

# act news

SUMMER 1978



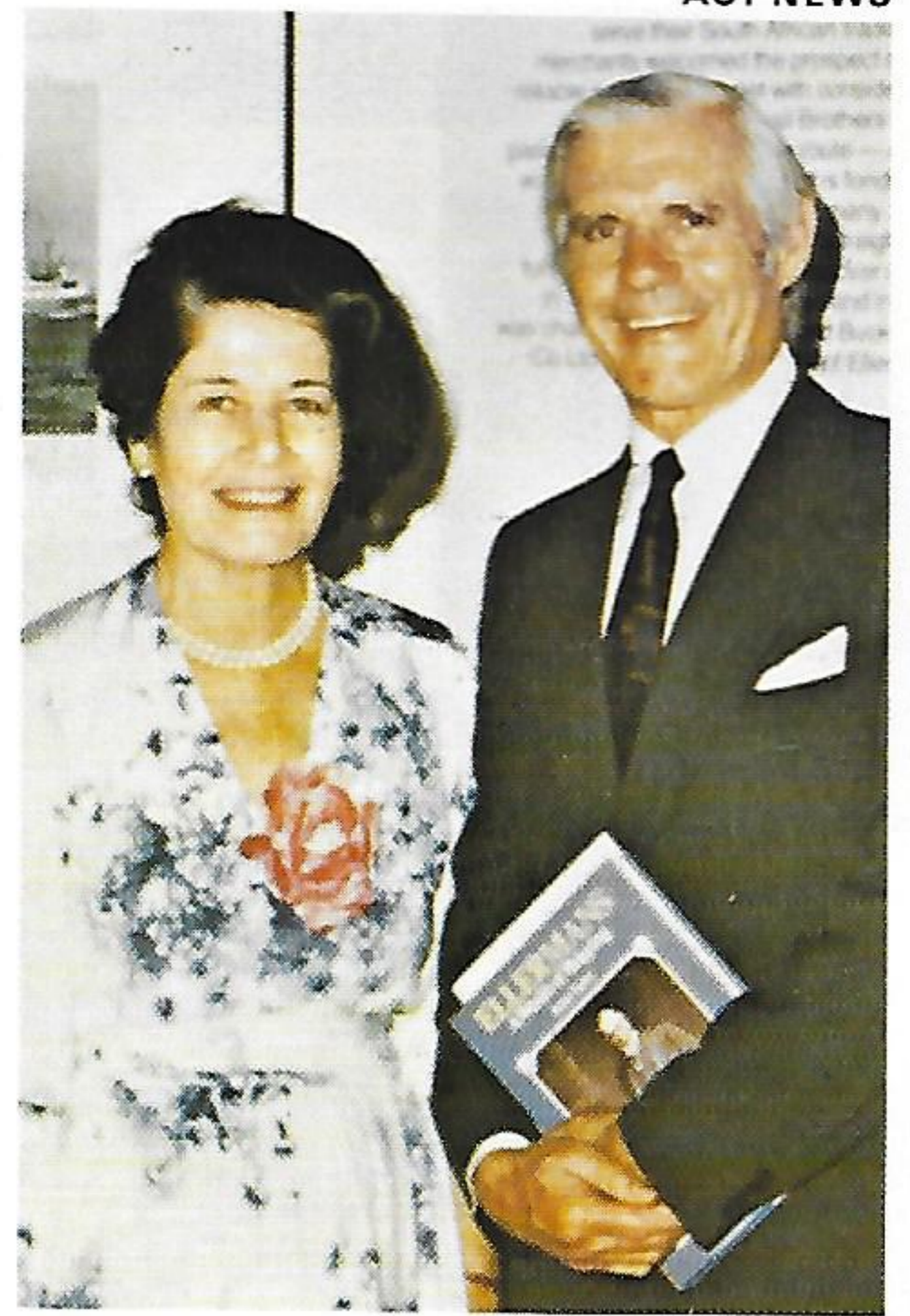
## 'CITY OF DURBAN' - WHERE ARE YOU?

This unusual photograph of a well known port was taken on the day that EHCL's "City of Durban" was making an historic call there, when she was the first ship in the South African European Container Service to actually load at that port. If you haven't already figured out where it is, please turn to Page 2.

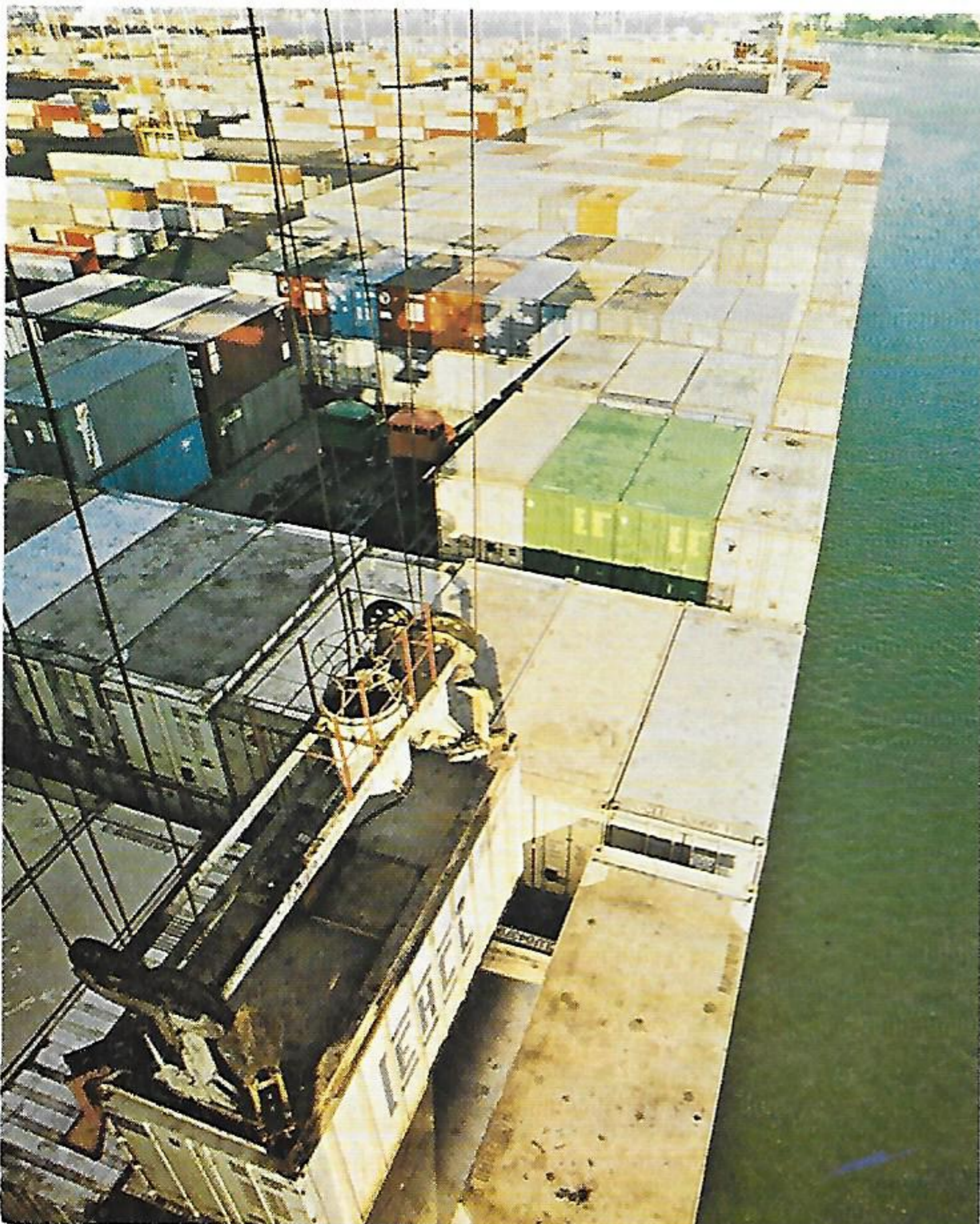
# Of course . . .



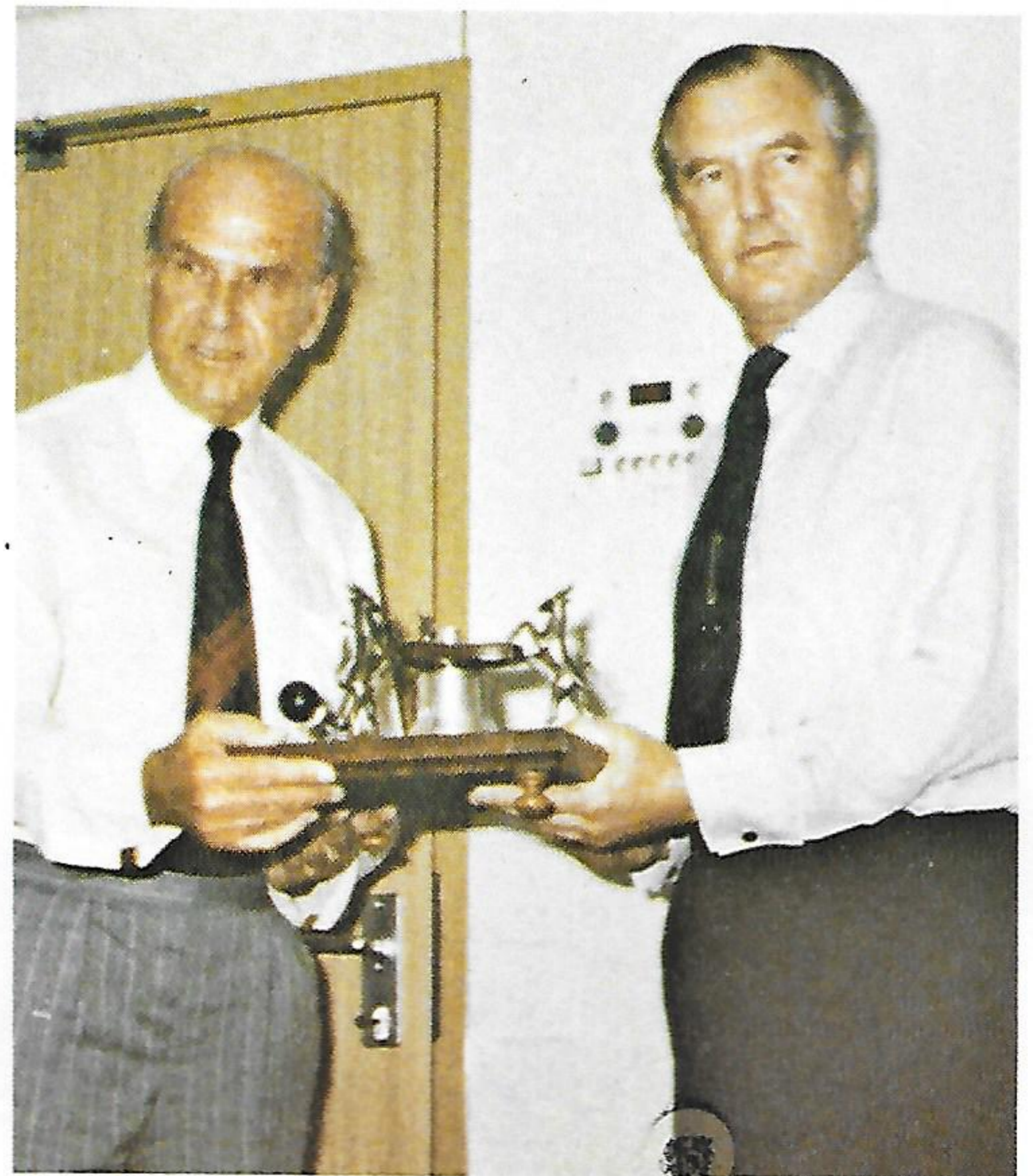
*It's Southampton's Container Port and the "City of Durban" was honoured by being the first South African European Container Service sailing to call there. This is a more usual view of the port facilities from the quayside as the ship loads some of her 2,400 containers.*



