

INTRODUCING

^{s/s}oceanic


HOME
LINES

«THE SHIP OF TOMORROW»



IT'S YOUR CRUISE SHIP!



A NEW WORLD OF PLEASURE...



"JOY, SHIPMATE, JOY"

*"Our life is closed, our life begins,
The long, long anchorage we leave,
The ship is clear at last, she leaps!
She swiftly courses from the shore.
Joy, shipmate, joy!"*

—Walt Whitman

In these exuberant lines, America's greatest poet once summed up, in another context, the excitement which only a sea voyage can bring. And this is especially true of a pleasure cruise sea voyage. A sea cruise, on the right ship, can be the most wonderful adventure of a lifetime bringing happy memories for years to come. It can be as romantic or as realistic or as therapeutic as you like. It can be a source of new friendships and novel ideas for as long or short a time as you fancy.

But for most people, a cruise can be a supreme escape from the humdrum and the ordinary; a release from the cares of day-to-day living and duty; a means of recovering once more a lively heart and a blithe spirit to go home again with...

There are hundreds of cruises offered today, of all varieties and on all kinds of ships. By now, vacationers are looking for something new in a cruise ship. That is why Home Lines—whose phenomenal success in the cruise business has become a household word in the steamship industry—have made a thorough study of the cruise preferences of North Americans and have now created a brand new type of cruise experience to meet this demand. In short, they have actually invented, designed and produced, over the past three years, a new kind of cruise ship which will set the pattern for 'the shape of ships to come': the magnificent 'Oceanic'—'the ship of tomorrow'. Her unprecedented qualities provide the background for an even higher type of pleasure cruise service than on the fabulously successful cruises of the Home Lines Group ships—the Homeric, Italia, Queen Frederica. This booklet gives a sketch preview (while the ship is still receiving finishing touches in the yards at Monfalcone, Italy) of what is the greatest and certainly the largest ship ever designed solely for year-round cruising.

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THE GREATEST SHIP EVER BUILT
SOLELY FOR YEAR-ROUND CRUISING!

HOME
LINES

IN ALL THE WORLD... ON ALL THE OCEANS...
NEVER BEFORE A SHIP LIKE



^{5/5} oceanic





oceanic

THE SHIP OF TOMORROW ON THIS YEAR'S HORIZON

So far in advance of contemporary cruise ships is the 'Oceanic' that she may well become 'the shape of ships to come'—to paraphrase H. G. Wells. This phrase relates to her bold and novel appearance as well as to her advanced techniques of marine design, the ultra-modern spirit of her décor and to the hitherto unheard of application of the newest ideas on sea-going pleasure and comfort. In a real sense, the 'Oceanic' is an exciting and intuitive preview of sea transportation wonders awaiting travellers in the decades to come.

This sleek and gleaming goddess among cruise ships is a synthesis of the sciences, arts, crafts and skills of the best creative minds in Europe, coordinated by a great Home Lines ideal. Among famous artists and architects who have contributed their talents to her decorative beauty are: Zoncada, Pulitzer, Martellani, Bial, Guerello, Carà, Cervi, Frandoli, Nordio, Boico, Mascherini, Luzzati, Predonzani, Righi, Paolucci, Marangoni...and many others.

The following pages give some anticipatory ideas of the splendors and amenities on this super-liner; but what cannot be picturized here is the Old-World character of Home Lines famous service, the *hôte-cuisine* and wine cellars as fine as any in all Europe, and a gay, friendly elegance. It is a type of personal service you may have thought had gone from this modern world forever...but it is still an integral part of the character of Home Lines meticulously-trained Italian personnel.

To these advantages must be added the extraordinary attention which Home Lines have always given to their ships' housekeeping; manifest everywhere in spotlessness, gleaming floors and brass, sparkling polish and paint—a fanatical cleanliness...

Finally, there is Home Lines' fine sense of navigation practised by officers and crew with generations of sea traditions behind them, and assisted today by every possible aid to perfect seamanship that modern science can provide.

The four illustrations here represent some of the 32 aluminum panels decorating the staircase halls of the ship. Each panel of carved aluminum is about two metres high, and each symbolizes a different figure in European history (such as Charlemagne, for instance). These unique and beautiful works of art are the creations of Professor Zoncada, one of Italy's leading architects.



