

CHAPTER VII THE CONCEPT OF LEGEND:

7.1 Introduction:

The study's initial definition of a legendary passenger ship was a passenger ship so extraordinary, in comparison with other ships in its operational environment, that it captures the public imagination on, as a minimum, the local level or regional or international level. As a minimum, such a ship must be superior; within temporal, route, and technological constraints; in size, speed, beauty, and luxury, and excel in at least one of these. Based on an examination of the ships named by the Delphi Panel members and General Survey respondents, the above definition may be revised as follows:

1. A legendary passenger ship is a passenger ship so significant, in comparison with other ships in its operational environment, that it captures the public imagination on, as a minimum, the personal or local level so that stories told about it are handed down from generation to generation by segments of the interested public.
2. In order to move beyond the personal/local level such a ship must be superior in the categories of Attractiveness, Significance, Power, and Competitive Advantage.
3. The greater the superiority, the higher the level of legend.

Agnes (2002, 364) gives several definitions of legend, the second one, "a notable person or the stories told about his or her exploits" best fits the colloquial use of the word. These words can also be applied to ships; however, they don't fall as lightly on ships as they do on people in the contemporary hype and marketing driven society. When people, who can

be considered passenger shipping experts by nature of their positions as trade journal editors or publishers, were asked to name twenty legendary ships they declined on grounds of a lack of expertise. In their minds, to name legendary ships one needed to be a student of passenger ships. In the end, only thirteen Delphi Panel members could be recruited. They took their task seriously, taking up to three weeks to submit their lists of twenty legendary ships. The Panel named seventy individual ships or classes of ships. Certain words, such as pioneering, innovative, significant, courageous, heroic, infamous, beautiful, luxurious, fast, and large, can be used to describe them. These words help describe why a ship might be notable and generate stories to be passed down. Some of them, such as significant and beautiful, can be subjective. Others, such as heroic, courageous, and infamous can be tied to certain deeds or events, while words as pioneering, innovative, luxurious, fast, and large, can be quantified in both absolute and relative terms.

7.2 The Delphi Method Ships and Legend

Chapter II discussed over three hundred notable ships that could serve as a pool for legendary ships. Delphi Panel members identified ten ships that were not discussed in Chapter II. How the above words apply to these ten ships is discussed in the following paragraph.

The 3,438 ton, 374 foot, 12 knot *Himalaya* of 1853 was the largest ship in the world when built. She was also innovative with screw propulsion at a time when most ships had paddle wheels. Built for 200 first class passengers, she probably had a reputation for

luxury. She made one round trip voyage for P&O to Alexandria before being laid up due to the increase in coal prices from the Crimean War. She was sold to the government and became a troopship. She became a coal hulk in 1894 and was sunk by a German bomb in 1940. Her long lifespan, albeit in diverse guises, also makes her noteworthy. The 24,581 ton, 705 foot, 17.5 knot *Kaiserin Auguste Victoria* of 1906 was the largest ship in the world when launched. She was also luxurious in keeping with Hamburg America's standards. However, she was quickly eclipsed in the following year by Cunard's *Lusitania* and *Mauretania*, which were 50% larger and nearly 50% faster. After World War I she sailed for Canadian Pacific as *Empress of Scotland*. As the first domestic built large passenger liner, 13,402 ton, 575 foot, 18 knot *Tenyo Maru* of 1908 was a pioneering ship in the development of Japanese passenger shipping and transpacific service. She remained in service until the early 1930s and source of great national pride. The words heroic and courageous can be used to describe the 14,164 ton, 549 foot, 15 knot *Jervis Bay* of 1922. Built for the UK-Australia immigrant service, she didn't achieve fame until her conversion to an armed merchant cruiser in World War II. In October 1940 she was the sole military escort for convoy HX. 84 from Halifax to the U.K. when the convoy came under attack from the German pocket battleship *Admiral Scheer*. *Jervis Bay*, armed with only 4 6" guns, turned to face the 6 11" guns of the *Admiral Scheer*. Ripped apart stem to stern by the 11" shells, *Jervis Bay* sank 22 minutes later. This delay allowed 32 of the 41 ship convoy to escape. The 7,267 ton, 430 foot, 15 knot *Santos Maru* of 1925 was pioneering as the first oceangoing Japanese passenger ship with diesel propulsion. Her accommodations were a great improvement for Japanese immigrants to South America and her speed cut the transit time from 63 to 46 days. She also had an active war record before being torpedoed in 1944 (Noma 2002). The 11,622 ton, 536 foot, 17 knot *Hikawa*

Maru of 1929, 12,755 ton, 544 foot, 21.5 knot *Argentina Maru* of 1939, and 10,438 ton, 492 foot, 17 knot *Hokoku Maru* of 1940 were among Japan's largest, fastest, and most luxurious passenger ships in the 1920s and 1930s. They were also innovative in their design as motor ships when most ships of the time were steam-driven. *Hokoku Maru* was a handsome streamlined ship while *Argentina Maru* was noted for her beauty. The ships also had an active war record, with *Hikawa Maru* being the sole surviving ship. In 1961, after thirty years of service, she became a floating museum and tourist attraction in Yokohama. The 26,943 ton, 712 foot, 18 knot *Britannic* of 1930 was innovative for her motor propulsion and size as a motor ship. She was the last ship to bear the White Star Line colors. She served in World War II as a troopship. She was scrapped in 1960. The 13,062 ton, 540 foot, 20.5 knot *Victoria* of 1931 was noted for her innovative interior design, luxury, size and speed, relative to her route. *Victoria* was at one time the world's fastest motor ship and was one of the first passenger liners with the dining room on the upper deck. Initially placed on the Venice-Alexandria run, her route was later extended to Shanghai. The 5,209 ton, 416 foot, 15 knot *Stella Polaris* of 1927 was innovative in her yacht appearance and concept. Resembling a royal yacht, she was known for her beauty and luxury. Retired from service in 1969, she was renamed *Scandinavia* and became a floating restaurant in Izu, Japan. The 21,119 ton, 631 foot, 22 knot *Willem Ruys* of 1947 was laid down in 1939. World War II halted her construction and she wasn't completed until 1947. Her superstructure, with aluminum lifeboats strung along the base, was innovative. She also served as a symbol of Dutch recovery from World War II. She was also the most luxurious ship on the East Indies run. However, it is under her second name that she is most infamous. In 1965, she was brought by the Lauro Line and renamed *Achille Lauro*. She was extensively rebuilt and her profile modernized. In 1985 she made

headlines after being high-jacked by Palestinian terrorists. The high-jackers murdered an American passenger, Mr. Leon Klinghoffer, and threw his body and wheel chair overboard. The ship was eventually released but her name would be forever associated with this incident. After more than thirty years of service under two owners, *Achille Lauro* caught fire in the Indian Ocean and sank in late 1994.

