



Seimard

OCEAN TIMES TRIBUTE TO
125 YEARS OF
ATLANTIC SERVICE

C * U * N * A * R * D

1840-1965

In congratulating the Cunard Steam-Ship Co. Ltd. on 125 years of world-famous maritime service Cammell Laird proudly recall their long connection with this great organisation. The 'Cephalonia' (1882) was the first Cunarder built by Cammell Laird



CEPHALONIA

and was followed by the famous vessels 'Samaria' (1922) and 'Mauretania' (1938). And now—Cammell Laird are glad to have the further opportunity of collaborating with Cunard by the building of three fast cargo liners for the Company's North Atlantic Service. Launched in 1964, the 'Scythia' and 'Samaria' are now in operation and the third vessel is under construction. These three ships are being chartered to Cunard by the Cammell Laird Group on a long-term basis.



MAURETANIA

CAMMELL LAIRD
& Co (Shipbuilders & Engineers) **Ltd**
(Incorporating Grayson, Rolfo & Clover Docks Ltd)
BIRKENHEAD



SCYTHIA

GREETINGS FROM BOTH SIDES OF THE ATLANTIC

The first citizens of three great cities—that owe much of their greatness to Cunard—send messages of goodwill to mark this momentous anniversary

DAVID COWLEY
Lord Mayor of Liverpool



ELSIE E. WILLCOCK
Mayor of Southampton



ROBERT F. WAGNER
Mayor of New York



CITY OF NEW YORK
OFFICE OF THE MAYOR
NEW YORK 7, N. Y.

April 12, 1965

Mr. D. A. Powell, Editor
OCEAN TIMES
Dorset House
Stamford Street
London SE 1, ENGLAND

Dear Mr. Powell:

The Cunard Line has played an important part in the development both of the City of New York and the Port of New York during the 125 years of the Cunard Line's existence.

It is with real pleasure that on this, its 125th birthday, I send greetings to the Cunard Line and the staff.

Sincerely,

Robert F. Wagner
MAYOR



The Mayor's Parlour,
City Centre,
Southampton.

15th April, 1965.

On behalf of the Citizens of Southampton, Britain's premier ocean passenger port, I offer our warmest congratulations to the Cunard Line on its 125th Anniversary.

We are proud that all the great Cunard liners "come home" to Southampton and that the ships, and the men and women who sail in them, are ambassadors of good will throughout the world.

We recall with pride that the old "Mauretania" secured the Blue Ribband of the Atlantic, that the "Queen Mary", then the largest ship in the world, made her maiden voyage from Southampton to New York, and that the "Queen Mary" and the "Queen Elizabeth" made a major contribution to the allied war effort by transporting troops across the Atlantic.

Southampton wishes continued success to the Cunard Line throughout the next decade and particularly to the new Cunarder shortly to be built, the arrival of which we await with keenest anticipation.

Yours sincerely,

Elsie E. Willcock

Mayor

THE TOWN HALL
LIVERPOOL . . .

As Lord Mayor of the City of Liverpool it is with a sense of real pride that, through the medium of the "Ocean Times" I offer to the Cunard Steamship Company my sincere congratulations on the celebration of the 125th anniversary.

Liverpool has ever been a City of Ships and indeed the Cunard Building is an integral part of the Liverpool skyline even as the sailing of the "MIMITANIA" from the Mersey is an integral part of our maritime history.

It is not inappropriate that this anniversary should fall on America's Independence Day, for much of the history of the Cunard Company was forged through its Liverpool connections with the United States and Canada. Long may the Cunard Company prosper to strengthen the links that bind these countries with us.

David Cowley

Lord Mayor.

1965.

PROGRESS AND SERVICE IN PEACE AND WAR

1840-1965

It has been stated often that the history of the Cunard Line can be read as the history of Transatlantic steam navigation. This is no loosely worded generalisation. To trace during the past years the development in size, speed and comfort of the Atlantic liner from wooden paddle steamer to quadruple-screw, thousand foot liner, one need seek no further than the story of the Cunard Line. Britannia, the first Cunard Liner, (taking the word "liner" in the modern sense as meaning unit in a fleet providing a regular service to specific ports on specific dates) was the first steamship to establish regular communication across the Atlantic. Her maiden voyage departure from Liverpool on July 4th, 1840, setting in motion the first regular Atlantic steamship line, sprang from the foresight of Samuel Cunard of Halifax, Nova Scotia.

Cunard had first come to England in 1839 with an introduction to the Secretary of the East India Company and unbounded confidence in his dream of a chain of steamships to link Britain and America.

How Cunard met Robert Napier, a noted Scots engineer, George Burns and David MacIver, shipowners in the British coastal trades, who with other far sighted men joined him in his venture; how the tender he submitted for a regular Atlantic mail service was accepted by the Admiralty; how work began on the four

ships that established the British and North American Royal Mail Steam Packet Company, as the Cunard Line was first formally entitled, is a story of difficulties met and overcome. Britannia was the first of the four ships, a wooden paddle steamer of 1,154 tons, 207 feet in length—so small her hull would fit comfortably on the foredeck of the Queen Elizabeth. She had two decks, accommodation for 115 passengers and could carry 225 tons of cargo, her speed being 8½ knots. The Britannia's maiden voyage of 14 days 8 hours, from Liverpool to

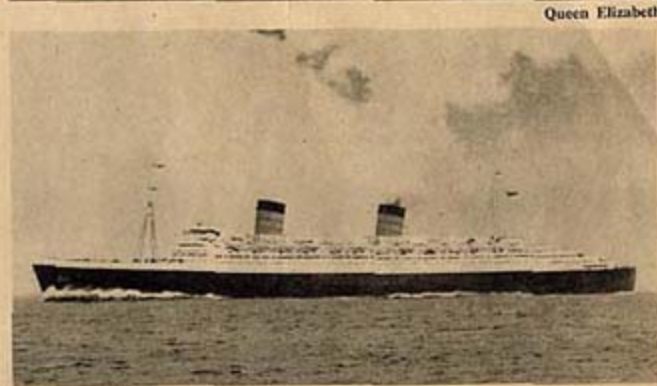
Boston was counted a great success, and within a short time her three sister ships were in service.

In the 1850's the second decade of the Cunard story was ushered in by the adoption of two major developments in steamship design. Iron had supplanted wood in hull construction and the screw propeller was gradually ousting the paddle wheel, substantial advantages noticed by Cunard and his partners, whose ventures were thrusting ahead. Already they had a footing in the New York trade: in December 1847 the Hibernia (one of the

second pair of sister ships built for the company) put into Jersey City, New York, and became the first Cunarder to use the port. Already another of Cunard's partners, Charles MacIver, had chartered a small steamer in 1849 to try out trading prospects in the Mediterranean, a successful move that led to the Company coming fully into that trade in 1853. A place was thus created for many of the smaller Atlantic ships, which were put into Mediterranean service as they became outpaced by superior and larger tonnage. In time, as the size of the

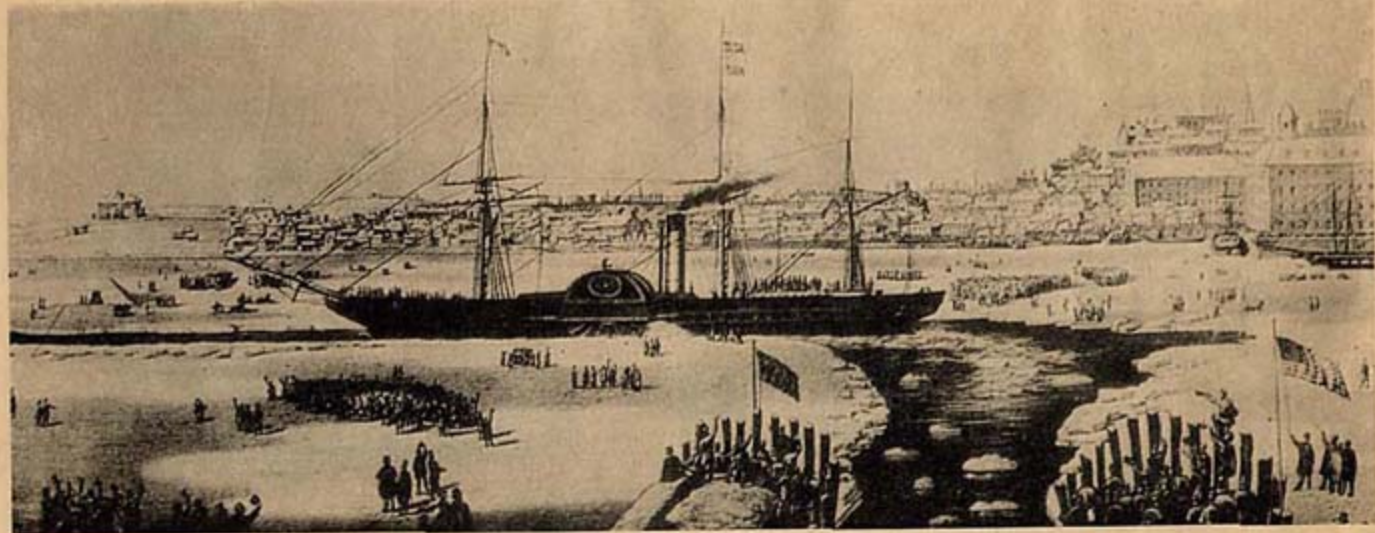


Britannia



Queen Elizabeth

Britannia



Boston, 1844

Atlantic ships increased, a stage was reached when they were too big for transfer to the Mediterranean and only tonnage specially designed for the trade could be used. To-day, as then, the Mediterranean service is an important branch of the Company's operations, fast modern motor ships now being employed in it.

ACTIVE SERVICE

The first Cunarder to be built of iron, and the first to be propeller driven, was the *Andes* in 1852. She was little larger than the *Britannia* but she carried two classes of passengers and contemporary reports made much of the saloon "a stupendous apartment 55 feet long." The *Andes* had been in service for less than two years when the Crimean war broke out, the first of the major wars in which Cunarders went on active service. She was among eight of the Company's ships which were chartered in 1854 at 50/- per ton per month to carry troops and stores to *Scutari* and *Balaclava*.

If the screw-propelled steamship was beyond doubt more efficient than the paddle wheeler and the Company was convinced of its future the Atlantic travelling public were not. To them the paddle wheel offered visible reassurance of a ship's power as to a later generation did the number of funnels which a ship possessed. They were therefore largely unmoved by the appearance of the *Andes* whose screw propeller revolved unseen. This was one consideration that

influenced the Company to retain the paddle wheel for its next important mail ship, the famous *Persia* of 1856. The wooden hull had gone for good and 2,200 tons of iron were used in the hull of the first iron built mail Cunarder. The *Persia* was the largest ship in the world at the time of her launch, the monster *Great Eastern* not being put into the water until three years later in 1859. At 390 feet overall the *Persia* was nearly twice the length of the *Britannia* and sixteen years progress since 1840 had raised her gross tonnage to 3,300 compared with the *Britannia's* 1,154; horse power had jumped from 740 to 3,600 and speed from 8½ knots to 12½ knots. The huge paddle wheels were 40 feet in diameter, which must have delighted their devotees.

ATLANTIC CABLE

The North Atlantic trade fluctuated during the 1860's. Initially, the American Civil War checked the movement of settlers and the Atlantic trade thereby lost much of the impetus given to it in the 1850's, but by the end of the decade conditions were improving. April 1865 saw the end of the American Civil War and with the completion of the Atlantic cable in 1866 there was wiped out overnight the time lag in the exchange of news between Europe and America. Against this background of international events the Cunard Line completed its first quarter century of Atlantic service; and as the first detailed reports of



The Silver Loving Cup presented to Samuel Cunard on 21st July, 1840, by the citizens of Boston in recognition of the first arrival of the "*Britannia*"

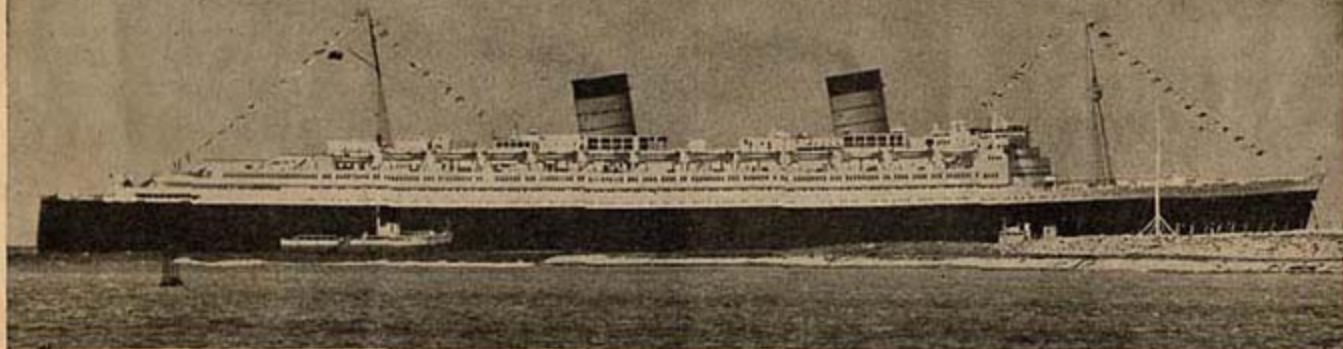
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Ocean Times

CUNARD
1840—1965

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 WITH OUR
 DAILY NEWSPAPER
 MESSAGE ENDS

Cunard Daily Bulletin.

NO. 1171 (1840) FEBRUARY 1841 LONDON, S.E. 1

The Cunard Daily Bulletin is a newspaper published by the Cunard Line. It is published daily on board Cunard liners at sea. The Bulletin contains news, weather reports, and other information of interest to passengers and crew. It is published in both English and French.

WIRELESS PRESS,
 ILIFFE TECHNICAL
 PUBLICATIONS LTD.,
 LONDON, S.E.1

President Lincoln's assassination were published in the London papers there appeared in adjoining columns the news of Sir Samuel Cunard's death, which had occurred in the city on April 28th, 1865.

