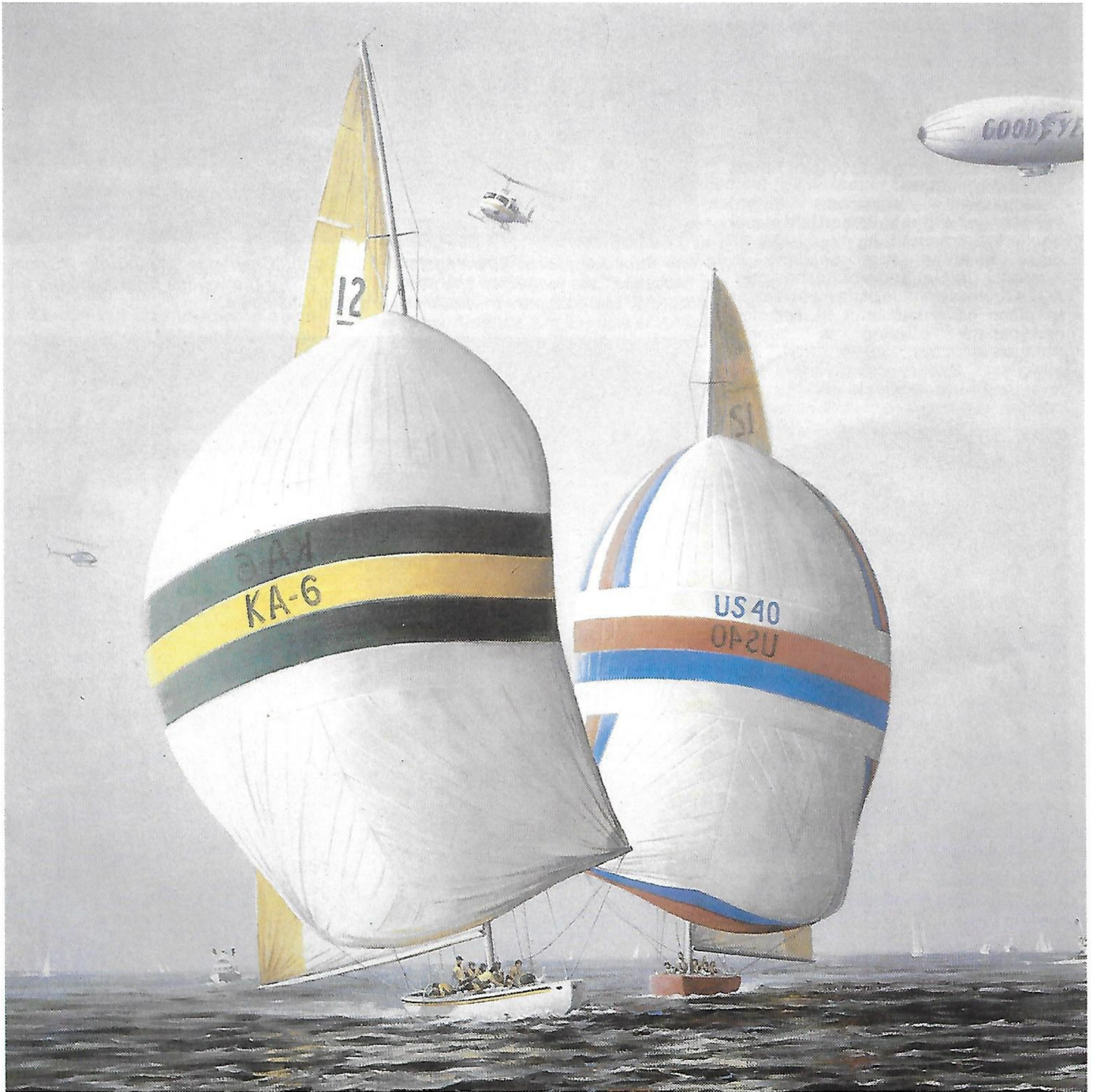


act news

SPRING 1984



THE MOMENT OF TRUTH

ACTA — WINNER ALL THE WAY

What was arguably Australia's most famous exports in 1983 were carried by ACTA from Australia to the U.S.A. — three 12-metre racing yachts to take part in the America's Cup Challenge — "Advance", "Challenge" and "Australia II".

Becoming the Official International Carrier of the yachts and one of the major sponsors was a very appropriate involvement for ACTA, according to ACTA's Australian Chairman, Sir John Knott, A.C., C.B.E., who said, "ACTA's fleet provides a regular service to the East Coast of the United States so it seemed appropriate that as well as carrying the nation's goods we should carry a sporting challenge."

Two of the yachts, "Australia II" and "Challenge" were loaded at ACTA's Trans Ocean Terminal at East Swanson Dock in Melbourne and "Advance" went on board at the ANL Port Botany terminal. All three thoroughbreds were delivered safe and sound to their Rhode Island destination.

Although "Advance" and "Challenge" were eliminated fairly early on in the competition, "Australia II" made headline after headline in Australia, the U.S. and around the world. ACTA took advantage of its involvement to place advertisements in selected newspapers offering a superb America's Cup poster and the company's Sydney headquarters was swamped with requests for the free poster.



