

CLASS DESIGNATION

Many of the advancements in terms of design and layout that were developed for the aborted 'Q3 Project' were incorporated into the design of Q4 – Queen Elizabeth 2. The first keel sections for Q4 were laid in July 1965 and as the hull took shape in the months which followed, the ship's internal design still had a long way to go. At that time Cunard remained firmly committed to Q3's three-class Atlantic service despite the strong case put forward but its own design department headed by the line's chief naval architect, Dan Wallace. While the class structure would remain sacrosanct, virtually every other design aspect of Q4 was questioned and evaluated.

Three Class Design

In a statement issued in February 1962 Cunard stated:

"Cunard are aware there have been moves towards two class ships, but are convinced that in a ship of 'Q4's' size, three classes are justified. The safeguard is that the internal design is sufficiently flexible to make adaptation to two classes a simple operation if the trade should warrant it. There are several factors: (1) consistent and continuing demand for Cabin Class; (2) higher revenue from a three class ship; (3) the large public who cannot afford First Class and are unwilling to go Tourist; (4) American travel agents consider that a three class ship is right. Their opinion is important because 70% of Cunard passenger business originates in North America.

'Q4' will have unparalleled flexibility between First, Cabin and Tourist, so that almost any combination of passenger numbers can be carried. She will be a completed break from the tradition of the present 'Queens', where in comparison with First Class, tourist has little or no space".

In a press statement issued by Sir John Brocklebank on 21 October 1963:

"The question of whether the new ship will carry two or three classes has for some time been the subject of detailed examination, but as it is not immediately necessary for us to take a final decision these studies are continuing. I may say, however, that as regards to First Class, her restaurant, similarly to the 'Queens', will be sufficiently spacious to take care of all her First Class passengers at one sitting".

Earlier (unissued) drafts of the same statement declared:

"...the situation [two versus three classes] will be resolved before the specification has to be completed".

Brocklebank, whose main expertise was cargo shipping, felt that a three-class vessel would be more profitable and have greater passenger appeal. While he acknowledged that two classes could be successful in medium sized liners, such as Cunard's own Carmania and Franconia, he continued to believe that passengers preferred three classes in larger vessels – citing Italy's Michelangelo and Raffaello as exemplars, on 'Which three classes are more attractive on all counts'. As history proved, however, these ships, with their heavily subdivide accommodations, had limited potential for cruise service and, in fact, lasted in service for only a decade.

In the tradition of Cunard the new liner would offer three classes:

**First
Cabin
Tourist**

The various Cunard departments could not decide the make-up of the passenger carry. Some preferred a maximum First-Class passenger total while others wanted a maximum Tourist Class complement.

Two schemes were proposed:

First Class	630	or	250
Cabin Class	700	or	300
Tourist Class	530	or	1,450

As designs were being compiled, these departments / offices continued to disagree:

- The London office thought C Deck was very low so should be assigned to Tourist Class.
- There were not enough First Class single cabins.
- Some wanted a retractable roof over the First and Cabin Class outdoor swimming pools as “both pools are overlooked by passengers of a lower class which could cause dissatisfaction”.
- Some complained that there was no outdoor pool for Tourist Class.

Class Accommodations

First Class	all outside staterooms
Cabin Class	just over one-third to be inside cabins
Tourist Class	less than half were inside cabins

Having to incorporate three classes was the bane of any designer but Cunard was undoubtedly influenced toward three-classes by tradition and the fact that the new Italian liners were three-class; but these liners were operating on a very different route, with their lower class being virtually emigrant traffic.

The design included a large number of interchangeable cabins and some common public rooms and facilities; at best, this would have made it possible superficially to retract class barriers for cruises. With work well in hand, and a stringent deadline for the ship's completion to be met, she may well have entered service that way.

THREE-CLASS DIVISION

First Class	Promenade Deck (Quarter Deck)
Cabin Class	Verandah Deck (Upper Deck)
Tourist Class	Verandah Deck and 50% of Boat Deck (Upper and Boat Decks)

First Class

Sports Deck	Outdoor space
Verandah Deck	Teenagers Room
Promenade Deck	Restaurant Grill Room Library Card room Nightclub Bar Outdoor pool / Lido
Foyer Deck	Lobby
Passenger Accommodation	Main, Foyer and A Decks (centre)

