

act

news

WINTER 1978/79



*Best wishes for
Christmas and the New Year
to all our friends throughout the world*



The charm of the British Christmas pudding

The traditional British Christmas could be said to be characterised by the three "f's" — in addition to the religious background of the season — family, food and friendship.

Christmas is a day when families and friends get together and most tables creak under the weight of the varied and delicious foods. Dessert is no exception and the most traditional of all is the Christmas pudding. And no Christmas pudding would be complete without Christmas pudding charms.

These can vary greatly and much fun is had when one of these delightful charms turn up in your portion, indicating the future: a ring means that one will be married within the next 12 months; a coin means good fortune will be yours; but beware of a thimble, which means that a young lady will remain a spinster . . .

With each copy of the "ACT News," you will find a card containing sterling silver Christmas charms which ACT hopes will help make your Christmas a little brighter when you put them in your Christmas pudding. It is ACT's way of wishing all their many friends around the world a very Merry Christmas and a Wonderful, Happy 1979!

New York City's Rockefeller Center

Christmas in New York City is typified by the activities at Rockefeller Center and for the millions of people who visit the Center from the U.S. and abroad New York is typical of the whole of the country.

In the photo below is the Center's famous Christmas tree. It is lit early in December and is such a popular event that it is televised nationwide and competes in prominence with the annual lighting of the tree on the White House lawn.

Ice skating at the Center (bottom) is a popular way to spend part of the Christmas holidays for New Yorkers and visitors.



Here's a recipe for making a delicious Christmas Pudding of your own

This recipe is one of the 3,000 different ones reputed to be in existence and is given us courtesy of McDougalls Flour. It will make one pudding in a 1,250ml basin and one in a 750ml basin; four in 450ml basins; or three in 750ml basins.

INGREDIENTS

200g self-raising flour (8oz)
1 x 2.5ml spoon salt ($\frac{1}{2}$ tsp)
1 x 5ml spoon ground cinnamon (1 tsp)
1 x 5ml spoon ground nutmeg (1 tsp)
1 x 5 ml spoon mixed spice (1 tsp)
200g breadcrumbs (8oz)
200g shredded suet (8 oz)
Juice and rind of 1 lemon
200g raisins (8 oz)

200g currants (8 oz)
200g sultanas (8oz)
100g mixed peel (4 oz)
150g demerara sugar (6 oz)
1 cooking apple, peeled and chopped
4 eggs, beaten
100ml brandy ($2\frac{1}{2}$ fl oz)
200ml milk, stout or ale ($7\frac{1}{2}$ fl oz)

DIRECTIONS

1. Sieve flour, salt and spices, mix in the breadcrumbs and suet. Add remaining dry ingredients, then the eggs and liquid.
2. Mix well and place in greased basins, filling to within 1 cm of the top. Cover with greased greaseproof paper and foil or a pudding cloth.
3. Place puddings in saucepan(s), pour boiling water round basins until water comes two-thirds up the sides.
4. Boil the puddings for 8 hours, replenishing water as necessary. Alternatively, steam for 10 hours.
5. When cool, remove the coverings and replace with fresh ones. Store in a cool, dry place.
6. When puddings are required boil or steam for a further 2-3 hours. Serve with brandy or rum butter.

Aerosol 'snow' and cotton wool help make settlers feel at home

With less than 170 years of European settlement behind it, New Zealand has established its Christmas tradition by adapting to those of the countries of the people who settled there.

But in many cases, instead of turkey on a laden table, there may be a beach barbeque and the only "snow" will come out of an aerosol can or be formed of cotton wool. In New Zealand Christmas means summer and summer means beach, sand, surf, the lakes and the annual vacation.

It also is a traditional family holiday time and many of the observances are similar to those in the Northern Hemisphere. The festive atmosphere is maintained through colourful displays, streamers and lights; gala parades through the streets mark the arrival of Father Christmas; and the shops are filled with merchandise intended as Christmas gifts.