PADDLES OUSTED

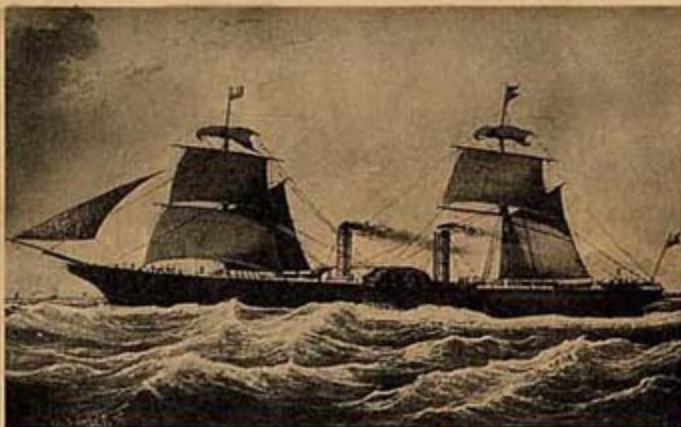
As true then as now, trading and technical influences were shaping the pattern of new tonnage; 1862, which marked the completion of the last of the paddle-driven ships, the Scotia, 3,871 tons gross and nearly 400 feet long, saw also the delivery of the Company's first screw-propelled mail ship, the China, of 2,550 tons gross. In operation the China proved much more economical than the Scotia, burning 82 tons of coal a day for a speed of 12½ knots as against the Scotia's 164 tons for 14 knots, and her more compact machinery left space for cargo. She carried 1,400 tons compared with the Scotia's 1,050 tons and the elimination of paddle boxes enabled passenger cabins to be sited amidships.

As the 1870's got under way technical progress brought problems as well as advantages. The Atlantic trade was itself expanding at a tremendous rate as more and more people poured into North

America and the momentum of a new industrial revolution was reflected in the increasing frequency of Atlantic sailings and in the speed of ships. The steamship was gradually throwing off the bonds that tethered it to sailing ship design. In the Cunard Line wooden hulls had been discarded after 1852, the clipper bow in 1870. Before long the iron hull itself was on the way out. Auxiliary sail alone remained; there had to come that absolute confidence in steam in all conditions of the Atlantic. Nevertheless, in 1876 W. S. Lindsay, the famous maritime historian, could write: "Mr. Cunard's vessels commenced the mail service in 1840 between Liverpool, Halifax and Boston, performing it with great regularity and giving complete satisfaction to the public on both sides of the Atlantic."

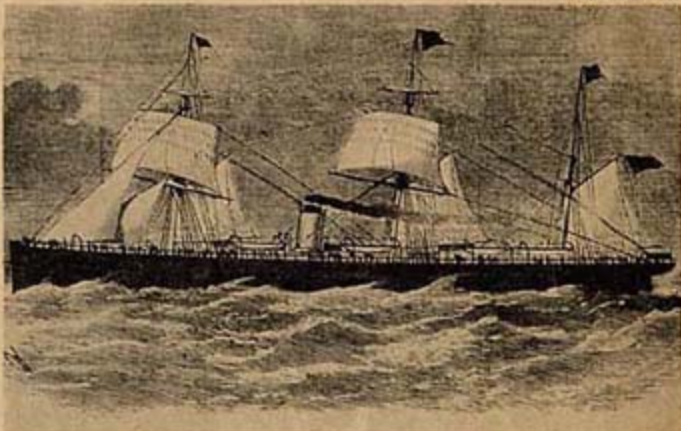
PROMENADE DECKS

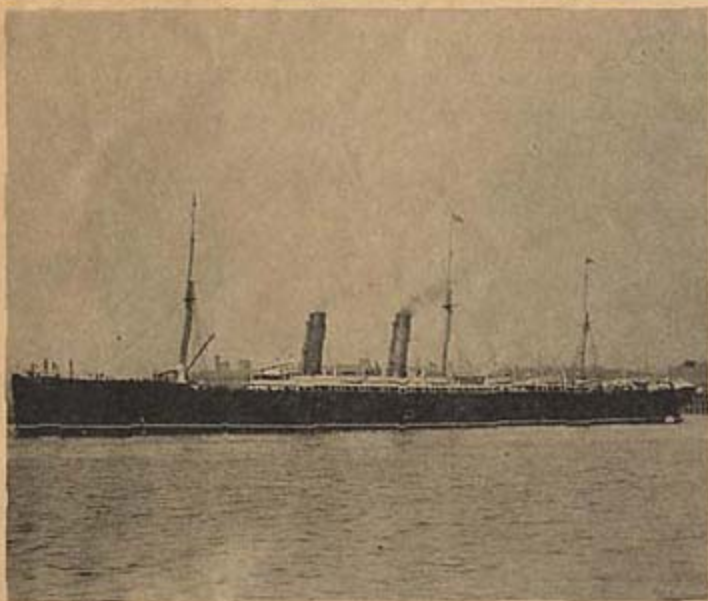
In the early 70's two sister ships were built, each with a gross tonnage of 4,500, exceeding that of their immediate predecessors by nearly 1,500 tons. These ships, the Bothnia and Scythia, had flush decks giving unbroken promenades along their whole length and for the first time boats were raised on skids so as to give



Persia, 1856

Abyssinia, 1870





Servia, 1881

FIRST STEEL CUNARDERS

head room for passengers. The size of Cunarders was creeping up, bringing to passengers the advantages of greater comfort and to the Company the problems of ever increasing costs of building progressively larger ships.

To keep pace, some financial reorganisation became necessary. Since 1840 the ownership of the Company had, by degrees as the original shareholders were bought out, come into the control of the three families which had had the greatest part in its foundation. In 1878 the partners' interests were consolidated when a Joint Stock Company was formed with a capital of £2,000,000. Of this £1,200,000 was issued and taken by the families of Cunard, Burns and MacIver as part payment for the property and business

transferred by them to the Company established as The Cunard Steam-Ship Company Limited. Two years later the Cunard Line became a public company and the balance of the share capital was issued. The significance of this important move is contained in this sentence from the prospectus, "... the growing wants of the Company's transatlantic trade demand the acquisition of additional steamships of great size and power, involving a cost for construction which may best be met by a large public company."

The directors were looking ahead to 1881, to the Servia, the first Cunarder to be built of steel. At 7,400 tons gross she was half as big again as the Bothnia and her 10,500 horse power machinery gave her a speed of 16½ knots. The provision

Etruria, 1884



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BT10.

of electric lighting—the *Servia* was the first *Cunarder* to be so fitted — alone raised her out of the ordinary run of steamships. On two decks she had 202 staterooms for 480 first class passengers; the larger rooms had wardrobes, dressing tables and double beds, *en suite* rooms being introduced for the first time. With this ship the Company was entering upon a momentous period in its history. The 18 knot transatlantic steamship had become a practical possibility that pointed to important improvements in sailing schedules. Size, power and speed had mounted with each ship, bringing nearer the day when four ships could maintain a schedule previously carried out by five. This was an ambition only to be achieved to set designers aiming at producing three ships to do the work of four. And, half a century beyond that, there was to be raised the ideal of a weekly Atlantic service maintained by two large and fast ships instead of three. Thus were evolved the *Queen Mary* and *Queen Elizabeth*; thus is borne out the truth of the late Sir Percy Bates's assertion that they were "inevitable ships."

FASTER 'SISTERS'

In the early 80's, then, were ordered the famous sister ships, *Umbria* and *Etruria*, designed to run alongside the *Servia* of 1881 and the *Aurania*, an improved *Servia* completed in 1883. The *Umbria* and *Etruria* were 501 feet in length, with a depth of 57 feet and a gross tonnage of 7,718. They had accommodation for 720 first class passengers and 500 steerage. Their compound machinery developed 14,000 horse power, driving a single propeller, and they were among the highest powered single screw steamers ever built. On trials the *Umbria* reached a mean speed of 20.18 knots but in service the *Etruria* proved to be the faster ship.

In 1886 an important agreement was reached between the Company and the Government providing for the employment of its ships as auxiliary cruisers in time of war. Four years later the Cunard Line celebrated its jubilee. A national newspaper observed that the history of the Company was "an epitome of ocean steam navigation, and it is not very long

since nearly every liner that crossed the Atlantic carried on her bridge or in her engine room at least one man who served in the *Cunard Line*."

FIRST NEWSPAPER

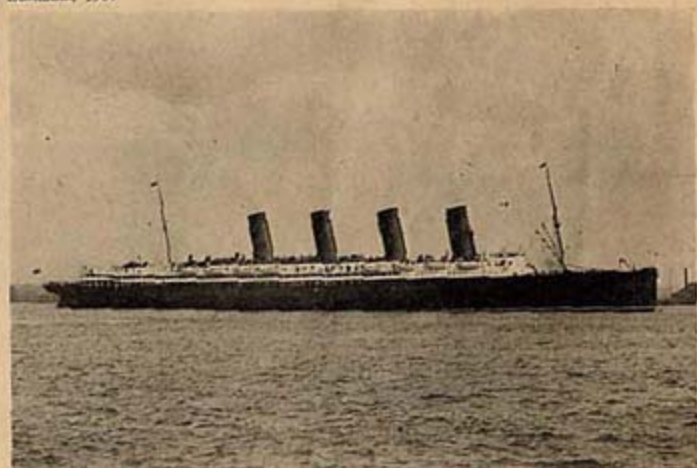
The principle of building two express ships of similar dimensions had worked so well with the *Umbria* and *Etruria*, the two ships fitting easily into the pattern of a fortnightly service, that the next step forward produced a second pair of sister ships which eclipsed the *Umbria* and *Etruria*. They were the *Campania* and *Lucania*, first twin screw *Cunarders*. On a daily coal consumption of 480 tons each ship was capable of well over 21 knots and in fact the *Campania* on trials reached 23.18 knots, her machinery developing 31,000 horse power. The *Campania* and *Lucania* were in every way remarkable ships and were the fastest Atlantic liners of their day. It was in the *Lucania* in 1901 that *Signor Marconi* carried out many of his early experiments in wireless transmission, experiments that led in 1903 to the publication on board the *Lucania* of the first ship's newspaper to appear daily with news received by wireless.

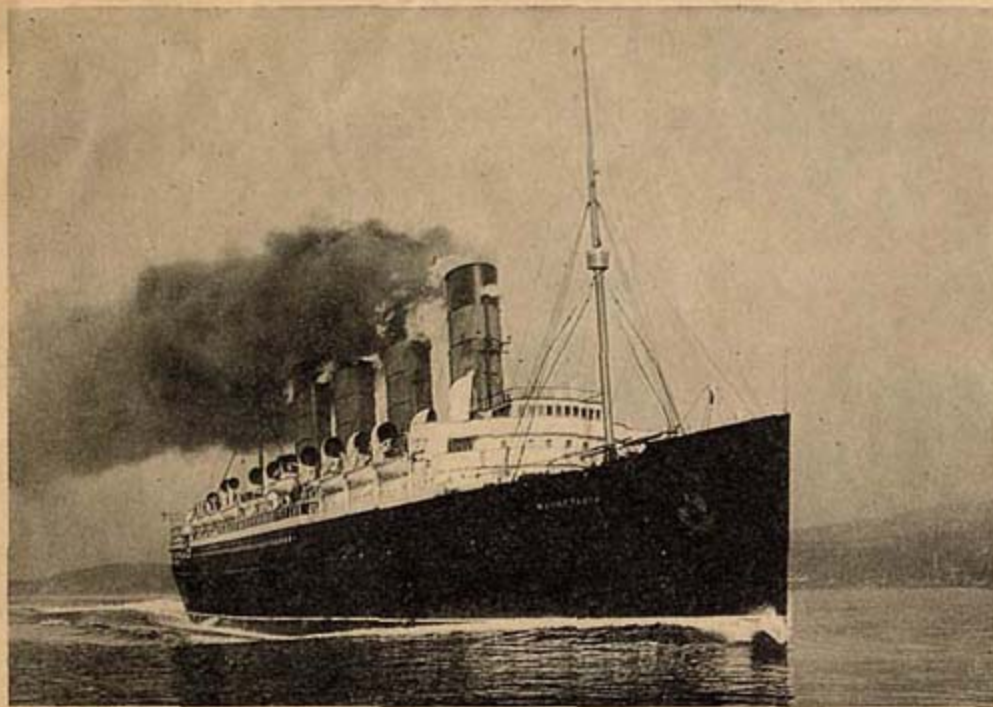
The closing years of the nineteenth century and the early years of the new century saw much shipbuilding activity as new tonnage of different ship types came into service in the several branches of the Company's activities. Altogether, between 1895 and 1905 there were added no less than fifteen new ships of a total gross tonnage of 138,600. It was a decade that saw the coming of wireless, the successful application of the steam turbine to the North Atlantic passenger liner and the ordering of two of the most famous sister ships ever to sail the Atlantic—the *Mauretania* and *Lusitania*.

STEAM TURBINES

When the *Cunard Company* were considering specifications for these 241-knot ships, over 700 feet in length, the turbine had not been applied to ships larger than torpedo boats and cross channel steamers. In point of fact the development of designs for the hulls and machinery of the two ships was closely connected with

Lusitania, 1907





Mauretania, 1907

the planning of two smaller ships, the Caronia and Carmania. It was in the Carmania that a high powered steam turbine installation was tried out, she being among the first Atlantic liners so fitted. The Caronia, on the other hand, was given orthodox reciprocating machinery. The Carmania's turbines, developing over 18,000 horse power, proved very successful and on trial she exceeded 21 knots, promising well for the much more powerful installation that was being planned for the Mauretania and Lusitania.

Between the stories of the building of the Mauretania and Lusitania and those of the two "Queen" liners, there was a fascinating parallel. Both pairs of ships were the largest and fastest of their type ever contemplated. Their designs made enormous demands upon current ship-building techniques and called for careful planning before building could begin. It was estimated that at full power the Mauretania and Lusitania might burn as much as a thousand tons of coal a day, and space had therefore to be allocated for substantial bunkers.