7.3 The General Survey Ships and Legend

The above twelve ships were considered notable enough, for a variety of reasons, by Delphi Panel members to be named as legendary ships. The General Survey produced an additional 56 ships that were not discussed in Chapter II. A number of ferries and the Royal Yacht *Britannia* were included in that group, however, they are included in the subsequent paragraphs since at least one respondent considered them a legend. An examination of these ships might give further insight into the meaning of legend. These 56 ships possessed at least one of the following notable characteristics from the Significance or Attractiveness Categories:

Under the History or Legacy Properties:

National maritime importance

Importance to route or cruising area

Innovation

War history

Infamy

Long Life

Association with the *Titanic*

Under the Service & Cuisine Quality, Facilities, Furnishings, & Finishes, or External Appearance Properties:

Luxury

Aesthetics

While most of the ships in this paragraph were not major ships on the North Atlantic, they did play a significant role in their respective national maritime histories. The 24,578 ton, 697 foot, 17 knot *Belgenland* was one of the largest passenger ships to sail under the Belgian flag. She was completed as the cargo ship *Belgic* for the White Star Line in 1917. Between 1922 and 1923, she was converted to a passenger ship and renamed *Belgenland*. She was the pride of Red Star Line's Antwerp-New York service. From 1933-1935 she was laid up before being sold to American interests for cruising as the *Columbia*. In 1936 she was scrapped. The 1929-built, 29,511 ton, 697 foot, 19 knot *Statendam* was the pride of Holland America's North Atlantic service until the entry of the *Nieuw Amsterdam* in 1938. Caught in the invasion of Rotterdam in May 1940, she was bombed and burned at her pier. The wreck was later scrapped. The 1930-built, 16,981 ton, 573 foot, 18 knot *Baloeran* and 1931-built, 16,979 ton, 573 foot, 18 knot *Dempo* were Rotterdam Lloyd's answer to Nederland Line's *Johan Van Oldenbarnevelt*. Placed in the Amsterdam-East Indies service, these ships followed different fates in World War II. *Baloeran* was captured by the Germans and renamed *Strassburg*. Converted to a hospital ship, she struck a mine in the North Sea in 1943 and was sunk by British bombers. *Dempo* became an Allied troopship in 1940. In March 1944 she was torpedoed by a German submarine off of Algeria. The 10,726 ton, 502 foot, 16 knot, passenger-cargo liner *Noordam* entered service with the illustrious *Nieuw Amsterdam* in 1938. From 1942 until 1946, *Noordam*

was an American troopship. Returned to Holland America Line in 1946, she was sold to Italian interests in 1963. Renamed *Oceanien*, she was scrapped in 1967 (Jordan 1999, Latimer 2002). By 1939 new tonnage was required on the Amsterdam-East Indies route. Nederland Line's answer was the 20,017 ton, 656 foot, 21 knot *Oranje*. Laid up in late 1939, *Oranje* was converted to a hospital ship in 1941. She resumed Nederland Line service in 1946. In 1964 she was sold to Lauro Lines. Extensively rebuilt and renamed *Angelina Lauro*, she entered Europe-Australia and round-the-world service. In 1972 she was permanently assigned to cruising. In 1977, she was chartered to Costa Line and placed in Caribbean cruise service. In 1979, she caught fire at the pier in St. Thomas and burned. Her wreck sank later that year en route to the breakers. The 15,902 ton, 561 foot, 17 knot *Gothic* was built for Shaw Savill Line's London-New Zealand service via the Panama Canal. Carrying only 85 first-class passengers and extensive refrigerated cargo space, she exuded the atmosphere of an exclusive private club, a smaller version of running mate *Dominion Monarch*. From 1951 to 1954, *Gothic* served as the royal yacht. *Gothic* was damaged by fire in 1968 and scrapped in 1969. Owned by the New Zealand Shipping Company, the 1951-built, 17,851 ton, 584 foot, 17 knot *Ruahine* served the New Zealand-England route via the Panama Canal. Equipped with a large amount of refrigerated cargo space, she played an important role in New Zealand's post-war economy. She also carried 267 one-class passengers in comfortable surroundings. Impacted by the container revolution, she was sold to the C.Y. Tung Group and renamed *Oriental Rio* in 1968. Placed in round-the-world service, she was scrapped in 1974 (Miller 1995, <http://www.dailyecho.co.uk/hampshire/southampton/shipping>). The 5,862 ton, 412 foot, 21 knot Royal Yacht *Britannia* was commissioned in 1954. She was the eighty third royal yacht since 1660. In her nearly 44 years of service, *Britannia* has

steamed over one million miles, carried The Queen and other members of The Royal Family on 968 official visits, and called at more than 600 ports in 135 countries.

Britannia was decommissioned in late 1997. A competition was held among cities in the U.K. to host the ship. Edinburgh was successful and *Britannia* is now moored there as a visitor attraction and hospitality venue. (www.royalyachtbritannia.co.uk). The 20,368 ton, 584 foot, 17.5 knot *Amazon* was the first of three sister ships built for Royal Mail Lines' London-East coast of South America service. Carrying 449 passengers in three classes, they also had extensive cargo facilities. *Amazon* entered service in 1959 and was followed by *Aragon* and *Arlanza* in 1960. The three were included in the popular Triang 1/1200 die cast models series in the 1960s. In 1968, *Amazon* was sold to Shaw Savil Line and renamed *Akaroa*. In 1971, she was sold to Norwegian interests and rebuilt as the car carrier, *Akarita*. After several owners she was scrapped in 1982 (Miller, 1995). The 1965-built sister ships, 5,634 ton, 383 foot, 16 knot *Istra* and 386 foot *Dalmacija* hold a special place in Croatian maritime history. Built in Croatia, they were the prides of the former-Yugoslavia's merchant marine as they operated cruise along the country's coast. In 1992, *Istra* was sold to Ukrainian interests and renamed *Astra*. In 1999, she was sold to Portuguese interests and renamed *Arion*. Both *Arion* and *Dalmacija* were cruising in the Mediterranean in 2004. Their small size allows them to offer a moderately priced yacht like experience (Latimer 2002). The sisters were joined in 1988 by the 4,490 ton, 343 foot, 15 knot *Adriana*. Built as the Greek cruise ship *Aquarius* in 1972, she was acquired by Yugoslavian interests in 1988 and renamed.

While these ships cannot compare with the best of the North Atlantic liners, they were often notable ships on their routes or in their cruising areas. The 11,810 ton, 572 foot, 16

knot *Korea* and 11,785 ton, 552 foot, 16 knot *Siberia* were among the largest and fastest passenger-cargo ships on the Pacific Ocean. They were built in 1901 and 1902 for Pacific Mail Steamship Company. In 1916, both were sold to NYK Lines of Japan. Renamed, *Korea Maru* and *Siberia Maru*, they continued in transpacific service. Both ships were scrapped in 1935 (Latimer 2002, <http://www.apl.com/history/timeline/1920.htm>).

Canadian Pacific Steamships' 21,517 ton, 650 foot, 18 knot *Empress of Canada* was built in 1922 for the Vancouver-Asia service. An impressive looking, three-funneled ship, she was both fast and luxurious. At the outbreak of World War II, she was converted to a troopship. In 1943 she was torpedoed by an Italian submarine in the South Atlantic and sank with the loss of 392 lives (Miller 1995). The 19,648 ton, 612 foot, 19 knot *Viceroy of India* was known for her first class accommodations. She was also technologically advanced as P&O Lines' first turbo-electric ship. Built in 1929, she was placed in the company's London-Bombay service and quickly set the standard for that route.