Duel in the Sun — What must be one of the most memorable sporting duels of all time caught the imagination of people around the world.

Our Cover

After trailing for most of the final, and decisive, race in the 1983 America's Cup series at Newport, Rhode Island (U.S.A.), "Australia II" takes the lead from the U.S. defender "Liberty" and goes on to win the race and the "Auld Mug", the first time ever that it has been won by a non-American yacht.

However, the *piece de resistance* was undoubtedly a stylish pewter tankard which was distributed to ACTA customers throughout Australia and has now become a collector's item.

The Cup win must go down in yachting and sporting history as one of

the most memorable duels of all time. When it was all over bar the shouting, ACTA proudly brought the winning "Australia II" back from the United States and then there was plenty of shouting as she was given a welcome fit for a national hero.



The three Australian Challengers (left to right) "Challenge", "Australia II" and "Advance" are loaded on the deck of "ACT 2" for the voyage from Australia to the U.S. to participate in the America's Cup Challenge.



It was a hero's welcome for "Australia II" on her triumphant return as she is discharged from "ACT 6" at Sydney.



Overcast skies did not deter the large crowd from attending the homecoming celebrations and they got as close to the yacht as they could to view the controversial keel.

BOB PHILLIPS

We regret to announce the death of Bob Phillips, ACT(A)'s Continental Manager, following a long illness.

Bob Phillips was appointed Continental Manager in early 1969 and became a member of a small team who were pioneering the introduction of a container service between Europe and Australia. He made a considerable contribution to the success of this service and a few years later undertook a major role in the extension of this container service to New Zealand. He also played an active part in the development of the Europe to South Africa Container Service on behalf of EHCL.

During his years of contacts with shippers, consignees and conference colleagues, he made countless friends not only in Europe but also in Australia and New Zealand. He was greatly respected for his considerable ability and integrity.

The ACT Group has lost a loyal colleague and a good friend.

PARTNERS MEET



Members of the ACT(A) and ANL management teams met in London recently to discuss matters of mutual interest to the partners who operate in the services between the UK/Continent/Australia/New Zealand and the East Coast of North America and Australia/New Zealand. In the photograph are (left to right) Nigel Tulloh, ANL's Representative in the UK and Europe; Alexander Macintosh, Managing Director of ACT(A); Alan R. Booth, ANL's General Manager — Commercial; Peter Pike, ACT(A)'s Operations Director; and Reg G. Wicks, Manager America and Europe of ANL.

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Letters, contributions and suggestions from readers are welcomed by the Editor.

PROVIDING SERVICE AND INCREASING SALES



Members of ACT(A)'s marketing team met recently to discuss ways of providing continuing service to customers and increasing sales and efficiency. Attending the meeting at ACT(A)'s Head Office in Fenchurch Street, London, which was chaired by ACT(A)'s Marketing Manager, David Haigh (centre), were (left to right) John McLatchie, Sales Manager, Scottish Region; Martyn Hodson, Sales Manager, North-West Region; Howel Williams, Sales Manager, Midland Region; Len Fiddock, General Manager Europe-Australia/New Zealand Service; (David Haigh); Richard Bills, Assistant Northbound Marketing Manager; Walter Marshall, Sales Manager, North-East Region; Sam Garnett, Sales Manager, Southern Region; and Bob Harkins, Marketing Development Manager.

BOXES AND THINGS

A light-hearted look at container technology

"2GWARAS — you know, one of those things, the 20-foot general box, without a roof and sides," said the Public Relations man to the container controller, who shook his head in resignation at this new definition of a 20-foot flat rack container.

However, 2GWARAS was infinitely more mysterious and confusing than the traditional 2FR.

The thought that perhaps there was a fresh vein of untapped abbreviations to add to the professional sounding terms not easily understood by laymen, gave the container department boffins some quiet satisfaction.

By popular request (well, the Editor asked for it), the Container Department has agreed to release, on a once-only basis, the following short container-spotters' guide to ACT abbreviations:

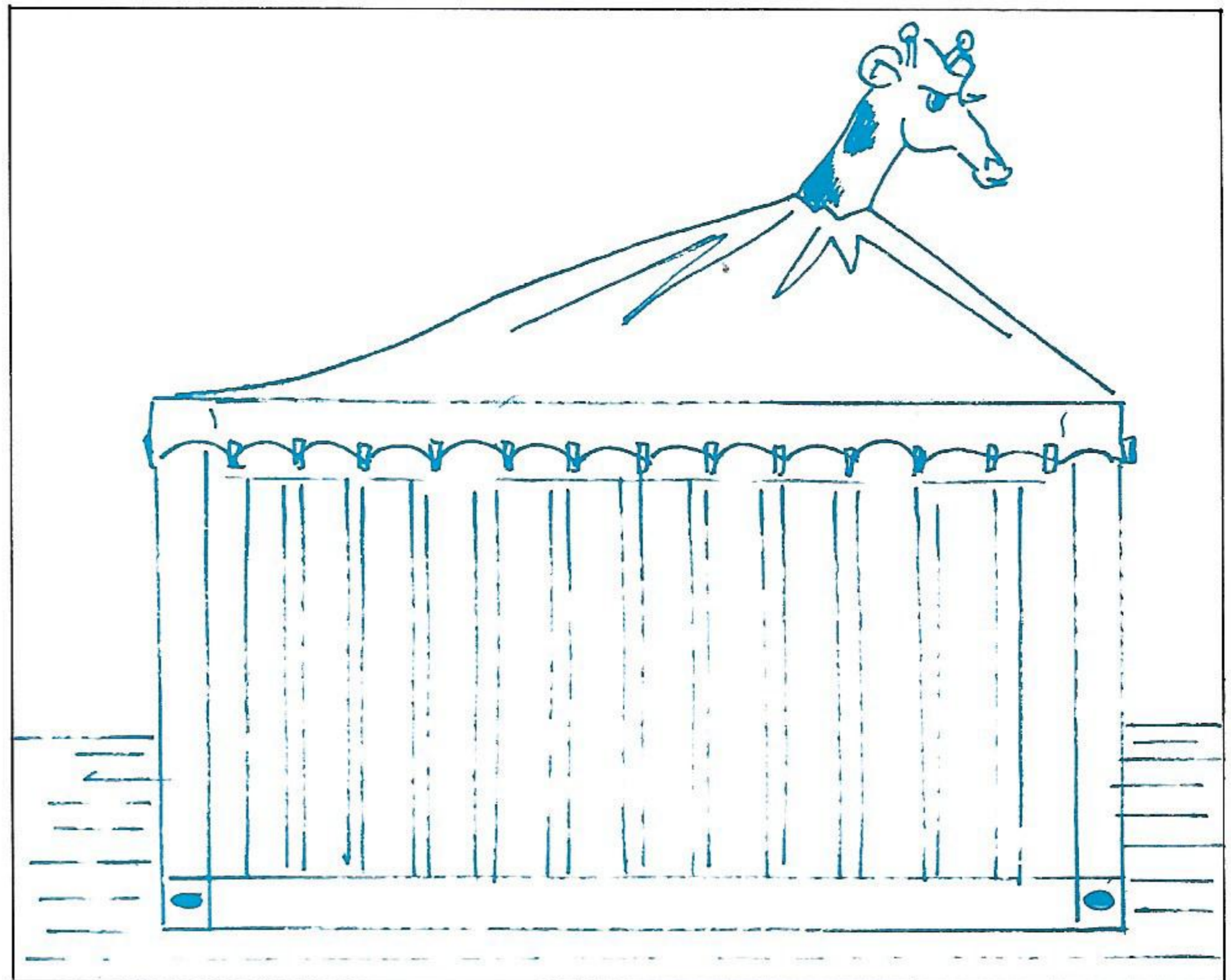
TEU — A 20-foot equivalent unit. All containers are either 20-feet or 40-feet long. A 40-foot container is, therefore, equal to two TEU's. Beware of the unauthorised use of TFE as this is now officially banned.

2 G — a 20-foot general unit.

4 G — a 40-foot general unit. (Both the 2G and the 4G have all their faculties (i.e. roof, sides, doors and bottom) or at least were made with them.)

2 O T — a 20-foot open top unit.

4 O T — yes, you guessed it — a 40-foot open top unit.



(In effect, general units without a roof designed to carry overheight pieces which would not normally fit into a general box, e.g. giraffes.)