YEARS AHEAD IN YEAR ROUND LUXURY CRUISING

Besides the ultra-modernity of her design and decor, the 'Oceanic' possesses a feature never before installed or used on any cruise ship. For the first time in marine history, TV cameras will be used to enhance the enjoyment of cruise passengers. On this super-cruise liner telecameras will be located at strategic spots throughout the vessel—in lounges, on decks, in engine rooms and in kitchens. So that, without leaving the privacy and comfort of his suite, a passenger may watch proceedings on his TV screen in his cabin, or in the various public rooms. In this way, approaches to and departures from various ports may be watched in private comfort without going out on deck.

The ship's amenities also include a closed TV circuit system whereby programs may be broadcast to ship's passengers, of various shipboard activities to suit all tastes. At ports of call, local TV broadcasts can be received and rediffused to the TV receivers located in certain suites and cabins and in the lounges, bars, etc.—using the normal local channel selector switch on each receiver.

Local broadcasts using a different line system will be scanned on special equipment at ship control board and rediffused to individual receivers.

Another outstanding 'Oceanic' attraction is the successful application of new acoustic techniques for sound-proofing cabins—a remarkable and welcome decibel problem solution. A further novelty is the close study and actual testing which has been given during construction, for the first time on any ship, to the problem of providing enough airconditioning to absorb any amount of heat and smoke caused by large parties held in suites and cabins. Under automatic or manual control, all eventualities of this nature have been anticipated, for the comfort and pleasure of passengers.

These novelties will undoubtedly provide material for imitation among shipbuilders for years to come—another indication of the appropriate nature of the term 'shape of ships to come'...

UNIQUE ALL-WEATHER INDOOR-OUTDOOR
^{s/s} **oceanic** LIDO DECK
Featuring the first transparent retractable roof ever designed.



The novel feature of the Pool is the remarkable and unique 'Magrodome', or opening roof (40 metres by 20 metres) above the 'lido deck'. Created and designed specially for the 'Oceanic', its equipment comprises two groups each of five telescopic transparent

panels: the end panels being fixed and the four others movable. Each group is opened and closed independently, control being effected by push-button from the deck.

WITH TEMPERATURE-CONTROLLED LARGEST SWIMMING POOL AFLOAT!

Swim or laze.... Day or Night!.... In any weather!

The main feature of the 'Oceanic' Lido Deck is the truly vast Pool and its spacious adjacent 'lido' area of 10,350 sq. feet. Its two connecting pools are each 360 sq. feet. The pool is filled with warmed sea water, filtered and temperature-controlled, as weather requires. In inclement or cool weather, or at night, if need be, this unique Lido Deck can be covered instantly by means of its unique retractable transparent roof made of non-glare tempered glass. This extraordinary and beautiful roof was specially constructed in Paris by the celebrated house of McGregor, and is slightly curved when closed. It is easily and quickly manipulated by a sliding panel device working from both fore and aft ends of the pool.

The delights of the pool may therefore be enjoyed in any weather or in any temperature, rain or shine, day or night, with outdoor advantage. At night, the pool is illuminated with colored fountains springing from the pool's center (as in Lake Lugano, for instance)—the first cruise ship to possess this beautiful and exciting novelty.

With shallow borders and a depth of two metres in the center, the pool area is available to all types of swimmers and bathers as well as providing a spectacular focus for sun-bathing, outdoor waterside fun and deck relaxation, inspired by the original Lido at Venice. With adjacent Lido Deck, bars and lounges, the total overall deck space is 66,350 sq. feet.

The decorations of this glorious pool are themselves a work of art, combining a unique use of Italian ceramics in the pool floor and of the quartz decking adjoining with a clever employment of outer wooden deck sheeting.

