



THE GRAND TOUR



(FOR INTERNAL USE ONLY)

This White Star Line Hotel Grand Tour Script is to provide an overview of the layout of the building and to provide an insight into the brief background of the White Star Line, The Titanic, The Oceanic Steam Navigation Company, Thomas Henry Ismay, Bruce Ismay, and of course, 30 James Street, more commonly known as Albion House or as we now know it, the White Star Line Hotel.

GRAND HALL - The Tour is to start off in the Grand Hall. Here, we will describe the background to the White Star Line business and the Titanic. We will discuss the history of the White Star Line, and it's move from 10 Water Street, the major players of Thomas Henry Ismay and his son Joseph Bruce Ismay, the architects who were R Norman Shaw and James Francis Doyle, the history of the building from the ownership of the White Star Line to the Pacific Steam Navigation Company and beyond. We will describe the 1st class booking office.

VESTIBULE - We will then move into the Vestibule and describe the 1934 mosaic on the floor from the Pacific Steam Navigation Company and the features of this area.

MORGAN'S VAULT (BASEMENT) - From here, we will take the stairs down to the basement and head towards Morgan's Vault. Once inside this room, we will describe the original features including the layout of the windows/street level and the former White Star strong room.

MORGAN'S SPA (SUB BASEMENT) - We will walk to the front of the building and discuss the former 2nd class and steerage entrance, before heading down to **Morgan's Spa** to take the grand tour of this section and describe the original features of the floor.

TAKE THE LIFT FROM THE BASEMENT TO THE SIXTH FLOOR - NEW YORK

PRESIDENTIAL SUITE - Throwing open the door of the Presidential Suite, we will provide the view of the 'full size' of the building and describe the history behind the Turret room and the former rain tank.

LIBERTY QUARTERS / BROADWAY QUARTERS / CAPTAIN ROSTRON'S QUARTERS - It is at this point that we can provide the grand tour of one of our larger suites complete with kitchenette and show the spacious layout.

TAKE THE STAIRS DOWN TO FLOOR 5 - LONDON - REMEMBER TO LOOK OVER THE BALCONY!

TRAFALGAR TURRET SUITE - OR BUCKINGHAM TURRET - As we walk into the Trafalgar Turret Suite, we can provide a vantage point of the turret windows that used to house the doorway to gain access to the stone balcony.

TAKE THE STAIRS DOWN TO FLOOR 2 – OCEANIC

PORT SUITE / LIVER SUITE / CUNARD SUITE – What finer opportunity to enter one of these rooms and throw open the main balcony for a fantastic photo opportunity on the balcony.

TAKE THE STAIRS DOWN TO FLOOR 1 – TITANIC

LIGHTOLLER SUITE – Was this the room where they threw the balcony doors open and provided names of those lost in the Titanic sinking? We also see the flagpole and the WSL flag!

TAKE THE STAIRS DOWN TO THE RECEPTION AREA

As a final opportunity downstairs, we can review the two World War memorials.

WE WILL FINISH THE TOUR BY GOING UP TO THE 6TH FLOOR – AND TAKE THE CARETAKERS STAIRS TO FLOOR 7 – THE QUARTER DECK!

QUARTER DECK – We will provide the full history of this area including the caretakers flat, the external fire escape, and of course this is the opportunity to have a **PHOTO OPPORTUNITY** on the balcony.

IT IS HERE THAT WE FINISH THE GRAND TOUR IN THE QUARTER DECK – WE NEED TO HAVE SUITABLE ‘OBJECT D’ ART’ AT THE REAR OF THE QUARTER DECK SO THAT THERE IS AN OPPORTUNITY TO REVIEW TITANIC MENU’S/TICKETS AND PRINTED LETTERS – PLEASE DIRECT THE TOUR TO THE BAR AREA / RESTAURANT!

- **WHAT HANDOUTS CAN WE GIVE AT THIS STAGE? A SINGLE A4 PIECE TO SHOW HOW TO BOOK A ROOM, OUR ROOM CATEGORIES, OUR SPA FACILITIES, OUR MORGAN’S VAULT/SPA PACKAGES?**

(INTERNAL - PLEASE NOTE – AND RELAY THIS TO ALL TOUR MEMBERS)

- TOILETS CANNOT BE USED IN ANY OF THE GUEST ROOMS. TOUR GUESTS CAN BE DIRECTED TO THE BASEMENT TOILETS BEFORE STARTING
- AS THE FULL TOUR CANNOT BE TAKEN IN THE ONE LIFT, GIVE FULL DIRECTIONS ON WHICH FLOOR TO PRESS. (FLOOR 6)
- AT ALL TIMES, PLEASE REMIND TOUR MEMBERS THAT THIS IS A HOTEL AND THAT WE LIKE TO BE AS DISCREET AS POSSIBLE WHILE WALKING AROUND, AND WE TRY NOT TO MAKE TOO MUCH NOISE – PEOPLE COULD BE RESTING.
- PHOTOGRAPHY IS FULLY PERMITTED AT ALL TIMES EXCEPT WHEN WALKING ON THE STAIRS.
- TAKE EXTRA CARE ON THE CARETAKERS STEPS – THEY ARE NARROW AND STEEP. CONSIDER YOUR TOUR MEMBERS IF THEY NEED THE LIFT.
- TAKE EXTRA CARE ON THE MAIN STAIRCASE AND EVALUATE THE CAPABILITY OF ALL TOUR MEMBERS.
- AT THE START OF THE TOUR – REMIND PEOPLE OF WHAT TO DO AND THE EXITS IN CASE THE FIRE ALARM SOUNDS.
- SELL THE BUILDING! – “SELL” THE ROOMS THAT PEOPLE HAVE COME TO SEE. SELL THE QUARTER DECK RESTAURANT AND BAR!
- ADVISE ALL MEMBERS TO POST AND SHARE THEIR PHOTO’S ON FACEBOOK/SOCIAL MEDIA AND TAG IN WHITE STAR LINE HOTEL!
- TAKE THE TIME TO ANSWER QUESTIONS AS BEST POSSIBLE – IT IS FINE IF YOU DO NOT KNOW EVERY ANSWER!
- ABOVE ALL – CONSIDER THE COMPLETE HEALTH AND SAFETY OF EVERY TOUR MEMBER, WHETHER YOUNG OR OLD OR INFIRM. AT EACH STAGE MOVING AROUND THE BUILDING, CONSTANTLY COMPLETE YOUR RISK ASSESSMENT DEPENDING ON THE SIZE OF THE TOUR.
- CONFIRM THE WHITE STAR LINE HOTEL WEBSITE AND FACEBOOK PAGE
- UNDERSTAND THE FULL PROCESS IF ONE OF THE TOUR GUESTS BECOME ILL OR INJURE THEMSELVES ON THE TOUR.

Where do we begin?

TITANIC - No other word in the 20th Century will conjure up a greater story, a greater historical occurrence, or the greatest seafaring disaster in modern times. It is perhaps, sadly, that the Titanic disaster is what brings us together to review the history of the White Star Line. Had the Titanic sailed on to New York, arriving safely on the 17th April 1912, perhaps the entire history of the White Star Line would have faded in to some insignificance, and be no more important than say the Blue Funnel Line, or the Dominion Line.

The Titanic sets sail on the 2nd April 1912, the sea trials are completed, and the ship sets sail for Southampton. Titanic's maiden voyage began on the 10th April 1912, setting off from Southampton, and heading towards Cherbourg on the same day. It sets sail and arrives at Queenstown (Ireland) on the 11th April and heads out across the North Atlantic. At 11:40pm on the 14th April 1912, the Titanic strikes an iceberg on the starboard side of the ship and starts to slowly sink. At 2:20am on the 15th April, Titanic slips under the waters, not to be seen again till the discovery of the Titanic by Robert Ballard on the 1st of September 1985 - 50 years to this date.

Of the 2,224 souls on board, only 710 were saved by the heroic actions of Captain Rostron and the RMS Carpathia. The passengers arriving in New York at 9:30pm on the 18th April 1912 at New York's pier 54. Including the survivors were the "unsinkable" Molly Brown, Violet Jessop (who survived the sinking of the RMS Titanic, the sinking of the RMS Britannic and also the collision onboard the RMS Olympic. Other crew members were saved including J Bruce Ismay, the Chairman of the White Star Line.

My good friend, Cliff Ismay is the 5th cousin of the late J Bruce Ismay and conducted his own research into the life and background of J Bruce Ismay and provides a rare insight - and the true story - of what happened to J Bruce Ismay after the sinking of the Titanic in his book '[Understanding J. Bruce Ismay: The True Story of the Man they called 'The Coward of Titanic'](#)'.

Titanic had strong links with her home port, Liverpool. The Ship's managing company, the White Star Line, had its office in this very building, 30 James Street and this was the port of registry for the ship, [hence the word LIVERPOOL on the stern of the ship](#).

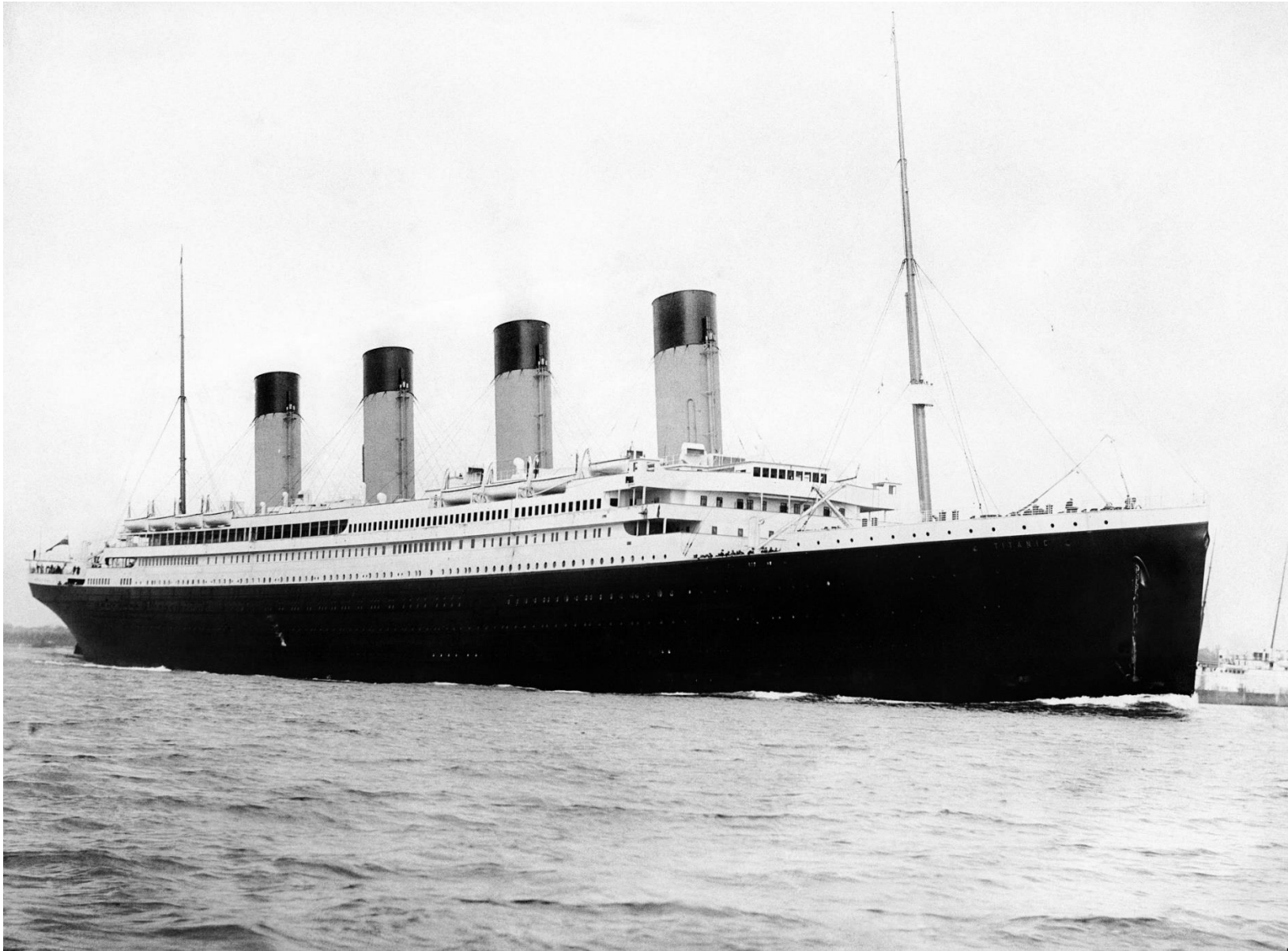
Everyone has seen the film 'Titanic.' Captain Smith, J Bruce Ismay, Thomas Andrew etc. All the names from the past associated with the ship have actually walked up the very steps that you all walked up from James Street to enter this building.

Connections with Liverpool and the Titanic don't stop there. [Captain Smith](#) was based on Merseyside for 40 years before moving down to Southampton. The bass violinist for the ship's band lived in Tunstall Street off Smithdown Road. The great kitchens on the Titanic were made by local firm, Henry Wilson and Company. The Liverpool firm of Stonier's supplied 50,000 items of bone china to the ship. [Chief Officer Wilde](#) was from Liverpool. [J Bruce Ismay](#) was also born and bred in Liverpool, and he was the Chairman of the White Star Line.

Consider this, that in this very building, and quite possibly in this very room, plans were discussed on the finer details on the RMS Titanic by J Bruce Ismay, Thomas Andrews and Captain Smith!



Titanic departing Belfast for sea trials on 2 April 1912



RMS Titanic departing Southampton on 10 April 1912



Edward Smith, captain of the RMS Titanic

WHITE STAR LINE

The earliest known reference to the White Star Line is from 1845 when it was founded in Liverpool by John Pilkington and Henry Wilson. Formed to focus on the UK Australia trade which increased following the discovery of Gold in Australia. However, the companies bank, the Royal Bank of Liverpool failed in 1867. The White Star line was forced into bankruptcy of over £500,000.