2 F R — A 20-foot flat rack unit.

4 F R — A 40-foot flat rack unit. (These units are expertly described at the beginning of

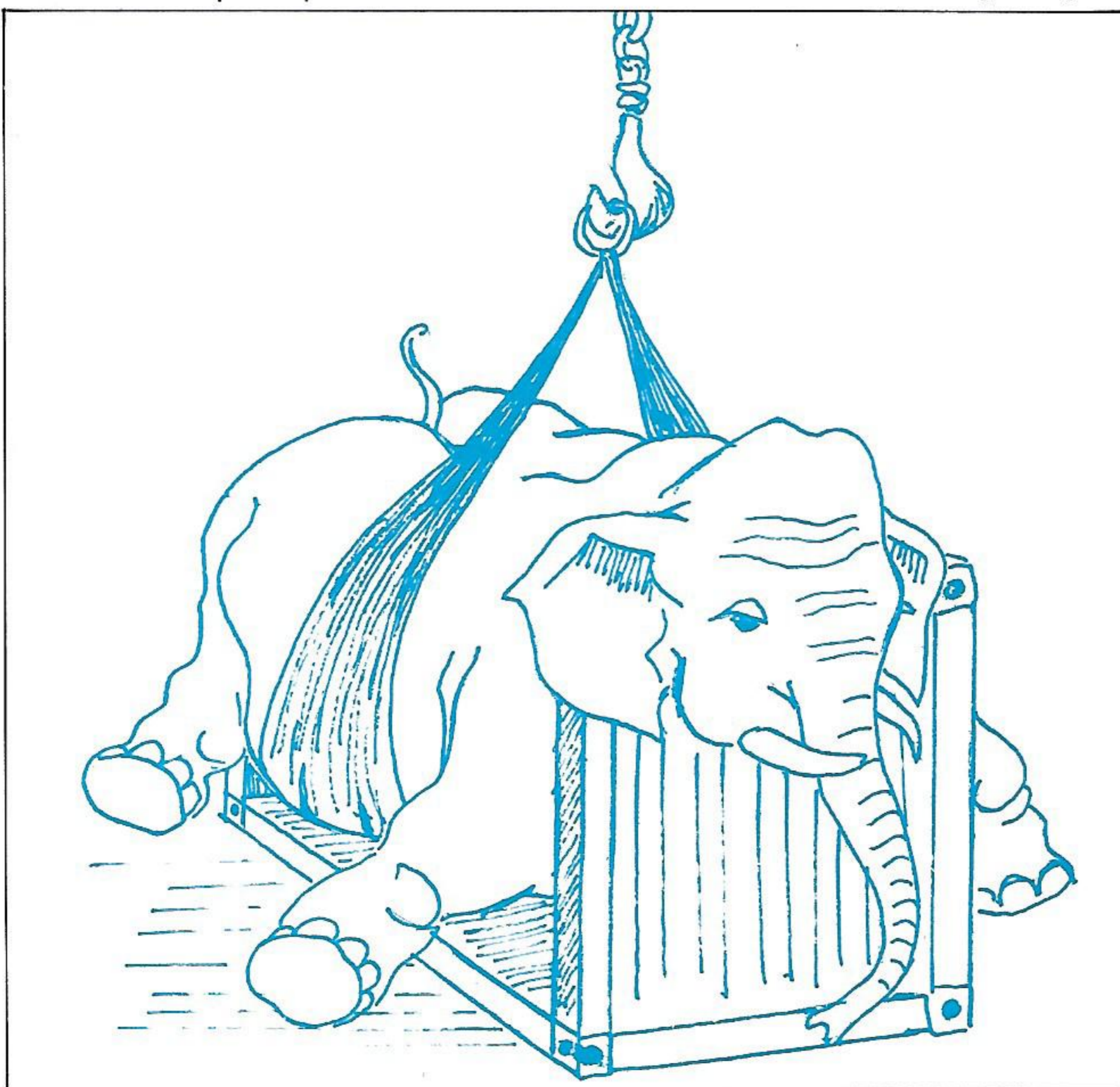
this note, so that no further explanation should be required. Designed to carry overwidth or overheight cargo, e.g. elephants.)

4 H H — 40-foot half-height open top containers. Not, as some suggest, units designed to cater for pygmy packers, but used for heavy cargoes requiring loading from the top, e.g. small hippopotami.

Whilst there is no guarantee that these abbreviations will remain unchanged when they become generally known, our container controllers offer the following advice to would-be box spotters:

- Never tell the controller that you saw an ACT container on the beach when you were holidaying in Benidorm. He'll only get jealous or demand to confirm the sighting personally.
- Always note the number. You would not think of reporting the loss of your Ford Cortina without giving the registration number, would you?
- Never, never, as has been attempted, repaint the number of the container so that it matches the documentation. Try that, and apart from blowing a fuse on our computer control system, we'll be back to the theory that every container should have a name: Julie, Myra, Fred, Mario or 2GWARAS!

(Our thanks to BLC and "Ben Bulletin" for permission to use this article and sketches. The drawings are by Fred Anderson of BLC's Container Department in Edinburgh.)





NEW RECORD

When BLC's "City of Edinburgh" arrived at Southampton recently from the Far East, she was carrying 2,962 TEU's — a new record for BLC and Trio and it is thought to be a new UK record for boxes carried on any ship.

Within minutes of coming alongside at the Solent Container Terminal, and despite the atrocious weather, work started on unloading. The dockworkers achieved their usual fast turnaround time for the vessel.

In the photograph (left) D.D. Hume, BLC's representative in Southampton, congratulates Capt. A. MacLean, Master of the ship, watched by D. I. Goodchild, Public Relations Manager of Killick Martin, and Chief Officer G. Byers.



The "City of Edinburgh" docking at Southampton with her record-breaking 2,962 TEU's.



Unloading begins within minutes of arrival. The giant vessel is nearly 1,000 feet long and has a service speed of 23 knots.