Converted to a troopship in 1939, she was torpedoed in November 1942. The 17,707 ton, 574 foot, 18 knot *Reina Del Pacifico* entered service for the Pacific Steam Navigation Company in 1931. Placed on the Liverpool-west coast of South America run, she was one of the most luxurious and fastest in the trade. Between 1939 and 1946 she served as a troopship. In 1948 she returned to her original route until she was scrapped in 1958. In 1956 *Reina Del Pacifico* was joined by the 20,234 ton, 601 foot, 18 knot *Reina Del Mar*. Carrying 766 passengers and 6,000 tons of cargo, *Reina Del Mar* was successful until the early 1960s. In 1964, she was rebuilt as a cruise ship and placed under Union-Castle Line management for cruises out of Southampton and Capetown. In 1973 she was sold to Union-Castle and eventually scrapped in 1975 (Miller, 1995). Sister ships, 25,550 ton, 725 foot, 20 knot *Stirling Castle* and 25,564 ton, 725 foot, 20 knot *Athlone Castle* entered

service in 1935 and 1936. Placed in Union-Castle's Southampton-South Africa express service, they were converted to troopships at the outbreak of World War II. In 1947, they returned to civilian service. As part of Union-Castle's fleet modernization program, *Athlone Castle* was retired and scrapped in 1965. She was followed by *Stirling Castle* in 1966 (Miller 1995). The 1936-built, 13,482 ton, 545 foot, 22 knot *Awatea* sailed between Auckland, Sydney, and Wellington. A New Zealand ship with a Maori name meaning "Eye of the Dawn", *Awatea* held the Trans-Tasman speed record for many years. At the start of World War II, she became a troopship and was lost off the coast of Algeria in 1942 (<http://radiodx.com/spdrx/awatea.htm>, <http://www.temata.co.nz/TemataCabernet.asp?vintage=2000>). The 15,465 ton, 557 foot, 18 knot *Flavia* was built in 1947 as Cunard's 13,345 ton passenger-cargo *Media* for New York-Liverpool service. In 1961, *Media* was purchased by Italian interests. Rebuilt and renamed, *Flavia*, she was placed in Italy-Australia service and later cruising under Costa Line management. As such, she was instrumental in the development of the Florida-based cruise market and the Costa brand in the Caribbean in particular. In 1982 she was sold to Hong Kong interests. In 1989 she burned and was scrapped later that year (Latimer 2002, Miller 1995). The 9,645 ton, 473 foot, 16 knot *Excalibur* was one American Export Lines' famous "Four Aces". Built as the attack transport *Duchess* for the U.S. Navy in 1944, she was converted to the passenger-cargo ship *Excalibur* in 1948. Well known within the Mediterranean, the "Four Aces" carried 125 passengers in first-class comfort on their New York-Mediterranean route and were very popular among passengers. In 1965, *Excalibur* was sold to Orient Overseas Lines. She was renamed *Oriental Jade*. In 1974, she was scrapped (Latimer 2002). Notable as the first of three sister ships for the post-war restoration of Messageries Maritimes' Asian service, the 11,792 ton, 532 foot,

17 knot *Viet-Nam* entered service in 1952. She originally carried 279 passengers in three classes and 260 troops along with a fair amount of cargo. In 1961, her capacity was reduced to 467 in three classes. In 1967, she was renamed *Pacifique*. In 1968, she was sold to Cia de Navegacion Abeto and renamed *Malaysia Kita*. In 1970, her name was changed to *Princess Abeto*. In 1974, she caught fire in a Singapore shipyard and was scrapped in 1976 (Latimer 2002, <http://www.es-conseil.fr/pramona/vietnam.htm>). Built as the *Stena Danica* in 1969, the 8,889 ton, 413 foot, 22 knot *Queen of the North* was acquired by BC Ferries Corporation in 1974 as the *Queen of Surrey*. As *Queen of Surrey*, she worked the Vancouver-Nanaimo route. *Queen of Surrey* was laid up from 1975 to 1979. In 1979, she underwent a major renovation and emerged, renamed, as the *Queen of the North* in 1980. She was placed on the Inside Passage route between Port Hardy on Vancouver Island and Prince Rupert. She is the fastest ferry, with the exception of the time fast ferries were being used, in the BC Ferries fleet. She is equipped with staterooms, shopping, and dining facilities. In 1994, her bow doors were welded shut in response to the *Estonia* disaster (Latimer 2002, http://www.geocities.com/ferries_bc/profiles/bcf_qnorth.html). In 1982, Home Lines introduced the 30,262 ton, 672 foot, 23 knot *Atlantic*. One of the few large cruise ships built in the early 1980s, she was placed in cruise service out of New York and Florida. *Atlantic* remained with Home Lines until 1988 when Home Lines assets were acquired by Holland America Line. *Atlantic* was immediately resold to Premier Cruise Lines. She was renamed *Starship Atlantic* and placed in Port Canaveral-Bahamas cruise service. In 1997 she was resold to Mediterranean Shipping Company (MSC) and renamed *Melody*. Employed in Mediterranean summer cruising and Caribbean winter cruising *Melody* has been instrumental in establishing MSC as a major European cruise operator (Latimer

2002, Miller 1995).

A number of ships were named because of their role as innovators. The 8,415 ton, 560 foot, 16 knot *City of Rome* of 1881 was the prototype for Inman Line's 1888 record-breakers *City of New York* and *City of Paris*. Placed in New York-Liverpool via Queenstown service, she was a fast looking ship with three funnels and a clipper bow. She was transferred to Anchor Line in 1882 and stayed on the same route. In 1891, she was refitted as an immigrant ship and moved to the Glasgow-New York run. She was scrapped in 1902 (<http://www.theshipslist.com/ships/descriptions>). White Star Line's 17,272 ton, 704 foot, 19 knot *Oceanic* of 1899 was the first ship to exceed 700 feet in length. She was also the largest ship in the world until 1901. A graceful looking ship, she was the prototype for White Star's big four that followed 1902-1907. Placed in Liverpool-New York service, she was converted to an auxiliary cruiser at the start of World War I. Soon after, she ran aground in the Shetlands and was a total loss. The last of the wreck was scrapped in 1924 (Miller 1995). Built in the pattern of the Kaiser's yacht, *Hohenzollern*, the 4,419 ton, 408 foot, 15 knot *Prinzessin Victoria Luise* of 1900 was designed to provide year-round cruising to HAPAG's first-class clientele. Dawson (2000) wrote, "*Prinzessin Victoria Luise* was in effect the first pure-bred deep-sea cruise ship to be inspired by a combination of liner experience and the romantic notion of a luxury steam yacht." (17) Unfortunately, she had a short career, running aground on an uncharted reef in Kingston, Jamaica in 1906, she was a total loss. The 1938-built, 25,484 ton, 684 foot, 15.5 *Wilhelm Gustloff* and 1939-built, 27,288 ton, 669 foot, 15 knot *Robert Ley* were unique as cruise ships at a time when most passenger ships were built for line voyages. Dawson (2000, 40) wrote, "Apart from their distinction as the first purpose-built