Cabin Class

Verandah Deck	Restaurant (shared with Tourist Class) Cocktail Lounge Bar Lounge Library Shop Teenagers Room Promenade
Main Deck	Outdoor pool / Lido
Foyer Deck	Lobby
Passenger Accommodation	Main (aft), Foyer (aft), A (aft) and B (interchangeable with Tourist) Decks

Tourist Class

Boat Deck Lounge
Midships facilities

Verandah Deck Observation Lounge
Restaurant (shared with Cabin Class)
Promenade
Teenagers Room

Foyer Deck Lobby

Passenger Accommodation Foyer (forward), A (forward), B
(interchangeable with Cabin Class) and C
(all of) Decks

Shared Facilities

Cinema /Nightclub	Verandah and Boat Decks
Indoor pools	C and D Decks
Coffee Shop	Boat Deck
Art Gallery	Boat Deck
Teenagers Room	Boat Deck
Nightclub	Boat Deck

Main Lobbies for Embarkation / Disembarkation

First Class	midships on Foyer Deck
Cabin Class	aft on Foyer Deck
Tourist Class	forward on Foyer Deck

Again this had been the traditional way to segregate the classes.

Main Staircases

These would connect with their main lobbies:

First Class	what became D Stairway
Cabin Class	what became G Stairway
Tourist Class	what became A Stairway

Passenger Accommodation

Q4 would follow the original Queen Mary plan of First Class in the middle and on top, Cabin at the rear and Tourist at the front. Main Deck was reserved mainly for First Class with a few Cabin Class cabins aft, Foyer Deck was again First Class with some Cabin Class aft and Tourist Class forward, as was A Deck. B Deck was all Cabin or Tourist while C Deck was all Tourist.

The Case for Two Classes

Throughout the design process and the duration of the ship's construction since keel laying, a debate had been raging within Cunard between those in favour of three-classes (notably the New York office) and those who felt that because the future of the ship lay in cruising as well as the North Atlantic, she should be a two-class ship. The principal advantage of two classes over three was that the public rooms of a two-class ship could be so much larger. The feeling in America had been that in a ship carrying First, Cabin and Tourist, it was still possible to sell the Cabin Class accommodation in sufficient numbers to warrant carving the liner up three ways.

One of the most comprehensive and detailed anti-three class documents was prepared in March 1963 by Cunard's Naval Architect's Department. They analysed the number of passengers possible in a three-class ship and a two-class ship: in a three-class vessel it was possible to have 1,816 passengers or 1,990; for a two-class vessel the passenger capacity could be 1,960, but this would not take into account space-saving from having a single kitchen and reduction in crew. This could increase the estimate of passengers to 2,030.

But it was pointed out that in a three-class ship:

- If the lowest class has to compete with modern tourist Class, the standard would approach so closely the Cabin standard that it would be difficult to give the cabin Class an advantage over Tourist commensurate with the difference in fare. In other words, the three-class ship would call for a low rated Tourist Class of the economy type.
- The space savings in the two-class ship affected first build costs and then running costs:
 - fewer public rooms and associated pantries, bars, lavatories etc
 - common kitchen with less equipment
 - fewer entrances

- Common use between the classes of:

Library
Shopping Centre
Theatre
Beauty Parlour
Treatment Baths
Lauderette

- In a three-class ship, designers were forced to locate the two lower classes at the ends of the accommodation decks with interchangeable rooms on the lower decks, where the first contact between the two classes would take place. To give a high interchangeable number resulted in passengers being very far from their vertical access to public rooms and open decks. General working access was difficult to achieve (and often unsatisfactory) when arranged. The forward class in particular would be forced to the highest parts of the ship for deck space, which was difficult to screen and was a long distance away from staterooms. Each of these classes had a high proportion of accommodation subject to movement and noise.

The report went on to say that cruising requirements were difficult to satisfy in a three-class design. There would be a number of public rooms which would not be used for cruising, while the two-class vessel would have fewer rooms, at least one of which would be big enough for use as a cruise lounge. Other savings which a two-class design would produce would be numerous: deletion of Cabin Class menu, furnishings, linen, crockery, cutlery, printing and stationery etc and a reduction of shore staff administration for Cabin Class

Initially, even this clear analysis did not persuade Cunard management. They claimed, after a series of evaluation meetings, that:

“...the data and design and economic studies made ‘demonstrated conclusively that a ship of three-class arrangement was not only more profitable but of greater passenger appeal, in that it resulted in a more evenly scaled grading of accommodation from Tourist through Cabin to First Class’”.