Obviously the ships had to be big enough to accommodate the large numbers of passengers they would need to carry to pay for the speed. All such demands had the effect of increasing the size of the ships but, at the same time, their dimensions were limited by existing docking facilities at their terminal ports of Liverpool and New York. These were problems that were repeated almost exactly a quarter of a century later when plans were being made for the building



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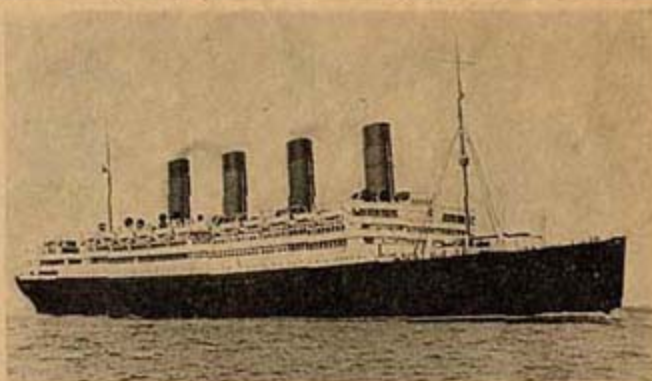
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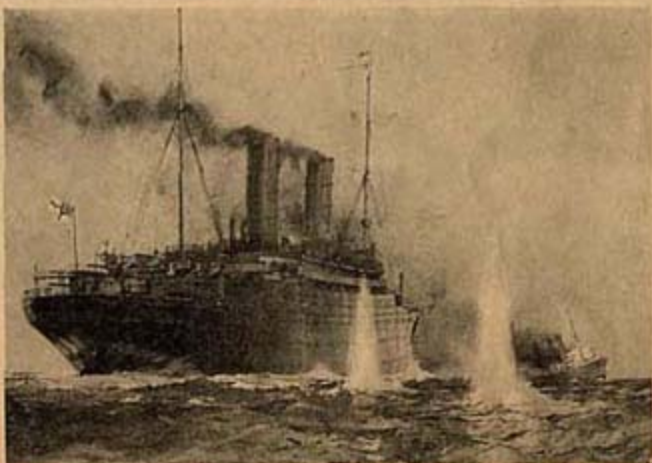
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Aquitania, 1915



The armed merchant cruiser 'Carmania' sinking the German armed liner 'Cap Trafalgar' in September 1914; a famous single ship action.

of the "Queens." in the 1920's a committee was set up to discuss these problems, just as in 1903 a group of experts met to discuss the propelling machinery of the Mauretania and Lusitania. They took a bold step in 1903 when they advocated steam turbine machinery, because the turbine was relatively new, but its success in the Carmania was a heartening portent.

RECORD BREAKERS

The Mauretania and Lusitania both came into service in 1907, breaking all existing Atlantic speed records. For more than 22 years the Mauretania was the fastest North Atlantic liner; voyage by voyage her speed seemed to improve; at one time she averaged 25½ knots for twenty-seven consecutive voyages. The shipyards of Europe were called upon to challenge the two Cunarders which had out-paced their rivals in size and comfort, no less than in speed. It was the beginning of the "big ship" era and in British and German shipyards in the four years before the first world war the keels were laid of a number of ships whose gross tonnage approached the 50,000 mark, but they did not pretend to match the Cunarders in speed. In 1912 the Cunard Line laid down the 45,000 ton Aquitania. The previous year had seen the Company's re-entry in the

Canadian trade which had been relinquished in the late 1860's.

The Aquitania had scarcely been commissioned when the first World War began. Cunarders had gone on active service during the South African war and again in 1914 they were mobilised. Between 1914 and 1918 they transported nearly 1,000,000 troops and 10,000,000 tons of cargo, serving also as hospital ships, armed merchant cruisers and depot ships. War losses were heavy—20 ships totalling over 200,000 tons. With the Armistice, in common with all lines, the Company was faced with problems of replacement and readjustment to changing world conditions. Several of the larger ships, notably the Mauretania and Aquitania, were converted to burn oil fuel instead of coal and an extensive building programme was begun. The Cunard Line took delivery of thirteen ships between 1920 and 1925, including six of 14,000 tons for Canadian service and five of 20,000 tons for the United States service. All were essential to the restoration of a balanced Atlantic fleet. But what of the express mail service? The Lusitania had been sunk in the war. The Mauretania and the Aquitania remained, with the Berengaria, formerly the German liner Imperator taken over by the Company after the war. With these three ships it was possible to operate the express service to New York, which in 1919 had been transferred from



King George V. and Queen Mary at the launching of the '534', which was to mark Britain's economic recovery in the 30's

Liverpool to Southampton and included a Cherbourg call, but the pattern of progress was bringing close the day when it would be possible to replace them with two ships and still maintain a weekly Atlantic service. This was the background to the building of the great "Queen" liners. Every week in the year, except for periods of annual overhaul, one ship would leave Southampton and the other New York.

What is especially interesting about the building of ships of such magnitude as the "Queens" is the influence it has on port facilities. For example, the building of the Queen Mary was accompanied by the construction of the King George V drydock at Southampton, the lengthening of passenger quays at Cherbourg, and the construction at New York of three 1,100-foot piers. Nor has this influence ceased; since the last war the splendid Ocean Terminal has come into being at Southampton. It is as well here to consider the pattern of passenger traffic during the 'twenties. Atlantic tourism first became an established habit brought about by the vast amount of new tonnage built after the First World War, by the introduction of tourist class accommodation that offered many of the amenities not long previously associated only with first class, and, perhaps most important of all, by the introduction of reasonable passage rates that brought a holiday in North America or in Europe

within the reach of an enormous new public.

It was in the 'twenties that cruising came to the forefront. The cruising habit which began with ships being detached from their regular routes during "off seasons" or during periods when no other employment could be found for a ship has had also an important and lasting influence on ship design. For instance, the Company in 1923 and 1925 built two ships for Atlantic service—the Franconia and Carinthia — which included in their designs features that made them more desirable for cruising, such as swimming pools and large areas of open deck for games. The Company's latest interpretation of this dual purpose ship type is the Caronia of 34,000 tons built in 1948. She has been conspicuously successful in dollar earning cruises from New York as well as on the North Atlantic.

THE 'QUEENS'

The lengthy preparation for the building of the first of the "Queen" liners culminated in the laying of the Queen Mary's keel in 1930. The world depression held up her construction for 27 months and she was launched in September 1934. Earlier in 1934 had occurred the merger of the Cunard and White Star Lines.

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W. & J. LEIGH LTD.,
TOWER WORKS, BOLTON,

London & Glasgow

pany, the White Star Line, as it was best known on the Atlantic, came into being thanks to the energies of T. H. Ismay in 1869. Throughout its sixty-five years the Line contributed much to the progressive design of the North Atlantic liner. Their first ship, the Oceanic, of 1871, was the first steamship on the Atlantic with passenger accommodation amidships. She was followed by two famous sisters, the Britannic and Germanic, and the Germanic of 1875 was reported as still in service in 1946. Among the most handsome ships afloat to appear on the "Ferry" were the Majestic and Teutonic of 1889; and the famous "big four" the Celtic, Cedric, Baltic, and Adriatic, built at the turn of the century, were extremely popular ships. One of the largest motor ships in the world was built for the White Star Line in 1930. The Britannic, as she was named, 27,000 tons gross, and her sister ship, Georgic, were the last additions to the White Star fleet at the time of the merger in 1934.

WARTIME ROLE

The Queen Mary entered service in May 1936. Six months later work began on the Queen Elizabeth by which time the Queen Mary had not only established herself as a great ship but had made the fastest crossing of the Atlantic up to then. In August 1938 she crossed from Bishop Rock to Ambrose Light in three days 21 hours 48 minutes at an average speed of 30.99 knots, returning in three days 20 hours 42 minutes at an average speed of 31.69 knots. Just over a month later the Queen Elizabeth was successfully launched, whilst a second Mauretania, of 36,000 tons and 23 knots service speed, was fitting out.

The Company entered the second world war with eighteen passenger ships totalling 434,689 gross tons of which five were lost by enemy action, four were permanently taken over by the

Admiralty as depot ships and one was refitted as a Government troop transport. Throughout the war Cunarders served in varying capacities most importantly as troop transports carrying over 4,400,000 passengers and steaming 5,360,000 miles. The "Queens" alone carried over a million and a half passengers on war service, lending credence to the late Sir Percy Bates's belief that their achievement shortened the war in Europe by a whole year.

IMPRESSIVE INCREASE

Reconditioning, conversion and new building were again necessary on a large scale when the war ended. Eight ships were put back into service after complete reconditioning and these included the Queen Elizabeth which had never made a commercial voyage and sailed virtually as a new ship in October 1946. Since then an impressive amount of new tonnage has been built. Of the present Cunard fleet, all but the two "Queen" liners, the Mauretania and the 3,817 tons cargo liner Brescia are post-war built. These ships are: Caronia, 34,000 tons, the four 22,000 ton liners, Carmania, Franconia, Carinthia and Sylvia; and the three 16-knot cargo liners Asia, Arabia, and Assyria; three Mediterranean freight service motor ships, Pavia, Lycia, and Phrygia, and the 17-knot cargo liners Andania and Alauania which were added to the fleet in 1960, plus the four Media class cargo liners which are featured in this supplement. Each of the four 22,000-ton liners is fitted with Denny-Brown stabilisers, and this anti-rolling device has also been fitted in the Queen Elizabeth and the Queen Mary. The stabilising installations in the "Queen" liners are the most powerful of their kind ever fitted in a passenger liner. The Media and Parthia, which were built in special circumstances



GRANT'S
SCOTCH
WHISKY

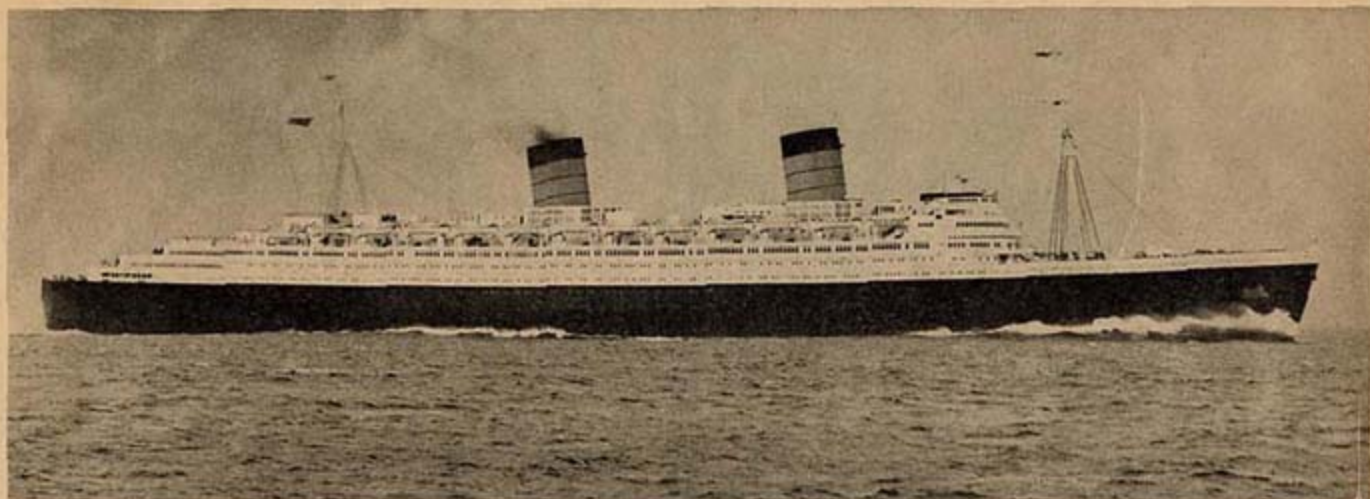
Grant's
STAND FAST
Finest Scotch Whisky

James Grant & Co. Ltd.

DISTILLED BY MEN TO LIFT THE HEART OF MAN

Surrounded by a host of small craft the 'Queen Mary' arrives at New York on her maiden voyage, in June 1936





Queen Elizabeth, 1946

soon after the war, were both sold and ended their service in the Cunard fleet in 1961. (The *Media* was the first Atlantic liner to be fitted with stabilisers). The 27,666-ton *Britannic*, last ship of the White Star fleet, made her last voyage in December 1960, and has now been scrapped. Her place in the Liverpool-Cobh-New York service has been taken by the *Sylvania*.

An event of importance in the Company's long history took place in Jan-

uary, 1950, when the ships and organisation of Cunard White Star Limited were taken over by the Cunard Line to be operated in its own name of The Cunard Steam-Ship Company Limited. The Cunard Company thus reverted to the position which it obtained before 1934 when Cunard White Star Limited was formed. Associated within the Cunard Group are two famous cargo liner companies—the Port Line Limited, with services to Australia and New Zealand,

and Thos. & Jno. Brocklebank Ltd. dating from 1770 and one of the oldest shipping companies in the world—with services to India, Pakistan and Ceylon. In June, 1962, the Cunard Line joined with the British Overseas Airways Corporation in the formation of B.O.A.C.-Cunard Limited, a new company that mounts the biggest British challenge there has ever been to foreign competition on Atlantic air routes. B.O.A.C. and Cunard now work together in the closest

collaboration throughout the world in selling their sea and air routes.

From the present year of Cunard history, it is possible to look back through years that have seen far greater mechanical progress than could have been foreseen when the *Britannia* first sailed. But the great "Queen" liners, and every ship in the Cunard fleet to-day, supremely specialised machines though they may be, are firstly great ships and the logical descendants of the *Britannia*.



THE BRITISH MEXICAN PETROLEUM CO. LTD.

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offer congratulations to CUNARD on attaining their 125th Anniversary

ESSOMARINE FUELS & LUBRICANTS



Sir John Brocklebank

ROYAL DOULTON



ROYAL DOULTON...