DISTANCES

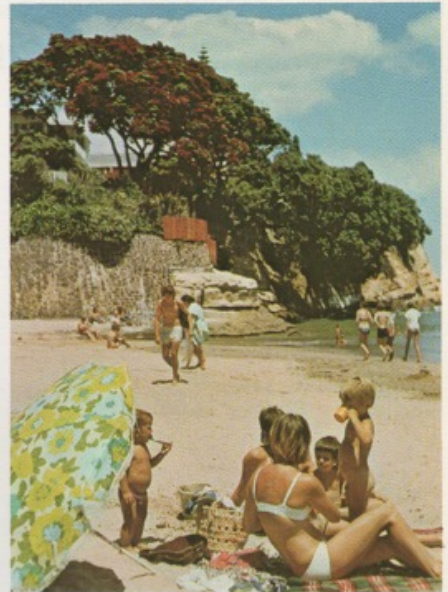
For many New Zealanders the effects of Christmas begin in early December with rounds of pre-holiday celebrations. Younger folk, working away from home, will return at Christmas and children and their parents will travel long distances to be with grandparents, for the traditional Christmas dinner and gifts around the tree.

From mid-December to late January is the long vacation for the schools and many families take their holidays at that time. As a result, the New Zealand business community tends to run at half-speed and many manufacturing concerns close to allow all their staff to take holidays at the same time.

But one industry which remains open is New Zealand's major export earner — farming. Cows and sheep aren't worried about Santa Claus. The height of the lamb export season is being experienced by meat processing plants and this in turn means there is no easing of pressure on the shipping industry because perishable products have to be kept moving to ensure they arrive at their markets as quickly as possible.

By New Year's Day, the holidaymakers may turn to camping at the beach or lake (as in photo top right) or following popular summer sports such as cricket and horse racing.

Despite the marked difference in climate, religious tradition is maintained with special church services, carol singing and other activities just as it is in Europe.



The native Pohutawa tree is in full bloom in December and the flaming red flowers and green leaves of this striking tree replace the Christmas fir in the minds of most New Zealanders.



Christmas in Malaysia is 'multi-religious'

Malaysia, being a plural society with various religious beliefs, celebrates Christmas as it does with the other main local festivals — the Malay "Hari Raya", the Chinese New Year and the Indian "Deepavali" — by visiting the houses of their Christian friends, who normally hold "open house" offering abundant food and drinks to everyone and wishing them the joys and blessings of the season.

Upper left: Carol group performing at Kuala Lumpur railway station awaiting the arrival of Father Christmas, who chose to come by train instead of the traditional sleigh. (By permission of New Straits Times Press Malaysia).

Left: "Nativity Play" performed by children of the Indian community.

Church, colour and family highlight Christmas in the Philippine Islands

Christmas celebrations in the Philippines start on 16th December when people go to church to attend the first in a series of novenas (nine-day masses) called the "Misa de Gallo", which ends on Christmas Eve.

The Christmas festivities are traditionally colourful and this extends to the churches which are lit with coloured lanterns. The main altar features a miniature tableau of the Infant Christ, the Blessed Virgin Mary, Saint Joseph, the Three Wise Men and shepherds and their flock, depicting the Nativity Scene.

The Midnight Mass or "Misa de Aguinaldo" on Christmas Eve is the high point of the Christmas celebrations. After

the Mass, many families gather together for a simple midnight supper called "Media Noche".

Many families fill their dining room tables with a variety of food and invite guests — a gesture to wish each other prosperity and health during the coming year. Another traditional way of celebrating the festivities is the "Cumbanchero", meaning combo, a singing group which goes from house to house singing Christmas carols.

On Christmas Day, after hearing the morning Mass, children are usually brought by their parents to see their godfathers, godmothers, aunts, uncles and other members of the family where they

are usually given gifts of money. Following that, most families hold a reunion during the day.