KdF cruise ships, *Wilhelm Gustloff* and *Robert Ley* were also the first ships in the world to be built for carrying a large number of passengers in uniform accommodation, solely for the purpose of cruising.” Carrying 1,465 and 1,774 all-tourist-class passengers, respectively, these ships were well outfitted with comfortable cabins and elegant public rooms. With the advent of World War II, both ships saw service as German hospital ships, accommodation ships, and evacuation ships. *Robert Ley* was bombed in Hamburg in 1945 and scrapped in 1947. *Wilhelm Gustloff* became the more infamous of the two when she was torpedoed by a Soviet submarine in the Baltic Sea in early 1945 and sank with the loss of over 5,200 lives. Built in 1966 for North Sea summer crossings and winter cruising, the 11,209 ton, 465 foot, 18.5 knot *Black Prince* has become a classic. Over her career, the *Black Prince* operated under the name *Venus* for her summer North Sea crossings. Operated by Fred Olsen Cruise Lines, *Black Prince* was innovative as one of the first ships to be equipped with a Marina Outdoor Leisure Centre at the ship’s stern. In 2004, she was still sailing for Fred Olsen Cruise Lines (Ward 2004, <http://www.fredolsencruises.com>). The 17,495 ton, 536 foot, 20.5 knot *Cunard Countess* was one of two cruise ships built for Cunard in 1977. The ships were unique, having been constructed in Denmark and outfitted in Italy. Placed in Bermuda and Caribbean cruising, they provided alternative itineraries to *Queen Elizabeth 2*’s transatlantic and long cruises. They were known for their bright, upbeat décor. In 1996, she was bought by Indonesian operators and renamed *Awani Dream II*. In 1997, she was bought by Royal Olympic Cruises and renamed *Olympic Countess* and placed in Mediterranean/Aegean cruising. In 2002, she was renamed *Olympia Countess* as the result of a trademark dispute with the U.S. Olympic Committee. *Olympia Countess* was still in Mediterranean cruising in 2004. Though not an ocean-going passenger ship, the 1990-built, 58,376 ton, 670 foot, 21 knot

Baltic Sea ferry, *Silja Serenade* deserves mention. She was the first contemporary ship to feature a horizontal atrium, reminiscent of *L'Atlantique*'s three-deck shopping gallery. This feature, on a larger scale, became a hallmark of Royal Caribbean's *Voyager* class ships. (Dawson 2000, Latimer 2002). In May 2002, the Greek ferry company, Attica Enterprises started a new ferry route between Rosyth in Scotland and Zeebrugge in Belgium. Attica Enterprises was founded by Pericles Panagopoulos, the former leader of Royal Cruise Lines in the 1970s and 1980s. In 1995, they shook up the Greece-Italy ferry market with the introduction of new high speed, well outfitted tonnage under the Superfast brand. The 30,285 ton, 670 foot, 28.6 knot *Superfast X* and sister ship, *Superfast IX* cover the distance between Scotland and Belgium in 17.5 hours. They carry 717 passengers in cruise ship type comfort. They also have a high freight and car capacity. These ships are innovative both in their concept and the level of on board facilities (<http://www.lloydslist.com>).

A number of ships were notable for their wartime exploits. Built for North German Lloyd's intermediate North Atlantic service in 1904, the 8,865 ton, 488 foot, 15 knot *Prinz Eitel Friedrich* was in Tsingtau, China at the start of World War I. Converted to an auxiliary cruiser, she operated for seven months with Vice Admiral von Spee's squadron and as a commerce raider. In March 1915, she arrived at Newport News, Virginia and was interned. When the United States entered World War I, she was seized and renamed USS *De Kalb*. In late 1919 she was given to United American Lines as the *De Kalb*. In 1920 her name was changed to *Mount Clay*. She was laid up in the late 1920s and scrapped in 1934 (Latimer 2002, <http://www.history.navy.mil/photos/sh-civil/civsh-p/prinz-ef.htm>).

The 1925-built, 16,619 ton, 568 foot, 17 knot *Rawalpindi* was placed in P&O's

London-Bombay service. At the start of World War II, she was converted to the auxiliary cruiser HMS *Rawalpindi* and armed with 6-inch World War I type guns. On November 23, 1939, *Rawalpindi* was on patrol north of the Faroe Islands. She encountered the German battle cruisers *Scharnhorst* and *Gneisenau*. Taking both ships under fire, *Rawalpindi* was struck by the cruisers' heavier shells and sank in under an hour. As she sank she took all but 38 of her 276 crew with her (Miller 1995,

<http://www.scharnhorst-class.dk/scharnhorst/history/scharnnorthernpatrolattack.html>).

The 1925-built, 7,057 ton, 429 foot, 16.5 knot *Coamo* was employed by the New York & Porto Rico Steamship Company. She carried 270 first-class and 90 second-class passengers. With the outbreak of World War II, she became a troopship. *Coamo* was lost, with all hands, in January 1942 after being torpedoed off the coast of Ireland (Jordan 1999). The 5,649 ton, 368 foot, 15 knot *Dorchester* was part of multiple launching in 1926. The largest of nine ships launched that day, she was one of three sister ships built for Merchants and Miners Transportation Company. *Dorchester* was employed in the coastal trade between Boston and Miami. Though a small ship, she had many of the same facilities as larger ships. With the outbreak of World War II, *Dorchester* was converted to a troopship. It is in this role that she achieved greatest fame. On the night of February 3, 1943 *Dorchester* was en route to Greenland when she was torpedoed. Among the many troops on board were four chaplains who gave up their lifebelts to help troops escape. The chaplains' heroism gained *Dorchester* a place in history. Only about 300 of the 906 persons onboard survived the sinking (<http://www.greatships.net/dorchester.html>). Built in 1939 for the Java-China-Japan Lijn NV, the 10,972 ton, 476 foot, 15 knot *Tjitjalengka* was converted to a hospital ship after the start of World War II. She has the distinction of being the only Dutch ship present at the Japanese surrender in Tokyo Bay in 1945. She

was scrapped in 1968 (Latimer 2002). The 9,260 ton, 491 foot, 16 knot passenger-cargo liner, *President Polk*, was built for American President Line in 1940. In 1943, she became the U.S. Navy transport, USS *President Polk* (AP-103). During World War II, she earned 6 battle stars. In 1946, she was returned to American President Line and placed in round-the-world service. She carried 96 passengers in first-class comfort. She was sold in 1965, converted to a cattle carrier and renamed *Gaicho Martin Fierro*. In 1966 she was renamed *Minotauros* and was scrapped in 1970 (Latimer 2002, <http://www.apl.com/history/timeline/stat6.htm>).