...150 years FAMOUS—
salute the 125th Anniversary of the
world-renowned Cunard Line



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'ALICE'



'LEADING LADY'

Don't miss the Royal Doulton special Anniversary displays in leading Stores and China Shops everywhere. See the world-famous Fine Bone China Tableware; modestly priced English Translucent China; fascinating Figurines and Character Jugs—advantageously priced to overseas visitors.



DOULTON FINE CHINA LIMITED
Burslem, Stoke-on-Trent, Staffordshire, England

See the range of exquisite Royal Doulton Figures displayed in the ship's shop.

THE NEW

Cunard Chairman, Sir John Brocklebank, explains behind the planning of the logical successor to the

THIS year the Cunard Line celebrates its 125th anniversary, the keel will be laid of the 172nd Cunard liner and it is anticipated that more than three and a half million people will cross the Atlantic—the greater proportion by air.

What are the connections between these facts, and why are we ordering the most important British passenger liner in terms of size, speed and cost, to be built since the Queens? My purpose in this article is to explain our thinking as it affects passenger ships on the North Atlantic at the present time.

I hope also to explain why we think that our new passenger ship is the only ship which will meet successfully the economic conditions of a dual-purpose operation, where the prime function is the continuance of the Atlantic express service (which the Cunard Line pioneered and developed) and where the secondary, but only slightly less important function, is cruising outside the Atlantic season.

It is a fact that at vital periods the Cunard Line contributed to the Atlantic trade, ships which accurately anticipated future needs. It might be said that this is no more than the exercise of commercial judgment. The key lies in the nature of the ships.

Progress

Four Britannia class ships in 1840 to start the first Atlantic liner service; PERSIA in 1856 to push the limits of the paddle-wheeler to a size exceeded only by the *Great Eastern*; UMBRIA and ETRURIA in the 'eighties to complete a Saturday service from Liverpool to New York with four ships instead of five; CAMPANIA and LUCANIA in the 'nineties to reduce the time at sea; and in 1907 MAURETANIA and LUSITANIA which, excepting the Queens, were in their day possibly the most famous pair of ships ever built. They showed the way to the ideal of a weekly Atlantic service all the year round maintained by the smallest number of ships making the maximum number of voyages a year. From this evolved the conspicuously successful Queens—from four ships to do the work of five had come two ships to do the work of three.

I have not dwelt on the past simply to restate a cliché about the lessons of history. Indeed, one lesson from history which the Cunard Company may have been somewhat slow to learn is that on

3,000-mile voyages one cannot afford to pay a catering crew while cargo is being loaded and discharged. It would, however, be inhuman not to make some mistakes and this is one lesson which we have learned painfully and will not be repeated!

In the Atlantic trade history has repeated itself in recurrent cycles of boom and recession, in sensitive reaction to the ebb and flow of the American and European economies; but to draw the conclusion today in the nineteen sixties—and this is the important point—that the design of a new Atlantic passenger liner must evolve rigidly from her predecessors would be folly.

Q-3 evolved directly from the Queens and Q-3 was an accurate and convenient abbreviation for a ship designed for the express purpose of maintaining a weekly Atlantic service all the year round, summer and winter. The air now offers a method of travel between our base ports which previously we and our competitors regarded as our duty to provide because there was no alternative medium for our regular clients to cross the Atlantic. When the Q-3 project was dropped it was inevitable that the public would dub as Q-4 any large passenger liner which we might plan in her place.

Competition

The pure jet service across the North Atlantic began in the second half of '59 and its effect on the shipping services began to show about a year later. Broadly speaking the 7/8 hour passage of the modern jet aircraft has taken most of the "pain" away from an Atlantic flight and the result has been two-fold. First, the total number of travellers has increased—this of course will continue so long as the standard of living increases in Europe and in the U.S.A. and Canada—and secondly, there is a trend for winter or "off season" traffic to swing from the ships to the air. As this is mainly business traffic this swing is quite understandable. As a result the Atlantic Lines, particularly those using the English Channel as opposed to the Mediterranean, have had to alter their ideas about ship utilisation in the winter and find alternative employment to the scheduled service in the form of cruising.

Consequently, Q-3 had to be cancelled, just in time as it turned out, and when we announced last October that we were going ahead with a new passenger liner I urged that the symbol Q-4 be forgotten because the ship we were planning was anything but a "scaled down" Q-3 or an "up-to-date" version of the present Queens.

Our new ship is an entirely fresh concept designed from the start to preserve the essential and profitable structure of

CUNARD

*explains the Company's policy and views
to the Queens.*

the weekly Atlantic service in the summer coupled with a capacity to cruise almost anywhere. Thus we hope to enjoy the benefit of both worlds by drawing upon those lessons of history which are valid, to achieve maximum voyages and maximum capacity in the Atlantic season, allied to maximum flexibility in design for cruising at other times of the year.

Accepting that the volume of passengers crossing the Atlantic has increased enormously even in recent years, with admittedly the air taking the lion's share, we are none-the-less convinced that the sea will continue to get its proportion. True, the sea's percentage may well drop but this is not significant when viewed against a steadily increasing total movement.

Let there be no mistake, there is a very great passenger potential in North America and in Europe. Not all of it will go by air. Moreover, in business today the pressures are such that "breathing spaces" are essential and far from creating a sense of guilt at slowing the pace, crossing the Atlantic by sea at least one way is coming to be regarded as an investment. It also has the support of medical advisers to large sections of industry.

Amalgamation

We have proved that there is a steadily increasing demand for a one-way sea one-way air combination across the Atlantic, whether the starting point is Southampton or New York. And we are well placed to take advantage of this market with B.O.A.C.-Cunard Limited in the air and the Cunard Line on the sea, offering, in a phrase from our advertising, "the best of both ways across the Atlantic."

Frequently we meet people who compare the fares of sea and air on the Atlantic to the detriment of the sea but few have really given the matter serious thought. Firstly, they forget that in a sea fare you get five days first class hotel accommodation included in the fare. Secondly, you get a holiday which always includes the weekend so that the "tycoon" doesn't lose more than three working days and only two unless he flies on Saturday or Sunday.

Lastly, on passenger ships the question of tipping is always being brought up. My answer to this is, can you stay in any first-class hotel for five days without tipping? In some countries it is on the bill, in others it isn't but if you ever want to return to reasonable comfort you will have to pay one way or the other.

The new ship's dual-purpose character of itself will give passengers already enjoying luxury, comfort and entertainment, the added benefits of the cruise

ship—outdoor heated swimming pools and lido decks—which taken in association with five days freedom from hotel bills will add up to a travel bargain. Having established that the essential was a passenger liner of wide range and wide flexibility — able to enter a range of ports, and accommodation planned to meet market demands with almost infinite combinations of passenger numbers between classes, the next step was to produce a design which would be as satisfying to us economically as to our clients in passenger appeal.

Culmination

Elimination of the need to retain the ship on a weekly service on the Atlantic in the winter, when delays caused by bad weather call for substantial power reserves to make up lost time, meant that lower power margins were acceptable. The prospects of a twin rather than a four screw ship then appeared much brighter and in the event our technical people were satisfied they could give the power to meet the weekly schedule, in a hull of approximately 58,000 tons gross carrying approximately 2,000 passengers, which met our target for passenger lift. In short, the formula is size/capacity/speed, and all three combine to produce the paradox of the "smallest and slowest ship" which can do the lot.

I have tried to give an outline of the thinking which preceded possibly our most important decision since we resumed passenger operations after the war.

It is early days to discuss deeply the design of the new ship but over and above our estimates of passenger demand, there are facts of technical and operational interest which should make the venture that much more profitable. Fuel consumption will be about half that of one of the Queens; the housing of the main machinery in a single engine room instead of the two which would have been necessary had this been a four screw ship, reduced the engine room complement very considerably. Together they produce an operating economy that will extend over the life of the ship. Compactness in machinery frees more space to earn revenue. To quote a single comparison, this ship will require only three main boilers against 12 in the QUEEN ELIZABETH and 24 in the QUEEN MARY.

Remote control will be applied widely; in the engine room tell-tale devices will record essential facts about performance and transmit them back to a machinery control centre. In addition to acting as a "window" on the main and auxiliary machinery, an extension of this in conjunction with the bridge will act as damage control centre for the whole ship. Conditions of temperatures and



The contemporary and attractively practical tourist lounge of the 'Franconia'. The latest and the best materials and designs will also be used extensively for the interior decor of the new Cunarder



PHILIPS

congratulate the

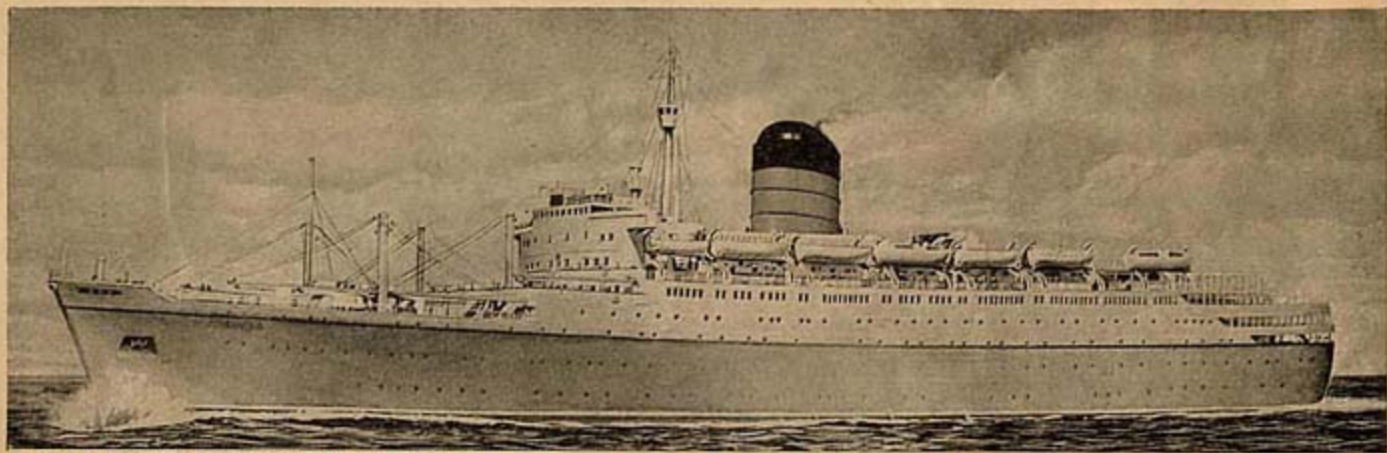
CUNARD STEAMSHIP COMPANY

on having achieved

125 years

of trans-Atlantic travel

PHILIPS ELECTRONIC & ASSOCIATED INDUSTRIES LTD.,
CENTURY HOUSE, SHAFTESBURY AVENUE, LONDON W.C.2.



The refitted 'Franconia' in her famous cruising green

humidity in all public rooms, staterooms and crew accommodation will be recorded and adjustments will be made automatically without the need for personal reports from individual spaces. Mechanical aids will reduce considerably the cost of turn-rounds at terminal and intermediate ports. The handling of baggage, cars, mails, stores and bunkering will be cheaper and faster.

Advances in the use of light alloys with their associated advantage of easily maintained surfaces will reduce weight and upkeep. In addition weight will be saved by water distillation. As a result there will be a significant reduction in

the ship's operational draught. With her draught of 31 feet, she will be able to enter her three Atlantic ports at almost any state of the tide. Operationally, this is a great benefit; there is also a useful selling point in advertising constant departure and arrival times on constant days of the week, which are beyond the capacity of a ship of deep draught. This is an advantage which the weekly service possesses over a longer schedule which could lead to weekend arrivals, expensive to the shipowner and an inconvenience to the majority of passengers. Again, the 31 foot draught opens up a wider range of cruise ports.

The word "flexible" has appeared several times in this article. It recurs because it affects at many points the operation of the new ship. It figures prominently in the configuration of the passenger accommodation and was a powerful advocate of the three-class ship. There will be a very high degree of interchangeability between First, Cabin and Tourist accommodation enabling almost any combination of passenger numbers to be carried, according to the demands of the market. Maximum flexibility will be essential to meet passenger requirements in the late 1960's and to anticipate the needs of the future within the ship's lifetime. The decision to carry three classes of passengers was reached only after detailed discussions between Cunard staff and agents on both sides of the Atlantic. Design studies were in fact prepared for both a two and a three class arrangement. There are significant factors that weigh heavily in favour of the three-class ship. There is a considerable and continued demand for Cabin Class; moreover from three classes we derive a higher revenue. Our American colleagues are unanimous that in a ship

of this size and capacity three classes are essential; their view is important because the bulk of our passenger business originates on the other side of the Atlantic. In common with all public rooms and crew accommodation, all passenger cabins will be fully air-conditioned and they will be fitted also with baths or showers and toilets.

A design innovation already determined is the locating of the restaurants above the main passenger deck to give the advantages of proximity to public rooms and natural daylight through large windows. In turn, this arrangement gives rise to greater freedom in planning to achieve a through run on all passenger accommodation decks.

Even without competition from the air, the North Atlantic trade has always been highly competitive, but experience has shown that the best designs have proved profitable and we are confident that our new ship will be a good investment particularly bearing in mind that the rising economy on both sides of the Atlantic continues to make transatlantic travel possible for more and more people.