Homes are decorated with multi-coloured lanterns, paper stars and paper cut-outs conveying the season's greetings. To light the lanterns, low-watt electric bulbs are used. Many homes also have ornate Christmas trees.

In the country, Christmas lanterns are lit with candles and hung in windows and an improvised wooden stand in the living room holds a small Christmas plant or tree-top and this is decorated with cut-outs of white paper.

But whether in the city or the country, Christmas is a time of deeply religious celebrations. It is also a period of family get togethers and colourful and joyful decorations. Some of the traditions in the Philippines were inherited from the Spaniards who once ruled the islands.

Young and old celebrate Christmas in Korea



White Christmas in Korea.



At Christmas time, churches throughout Korea collect money to help their less fortunate neighbours. These funds helped make Christmas a happy day for these elderly people in an asylum.



Christianity is one of the leading religions in Korea. The photograph shows Christmas Eve worship in one of the many beautiful churches there.



Silent night, Holy night. . .

Father Christmas is alive and well (A bit hot, though) in Australia

The thought of Father Christmas on his sleigh loaded with gifts, red suit shining, white beard flowing and his reindeer gliding effortlessly through the night sky might seem a little out of place in the middle of Australia's summer, which is when Christmas comes Down Under, but he would never disappoint the hundreds of thousands of Australian children whose expectations match those of the world over... no matter what the hardships.

If Santa does get a bit hot and sticky in his heavy garb, he never seems to complain. His helpers — lacking his magical powers — may make a few "concessions", however, and use more conventional methods of getting around.

This could vary from Katherine in the hot sweltering monsoon climate of the Northern Territory, where Santa has been known to arrive at a Christmas party on a tame water buffalo, to the dry country areas where Santa is just as likely as not to ride up on his stock horse, which would probably be more at home mustering sheep than passing muster as a "stand-in" reindeer.

As in most parts of the world, Christmas Day in Australia is very much a "family and friends" day and no matter how far apart they might live the rest of the year, Christmas brings almost everyone "home" — whether it be in the cooler temperatures of the mountains and hills, the 100 degree heat of the slopes and plains, the hot sweaty jungles of the tropics or the sea breezes of the Australian coastline.

And the Christmas Dinner is the traditional turkey, pork and all the trimmings, Christmas pudding with brandy sauce and lots of talk and good cheer. Others take the opportunity of getting out into the fresh air and flock to

the beaches with their picnic hampers and bottles of cold bubbly.

In Australia Christmas is the season for tropical fruits with pineapples, pawpaws and mangoes being consumed in large quantities. But the older people especially still think of Christmas "at home" and tend to get together with their old friends and revert to talking in Greek, Italian, Yugoslavian or whatever their native tongue.

Although it is a different hemisphere, a different climate, a different environment, the very same spirit of Christmas that has bound mankind together all over the world for centuries is present in Australia.



Santa Claus visits Australian beaches in temperatures of up to 100° Fahrenheit.



A group of ACT(A)'s Australian staff enjoy a typical beach barbeque at Christmas time (left to right) D. H. Brown, Rosemary Alden, Sandra Lotze, Peter Kenaly, Sandy Thorpe, Peter Grant, Robin Stenner and Frank Assenza.

Canadians 'go mad' for decorations at Christmas

Christmas in Canada is in many respects much the same as in the U.K. with the traditional religious celebrations mingling with Christmas trees, gifts, parties and family get-togethers.

It is more fun for children than grown-ups for whom New Year is the real time to "whoop it up". This is perhaps due to the large Scottish element in Canada, because in Scotland the New Year's celebrations are very important.

The Canadians "go mad" for decorations in the streets, in the home and in business and commercial premises. The stores start decorating early and in November the Christmas spirit is already evident nearly everywhere. Santa Claus figures are plentiful and carols and Christmas music ring out.

On Christmas Day families and friends visit each other and the Christmas dinner is a feast to gladden the heart.