*During Lady Ellerman's visit to South Africa to help celebrate the Maiden Voyage of the "City of Durban", which she launched, an exhibition on Ships and Navigation was held at the University of Cape Town. Lady Ellerman is pictured on her visit to the exhibition during which she presented a signed copy of the book, "Ellermans, A Wealth of Shipping" by James Taylor, a Biography of Sir John Ellerman, to Sir Richard Luyt, Principal and Vice-Chancellor of the University of Cape Town.*

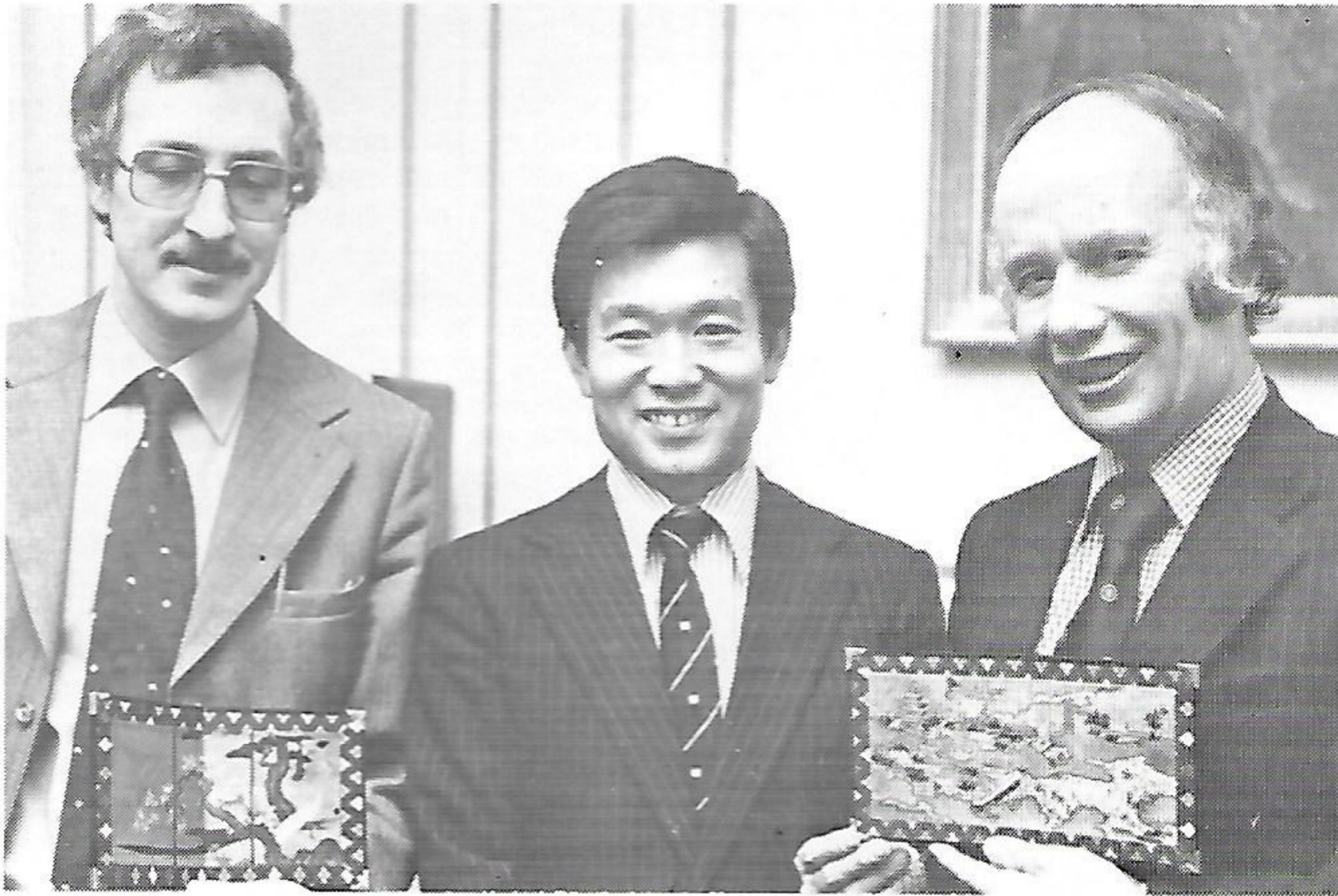


*A VIEW FROM THE BRIDGE — This is what the Master of the "City of Durban" sees when he looks forward from the bridge and helps give an idea of the 848.1 foot (258,5 metre) length of the mighty vessel.*



*During the celebrations held in South Africa to commemorate the Maiden Voyage of the "City of Durban", a series of functions were held on board the vessel. During one of these events, Mr. R. Alastair Lloyd (right) Deputy Chairman of Ellerman City Liners, presents a mounted silver bell to Councillor George Hollis, Mayor of Durban.*

# BLC sponsor driving event at Tatton Park



In what is fast becoming one of the most popular driving events of the season, BLC has again sponsored this competition at the Tatton Park Show.

In the photograph on the left, a pair of ponies are shown negotiating an obstacle in the Main Ring at Tatton Park.

On the right are the winners of the Rolls-Royce Carriage Class. In this unusual event a Rolls-Royce motor car (also open to Crewe built Bentleys) is paired with a carriage.

While Rolls-Royce began manufacturing in 1904, that was still some 80 years after Alexander and William Thomson of Edinburgh founded their shipping company. Both firms continue to be leaders in their respective fields.

## When East Meets West . . .

Mr. Hirokatsu Yoshida (centre) from Ben Line's Tokyo Office met a number of Scottish exporters at a reception held in the offices of Prentice Service & Henderson Ltd., Hope Street, Glasgow, one of his stops on a trip which included visits to exporters in the Lothians and Perthshire regions of Scotland.

Trade opportunities between Scotland

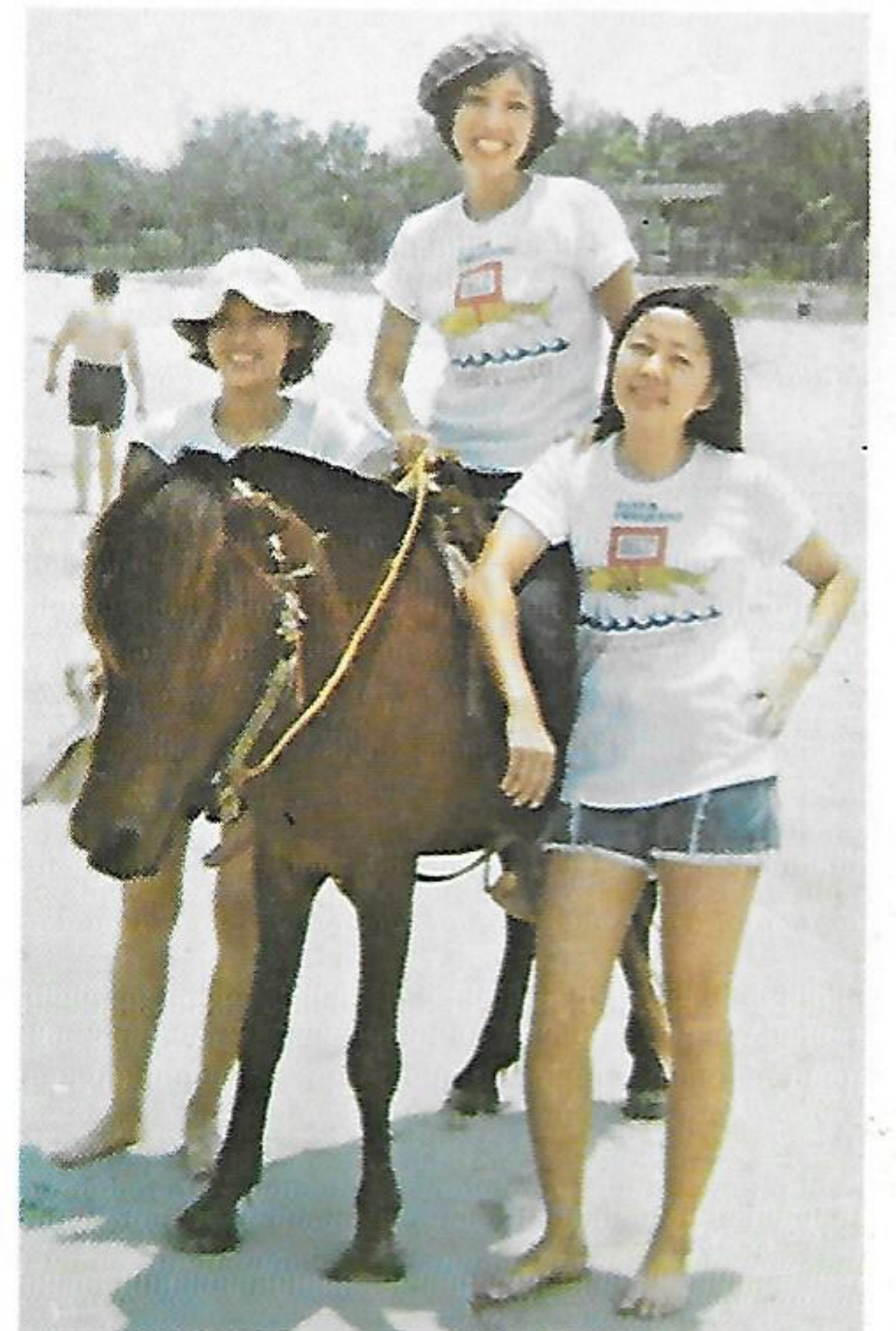
and Japan were discussed with particular emphasis on container service provided by BLC for exports to Japan.