Blending the past with the present
to create the smooth Scotch
of the future...today

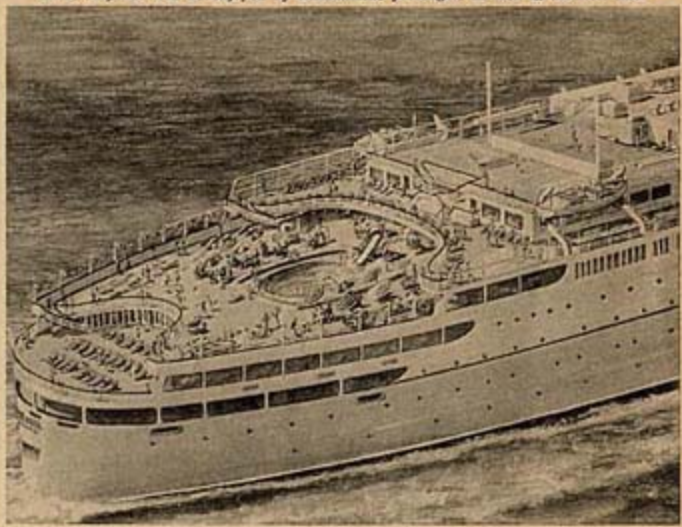
Long John

SCOTCH WHISKY

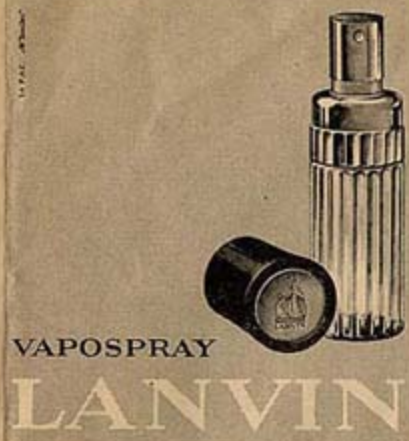
Above all—it's smooth

DISTILLED, MATURED, BLENDED AND BOTTLED IN SCOTLAND

Lido deck aboard the dual purpose liner 'Carmania'. A lido deck is an absolute "must" in a cruise ship and will be enjoyed by transatlantic passengers as well in the new liner



THE MOST MARVELLOUS GIFTS



VAPOSPRAY
LANVIN

LANVIN

Fashionable and practical, the new Vapo-spray, without gas, can be refilled for the complete life of Lanvin's perfumed toilet-waters, such as Eau de Lanvin, Arpege, Scandal, Pretaxa, Rumeur, My Sin, Cecende.



GUERLAIN

CHANT D'AROMES. This is a young perfume whose fragrant aroma, noticeable as soon as it is used, fills the air like the sweet smell of a bouquet of lilac and honeysuckle. It is characterized by its strength and freshness and will be particularly appreciated by the young.



LE DE L'INTERDIT

For the Woman who can and must possess the unusual



Madame Rochas

MARCEL ROCHAS
PARIS

ROCHAS

"MADAME ROCHAS" is a fresh and light perfume, suitable for every type of woman, but its simple fragrance is the result of a skillful blend of the essences of a large number of flowers (Jasmine, tuberose, iris, lily and so on...).

"MADAME ROCHAS" is one of the two great perfumes of MARCEL ROCHAS; the other one, as much celebrated, is FEMME.

Le Bouquet des
Parfums

Les parfums de Paris...



Plaisir

de RAPHAEL

RAPHAEL

"REPLIQUE" and "PLAISIR" are the top perfumes of Raphael. "REPLIQUE", made of Bulgarian rose and special incense, is a renowned perfume. It is Raphael's best seller.

"PLAISIR", made of jasmine rose and precious wood, fresh and flowered, is a summer perfume above all.

Each of these perfumes is in a classic smelling bottle, with red seal for "REPLIQUE" and golden seal for "PLAISIR". Each of them is a very appreciated gift.

Raphael shows also his latest creation—FOR MEN, special for the male sex, is a very fine class.



Christian Dior

Christian Dior offers three fragrances each in a varied collection of presentations, in perfumes, toilet-waters, and Eaux de Cologne, now completed by the new Darling perfume. Christian Dior has also created a fashion-shade collection of lipsticks and nail enamels harmonized with the latest colours of the 1965 Fashion.

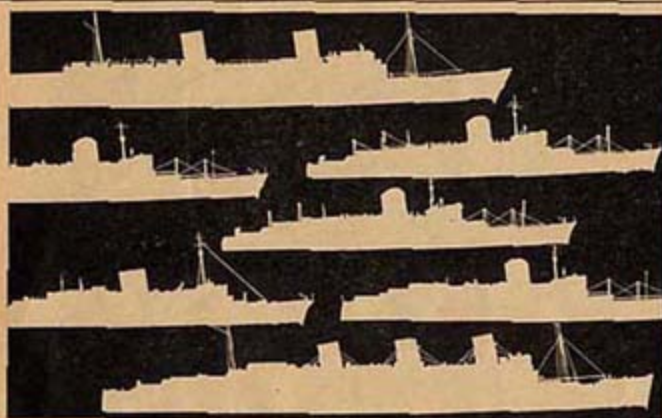


CARON

BELLODIA, whose subtle fragrance reminds one of the blossoming of spring by the Italian lakes, has a dominant aroma of carnations which gives it a piquant and tenacious note, and, another perfume, FLEURS DE ROCAILLE, a very feminine perfume which, though it has a modern note due to its fresh aromas being heightened by a mixture of some of the rarer essences, remains light and discreet.

de

France



Congratulations

For a century and a quarter, Cunard has been a leading name in trans-Atlantic passenger shipping. International Marine Radio of Croydon congratulates the Cunard Steam-Ship Company on their 125th anniversary.

IMRC have supplied radio officers and communications equipment to this great line since 1932, and the

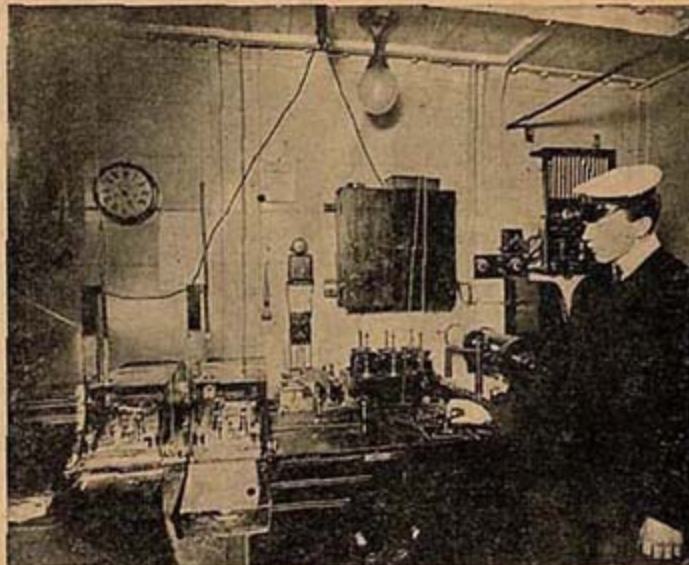
main radio installations on such famous ships as the Queen Mary, Queen Elizabeth, Caronia, Carmania, Franconia, Carinthia and Sylvania are equipped and manned by IMRC.

International Marine Radio Company Limited,
Peall Road, Croydon, Surrey.
Telephone: THORnton Heath 9771-6.
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marine communications by

ITT Marine

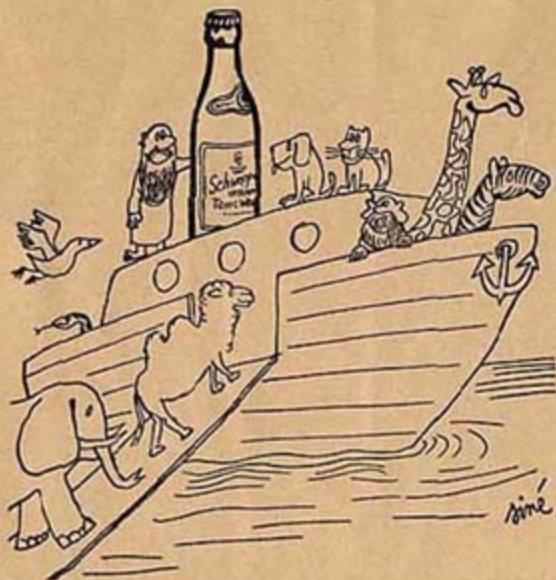
Equipment - Installations - Service - Traffic Handling - Radio Officers



THEN
&
NOW



Where there's
a ship there's
Schweppes



IN these days, when a radiotelephone call from mid-Atlantic is a commonplace thing, it is hard to realize that only since the beginning of this century has it been possible for a ship out of sight of land to communicate with the shore. On any voyage before then passengers and crew on even the most luxuriously equipped ships sailed in a little world quite *incommunicado*, cut off from all news of what was happening ashore, and equally unable to tell the shore of any occurrence, great or small, on board ship, for it was not until 1900 that Marconi's invention of wireless telegraphy reached out to carry words through the air over the water.

For nearly half the 125 years of the Cunard Steam-Ship Company's history its vessels sailed in their cocoons of silence, and today one may wonder at those who were prepared to cut themselves off from all knowledge of their families, their business affairs, for weeks at a time. It was, one supposes, a fact of travel, and accepted as such. But one might think twice, or more than twice, before undertaking such a voyage today.

Cunard, progressive then as now, saw the possibilities in Marconi's invention and were quick to put it to practical trial. The Cunarder "Lucania" was, in fact, only the second British merchant ship to be fitted with the new apparatus—the first was the "Lake Champlain" of the old Beaver Line—and sailed on her first wireless-equipped voyage from Liverpool on 15th June, 1901. Shore receiving and transmitting stations had been set up at Croochaven, La Pazne in Belgium, Holyhead, Roslare and at other points on the European side of the Atlantic; and at St. Asencet and on the Nantucket lightship on the American side. The Cunard Company made a careful trial of the "Lucania" installation before fitting the "Campania" in September, 1901. Pass-

ing in mid-Atlantic, the two vessels were able to hold communication for a distance of 140 miles before their signals faded out, while the "Lucania" was able to maintain communication with the Nantucket lightship over a distance of 287 miles. This was convincing proof of the value of the invention, and orders were placed for the equipping of the "Umbria" and "Etruria," to be followed by the "Aurania," "Carpathia," "Ivernia," "Saxonia," and others of the fleet. Later the following White Star vessels were fitted—"Baltic," "Cedric," "Celtic," "Majestic," "Oceanic," "Republic," "Teutonic," "Arabic," and "Cymric."

Here is evidence in plenty of the ship-owners' acceptance of wireless. What of the passengers? The presence of wireless on board was an exciting thing to them, and there are many instances on record of their intense interest in the installations and the nuisance this was to the early operators at times. On the practical side it is worth relating the experience of a Mr. H. Robertson, a first cabin passenger on the "Campania" in 1901, who found himself a little short of ready money for arrival in New York. His mother had sailed eastbound in the "Lucania" on the same day as he had left Liverpool, and he arranged for the following message to be sent as soon as the two ships were within communication range—"Mrs. J. L. Robertson passenger Lucania. Pay purser Campana £10 asking him advise purser Campana pay me. Henry."

Communication was established when the two ships were about 100 miles apart and this reply was sent to the purser of the "Campania"—"Graham purser Campana. Pay Harry Robertson £10. Have collected from his mother aboard Lucania. Milliken."

When Mr. Robertson awoke he was informed by the purser that he was 50

dollars wealthier than when he went to sleep the night before. This could be termed banking by wireless. Today it is flowers, books, gifts of all kinds, by radio.

The highlight of the year 1901, so far as wireless was concerned, was the successful transmission of signals across the Atlantic from Poldhu in Cornwall to Signal Hill, Newfoundland. Experimental at first, Poldhu was established on a permanent basis in 1902 to become, for many years, the main European shore station for Atlantic and Transatlantic traffic.

It was from Poldhu that regular transmission of news for publication on board ships at sea began in 1903, although a single "ship's newspaper," in one issue only, had been printed on board the "St. Paul" as early as 1899, when Marconi was himself on board with an experimental installation during a return voyage from New York.

Daily Bulletin

The first real ship's newspaper using news obtained by wireless and appearing with any regularity was the "Cunard Daily Bulletin," first published on board the "Lucania" in 1903, and later on the "Campania" and other vessels of the Cunard Line. Material for this was gleaned from the shore stations on both sides of the Atlantic, from messages received from other Cunard vessels, and, of course, from "local" sources on board.

In 1932 the Wireless Press Ltd., became responsible for the ships' newspapers, and when Cunard absorbed the White Star Line the newspaper became the "Ocean Times."

How are today's travellers provided with a newspaper carrying on its main news pages stories from all over the world, which are as up to date as they would receive from their favourite morning paper at home, together with features to appeal to their wide variety of interests?

In London, in the offices of the Wireless Press, one of whose responsibilities is the "Ocean Times," the night staff collate from news agency teleprinters home, overseas and sporting news, together with Stock Exchange prices, while the entire news facilities of the "Daily Telegraph" are at their disposal as well.

In New York similar activities are taking place. When the news despatches are prepared they go, in New York, to the radio transmitting stations concerned, and, in London, to the Central Telegraph Office. Thence they are transmitted through the British Government's transmission stations.

Printing Shop

In the ships concerned, the news is inscribed on pads labelled "Radio News" and sent as quickly as possible to the printing shop, near the centre of gravity of the ship—some six decks down in the "Queen Mary" and "Queen Elizabeth." Here the copy is composed on linotype machines, headings set up, proofs corrected, and the news pages printed.

The whole project is like a daily newspaper office in microcosm, but a unique office where different departments are separated by hundreds, or thousands, of miles of ocean.

As many more ships engaged in the Atlantic run followed Cunard's early example and fitted wireless apparatus a regular communication pattern began to emerge. The routes taken by the leading passenger ships were strictly adhered to, and as their sailing dates were known a considerable time in advance, it became possible to compile and publish a communication chart showing the positions of vessels on certain days. Prepared to cover a month in advance, this showed the ships' operators what ships would be in wireless range on any day in the month and enabled them to plan the best means of clearing their radio telegrams.

This monthly tabulation of steamship movements was continued for some years

until the advent of improved equipment, enabling ships to hold direct communication with each other over longer distances, rendered it no longer necessary.

The first "Mauretania" was the first merchant ship in which wireless was used for direction and position finding, the Marconi-Bellini-Tosi system having been installed experimentally as early as 1912 so that Marconi engineers could carry out tests during Atlantic crossings. In those days signal detection was achieved by means of a crystal—a tremendous advance on the coherer of 1900 but grossly insensitive compared with the valve receivers which were to follow in later years.

With the "Mauretania" installation a direction-finding range of some fifteen miles was considered quite good. Today automatic direction-finders, such as the "Lodestar," provide accurate bearings over hundreds of miles without any manipulation being necessary.