On January 18th, 1868, Thomas Ismay, a Director of the National Line, purchased the White Star Line house flag, trade name and goodwill of the bankrupt company previously brought on by heavy investment in shipping which was financed by borrowing.

The White Star Line began its Liverpool - New York run with the 'Oceanic' class of ships. 6 in total: Oceanic, Atlantic, Baltic, Republic, Celtic and Adriatic.

One of the first great losses of the White Star Line was the sinking of the SS Atlantic and the loss of 535 lives near Halifax, Nova Scotia. While en route to New York from Liverpool amidst a vicious storm, the Atlantic attempted to make port at Halifax when a concern arose that the ship would run out of coal before reaching New York. However, when attempting to enter Halifax, she ran aground on the rocks and sank in shallow waters.

White Star Line continued to invest in its shipping, with Britannic and Germanic. Two new steamers which would both end up capturing the Blue Riband record (unofficial accolade given to the passenger liner crossing the Atlantic Ocean in regular service with the highest speed).

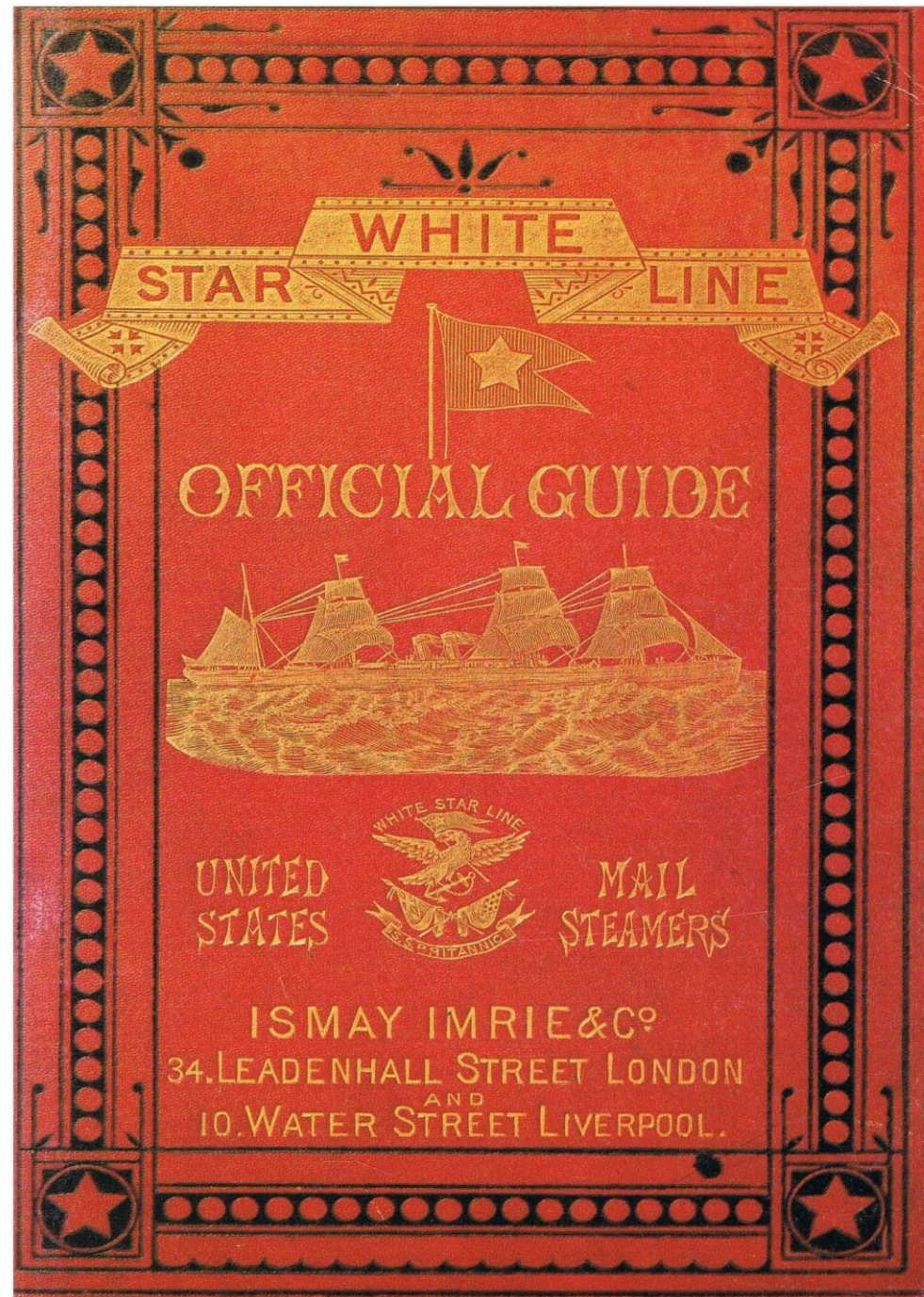
In the 1890's, the White Star line moved away from building the fastest ships to cross the Atlantic, they focused on the more luxurious fleet. The first step in this was with Cymric. This had been planned with both Passengers and Livestock areas, but after Director consultation, it was deemed that the 'Cattle' areas would be turned into the Third-Class accommodation!

At the time, the white Star Line operated out of 10 Water Street, but greater plans and expansion were taking place.

It was Ismay's desire to operate large ships on the North Atlantic service between Liverpool and New York and thus together with the White Star Line name, a building, 30 James Street, was designed and constructed between 1896-1898 which would be the official Headquarters for the White Star Line.

The biggest competitor to the White Star Line was the Cunard Line. To enhance their reputation, White Star Ordered the Olympic class Liners: Olympic, Titanic and Britannic. These would be the biggest and most luxurious ships in the world!

With the Olympic Class ocean Liners, Olympic, Titanic and Britannic, the Olympic was the only profitable liner for the company. Titanic sank on its maiden voyage, and Britannic was requisitioned by the government and used as a hospital ship during World War 1 before also sinking from a mine.





Centre left of the image is 10 Water Street – the original White Star Line HQ!

In 1927, the White Star Line was purchased by the Royal Mail Steam Packet Company. However, in 1932, RMSPC ran into financial trouble and was liquidated. A new company, Royal Mail Lines Limited took over the ships of RMSPC and their lines including White Star Line.

However, in 1933 both White Star Line and their opposition, Cunard were both in serious financial difficulty. Falling passengers from the Great Depression, the Government stepped in to aid both companies if they agreed to merge their operations. The agreement was completed on 30th December 1933.

This created Cunard-White Star Line. In 1947, Cunard acquired the 38% of Cunard-White Star they did not already own and in 1949, acquired White Star's assets and renamed the company Cunard. The White Star line was to be no more 'in name' yet Cunard still use 'White Star' to determine their top-class level of service to all passengers on their ships.

The White Star flag is raised on all Cunard ships and on the Nomadic in Belfast, Northern Ireland every 15th April in memory of the Titanic disaster.



30 JAMES STREET – A BRIEF INTRODUCTION

Albion House, 30 James Street, White Star Line building, Pacific Steam Navigation Company – these are all names that people associate with 30 James Street. However, 30 James Street is its official name, with the above names being associated with the building at different times of its tenure.

30 James Street was constructed between 1896 and 1898. Designed by Architects Richard Norman Shaw and J Francis Doyle, it was built for the Ismay, Imrie and Company shipping company, which later became the White Star Line. Its design follows closely to that of the architect's earlier work of 1887, the former New Scotland Yard building in London.

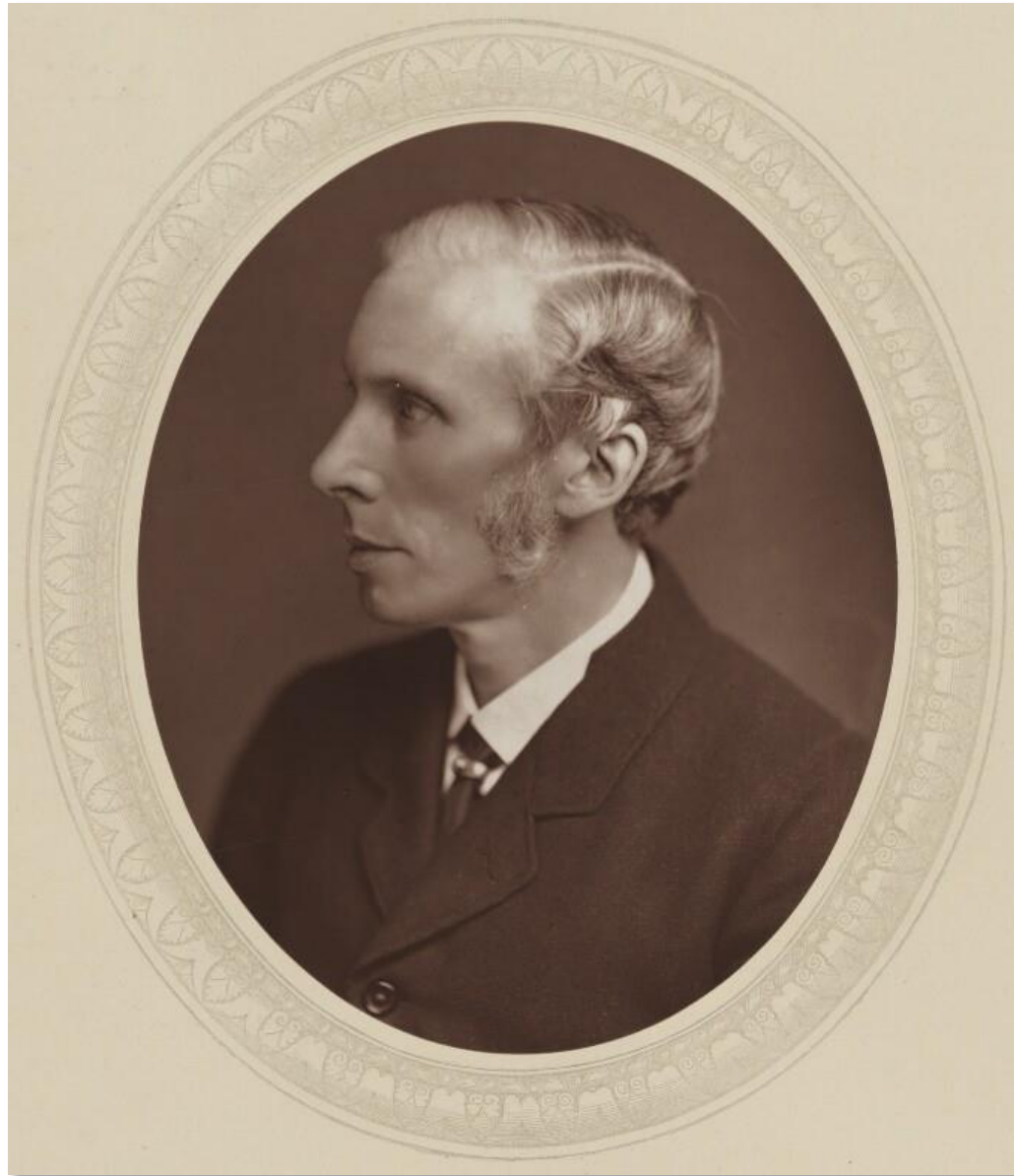
It was said that after news broke on the sinking of the Titanic, crew members' families from Scotland Road came down to the building for further information. The sad news was shouted to them from the balcony above the entrance by White Star Line staff, too afraid to confront them personally. A brief description of the layout from the opening of the building is provided below:

“The private offices are at the front, or west end, and are divided from the rest of the building by a transverse wall, with chimney breasts back-to-back. The central portion has been fitted up differently on each floor, wooden screens in most cases separating the central passage from the offices on either side. The way in which the two huge chimney stacks are carried is characterised by the boldness which so often distinguishes Mr Shaw's treatment of these necessary features.

The flues that compose the stack in the centre only start from the mezzanine floor, the double chimney breasts on each side being carried on iron girders and stanchions. On the fifth floor from the mezzanine the flues for both these chimneys are carried over on arches formed of riveted girders of segmental shape. On these rest the two big stacks, but as a narrow passage down the centre had to be provided on the top floor, each stack is still divided into two until it passes through the roof. The two smaller stacks of the eastern gable contain the boiler and ventilating flues from the basement, and the fireplace flues from the offices above the vestibule.

As regards the general arrangement of the building; Below the ground-floor, which is raised twelve steps, there are two basements. The lower contains the heating apparatus, coal cellars and is used for, we understand, for storing passengers' luggage. The upper basement and the ground floor are used by the White Star Line for their offices. The latrines are on the top floor but one, and the rest of this floor and the one over being used for caretaker's rooms.

It is possible to get out on to the open balcony in the apex of the western gable, and from it there is a glorious view of river and sea, of Cheshire and the Welsh hills in the background.”



Architect – Richard Norman Shaw

ARCHITECT - RICHARD NORMAN SHAW

White Star Line HQ was designed by architects Richard Norman Shaw and J. Francis Doyle. Richard Norman Shaw was born on the 7th May 1831 in Edinburgh.

Richard Norman Shaw is known for designing 30 James Street, but this was to be a design from other buildings that took place before and after the building of 30 James Street. He designed the North Building of Norman Shaw Buildings (Formerly known as New Scotland Yard) in 1887 and opened in 1890. Further to this, he designed the South Building, which was originally called Scotland House, from 1902 to 1906.

And so it from here that we can start to review the Grand Tour of the White Star Line and understand the different layers of the building from a ‘then and now’ perspective and understand the great interest this building still has to this very day.

Richard Norman Shaw was also chosen to design Thomas Ismay’s private residence of ‘Dawpool’ in the Wirral. (see following page). This was constructed between 1882 and 1886 and therefore Thomas Ismay needed to look no further for an architect for 30 James Street. Together with James Francis Doyle (Designer of the former Royal Insurance Building on Dale Street, they constructed what is now 30 James Street – White Star Line Hotel.