Mr. Yoshida is pictured with Mr. Ronald Nichol (left) of Whyte & Mackay Ltd., and Mr. John Young of Wm. Teacher & Sons Ltd., who are holding miniature Japanese oriental screens which were presented to them by Mr. Yoshida.



Discussing development of the South African trade on a recent visit to London was Mr. M. A. Leipold (second from right), Marketing Manager of Ellerman & Bucknall, Cape Town, with (left to right) Mr. S. Butler of Overseas Farmers; Mr. R. Taylor, Unilever Ltd.; (Mr. Leipold); and Mr. N. J. Kent, Divisional Sales Manager of Ellerman City Liners.

## 20th Birthday Party



Ben Line's Thailand Office is celebrating its 20th anniversary this year and to mark the event there was an office outing at the beach resort of Hua Hin. Three members of the staff with their new BLC T-shirts are photographed during a quiet moment (left to right) Miss Nujaree Nowapongrat, Miss Kwanyuen Laovilailert and Miss Puangpen Hengcharoen.

# THE **act** TEAM

## Our Continental Agents - 1



*Conship's Management Team at one of their regular meetings (left to right) Julian van Zeeland, Jan Cools, Franz Hofkens, David Perkins, John Bartels, Paul Stuer and David Pedraza.*



*The busy Export Department includes Alain Jansens (left), in charge of ACT(A) Southbound bookings; Paul Moorkens (second from left), BLC Eastbound bookings; and Jan Cools (right), who handles marketing for all lines.*



*The ACT(A) Northbound Department includes (left to right) Paul Stuer, Yves Denis and Frank Meeus.*

When Conship was specially formed in 1972, the first ship handled by the new agency was the "Australian Endeavour" at Antwerp.

Conship (Container and Shipping Agency) was set up because Gellatly Hankey Belgium had previous knowledge of the Australian Container Trade, and they provided the management and staff when the company became operational on September 1st, 1972.

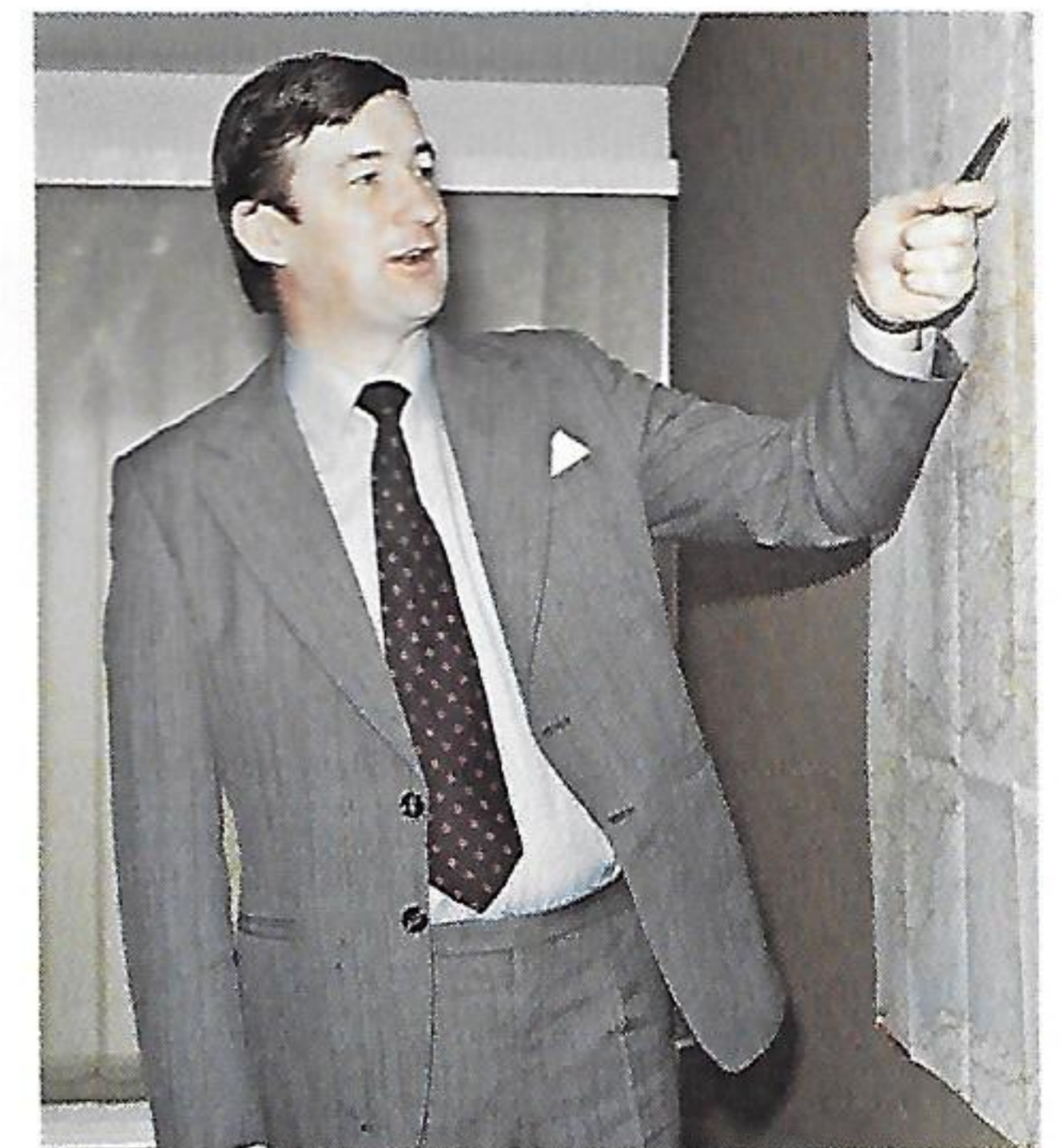
At the beginning, ACT(A) ships called at the Noord Natie Terminal, Antwerp, where Conship have an experienced staff handling customs documentation, stuffing and stripping containers and other operations such as maintenance and repair of containers.

Conship now represent ACT(A), BLC, CGM/EHCL and Harrison's CAROL trade and they handled more than 20,000 containers last year. When they began operations in 1972, they were appointed ACT(A)'s general agents for Belgium, Luxemburg and France.

After the "Australian Endeavour" called at Antwerp, the next two and all subsequent vessels came into Zeebrugge, where Dens and Gellatly Hankey each are 25% shareholders in AZA Zeebrugge, Conship's operating arm in that port, managed by Jacques van den Kerchove.

BLC's containers are sent to Rotterdam and there is a Freightliner type service operated by Belgian National Railways to Zeebrugge which is used when required.

Although there is a relatively small staff consisting of some 35 people, practically all the original employees are still with the company. The Management Team is headed up by David Perkins, ably supported by John Bartels, Manager of Conship. Other members of the team include David Pedraza, in charge of



*Guy Ashby, ACT Services' Continental Manager has his offices in Conship's building in Antwerp. He works closely with Conship as he does with all the European agents to provide outstanding service to ACT(A), in particular customers.*

# Conship, Belgium



Documentation for ACT(A) and BLC are handled by the Datalink connection under the supervision of Julian van Zeeland (foreground) with his team which includes Monique, Marlene (left) and Eric Deleu.



Conship's modern offices at Kipdorp 57 in Antwerp where they moved in 1976.

operations of all lines; Paul Stuer, who is in charge of all Inward Cargo; Julian van Zeeland, in charge of Documentation; and Jan Cools, who handles marketing for all lines.

Stan Burrows is in charge of container Maintenance and repair on the Nord Natie Terminal.

Conship are also agents for Belgium for CATU and handle the leasing of their boxes.

The company are located in modern offices which they occupied in 1976 and which were specially built to their specifications and requirements.

Documentation for ACT(A), BLC and EHCL is done through Datalink with ACT Services in Southampton for the whole of France, Belgium and Luxemburg, providing rapid, efficient and better service to customers.



Container Control is a demanding and important job which is kept running smoothly by (left to right) David Pedraza, Luc Vink and Rick Roet.



Conship's offices at the Container Freight Station at Nord Natie are located on the ground floor of this building.



Some of the Terminal Staff accompany David Perkins (left) on an inspection tour of the container stacking area including (left to right) Nicole, Gunter Ginckels, Hilda and Michael Desmit.