The bright lights of Montreal...



... and Quebec City delight residents.

EHCL takes the cake

It's amazing what you can load into an EHCL 20' container. Each container can carry enough dried fruit to make 9,167 cakes or 12,132 Christmas puddings, and that's a lot of sweets.

EHCL carry regular consignments of dried fruits, such as raisins, currants and sultanas from Cape Town destined for supermarkets in the U.K. These fruits are harvested in the Northwestern Cape and it takes approximately seven acres of produce (after the drying process) to fill one 20' box.

The drying of the fruit is done under the hot sun. Currants are spread out on cement beds whilst raisins are placed in wooden trays where they are left for about six days.

HOT LYE

The process for sultanas is slightly different in that they are first dipped into a hot lye solution and left hanging in racks for a period of seven to eight days.

The dried fruit is then graded and packaged before being taken by rail to Cape Town for loading into containers. The photograph below shows dried fruit being loaded into one of a consignment of 15 containers prior to shipment to the U.K. on EHCL's "City of Durban".

Some of this fruit is probably destined for your Christmas cake and biscuits like those pictured at the top (right) of the page.

Hope you enjoy it!



Discussing the loading of South African dried fruit into EHCL containers are Mr. K. Watson (left), Export Manager of South African Dried Fruit, and Mr. B. Speck, Sales Manager of Ellerman & Bucknall, C.T.

Christmas came a little early for ACT Services' retiring Chairman

A dinner was given by ACT Services to pay tribute to retiring Chairman Alastair Lloyd, who, as reported in the last issue of "ACT News", has had to relinquish his Chairmanship due to heavy commitments in Ellermans. A painting of his home in Essex had been commissioned — unknown to Mr. Lloyd — and was presented to the surprised guest of honour (centre) and Mrs. Lloyd by ACT Services' Managing Director Peter Bainbridge.

Merry Christmas and Happy New Year from the Editor and Staff of "Act News"

EHCL container saves the day at Soton Boat Show

The Southampton Boat Show has grown successively over the years and the number of foreign and business visitors expected this year threatened to swamp the catering capability of the Post House Hotel in whose grounds a major part of the show is mounted.

The Post House management approached ACT Services' Head Office in Southampton for assistance in storing the large amount of chilled food and prepared buffet meals needed to feed the crowd. It was agreed to loan them an EHCL insulated fruit container with a mechanical clip-on refrigeration unit and the entire operation was co-ordinated by ACT Services' Equipment Control Manager Ian Massie.

ON TIME

The two units were delivered precisely on time four days before the show opened, so that food stocks could be built up ready for "Press Day" and the many business lunches. The units were placed on the pavement right beside the hotel and at one time nearly ten tons of food was stored. The refrigeration unit kept it all at a constant +1° Centigrade (34° Fahrenheit) throughout the show.

Two days after the show closed, the units were removed, quickly cleaned, and the container was on its way to South Africa with Southampton LCL general cargo ten days later.

Both management and staff at the Post House Hotel expressed their appreciation at the way the operation was carried out and the help given them in catering for the many overseas buyers.

And who knows? Some of the marine equipment purchased at the show may yet travel to South Africa in similar EHCL containers.



"ACT 6" approaches ACT(A)'s new Northfleet Hope Terminal at Tilbury to become the first ACT vessel to call at the new complex a few days after it began receiving ships. The £24 million project has now absorbed ACT(A)'s operations which had been carried out at multi-user berth 45.



EHCL Sales/Marketing Meeting

The importance that EHCL attaches to the customer is illustrated by this meeting of their marketing team at London headquarters. These meetings are held regularly to discuss ways to continue providing the best possible service to South Africa for their customers.