It was the American side of Cunard who had won the battle. They insisted that the American market demanded three classes and as Americans provided 75% of Cunard business, it was not surprising that the Cunard Board was swayed by their point of view.

October 1963

On 21 October 1963, when Cunard announced that they were proceeding with Q4, Sir John Borcklebank confirmed that a two class operation was under review but three classes were doing good business and it would take a lot of convincing to get two classes adopted. He advised that there would be plenty of time to make a final decision.

This confirmation from the Chairman would cause further controversy when it came to the class debate.

The Evening Press reported:

“Cunard’s final decision to build three passenger classes – first, cabin and tourist – into its new £22 million transatlantic express liner, has roused more controversy in the passenger liner trade than any other development in liner design in the last decade.

“The notable point about the decision is that it sails boldly against the post-war tide flowing towards the smallest possible number of segregated classes aboard a ship.

“On some routes one-class ships have been introduced with great success; while on the transatlantic run, where Conference rules prohibit one-class ships, there has been a trend towards building ships with the smallest possible first-class accommodation, the bulk of the space being allocated to tourist class.

“The Israeli shipping line, Zim, for example, made it clear recently that it would have preferred to have operated its new transatlantic liner Shalom (‘Peace’), as a one-class ship, but was barred by rulings of the Atlantic Passenger Liner Conference.

“Among the smaller ships on the route, Holland America line’s Statendam, has first-class accommodation amounting to only 10 per cent of the total accommodation.

“But the bitterest controversy must arise over the reasons for Cunard’s decision to remain loyal to the three-class travel idea. These reasons are not based upon tradition, as might have been the case ten years ago, but upon the results of a searching inquiry on both sides of the Atlantic into the type of accommodation and degree of class segregation sought by potential passengers.

“It is believed that the Cunard’s US sales staff were the strongest supporters of a three-class ship; and American opinion is important because most of Cunard’s passenger business originates in North America.

“The consensus of Cunard opinion, however, is that there is a consistent and continuing demand for an intermediate cabin class, and that there is a higher revenue to be won from three classes.

“Cunard certainly cannot be accused of being old-fashioned in its other plans for the new 58,000-tons liner. Again against most of the modern liner trends the new Cunarder will have her three restaurants high up in the ship with passengers being able to look out on the undulating sea through large windows; a welcome contrast to feeding low in the hull with only portholes.

“With the increased efficiency of anti-roll stabilisers this should be an effective selling point.

“Nevertheless, advocates of the one-class vessel claim that three and even two classes are unnecessary in liners today. In a one-class ship, they assert, duplication and even triplication of public rooms are eliminated, with a corresponding increase in the number of fare-paying cabins made available.

“So far as ‘classes’ in the social sense are concerned, they believe that even this can be tackled successfully within a one-class structure through the use of ‘atmospheric’ design of public rooms.

“If there is sufficient choice of public spaces within a one-class liner, they argues, passengers will naturally drift towards the rooms which are more appropriately designed and decorated for their tastes. Birds of a feather will flock together...

“This is one form of class war which will certainly be bloodless!”

The company confirmed that the investigation into the class debate had been thorough and it was convinced that a ship of Q4’s size should be a three-class vessel.

The significant factors which weighed heavily in favour of a three-class vessel were:

- A consistent and continuing demand for cabin-class.
- The higher revenue that would be derived from a three-class ship.
- The proven fact that there was a large public who could not afford first-class and would welcome a middle-class.

- The views of the company's sales organisations on both sides of the Atlantic

Fairplay reported:

"Has Cunard taken the right decision? If the company has, does this mean that all other lines on the North Atlantic are wrong in operating two-class ships and in their general wish to move to one class? Modern passenger liners in trade have tourist classes providing so high a standard of cabin accommodation, public rooms and service that it is difficult to see how three classes can be right for a ship of Q4's size; the two class France is some 10,000 tons larger. It is to be hoped that Cunard's decision was taken after a most thorough economic investigation and does not represent outdated Anglo-Saxon attitudes"

January 1964

In January 1964, the Shipbuilding Committee of Cunard decided that a three-class ship would cost £500,000 more than a two-class ship and that manning would involve 50 more men.

At the same time they were told that 600 First Class passengers could only be carried if the restaurants were on the upper decks, thus giving the designers greater freedom of space and a through run of passenger decks.

The Committee was further informed that if tenders were to be invited by the end of August 1964 a decision on the number of classes had to be made by the end of January 1964.