ARCHITECT - JAMES FRANCIS DOYLE

James Francis Doyle was born in 1840 in Liverpool and was a noted architect on some of Liverpool’s finest buildings. For some reason, he never got the recognition that Richard Norman Shaw was given and thus even with 30 James Street, it was always noted as R Norman Shaw’s work with ‘help’ from James Francis Doyle.

However, James Francis Doyle was credited with many a stunning building in Liverpool.

The list is extensive! St Barnabas Church Penny Lane (where Paul McCartney was in the choir), the former Royal Insurance Building (Now the Aloft Hotel) on Dale Street, the commercial Sale Room in Temple Court, Liverpool Royal Infirmary, St Luke’s Church in Walton, Eddesbury in West Derby (former Margaret Beaven school), the extension and saving of All Saints Church in Childwall, and also further afield such as the Grand Hotel in Llandudno, St Andrews Church in Maghuil, St Mary’s & St Helen’s Church in Neston, and Accrington Market Hall.

He was buried in All Saints Church, Childwall in 1913.



Dawpool – The Grand Mansion for Thomas Ismay – Built between 1882-1886 by Architect R Norman Shaw



Dawpool – The Grand Mansion for Thomas Ismay – Built between 1882-1886 by Architect R Norman Shaw



The Norman Shaw Building in London – Designed by Architect R Norman Shaw – Almost a mirror image of 30 James Street!



The Former Royal Insurance Building – Designed by Architect James Francis Doyle between 1896-1903

THOMAS ISMAY

Before we start on the grand tour, a note or two must be mentioned on both Thomas and Bruce Ismay.

Thomas Henry Ismay was born in 1837 in Maryport, Cumberland. His father, Joseph Ismay started a timber, shipbroking and shipbuilding business. At the age of 16, Ismay left school and started work with shipbrokers Imrie and Tomlinson of Liverpool. His experience moving forward was to look towards the future and he began to realise that the **future of ships lay in iron** ships rather than the wooden ships everyone was used to.

On the 18th of January 1868, Thomas Ismay, a director of the National Line purchase the house flag, trade name and goodwill of the bankrupt company of the White Star Line for £1,000. His intention was to think big and wanted to operate grand steamships on the North Atlantic service between Liverpool and New York.

Ismay was approached by Gustav Christian Schwabe, a prominent Liverpool merchant, and his nephew, the shipbuilder Gustav Wilhelm Wolff, during a game of billiards. Schwabe offered to finance the new line if Ismay had his ships built by Wolff's company, Harland and Wolff. Ismay agreed, and a partnership with Harland and Wolff was established. The shipbuilders received their first orders on 30 July 1869. The agreement was that Harland and Wolff would build the ships at cost plus a fixed percentage and would not build any ships for White Star's rivals.

In 1870, William Imrie joined the company.

Thomas Ismay and Imrie partnered in the White Star Line and moved out of 10 Water Street and into 30 James Street which was built between 1896-1898. Sadly, Thomas Ismay was to pass away only a year later in 1899. On 14 September Ismay suffered a heart attack. His condition continued to worsen, and, on 23 November 1899, he died at the age of 62. His wife never fully recovered, and she died seven years later.

He and his wife are commemorated with a large chest tomb at St Bartholomew's Church, Thurstaston, inscribed: "Great thoughts, great feelings came to him like instincts unawares" and "Blessed are the pure in heart for they shall see God." Ismay had been one of the patrons of the church, built in 1883-86 by J. L. Pearson.

Thomas Ismay was greatly respected. So much so that at his home in Beach Lawn in Waterloo, all White Star passing ships would sound their whistle when they passed the residence.



Stereoscopic Co.

(Woodbury Process.)

THOMAS HENRY ISMAY.

FROM A PHOTOGRAPH BY WATKINS, SAN FRANCISCO.



The Gravestone for Thomas Henry Ismay in St Bartholomew's Church, Wirral.

J BRUCE ISMAY

Joseph Bruce Ismay was born at Beach Lawn, in Waterloo Liverpool in 1862. During his early years he was apprenticed at his father's office for four years before travelling the world. In 1891 he returned to the UK and became a partner in his father's firm, Ismay, Imrie and Company. After Thomas Ismay has passed away in 1899 he became head of the Ismay part of the business and succeeded Thomas as the Chairman of the White Star Line.

In 1902, he decided to go into business with J.P Morgan who was organising the formation of the International Mercantile Marine Company and sold the White Star Line to J.P Morgan. The IMMC was a holding company that controlled subsidiary operating corporations. White Star Line became one of the IMMC operating companies and in 1904, Ismay became president of the IMMC.

Many people associate 30 James Street with being solely 'White Star Line' but in truth, the building was under control of the Ismay, Imrie & Company and then after a few years of it being the 'White Star Line', was sold out to IMMC – although it still continued to operate under the name White Star Line.

J Bruce Ismay occasionally accompanied his ships on maiden voyages, and this was the case with the Titanic. There is no evidence to suggest that he had any input in to the ship's speed on the night of the sinking and before the ship sank, he got into lifeboat collapsable C and saved his own life.

After being picked up by Carpathia, Ismay was led to the cabin belonging to the ship's doctor, Frank McGee. He gave Captain Rostron a message to send to White Star's New York office:

"Deeply regret advise you Titanic sank this morning fifteenth after collision iceberg, resulting serious loss life further particulars later". Bruce Ismay.

Though cleared of blame by the official British inquiry, Ismay never recovered from the Titanic disaster. Already emotionally repressed and insecure before his voyage on Titanic, the tragedy sent him into a state of deep depression from which he never truly emerged. He inaugurated a cadet ship called Mersey used to train officers for Britain's Merchant Navy, donated £11,000 to start a fund for lost seamen, and in 1919 gave £25,000 (equivalent to £1.4 million in 2023) to set up a fund to recognise the contribution of merchant mariners in the First World War.

J Bruce Ismay died on the 17th October 1937 and is buried in Putney Vale Cemetery, London.



J Bruce Ismay in 1912



J Bruce Ismay and his wife returning to Liverpool after the sinking of the RMS Titanic in 1912.



THEY THAT GO DOWN TO THE SEA
IN SHIPS AND OCCUPY THEIR
BUSINESS IN GREAT WATERS
THEY SHALL SEE THE WORKS OF THE
LORD AND HIS WONDERS IN THE DEEP

TO THE GLORY OF GOD AND IN MEMORY OF
BRUCE ISMAY DIED OCTOBER 17TH 1937
HIS WIFE JULIA FLORENCE ISMAY
DIED DECEMBER 31ST 1963

THE GRAND TOUR – INTRODUCTION

Standing in the Grand Hall at the present time, we must review the brief history of the reasoning behind construction of this building. The White Star Line originally operated from 10 Water Street and from the size of the business and ever-expanding network of ships, it was determined that a larger HQ would be needed, not just for a business point of view, but also to provide passengers with an option to purchase tickets from 1st, 2nd class, or steerage and this new building afforded the possibility of serving those needs. But before we start to move on with the history of the building, let us take a moment to understand what the view would have been back in the early 1890's before 30 James Street was constructed.

Taken from Mann Island, this shows the view of the warehouses in 1890 on the plot of 30 James Street (Centre).

Behind the warehouses, the Water Tower of James Street station rises behind them. Also note St George's Church, Derby Square on the right, on the site of Liverpool Castle.

At this point, White Star Line was operating from 10 Water Street. After seeing Shaw's work on Dawpool, he wanted to create a grand Headquarters and would look no further than Shaw's impressive Norman Shaw Buildings in London.

Quite why the particular piece of land that the warehouse stood was wanted by Ismay is still a mystery. Perhaps the land was cheap there or perhaps the warehouses was due to be demolished?

The construction of 30 James Street started in 1896 and was completed by 1898 as we see in the following detailed drawing taken in 1897 below.



A view towards the plot of land that 30 James Street would stand on. This is taken in 1894.



The earliest known image of the construction of 30 James Street – taken in 1896.



A pencil drawing of the proposed finished building, drawn in 1897.



A colourised image from 1903 showing a summers day on Mann Island.



The completed building as seen in 1898 – with the Dominion Line building at 28 James Street



A very rare and close up image of the original clock on the side of the building, taken in 1898.



The original roofline structure and original tiled turret dome top. Taken in 1898.



Taken in 1919, this shows the White Star Line together with the Dominion Line and American Line.



Taken in 1924, one of the last images showing the 'WHITE STAR LINE' logo

On our Grand Tour of 30 James Street we will look to cover the following areas with a full explanation of their former role:

- **The Grand Hall** – Describing the former 1st class Booking Office.
- **The Vestibule** – Providing details on the mosaic, the layout of the original doors and the post chute.
- **The Basement** – The former 2nd class and Steerage Booking Office with views of the strong room in Morgan's Vault
- **The Sub-Basement** – A visit to the grand Spa facilities, once the workhouse of the building where the original boilers were situated.
- **The First floor (Titanic)** – Providing details of the 'flag room' and where Bruce Ismay worked from.
- **The Second Floor - (Oceanic)** – Taking in the view of the balcony rooms where it was stated that names were read out in 1912 after the Titanic sinking.
- **The Fifth Floor - (London)** – Providing a rare view along the upper balcony that runs around the outside of the building!
- **The Sixth Floor - (New York)** – Throwing open the Presidential suite – our largest room. And seeing the former water tank – now a bath!
- **The Seventh Floor - (Quarter Deck)** – Discover the history of the former caretakers flat and look down on to the American style fire escape.

(INTERNAL - PLEASE NOTE)

There will be times when some of these rooms are in use, and therefore careful checking of what rooms are free are needed before planning the Grand Tour.

- Consider that some of the Turret Rooms may be in use and other floors may be needed.
- Consider that some of the balcony rooms may be in use, but there are 7 rooms with balcony views not just the one.
- If the Presidential Room is not available, we can still show images – perhaps a video too?
- Consider all guests who are staying at the Hotel. They would not like to be photographed in tours.
- Take ALL keycards and check they work before starting the tour! KNOCK ON DOORS before entering just in case!

THE ROUTE TOUR

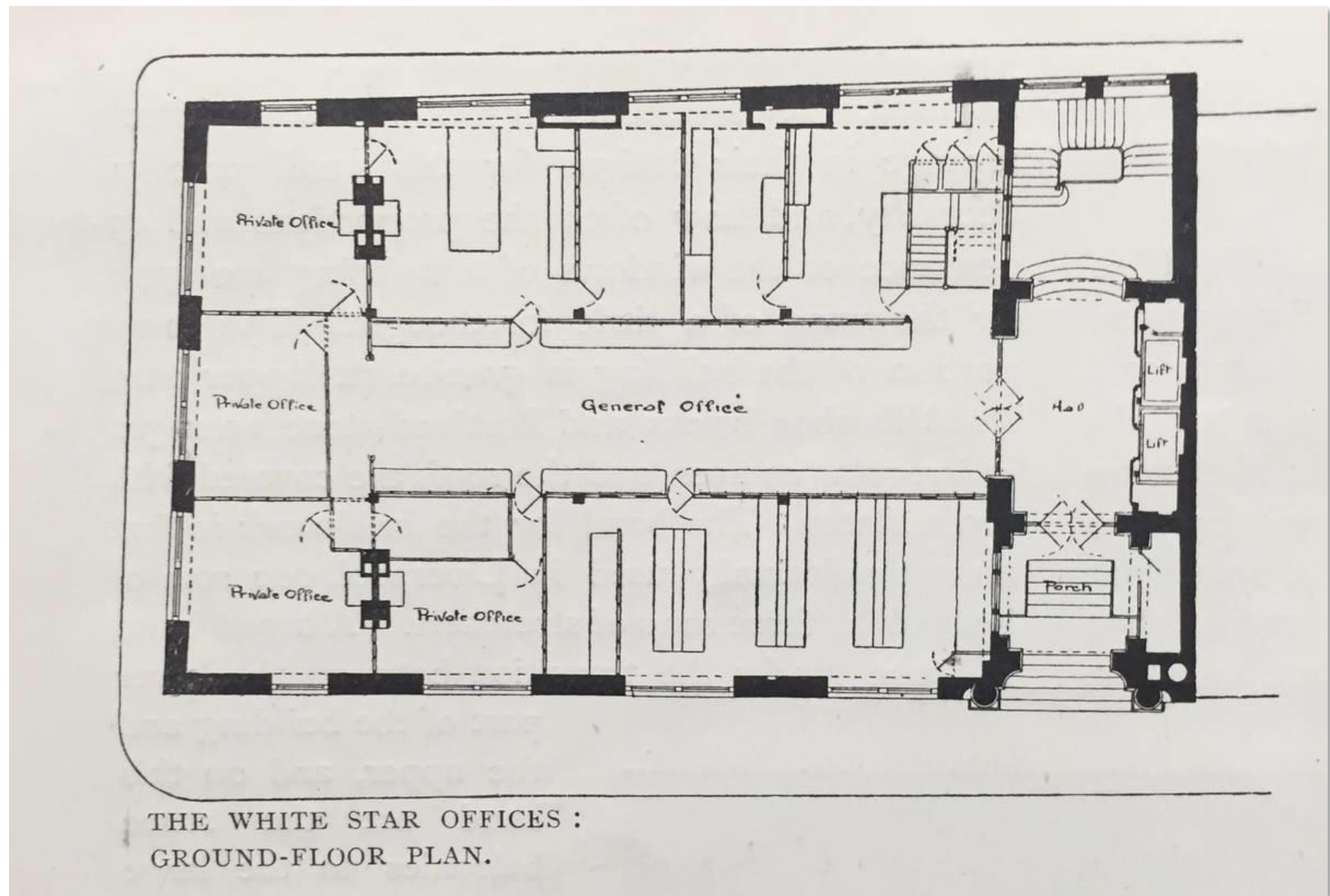
The route taken will **START** at the **Grand Hall**, walk into the **Vestibule**, walk downstairs to **Morgan's Vault**, walk downstairs to **Morgan's Spa**. **THEN** the lift will be taken (or more than one) to the **6th floor**. Access into the **Presidential Suite**, access into one of the **Quarters rooms**, pause at the top of the staircase for that grand view.