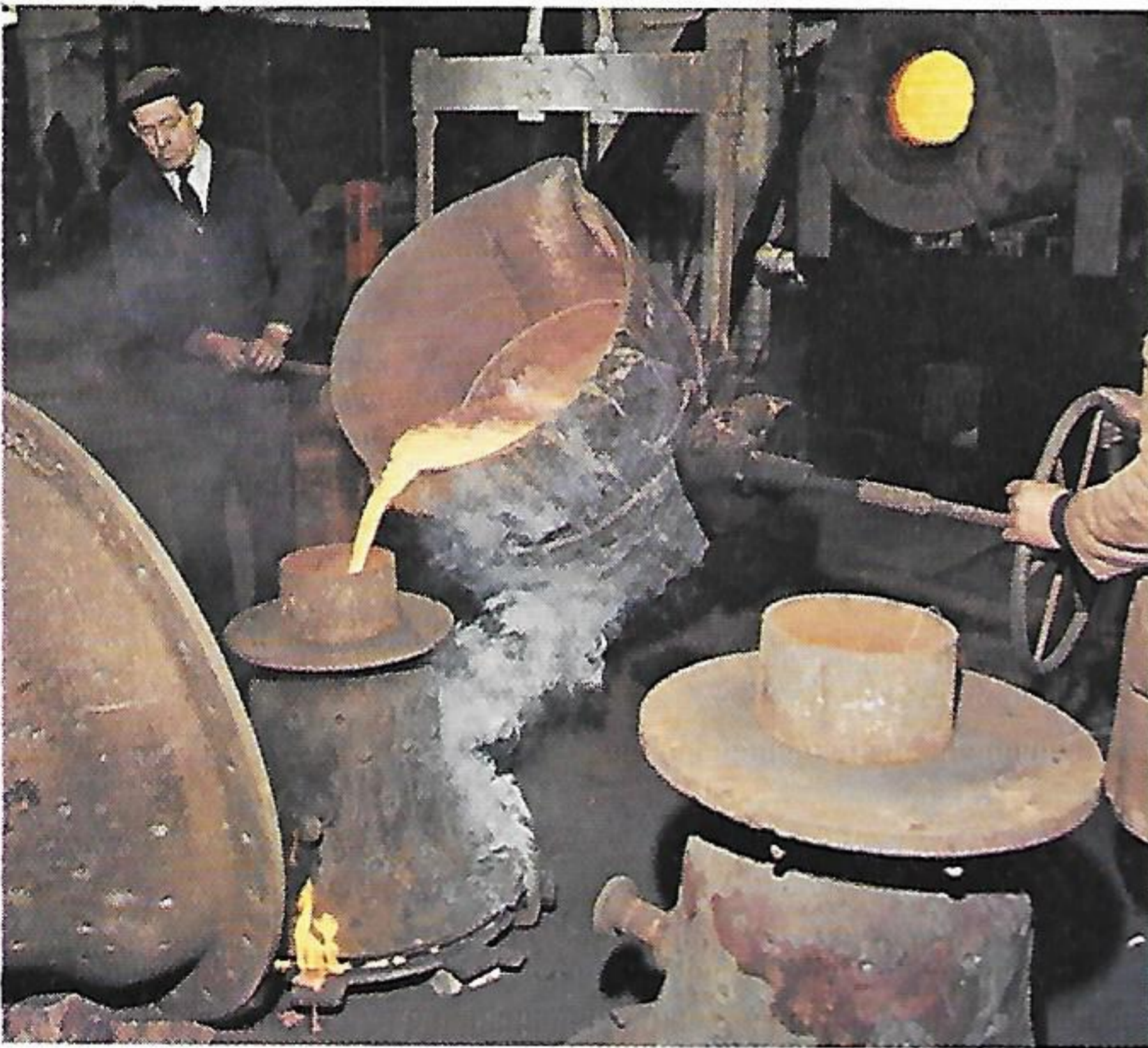
# LET THE BELLS RING OUT! BRITAIN



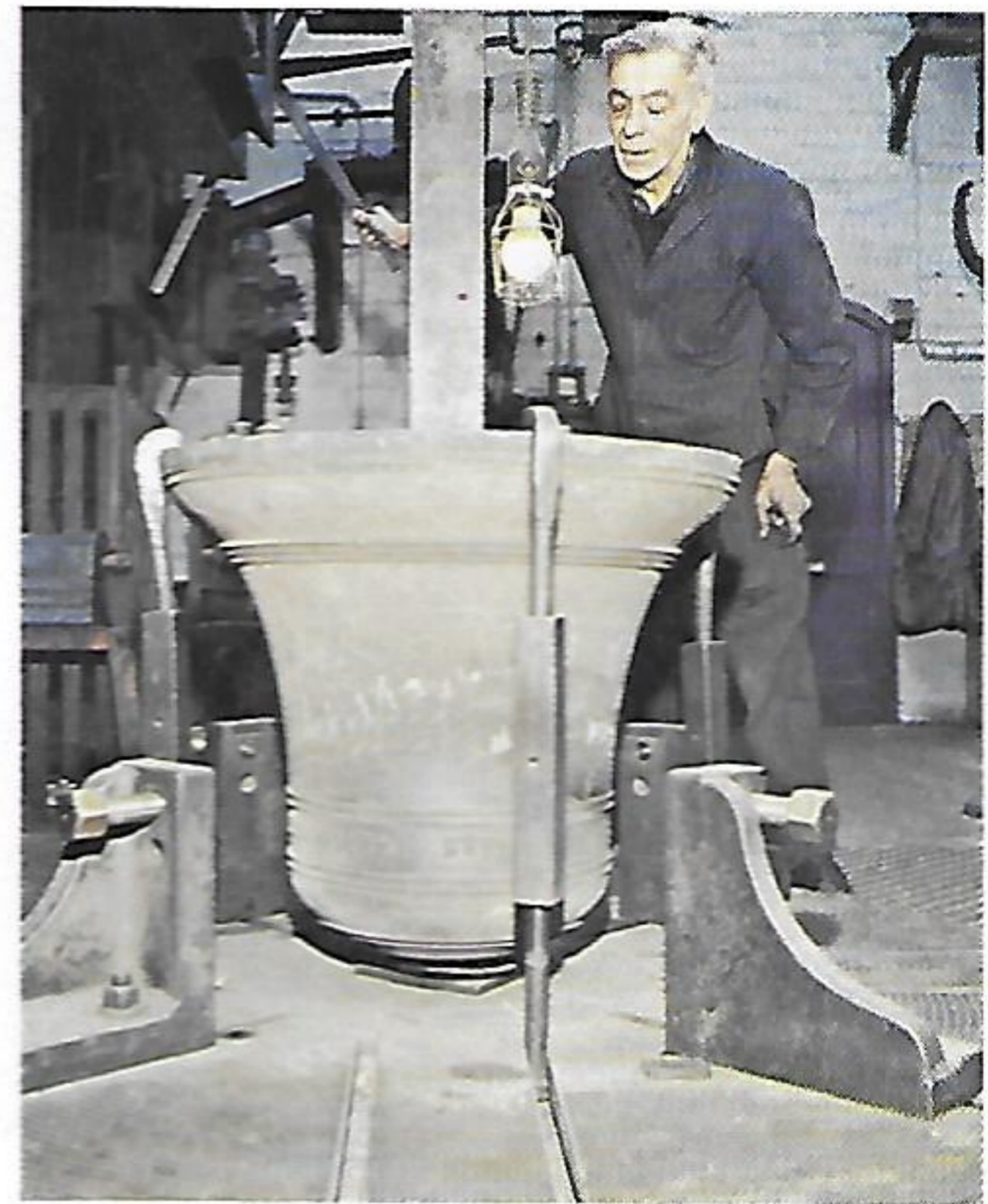
The metal for casting the bells, which has been heated to a tremendously high temperature, is poured from the furnace into the ladle.



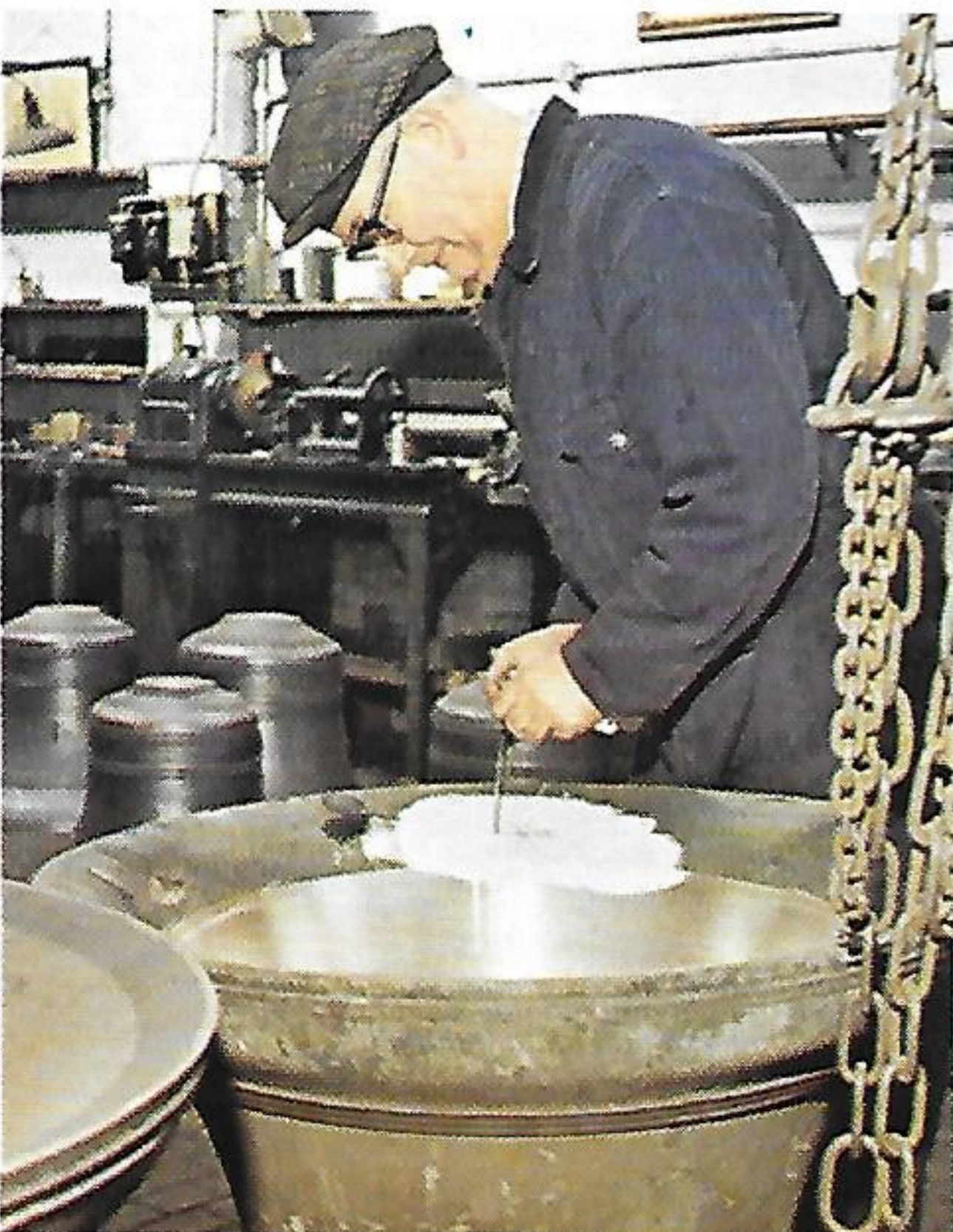
A bell wheel is being made in the carpenter's shop which will be fitted to the beam on which the bell is hung, allowing the bellringer to operate it more easily because of the large size of the wheel.