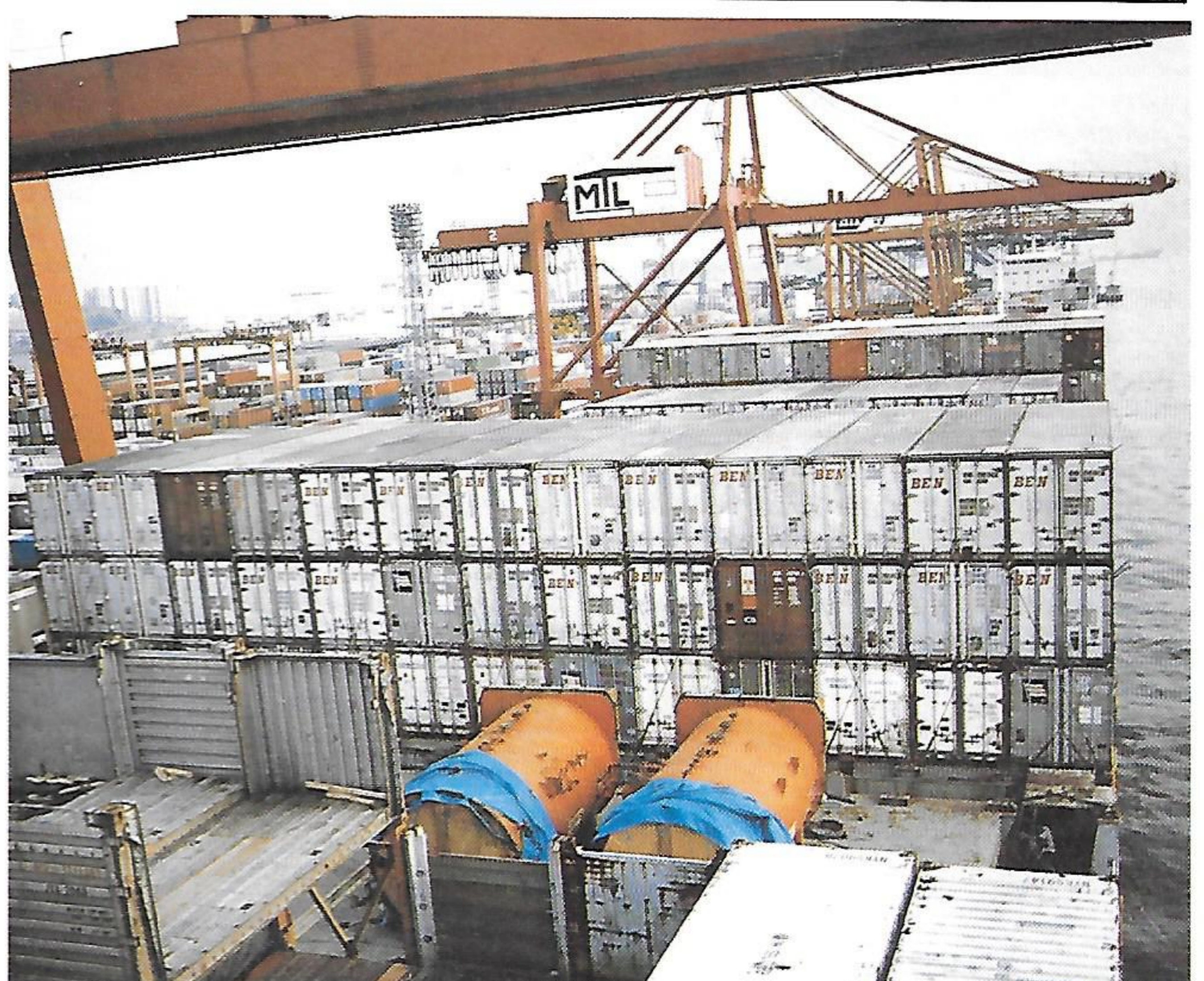
HONG KONG BUYS BRITISH

Humphreys and Glasgow Limited have shipped two giant boilers on BLC's "City of Edinburgh" to Hong Kong. The contract for the manufacture of the boilers, valued at £110,000, from The Hong Kong & China Gas Company Limited, was obtained against fierce competition.

The boilers were carried on the deck of the "City of Edinburgh" and will be used to generate steam for two new 340,000 cubic metres per day Naphtha Reforming Plants to meet the expected large increase in demand for Town gas. The plants themselves, with a commissioned value of HK\$35 million, are being built at the Ma Tau Kok Works in Kowloon.

When assembled, the cylindrical boilers will measure 9.75 metres in length, 4.95 metres in height and 3.6 metres in diameter. Actual weight of each is 45 metric tons.

Humphreys and Glasgow will be shipping two Vaporisers for the same plants in the near future and, as with much of the material for which they quote, they are able to supply it more competitively than local suppliers can.



Humphreys and Glasgow's two giant boilers, each weighing 45 metric tons, arrive safely in Hong Kong securely anchored on the deck of the "City of Edinburgh".

MIDDLE EAST TRAVELS BY C.A.M.E.L.

Traditionally, one of the primary means of travel round the Middle East was by camel. Now the C.A.M.E.L. service offers a rather more reliable and speedy service out to the Red Sea area from North Europe.

During October of last year, two C.A.M.E.L. personnel, Captain Alasdair MacVean, General Manager, and Gillian Clark, Traffic Manager, visited the Middle East with two purposes in mind: firstly, C.A.M.E.L. likes to visit all their regular customers at least once a year to ensure that all is going well, and secondly, the trip was an educational visit to show Gillian how things work in the Red Sea and how the C.A.M.E.L. agents overcome the many problems that can be faced.

after a hard morning visiting customers and having discussions with agents, it was bliss to relax by the poolside.

Thursday, 6 October 1983

We spent a full day visiting customers, importers of goods to the Sudan (mainly construction equipment and foodstuffs) and exporters of raw materials — primarily groundnuts and gum arabic.

The heat was at times almost unbearable, especially when getting into the car and walking around in the sun. My clothes quickly became damp and sticky and it was a relief to go into the air conditioned offices.

Friday, 7 October 1983

Our first encounter with Sudan Air. Nine hours late, the plane eventually took off at 9.00 p.m. arriving in Port Sudan an hour later. We were met at the airport by our C.A.M.E.L. Sudan representative, Bob Roberts, who is permanently based in Port Sudan. Bob was to be our guide and aid for the next day and we were certainly glad of the modern facilities in his flat.