Walk down to Floor 5 into the **Trafalgar Turret** or **Buckingham Turret**, walk down to Floor 2 into **Port/Liver/Cunard** to throw open the balcony for that photo opportunity! Walk down to Floor 1 into the **Lightoller Suite**. Walk down into the **reception area** for the war memorials. **THEN** lift up to **Floor 6**, **discover the Caretakers Steps** and finish the Grand Tour with the full history of the **Quarter Deck/Caretaker's Flat**.

THE GRAND HALL

We are currently standing inside the Grand Hall. Take a look around and soak in the vast space that we have. We use this Grand Hall for functions, weddings, birthday celebrations, business meetings, and many other uses. At some times it is incredibly quiet, other times it is incredibly noisy. But what exactly are we standing in and what was its purpose?

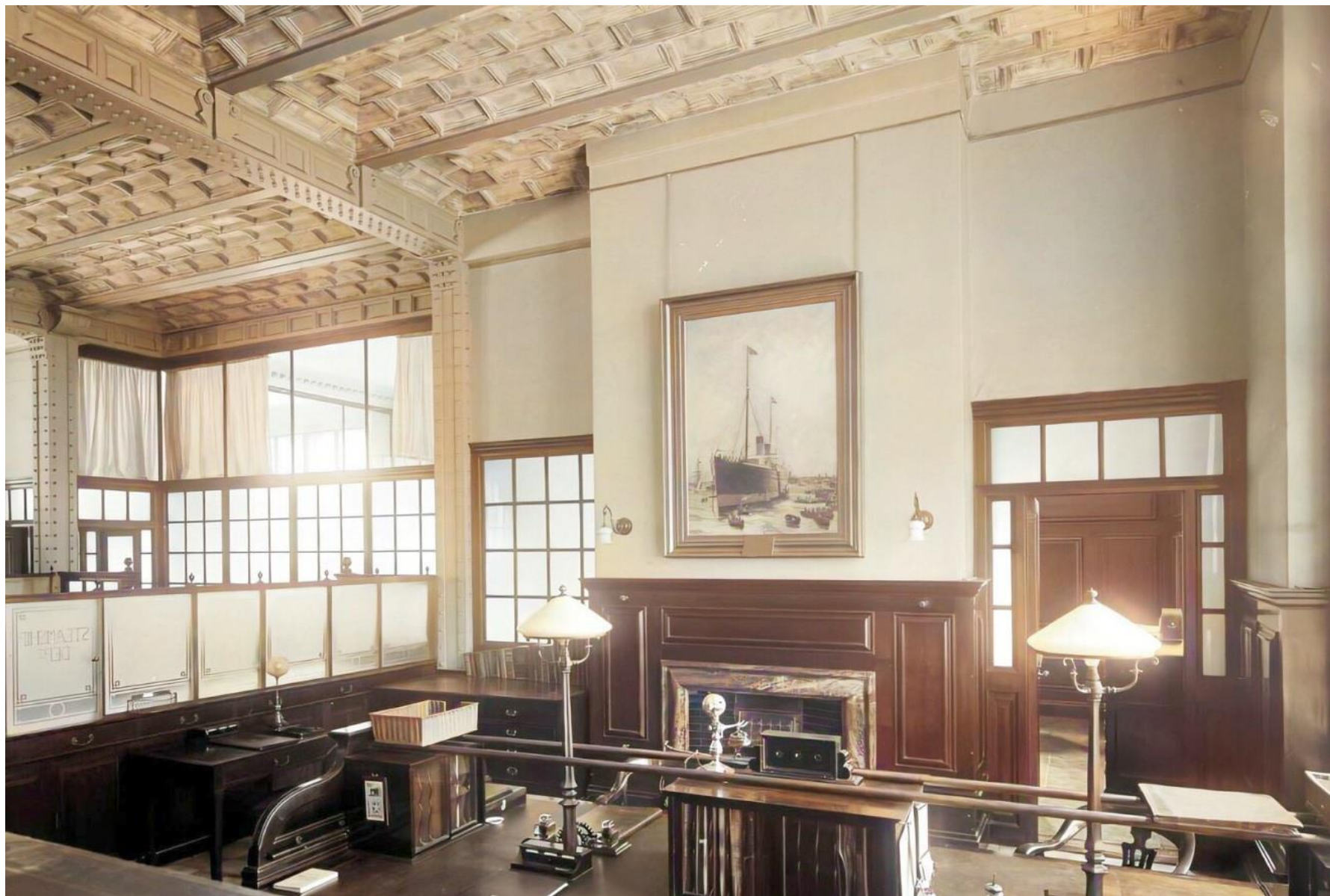
If you wished to purchase a 1st class ticket for one of White Star Line's voyages that sailed from Liverpool, you would be allowed to walk up the grand steps as you have just done today and walk into the 1st class booking office to order and pay for tickets. How would the Grand Hall have looked in 1896 onwards? The below images provide an exact answer. A stunning mixture of marble plinths and private wooden/screened doors for complete privacy!



A floor plan of the former 1st Class Booking Office - the Grand Hall from 1898.



**A view of the former 1st Class Booking Office looking back to when this was a full-sized room that extended across to the Vestibule.
This image has been colourised and was taken in 1898.**



A view of the private offices at the front of the former 1st Class Booking Office. The painting is of the RMS Teutonic, Thomas Ismay's favourite ship!

Before we look any further around the former 1st Class Booking Office, I need to ask you all if you have followed the strict instructions of Thomas Ismay? While he was nicknamed 'Baccy Ismay' because of his love of tobacco, he didn't allow any guests to smoke in the 1st class booking offices and gave very strict instructions before you entered 30 James Street! A curious instruction that wasn't always very clear upon entering the building, but nevertheless, we must take note of his instructions!

STRIKE ON THE PLATE - NOT ON THE GRANITE. What did this mean? Well, in 1898 there was an iron plate on this stone at the entrance to the building. When you came to visit 30 James Street, you would 'knock out' your Pipe by tapping it on the plate. When you had finished your business and had left 30 James Street, you would relight your pipe by striking a match on the plate - NOT ON THE GRANITE!



As we look around the Grand Hall, we notice two very similar structures that are still there to this day. The cast iron beams that run right through the centre of the building across all floors and the ceiling. This is a fireproof ceiling and later on when we talk about the bombing of the building, we can understand how the structure of this room was saved because while the main windows were burnt out.

The interior was saved by the fire not spreading any further, either from this room or to the basement or sub-basement rooms below. While this Grand Hall was used for the 1st class ticket office, we believe that when Pacific Steam Navigation Company took over the building in 1934, they used the Grand Hall as open plan offices, and we can see the demise of the Grand Hall in the 1980's from the below images:



The forlorn view of the last days of the original layout of the former 1st Class Booking Office in 1974



The forlorn view of the last days of the original layout of the former 1st Class Booking Office in 1974



The forlorn view of the last days of the original layout of the former 1st Class Booking Office in 1974



**In the above view of 2014, we see the Grand Hall now being uncovered after years of neglect.
The iron beams rediscovered once again as well as the fire-resistant ceiling!**

THE VESTIBULE

One of the first thing that catches people's eyes when they first walk into 30 James Street is the mosaic on the floor. There have been some good stories about this one so I thought I would set the record straight. The mosaic is not original from 1898. **It was not installed for the White Star Line.** As you can see below, this image was taken in 1897 and shows the floor without the mosaic. When White Star Line vacated the in the early 1930's, the Pacific Steam Navigation Company purchased the building and wanted to put their own stamp on the building from moving in back in 1934.

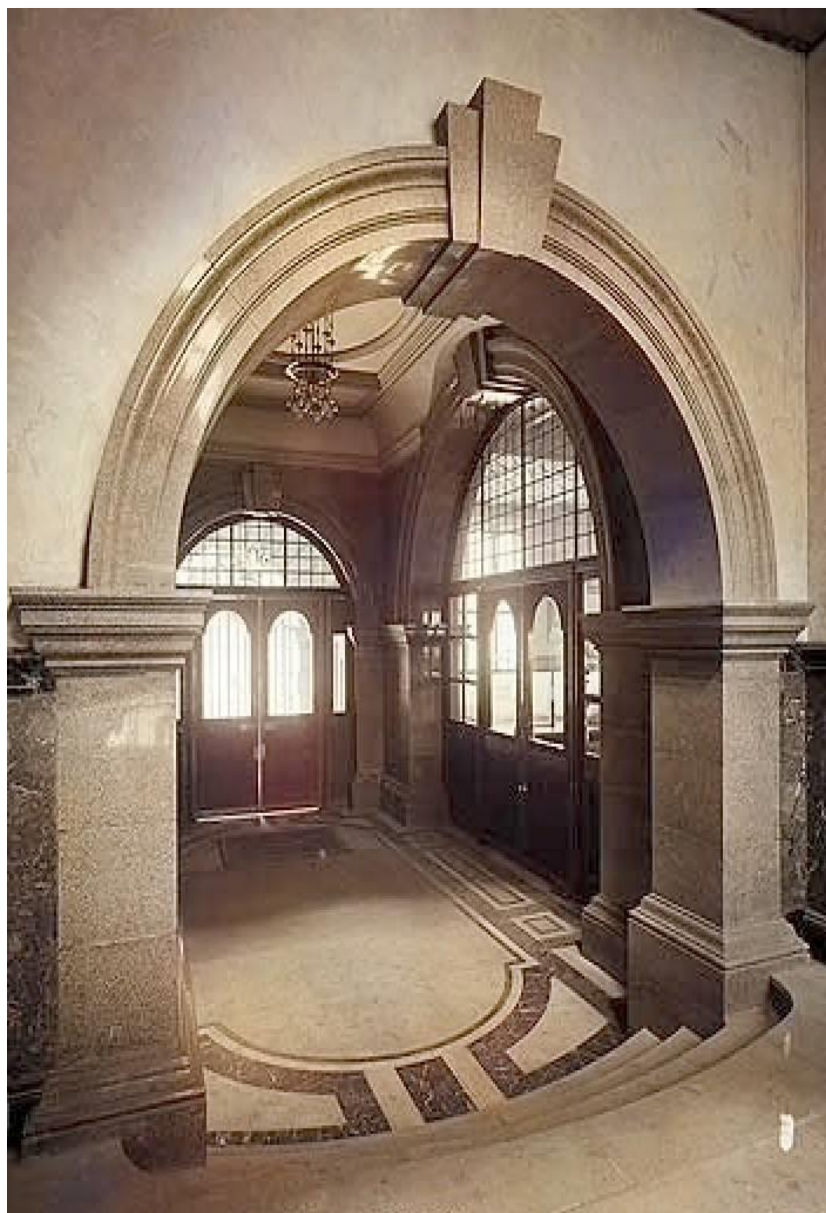
The Pacific Steam Navigation Company operated along the Pacific coast of South America and this mosaic features a map of South America. It is amazing that it has survived the blitz of the building, and the many thousands of people walking over this in the years to follow.

When White Star Line owned the building, as we know, they provided the 1st class booking office in the Grand Hall. However, the Grand Hall did not start as we see the size today, but if you carefully look at the James Francis Doyle designed archway, you can still see the markings of where the wooden doors and glass panelling stood. On these doors were emblazoned **"WHITE STAR LINE - ISMAY, IMRIE AND CO."**

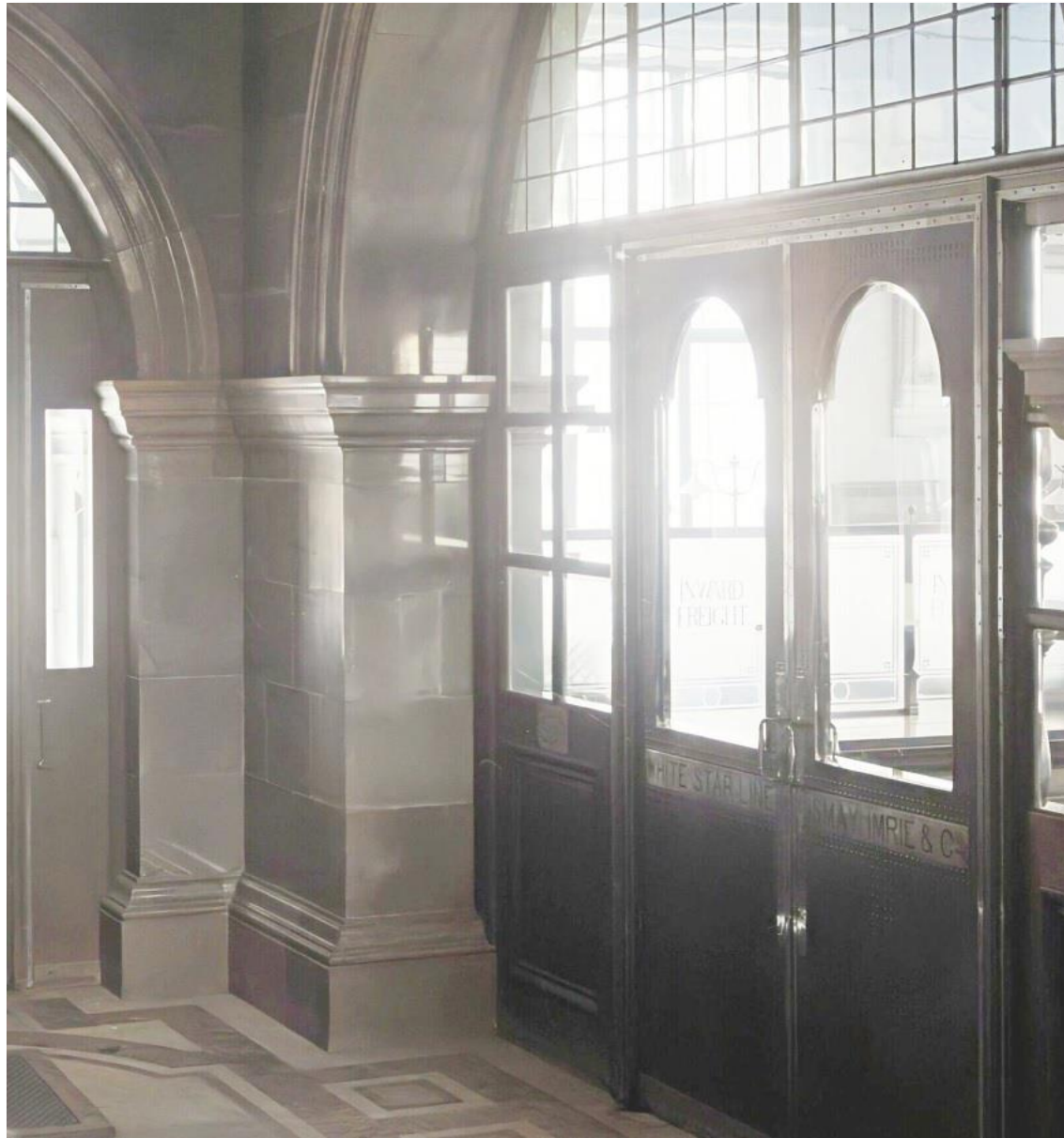
When we turn to face the lifts, on the left-hand side is very well-hidden feature of the building. This part of the wooden panelling was used as a post chute. Letters, parcels and general mail could be put into this chute from above in the higher floors, and they would be collected at the bottom. It saved endless trips down to the Grand Hall especially if additional tickets were needed, and the chute would have been regularly used throughout the life of the White Star Line and possibly further used by the Pacific Steam Navigation Company.