Delphi Panel members Tomas Tillberg and Jim O' Shaughnessy listed infamy as one of the reasons a ship might be considered a legend. Most of the ships with this characteristic were involved in notable sinkings. However, one was the key player in an historical event. The 16,732 ton, 574 foot, 16 knot *St. Louis* was one of Hamburg-America Line's North Atlantic workhorses during the 1930s. Built in 1929, she worked the New York-Hamburg route and also did cruising. She became infamous in May 1939 when she left Hamburg en route to Cuba with 937 passengers, most of whom were Jewish refugees hoping to eventually emigrate to the United States. When the ship reached Cuba, the Cuban President refused to honor the landing permits. The ship eventually sailed back to Europe. The United States refused to allow the ship into American waters and sent the Coast Guard to enforce the ban. Eventually, England, France, Belgium, and the Netherlands agreed to take the refugees. However, most of those taken by France, Belgium, and the Netherlands died in the Holocaust. The *St. Louis* became a German naval accommodation ship 1940-1944. She was damaged by Allied bombs in Kiel in 1944 and became a hotel ship in Hamburg in 1946. In 1952, she was scrapped (Miller 1995,

<http://www.ushmm.org/outreach/louis.htm>). The 1906-built, 14,191 ton, 570 foot, 18 knot *Empress of Ireland* and sister ship, *Empress of Britain*, maintained Canadian Pacific Railway Company's Canada-England express service. She entered the history books after being rammed by the Norwegian collier, *Storstad*, in May 1914. She took 1,014 of her 1,467 passengers and crew with her to the bottom of the St. Lawrence River. Though her percentage of lost passengers and crew rivals that of *Titanic*, the gravity of *Empress of Ireland's* sinking was diminished by her size and route, and soon overshadowed by World War I. The 1923-built, Donaldson Line *Athenia* was placed on the Liverpool-Canada run. She has the distinction of being the first passenger liner to be sunk in World War II. Crowded with evacuees, the 13,465 ton, 538 foot, 15.5 knot *Athenia* was en route to North America when she was torpedoed west of Scotland ten hours after Great Britain's declaration of war. The attack was without warning and 112 people, out of 1,418 on board, died. *Johan Van Oldenbarnevelt* was built in 1929. The 19,040 ton, 608 foot, 17 knot ship was the Nederland Line's entry on the highly competitive Amsterdam-East Indies service. From 1940 to 1945 she served as an Allied troopship. From 1945 to 1959 she maintained Europe-Australia and Indonesia service. In 1959 she was modernized and placed on the round-the-world route. Purchased by Greek Line in 1962, she was renamed *Lakonia* and placed in cruising out of the U.K. She achieved infamy by burning and sinking off Madeira over Christmas 1963 with the loss of 128 lives. There were numerous reports at the time of faulty and inoperative safety equipment. Built in 1980 as the *Viking Sally*, the 15,567 ton, 513 foot, 21 knot ferry was acquired by Estline in 1993 and renamed *Estonia*. On September 28, 1994, she achieved a place in European maritime history equal to that of *Titanic*. En route from Tallinn to Stockholm during a severe storm, she lost her bow door and subsequently capsized. The disaster claimed 852 lives, depressed the

cruise-ferry market, and forced a re-examination of the assumptions underlying ferry safety regulations. The *Estonia* wasn't the first ro/ro ferry lost when water breached the loading doors. In 2003, Britain commemorated the fiftieth anniversary of the sinking of the *Princess Victoria*. Built in 1947 for British Railways, the 2,694 ton, 309 foot, 19 knot *Princess Victoria* was a replacement for the 1939-built *Princess Victoria*, which was lost in 1940. The first *Princess Victoria* made history as the first purpose-built drive-on cross channel car ferry on U.K. routes. Even in 1947, ro/ro ferries were rare. The *Princess Victoria* sailed the North Channel between Stranraer, Scotland and Larne, Northern Ireland. On January 31, 1953, the U.K. was struck by an exceptionally strong gale. Caught on her run to Larne, the seas breached the stern doors of the *Princess Victoria*. Attempts to repair the doors were unsuccessful and she sank with the loss of 133 of her 128 passengers and 49 crew. All the women, children, and ship's officers died when their lifeboats sank. The dead included 27 from the community of Larne. The disaster was the subject of a government inquiry and two books (<http://www.angelfire.com>, <http://www.photo-transport.co.uk/ferries/princess-victoria>).

Two ships were notable for their long life. The 6,822 ton, 427 foot, 14 knot *Doulos* was built by Newport News Shipbuilding & Drydock Company in 1914 as the cargo ship *Medina* for the Mallory Steamship Company. After World War II, she was acquired by the International Catholic Travel Committee and renamed *Roma*. In 1952, she was sold to Costa Line and extensively renovated for use as a cruise ship. Renamed *Franca C*, she served with Costa Line until 1978. Brought by the German charity Guete Buecher Fuer Alle eV, she was renamed *Doulos* and placed in worldwide missionary service. She is one of the oldest ships still in service (Latimer, 2002). The 693 ton, 241 foot, 14.5 knot

Waverley holds a unique place in British maritime history. She is the last ocean-going paddlewheel steamer in the world. She was built on the Clyde in Scotland in 1947 as a replacement for an earlier *Waverley* that sunk off Dunkirk in 1940. In 1974, the Paddle Steamer Preservation Society (PSPS) bought the ship for one pound. Operating *Waverley* as a museum ship, the PSPS was able to attract a Heritage Lottery Fund grant towards restoring *Waverley* in 1997. In 2000, a rebuilt *Waverley*, compliant with all relevant maritime safety codes, began offering excursion trips throughout the U.K.

(<http://www.waverleyexcursions.co.uk/thewaverley.htm>,

<http://www.pspreserve.co.uk/rebuild/rebuild.htm>).

Two ships were named because of their association with *Titanic*. Both were built in 1902 and played almost opposite roles in the disaster. Cunard's 13,555 ton, 540 foot, 14 knot *Carpathia* was en route from New York to the Mediterranean when she received *Titanic*'s distress call. She raced the 58 miles to *Titanic*'s location to rescue 705 survivors from iceberg-dotted waters in the early morning light. Leyland Line's 6,223 ton, 447 foot, 14 knot *Californian* was stopped by pack ice. Her watch officers saw *Titanic*'s distress rockets but did not insist that the Captain look for himself. *Carpathia* became a hero while *Californian* became a villain. Both ships were subsequently lost in World War I (<http://www.theshipslist.com>, <http://perso.wanado.fr/titanic/page55.htm>).

Three ships were named for their reputation for shipboard luxury. Originally built as the freighter *Port Melbourne* in 1955, the 16,310 ton, 533 foot, 17 knot *Princess Danae* was bought by the Carras Group in 1972. Intended to be converted into a Mediterranean ferry she was converted into a fairly luxurious cruise ship and named *Danae*. She and her sister

ship *Daphne* sailed on worldwide itineraries. In 1979, *Danea* was chartered to Costa Line, who brought her in 1985. In 1991, she caught fire and was declared a total loss. She was later sold to Greek interests and repaired 1993-1994. After sailing under German charters, she was renamed *Princess Danea* and placed in Mediterranean, Caribbean, and South American cruise service. In 2004, she was still sailing (Miller 1995, Ward 2003).

Originally built as the cargo ship *Fernhill* in 1974, the 8,282 ton, 407 foot, 16 knot *Song of Flower* was converted to the expedition cruise ship *Explorer Starship* in 1986. In 1989 she was brought by Japan's Meijo Corporation, renamed *Song of Flower*, and refurbished as a luxury cruise ship. Operated by Radisson Seven Seas Cruise Line, she achieved a reputation as one of the world's most luxurious small cruise ships. In 2003, she was sold to the French operator, Compagnie des Iles du Ponant and Tapis Rouge Croisière. She was renamed *Le Diamant* and placed in worldwide service (Latimer 2002, Ward 2003).

