



# *Inaugural Cruise*

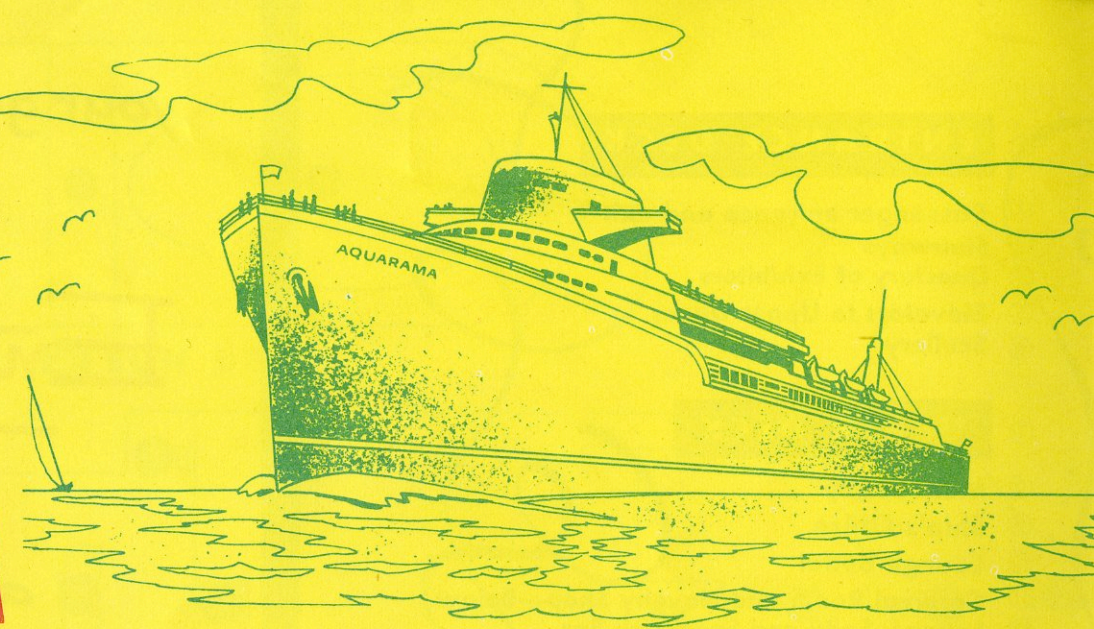
SOUVENIR PROGRAM

**S.S. AQUARAMA**



# Welcome Aboard

# THE S.S. AQUARAMA



## A MESSAGE FROM THE VESSEL OWNERS

*"My soul is full of longing  
For the secret of the sea  
And the heart of the great ocean  
Sends a thrilling pulse through me."*

Longfellow—The Secret of the Sea

Culminating many years of architectural design, planning and engineering, it is with pleasure and a high degree of satisfaction that we present what many have been good enough to call a personality ship, the S.S. Aquarama.

Our definite aim and purpose has been to build an unusually attractive ship outwardly and inwardly which in operation will bring prestige to the entire Great Lakes area.

We have been particularly mindful of having a staunch, safe vessel in all respects which the public may travel in confidence. Vast sums of money have been expended for this single objective.

Building a passenger ship for Lakes service because of the imposed short service season is definitely a risk undertaking. It is our belief that commercial success depends in no small degree on a high level of attainment in the ship's physical development coupled with the ultimate in appointments and service features. Certainly there must be no compromise with quality.

There is little contrary opinion that most Americans are water-minded. We are traditionally a sea faring people, for whom an expanse of water has an irresistible lure. As it is steeped in us, so the coming generations will be imbued with the same longing. It would be tragic indeed should all of us be denied

the advantages and advancements for inland water travel that the forward surge of progress will bring on land and in the air.

We believe the "Aquarama" has a great future service to perform as an agency for safe, speedy travel between the metropolitan centers of Detroit and Cleveland. The water route offers a carefree, uncongested, refreshing and relaxing avenue for the traveler, tourist, vacationer, convention and other group bodies. A voyage on such a ship over scenic waters is unmatched and will offer spice and zest to our every day living far removed from the commonplace. We are privileged to hope that the new service will afford a maximum of enjoyment to many, many thousands of budget minded pleasure seekers each summer as well as making the water highway between these gateway communities a veritable must on the nation's summer travel itinerary. The convenience of volume automobile transport which the vessel supplies, it is also hoped, will offer enjoyable relief and reduce accidents for the car user.