While it was not documented in images, there would have been a concierge manning the doors to the Grand Hall, after all if you were 2nd class or steerage, you wouldn't be allowed to enter the building from the main steps, and thus there would have been additional concierge in the porch area.

When walking up the steps, you may get the impression that you have seen these steps before. And you have. If you were to walk up to the former Royal Insurance Building on North John Street, you would be greeted with a very similar view. Similar steps and porch arrangement - both of these entrances were designed by James Francis Doyle and there are many similarities between the former White Star Line building and the former Royal Insurance Building.



The view of the Vestibule from 1898



The entrance to the Grand Hall (now part of the Reception area)



One of the fireplaces in the Grand Hall in the Private Office at the rear.



The general view of the Vestibule in 1974 before the area was opened out into the reception area.

THE BASEMENT – MORGAN’S VAULT

Completing our tour from the ground floor, we are now going to take the stairs down to the **Basement floor**, more commonly known as **Morgan’s Vault**. As we go past the ablutions and rear area that provides staff access to the Moor Street entrance, we are now ‘almost’ underground and would have been completely underground if this building weren’t built on the natural slope on James Street.

As we start to review our surroundings, let us be aware of the current set up for this area and then compare notes with that of the original functionality of this level.

On this level, the following cabin and vault rooms are available. **Morgan’s Vault that sleeps 20, Britannic that sleeps 8, and Celtic, Oceanic, Majestic and Arabic (all named after White Star Line ships) sleeps 4.**

The room that we are going to visit on the level is called **Morgan’s Vault** and there are very important features in this grand room. The room being named after J.P Morgan, who financed the formation of the International Mercantile Marine Company that absorbed several major shipping lines including the White Star Line.

As we enter this room, we are met by the opulence of the setting. We can see exactly where we are in relation to the street level, and we can see that this really is a fantastic room for when many guests who are celebrating, can stay over in the one room. Absolutely perfect for after a Prom celebration, a large school gathering, or a hen party to really let your hair down.

As you can see, the iron beams still run throughout the building including in this area. The large ceilings show how vast the room is and yet we are drawn to two gold doors. On the left-hand side is the original White Star Line ‘general’ safe. These doors weigh an absolute ton and would have held various cash/cheques and tickets.

Tickets I hear you ask? Surely you can obtain tickets upstairs. If you wished to book a White Star Line ticket, and were booking 2nd class or steerage, you weren’t allowed into the main part of the building and so had to walk past the main entrance and go into the 2nd class and steerage door. Your ‘class’ wasn’t just limited to shipping but also when booking tickets! Therefore, this entire floor dealt with the ticket office for the 2nd class and steerage passengers. You would enter the door at the bottom of James Street and make your way into this section of the building.

Perhaps the most original feature is this door on this level. This is the **original strong room door** for the White Star Line. Complete with a Milner badge on the front – the best in security. As we enter this door, we are met by a spiral staircase. And yet we are not looking to enter the staircase nor are we going to tell you the story at this stage – but we can confirm that this was installed in 2014.....

Let us now make our way down to the **Sub Basement** for the utter relaxation tour.....



We see the grand view of Morgan's Vault that sleeps a total of 20 people



We see a view of the original Strong Room for the White Star Line



We see a view of the original ticket office safe for the White Star Line



A view of the Second Cabin & Steerage Entrance in 1898.

THE SUB BASEMENT – MORGAN’S SPA

As we now enter the front section of the Basement level, we need to take our bearings again. We are now just below the street level at the front. One wonders whether this was a deliberate design by R Norman Shaw to have the basement area and windows at this level. Not that anything could have been done any different, as now that we walk up to by the fire exit door, and we now see that we are behind the main door that was for the Second Class & Steerage Entrance. A very different design to that of the front entrance steps and porch area.

In this area, we now descend into the sub-basement area and before we reveal the grand Morgan’s Spa, we are met by a curious ladder. If you are you extend your arm and take a photo upwards, you will see that the ladder stops at the ceiling. There is no escape hatch here! So what was this section for? If you were standing in this section in 1900, you would have been showered with coal as this was the coal chute for the building! Tons and tons of coal would cascade down from the original hatch (now covered up) on the street level and power the grand boilers that sat in the sub-basement level of the building.

So what was the sub-basement used for? This was used as the powerhouse to generate heating and hot water around the building from the boilers in the sub-basement. This would have also been used as the workshop area to keep on top of maintenance for the building and would have been just as busy as the floors above!

Now that we are into the Spa area, we can not only see but also smell and feel the humidity in the room from the warm hydrotherapy pool. There is a steam room, a sauna, showers and ablutions area on the left-hand side.

As we travel towards the back of the building, we are drawn to a curious vision. In the back corner is a spiral staircase. Where does this lead? Well, this leads to the strong room in the basement level of Morgan’s Vault! By day, the Spa is used for relaxation and can be booked out (**insert details**), but by night, the basement and sub-basement takes on a different level! If you wish to book [Morgan’s Vault](#), as part of a package, you are also given private access to Morgan’s Spa! At 9pm, the head concierge will come down from reception, knock on the door to Morgan’s Vault, walk in, and present a large brass key. This key would give access to the strong room and thus open the party even further! You would then climb down the spiral staircase and have the full use of Morgan’s Spa.

There would be a resident DJ, there would be a private bar and there would be no general access from the main door of the spa. This was indeed your own private Spa for the evening where you could use all the facilities of the spa and have a vast drinks package as part of the feature of Morgan’s Vault and Spa.

It would be a far cry from the workers in this room who would work by poor light and would be constantly shovelling coal into the boilers to keep ‘steam up’ to power the rest of the building!



We see the rear of the Spa where the spiral staircase now stands. This was taken in 2013.



Taken in 2013, these are the original boilers used to power the building, and the front of these you will recognise from the Quarter Deck.



In 2013, this was almost a Spa in itself! The forgotten remains of the sub-basement before the stunning transformation.



A stunning transformation. The Hydrotherapy pool on the right, and treatment rooms to the left. One of my favourite rooms!

FLOOR 6 – NEW YORK – THE PRESIDENTIAL SUITE

It is a good opportunity to provide the background to the names of the Floors for each section of 30 James Street.

- **Floor 1 – Titanic** – Named after the RMS Titanic
- **Floor 2 – Oceanic** – Named after the 1899 RMS Oceanic
- **Floor 3 – Olympic** – Named after the RMS Olympic – the sister ship to the RMS Titanic
- **Floor 4 – Fortune** – Named after the good fortune of the business of White Star Line
- **Floor 5 – London** – Named after the location of Oceanic House (White Star Line) in London
- **Floor 6 – New York** – Named after the final destination that the RMS Titanic would have completed its journey.

On Floor 6 we have the following room names: **Randolph Hearst Quarters, Liberty Quarters, Carpathia Suite, Captain Rostron's Quarters, Broadway Quarters, 54 Suite and the Presidential Suite.**

As we enter the **Presidential Suite**, we are struck by the immense size of the room. The room spans both sides of the turrets. On the left-hand side turret, we see the large bath. This was originally one half of the water tank that was installed in the loft area at the top of the building. It was cut in half and now serves as probably the largest ever bath I've seen!

On the opposite side Turret is a lovely seating area to enjoy the view of the three graces – but this side turret area used to hide a grand part of the building. It was this turret section where **Thomas Ismay** took up as his workroom. Far away from the hustle and bustle of the main building, a curtain was pulled across when he was not to be disturbed and he did lots of his work from this turret area! It is a little-known fact and was only found when I assisted my good friend, **Cliff Ismay** who is the 4th cousin of **Thomas Ismay**, when writing his latest book on the real background of J Bruce Ismay. It is a fantastic read, and it is hoped that this can be for sale in the building in the near future.

We can see below of the large open plan view of the floors and how the false ceiling was added resulting in the loss of the original features of the building. Let us now review one of the Quarter rooms!

As we enter the grand staircase – look at the view!!



A photo taken in 2014 showing the former open plan layout of the building – this is now the Presidential Suite area!



We've come a long way since the Turret rooms looked like this back in 2013.



We've come a long way since the Turret rooms looked like this back in 2013



We've come a long way since the Turret rooms looked like this back in 2013



THE STUNNING VIEW OF THE PRESIDENTIAL SUITE!



THE SEATING AREA IN THE PRESIDENTIAL SUITE!



THE STUNNING BATH IN THE PRESIDENTIAL SUITE!



THE CEILING OF THE PRESIDENTIAL SUITE!



We see the general layout of the upper floors back in 2013 when they were used as private offices and were all open plan.



We see the general layout of the upper floors back in 2013 when they were used as private offices and were all open plan.

CAPTAIN ROSTRON'S QUARTERS – FLOOR 6

While we are on the 6th floor, it would be the perfect opportunity to gain access to one of the Quarter rooms to really show the splendour of these fine rooms. These rooms sleep up to 6 people and have a lovely surprise waiting once inside. First of all, you can see the stunning jacuzzi bath – a fine finish to the evening once you have visited the Quarter Deck for your evening meal.

However, whenever we stay in hotels, there is always food and drink brought up to the room. And usually there is nowhere to put them, especially if staying for a couple of nights. So what better way to have your own kitchen area! These rooms are home from home. A really open plan bedroom/living space, a stunning Jacuzzi and assisted by the kitchen area too. What better way to take the view of James Street in this fine suite!



ONE OF THE STUNNING QUARTERS ROOMS!



WHAT BETTER WAY TO RELAX - YOUR OWN JACUZZI!



WHERE BETTER TO HIDE ALL YOUR NIBBLES, PIZZA, DRINKS AND SNACKS – YOUR OWN KITCHEN AREA!

FLOOR 5 – THE LONDON FLOOR.

In this section, the rooms are named as: [West End Suite](#), [Trafalgar Turret Suite](#), [Thomas Ismay Quarters](#), [Norman Shaw suite](#), [Millvina Dean Quarters](#), [Fleet Street Quarters](#), [Belgrave square Quarters](#), [A Night to Remember suite](#).

An interesting part of the building, not normally noticed is from the 5th floor Turret Room. As the stone balcony can be seen on the exterior of the building, this also served as an important purpose in the fact that if there was ever a fire in the building, one could access the balcony and enter the wooden doors on either side of the turret. These doors are now sealed off – in fact they have been replaced with windows, but if these windows opened, there would still be an opportunity to access this balcony!



THE VIEW ON TO THE BALCONY SECTION - ORIGINALLY A DOORWAY WAS HERE



THE GRAND VIEW OF THE BALCONY – ONE DAY I WILL GAIN ACCESS!



We see the 1898 view of the external position of the balcony doors. You'd need a head for heights!

FLOOR 4 – FORTUNE

On this floor, we have the Vanderbilt Quarters, Marconi Suite, Macy's Suite, JP Morgan Quarters, Ismay's Quarters, Hersey Suite, Fortune Turret Quarters, Astor's Quarters.

FLOOR 3 – OLYMPIC

On this floor, we have the 400 Suite, Violet Jessop Quarters, Dazzle Quarters, Hawke Quarters, Olympic Turret, Olympic Stateroom Turret Suite, U-103 Suite, Mutiny Suite, Masquerade Quarters.

FLOOR 2 – OCEANIC

On this floor, we have the Harland Suite, Wolff's Quarters, Pirrie's Quarters, Oceanic Quarters, Port Suite, Liver Suite, Cunard Suite, Andrew's Suite, White Star Suite, White Star Quarters. As with the Lightoller Suite, the Liver Suite balcony was also used to provide information to the public below about events from the Titanic sinking on the 15th April 1912. Fearing the repercussions of descending to ground level, White Star officials confirmed the devastating news from both the first-floor balcony on James Street and the second-floor balcony facing the Strand.

We now have the opportunity to visit of the Balcony Rooms where there is an opportunity to take a photo on the balcony!

(INTERNAL – PLEASE SUPERVISE ANYONE GOING OUT ON TO THE BALCONY AND ASK THEM NOT TO LEAN OVER – IT IS AS THEIR OWN RISK!)