The 2003-built, 41,827 ton, 669 foot, 20 knot *Seven Seas Voyager* is one of the most luxurious ships afloat. She is the company's second all-suite, all-balcony cruise ship. She has more than one crew member for every two passengers and a wide range of well finished public rooms. She offers her passengers a world wide itinerary in spacious luxury.

Three of the ferries that were named are noted for their pleasing aesthetics. DFDS' 1967-built, 10,513 ton, 464 foot, 20 knot *Winston Churchill* has a unique history. Built as a ferry, she was later employed by Scandinavian Seaways for cruising in the Baltic Sea and Scandinavia. An attractive, well proportioned ship, the *Winston Churchill* resembled a miniature ocean liner. In 1996, she was sold and renamed *Mayan Express*. *Mayan Express* was scrapped in 2004 (Latimer 2002, Ward 1992,

<http://www.maritimematters.com/shipnews.html>). Two sisters built in 1975 and 1976 for Tor Line AB, the 21,545 ton, 590 foot, 24.5 knot *Tor Britannia* and 22,528 ton, 590 foot, 24.5 knot *Tor Scandinavia* were among the largest and fastest ferries in the world when built. They were outfitted to cruise ship standards. Highly attractive ships with sleek profiles, they were acquired by DFDS Scandinavian Seaways in the early 1980s for use on their high speed routes and mini-cruises. Both ships have been through a number of name changes but their unique profiles make them instantly recognizable. *Tor Britannia* is currently *Prince of Scandinavia* and *Tor Scandinavia* is *Princess of Scandinavia*. Both ships were up for sale in mid-2004 (Latimer 2002, <http://www.swashway.com/northsea.htm>).

7.4 Passenger Ships and Legend

Based on the above ships, one can say that the necessary and sufficient condition for a ship to be considered a legend is that the ship must be notable within her operational environment in at least the Attractiveness Property of External Appearance and one or more of the Attractiveness properties of Service & Cuisine Quality, or Facilities, Furnishings, & Finishes, or the Significance Properties of History or Legacy. The transition from the Personal/Local Legend classification to the Demi Legend classification is much more difficult. These 13 ships from the General Survey, *Lusitania*, *Olympic*, *Imperator/Berengaria*, *Aquitania*, *Bremen*, *Europa*, *Rex*, *Nieuw Amsterdam*, *America/Australis*, *Independence*, *Andrea Doria*, and *Oceanic* were greatly superior across all Categories and Properties. These ships were, when built, the premier ships of their nations or routes. Based on the General Survey results, a ship has to be special,

beloved, in order to move from the Demi Legend to the Legend classification.

Mauretania held the Blue Ribband for 22 years. *Ile de France* revolutionized ocean liner interior design and rescued the survivors of the *Andrea Doria*. These two liners are among the very few referred to as ships with souls. *Rotterdam* sailed for Holland America Line for 38 years. Affectionately known as the “Grand Dame”, she will share the fate of the *Queen Mary* when she is converted to a hotel and convention center in her namesake city in 2005. *Canberra*, known as “The Great White Whale”, sailed 37 years for P&O Lines before being scrapped in 1998. Her troopship duty during the Falklands War endured her to the British people. Carrying the main assault troops, she sailed into the war zone where *Queen Elizabeth 2* was not permitted to go. *Norway* initially carried the legacy of the *France*. Her conversion to a cruise ship was revolutionary and proved the concept that a 2,000 passenger ship could be successful in the Caribbean. Over the years she developed a following of her own and remained popular until a boiler explosion put her out of service in 2003. *Queen Mary 2* will be the largest passenger ship ever built until the *Ultra-Voyager* debuts in 2006. She was the first ocean liner built in 35 years. Her achievements have garnered headlines worldwide. With the assignment of *Queen Elizabeth 2* to full time cruising, *Queen Mary 2* remains the only ship in scheduled transatlantic service. When additional responses since August 17 are included, *Queen Elizabeth* can be grouped in the Grand Legend classification. This classification includes six of the largest ocean liners ever built before *Queen Mary 2* and the most famous one, *Titanic*. Other ships in this classification are *Queen Mary*, *Normandie*, *United States*, *France*, and *Queen Elizabeth 2*. Along with *Queen Elizabeth*, these six are the fastest ocean liners ever built. All the ships in this classification were also their national flagship when built. Grey (2004, 2) wrote in reference to *Queen Mary 2*, “The term ‘flagship of

the British Merchant Navy' may not amount to a hill of beans to the accountants, but it will mean something to many people in this country, while their American cousins will feel comfortable about the Brits being in charge." This along with their size and speed separate them from the Legend classification. *Titanic* shares the size and national flagship characteristics, but her history makes her a special case.

An incident or disaster may make a ship notable but from a negative side. However, much depends on the ship and the location. Had *Titanic* not sunk she might still be a legend.

She would have dominated the 1912 season and given *Imperator* stiff competition in the 1913 season. Her sister, *Britannic*, would not have been delayed and would have entered service in 1913 or early 1914, thus competing with *Vaterland* and *Aquitania*. This would have made White Star the first company with a balanced three ship express service and their trio would have an honored place in maritime history. As *Olympic* improved, *Titanic* was poised to gather headlines before she ever sailed. Her luxury and size made her a significant ship. Her sinking and the circumstances surrounding it instantly propelled her into legendary status, but the sinking alone did not make her a legend. An example of this would be the sinking of the *Empress of Ireland* in 1914 with the loss of 1,015 of the 1,477 passengers and crew. *Empress of Ireland* had a major impact on Canadian maritime history but no where near the impact of *Titanic*'s sinking. More recently, the *Dona Paz*, an inter-island ferry in The Philippines, collided with a tanker in December 1987. The ensuing explosion claimed the lives of over 4,300 people. There were only 26 survivors and the exact toll is unknown since the *Dona Paz* was seriously overloaded. On September 27, 1994, the ferry *Estonia* left Tallinn for an overnight journey to Stockholm with 989 passengers and crew. Later that night, *Estonia* encountered heavy seas. Her bow

door eventually opened and broke off. As a result of the flooding, *Estonia* rolled over and sank early the next morning with the loss of 852 lives. Her sinking prompted stringent new safety regulations and had a major impact on Baltic ferry load factors for the next one to two years. Yet outside of Sweden and Estonia there is little interest in her story. Likewise, outside of Canada, in the case of *Empress of Ireland*, and The Philippines, in the case of *Dona Paz*, there is little interest in their stories. In terms of the percentage of lost passengers and crew all three were greater than *Titanic*. The loss of life in all three was substantial and with the *Dona Paz* exceeded *Titanic*'s by almost three fold. In the case of the *Estonia*, the disaster was one that was not thought possible in late twentieth century Europe, much like *Titanic*. Had they been significant ships in a major trading area, their sinking might have rivaled *Titanic* in impact. Ships can be legendary in a negative sense, but in the case of passenger ships the negative aspect alone is not sufficient for legendary status.