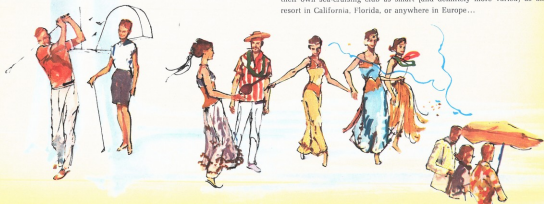




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A NEW DIMENSION IN LUXURY

'Oceanic' is the largest ship in the world designed and employed exclusively in all-year-round cruising. She also offers the highest type of accommodation, in all categories, all with private facilities, of any cruise ship now in service. Passengers have the entire run of this completely air-conditioned liner, on all eleven elevated decks, and enjoy the use of all her infinite variety of public lounges, and rest and sports decks; besides being able to revel night and day, in any weather, in the colossal Lido Deck Pool. The ship is in fact their own sea-cruising club as smart (and definitely more varied) as any resort in California, Florida, or anywhere in Europe...



IOUS AND GRACIOUS LIVING...

These pages present an artist's conception, derived from the ship's architects' and decorators' drawings, of this palace of cruise pleasure. Add to this fabulous setting, unmatched even in any resort ashore, the vital human qualities of Home Lines inspired Italian service from world-famous chefs, the industry's ablest and most gifted stewards, maids, table staffs, deck personnel, musicians, entertainers, hostesses, officers and crews, and you have the unique ingredients of a rhapsody cruise. It offers you the supreme escape from the humdrum world of work and duty into a world of pure magic pleasure.



A GALAXY OF OTHER LIDO DECK ENCHANTMENTS



"Eden Roc" Lounge-Bar on Lido Deck

On the huge Lido Deck, besides the 'Oceanic' Pool, you find the sumptuous Escoffier Grill Room, designed for special dinner 'night-out' parties—a truly de luxe 'supper club'. Accenting its intimate luxury are a great end-wall tapestry in French impressionist style, and magenta velvet panels on the other walls to complement the rich carpets and chairs. Adjoining the Pool, is the smart Eden Roc Bar echoing something of a French Riviera resort; here, ceramics contrast with painted and plasticized wall panels, in modern Italian style.

"Escoffier Grill Room" on Lido Deck



DRAMATIC ELEGANCE AND GAY LUXURY...



Nearby are the gay Portofino Bar
and the fascinating French Montmartre
Room, ideal fun spots for late evening frolics.

"Montmartre Room" on Lido Deck



"Italian Hall" Lounge on Riviera Deck



"Aegean Room" Lounge on Riviera Deck

A FLOATING PALACE

of cruise pleasure...on the Riviera Deck

There are three sparkling lounges on the Riviera Deck, each in different styles. Forward is the oval Italian Room whose simple rich ceiling reflects flood-lighting discreetly on modernistic furniture and a colossal grand piano; and whose cunningly draped walls are highlighted by canvas paintings and several filigree panels laminated on plastic.

Alongside is the Mayfair Bar whose English character is accented by special panels depicting stylistic castles, scratched and painted in the mode of tomorrow's London.

Amidships is the vast Aegean Room whose décor suggests the antiquity of Crete modernized to express the Greek spirit of today. The color scheme comprises a gold ceiling illumining the dark red carpeted floor and centre chairs and sofa in old gold and green on the side ones. Besides providing an immense dance area, this lounge can be used for spectacles, fancy dress shows and costume balls, as well as for entertainments on a large scale mounted on a theatre-sized stage which can be raised or lowered as needed.

A Card Room on Riviera Deck





"Scribbles Panels in Library" on Riviera Deck

On this deck is also the exquisite Card Room with its graphic panels and hand-worked leather wall decoration; and next to it, a Writing Room with an unique magazine rack in art crystal and carved wood panelling wall cover, illustrating Cretan writing in silver-leaf.

Further aft on this exciting deck are two other card and writing rooms which have also been designed to accommodate small private parties. Aft on this deck is the spectacular Europe Observation Lounge, set right across the beam of the ship, with its adjoining Skai Bar where the art of mixing the best labels reaches the pinnacle of perfection, in an ultra-modern Pan-European style.



"Cretan Writing Room" on Riviera Deck



"Europe Observation Lounge" on Riviera Deck



"Skai Bar" Smoking Room on Riviera Deck

THE ³/₄ **oceanic** RESTAURANT
LARGEST DINING SALON AFLOAT
LUXURIOUSLY SEATS OVER 650 PEOPLE AT ONE SITTING!