From a sea-going background, Bob's primary job in Port Sudan is to ensure that the ships are loaded and discharged efficiently, but he also gets very involved visiting C.A.M.E.L. consignees throughout the Sudan to ensure that they have no problems.

After a good night's sleep, we had a very busy day, going round the port, visiting our agent's office and, after lunch, driving to the beautiful city of Suakin, a favourite place of relaxation for all the expatriates working in Port Sudan. In the evening, Sudan Air took us back to Khartoum where we spent another day visiting customers before heading for the Yemen.

Monday, 10 October 1983

The beginning of our trip round the Yemen. A fascinating place both in terms of people, architecture and scenery. We started the trip in Sanaa staying at the Taj Sheba Hotel before heading for Hodeidah, Taiz then back to Sanaa.

We experienced some of the most magnificent scenery that exists — a bit daunting when the drop down from the side of the road is over 300 feet! We travelled early in the morning starting out at 5.00 a.m., stopping only to see the port of Mocha which has, to date, received two C.A.M.E.L. vessels and which is



Group of C.A.M.E.L. staff with Gillian Clark outside of the port office in Port Sudan. On the left is Bob Roberts, C.A.M.E.L.'s Operations Manager Middle East. This country's major imports include construction equipment and foodstuffs.

The following are some extracts from Gillian's diary kept over the three-week period:

Wednesday, 5 October 1983

Heat and warm humidity struck us immediately when we disembarked from the temperature-controlled environment of our British Airways flight. Even though it was only 5.00 a.m., it was hot. The airport in Khartoum was extremely busy and, to someone who had never been to the Middle East, slightly alarming.

Despite the mass of people, we passed through Khartoum airport surprisingly quickly and effectively. Our agent, Gezira, was there to meet us and take us to the Khartoum Hilton, a paradise after the seven-hour flight.

Sharia Law is now strictly applied in the Sudan and the bar in the Hilton was a very sorry sight. However, the hotel has an excellent swimming pool and,



"Boats in the Sky" — one of the many statues being erected in Jeddah as part of the "beautification scheme". The port of Jeddah is very modern and extremely efficient, Gillian Clark reports.

ideally placed to serve the main industrial area of Taiz.

Wednesday, 12 October 1983

A day in Taiz based in the Tareb Hotel, set in the hillside with magnificent views over the surrounding countryside. The majority of C.A.M.E.L.'s customers in the Yemen are based in Taiz and the day was spent visiting as many people as possible.

Finally, we were able to have a swift look round the streets full of interesting noises, aromatic odours and bustling people. The Yemeni men, dressed in their colourful robes with large knives tucked into their belts, and the women discreetly veiled in black blended perfectly into their mysterious background.

As a Western woman, I was obviously something of an oddity and was therefore watched closely. However, the stares were not those of hostility, merely curiosity.

Friday, 14 October 1983

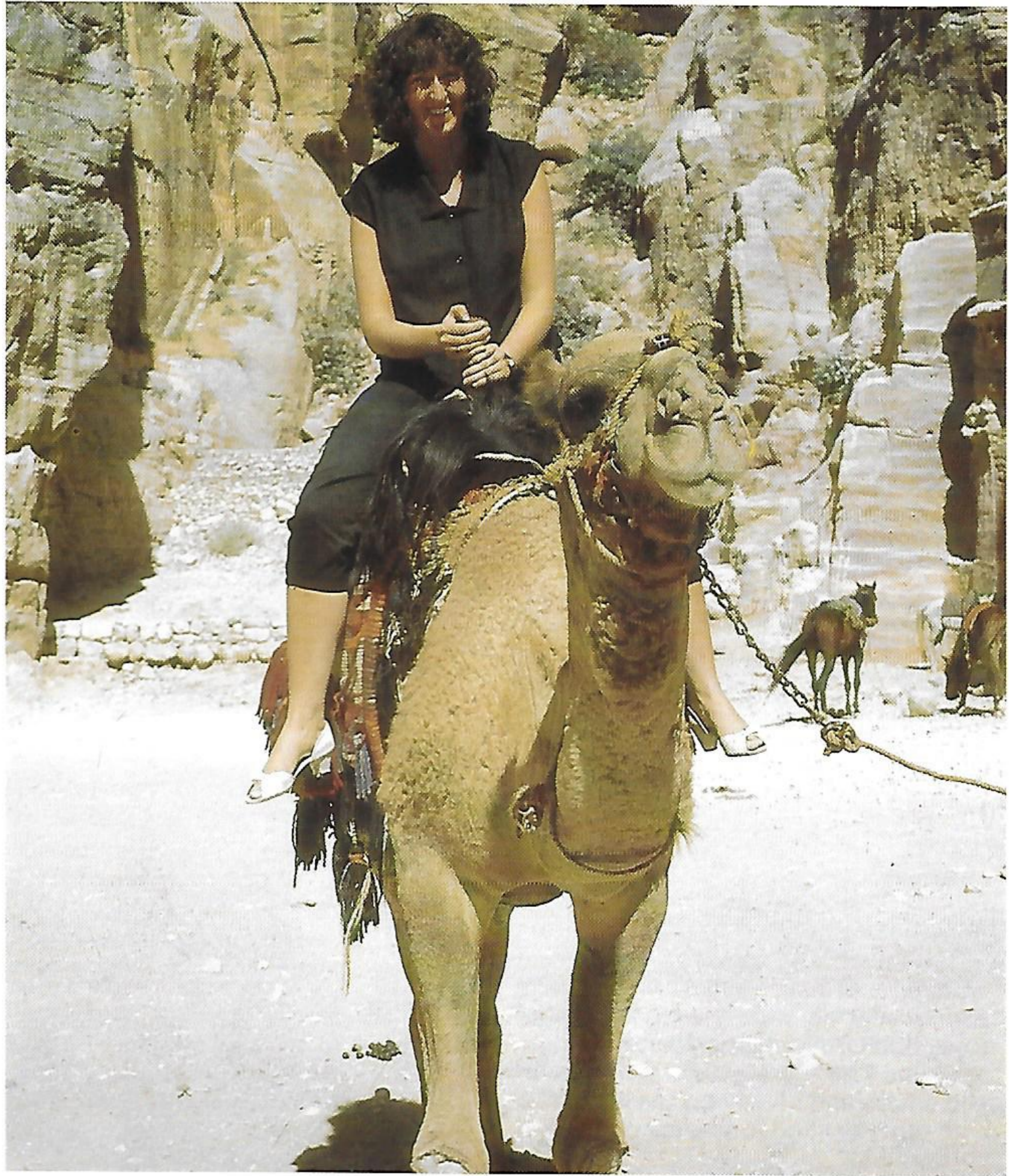
As soon as we arrived in Jeddah, I was struck by the contrast with our journey so far. Jeddah is a very modern, efficient city and the "beautification" programmes that have been under way for some time mean that Jeddah now has some very interesting sculptures and many plants and flower borders.