February 1964

Despite the strong factors supporting two-classes, in February 1964, the Naval Architect was instructed to design a three-class ship with the restaurants on the higher decks. (It was agreed that stabilisers had reached such a high degree of efficiency that rolling would not act to the detriment of passengers eating so high). This would mean a higher First Class passenger total, would give greater flexibility of inter-changeability of accommodation and larger stateroom layout for Cabin and Tourist Class amidships.

Captain William Law of Carmania wrote in February 1964:

"Cabin Class has no place in the future. The argument is often put forward that the Cabin Class in the Queens (Queen Mary and Queen Elizabeth) is well booked; this is merely due to the fact that the Tourist Class is well below standard and that a number of people who cannot afford First Class fare feel that they desire something that is better than the present tourist Class. In a new ship with a well-designed, attractive Tourist Class there will be no need for the 'middle of the road' passenger to look for anything beyond Tourist Class"

Law went on to discuss the fact that America had changed so much since World War II that the result was virtually a classless society wherein almost anyone in the vast middle segment could afford a substantial level of comfort.

Another telling argument was that, as a three-class ship, Q4 could accommodate between 1,860 and 2,000 passengers, depending upon the division of the three classes. As a two-class ship, the liner would be able to carry as many as 2,030 and, in spite of the increase payload, the number of staff needed would be less.

April 1964

Cunard announced that Q4 would be a three-class vessel and that on-board innovations would include the positioning of her three restaurants above the main passenger deck rather than on a lower deck in the hull. All passenger cabins would have private facilities and there would be a very high flexibility between First, Cabin and Tourist classes. Another innovation would be the planning of the accommodation so that in each class passengers will have the run of the full length and breadth of the ship.

A Cunard spokesman claimed:

“There will be three classes but the division of the ship will be entirely different from the Queens. It will be lengthwise rather than horizontal and there will be tourist-class cabins amidships rather than at both ends”.

The company also added that, although plans for the new liner had not been finalised, there would be greater distribution of deck space for the three classes.

June 1964

In June 1964 an article in the Canadian ‘Seaports and Transport World’ stated:

“The decision to carry First, Cabin and Tourist Class passengers was reached following detailed discussions between Cunard teams on both sides of the Atlantic.

“The investigation has been thorough, bringing conviction that in a ship of her size this is the right configuration. Design studies were a fact prepared for both a two class and a three class arrangement.

“There are several significant economic factors that weigh heavily in favour of a three-class ship. These include a consistent and continuing demand for Cabin Class; the higher revenue that can be earned from a three-class ship; the proved fact that there is a large public who cannot afford First Class and would welcome a middle class; views on both sides of the Atlantic are that three classes are right in a vessel of this size and capacity.

“American opinion is important because a preponderance of Cunard passenger business originates in North America”.

August 1964

Colonel Frank Bustard OBE (retired Passenger Superintendent of the White Star Line) offered a few observations to Cunard he thought “may be helpful to Cunard” when he wrote in the August 1964 edition of ‘Modern Transport’:

“The information recently released that Q4 will be a three-class ship is almost unbelievable. This takes us back 53 years to the Olympic, first of the so-called monster ships. Since then the railways, air transport and practically all shipping companies have discarded three-class carriage as seeming entirely out of date to the travelling public and proving uneconomic to the transport operator.

“Applied to a North Atlantic liner, it means three separate arrangements of public rooms, with separate catering staffs. There is no virtue in travelling Second Class (call it Cabin Class if you wish) beyond it being cheaper than First Class and more comfortable than Third Class (Tourist). The answer to this is to make the first class fares cheaper and / of the third class (or Tourist) more comfortable. Keep in mind, too, that it gives tourist passengers a possible inferiority complex to realise there are two classes on top of them, restricting their deck pace and creating the thought that they are, after all, a steerage or emigrant class – anachronism indeed.

Colonel Bustard went on to write that accommodation in future Western Ocean liners should be sold on the hotel basis of bed and breakfast and that the new Cunarder should be about three-fifths of the proposed new tonnage, between 33,000 and 35,000 tons, and should cost £15 million or less. He claimed that a good deal of forward thinking was needed.

It was seen as an attack on the ship as a commercial prospect.

The Journal of Commerce commented on 26 August 1964:

“It is, therefore, hard to imagine Col. Bustard’s advice being greeted with enthusiasm at the Pier Head.