Left to right in the photograph are John Mendham, Southern Area Sales Manager; Iain Kimberley, Midlands Area Sales Manager; Jimmy McDowall, Scottish Area Sales Manager; Noel Kent, Divisional Sales/Marketing Manager; Andrew Douglas-Bate, Divisional Sales/Marketing Director; Jerry Wilson, Deputy Manager, EHCL; Peter Taylor, Administration Controller; Fred Whitehurst, Northern Area Sales Manager; and Michael Partridge, Sales Manager, Deep Sea Services.



The EHCL container that was used to help feed thousands of visitors to the Southampton Boat Show.

THE TEAM Our Continental Agents—3,



One view of Conva's busy office shows (left to right) H. E. van Duin, BLC; H. M. van den Berg, BLC tariffs; F. K. Herrman, BLC; J. W. Eijke, ACT(A); H. J. Leentfaar, ACT(A); and J. C. Hoogendoorn.



Telex is an important communication tool for a company involved in shipping and Telex Operator Ria de Keiser-Versteeg (centre) is helped by Joke Buyt (left), typist for the BLC Inward Department, and Josette Strooband of the ACT(A)/EHCL Inward Department.



Documentation Department (left to right): Ton Bolte, EHCL/Carol; Dries de Visser, BLC; and Peter Koster, ACT(A).



Conva's Computer Room boasts some of the most up-to-date equipment skilfully controlled by (left to right) Yolanda Dekker, Arja den Ouden, Rob Bens and Petra van der Weijden.



Book-keeping Department includes Andre Hoogendoorn, EHCL/Carol; Adrja den Ouden, Operator; William Schouten, BLC; and Bram de Bloeme, Accounts Receivable.



This hard working group in Conva's office is busy taking care of EHCL and Carol business. The Container Port can be seen in the background but J. H. de Bruin (centre), Miss J. A. Dorsman (left) and C. S. M. van Aken seem unaware of the activity going on outside.

Conva, Holland

Conva's modern offices are located only yards from a fast-moving motorway and the Container Port of Rotterdam, where the most up-to-date equipment and methods are used.

Conva B. V. (Container Vervoer Agenturen) was originally formed in August 1972 and restructured in November 1976, at which time they moved into their impressive, comfortable and efficient office building where a staff of 55 handle ACT(A), EHCL and BLC, the latter joining them in January 1977.

BLC had previously been with D. Burger en Zoon and some of that company's staff joined Conva, as well as others from Gellatly Holland.

Conva are also agents for Harrison Line's CAROL trade, Leif Hoegh Container Line, which goes from Rotterdam to the U.S. Pacific Coast, and for CATU Container Leasing Company.

The company has five very active canvassers operating throughout Holland and moved over 24,000 boxes in 1977.

HARD-WORKING

David Perkins heads up the hard-working Conva team which is smoothly run by Kees van den Boer as Managing Director and includes Andree Ouwerkerk, Operations Manager; John Eijke and Henk Leentfaa handling ACT(A) business; Jan H. de Bruin, in charge of CGM/EHCL and Harrison's CAROL trade; Henk van Duin and Henk van den Berg, BLC matters; Jan van der Waarden, in charge of ACT(A) and BLC Inward Department; Kees de Looze, Chief Accountant; and Brian Evans, in charge of all financial matters concerning Conva and Conship as well.

Marketing Operations, Ship Planning, Repair and Maintenance and Transport operate as a complete unit and are staffed by highly trained and experienced personnel.

Conva is another essential link in the services provided by ACT and are part of the smooth working partnership which makes ACT the leading container shipping group in the world.



Conva's modern offices strategically located close to a motorway and the Rotterdam Container Port.



The Management Team hold one of their frequent meetings that help ensure the smooth running of the operation (left to right) Kees de Looze, Kees van den Boer, Jan van der Waarden, David Perkins, John Eijke, Jan de Bruin, Henk van Duin, Henk van den Berg and Brian Evans.



Conva's Cess Verhoeven is shown in Hong Kong on a marketing tour of the Far East on BLC business.