"The Oceanic Restaurant" on Restaurant Deck



This enormous and novel salon, of Spanish-Moorish design, is breath-taking by any standards. It can easily accommodate over 650 people and, though extending across the ship's beam, has no pillars to obstruct the diner's view. Its glowing ceiling forms a low cupola, based on the design of certain basilicas. The whole effect is one of

elegance and spaciousness. The kitchens themselves have a regal equipment, comprising a glittering, ultra-modern, spotless kingdom of 'haute cuisine' worthy to cater to the adjoining splendor...There is no dish or delicacy beyond the skill and art of the 'Oceanic's' chefs who indeed continually create new culinary wonders of their own.



BUFFETS ABOARD THE ^{3 1/2}oceanic

*Surpassing even
the world-famous
Home Lines reputation!*

A buffet on deck or elsewhere aboard the 'Oceanic' is one of the fun highlights of the cruise. Here are served all the delights of the ship's cuisine resources right on deck where, in whatever sport costume you choose, you can revel the mealtime away in the glorious sea and sun or moonlight, starlit air...





The Children's "Wonderland" Playroom on Belvedere Deck

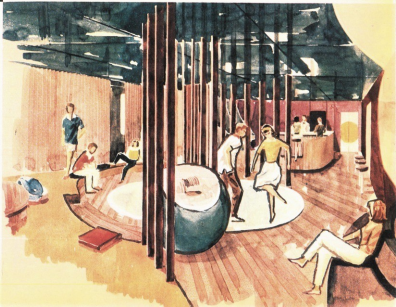
Youngsters are no longer a problem on a cruise. We have created a whole new world for them to kick up in! On the Lido Deck, right near all the adult fun and conveniently near to the Pool for them, is the fabulous "Teenagers Room" where every off-beat idea for amusing themselves can be tried out safely and excitingly. There's plenty to help them: a well-stocked record juke box, a bowling alley, soft-drink dispenser bar—in short, every facility for funmaking. And all this in an excitingly designed setting as modern as the kids' day-after-tomorrow! Just wait till they set their eyes on it!

A Nursery with trained attendant occupies the unpredictable energies of the very young—leaving adults to relax with peace of mind. A galaxy of playful amusements awaits them!

The "Fun-O-Rama" Room for Teenagers, on Lido Deck

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FUN-O-RAMA ROOM for those teenagers!
...and an attended NURSERY for the very young!

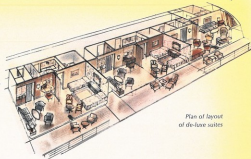


NEVER BEFORE SUCH PRIVATE LUXURY ON ANY SHIP...

...ON THE SUN DECK, eight palatial apartment suites with private verandah deck!

...ON THE BEAUTIFUL BELVEDERE DECK, 52 SUITES AND CABINS DE LUXE!

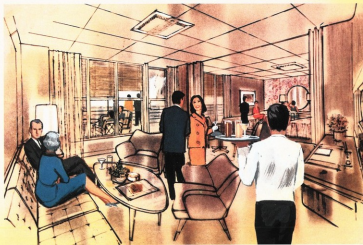
...And hundreds of other super-comfort cabins!



Plan of layout
of de-luxe suites

No millionaire's yacht, no matter how palatial, could match the really dramatic elegance and refinement of the suites, de luxe staterooms and super-comfort cabins, of the 'Oceanic'. Supreme among these are eight 'Penthouse' Suites, each with its own private ocean deck verandah. These are appropriately named after famous European castles (Windsor, Trianon, Tivoli, Heidelberg, Edinburgh, Knossos, Gotland, Alhambra), and are located splendidly aloft on the very Sun Deck itself, in a sky-top setting. What dream quarters for V.I.P. travel!

A Sun Deck de-luxe 'Penthouse Suite', named for famous castles in Europe, each with its own private verandah deck





A typical super-comfort cabin—convertible by day to a sitting-room

BEAUTIFUL BELVEDERE DECK

The Belvedere Deck is the location of 52 suites and de luxe cabins each with all the amenities and a private sitting-room. They form a sort of epitome of the idea of Pan-Europe which the 'Oceanic' is designed to create. The décor in all these suites is strikingly modern and restful. The walls around the beds are covered in woollen velvet in various colors matching the combination of woollen maquette floor coverings and rich upholstery of sofas and chairs. Other wall surfaces are covered in 'Arborite'. Suite furniture is carried out in Macassar ebony.