“What Col. Bustard wants is a clean break from the “unbelievable” – his phrase – announcement that the Q4 is to be a three class ship. That means that Col. Bustard feels the general pattern of North Atlantic passenger liner building should have guided Cunard, rather than the people in whom the company have in fact put their trust – passengers, agents, and members of the organisation.

“What undermines faith in Col. Bustard’s thesis is that it looks like taking into too little account the energy Cunard have put into projecting the market for their ship, and too much account of current liner practice.

“There is no doubt at all that a two-class ship would accord with such practice. But, despite their admiration for the France, a two-class ship on the luxury run, Cunard feel three classes are in tune with their custom. If Cunard are right, the customer is necessarily right – and Col. Bustard is wrong.

“Still, much of Col. Bustard says is interesting. The disparity in fares in a ship in her transport and in her cruising roles is surprising, even when it is acknowledged that all too many liners are being cruises because they cannot earn all the transport passengers they need. And the idea of giving passengers a greater say in the cost of their meals – so that

some may spend more on accommodation and less on food if they wish- is attractive. It may mean increased catering overheads. But at least they would be borne by the big eater. There's a rough justice in that".

September 1964

Colonel Bustard continued to put his views across and a lengthy letter by him was featured in The Financial Times on 11 September 1964:

"Sir, - The plans – should they be made public, for Cunard's proposed 58,000-ton liner will be examined with much interest by the tax-payer, shareholder and all interested in the future maintenance of British shipping.

"Cunard say she will be a three-class liner. This seems incredible, as it takes us back over 50 years to the Olympic (sister to the ill-fated Titanic) the first of the so-called "monster" ships. IN recent years the railways and practically all shipping companies have discarded three-class carriage as entirely out-of-date. Air transport and hotels have never even considered it.

"Naturally is Q4 has a second-class it will fill during the first years of service – as would any new super Atlantic liner – but this is a short-term view to take of ship that may be in service 28 years from now. The vital period is in 18 years hence, by then, if she is not paying her way the ship will only have negligible break-up value, as there is no other trade in the world that can afford an ageing "monster" of 58,000 tons.

"The ideal North Atlantic liner should not exceed 35,000 tons, be capable of doing 30 knots, and with accommodation for 500 First-Class and 1,000 Tourist-Class, that is a total of 1,500 berths – all readily convertible to a capacity of 1,000 when cruising or carrying convention parties – so popular with American businessmen. There should also be car (or cargo) space for, say, 200 vehicles with roll-on, roll-off facilities.

"Feeding should be on the accepted hotel basis of paying for your meals separately from your accommodation, with the use for First-Class of a small Ritz-Carlton type of restaurant, a grill room and a winter garden café. The Tourist-Class to be similarly provided for, but naturally with no deluxe restaurant.

"The cost of such a ship should be in excess of £15 million, a radical reduction on Cunard's present anticipated outlay of £22 million, making it possible to envisage the laying down in, say, five years' time of a Q5 to replace the ageing Queen Elizabeth which, by then, will be 29 years old.

"The present basis of North Atlantic sea-fares is complicated, confusing and undoubtedly restrictive if the potential tourist mass-travel that we have heard so much about over the past 30 years. Why should it be necessary to charge on the Queen Mary for a 5-day Atlantic voyage, minimum fares which work out at: £34 a day First Class, £21 a day Cabin Class, \$17 a day Tourist Class, whereas on the same ship on a 6-day Cruise voyage one pays the minimum of only £11 per day First Class.

"The present-day scale of North Atlantic fares is fantastic and needs radical reconsideration in relation to other overseas trades and the ever-increasing air competition. This never can be done so long as the fare-structure has to meet the heavy capital and

operating costs of the “monster” type of ship evolved half-a-century ago to carry the – now departed – hordes of Continental emigrants in Third-Class quarters”.

Cunard responded by reiterating the line that the experts on the other side of the Atlantic had come down strongly in favour of three classes and it was the Americans who provided the largest amount of business on the top travel route between New York and Europe.

The company also claimed that the new ship would spend at least four months cruising each year as a cruise ship and during that time she would be one class only. The transformation would not be difficult because the specifications, by now in the hands of five British shipyards, showed that the old horizontal division of passenger accommodation had been completely changed. All classes would have a fair share of the upper deck space.

The criticism that the liner would need three sets of public rooms and three sets of kitchens was tackled by Cunard:

“All sets of public rooms will fit into the idea of a one-class cruising ship and there will be only one galley to serve the three dining rooms”.