A VIEW OF THE BALCONY ROOMS OVERLOOKING STRAND STREET TOWARDS THE THREE GRACES

FLOOR 1 – TITANIC

We have the [Lightoller Suite](#), [Molly Brown Quarters](#), [Wallace Hartley Quarters](#), [Guggenheim Quarters](#), [Heart of the Ocean Suite](#), [J Dawson Suite](#), [Rose's Suite](#), [Charles Joughin Suite](#), [Titan Suite](#), [Smith's Quarters](#). In the Lightoller Suite, this is the balcony room above the entrance chamber. After news of the sinking of RMS Titanic reached Liverpool those inside 30 James Street had the task of announcing the news to a waiting crowd in the streets outside the building.

We have the opportunity to enter this room and stand next to the flagpole. However, let us make sense of this room. This was the room that Bruce Ismay used as his office. He would have full opportunity of his own view along James Street, he would be able to see who was arriving at the front door, and more importantly, he didn't need to travel down from Floor 6!

The White Star Line flag would have flown from this flagpole at all times and only be lowered to half-mast on the death or noted date such as the sinking of the Titanic, or a death date of a dignitary.



A VIEW OF THE FLAGPOLE BALCONY ROOM – WHERE WE FLY THE WHITE STAR LINE FLAG FOR ALL TO SEE!



As we make our way down the stairs, this was the view back in 2013 when the building was opened up for the first time in years.

THE FINAL TOUR

From Floor 1, we will return back down to the reception area, and we must not overlook two very important areas of this section before we complete our tour back in the Grand Hall. The most important part of the building in my opinion are the War Memorials.

On the left of the reception area, often overlooked is the World War 1 war memorial.

The World War 1 memorial: **“IN PROUD MEMORY OF OUR COLLEAGUES WHO GAVE THEIR LIVES FOR THEIR COUNTRY IN THE GREAT WAR 1914-1919.”**

The other World War 1 memorial was originally situated at the top of the basement staircase and now sits in full view of the reception area:

“ROLL OF HONOUR COMPRISING THE NAMES OF MEMBERS OF THE DIRECTORATE AND STAFFS OF THE BOOTH COMPANIES WHO FELL IN THE GREAT WAR 1914-1918”

(Alfred Booth and Company was a British trading and shipping company, founded in 1866 and traded for more than a century. It was founded in Liverpool, England, by two brothers, Alfred and Charles Booth to export English light leather to the US. Alfred and Charles Booth were cousins of William James Lamport, co-founder of the Liverpool shipping company Lamport and Holt Line and worked in the company's office.)





PACIFIC STEAM NAVIGATION COMPANY

Finally, it would be good to touch on the external views of when Pacific Steam Navigation Company had the building, so we can see how the design of their logo stood out on the balcony! As we know, the Pacific Steam Navigation Company took over the building in 1934 and installed the South American Mosaic in the vestibule.



A 1960's view of the side of 30 James Street showing the logo of 'The Pacific Steam Navigation Company'



A 1960's front view from Mann Island showing the logo on the balcony for the PSNC



A glorious view of 'old Liverpool' showing the Liverpool Overhead Railway in front of 30 James Street.



A late 1970's view of 30 James Street.



A late 1970's view of 30 James Street.



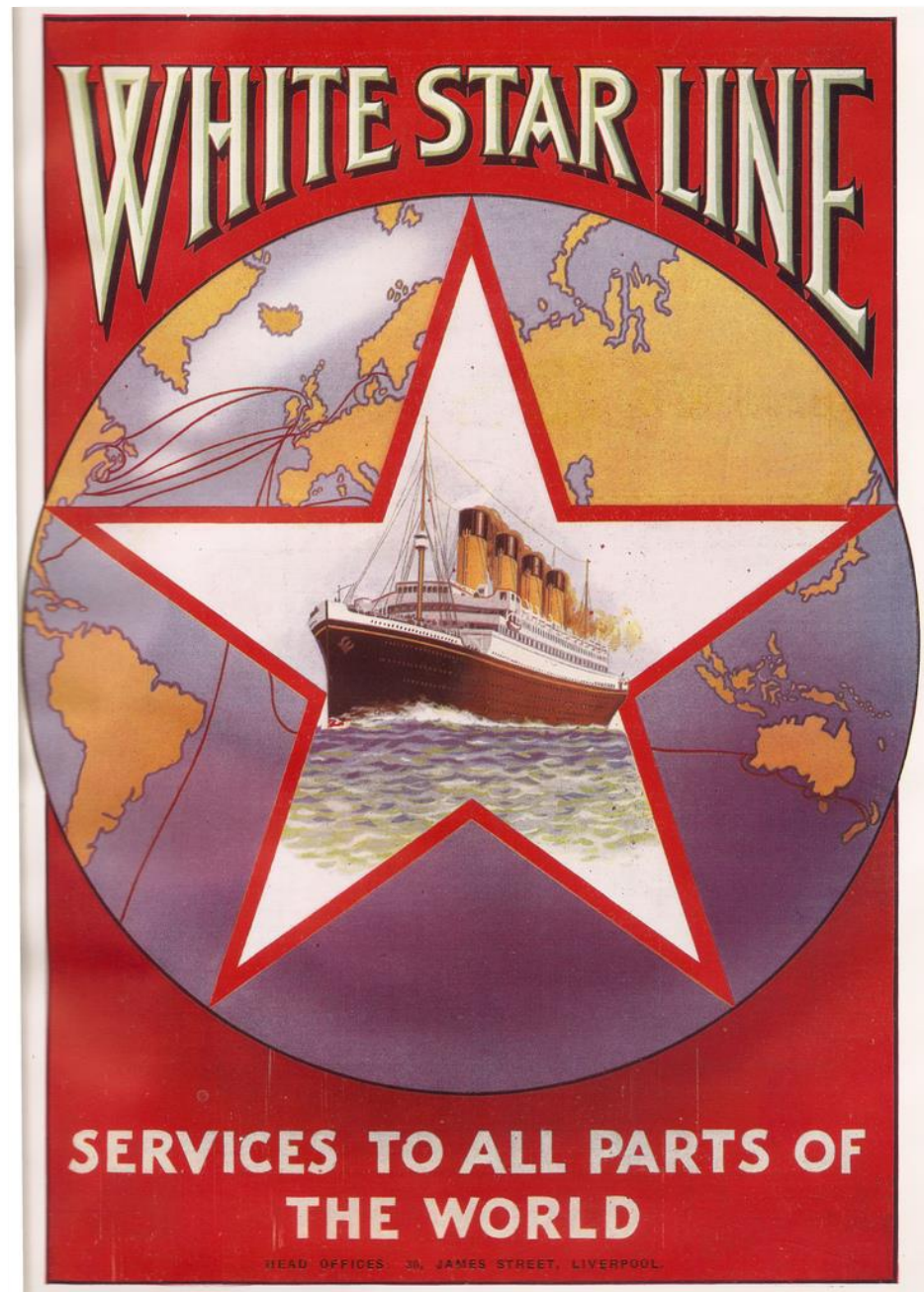
A late 1970's view of 30 James Street – we see the building without the external balcony.



The 'ghost signs' of the trading areas for Pacific Steam Navigation Company.



Another name for the building – Pacific Building, as well as Albion House, 30 James Street and now White Star Line Hotel!



THE QUARTER DECK.

As we walk up the caretakers' stairs, we are greeted with the [Quarter Deck](#), formerly known as Carpathia Bar. However, let us travel back in time and understand this level. In the days of the White Star Line, this level was for the caretakers flat. The caretaker and family used this entire area for their own flat. Ablutions to the one side, this area was split up in a series of rooms of a kitchen, bedrooms and main living area. As much as this would have been a fantastic opportunity for the caretaker and the family, it was not without its dangers. In 1916, disaster struck the White Star Line building when a grand thunderstorm took place over Liverpool. A bolt of lightning struck the White Star Line's roof and started a grand fire in the roof structure. The fire took hold at the rear of the building – bearing in mind that the lift access did not originally come up to this floor. And there was no other way out of the building.

The Fire Brigade had to gain access to the building from the ground level, travel up the stairs and gain access to the caretakers flat and removed the family with great difficulty. They were safe. Immediately, plans were put in place for an external fire escape and perhaps the best view of this fire escape is via the fire exit door at the front of the building. I have yet to have the opportunity to walk down this fire escape but feel that I must do at least once in my lifetime!

As you can see on the walls, when the original boilers were removed and scrapped, it was a fitting tribute to keep the façade of the boilers and thus they were cut down to size and installed on to the chimney stack. You will also notice the 'Blue Star Line' plaque. When Pacific Steam Navigation Company left the building in 1965, it was used as various offices who rented out parts of the building on various floors. Including in these businesses were the [Blue Star Line](#) and also [Lamport and Holt Line](#).

Now, if you were in this part of the building pre-war, you would have taken the steps up to the top part of the building right into the Gods. This held a massive water tank but also gave access to a lost part of the building. When Norman Shaw designed this part of the building, he installed a door upstairs that led out into a small porch area which gave access to a balcony at the top of the building. This would have been the highest viewpoint in the building, and it is a much-missed loss of this section of the building. So what happened to this building during the war?

[On the night of the 2nd of May 1941](#), this building was bombed heavily. The waterfront was pounded by heavy bombing and one large bomb crashed through the roof of the building and bent one of the steel girders of the framework of the roof. Thankfully, it didn't go off else there would have been little building left, however most of the damage to the building were from incendiary devices. These were smaller bombs that were designed to punch through roof tiles and explode in spectacular fashion to create a large fire. It was these incendiary devices that took hold of 30 James Street.

After this night, the devastation of the building was clear.



Showing the remains of the caretakers flat back in 2013 – although probably used as a kitchen/storeroom in more recent years.



Showing the remains of the caretakers flat back in 2013 – although probably used as a kitchen/storeroom in more recent years.



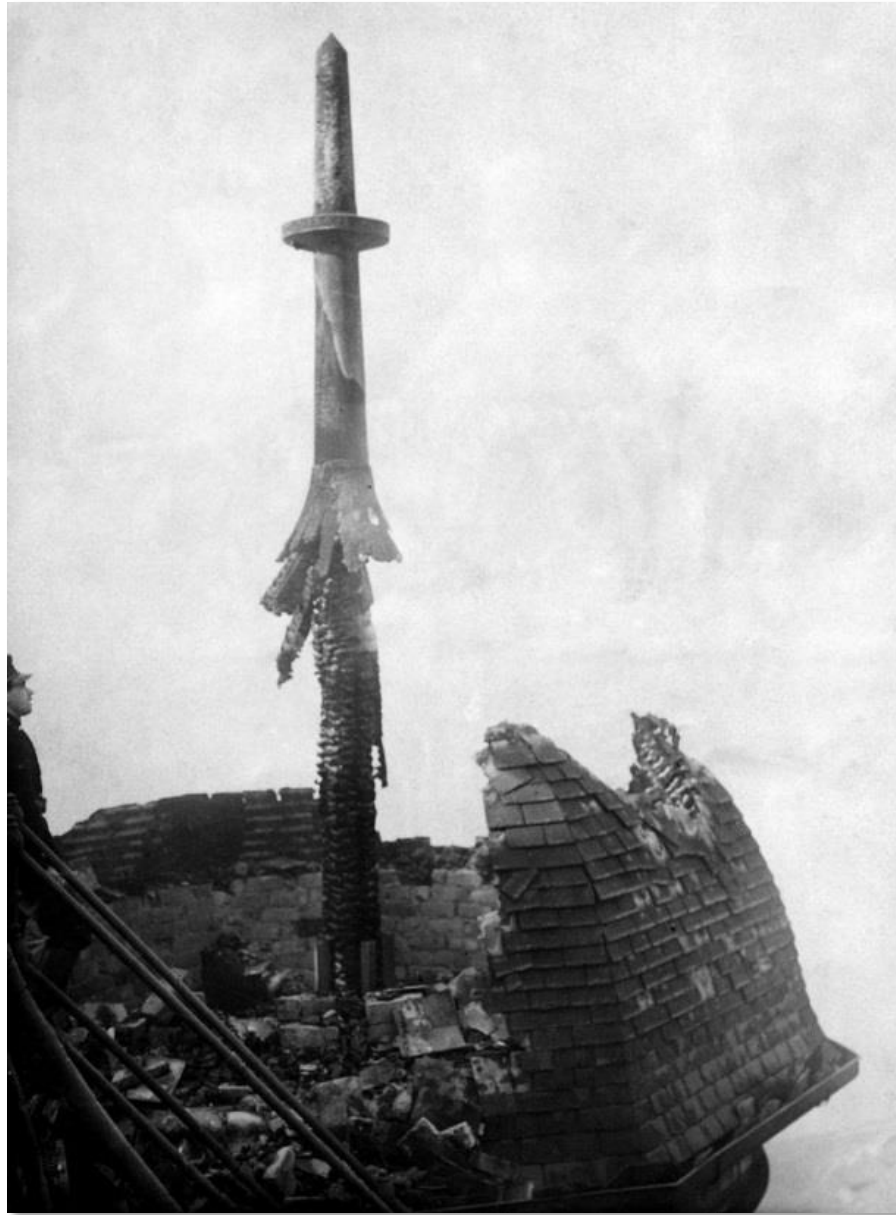
Here we see the Quarter Deck in 2013 during the full refurbishment of the building, and we see where the original steps were for the loft level.

There were immense changes to the structure of 30 James Street following on from the Blitz.

- The entire roof structure was changed to a more simplistic design from that of the more elaborate design from the original architects.
- The top domes adorning both sides of the turrets were lost.
- All windows across the entire building were removed and destroyed.
- The clock ended its life as an iron band and was removed and scrapped in the 1946 refurb of the building.
- The entire front gable end of the building was in danger of collapsing and removed.
- The front section of the building including the front wall of the Quarter Deck and the Presidential Suite were removed.