On the other decks, all the cabins have private facilities, some 40% have tub baths and all have showers. The décor and furnishings are of the most modern type never before used on any ship. All cabins have cooled water on tap separately. All have telephone service for ship and shore connections.



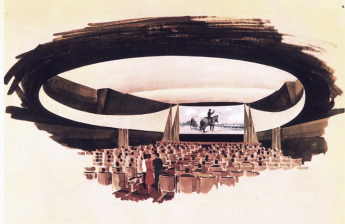
Another luxurious Suite on the Belvedere Deck

A typical cabin-de-luxe, with adjoining sitting-room

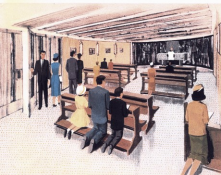


THE CINEMA

The Cinema, located on the Theatre Deck—reached by elevator—is as modern as any movie house in America. It seats comfortably 420 people, on two levels. Here, first-run movies are shown during cruises. The theatre is also available for lectures, meetings and conference get-togethers, and for entertainment features.



The 'Oceanic Cinema' seats 420 people comfortably, on two levels, and is fully air-conditioned — on the Theatre Deck



THE SHIP'S CHAPEL

The Ship's Chapel is located on the Continental Deck, in a quiet, secluded area. Here is the permanent and sacred church where the 'Oceanic' chaplain says Mass daily on each cruise voyage.

The Ship possesses also the most up-to-date hospital facilities afloat that science can provide.



FACTS AND FIGURES OF INTEREST ABOARD THE ³/₄oceanic

Builders: Cantieri Riuniti dell'Adriatico, Trieste — one of Europe's greatest shipyards.

Registered Gross Tonnage: About 33,500 tons.

Twin-screw: 60,000 horsepower.

Top speed: About 26.5 knots.

Length overall: 774 feet. **Beam:** 97 feet.

Fully airconditioned throughout.

Equipped with Denny Brown stabilizers to minimize rolling, and flares fore and aft to reduce pitching.

Closed circuit TV-screens in public rooms, apartments, and deluxe cabins. TV cameras for transmitting films, cruise activities, etc.

Swimming pool 'Lido' area: 10,350 sq. feet, with two adjoining pools each of 360 sq. feet.

Total deck spaces: 66,350 sq. feet.

Cinema seating capacity: (two levels) 420.

22 public rooms totalling 54,000 sq. feet, of which one lounge is of 7,920 sq. feet, for shows, and conferences, provided with screen for cinema projection.

Specially designed accommodation for cruises all year-round, with unique features including a main dining room accommodating over 650 passengers in comfort at one sitting.

One Children's and one Teenager's rooms, totalling 2,150 sq. feet.

Ship-shore service: De luxe fast motor boats for quick and comfortable ship-shore service in port.

'Siporter' for fast safe ship-shore transfer of automobiles, when required.

Navigational equipment of the most modern type: two radars, of different range equipped with automatic anti-collision plotter, a Sperry gyro-compass and 8 repeaters, a Sperry course recorder, an echo sounder, a Decca navigator, a Sperry Loran navigator, a Sperry automatic pilot.

Total passenger capacity: 1,601.

Cruise capacity: 1,200 — all lower berths, all cabins with private facilities and telephone.

174 in Luxury Accommodation: 8 'Penthouse' (Sun Deck) Verandah Apartments, each of 450 sq. feet, with private deck space of 220 sq. feet each.

52 De Luxe Cabins, each with sitting room, of 250 sq. feet each, on Belvedere Deck.

1,388 in 'Super Comfort' Accommodation: 509 Cabins with 2, 3 and 4 berths, on Belvedere Deck, Continental Deck, Restaurant Deck, Atlantic Deck, Oceanic Deck.

SPECIALLY DESIGNED AND CREATED FOR ALL YEAR-ROUND CRUISING



*See Your
Travel Agent*

