

# Download The Ismay Line The White Star Line And The Ismay Family Story

The Oceanic Steam Navigation Company, more commonly known as the White Star Line, was a British shipping company. Founded out of the remains of a defunct packet company, it gradually rose up as one of the most prominent shipping lines in the world, providing passenger and cargo services between the British Empire and the United States. Joseph Bruce Ismay (/ ʒ ? m e ? /; 12 December 1862 – 17 October 1937) was an English businessman who served as chairman and managing director of the White Star Line. In 1912, he came to international attention as the highest-ranking White Star official to survive the sinking of the company's brand new flagship RMS Titanic, for which he was subject to severe criticism. The White Star Line was founded in September 1869 as the Oceanic Steam Navigation Company. From the earliest days it was to be known as the White Star Line, owing to the ships flying a red swallow-tailed flag with a white star. The company entered in the North Atlantic passenger trade soon after. Joseph Bruce Ismay was born near Liverpool in 1862 to Thomas Henry Ismay and Margaret Bruce. His father was a senior partner in the firm of Ismay, Imrie & Company and founder of the White Star Line. - The Ismay Line The White Star Line And The Ismay Family Story