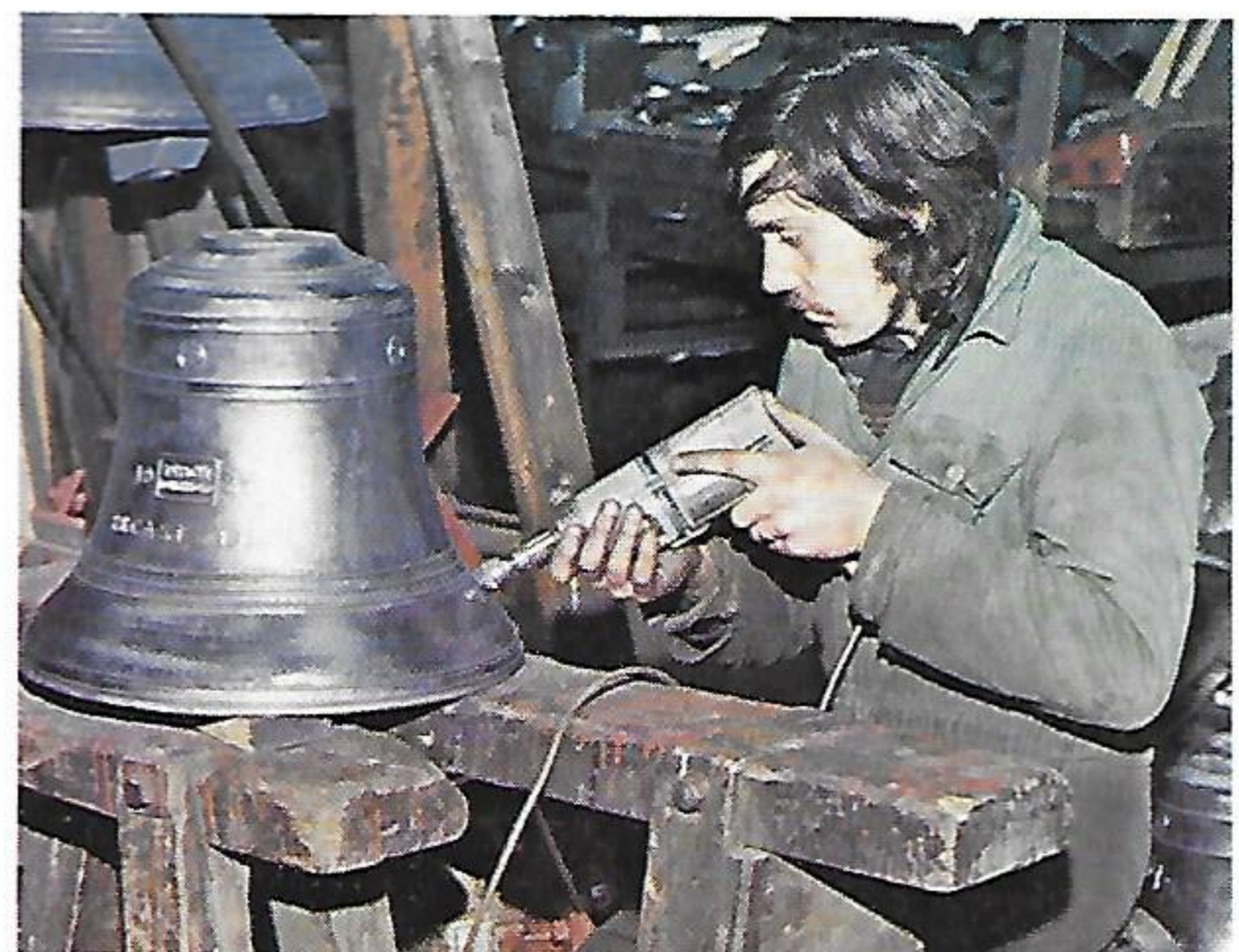
The bell is cast as the metal is poured into the head of the mould.



The tuning operation is undertaken on the tuning machine.



The position where the clapper will strike is marked in whitewash prior to measuring the clapper length.



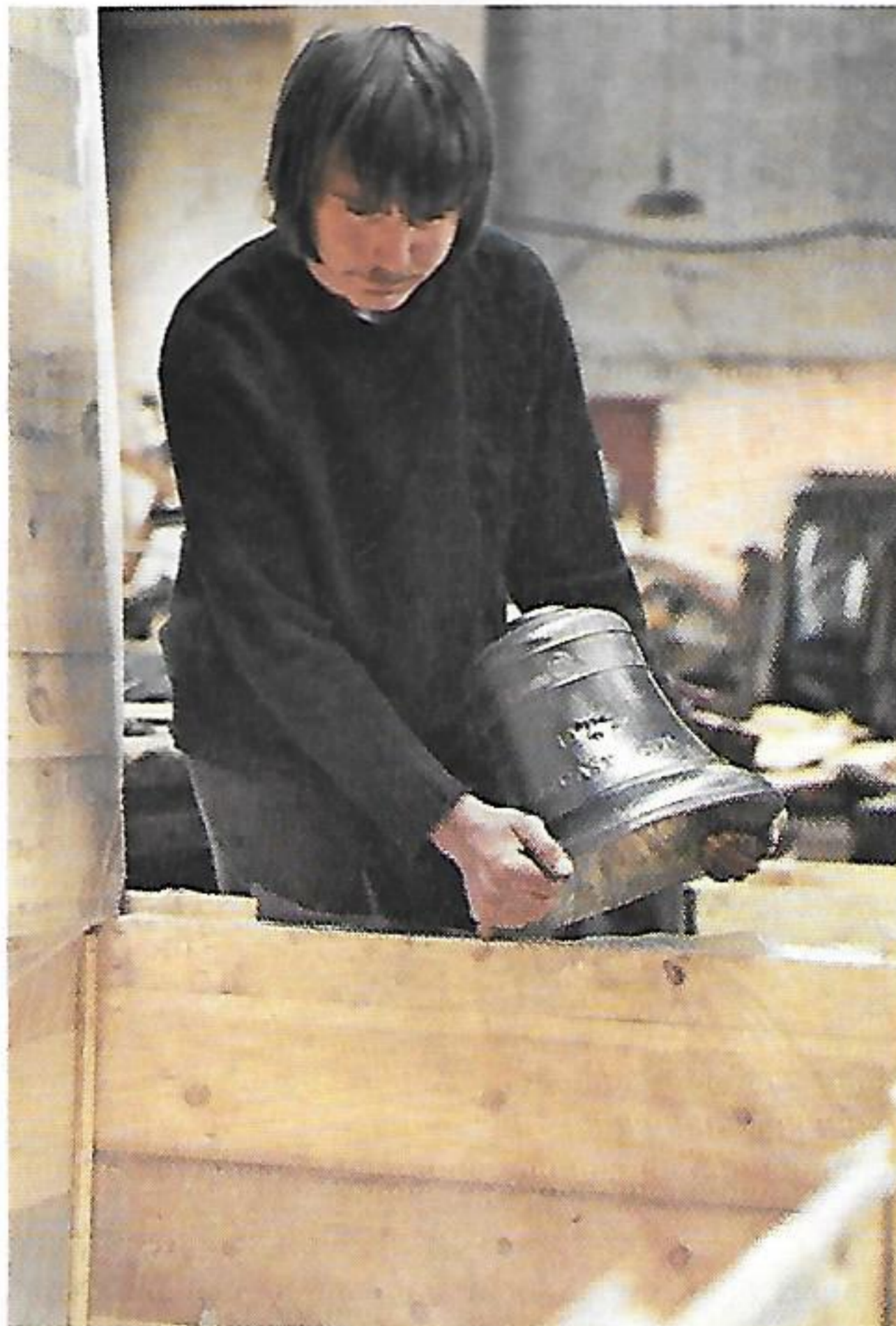
Another fettling/finishing operation in the process of casting the finely made bells.

# BELL MAKERS FOR THE WORLD

Britain has long been recognised as the world leader in the art of bell casting and has a long and proud history in this field.

Two of the leading bell foundries in the U.K. are the Whitechapel Bell Foundry in London and John Taylor and Company in Loughborough (Leicestershire).

They receive work from all over the world and only recently the University of Sydney needed to have their bells recast and they were sent from Australia to John Taylor and Company and ACT(A) carried them both ways. ACT(A) was called on again when the church bells from St. Philips, the first church in Sydney, needed to be returned to England for tuning and refurbishing.



One of the small bells recast for Sydney University is carefully packed into a wooden crate prior to being stuffed into an ACT(A) container.

When the bells from St. Philips arrived in London, H.M. Customs were surprised (to say the least) when the Whitechapel Bell Foundry produced a copy of the original invoice dated 1858. This is simply routine procedure for the foundry, however, which traces its origins back to 1420. They have produced bells for Big Ben, Westminster Abbey and they supply and repair bells from around the globe.

Both foundries still use some of the same machinery and processes which have been employed over the centuries. The only updating is the tuning, where a stroboscope is used; otherwise, a bell maker of the 1500's would feel quite at home today.

Despite many modern materials tested, Mr. Douglas Hughes, senior partner at the

Whitechapel Bell Foundry says that they find the old mix of London clay, straw and horse manure still makes the best base because it allows the cast metal to "breathe" while setting.

But the making and recasting of bells appears to be a dying art. Perhaps people don't have as much time as they used to for listening to the beautiful sounds that skillfully played bells can provide or maybe it could be that environmentalists are taking their toll (ouch!) in trying to make it a "quieter" atmosphere in which to live.

Although bells aren't used as much as they were to summon people to the Town Meeting, to church or to classes, they still give many people a great deal of pleasure.

Long may they ring!



**GOOD FOR ANOTHER HUNDRED YEARS** —The ten bells cast for St. Philips the first church in Sydney, in 1858 by the Whitechapel Bell Foundry have been refurbished and tuned and are being loaded for return to Australia. The loading operation is watched by (left to right) Mr. Peter Mabbutt, a director of Tallack, Stott & Co. Ltd., the shipping agents; Mr. Douglas Hughes, Senior Partner of the Whitechapel Bell Foundry; and Mr. Fred Gardner, Southern Region Sales Representative of ACT(A).