Mr. Hussein Khreino, Chairman and Chief Executive of Telstar, C.A.M.E.L.'s agents in Jordan. Major imports here include foodstuffs, construction equipment and tobacco products. Gillian describes Jordan as "A beautiful place — interesting yet picturesque."

We were met by our Middle East Manager, Trace Barnes, who is based permanently in Jeddah and has a villa in one of the Arabian Homes compounds where many of us — C.A.M.E.L. staff and other visitors from companies that ship with C.A.M.E.L. — are made welcome.

Trace's local knowledge was invaluable and with his guidance, not only did we meet many customers but also



Trying out the traditional Middle East form of transport is Gillian Clark, C.A.M.E.L.'s Traffic Manager, on her visit to Petra.

visited Jeddah port and The Souk — a landmark definitely not to be missed. I was very impressed with the port of Jeddah which is very modern and extremely efficient, having some 36 berths with large back-up areas and warehousing facilities.

Our visit to Saudi Arabia was marred only by an "Amoeba" which necessitated us staying another day. However, thanks to the excellent medical attention available we were only delayed 24 hours before setting off for the last country of our trip — Jordan.

Monday, 17 October 1983

Jordan is a beautiful place — interesting yet picturesque. Many of our customers in Amman were pleased to see us as were our agents, Telstar. Major imports to Jordan are foodstuffs, construction equipment and tobacco products. Unfortunately, we only had time to spend one day in Amman before flying down to Aqaba, an excellent port as well as a popular holiday resort.

Over the last few years, the attractive climate combined with the pretty scenery has meant a thriving tourist industry in Aqaba and many large hotels have been built. The local shops and restaurants, however, have largely been unaffected and retain their natural

charm.

The port of Aqaba is currently undergoing extension and a new berth is to be opened later this year. One of the more unusual sights in Aqaba port was a small tanker loading oil brought from Iraq by road. The tanker takes up to three months to fill and the constant flow of vehicles over the road surface has had a drastic effect.

Thursday, 20 October 1983

Home again — to the cold weather! Again, no trouble with baggage. We were extremely fortunate this trip not to lose any personal possessions. Before leaving the UK I was warned not only about the heat but about the clothes I must wear.

Neither of these things proved to be a problem and after a few days the heat became bearable and, although the cotton clothes I had taken were most comfortable, it was unnecessary to be totally covered. Normal clothing was perfectly acceptable.

From a personal point of view, the visit was interesting, worthwhile and successful and I was very encouraged by the favourable reaction I, as a woman, got throughout the Middle East. The question I am now asking is: When may I go again please?



CUNARD'S C.A.M.E.L. GETTING BIGGER

Cunard Arabian Middle East Line (C.A.M.E.L.) have increased the size of their fleet with the introduction of the "Hodeidah Crown".

The 697 TEU, 20,000 ton vessel, which is fully self-sustaining and equipped with reefer points, has been chartered to accommodate C.A.M.E.L.'s increasing share of the market which has resulted from their being able to offer a regular ten-day sailing frequency and excellent customer service.

This latest move by C.A.M.E.L. reaffirms the company's total commitment to the Red Sea trade.

BRITISH BAZAAR

Organised by the wives of British businessmen living in Jeddah, the British Bazaar has become one of the largest social events of the year.

The Bazaar is a highly colourful, and typically British, event with stalls selling a wide variety of handicrafts, toys, books, clothes, cakes and home produce. There are games for children and adults and afternoon tea is on sale with other cooked foods, ice cream and soft drinks.