We wish herein to gratefully acknowledge the patient, able assistance rendered by the various Agencies of Government. The finished ship is the product of the energies of a multitude of earnest, capable co-workers who have labored zealously throughout design and construction, with pride, artistry and ingenious craftsmanship. To all of these we wish to express our sincere appreciation.

We hope you as a patron truly find the qualities we have tried to conceive and express in this rugged ship and its appointments, comforts and conveniences. If you so find, for it has been conceived for your pleasure and enjoyment, we are well requited.

Respectfully yours,

THE VESSEL OWNERS

## GREETINGS FROM THE VESSEL'S CHARTERERS

Dear Friends:

We are highly honored to have the "Aquarama" entrusted to us for operation. We will do our utmost to conduct our operations on a plane comparable to the high character and refinement of this dignified ship.

Leaders in Detroit and Cleveland have been acutely conscious for years of the vital need of restoration of an inter-city water service. It is well recognized that such a service will do much to advance the economy of these rapidly growing communities. This spectacular ship will act as an alluring feeder for tourism which is economically important. Of transcending importance, it will furnish an appealing medium for limited lake voyages, diversion and enjoyment, within the range of all income levels who have long been denied such cruising advantages.

Such a strikingly unusual vessel as the "Aquarama" will grace the water route between Detroit and Cleveland in a manner and degree never expected by the most forward-looking of these neighboring communities. As well, it is certain to attractively fill a niche in our growing water commerce, supplying lustre and giving prominence to the entire area.

We, as the operators, as well as the public, are fortunate to possess in the "Aquarama" a ship wherein meticulous attention has been given to detail in providing for passenger comfort, convenience and safety. Not always mentioned but, to all associated in operation, of no lesser importance is the quality of accommodation afforded crew and ship personnel. You may judge of the pride of our ship environment and our capacity and desire to please you when you step aboard. Travel elegantly with us regularly.

Cordially yours,

THE VESSEL OPERATORS

## A FEW INTERESTING FACTS ABOUT THE S. S. AQUARAMA

Length 520 feet . . . breadth 72 feet.  
Single screw . . . turbine propelled . . . oil-fired . . .  
10,000 available horsepower.  
Cruising speed over 22 miles an hour.

★ Automatic, push-button controlled car entrance doors, dog and undog, open and close in seconds. Safety devices meet or exceed all latest U.S. Coast Guard regulations.

Escalators operate between Upper and Club Decks.

Elevators service all nine decks.

★ Closed television circuit enables observation aft direct from pilot house.

Equipped with gyro compass, radio direction finder, Fathometer, ship-to-shore telephones.

★ Pilot house controlled, folding, sliding, magnetic-released fire doors.

Auto decks fully sprinklered . . . smoke detecting system . . . all furnishings fire-resistant.

★ Expanse of glare-free, heat-resistant, panoramic picture windows.

★ Lighted flasher traffic signal control system on auto decks.

★ Many other unusual and astonishing features.

★ Star indicates only some of the firsts in marine history you will see aboard the Aquarama.



## ENTRANCE DECK

- 2 Passenger entrance and exit
- 3 Stairways
- 4 Directory of Exhibitors
- 5 Elevators to Upper Decks
- 6 Scullery

## UPPER DECK

- 8 Main Lobby
- 9 Ship's Office
- 10 Lounge Buffet
- 11 Carnival Room and Novelty Shop—Below
- 12 Lounge, Soda and Sandwich Bar
- 13 Galley
- 14 Check Room
- 15 Candy, Cigarette & Souvenir Counter
- 16 Escalator
- 17 Main Bar and Cocktail Lounge
- 18 Main Dancing
- 19 Main Stage
- 20 Mariner's Bar
- 21 Lounge Passenger Aft Sun Deck

## CLUB DECK

- 23 Club Passenger Lounge
- 24 Fireplace
- 25 Children's Playroom
- 26 Dispensary
- 27 Lounge TV Room
- 28 Lounge Passenger Observation Lounge
- 29 Lounge Passenger Forward Sun Deck
- 30 Club TV Room
- 31 Club Passenger Soda & Sandwich Bar
- 32 Club Dancing
- 33 Lounge Passenger Games Deck
- 34 Circular Stairway