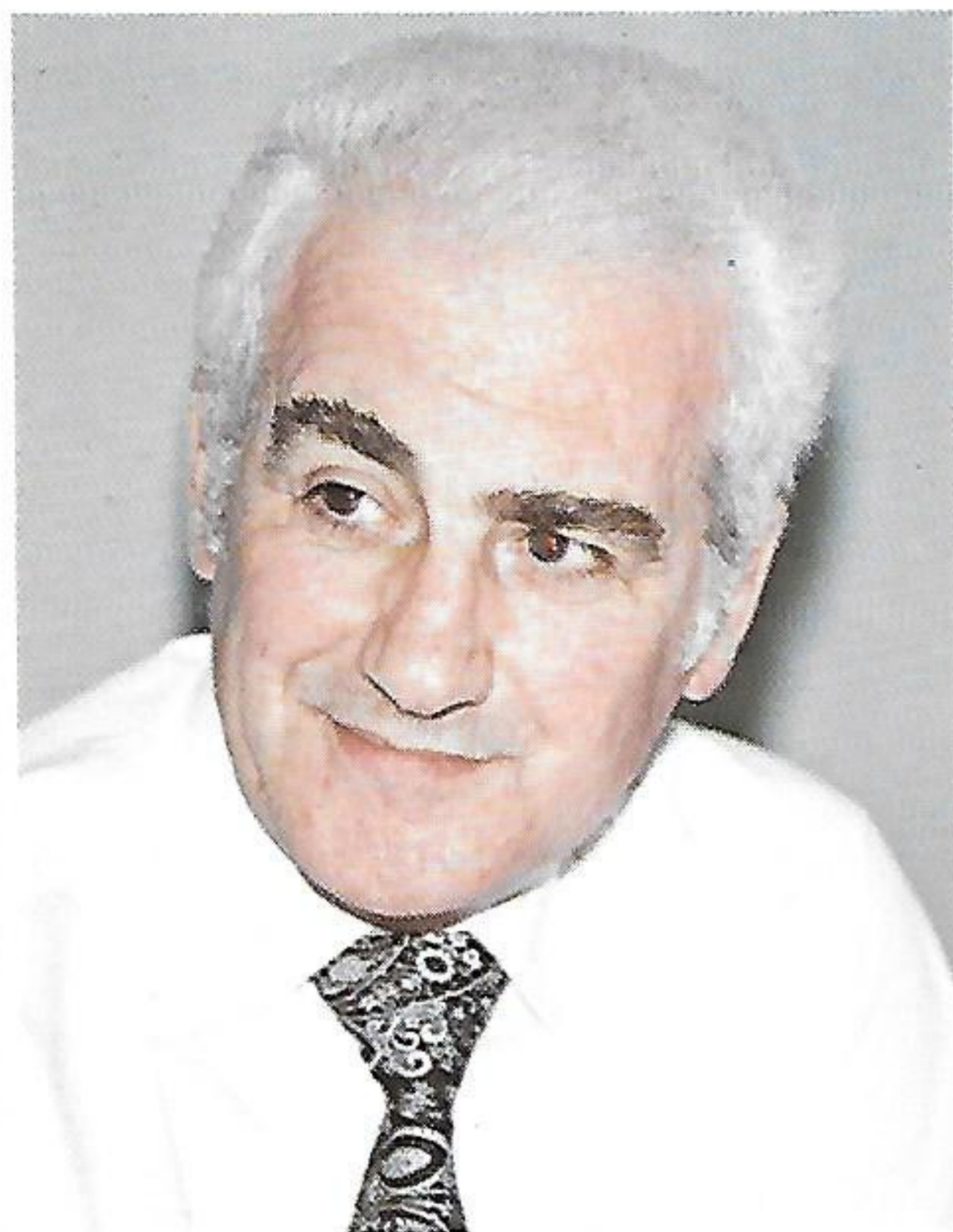
## ANOTHER KIND OF BELL

The first bulk tank of Bell's Scotch Whisky to be shipped to Australia is loaded at the East Mains Plant in Scotland.

It is inspected by Mr. Ian G. Grieve (left), Blending Manager of Bell's, and Mr. Robert Anderson, Sales Representative of ACT(A) in Scotland.

This blended whisky will be safely and securely carried by ACT(A) to its destination and it will be bottled in Australia under Bell's careful supervision to ensure quality control.

# THREE NEW APPOINTMENTS AT ACT(A)



**ROBERT HARKINS**

## U.K. Marketing Development Mgr.

Mr. Robert Harkins has been appointed U.K. Marketing Development Manager of ACT(A). He was formerly ACT(A)'s Sales Manager for the Scottish Region.

He joined ACT(A) in 1968 in Scotland following a long career in the transportation field which included seven years with BEA where he was involved in passenger and cargo handling, two years with Alitalia Airlines and latterly before joining ACT(A), he spent five years with Lep Transport Ltd., where he was Sales Manager.

Bob Harkins is married and he and his wife have seven children — three boys and four girls. In his spare time he sings semi-professionally.



**JOHN McLATCHIE**

## Sales Manager Scottish Region

Mr. John McLatchie has been appointed Sales Manager of the Scottish Region for ACT(A).

He joined ACT(A) in February 1973 following six years with Ranco Motors Limited, where he was Shipping Manager. During the more than five years he has been a Sales Representative for ACT(A), he has covered much of Scotland and is well known by Scottish shippers, exporters and importers.

John McLatchie is married and he and his wife have two children. He has one unusual hobby which is designing women's clothes and he creates practically all of his wife's wardrobe. He is also an avid angler and a keen chess player.



**RAY MOON**

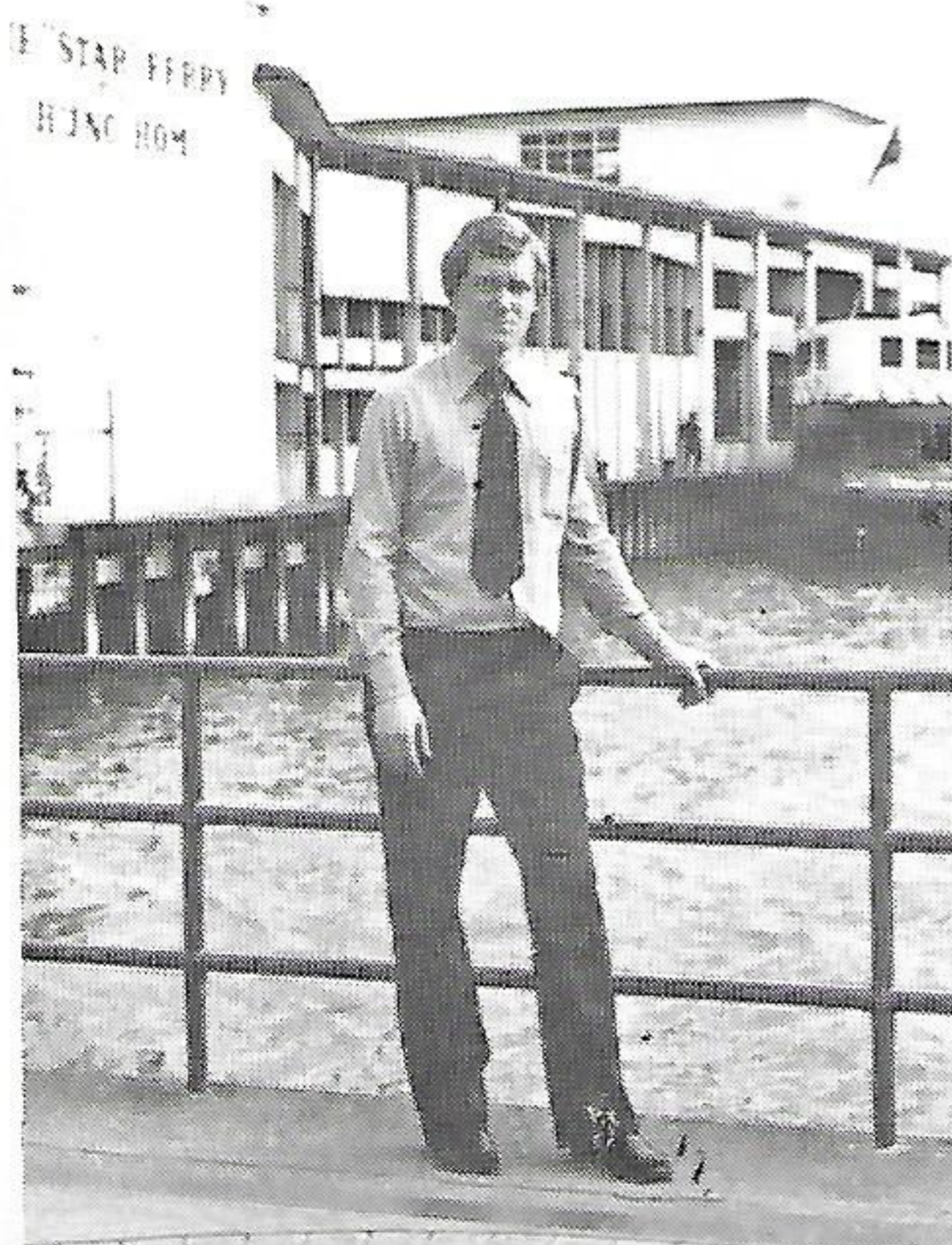
## Heading Car Carrier Service

Mr. Ray D. Moon has been appointed to take charge of ACT(A)'s ScanAustral/ACT(A) Car Carrier Service on the retirement of Mr. Fred Pickett.

Mr. Moon joined ACT Services in May 1972 on the City Desk handling container bookings coming from the Southern Region and the following year he transferred to the Commercial Department of ACT(A). In 1975 he joined the Marketing Department handling Space Allocation.

Prior to joining ACT, Ray Moon was 16 years with Blue Star/Blue Star Port Line.

He is married and in his spare time he is actively involved in amateur theatrical productions.



**IAN LAUGHTON**

## Travelling on BLC business

Mr. Ian Laughton (left) of Killick Martin's London office has recently completed a five-month tour of the Far East during which he was briefly seconded to various Ben Line offices.

As a result of the trip, he will be able to give even better service to BLC customers with his up-to-date first-hand knowledge of conditions in these countries.

## Kramer joins Menzell's BLC team

Mr. Freddy Kramer (right) has joined the management team of Menzell & Co. in Hamburg, BLC's agents there. He was taken on specifically to strengthen their BLC marketing team in Germany.

Freddy was previously Area Secretary with the Far East Freight Conference in Hamburg.



**FREDDY KRAMER**



# By land, by sea and (now) by air . . . ACT(A) will get it there for you

"If we want to give the best possible service to customers — something we are constantly striving to do — we must recommend what is best for them and not necessarily what is best for our own company," said ACT(A)'s Marketing Manager Mr. Roy Davis at the National Sales Conference held to identify and discuss mutual problems.

To help achieve this goal, ACT(A) has become representatives in the U.K. for air freight to Australia for Transmeridian Air Cargo (TAC). Details of this air service were introduced in depth at the Sales Conference and members of TAC's Management Team made presentations and answered questions from ACT(A)'s Regional Managers and Sales Representatives attending.

"This is just another demonstration of ACT(A)'s 'caring' and personal service to customers, making use of our broad expertise," Mr. Davis said.

Mr. Davis, who was Chairman of the Conference, made the opening address and recalled that the First National Conference was held at the Hotel Metropole in Brighton in 1971. "The importance of these conferences has become increasingly obvious," he stated, "and they have served as a 'launching pad' to help rocket ACT(A) to its position as one of the world's leading container operators."