October 1964

On 23 October 1964 it was reported in Commerce that a Cunard spokesman had confirmed to the publication that the new liner would be convertible from her planned three class to two class operation. He added that major public rooms had been designed so that, with the removal of bulkheads, cabin and tourist class salons could be united. There would, the spokesman said, be no space wasted in such a configuration, compared with the same facilities built for exclusively two-class operation.

Commerce commented:

“So the company are having it both ways. If their market research is correct and three classes are wanted on the North Atlantic, so be it. If the two class trend holds, well, so be that, too”.

and continued:

“The convertibility of the Q4 is a neat example of advanced British design work, and worth a round of applause from past critics”.

At the same time the Zim Lines announced the extension of the First Class accommodation on the Shalom – a reversal of the trend to conform to the classless society.

November 1965

Sir John Brocklebank resigned from Cunard on the grounds of ill health. His successor was Sir Basil Smallpeice.

Within weeks of taking charge Sir Basil announced that although she was originally designed as a three-class liner, Q4 was now more likely to turn out to be a two-class ship. He confirmed that further market research was being carried out to prove or disprove the suggestion by Cunard’s sales staff in the US that American customers insist upon a middle-class ‘Cabin-Class’.

Dennis Lennon

Dennis Lennon's appointment by Sir Basil to mastermind Q4's interiors strengthened the case for two classes. Lennon instinctively believed that Q4 should be a two-class ship, going against the view of the Cunard directorate.

The Economic Intelligence Unit

Research undertaken by the Economic Intelligence Unit and a report on future traffic during which 83,000 people in America had been questioned about their ideas on sea travel concluded that the original three-class plan was potentially less profitable.

February 1966

On 2 February 1966 Cunard's Naval Architect submitted a memorandum with plans suggesting certain modifications to public rooms which would produce improvements for a two-class ship and yet would have little detrimental effect if three classes were carried.

PUBLIC ROOM LOCATIONS (February 1966)

Sports Deck

Children's Room

Boat Deck

Tourist Cocktail Lounge
Tourist Verandah Lounge
Tourist Lounge
Conference Room

Verandah Deck

Tourist Observation Lounge
Cabin and Tourist Restaurant
Cabin Cocktail Lounge
Cabin Lounge
Cabin Verandah Bar
Theatre
Tourist Teenagers' Room

Promenade Deck

Grill Room
First Class Restaurant
First Class Smokeroom
First Class Cocktail Lounge
First Class Lounge
First Class Side Lounge

PUBLIC ROOM LOCATIONS (May 1966)

Sports Deck

Children's Room

Boat Deck

Tourist Cocktail Lounge
Teenagers Room
Theatre Balcony
Shops
Upper Main Lounge

Verandah Deck

Tourist Observation Lounge
Cabin / Tourist Restaurant
Theatre
Cabin Cocktail Lounge
Main Lounge

Promenade Deck

Grill Room
First Class Restaurant
First Class Library
First Class Smoking Room
First Class Cocktail Lounge
First Class Lounge
First Class Lido Lounge

Main Deck

Grill Room Bar
Shops
First Class Beauty Parlour
Cabin Class Beauty Parlour

Foyer Deck

Main Entrances	Forward (Tourist Class)
	Midships (First Class)
	Aft (Cabin Class)

A Deck

B Deck

C Deck

D Deck

Indoor Swimming Pool

E Deck

Indoor Swimming Pool

Cabin and Tourist classes were to share the dining room on Verandah Deck as a consequence of the amalgamation of catering services in a single galley complex on Promenade Deck.

All passengers were to have use of the same theatre, following the example of Rotterdam, France, Michelangelo and Raffaello. However, despite these concessions to the changing times, the smaller specialised spaces such as libraries and teenagers' rooms were still to have been rigidly segregated.

CUNARD SCRAPS THREE CLASSES

On 11 May 1966 Lord Aberconway wrote to Sir Basil Smallpeice to advise him that delivery of the vessel would be delayed to November 1968 instead of May 1968 because of a shortage of skilled steel workers. About two-thirds of the hull of Q4 was completed at this time, and had reached a fairly advanced stage of construction, with some items of machinery already in place and work on the lower strata of cabins begun, but there was still time for change.

While this meant that the already financially beleaguered owners would lose the lucrative 1968 summer Atlantic season, at an estimated cost of £200,000 per week in lost revenue, it allowed enough extra time for some very important changes to Q4's design and these improvements to the ship would pay off in the long run.