A number of important discoveries with regard to wireless direction-finding at sea were made in the course of the "Mauretania" experiments and much light was thrown on the effect of the ship's metalwork on the accuracy of bearings. The results of these experiments had a substantial influence on the design of direction-finders during the 1914-18 war, in which they played a considerable part in observing enemy fleet movements, and it was not until after 1918 that the direction-finder, released from the cloak of security, began to become a commercial proposition for ships at sea.

Latest Equipment

Ever mindful of the safety of their ships and of those who sail in them, Cunard have from the very first fitting of the "Lucania" pursued a policy of equipping their vessels with the most up-to-date communication equipment and, as they were later developed, electronic aids to navigation.

Another leading British communications equipment manufacturer, closely associated with Cunard for many years, is the International Marine Radio Co. Ltd. Their radio officers are on duty in the "Queen Elizabeth," "Queen Mary" and other great Cunarders.

I.M.R. led the way in supplying portable radio sets for survival craft during the last war and have remained in the forefront. Following the Safety of Life At Sea Convention, in 1960, the British Post Office drew up specifications for this equipment under the United Kingdom Merchant Shipping (Radio) Rules. As a result of I.M.R.'s negotiations with the British Admiralty the Royal Navy took delivery in May, 1965, of the first SOLAS Mark Two portable survival radios for use in naval lifeboats and rafts.

Today a Cunarder at sea is in constant touch with the shore and with other ships throughout every minute of her voyage. Passengers can telephone their homes or their offices as a matter of course. Weather reports, time signals, news items, and other messages flow into the radio room.

Constant Watch

Above the bridge the radar scanner rotates, vigilant in fog or darkness to show the ship's officers if any hazards are ahead. On the bridge itself, orders and announcements go crisp and clear to any part of the ship. The direction-finder pointer swings silently from beacon to beacon, telling its tale of bearings; and the echo-sounder shows the changing depths beneath the keel.

None of this existed sixty-five years ago. In a period shorter than one man's lifetime, one man's genius has branched out from its first main stem to help make ocean travel safer and more comfortable.

As you sit down to dinner, as you go easily to bed, you take it all for granted. It is good that you should do so, for that is what it is all for.



1740



BY APPOINTMENT
TO HER MAJESTY QUEEN ELIZABETH II
GIN DISTILLERS
BOOTH'S DISTILLERIES LIMITED



1840

1965

BOOTH'S SALUTE CUNARD

When, in 1840, Mr. Samuel Cunard sent the Britannia—his first mail steamer—across the Atlantic to Halifax, Nova Scotia, the Booth family had been distilling fine gin for just a century. The head of the firm was then Sir Felix Booth, greatest distiller in the kingdom, whose indirect connection with Canada, birthplace of Samuel Cunard, was strangely strong. Only seven years previously they returned from the unknown Canadian Arctic the second expedition (1829-33) of Captain John Ross to find the North-West Passage. This endeavour was wholly financed by Sir Felix Booth personally. Unsuccessful in his prime intention, nonetheless Captain Ross located the North Magnetic Pole and mapped large areas which have since been known as Boothia. (Recently Booth's American representatives mounted a modern expedition, by plane, to this distant and sparsely inhabited region.)

In 1840, Booth's was already a household name in Britain. In due course, coincidentally with the opening by the Cunard Line of regular and comfortable transit across the Atlantic, the fame of Booth's Gin spread to those parts of the New World where good living was appreciated.

Today it goes without saying that Booth's gins may be enjoyed in the great liners of the Cunard fleet plying to and from Canada and the United States. Likewise, in those countries the discriminating may relish the unique qualities of Booth's "House of Lords" gin—distilled solely in London—or of crystal-clear "High & Dry" gin which Booth's distil not only in the U.S.A. and Canada but in nine other overseas countries. ("House of Lords" is known in Britain as "Booth's" Finest Dry; "High & Dry" has slightly different labelling in the U.S.A. to elsewhere in the world.)

It is perhaps significant that a Lion is the trademark of the House of Booth's, London's senior gin distillers, and of the Cunard Line, leaders of Transatlantic shipping. Both companies have, in their diverse fields, largely contributed to the prestige and export activities of Great Britain and helped to cement the friendship of the English-speaking peoples, to say nothing of their contributions to wider international amity.



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London Dry gin

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Cunard Steam-Ship Company
on their 125 years of
splendid achievement



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125th ANNIVERSARY

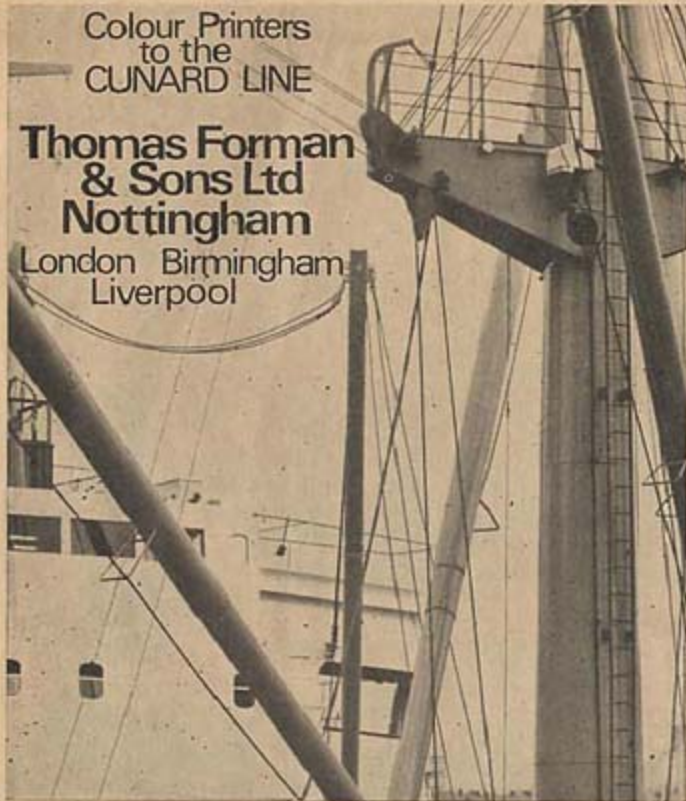


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Christmas Charter

ON Wednesday May 5th this year shipping history was made when an agreement was signed for the popular British Sunday newspaper "News of the World" to charter the Cunard liner "Queen Mary" for a Christmas cruise to Las Palmas. Never before have either of the two "Queens" been chartered by an individual firm or organisation.

Prize winners of a nationwide family competition run by the "News of the World" will be provided with accommodation valued at £10,000 on the six-day luxury cruise. All passengers on board will be guests of the newspaper.

The emphasis of the competition is on the entire family; a married winner being entitled also to accommodation for wife or husband and for all unmarried children

under the age of 21. Single prize winners earn accommodation for their parents or one friend.

The "Queen Mary" will sail from Southampton on Thursday, December 23rd, and arrive at Las Palmas at lunch time on Sunday, December 26th. During the trip the full luxury life on board will be enhanced by entertainment provided especially for the "News of the World" charter.

While the liner is in Las Palmas every passenger will be taken for a shore excursion and attend a reception arranged by the civic authorities. In addition the Royal Yacht Club will be at the disposal of the passengers. During the evening entertainment of a typical Canary Island nature will be arranged aboard the "Queen Mary."



Striking impression of the 'Queen Mary' as she would appear if placed across Trafalgar Square, London

FACTS AND FIGURES ABOUT THE 'QUEEN MARY'

BUILDERS...John Brown & Co. Ltd., Scotland.	LENGTH of PROMENADE DECK... 724 feet
KEEL LAID.....December, 1930	HEIGHT....Keel to mast head 237 feet
LAUNCHED....26th September, 1934	GROSS TONNAGE.....81,237 tons
MAIDEN VOYAGE....27th May, 1936	PASSENGER CAPACITY.....1,970
LENGTH OVERALL.....1,019 ft. 6 in.	OFFICERS and CREW.....1,282

BANKING AFLOAT

IN the year 1919 the world was recovering from a devastating war, looking with new ideas to the future and planning for progress and development. The Atlantic Ocean had just been flown for the first time by Alcock and Brown. The United States were about to introduce "prohibition."

The big ships began carrying the pent-up flow of passengers across the Atlantic. At this time, Sir Percy Bates, a director both of the Cunard Company and the Midland Bank saw the value of a complete banking service in the express ships of the Cunard line, and very early in 1920 the "Berenaria" sailed, having on board that innovation—a seagoing bank. Within six months, offices were opened in the "Mauretania" and "Aquitania" and this ocean banking service has been continued over a period of 45 years up to the present day. The Bank now having branches in the "Queen Mary," "Queen Elizabeth," second "Mauretania" and "Caronia." From that early beginning the Midland Bank offices at sea have sailed eleven million miles and have provided a banking service for three and a half million passengers.

In 1920 of course, the cashier paid out in "Bradburys" and "Fishers" which were £1 notes issued by H.M. Treasury and having on them the signature of the Secretary to the Treasury. The rich man could have the thin flimsy Bank of England notes of many high denominations. A note for £1,000 or £10,000 would tuck nicely into a wallet for emergencies in a world where Exchange Control was almost unknown. Travellers Cheques were only just coming into use—the real alternative to cash being the Letter of Credit.

Today the Officer in charge of the Midland Bank offices at sea has to calculate passengers' requirements to a nicety. On average every man, woman and child who comes up the gangway of the ship on sailing day will require \$32, £14 and 50 francs. The denominations required have to be well thought out in advance because every payment requires a large proportion of small change, and there is not unlimited room in the safes. The Bank's offices will deal in any currency marketable in London and a wide range of travellers cheques and drafts are bought and sold; accounts may be opened at, and credits received for, any bank in the United Kingdom. Mail and Radio cash transfers can be arranged to and from countries throughout the world and arrangements can be made for personal cheques to be cashed at the Bank's counters.

The increase of cruising has brought with it new problems and new interests for the sea-going banker. To the holdings of dollars and francs are added considerable sums of lire, pesetas, escudos, drachmae, Jamaican and Bahamian pounds, and many other currencies from similar sunny climates, which make pleasant reading in the Bank books in London during a cold wet winter.

The old sea-going bankers of the 1920 and 1930 days, many of them now retired, meet regularly for re-unions. Two of them have seen their sons carry on the tradition in their turn, and who knows whether a grandson of a "founder-member" of the Midland Bank Atlantic Staff will not one day be seen among the cashiers in the office which the Bank hopes to have in the new Cunarder?

$$1936 + 534 = \text{QM}$$

$$\therefore 1968 + 736 = \text{X}$$

X will be known when the "equation" is solved by the Cunard Line. While the guessing continues look back to the unhappy 'thirties when Britain's economy was measured by the Queen Mary's chequered progress towards completion.

WHAT'S IN A NAME? The answer is a great deal when it concerns a passenger liner. Remember the "534"? That was the Builder's yard number of the "Queen Mary" from when it was a paper design to the day when the late Queen Mary named her at the launching ceremony, charming the whole country and the world at large.

For long months the secret had been well kept, so that Press and public alike gave free rein to possible names for the majestic liner.

No. 534 was instantly recognised whether it cropped up in conversation or in newspaper headlines. There was the true story of the schoolboy who had built up the score of his precious "conker" into the hundreds but refused to risk it further in play when the total of smashes to its credit reached the magic figures exactly.

But the 534 had far greater significance to people who could not be distracted from the poverty of the early 'thirties by schoolboys' games. So many industries depended on it that its progress, or delay, on the stocks was a barometer of Britain's economic health in the great depression.

When the "Queen Mary" sailed on her maiden voyage from Southampton to New

York the clouds had lifted, unemployment had dropped and the country began to breathe again.

It seems appropriate that the "Queen Mary's" eventual replacement should be built on the same berth in John Brown's shipyard at Clydebank. Very soon now the keel of the "736" will be laid and the ship-to-be will get her name. What will it be!

There has been no shortage of suggestions. Apart from names put forward in readers' letters to newspapers up and down the country, some newspapers have organised competitions and awarded prizes to the senders of names considered to be the most apt.

If the name is known at the time of going to press with this 125th Anniversary Supplement to *Ocean Times* then Cunard Line are keeping it to themselves.

However, we also like guessing games. Although not possessing anything more than a murky crystal ball we are sure that the successor to the "Queen Mary" will be equally magnificent, just as majestic in her own youthful way, deserving a right royal launching ceremony followed by a maiden voyage fit for a queen, which will prove again that where waves are concerned Britannia rules 'em.

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Four Cunard Ports

LIVERPOOL

A brief look at the four 'giants' of Cunard ports of call—Liverpool, Southampton, New York and Montreal—starting as Britannia did 125 years ago, at Liverpool...

LONG after a fickle public has consigned the pop world's Mersey sound to the discard Liverpool's solid success as a great international port and trading centre will still be increasing.

Comprehensive and costly plans for its development will, within the next few years, begin to take permanent shape in the form of vast new docklands, commercial and administrative buildings, housing and re-housing areas—banishing the tatty remnants of the first industrial revolution for ever.

Although the pop groups have given the city a new glamour, taken its name into homes not directly interested in its importance as a leading British port, it is proposals such as that made by Liverpool and the Royal Society of Health which really matter to a virile, vigorous community, looking to its future.

An evening class diploma course in parenthood is planned by the Society and the first 12-week course will start in Liverpool in September. It is being prepared by Professor A. B. Semple, Medical Officer of Health for the city, Professor of Public Health at Liverpool University, and a former chairman of the Society. Other courses will follow in different parts of the country.

The magnitude of Liverpool's needs, problems and difficulties are not lost on those responsible for leading the city towards the 21st century. While it already possesses, outside the central area, a system of dual carriageway radials and ring roads, good parks, unspoilt countryside and is easily accessible, extensive slums and a largely obsolete city centre are glaring shortcomings—but it is just these conditions which provide redevelopment possibilities.

The first part of the Liverpool planning policy report analysed the character of the city, its problems, its opportunities and concluded that it must be seen in the context of the Merseyside city region, which is in turn closely related to the wider region of the north-west and North Wales. Improved communications and increased mobility should be exploited to enable future development to be dispersed further away from the congested

urban areas of South Lancashire and into this wider region.

