANA PRODUCTS.

CREAM OF COCOA,  
APRICOT BRANDY,  
PEACH BRANDY,  
CREAM OF MENTHE,

JAMAICA RUM,  
GIN,  
TRIPLE SEC,  
OJEN.

MEMORANDA

---

1936 PHILCO CRUISE

ENTRY BLANK FOR SPORTS AND CONTESTS

*To be held aboard Q.T.E.V. Monarch of Bermuda*

To the Sports Committee:

Enter me in events checked.

CONTEST

- Deck Tennis (Doubles only).....  
*Give name of partner*
- Golf Driving . . . . .
- Shuffleboard . . . . .
- Table Tennis . . . . .
- Trap Shooting . . . . .
- Bridge . . . . .
- Tug-of-War . . . . .   
*(See your Division Manager for placing on your team)*

NAME \_\_\_\_\_

STATEROOM \_\_\_\_\_

Deposit this card at Purser's Office, "C" Deck, before 5 P.M. Monday