## SPORTS DECK

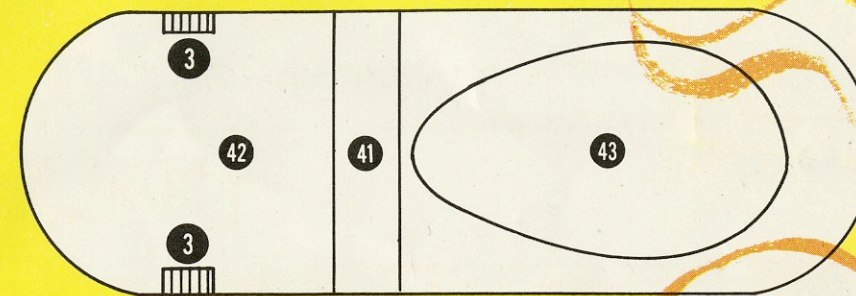
- 36 Club Bar
- 37 Lounge Passenger Observation Lounge
- 38 Lounge Passenger Forward Observation Deck
- 39 Club Passenger Sports and Dancing Deck

## SUN DECK

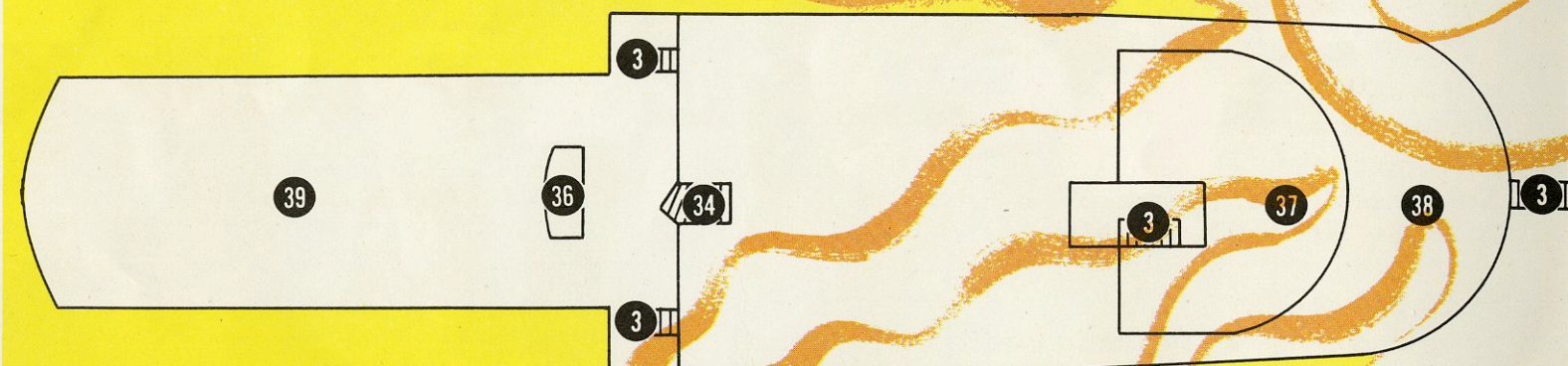
- 41 Club Passenger Covered Sun Deck
- 42 Club Passenger Open Sun Deck
- 43 Oval House

your guide to

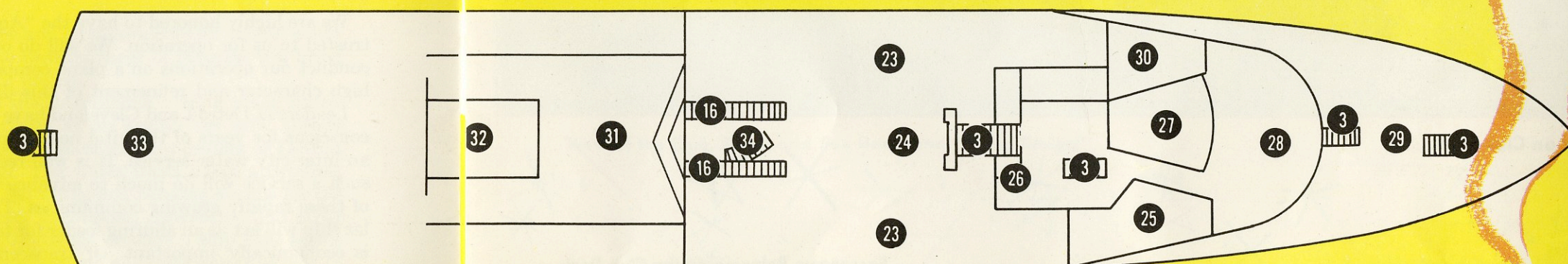
# Fun — Entertainment Pleasure aboard ship