During April and May 1966 the discussions regarding the vexed question of two or three classes was brought to finality.

Those who wanted a two-class vessel had won the day. The new ship would be a loosely-defined two-class vessel on the Atlantic and a single-class cruiser.

The rationalization of Q4's passenger facilities brought about a shift from the notion of an express vessel with hotel facilities added, to that of a modern ocean-going urban resort with mobility and, when needed, North Atlantic express speed added.

In a statement announcing the delay in completion (issued on 27 May 1966), it was stated:

"It had also been decided, in view of the results of the Economist Intelligence Unit's market researches, that certain modifications to the ship as originally planned are desirable.

"In particular, a firm decision has been taken to make the new Cunarder a two class ship. Although her original design allowed easy conversion from three classes to two classes or one, various facilities on the ship would have remained separated and the modifications are intended to concentrate these facilities where they will be most convenient. The work will include resiting or concentrating the shopping, children's and teenage areas, and combining the original cabin and tourist lounges into one large public room with a balcony".

Cunard Chairman Sir Basil Smallpiece reported:

"We have chosen to revise the layout of certain passenger accommodation in the ship as well as to modify the arrangements for interior design, so as to ensure that it conforms with the new marketing policy we have evolved for our passenger business.

"In travel, separate class accommodations as a reflection of a hierarchical social stature is clearly out-of-date. What is offered is a wide variety of accommodation to suit the widest possible range of demands in terms of quality and where in traditional Cunarders, separate parts of the ship were assigned to different classes, the new ship is entirely open. All passengers can walk from end to end without let or hindrance".

It is also thought that the upgrading of the minimum in Tourist Class to ensue that led to the British finally overcoming the American objections to move to a two-class layout.

MAKING Q4 TWO CLASS

Dan Wallace, Chief naval Architect for Cunard who led the Q4 design team, received the orders to change the ship from three to two classes when the hull was almost completed and it was Dan Wallace who made the philosophical statement that it was easier to re-design the ship with one fewer class than an additional one!

On the Atlantic run, extra rooms and amenities would be available for what would now be known as Premium fare-paying passengers. The old terms First, Cabin and Tourist – so inbred into the 'Old Cunard' structure, were swept away simply by First and Tourist Classes.

The areas affected were primarily the public spaces which the overall design scheme had already relegated to the uppermost strata of the ship's integral hive of passenger spaces.

Deck Allocation

The traditional practice of giving the highest deck to First Class was completely reversed. This was done to provide the premium-fare passengers with an added measure of comfort by locating their spaces nearest the centre of gravity. Despite the use of stabilisers, Cunard was still worried about the ships' great height, particularly since the topsides public spaces for each class were to include restaurants. On North Atlantic service, First Class passengers would be assigned exclusive use of Promenade Deck rooms while Tourist Class would occupy Verandah and Boat Decks.

Changes to Promenade, Verandah and Boat Deck Layouts

The change to two classes involved a near-total redesign of the public rooms on the uppermost decks. The new arrangement would allow for a virtually open plan / range of passenger facilities for cruising, with provision for the dining rooms and a few other spaces to be segregated by class on North Atlantic service only. A complete rationalisation in the layout of all public spaces, especially those allocated to the two lower classes (Cabin and Tourist), was also undertaken. Extra space was gained because of the resultant reduction in the number of public rooms and associated service required.

Promenade Deck (later Quarter Deck)

- The First Class rooms were retained in their original layout and concept.

Verandah Deck (later Upper Deck)

- The layout of this was completely revised. The separate facilities for Cabin (Verandah Deck) and Tourist Classes (Boat Deck) were amalgamated to either serve Tourist Class in Atlantic service or to complement the first-class facilities below on Promenade Deck while cruising as an open-class vessel.
- In one brilliant stroke two lounges (Cabin on Verandah Deck and Tourist on Boat Deck) became one, two-deck space with both levels connected with a stainless steel and glass stairway. One of the largest and most impressive rooms afloat (eventually to become the 20,000 square-foot Double Room) was created. This plan had been mooted in the early design stage.

- The triplication of First, Cabin and Tourist Teenagers' Rooms was eliminated along with the duplication of shops, bars and other smaller rooms belonging to the two lesser classes.
- The combined Cabin and Tourist Dining Room was re-designed as a Tourist Class Restaurant.
- The portside Tourist Promenade and starboard Cabin Class Promenade were eliminated.