Another busy section includes (left to right) Jan van der Waarden and Josette Strooband of the ACT(A)/EHCL Inward Department and A. De Boer, one of Conva's best-known and well-liked canvassers, who are a vital part of the Conva marketing operation.

ACT(A)'s new assistant marketing managers



RICHARD BILLS

Richard Bills and Jeffrey Stoddart have been appointed Assistant Marketing Managers of ACT(A).

Richard Bills will continue to have special responsibility for the Northbound trade and Jeff Stoddart will look after Southbound traffic. Both men will work closely with Marketing Manager Roy Davis to ensure the best possible service to customers.

Richard Bills spent 17 years with Ellerman Lines after graduating from Alleyn's College Dulwich, in 1946. He also worked in the sales team of the Cory Group and



JEFF STODDART

DFDS before joining ACT in 1968.

After completing his studies at Wallasey Grammar School, Jeff Stoddart began his working career with Cunard in Liverpool in 1958. He was assigned to ACL Services in Southampton in 1968 and served as Personal Assistant to the Traffic and Operations Director.

He went to New York for ACL(USA) in July 1972 as Marketing Manager and in January 1977 he returned to the U.K. as Sales and Marketing Manager for the Cunard Arabian Middle East Line (C.A.M.E.L.).

Ben Line Far Eastern appointments

Mr. Peter C. M. Thompson, until recently Ben Line's Japan Manager, has been appointed Commercial Manager Far East and is now serving with Ben Line Far East Management in Hong Kong under General Manager for the Far East, Mr. David O. Smith.

Mr. Roger W. Miall moves from Bangkok to become Ben Line's Manager in Japan with Mr. David N. A. Fergus serving as Acting Japan Manager until Roger Miall assumes his new appointment on the 1st of January.

Mr. James B. Mattinson, currently serving in Hong Kong, takes over as Manager of the Ben Line office in Bangkok at the end of this year.

Ben Line, whose principal business is the operation of container, liner and bulk services between Europe and the Far East, has offices in Japan, Hong Kong, Thailand, Malaysia and Singapore, and representatives in Indonesia and South Korea. In all the company directly employs 450 staff in the Far East.

"ACT News" is published on behalf of Associated Container Transportation Limited (ACT), who comprise Ben Line, Blue Star Line, The Cunard Steamship Company Limited, The Ellerman Lines and Harrison Line, by RG Public Relations, 11-17 Ludgate Hill, London EC4M 7AE. Editor: Robert Guggenheimer (Tel.: 01-248 1975). Printed by Greater London & Essex Newspapers (R.P.), Printing House, Magnolia Road, Rochford, Essex SS4 3AN.

Farewell to Killick Martin's Guy Hutton



A large group of shippers and colleagues attended the farewell lunch to celebrate the retirement of Guy Hutton, who has been a well known figure in London and Southampton shipping circles where he worked as a canvasser and marketing man with Killick Martin. This photograph taken at the function shows (left to right) J. Marshall, South Western Marine Factors Ltd.; F. Taylor, Interworld Vehicle Plant & Marine (U.K.) Ltd.; A. H. Williams, Brantford International Ltd.; S. Leighton, Whitecap International Ltd.; R. F. Newman, Cow & Gate Ltd.; D. R. Poole, Director, Stothert & Pitt

Ltd.; W. A. Rose, Killick Martin & Co. Ltd., London; E. Mollard, Stothert & Pitt Ltd.; R. F. Hayward and M. Lunn, Directors, Killick Martin (Southampton) Ltd.; Guy Hutton; R. J. Raymond, British Cellophane Ltd.; K. C. Jackson, Keith C. Jackson (Shipping) Ltd.; D. Hooper, ECC International Ltd.; J. Worrall, Matsorex Services; A. Taylor, B.A.T. (U.K. and Export) Ltd.; C. G. Reynolds, Watts Blake Bearne & Co. Ltd.; B. W. Tilyard, Killick Martin (Southampton) Ltd.; A. Weire, B.M.W. Shipping Agencies Ltd.; and P. Lawrence, P.E.L. Agencies Ltd.