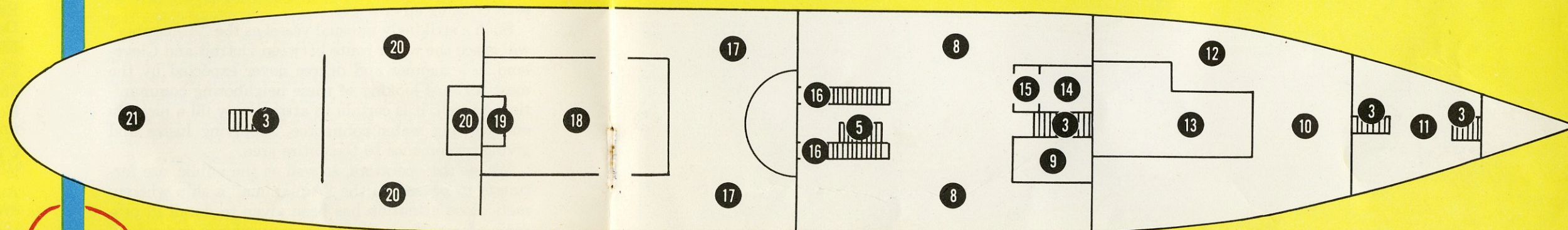
40 SUN DECK



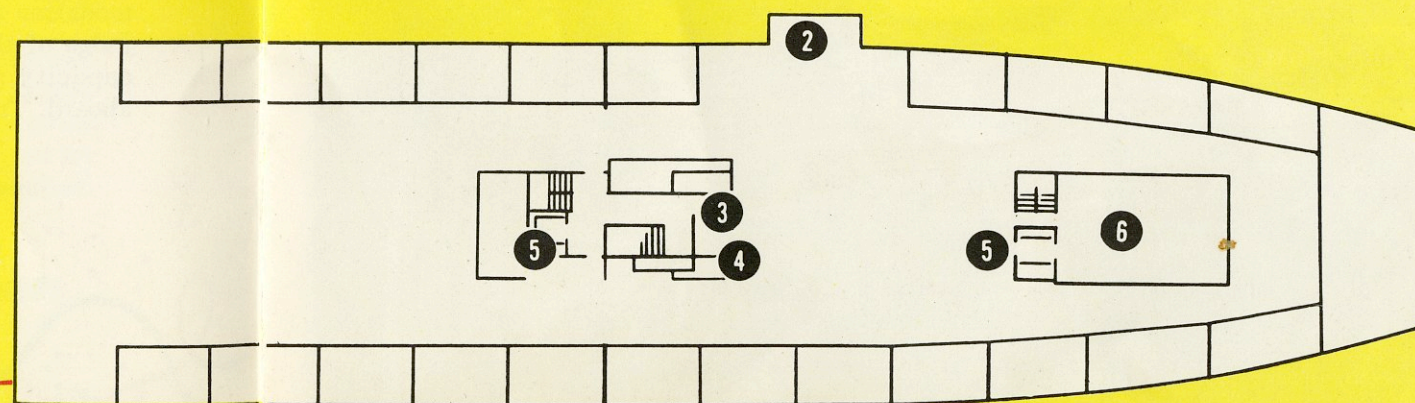
35 SPORTS DECK



22 CLUB DECK



7 UPPER DECK



1 ENTRANCE DECK





Club Bar on Club Deck



View of the Club, Sports and Sun Decks and "Flying Bridge"