Interior wise, most of the building was severely fire damaged. All offices upstairs were destroyed, and it was only because of the Grand Hall fireproof ceiling that saved the structure of this floor, as well as the basement and sub-basement area.

“The May Blitz - 2nd May 1941 - The bombers return in force with wave after wave hitting the area in a prolonged attack. Liverpool city centre is the main target and suffers terrible damage. The Dock Board building, Saint Michael’s Church in Chinatown, the old White Star building, Liverpool Corn exchange, are hit this night.”



A photo from the 1941 showing the remainder of the tiled dome for the Turrets on either side of the building.



After the May blitz, the inspection of 30 James Street. We are now looking in to the upper level of the Quarter Deck.



The complete destruction of Liverpool City Centre and the side view of 30 James Street after the May Blitz in 1941.



A view towards the rear of 30 James Street showing the utter devastation of the surrounding area. It is by sheer chance that 30 James Street survived!



A colourised view in 1942 showing the last view of the remains of the clock which was scrapped in the 1946 refurbishment.



A view of the Moor Street side of 30 James Street in 1942. Every window and door gone, and literally brickwork and the ironwork holding it together.



A view of the 1946 refurbishment show the removed gable end including some of the front wall to rebuild on solid foundations.

(INTERNAL USE – FOR ANY QUESTIONS ON THE BACKGROUND TO ROOM NAMES!)

FLOOR 1 - TITANIC

Lightoller Suite: Charles Lightoller was no doubt one of the heroes on the night of the Titanic tragedy. He was originally intended to be a first-class officer on the Titanic, but the day before was forced to accept second class officer status as Captain Smith decided to employ somebody. He was responsible for loading hundreds of women, children and men onto lifeboats and had to threaten some passengers who selfishly tried to take over a lifeboat with a gun that Wilde had given to him earlier in the night. allegedly saying: "Get out of there, you damned cowards! I'd like to see every one of you overboard!" He miraculously survived by climbing aboard lifeboat 'collapsible B' and had to go to court later to give evidence.

Molly Brown: Known to many as "the unsinkable Molly Brown", the first-class passenger was one of the wealthiest people aboard RMS Titanic. When RMS Titanic collided with an iceberg and began to sink, Molly Brown selflessly helped many people into lifeboats until she was forced into Lifeboat Six. During her time in the lifeboat, she helped to keep morale high and famously helped fellow survivors onto RMS Carpathia, the rescue ship that transported survivors to New York. She also fought with Quartermaster Robert Hitchens to return to the scene to pick up Titanic victims; however, he refused her request, as he feared the ship would be swamped. Molly Brown below giving Captain Arthur Henry Rostron an award for his service in the rescue of survivors of the Titanic.

Wallace Hartley: Wallace Henry Harley was the bandmaster on RMS Titanic, and he, along with his fellow band members, continued to play as the ship started to capsize. Wallace and the band played after dinner for passengers and for Sunday Services. Realising the gravity of the disaster, the band played popular melodies to calm the passengers and crew aboard the ship and done so until RMS Titanic's final moments. The Violin he used survived to this day and is displayed below.

Guggenheim: Ben Guggenheim was a first-class passenger aboard RMS Titanic, and the millionaire refused a place on the lifeboat so no woman or child would die in his place. He was overheard saying that he was prepared to go down as a gentleman, and spent his last moments with his valet, Victor Giglio, who was born in Toxteth, Liverpool. Both men lost their lives aboard the ship

Heart of the Ocean: The Heart of the Ocean is a blue diamond necklace that featured in James Cameron's 1997 film Titanic. Although the necklace is believed to be fictional, a Titanic survivor had a similar blue necklace; she survived the maritime disaster and spent a large part of her life in England.

Jack Dawson: J Dawson is best known as a fictional character in the 1997 Titanic film. However, records show that there was a man named J Dawson aboard the ship; his full name was Joseph Dawson, and he sadly lost his life on the fateful night RMS Titanic sank.

Rose: Rose is one of the main characters in the film about the Titanic. Played by Kate Winslet, she stars in one of the most famous movie scenes in history when Jack paints her wearing the heart of the ocean necklace. Although the character is fictional, it was later discovered that there was a romance between a lower-class passenger and a rich female passenger, who survived. Charles Joughin: Charles Joughin was born in Birkenhead, and his survival story is one of the most miraculous. After learning the ship was going to sink, the RMS Titanic baker returned to his room and drank a huge amount of spirits, which luckily saved his life. Charles Joughin testified that he was off duty, in his bunk, when the accident happened. He sent his bakers up with over 50 loaves of bread to provision the lifeboats and returned to his room for a drink. Thanks to the alcohol in his system, Charles swam in the water for several hours, and even when he did find furniture to cling on, his legs remained in the water. He, along with 705 survivors, were picked up by RMS Carpathia hours after the ship sank, with Charles reporting that he didn't even get his hair wet the whole time he remained in the ocean.

Titan: Originally named Futility, then renamed the Titan, this book was written 10 years prior to RMS Titanic's sinking. The novel was based on an unsinkable ship that hits an iceberg and sinks in Newfoundland, Canada. There were also a limited number of lifeboats on the ship, leading to the unnecessary loss of lives. For anyone who knows the story of RMS Titanic's sinking, the similarities are incredibly remarkable, and it is as almost as if the writer, Morgan Robertson, predicted the tragic maritime event and its details when he published the book in 1898.

Smiths: Captain Smith was the commander of the White Star Line's RMS Titanic when she set off on her maiden voyage on 10th April 1912. His wife was born in Liverpool, and he was based in Merseyside for 40 years until he moved to Southampton in 1908. While his last few hours on the ship are mostly unreported, it is believed he made no attempt to save his own life when the ship sank.

FLOOR TWO - OCEANIC

Harland Suite: Edward James Harland was one half of Harland & Wolff, a shipping company in Belfast, Northern Ireland. The shipbuilders-built RMS Titanic, along with 69 more White Star Line vessels. The company still exists today.

Wolff's Quarters: Gustav Wolff was asked by Edward Harland to join him and his uncle, a financier, in the shipbuilding venture that went on to contribute financially towards the three White Star LINE sister ships: RMS Titanic, Britannia and Olympic. Harland & Wolff constructed over 70 ships for the White Star Line alone.

Pirries Quarters: William James Pirrie, or Viscount Pirrie, was a prominent and often controversial partner with Harland & Wolff, the company responsible for the construction of RMS Titanic and her sister ships. Pirrie was due to sail on RMS Titanic's maiden voyage but was prevented from doing so due to illness. He died at sea in 1924 from pneumonia.

Oceanic Quarters: The Oceanic Steam Navigation Company was a company formed and operated by Thomas Henry Ismay. The company started life with a £400,000 investment by Ismay soon after he bought the White Star Line. Two other noticeable shared holders in OSNC were Gustav Wolff and Edward Harland who had started a ship building company in Belfast, which is still in business today, and later became known as Harland & Wolff.

Port Suite: The Port of Liverpool Building is one of the cities Three Graces. It was erected as the head office of the Mersey Docks and Harbour Board at a cost of £250,000 and is a grade II listed building that was completed in 1907. Its architectural style is that of Edwardian Baroque.

Liver Suite: The Liver Building is one of the city's most iconic landmarks and is one of the Three Graces. Built in 1911 for the Royal Insurance Group, perched on top of the two clock towers are the symbolic Liver Birds. Legend has it that one bird watches over the city and her people, whilst the other looks out to the sea at the sailors.

Cunard Suite: The Cunard Line was the arch-rival to the White Star Line, the company who built RMS Titanic. In 1934, White Star merged with shipping company, and they were renamed Cunard-White Star Line up until 1949. It was created as an operating company to control the joint shipping assets of the Cunard Line and the White Star Line after both companies experienced financial difficulties during the Great Depression.

Andrew's Suite: Thomas Andrews was RMS Titanic's designer and was managing director and head of the drafting department at Harland & Wolff, the shipbuilding company that built RMS Titanic. He was onboard RMS Titanic when she sank and was hailed as one of the heroes of the night, spending his last moments throwing furniture and other objects to those in the water. Andrews was reportedly last seen by John Stewart, a steward on the ship, at approximately 2:10 a.m., ten minutes before the Titanic sank into the Atlantic. Andrews was standing alone in the first-class smoking room staring at a painting, Plymouth Harbour, above the fireplace, arms folded over his chest, his lifejacket lying on a nearby table.

White Star Suite: The White Star Line is a shipping company whose headquarters were based at 30 James Street, which now serves as our luxurious Titanic hotel. The shipping company was responsible for building some of the most famous vessels in the world, including RMS Titanic and RMS Olympic.

White Star Quarters: The White Star Line is a shipping company that originally owned 30 James Street, which is now our stunning RMS Titanic Hotel. The shipping company built some of the most famous vessels in the world, including RMS Titanic and RMS Olympic.

FLOOR 3 – OLYMPIC

400 Suite: The 400 was the yard that RMS Olympic was built in at in Belfast, Northern Ireland, and was next door to the 401 yard, where RMS Titanic was built.

Violet Jessop Quarters: Violet was a nurse and stewardess on RMS Titanic and her story is hard to believe but true. The White Star created three vessels: RMS Titanic, RMS Olympic and RMS Britannic. Both RMS Titanic and RMS Britannic sank, whilst RMS Olympic was involved in a serious collision. Violet was on all three vessels during each event and survived the maritime disasters. Jessop was on board on 20 September 1911, when Olympic left from Southampton and collided with the British warship HMS Hawke. Jessop boarded RMS Titanic as a stewardess on 10 April 1912, at age 24. She was later ordered into lifeboat 16; and as the boat was being lowered, one of Titanic's officers gave her a baby to look after.

Dazzle Quarters: RMS Olympic, among many other vessels, was painted with a dazzle design as a form of camouflage in WWI and II and was used to confuse the enemy of a ship's scale and direction.

Hawke Quarters: H.M.S Hawke was the ship that collided with the RMS Olympic, RMS Titanic's sister ship. The White Star company, resulting in significant financial difficulties for the White Star Line. Resources had to be pulled from RMS Titanic to fix RMS Olympic, delaying its journey that was originally set to begin in March, not April 1912.

Olympic Turret: The sister ship to the Titanic was first laid at Harland and Wolff shipbuilders in Belfast in 1908. The most successful of the 3 ships, the other being Titanic and Britannic, she enjoyed over 24 years at sea. Olympic was the largest ship afloat until Queen was launched in 1934.

Olympic Stateroom Turret Suite: RMS Olympic was RMS Titanic and RMS Britannic's sister ship, and she served the White Star Line for 24 years. Both her and Titanic were replicas of one another and even included the same White Star Line crockery.

U-103 Suite: The U-103 ship was German submarine that attacked RMS Olympic, RMS Titanic's sister ship. RMS Olympic spotted it on the surface, and as the Germans began to shoot, the ship rammed the submarine, leading to the crew abandoning ship.

Mutiny Suite: When the Olympic was due to set sail at the end of April 1912, many of the ship's crew refused to embark on the voyage from Southampton to New York as, like the Titanic, the ship did not have enough lifeboats. Around 100 more crew members were hired from Liverpool to replace them.

Masquerade Quarters: Many people believe in the conspiracy theory that RMS Titanic was switched with her sister ship, RMS Olympic, which were identical to one another. Olympic was damaged when she collided with HMS Hawke in 1911, leading to significant financial difficulties for the White Star Line. Many people believe RMS Titanic was deliberately sank so the shipping company received compensation money.

FLOOR 4 – FORTUNE

Vanderbilt Quarters: George W Vanderbilt II was a member of the famous Vanderbilt family, and both he and his wife Edith booked a passage on the RMS Titanic in 1912. However, they chose not to travel via the ship and instead sailed to New York at a later date. As they cancelled so late, many early newspaper articles reported the couple were onboard the ill-fated vessel.

Marconi Suite: Guglielmo Marconi, a pioneering Italian inventor and electrical engineer was presented with a free passage on the RMS Titanic. However, he chose to travel on the Lusitania as he preferred the public stenographer aboard that ship. Following the sinking of the Titanic, Marconi's wireless telegraphy company was subject to criticism, as many believed the operators had withheld news from the public so they could sell information to the New York Times. It wasn't until three years later that the Nobel Prize winner was credited for saving more than 700 lives due to his invention of the radio telegraph system.

Macy's Suite: Isidor Straus was born on 6th February 1845 in Otterberg, Germany. He and his brother Nathan were successful businessmen in America and were best known as founders of the famous Macy's department store. Isidor's wife, Ida Straus (born Rosaline Ida Blun), was born in Worns, Germany on 6th February 1849. The couple married in 1871 and had seven children together. The extremely wealthy couple travelled first class on RMS Titanic, paying what would now be approximately \$60,000 each for their tickets. The pair were last seen together holding hands on deck. Though Isidor's body was recovered and buried in New York, Ida was never found. For almost 100 years, Macy's customers entering the New York department store would read the words "Their lives were beautiful and their deaths glorious".

J.P. Morgan's Quarters: J.P. Morgan was the owner of the White Star Line and is still highly regarded for his career as an American financier and banker. Famous as a ruthless negotiator, he was believed to have used his connections to fund and control whole markets by buying up the competition. He was originally supposed to travel on the RMS Titanic's maiden voyage but cancelled at the very last minute.

Ismay's Quarters: J. Bruce Ismay, the chairman and the managing director of the White Star Line, employed Norman Shaw, a highly regarded architect, to build his head office at 30 James Street. Ismay was also the highest-ranking White Star official among the 705 surviving passengers. Many labelled him cowardly for abandoning the ship, but Ismay dedicated the rest of his life to helping victim's families with significant donations.

Hershey Suite: The founders of Hershey's Chocolate Company, Milton and Kitty Hershey were originally supposed to travel on the Titanic's maiden voyage. After spending \$300 on the tickets, the Hershey's cancelled their trip due to unknown reasons. The cheque from the Titanic transaction to the White Star Line is reportedly still in the Hershey Community archives.