AWARD FOR BEN LINE

Ben Line has been presented an award in recognition of services to Scottish trade, development and industry.

The presentation took place in Hong Kong on a visit by the Scottish Council (Development and Industry) Mission. The Mission's leader, Mr. E. Norwell, acting on behalf of the Council's President, Lord Clydesmuir, officially handed over the Council's Award to Ben Line Manager Ian Moyes.

The award was for the invaluable services that Mr. Moyes and Ben Line rendered to Scottish trade, development and industry.

In the photograph (left to right) are Mr. Moyes, Mr. Norwell and Scottish Council Secretary Donald Reid during the presentation.



BLC representatives from Far East visit Edinburgh

Ben Line Containers attach great importance to visits by their representatives and employees in the Far East. It helps keep them in closer touch with developments and plans for improving BLC's services and gets them better known to headquarters staff.

Recent visitors have included Mr. Peter Siy of Citadel Lines, BLC's agents in Manila, who is shown in the photograph on left at Ben Line's Head Office in Edinburgh with Mr. Hamish Muirhead, Joint Managing Director of Ben Line.

The photograph lower left was taken on the occasion of a visit by Mr. Michael Yu from Taiwan and Mr. John Cheng from Hong Kong. They are pictured with Miss Kathleen Gaffney, Ben Line Marketing Assistant, when they were touring Newhaven Harbour and other places of local interest.



New containership for Ben Line

A newbuilding 350 TEU containership for delivery in March 1979 has been ordered by Ben Line.

The 7,450 dwt vessel will be equipped to accommodate a gantry crane which can be added at short notice to make her fully self-sustaining. The engine will be a 6 UET 52/90D and she will have a service speed of 14.4 knots.

Peter Davies, Chief Engineer, is supervising the newbuilding which is being constructed at M.H.I.'s yard in Kobe.

The ship will have an overall length of 120.29 metres, a breadth of 20.5m and a depth of 11.00m with a 6.90m draft.

'A FRIEND IN NEED ...'

By Roy L. Davis
Marketing Manager, ACT(A)

SHIPPERS' NEEDS

Most shippers only want part of a ship. The ship which serves them best is not the tramp or bulk-carrier, but the cargo liner or container vessel.

They want their goods to be carried in large or small consignments, regularly or irregularly, in season or out, at ordinary temperature, or chilled, or frozen, or deep frozen. Such consignments may be dry or liquid, dirty or clean, safe or dangerous, live or dead — animal, vegetable or mineral.

Whatever the "needs", the Australian Conference Lines strive to meet them by providing a form of transport which best suits their individual requirements — a regular, reliable and frequent service; a responsive attitude to freighting problems; skilled personnel to assist with technical problems assuring the best use of a variety of containers designed for particular cargoes; and extensive facilities at all ports of call for the reception and distribution of cargo.

SHIPOWNERS' NEEDS

The paramount need is to protect the several hundred million pounds' capital which the Australian Conference Lines have invested in ships, containers, transport, computers, terminals, inland depots, etc. to serve the long term interests of the trade to say nothing of their investment in human terms in the highly skilled personnel who operate these services.

The trading community relies on these liner services for its transport needs and the Australian Conference Lines rely on the trading community for their support. This must be a mutual undertaking, for if the liner operators are to maintain investment in new and improved ships and services, then they must have protection against the outside or opportunist competitor who is not trying to serve the trade constantly as a whole, but merely to skim the cream off it when the milk is rich.

The Loyalty Rebate or Contract is the only protection which liners in a Conference have against "outside" ships for which any earnings are better than none — except for rate cutting. Even a short term rate war plays havoc with ordinary merchant business — long term it would be disastrous for the shipper as well as the shipowner.