7.5 Other Legendary Objects

When the Internet was searched for legendary automobiles, Porsche dominated the first three pages of results. When the first ten pages were examined, five words can be used to describe the dominant cars, classic, racing, sport, luxury, and vintage/ antique. The classic cars included Model T Ford, Model A Ford, or Volkswagon Beetle. The racing cars were the renown Formula 1 winners. Sport cars included well-known models or brands such as Corvette, Porsche, T-bird, or Ferrari. Luxury was dominated by Rolls Royce and Mercedes-Benz. The vintage/antique classification mostly included cars from the 1920s and 1930s. Legendary cars appeared to be determined by a combination of horsepower,

speed, innovation, beauty/aesthetics, and engineering excellence.

When a similar search was conducted for legendary passenger planes and legendary passenger airplanes, the results varied. However, the DC-3 was prominent in both results. Under legendary passenger airplanes, the Boeing family of planes, B-707, B-727, B-737, and B-747, was prominent. The Convair 880/990 was mentioned under legendary passenger planes for its performance and engineering. The Concorde was also mentioned for being a pioneer. With passenger planes, successful sales, engineering excellence and innovation, and performance appeared to be the critical factors in deciding if a plane was legendary.

While technical excellence played a role, it was not the deciding factor when legendary passenger trains were searched. Luxury and the journey/route were the key factors. Other factors that determined legendary trains were speed, history of the train, and the train's operator. Aesthetics played a role once the train entered the streamline and contemporary eras. The listed trains were the marquee/flagship trains of the various railroads.

History and luxury dominated the results from a search for legendary hotels. These hotels were often among the premier hotels in their city. The Algonquin, Fairmont, Barclay, Cincinnati, Pennsylvania, Willard, Ritz, Fontainebleau Hilton, and Hotel del Coronado were among the hotels listed.

When legendary warships are considered, individual ships or classes of ships may be legendary. The World War II German battleship and cruiser fleet appeared to have a large

following with many Internet sites in multiple languages. The fleet consisted of the battleships (Schlachtshiffe), *Bismarck*, *Tirpitz*, *Scharnhorst*, and *Gneisenau*; the pocket battleships (Panzerschiffe) *Deutschland*, *Admiral Scheer*, and *Admiral Graf Spee*; and heavy cruisers *Admiral Hipper*, *Bluecher*, *Prinz Eugen*, *Seydlitz*, and *Luetzow*. These ships were known for their fire power, size, speed, and beauty, compared to comparable Allied ship classes. The three most famous were *Bismarck*, *Admiral Graf Spee*, and *Prinz Eugen*. *Bismarck* was famous for her sinking of the British heavy cruiser, HMS *Hood*, and her spectacular end. *Admiral Graf Spee* was famous for her damage to merchant shipping in the early days of World War II, the Battle of the River Plate, and her end which was followed by millions around the world. *Prinz Eugen*'s fame came from her role as *Bismarck*'s escort in the battle with HMS *Hood* and HMS *Prince of Wales*. Though these ships were famous for negative connotations, they also scored high in the positive/neutral areas of firepower, speed, beauty, and size. The other German ships also drew on their association with these three; *Scharnhorst* and *Gneisenau* as design predecessors of *Bismarck*; *Tirpitz* as *Bismarck*'s younger sister; *Deutschland* and *Admiral Scheer* as *Admiral Graf Spee*'s older sisters; and the *Admiral Hipper* class cruisers for their physical resemblance to the *Bismarck*. These ships are known both as members of a class of warship and as individual ships. A number of these ships have substantial war records of their own but are not widely known outside of Germany or World War II naval enthusiasts. With warships, deeds play the major role in breaking a ship out of its class. Those with impressive war records are better known than those who sat the war out in a protected anchorage.

The common thread running through these examples is that those that achieved legendary

status were superior across a combination of factors that their public considered important and were able to communicate this by deeds or degree of superiority. With reference to ships, Grey (2004,1) wrote, “It is difficult to determine exactly what the magic ingredient might be that will make a ship into a household name. The old QE2 certainly has it and, 36 years on, enjoys a cachet with her passengers that far younger and more luxurious vessels fail to attract.” The publicists and historians may write about the car, train, hotel, airplane, or ship, but the subject must find a resonance with the public. Without that resonance, the books will remain on the shelf and the website will go untouched.

7.6 Cruise Ships and Legend

In order to be notable, a first step towards becoming legendary, a cruise ship has to be superior in those areas that the market considers important, the more superior, the better. Given the level of luxury and size among contemporary cruise ships, this has become more difficult to achieve. In discussing the 2003 “Best Cruise Value” awards, Devol (2003,1) wrote, “Back in the ‘good old days’ of cruising, in the early 1980s, the differences between each of the cruise lines were very distinct. The ships back then were still mostly older ships, with few, if any, offering the amenities that are considered mandatory today: multi-level show lounges, alternative dining venues, veranda cabins. Health spas, and even an amenity such as television were found on a handful of ships back during that time.

Often it was not the ship that was most important in choosing a cruise but rather the reputation of the line itself and the style of cruise it offered to passengers. Even price was

not the over-riding factor in selecting a cruise (even though it was more costly to cruise then than it is now). What was important for the typical passenger back then was the ambiance, the types of other passengers, food, service, and itinerary. One's judgment of value was often reflected in being fully satisfied with what he received for what was being promoted.

Today, the process has become more difficult as there is far less distinguishing features between many of the ships and the cruise lines below the 6-star category. This is because ship sizes are similar, amenities are similar, and price alone has become the deciding factor for a large percentage of today's cruisers."

Since 1988, the debut of *Sovereign of the Seas*, over 100 new cruise ships will have been built by 2007. Over 20 are over 100,000 tons, and at least 6 are over 1,000 feet in length. The majority of the remainder are in the 70,000 to 90,000+ tons range and more than 800 feet in length. While not express liners, most of these ships are moderately fast with speeds of 20 to 24 knots. These ships have multi-deck atriums, double and triple deck restaurants, double and triple deck show lounges, multiple swimming pools, a high percentage of balcony and outside cabins, a high level of furnishings and finishes, and extensive collections of onboard art. In addition, their construction was by techniques and machinery at the cutting edge of shipbuilding.

Ocean liners with these characteristics would have been among the most notable ships of their times. Yet only 34 of these hundred plus ships were named by General Survey respondents. Of these, only the following 5 were listed by three or more respondents, *Voyager of the Seas*, 10 lists; *Sovereign of the Seas*, 9 lists; *Royal Viking Sun/Prinsendam*,