Managing Director Alexander Macintosh in his talk pointed out that while 1977 was a good year, it was slightly under the 1976 increase. "I see more competition in the European Trade", he said and added that in the American Trade and especially on the West Coast of the U.S. competition was "hotting up" and the Russians and other outsiders with their rate cutting were a serious

threat.

During the past 12 months, Mr. Macintosh said, the Russians have taken 6% of all U.S. trade to Australia, 17% of the trade from the West Coast and 27% of the "lucrative trade," by offering cuts in tariffs of between 15 and 30%.

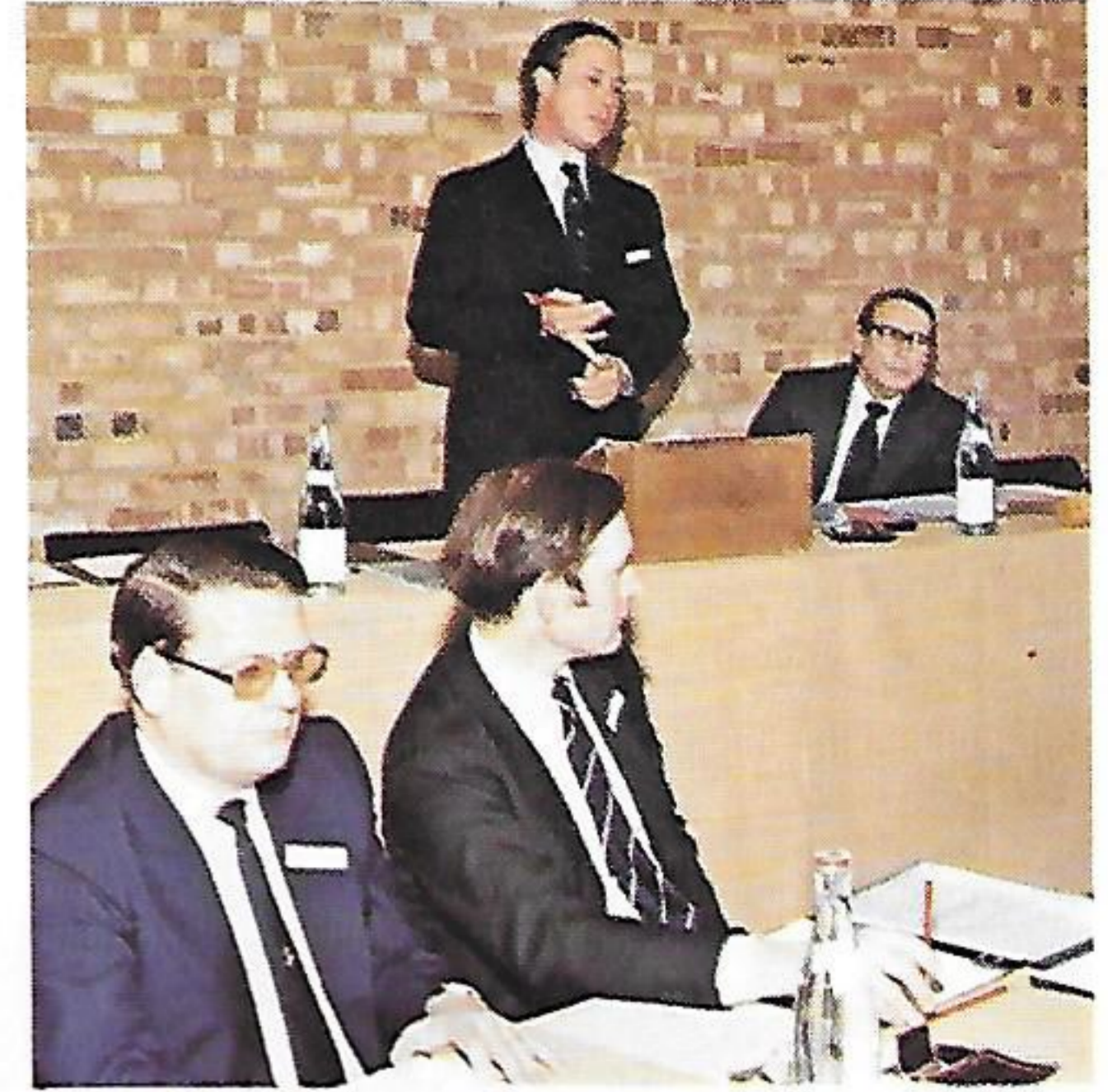
"However, I am confident that we will win out in the long term," Mr. Macintosh



A "doubles' act by Managing Director of ACT Services, Peter Bainbridge (left) and Bill Campbell, ACT Services' Director of U.K. and European Operations.

emphasised. He pointed out that ACT (A) is backed up by three of the largest shipping companies and also had the benefit of long standing working relations with their customers.

Mr. Macintosh outlined new areas of operation that were being studied and said, "in my experience, when one door closes, another opens." He said that we have already started a regular service to Fiji and are looking at a number of other options.



"Our customers are very important and we always keep them in the forefront of our minds," said Alexander Macintosh in his talk. Listening intently are Conference Chairman Roy Davis (right), and Assistant General Managers Peter Pike (left) and Michael Cartwright.



Summing up at the end of the conference is Rodney Hazlitt, Director of the U.K./Continent/Australia/New Zealand Trade.

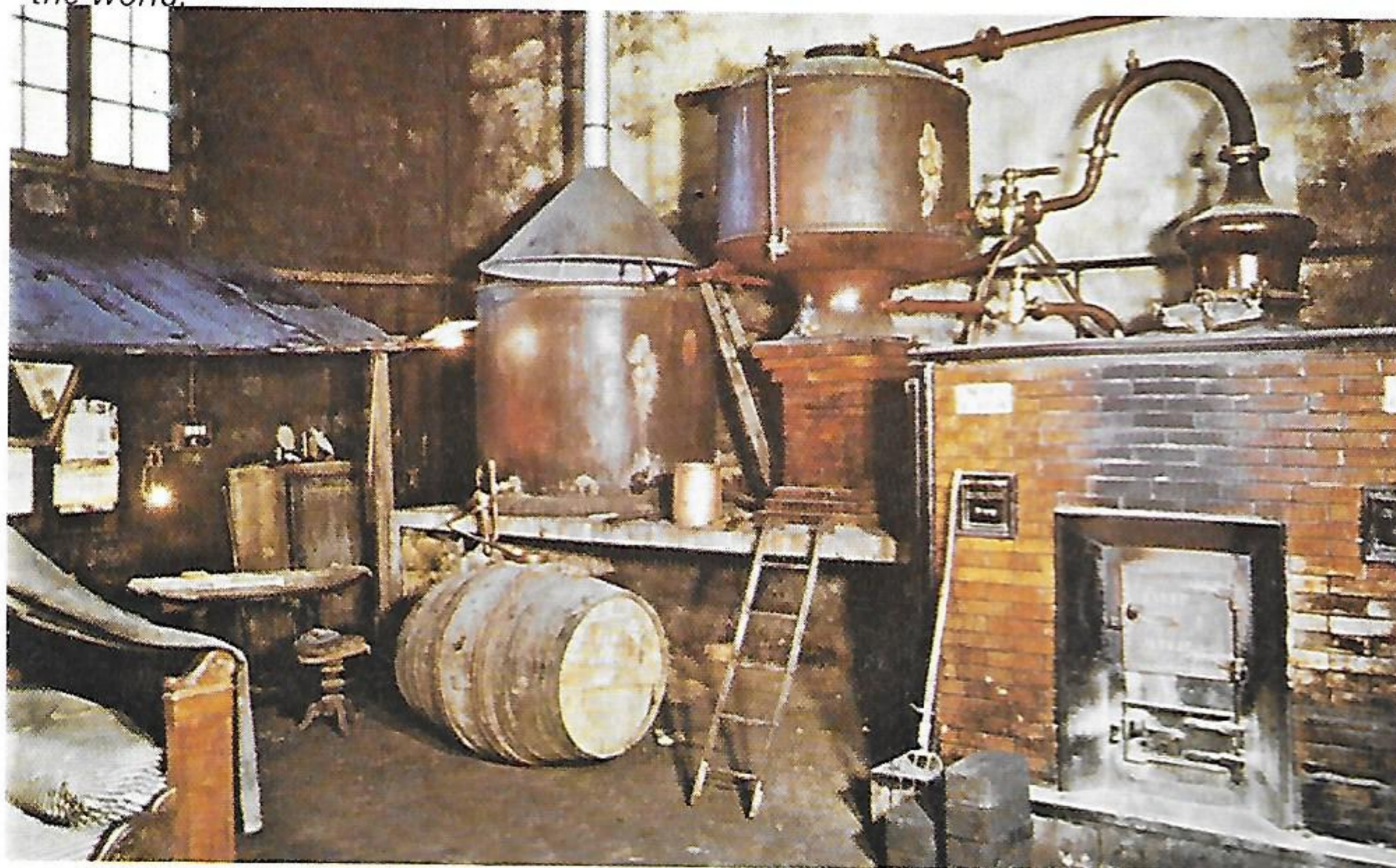


One of the aspects of the conference most keenly awaited is the opportunity to put questions to The Panel and get "straight answers" which help give a better understanding of problems and stimulate an exchange of ideas. On the panel were (left to right) Bill Campbell, Director of ACT Services; Peter Pike and Michael Cartwright, Assistant General Managers of ACT(A); Alexander Macintosh, Managing Director of ACT(A); Peter Bainbridge, Managing Director of ACT Services; and Rodney Hazlitt, Director of ACT(A)'s U.K./Continent/Australian/New Zealand Trade. (Chairman Roy Davis is in the background).