Boat Deck

- The layout of this was completely revised. The separate facilities for Cabin and Tourist Classes were amalgamated to either serve Tourist Class in Atlantic service or to complement the facilities below on Promenade Deck while cruising as an open-class vessel.
- Forward of the new combined double-room lounge, space formerly allocated to other Tourist facilities became the Shopping Centre (First and Tourist Classes).
- Further forward the original Tourist Class rooms were eliminated and replaced with a Coffee Shop, Art Gallery, Teenagers' Room and a Nightclub were placed; all available to all passengers without any class barriers.
- The combination of Cabin and Tourist also enabled the elimination of corridors to serve the First Class Teenagers Room and the movement of Cabin and Tourist Class Teenagers Rooms on the Boat Deck –leaving space for what become the Upper Deck Library.

The most outstanding feature of these re-designed decks was their simplicity of plan, replacing the old-fashioned layouts with their numerous vestibules, galleries and other wasted circulation spaces which had no purpose.

The overall plan, which at various stages of its evolution included traditional open and closed promenades, was further reworked into a fully-enclosed and climate-controlled circulating space around the perimeter of each deck, providing side access to the public rooms, stairways and other central services, as aboard the latest Scandinavian liners Sagafjord and Kungsholm.

Passenger Accommodation

The design and layout of Q4's cabins did not undergo the same extensive rationalisation, except that they were no longer divided among three classes. The existence of mock-up cabins ensured that no real difficulties occurred because of the change in class direction.

The most expensive accommodation was arranged amidships, along the greater part of Main, Foyer and A Decks, comprising the First Class bloc on Atlantic service. However, all cabins, regardless of their category, were designed to uniformly high standards.

Gratuity Policy

Even Cunard's policy on gratuities was developed with the two-class system in mind; First Class passengers were expected to pay gratuities for service while Tourist Class fares would be all-inclusive.

Q4	QE2
Observation	Signal
Sports	Sports
First	First
Boat	Boat
Tourist	First Tourist
Verandah	Upper
First Cabin	Tourist
Promenade	Quarter
First	First
Main	One
First Cabin	First
Foyer	Two
First Cabin Tourist	
A	Three
First Cabin Tourist	First
B	Four
Tourist Cabin	Tourist
C	Five
Tourist	Tourist
D	Six
E	Seven
F	Eight

Q4, initially a multi-class transport on the North Atlantic run, had become an ocean-going hotel with transport added, catering partly for the worldwide cruising market.

CLASS DESIGNATIONS

TRANSATLANTIC SERVICE

CRUISE SERVICE

1969 – 1972

**First
Tourist**

**Deluxe
Cruise**

1972 – 1979

**First
Tourist**

One Class

1979 – 1992

**First
Transatlantic**

One Class

1992 – 1994

**Grill (differentiated)
First
Transatlantic**

One Class

1994 –

**One Class
(restaurants assigned by
cabin category 'blocks')**

**One Class
(restaurants assigned by
cabin category 'blocks')**

CLASS SLOGANS

1974

First Class: 'The absolute in Travel'

Tourist Class: 'The absolute in Value'

1975

First Class: 'In a class of its own'

Tourist Class: 'Excellent by any standards'

1979 - 1990

First Class: 'In a class of its own'

Transatlantic Class: 'Excellent by any standards'

1991

First Class: 'A world of elegance and luxury'

Transatlantic Class: 'Quality and comfort'

1992

First Class: 'Sumptuous living at sea'

Transatlantic Class: 'A world of pleasures to explore'

RESTAURANT ALLOCATIONS

1969 – 1972

First Class:	Columbia
Tourist Class:	Britannia

1972 – 1975

First Class:	Queens Grill / Columbia
Tourist Class:	Britannia

1975 – 1977

First Class:	Queens Grill / Princess Grill / Columbia
Tourist Class:	Tables of the World

1979 – 1987

First Class:	Queens Grill / Princess Grill / Columbia
Transatlantic Class:	Tables of the World

1987 – 1990

First Class:	Queens Grill / Princess Grill / Columbia
Transatlantic Class:	Mauretania

1990 – 1994

First Class:	Queens Grill / Princess Grill / Britannia Grill / Columbia
Transatlantic Class:	Mauretania

1994 –

The 'Project Lifestyle' re-categorisation of the cabins resulted in dining assignments as follows:

Q Grades:	Queens Grill
P Grades:	Princess or Britannia Grills
C Grades:	Caronia Restaurant
M Grades:	Mauretania Restaurant