Fortune Turret Quarters: The Fortune Family were first class passengers on RMS Titanic and were returning to America following a grand tour of Greece, Europe and the Middle East, a gift from the father, Mark Fortune, to his wife, Mary, and their four children: Mabel, Ethel, Alice and Charlie. However, disaster tore the Fortune family apart when RMS Titanic struck an iceberg on 14th April 1912. Whilst Mary and her daughters were placed onto Lifeboat 10, Mark Fortune and his son had to stay aboard the ship. Both men tragically lost their lives that fateful night, whilst the Fortune females returned to America three days later RMS Carpathia.

Fortune Turret Suite: The Fortune Family planned to return to America on RMS Titanic, following a Grand Tour of Europe, Greece and the Middle East. Mark Fortune, his wife, Mary, and their four children, Mabel, Ethel, Alice and Charlie, had enjoyed the dream holiday, and looked forward to the journey on the world-famous vessel. However, when RMS Titanic struck an iceberg on 14th April 1912, Mary and her daughters were placed onto Lifeboat 10; whilst Mark and his son had to stay aboard the ship. Tragically, the Fortune men died on RMS Titanic on 15th April 1912, whilst the Fortune women were rescued by RMS Carpathia, and returned to America three days later.

Fortune Suite: The wealthy Fortune family embarked on a grand tour of Greece, Italy, France and the Middle East, before travelling aboard the RMS Titanic. The family enjoyed the vacation of a lifetime, and Mark Fortune's daughter, Alice, even fell for her grand tour companion, William Sloper, whom she persuaded to change his ticket from the Mauritania to the Titanic. When the iceberg hit the ship on 14th April 1912, the matriarch of the family, Mary, and her daughters reluctantly left the ship in lifeboat number ten. The sisters passed all their money onto their father and brother, Charlie, who both unfortunately did not survive the tragedy.

Astor's Quarters: John Jacob Astor was one of three of the wealthiest and most powerful passengers aboard the RMS Titanic, alongside Benjamin Guggenheim and Isidor Straus. All three of the men were passionately against the creation of the Federal Reserve, much to J.P Morgan's dislike. The three men unfortunately died on the J.P. Morgan's vessel, while J.P. Morgan cancelled travelling on the maiden voyage at the very last minute.

FLOOR 5 - LONDON

West End Suite: The West End in London has played host to a variety of Titanic musicals, such as *The Titanic* and *The Unsinkable Molly Brown*. The theatre district has helped keep RMS Titanic at the forefront of our minds, whilst ensuring future generations never forget the terrible tragedies on the fateful night of 14th April 1912. **Trafalgar Turret Quarters:** The Trafalgar in London is one of the oldest hotels in the world and is the former headquarters for the Cunard Steamship Company. It was in this building's boardroom that the news of RMS Titanic's sinking was announced.

Trafalgar Suite: The Trafalgar is one of the oldest hotels in the world, based in London, and is the former Cunard Steamship Company headquarters. The news of RMS Titanic's sinking was announced in the Trafalgar boardroom.

Thomas Ismay Quarters: Thomas Ismay was just 30 years old when he founded the Oceanic Steam Navigation Company, which is now more commonly known as The White Star Line. Respected by many as a brilliant businessman, he earned the respect of all who worked with him. Starting as an apprentice with shipbrokers in Liverpool, he went on to create one of the largest and most comfortable shipping lines in the world.

Norman Shaw Suite: 30 James Street would never exist if it weren't for Norman Shaw. The celebrated architect designed Scotland Yard, which was what 30 James Street was cloned upon. 30 James Street was lucky enough to survive a direct bombing by the German Luftwaffe, whilst all buildings surrounding 30 James Street were raised to the ground. It remained intact due to Shaw's architecture, which featured steel columns that were at the forefront of modern building practices, and it is for this reason we honour his legacy.

Millvina Dean Quarters: Millvina Dean was the youngest person to be rescued from the RMS Titanic at just 9 weeks old, and she was also the last remaining survivor, as she lived until her 97th birthday. The Dean family were never supposed to have been third-class passengers on RMS Titanic, as they were transferred to the ship due to the coal strike. Millvina's father, Bertram Frank Dean, unfortunately did not survive the sinking.

Fleet Street Quarters: Fleet Street is synonymous with RMS Titanic, as it offers a bronze memorial along the Victoria embankment for first class passenger, William T. Stead, who was a famous journalist and peace activist. The street was also the traditional home of London's newspaper industry, which broke most of the accurate news about the Titanic following the maritime disaster.

Belgrave Square Suite: Lord Pirrie, the chairman of shipbuilding company Harland and Wolff, resided in Belgrave Square, which played host to the dinner party between him and J. Bruce Ismay, the managing Director of the White Star Lines, and his wife, Florence. It was this union that ensured Harland and Wolf constructed three White Star Line ships: RMS Olympic, RMS Titanic and RMS Britannic. Lord Pirrie was supposed to travel aboard the RMS Titanic but was forced to cancel due to illness. His nephew, Thomas Andrews, was also the main architect of the ship.

A Night to Remember Quarters: A Night to Remember is a non-fiction book by Walter Lord and is regarded as a definitive source about the RMS Titanic and its sinking. The author interviewed many of the ship's survivors following the disaster, and features memoirs and articles. The book was also adapted for the screen right here in the UK

FLOOR 6 – NEW YORK

Presidential Suite: William Howard Taft was President of the United States of America at the time of RMS Titanic's sinking. Heartbroken by the disaster, the President wrote a eulogy for his former military aid, Major Archibald Butt who died that fateful night, stating that he felt as though he had lost a brother.

Randolph Hearst Quarters: William Randolph Hearst was the Rupert Murdoch of those times. He did not see eye to eye with Ismay, the Chairman of the White Star Line, who owned the Titanic. Therefore, after the disaster, the American press began a witch hunt against Mr Ismay, causing him to retire due to obvious pressures in 1913.

Liberty Quarters: The Statue of Liberty was a symbol of hope for emigrants who embarked on building a new life in America. It would have been the first monument that travellers saw upon arrival to New York's harbour.

Carpathia Suite: RMS Carpathia was the first ship to react to RMS Titanic's distress signal, after she collided with an iceberg on 14th April 1912. It took the ship four hours to reach Titanic's location, and just over two hours for the vessel to sink, resulting in the loss of over 1,500 lives. One of the most controversial issues at the time was the fact that the SS Californian was only a few miles from the Titanic but failed to react to the ships distress calls

Captain Rostron's Quarters: Bolton-born Captain Arthur Henry Rostron was the commander of RMS Carpathia, the ship that rescued 705 Titanic survivors. He was hailed a hero, as he did not hesitate to sail through icy waters to reach those in need of saving and, as a result, he was awarded the Congressional Gold Medal by the U.S Congress.

Broadway Quarters: Broadway has played host to many storytelling plays and productions about the Titanic disaster. Some of which have been extremely successful and turned into Hollywood Movies, such as A Night to Remember and James Cameron's 1997 movie Titanic.

54 Suite: Port 54 was the port that was used by RMS Carpathia, the ship that responded to the Titanic's distress signals and saved over 700 lives. Both the port and RMS Carpathia were owned by the Cunard Line – White Star Line's biggest competitor.

TELEGRAPHIC ADDRESS:
"YAMSI, LIVERPOOL"



30, JAMES STREET,
LIVERPOOL.

January 25th., 1910.

G. C. Cigolini, Esq.,
Claridge's Hotel Restaurant,
Brook Street,
London, W.

Dear Sir,

I am in receipt of your letter of the 22nd. instant, and have to advise you that it has been decided to instal an A la Carte restaurant on board the White Star steamers "Olympic" and "Titanic", which are at present being built.

I note your view that the only way in which such a restaurant can be kept up-to-date is by having it run by a large Company, such as the Savoy, and when we come to consider its organization, I will bear your suggestion in mind.

I further note that the Managing Director of the Savoy Company would place himself at my disposal, and should we wish to consult him, will not hesitate to ask his advice.

Yours truly,

J. Bruce Ismay

38, LEADENHALL STREET,
LONDON, E.C.

GRAPHIC ADDRESS, "ISMAY," LONDON.

2, JAMES ST, LIVERPOOL.

GRAPHIC ADDRESS, "ISMAY," LIVERPOOL.

3, BROADWAY, NEW YORK.

GRAPHIC ADDRESS, "ISMAY," NEW YORK.

7, COCKSPUR ST LONDON SW.

GRAPHIC ADDRESS, "VESSELS," LONDON.



STEAMSHIP

DEPARTMENT.

LIVERPOOL

APRIL 1ST.

1903.

T. ANDREWS, Esq.,

MESSRS HARLAND & WOLFF,

BELFAST.

DEAR SIR,

AT THE LAST ANNUAL MEETING OF THE OCEANIC STEAM NAVIGATION CO.

LTD. THE SHAREHOLDERS VOTED A SUM OF MONEY TO BE DISTRIBUTED AT OUR DISCRETION

IN RECOGNITION OF SERVICES RENDERED TO THE COMPANY, AND HAVING IN MIND THE

VALUABLE WORK WHICH YOU HAVE PERFORMED IN A VARIETY OF WAYS ON BEHALF OF THE

WHITE STAR LINE, WE FEEL THAT IT WOULD BE PLEASING TO ALL CONCERNED THAT THE

OPPORTUNITY SHOULD BE AVAILED OF TO MARK OUR APPRECIATION OF SAME. WE

THEREFORE ENCLOSE A CHEQUE FOR £200., WHICH WE WILL BE GLAD IF YOU WILL ACCEPT

WITH OUR BEST WISHES FOR YOUR FUTURE SUCCESS.

YOURS FAITHFULLY,

Lucy Laurie



Rev. J. Stuart Halden
WHITE STAR LINE.

**YOUR ATTENTION IS SPECIALLY DIRECTED TO THE CONDITIONS OF
TRANSPORTATION IN THE ENCLOSED CONTRACT.**

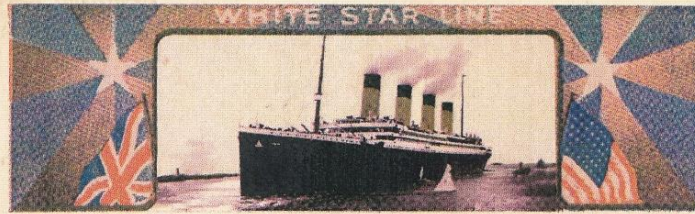
**THE COMPANY'S LIABILITY FOR BAGGAGE IS STRICTLY LIMITED, BUT
PASSENGERS CAN PROTECT THEMSELVES BY INSURANCE.**

Tokyo
First Class Passenger Ticket per Steamship.....

SAILING FROM.....

10/4 191*2*

"WHO REDEEMETH THY LIFE FROM DESTRUCTION."



TRIPLE SCREW STEAMER "TITANIC."

2ND. CLASS

APRIL 14, 1912

DINNER

CONSOMME TAPIOCA

BAKED HADDOCK SHARP SAUCE

CURRIED CHICKEN & RICE

SPRING LAMB MINT SAUCE

ROAST TURKEY CRANBERRY SAUCE

GREEN PEAS PUREE TURNIPS

BOILED RICE

BOILED & ROAST POTATOES

PLUM PUDDING

WINE JELLY COCOANUT SANDWICH

AMERICAN ICE CREAM

NUTS ASSORTED

FRESH FRUIT

CHEESE BISCUITS

COFFEE



R.M.S. "TITANIC"

APRIL 14. 1912.

DINNER

HORS D'ŒUVRE VARIES
OYSTERS

CONSOMME OLGA
CREAM OF BARLEY

SALMON, MOUSSELINE, CUCUMBER

FILET MIGNONS LILI
SAUTE' OF CHICKEN, LYONNAISE
VEGETABLE MARROW FARCIE

LAMB, MINT SAUCE
ROAST DUCKLING, APPLE SAUCE
SIRLOIN OF BEEF, CHATEAU POTATOES

GREEN PEAS - - CREAMED CARROTS
BOILED RICE
PARMENTIER & BOILED NEW POTATOES

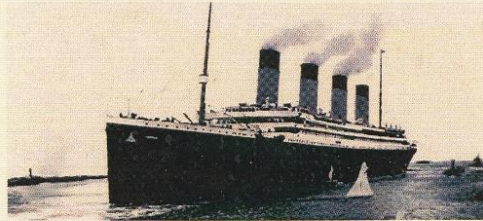
PUNCH ROMAINE

ROAST SQUAB & CRESS
COLD ASPARAGUS VINAIGRETTE
PATE DE FOIE GRAS
CELERY

WALDORF PUDDING
PEACHES IN CHARTREUBE JELLY
CHOCOLATE & VANILLA ECLAIRS
FRENCH ICE CREAM

iced draught Munich Lager Beer 3d. & 6d. a Tankard.

WHITE STAR LINE.



R.M.S. "TITANIC."

APRIL 14, 1912.

**THIRD CLASS.
BREAKFAST.**

OATMEAL PORRIDGE & MILK
SMOKED HERRINGS JACKET POTATOES
HAM & EGGS
FRESH BREAD & BUTTER
MARMALADE SWEDISH BREAD
TEA COFFEE

DINNER.

RICE SOUP
FRESH BREAD CABIN BISCUITS
ROAST BEEF, BROWN GRAVY
SWEET CORN BOILED POTATOES
PLUM PUDDING SWEET SAUCES

FRUIT

TEA.

COLD MEAT
CHEESE PICKLES
FRESH BREAD & BUTTER
STEWED FIGS & RICE

TEA

SUPPER.

GRUEL CABIN BISCUITS CHEESE

Any complaint respecting the Food supplied, want of attention or incivility, should be at once reported to the Purser or Chief Steward. For purposes of identification, each Steward wears a numbered badge on the arm.