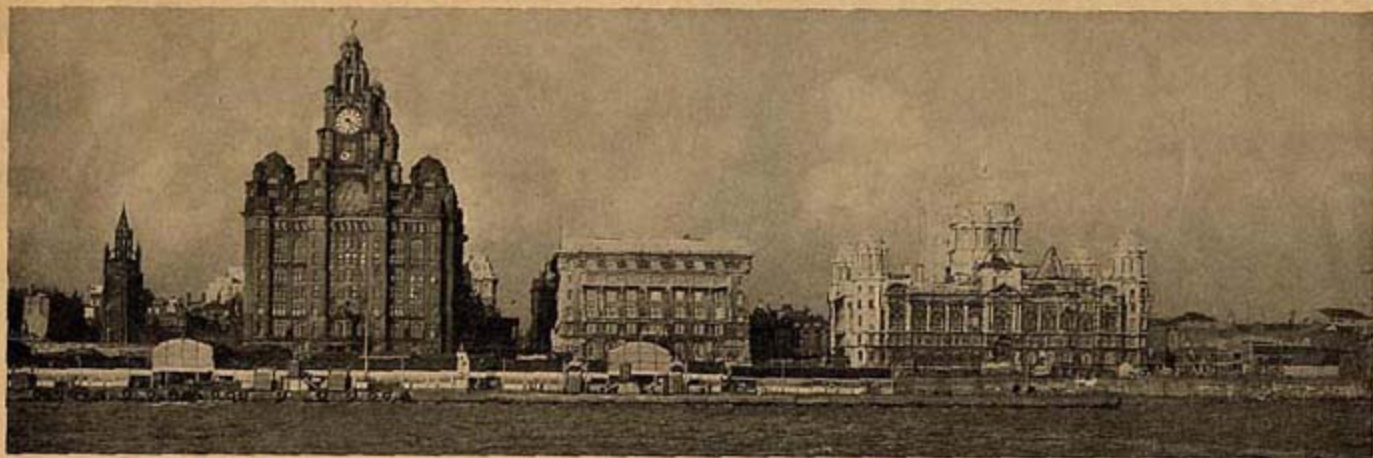
New dwellings are likely to be required for 250,000 families in the city region by 1981 and limited land is available. The responsibility for planning land use and transport in the area is at present fragmented and the report stated that there is an urgent need for unified strategic planning by a single authority.

Right, then, Liverpool is a "problem" city; yet it hums with energy, spawns hard-working, friendly people and has one of the most progressive police forces anywhere in England. Any community should be glad to make that claim. Liverpool has for long held, in terms of population, fourth position in Britain. An urban area with around 1,000,000 people has a lot to say for itself: needs a lot of looking after.

For hundreds of years big and little ships have sailed in and out of the Mersey bringing colour, change and romance. While they took away a little of the fame of one of the world's great seaports, not least a memory of the huge Cunard Building one of the massive molars in the Pier Head's jaw, Liverpool is more than that.

The foresight of the merchants who, in 1715, created the first dock of the modern world and the enterprise of the men who, in 1830, built in Liverpool the world's first railway, is now typified in the city's great industries. Insurance and banking houses include the Royal Insurance, founded by Liverpool men, which transacts its business on a world-wide basis. Its head office in North John Street with its golden-domed tower is a local landmark. These businesses originally served only maritime interests but have since expanded into an integral part of Liverpool's economy, while other vast industries process the constant stream of raw materials from overseas.

While Liverpool owes so much to the Mersey which brought it fame and fortune, it is on the inland boundaries of the city where the most modern developments are taking place. Strenuous efforts on the part of the City Council have resulted in the establishment of rapidly



growing areas of industrial enterprise which have infused new life into the old arteries of the port's maritime trade.

Nobody should think that Liverpool is merely concerned with its commercial life. The magnificent St. George's Hall, opened in 1854 for the performance of secular music, was damaged in air raids on the city. The Great Hall contains a splendid organ rebuilt in 1957 following its destruction in 1941. Equally famous in the cultural world is the Walker Art Gallery. This holds the city's art collec-

tion and is named after the late Alderman Sir Andrew Barclay Walker who commemorated his mayoral year in 1873 by financing the erection of a building to house the enormous Liverpool Autumn Exhibition—the "Royal Academy of the North"—and other pictures.

Liverpool is also rightly proud of the Philharmonic Hall which is considered to be an outstanding architectural achievement. One of the finest concert halls in Europe, it is the home of the Royal Liverpool Philharmonic Society

which recognises as its seniors among concert-going societies of the world only the Royal and the Vienna Philharmonic.

The historic development of Liverpool as a port drew to it people from many countries many of whom stayed to add their contributions to its life. There is a strong Roman Catholic bias which is typified in the design of its new, exciting cathedral and there is the Anglican cathedral, notable for being the only one to be built in the Northern Province since the Reformation. It is a huge edifice

remarkable for its commanding position on a high ridge overlooking the city and the magnificence of its architecture.

In the world of sport Liverpool is chiefly famous for its unique Grand National Steeplechase at Aintree. Whether this annual early spring event is to continue is still uncertain but, if not, race-goers the world over will lament the passing into history of the most formidable course anywhere with its famous fences and their frightening names — Becher's, Valentine's, the Open Ditch, Canal Turn

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S. S. Devonia
 July 4, 1887
 George Washington and Grover Cleveland

Soup	California Shark, New England Sauce
Entree	Fillet of Beef a la J. C. Blaine Cutlets a la Tammany Beef a la Fulton Market Mary's Little Lamb, Mint Sauce
Vegetables	String Beans from Dakota Sweet Corn from Alaska
Dessert	Democratic and Republican Pudding Prohibition Pie Jelly a la Sherman Independent Pastry Cakes a la Ben Butler Frozen Peaches a la Phil Sheridan Hall Columbia Cream Ice Water from Sewanee River

On the occasion of our 50th Anniversary in 1937, Mrs. George W. Rollins sent us the above menu and added: "We left New York at 5 AM on the beautiful morning of June 25, 1887, aboard the Steamer Devonia with 115 First Class passengers. The steamer was quite different from the palatial ones, the Brownell parties travel on these days. We were still sailing July 4. Most of the passengers were able to come to the dining room and enjoy the Patriotic named dinner with the speeches and music."

On their 125th Anniversary, we congratulate Cunard Line — and thank them for the wonderful service they have rendered to thousands of our clients since our first European tour in 1887.

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and the Chair.

Theatre-goers can choose from the Royal Court, Playhouse, Empire, and the New Shakespeare Theatre and all are within easy reach of the main hotels. These include the Adelphi Hotel, well-known for its opulence and size and hotels such as the Stork, in Queen Square. The Stork's popularity is due to its modern interior — the shell is mid-18th century — and its charming site plumb in the middle of the day-time activity of the fruit and produce market which is stilled into silence at night. Also it is near to Lime Street railway

station, the main terminus for London-Liverpool trains.

However, it is more than likely that, before leaving for the South visitors will want to shop in the busy, modern streets or browse around the quieter side streets of a past generation. Make a note to call at Stonier's, in Williamson Square, where the finest quality china and crystal merchandise is available free of purchase tax and on the personal export scheme for overseas buyers. If a trip by train is not your choice hire a car from J. Blake & Co. Ltd., located appropriately in Safety Lane.

NEW YORK

NEW York was the American capital for about one year from the day George Washington was sworn in as the first President of the United States on the balcony of the old Federal Hall on Wall Street. And not so long ago, in the twentieth century but before the mass communicative media of radio and television improved people's knowledge of other lands, and before Capitol Hill assumed the leadership of the free world, many foreigners would still have thought of New York as the capital.

New York to the outside world appeared as the United States in microcosm; America was skyscrapers, bright lights and Broadway. But if one thinks a little more about it the ignorance is at least understandable. The City of New York is, indeed, a capital: it is the business capital of the nation, it is the financial capital of the world, and, moreover, it is an international capital with the headquarters of the United Nations Organisation within its bounds. And what more suitable site for the U.N., with the city's cosmopolitan population of eight million sharing 50 different languages.

What makes cities great, and this is true of the New World as well as the Old, is trade. The most important characteristic for an area to be developed as a trading centre is accessibility. The port of New York has the greatest harbour in the world. The mid-twentieth century has seen the port the busiest in the country, averaging 25,000 ship

arrivals and departures annually. Following trade come other forms of commerce, banks, insurance houses, and all the secondary businesses that go to make up a community. So New York has grown from a population of a mere 1,000 a little over 300 years ago to the thriving, bustling city it is today.

Besides being the business capital of the United States New York is the nation's cultural centre. The largest collection of art objects in the country is in the Metropolitan Museum of Art. Other museums of importance are the Whitney Museum of American Art and the Solomon Guggenheim museum. In the latter hall of the 19th century several large halls for musical recitals were opened, notably, Steinway, Hardman and Carnegie Halls. The twentieth century has seen a growth of interest in all forms of musical activity. New York's Centre for the Performing Arts, part of the Lincoln Centre development, was dedicated in 1959 and is due for completion in 1965.

The first dramatic performances in New York were probably those given in a building on Pearl Street by a company of actors from London in 1732. The real beginning of the permanent theatre was, however, in 1750, when a company under the management of Thomas Kean and Walter Murray came from Philadelphia and established themselves in a house on Kip Street (now Nassau). By the middle of the 19th century the theatrical district was well established in



the neighbourhood of Union Square. The modern theatre district comprises roughly a strip of Manhattan extending from 41st to 53rd streets, and from Fifth to Eighth Avenues.

Greenwich Village, bounding on 14th Street and Spring Street and running west from Broadway, is commonly thought of as the home of American arts and letters. It is associated with Bohemianism, radicalism and struggling artists, and has never relinquished its important role in the development of the experimental theatre. The area has lost a lot of its uniqueness and early character but some parts have retained their former quaintness and charm.

One should not presume to write about New York so briefly, but as Paul R. Screvane, President of the New York City Council, wrote in an introduction to the book "Key to New York: Empire City" by Frances Diane Robotti, "Whether it be the lyric of a show, an O Henry story, a course in American History, the date-lines on major news stories, any of the billions of the words that have been set in type, spoken or sung, the countless pictures that have been painted, the photographs recorded or the anecdotes related in many tongues . . . an understanding of character of our town has penetrated every corner of the world."

MONTREAL

LARGEST city of the Dominion, Montreal is the centre of Canadian commerce and banking. It is an island city, with an area of 50 square miles, and one of the skyline's dominating features is the Jacques Cartier Bridge, a cantilevered structure which connects three islands. Jacques Cartier, a French navigator, discovered the island on which Montreal stands in 1535. Another Frenchman, Maisonneuve, founded the city itself.

Montreal's early history was one of continuous struggles against Iroquois Indians, by whom the whole island was more than once devastated to the palisades which defended the town.

Farthest point of 16th century New World exploration; outpost of French civilisation; cross-roads where missionaries, traders and adventurers laid plans for the opening of a continent; island bastion over which the flags of three great nations have flown; Montreal is a city rich in tradition. For one short period — 1844-49 — it was even the capital of the newly united Upper and Lower Canada, until it lost that honour in consequence of riots over the Rebellion Losses Bill and the burning of the parliament buildings in 1849.

Today, proud and with a bustling vitality this predominantly French-speaking city embraces the heritage of two cultures — French and English — while some cynics, aware of the intellectual pressure from Canada's glib southern neighbour, may say three. The Americans, in fact, captured

and occupied Montreal for some months during the American War of Independence. Benjamin Franklin established a propaganda press in the city but he never succeeded in winning the hearts of the *Canadiens*. And the acceptance of American culture remains at its lowest in Quebec.

In Montreal and throughout the province the Gallic theme predominates. The visitor is reminded of France in a hundred different ways. Sometimes these similarities are small and seemingly insignificant, but together with all the others they make Montreal essentially French and Quebec "La Belle Province."

Like many old cities in other parts of the world, Montreal has numerous sharp reminders of a new, sometimes brash, world growing inside and alongside the old. Massive, typically North American, office blocks housing the modern-day trading giants nudge the little waterfront houses of the original Ville-St-Marie. New businesses are still being established in the city encouraged by the increase in trade brought there by the St. Lawrence Seaway.

Being on the north bank of the great St. Lawrence, Montreal's life is naturally tied to the river. The harbour, which is 1,000 miles inland, has about 10 miles of berthing accommodation. For over a century its unique natural advantages have been improved. Millions of dollars have been spent in deepening the ship channel so that large trans-oceanic liners can navigate with com-



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Nineteen-sixtyseven could prove to be Montreal's greatest year, for then the international spotlight will focus on Canada and Montreal when an estimated 50 nations join in the largest world's fair ever held in North America.

With a potential audience of 75,000,000 within a radius of 600 miles in Canada and the United States, Montreal has been widely acclaimed as an ideal location for an undertaking of this magnitude.

The Canadian Universal and International Exhibition—Expo '67 for short—takes place April 28th to October 27th, 1967.

SOUTHAMPTON

FORTUNATE are the passengers disembarking at Southampton with time on their hands. Not for them is the speedy journey to London by express train with tantalising glimpses of English villages and countryside as it rushes to Waterloo Station.

The knowing ones have their baggage loaded into a taxi or hire car, taken to one of the city's comfortable hotels and pause for a while in one of England's liveliest and modern southern towns, yet rich in history.

Southampton rocked under successive batterings from Nazi bombers in the early 'forties but the scars have healed, the city rebuilt; not for the first time. Much of the medieval fortifications remain. Interspersed with new buildings are impressive chunks of the old town walls and formidable remnants of the castle. This exciting mixture of old and

new is an excellent introduction to England and visitors whose plans on arrival at the Ocean Terminal require a quick departure for London should try to leave a few free days at the end of the holiday. Strolling around the shopping centre and the old streets before sailing for home would be equally rewarding.