Firstly, the liner services would deteriorate out of recognition because owners would no longer be able to invest in specialised tonnage nor concentrate on a particular trade. They would be forced into an opportunist policy of making hay while the sun shone on whatever trade it happened to be shining.

Secondly, weaker companies would have to merge or be forced out of business by the stronger. This would apply equally to shippers, for in such

conditions the larger and stronger shippers would undoubtedly secure lower rates than the weaker or smaller.

By the time some stability is regained there would be fewer and larger shipping companies left in each trade. Thereafter, competition would be less keen and individual interest in each trade would be in fewer hands — a situation which cannot be in the long-term interests of the trading community.

JOINT NEEDS

The trade between the U.K. and Australia is a mutual enterprise between Shippers and Shipowners which must depend upon a sympathetic appreciation of each others' problems. The Australian Conference Lines must appreciate the loyal support that Shippers continue to give!



ROY DAVIS

ACT(A) order new container handling lift trucks for Australian bases

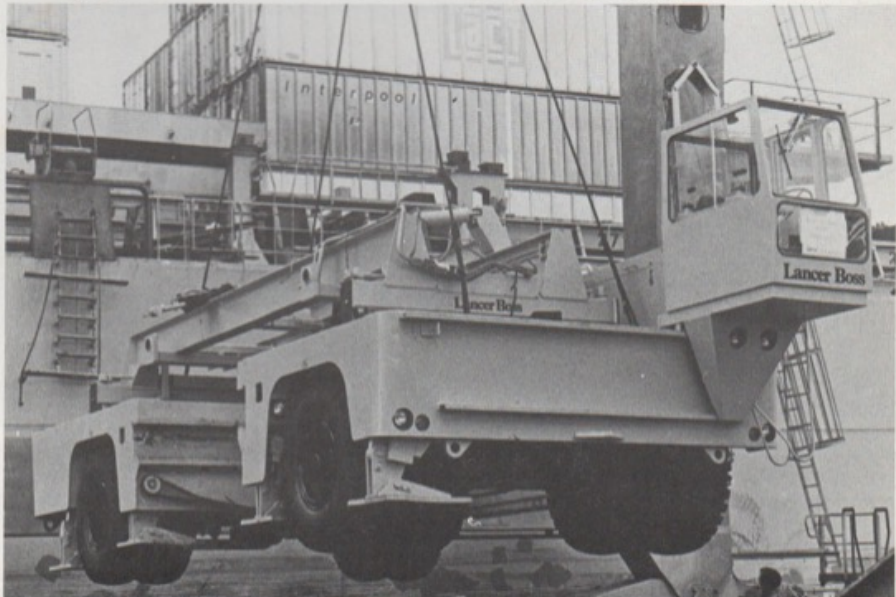
Five new container-handling lift trucks worth in excess of A\$1 million have been ordered by ACT(A) to help speed the handling of boxes at their Freightbases in Australia.

These five Lancer Boss sidelifts will join 13 others already in service at ACT(A)'s inland terminals in Sydney, Melbourne, Adelaide and Fremantle. They represent a total investment of A\$4 million.

Four of the new vehicles are the 2500 series sidelifts equipped to handle 20' loaded ISO containers and to stack them three high whilst the fifth is the larger 3500 series which will handle boxes up to 40' long, again stacking them three high.

"We have continued to select sidelifts because they are reliable and flexible," said Robin Jones, a Director of ACT(A) Pty Ltd. and of Freightbases, on the arrival of the first of the new order. "This means more working hours and faster access to container stacks, resulting in better through-put and better service to customers," he added.

The new vehicles were selected after careful study by ACT(A) because they showed superior "narrow-aisle" capability, better weight distribution and lower ground loadings. They also require much less manoeuvring space and can operate more safely and rapidly over terrain incorporating railway tracks.



The first of five container-handling sidelifts ordered by ACT(A) for their Freightbases in Australia is unloaded on arrival.