Passengers Relaxing on the Club Deck



Looking Down on the Club Deck







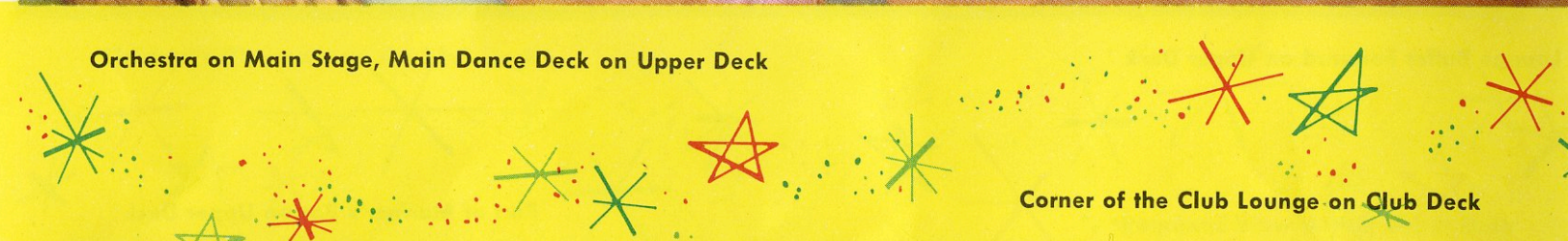
Corner of the Main Lobby on Upper Deck



Orchestra on Main Stage, Main Dance Deck on Upper Deck



The Main Bar on Upper Deck



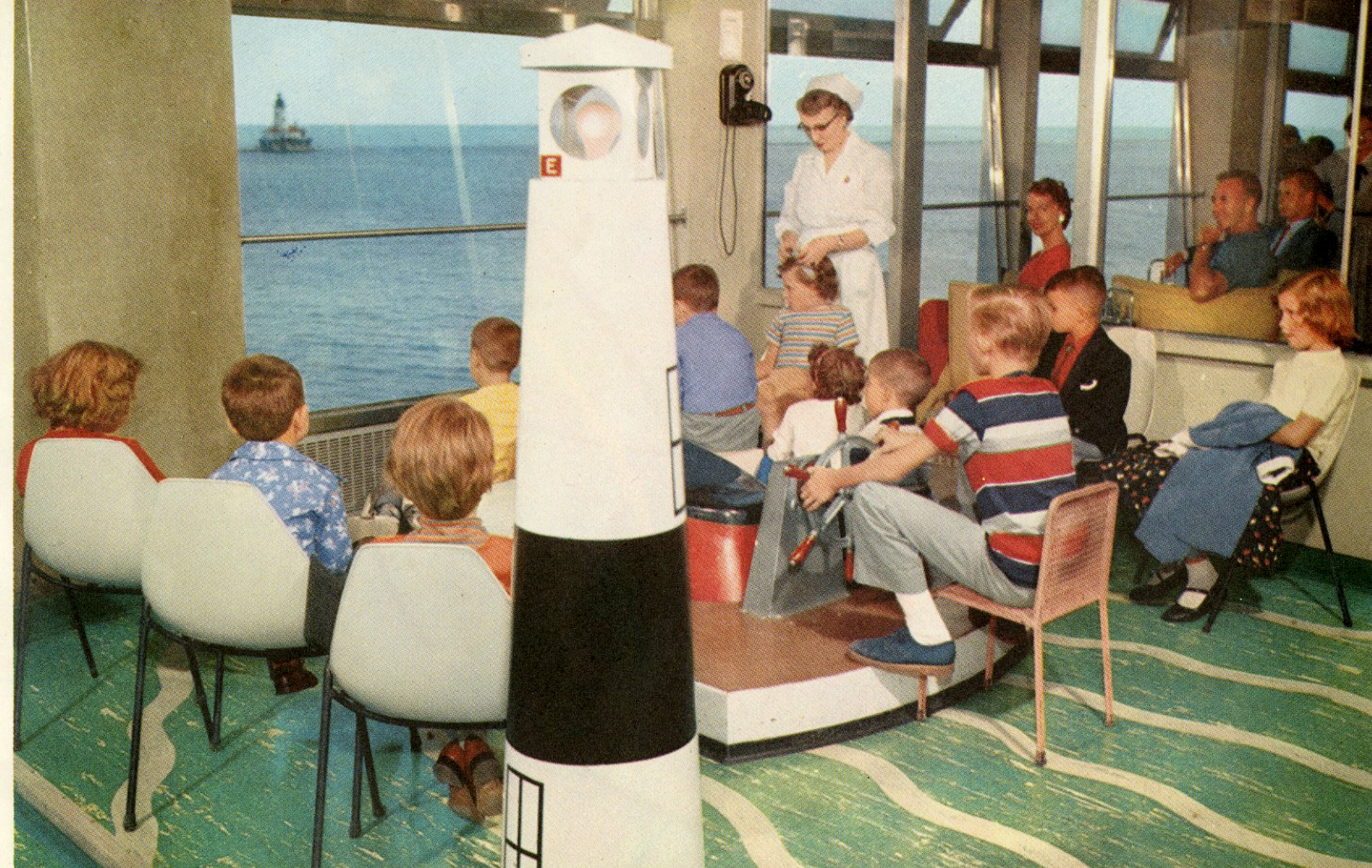
Corner of the Club Lounge on Club Deck







Lounge Buffet Forward on Upper Deck



Children's Playroom on the Club Deck



Part of Mariner's Bar on Upper Deck



Romantic View Aft on Upper Deck