As befits a great port good hotels are available. Well placed for both Central railway station and the Civic Centre is the Polygon Hotel near West Park. The Polygon belongs to the Grosvenor House Group and seasoned visitors who know the internationally famous Grosvenor House in London's Park Lane will need no further recommendation.

Older and steeped in history is one of the Trust House group, the Dolphin Hotel in High Street. Delightful to the eyes of people who appreciate the lines of a Georgian coaching inn are the



generous bow-fronted windows of the first floor restaurant. The Dolphin has, in fact, occupied this site since the 15th century and part of the present building dates from Tudor times.

A few steps north, towards Bargate, northern limit of the old walls, is the Star Hotel, another coaching inn of the Georgian period. Note the inscription cut into the stone entrance to the inn yard—Coach to London (Sundays excepted) Alresford Alton performs 10 hours.

Bargate straddles High Street and Above Bar Street, the latter being the main shopping street with Bourne and Hollingsworth's Southampton store mere yards from Bargate itself. Although smaller than the parent shop in London's Oxford Street the staff offer similar courtesy and quality merchandise.

However, before starting a tour of the shops cut across from Bargate to St. Michael's Square. In this peaceful retreat is Southampton's oldest church and Tudor House, a beautifully preserved mansion now containing a fine museum besides the original great oak panelled banquet hall complete with minstrels' gallery.

While in the museum look out for one of the oldest and best travelled hot cross buns in England. It was baked in Above Bar Street in 1846 and taken to Canada twenty years later. The custom of keeping hot cross buns for long periods is very old. It was believed that they never became mouldy and a small piece, finely ground and mixed with milk or brandy, was considered to have curative properties.


Tudor House stands at the corner of Bugle Street, a narrow thoroughfare with



charming old houses and, at the southern end, it is easy to locate the Mayflower memorial. It records that the Pilgrim Fathers embarked from there to begin their historic voyage.


So prolific are the historic corners in this neighbourhood, thanks to a helpful Corporation many are clearly identified by informative plaques, that visitors might, in a sense, find it difficult to return to the 20th century. Still, it is possible to continue a shopping-cum-sightseeing tour by returning to Above Bar Street and then cutting down Pound Tree Road, named after the elm that once stood nearby, shading the cattle impounded as strays.



Look out for Queen's Way, a new wide road running north to south. Its biggest building is the largest shop in the south of England and it is another link with one of London's leading stores, in this case Debenhams'. With upwards of 120 departments Edwin Jones' fine building was opened six years ago in place of one destroyed in the air raids of 1940. Display counters and cases are arranged to make shopping easy and pleasant but acres of space, not forgetting the walk around town, can be fatiguing, then could be just the time to refresh oneself in the store's hairdressing salon and afterwards in the Queen's restaurant or the Coronet cafeteria.




Leaving Edwin Jones you might still be intrigued by the monument opposite the main entrance and framed by the green backdrop of tree-lined Palmerston Park. It was subscribed for by an earlier generation and marks the town's gratitude to a worthy of the early 19th century, William Chamberlayne, who donated iron columns for Southampton's street lights in 1822.


Everybody comes to Edwin Jones at Southampton (where big ships call )



 to the great store across the parks... buses pass the door  you can park your


car nearby... Rendezvous with your friends enjoy yourselves  There is enormous

variety... You'll find a bit of nonsense  a pair of cufflinks  3 restaurants and

a hundred  cheeses. Come for the day have a new hair-do  stay for lunch 

Do all your shopping with your sisters and your cousins and  your aunts

 Every purchase is an economy... Whether it is a  ball of string or a brass

 bedstead

There's more of just about everything at

EDWIN JONES

A DEBENHAM STORE

Southampton



LLOYD'S OF LONDON

by

J. L. Rushburne



Coffee-houses were a prominent feature of 17th-century London. One of these, situated in Tower Street, near the River Thames, was owned by Edward Lloyd. Its situation attracted the custom of men interested in and connected with the sea. Among these were merchants willing to accept insurance on ships and their cargoes.

This was the origin of Lloyd's of London, world-famous today as an international insurance market and a centre of shipping intelligence. From such a modest beginning has grown an organisation with an annual premium income of over £346,000,000, more than half of which is derived from overseas.

In the 17th century there were no insurance companies as we know them today. The practice was for individuals, who came to be called underwriters because they wrote their names beneath the wording on insurance policies, to guarantee commercial ventures.

As time went by, Lloyd's Coffee House became recognised as a place where people requiring insurance could find underwriters. Lloyd prompted the trend towards business by providing his customers with pen, ink, and paper, and shipping information obtained from the water-front by runners.

This information was checked, collated and printed in Lloyd's own journal, "Lloyd's News," which he published for a short time in 1696. This was the forerunner of "Lloyd's List," which appeared in 1734 and has the distinction of being London's oldest daily newspaper. "Lloyd's Register of Shipping" came into being at the coffee house in 1760; this was to develop, over the next two centuries, into the internationally-used work of reference and classification for all types of ships.

With the passing years, Lloyd's Coffee House gradually assumed the

nature of a private business club, with the "customers" controlling the premises and restricting entry to those interested in insurance and shipping.

The need for more space became pressing, and this led, in 1771, to the election of the first Committee of Lloyd's. This committee, charged with the task of finding new premises, was chosen from among 79 merchants, underwriters and brokers, who each paid £100 into a fund towards the purchase price.

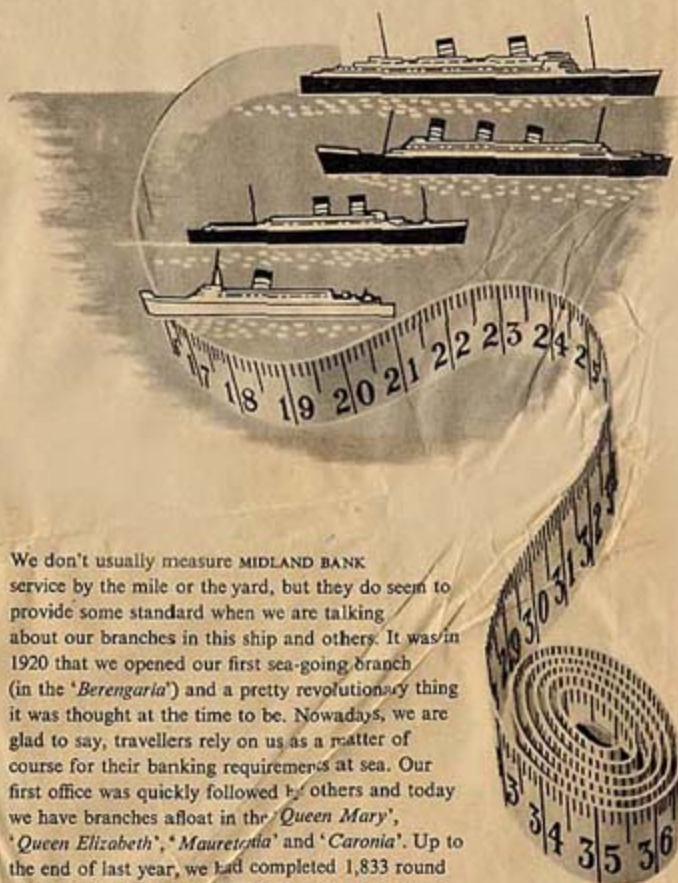
The move took place three years later to rooms at the Royal Exchange. This marked an important phase in Lloyd's history—the passing of control from the owner of the coffee house to the customers.

To many, the name Lloyd's is synonymous with the Lutine Bell, though there is widespread misconception about its use. The Lutine Bell, which originally belonged to a French frigate (the "Lutine") was installed in 1859, and hangs above the rostrum in the Underwriting Room at Lloyd's. It is used only when important announcements are to be made to the market, two strokes for good and one for bad news. Contrary to popular belief, it is not rung for every loss at sea.

Today, Lloyd's is a society, the members of which, known as Underwriting Members of Lloyd's, transact insurance business on their own account and at their own risk. The society is controlled by a committee of twelve, elected from its members.

It is often said that anything can be insured at Lloyd's. Although this is not literally true, it is more true of Lloyd's than of anywhere else. What is true, is that Lloyd's is unique as a business institution. Nowhere else is insurance transacted by individuals having unlimited liability, in competition with each other, and yet with a very real, if indefinable, *esprit de corps*.

11 Million miles of Banking

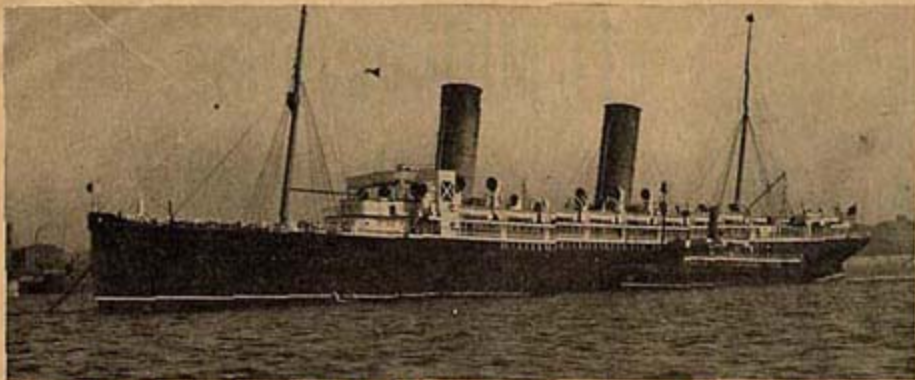


We don't usually measure MIDLAND BANK service by the mile or the yard, but they do seem to provide some standard when we are talking about our branches in this ship and others. It was in 1920 that we opened our first sea-going branch (in the 'Berengaria') and a pretty revolutionary thing it was thought at the time to be. Nowadays, we are glad to say, travellers rely on us as a matter of course for their banking requirements at sea. Our first office was quickly followed by others and today we have branches afloat in the 'Queen Mary', 'Queen Elizabeth', 'Mauretania' and 'Caronia'. Up to the end of last year, we had completed 1,833 round trips, logging 11,222,000 miles of service to you who travel the Atlantic.

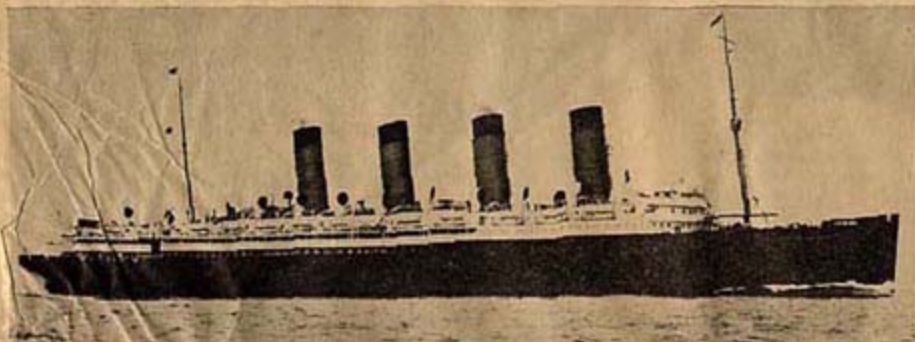
Midland Bank

ATLANTIC BANKING SERVICE

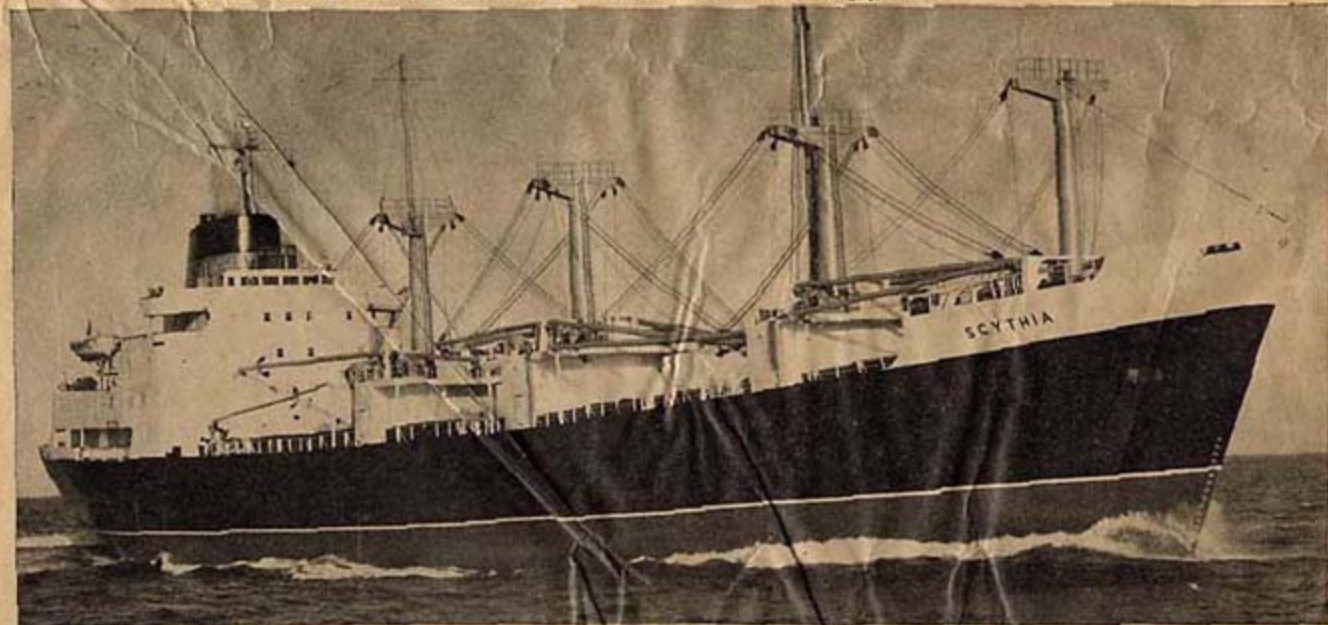
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1912 MAURETANIA—first merchant vessel in the world to be fitted with Marconi's wireless direction-finding system



1965 SCYTHIA—latest addition to the Cunard fleet, fitted with Marconi Marine communication equipment and radio aids to navigation

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