5 lists; *Oriana* (1995), 5 lists; and *Carnival Destiny*, 3 lists. *Voyager of the Seas*, *Sovereign of the Seas*, and *Carnival Destiny* were the largest ships in the world when built. *Oriana* was the largest and one of the fastest cruise ships ever built for the British market and *Royal Viking Sun* was the most expensive and luxurious cruise ship up to her time. Other post-1966 cruise ships on three or more lists were *Pacific Princess*, 15 lists; *Vistafjord/Caronia*, 8 lists; *Royal Viking Star/Black Watch*, 6 lists; *Royal Viking Sea*, 5 lists; *Royal Viking Sky*, 4 lists; and *Royal Princess*, 4 lists. Six ocean liners from the 1960s that spent most of their lives as cruise ships were on 3-8 lists. These ships were *Empress of Canada/Mardi Gras*, 8 lists; *Sagafford*, 7 lists; *Kungsholm/Sea Princess*, 6 lists; *Alexandr Pushkin/Marco Polo*; *Eugenio C*, 5; and *Hamburg/Maxim Gorkiy*, 3 lists. Of all these ships, known primarily as cruise ships, only *Pacific Princess* and *Voyager of the Seas* compared favorably with 9 ocean liners from the Personal/Local Legend classification that were on 10 to 17 lists. These ships were *Monterey/Britanis*, 17; *Michelangelo*, 16; *Empress of Britain* (1931), 15; *Leonardo da Vinci*, 12; *Caronia* (1948), 12; *Southern Cross*, 11; *Lurline/Ellinis*, 11; *Raffaello*, 10; and *Windsor Castle* (1960), 10. The cutoff for the Demi Legend classification was 19 lists. The cruise ships stand out for a variety of reasons. *Pacific Princess* was the star of the popular American television series, *The Love Boat*, which did much to introduce cruising to the American public. *Voyager of the Seas* introduced horizontal atriums, ice skating rinks, and rock climbing walls to mainstream cruising, in addition to being the largest ship in the world by at least 20% when built. *Sovereign of the Seas* was the first purpose built cruise ship to break the 70,000 ton barrier and set the size standard for the contemporary market. In spite of these accomplishments, cruise ships failed to place above the Personal/Local Legend classification in the General Survey.

Venturi, Scott Brown, & Izenour (1977, 81-82) quoted the California Electric Sign Association, “The key word is: Proportion....Proper proportions – the relationship of graphic elements to each other – are necessary to good design, whether it be a matter of clothing, art, architecture, or an electric sign. Relative size, not overall size will satisfactorily influence attractive appearance.” Though written as a guideline for on premise signs, this applies also to passenger ships. However, with passenger ships it is the combination of overall and relative size that matters, as Wall (1998, 11) wrote, “Anyone examining the correspondence of these immigrants, as shown in their short messages written on the post cards they dispatched, will soon find references to the size of the ‘boat’ on which they were about to sail. Size and speed were two valuable commodities on which the market position of any particular liner was based.” This combination results in a ship that fulfills two of the tasks of the ship designer, as laid down by the Geddes Commission (Guiton, 1971):

1. To design a ship to give the performance a customer needs.
2. To design a ship that is pleasing to the eye.

A ship meeting these criteria also fulfills five of Vitruvius’ six fundamental principles of architecture. These are:

1. “Order gives due measure to the members of a work considered separately, and symmetrical agreement to the proportions of the whole.
2. Arrangement includes the putting of things in their proper places and the elegance of effect which is due to adjustments appropriate to the character of the work.
3. Eurythmy is beauty and fitness in the adjustments of the members.
4. Symmetry is the proper agreement between the members of the work itself, and relation between the different parts and the whole general scheme, in accordance with a

certain part selected as a standard.

5. Propriety is that perfection of style which comes when a work is authoritatively constructed on approved principles. (Vitruvius, 1960, 13-15)”

These characteristics are fundamental to the ship catching the eye of the observer. The economic realities of the cruise industry have resulted in efforts to maximize revenue per foot of length while at the same time keeping length at the minimum required within naval architecture constraints. As shown in figures 45 and 46, the result has been a box-like appearance in which the traditional length to height ratio, as shown in figure 47, is distorted. Cruise ships may be less pleasing to the eye.

Figure 45 *Seven Seas Voyager*



Figure 46 *Norwegian Dawn*



Figure 47 *Queen Elizabeth 2* Courtesy of ShipPax Information



An additional explanation might be the contemporary trend towards building cruise ships in classes like warships. Even ships from a class with identical design and appearance

develop their own personalities over time. While these personalities are obvious to the passengers, the personalities are invisible to the general public. Even though the passenger ship literature is dominated by ocean liners, cruise ships are not out of the public's eye. They are heavily marketed by their respective companies and still slow traffic when they are in port. People take cruises but have a difficult time remembering which ship they were on when asked about the cruise. Grey (2004, 1) wrote with regards to *Queen Elizabeth 2*, "...all might be forgotten as the new ship establishes her reputation. Who remembers the shrieks of derision when the Clyde-built QE2 limped back to port with bust boilers, and indeed a reputation for dodgy plumbing that persisted until her mid-life refit (in Germany).

Unless you have actually suffered your bath filling up with what is euphemistically called 'grey water', or teams of carpet layers hammering over your head all night, these celebrated vicissitudes tend to add to the charm and 'character' of a ship and make others more determined to travel on her.

You can dine out for a long time on tales of the SAS parachuting into the Atlantic to dispose of IRA bombs (true) or how you never even spilled your Martini when a monster wave rolled the QE2 to 50 deg and scattered grand pianos about like autumn leaves (slight hyperbole here). A voyage needs to be memorable!" By the time *Queen Elizabeth 2* was the last big liner making transatlantic crossings in 1975, she had already established her reputation for excellence and was the standard by which all other ships were judged. In order to capture the public imagination, a ship must be visibly different and noticeably better than her contemporaries as in the case of both *Queen Elizabeth 2* and *Queen Mary 2*.

7.7 Summary and Conclusion

Passenger ship legends exist on several levels, Personal/Local Legend, Demi Legend, Legend, and Grand legend. The ship has to be both notable and pleasing to the eye. The Internet, with its worldwide access, makes Personal/Local Legend classification easier to obtain. If someone takes the time to set up a website and enter the ship's information, the information is readily available to others with like interests, unlike with books, which are restricted by language and sales availability. The move from the Personal/Local Legend classification to the Demi Legend classification is difficult to make. It requires wide-spread knowledge and admiration for the ship, in addition to superiority in the Categories of Attractiveness, History, and to a lesser extent, Power, and Competitive Advantage. To move into the Legend classification, a ship has to be special in addition to all of the above. She has to be a ship that is especially beloved. To achieve the Grand Legend classification, the ship has to be at the pinnacle of passenger shipping in terms of beauty, size, luxury, history, and speed.

Looking at the Delphi Method and General Survey results, it appeared that cruise ships were not considered to be legends. None scored above the Personal/Local Legend classification. When the top scoring cruise ships were examined, different factors played the key role in a ship's notability. History was the key for *Pacific Princess*. Luxury drove the selection of the Royal Viking Line ships, which comprised over one third of the top cruise ships. Size was the dominant factor in the selection of *Voyager of the Seas*, *Sovereign of the Seas*, *Oriana* (1995), and *Carnival Destiny*. A common feature of all

these ships was that they were pleasing to the eye. Arguably, the more pleasing, the higher they scored, as in the cases of *Voyager of the Seas*, *Sovereign of the Seas*, and *Carnival Destiny*, illustrated below.

Figure 48 *Voyager of the Seas* Courtesy of ShipPax Information



Figure 49 *Carnival Destiny* Courtesy of ShipPax Information



Figure 50 *Sovereign of the Seas* Courtesy of ShipPax Information



The present tendency to build cruise ships in classes has contributed to a high degree of sameness. The customer demand for balcony cabins and the cruise lines' attempts to maximize these high revenue units have also created less flexibility and a lack of creativity in exterior design. While individual ships develop their own personalities, these are not visible to the general public or even to the passenger ship buff. Therefore, the ship becomes just one of many. A legend must stand out, it must be distinct.

The final chapter reexamines the propositions, introduces the revised model, and discusses areas for further study.