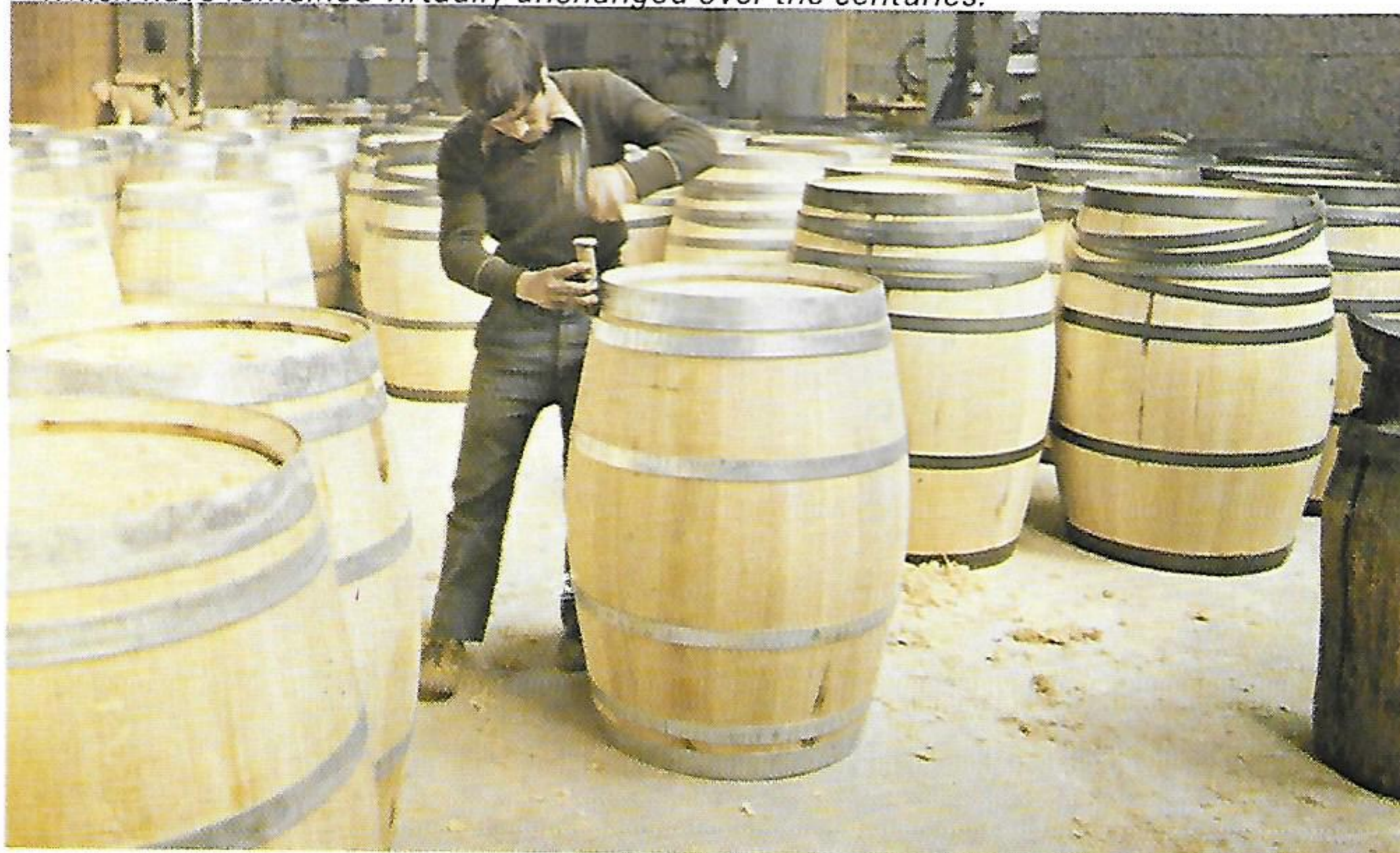
# COGNAC — THE UNIVERSAL DRINK —



*Vineyards in the Cognac region of France, which produce some of the finest brandies in the world.*



*Cognac is the product of double distillation of the wine of Charents in stills like these which have remained virtually unchanged over the centuries.*



*The barrels are vitally important in maturing Cognac and these are being made from Limousin oak which experiments show are the best.*

It is sometimes said that after Paris, Cognac is the best known French town in the world.

This is not strange, considering that it is the only French product found in every country in the world and that it accounts for more than three-quarters of French spirit exports, ranking it ahead of all other products from France's agricultural and food industries in respect of exports.

As no imported goods are used in its production, Cognac makes a net contribution to France's balance of trade of some 2,000 million francs each year.

For more than four centuries Cognac has formed the basis of one of the main sources of prosperity in the Charentes region of France and taking into consideration that seven litres of wine are used to obtain one bottle of Cognac, then it is the quintessence of more than 800 million litres of Charentes wine which is shipped to the four corners of the world per annum.

## SALES

Although exports represent 80% of total sales, the French market is still the number one market. Additionally, ever-growing quantities are used to improve and give bouquet to other brandies as well as in the preparation of liqueurs, fruits bottled in Cognac and Pineau des Charentes, a typical regional aperitif.

These diverse uses represent a volume equal to more than half that of direct sales. Taking these uses into account, the French market has increased from just under 10 million bottles in 1960 to more than 30 million bottles today, tripling in 18 years.

The United States is in first place among foreign buyers (more than 15 million bottles) closely followed by Great Britain, which has long been one of the world's leading importers of French Cognac.

Other major importers include West Germany, Belgium, Holland, the Far East, Switzerland, Spain and Australia, which has more than doubled its imports in the past few years.

## TRADITION

A total of 190 tonnes of Cognac were exported from France to South Africa in 1977 and EHCL's agents in France, Compagnie Generale Maritime, lifted 95% of this commodity.

The destiny of the Charentes region is linked with that of the golden liquor which was born in the heart of the Grand Champagne around the beginning of the 17th century. Among the ten most important export companies in the Poitou-Charentes area, eight are Cognac firms.

The price which Cognac pays for the preservation of its traditional quality may seem high, but like the Charentes vine-growers, the distiller and master blender spare neither time, effort nor care to produce an inimitable brandy.

# ONE OF FRANCE'S MAJOR EXPORTS

According to tradition, a proud gentleman known as the Chevalier de la Croix-Marron retired to his estate at La Bree near Segoznac following an adventurous life.

Like most of the landowners of the region, he had a considerable number of acres of vines — the very vines whose proliferation was beginning to be a source of worry because of the insufficient market for the wine they produced.

It was for that reason that our Chevalier, having read the manuscripts of the alchemists of the Middle Ages, fell to thinking that an experiment was well worth trying. So, having installed a rudimentary still over a blazing fire, he set about burning the wine, which up till that time had been his sole preoccupation.

The first heating gave, it is true, only a colourless, cloudy liquid with a fierce taste, which he considered very inferior, but after another passage through the potstill and a second heating, the alcohol lost strength whilst its flavour became more delicate: Cognac brandy was born!

## EXPERIMENTS

Although no one would wish to destroy this delightful legend, it would appear certain that the first distillations date back to the beginning of the 15th century, but it was only after many experiments that the still, as we know it today, came to be used.

While most other spirits had to undergo numerous rectifications before the strong taste of phevnes could be eliminated, it was found that the Charentes wines gave brandies that were pure and had a fine flavour after only two distillations.

For three hundred years the process of distillation has not varied. It is the still which served the earliest Cognac producers which the distiller of Charentes uses today. He has undoubtedly introduced some modifications; he has perfected it; but he respects the procedure

of which his own experience has shown him the superiority — the double distillation and the naked fire.

The maturing of Cognac is of prime importance. It has been known for a long time that it would not mature in corked bottles but that contact with the very dry wood which came from the oak trees of Limousin communicated to the Cognac the elements necessary for its perfection.

Repeated experiments with wood from all parts have shown that the Cognac barrels made from Limousin oaks are best.

The natural ageing process remains mysterious and the most ingenious inventions of modern chemistry have not been able to bring about an identical result. This delicately perfumed oak readily gives up its aroma and its tannin to the brandy without playing a dominant part, to form with it a subtly-balanced bouquet.

It is clearly evident that his operation is accompanied by considerable evaporation — the water disappears little by little as the alcoholic strength is lowered. It will amount to the equivalent of some 20,000,000 bottles and this evaporation is known as the angels' share.

But this evaporation is necessary to create the bouquet and the inimitable flavour of Cognac. Vine-growers and merchants do not hesitate to impose this heavy burden upon themselves which is so necessary to the quality of their product of whose perfection they are rightly proud.

When at last Cognac is ready to be delivered to the consumer, it is the job of the merchant to give it its final form. He will make some "coupes" or minglings of old brandy from different vineyards, left to his own choice, and will finally obtain a harmonious whole, composed of qualities from each element.

This tradition of quality, the result of so much care and self-sacrifice, is the origin of the success of Cognac in all the markets of the world and the Cognac producers have pledged themselves to ensure that the quality of this great brandy will always be maintained.

And the members of the ACT group which carry the Cognac will continue to ensure the quality of their service to the various world markets.



*Fine, light and delicate brandy results from years of patient ageing in the cask until full maturity is reached.*



*Discussing the packing and loading of an ACT container at Remy Martin's warehouse in Cognac are ACT(A)/BLC agents in Bordeaux, Messrs. J. Rochet (right) General Manager and C. Blum (third from right), Export Manager of Etablissements Henri Herpin S.A.*



*And another full container load of fine Cognac is loaded into a BLC box for shipment to the Far East. Careful handling ensures that the bottles full of rich bouquet arrive intact and will provide pleasure for many people.*

# ACT(A) and the Great Australian Opportunity

At the first in a series of one-day seminars on "The Great Australian Opportunity", held to encourage British exports to Australia, ACT(A) presented a display at the Inn on the Park, where the London session took place.

During the morning coffee break, Mr. Francis Eastop (left in the photograph), Marketing Co-ordinator of ACT(A), discusses the Company's operations with Mr. C. F. Campbell (second from left), Director (UK), Australian British Trade Association, and Mr. Wilfred W. Sweetland, one of the speakers, recently retired as Executive and General Manager of the Minerals Division of Broken Hill Proprietary Company Limited, Australia's largest corporation, while Mr. Sam Garnett (right), Sales Manager, Southern Region, ACT(A), looks on.



## New Administration Building for Tilbury Container Complex

The new £24 million Northfleet Hope Container Complex at Tilbury is fast nearing completion and later this year will absorb ACT(A)'s operations presently being carried out at user berth No. 45.

The Administration Building for Tilbury Container Services (TCS), who will be responsible for operating the new container terminal, is already completed and fully operational.

As construction of the other installations moves ahead dead on schedule, the complex is expected to become operational by September.

## There's nothing like waving a red flag . . .

Two prize bulls were carried from Sydney to Noumea on PAD Line's "Dilkara". Deck Cadets were assigned to look after the huge animals during the trip.

The ship's Master, Capt. W. S. Coutts, recommended to the cadets that normal Dilkara type red coveralls not be used by them when attending to that particular job!



*Finding ways to improve service to customers is a constant goal of the whole ACT(A) team. Close contact is maintained among ACT(A)'s Marketing Management staff in the U.K., Australia and New Zealand and typical of this close co-operation was a recent visit by Mr. John F. Burrows (right), Chief Manager, Marketing and Development, in Australia and Mr Allan R. Middleton (left), Trade Manager for ACT(A) in Australia. One of their first meetings on the trip, which took them around the U.K. and Continent, was with Mr. Roy L. Davis (centre), Marketing Manager of ACT(A). They are shown discussing trading conditions and future developments.*

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