There are numerous door prizes and the highlight of the afternoon is the grand raffle prize of an eight-day cruise on the "QE 2" which is contributed by C.A.M.E.L. and Cunard Line.

The photograph shows a view of the Bazaar shortly before opening time, with C.A.M.E.L.'s stand at left.



C.A.M.E.L.'S FRENCH CONNECTION

Personnel from C.A.M.E.L.'s newly appointed French agency, Jolasry (France) S.A., visited the Line's Hammersmith office recently to hold discussions with members of C.A.M.E.L.'s staff on all aspects of their Middle East Service.

The Paris office of Jolasry, under the guidance of the company's president, Mr. Jose Lasry, will be responsible for all sales and marketing functions, while Jolasry's Le Havre office, run by director Tim Reynolds, will act as Port Agents.

In the photograph are (left to right) Stuart Sutherland, C.A.M.E.L.'s Assistant Traffic Manager; Gillian Clark, Traffic Manager, C.A.M.E.L.; Tim Reynolds, Director of Jolasry (France); and Jose Lasry, President of Jolasry (France) S.A.

100 YEARS OF SERVICE

The Europe/South & South-East African Conference Lines have recently celebrated 100 years of providing a regular and reliable service from Europe to Southern Africa. The fact that the centenary is being celebrated at all is proof that shipping lines working together — sometimes in the face of great adversity — can provide the service that shippers want and need.

It hasn't been all smooth sailing by any means — there have been world wars in which member lines were on opposite sides of the fence, there have been problems with the South African government, and outsiders have tried to create chaos, but more important than the fights and clashes is the way that the conference has adapted over the years to the requirements of the trade.

Whatever one's view of the conference system, the fact is that not one "outsider" has managed to operate for more than a couple of decades at most without either joining the conference or fading into oblivion.

Ellerman and Harrison Lines joined the conference in 1902 and have been active members over the years. With their EHCL container service, part of Southern Africa Europe Container Service (SAECS), they continue to play an important role. Together with their South African partners, Ellerman & Bucknall Limited, they have built a reputation for reliability and personalised service.

The conference might not have got started at all if it hadn't been for the efforts of Sir Donald Currie, the founder of Colonial Mail Line, which became Castle Mail Packets Company. The conference origins go back nearly 30 years before the first official agreement was signed a hundred years ago.

Although Sir Donald Currie was

instrumental in merging Union Mail Steam Ship Company and Castle to form Union-Castle Mail Steamship Company in 1900, Union (originally Union Steam Collier Company) had been active on the South African trade since 1857.

The first test of conference solidarity came in 1885 when Cape & Natal Merchants' Line opposed the mail lines

five per cent, payable quarterly six months after calculation, to merchants who shipped exclusively with the conference lines.

Shippers were required to submit proof to the lines of their fidelity. The Merchants' Line fought on for three months, then withdrew. The episode taught the lines two lessons: first, that the conference lines' profitability was vulnerable to attack because the body did not include all lines on the trade and second, that the conference had no control over northbound liftings.



EHCL's modern containership "City of Durban" is an example of some of the major developments that have taken place over the past century on the Europe/South Africa route. The highly efficient "City of Durban" has a capacity of 2,400 TEU's and a cruising speed of 21.5 knots.

by offering direct sailings to Natal as well as calling at Port Elizabeth. To counter the threat, the conference introduced a controversial deferred rebate on March 2, 1886. The rebate was

Consequently, the conference was expanded to include both Natal lines and the rebate system was expanded to the northbound trade.

Over the years, a spirit of co-operation and mutual respect has built up between the conference and shippers and between the conference and the South African government. There is no doubt that South Africa has benefitted from the stability of service afforded by the conference over the years.

Early in 1976 SAECS was set up with Ellerman Harrison Container Lines among those forming the consortium. The service officially started in 1977 and in 1978 EHCL's "City of Durban" made its maiden voyage. The SAECS service has been hailed as a masterpiece of planning precision and is world-famous for being one of the most rational, cost-effective, punctual and efficient services in the world.

Members are understandably proud of the speed and reliability they have achieved and the huge volumes of cargo they have safely moved. Shippers enjoy the many benefits of the most modern equipment available, carefully run by teams of specialists to provide a regular, reliable and fast service. The conference itself has become a dynamic controlling body which can quickly adapt to the needs of market forces.

The conference has proved its worth and it is hoped that it will continue to operate for the next 100 years as well as it has over the past century.



Close co-operation between EHCL and the South African government was illustrated at the Birmingham Spring Hardware Show held at the National Exhibition Centre recently when EHCL was invited to participate on the South African government's stand there. In the photograph are (left to right) Stanley Armstrong, EHCL Sales Representative, Midlands and South-West area; Brian Croft, Assistant to the Sales Manager of EHCL; His Excellency The Hon. Marais Steyn, South African Ambassador to the UK, and Mrs. Steyn; a visitor to the Stand; John Mendham, EHCL Sales Manager; and S. Kruger, Commercial Minister of the South African Embassy.

QUALITY GROUNDNUTS REQUIRE QUALITY



South African groundnut field in mid-season.



After removal from the soil, the plants, with the pods intact, are stacked in heaps to enable the nuts to mature.



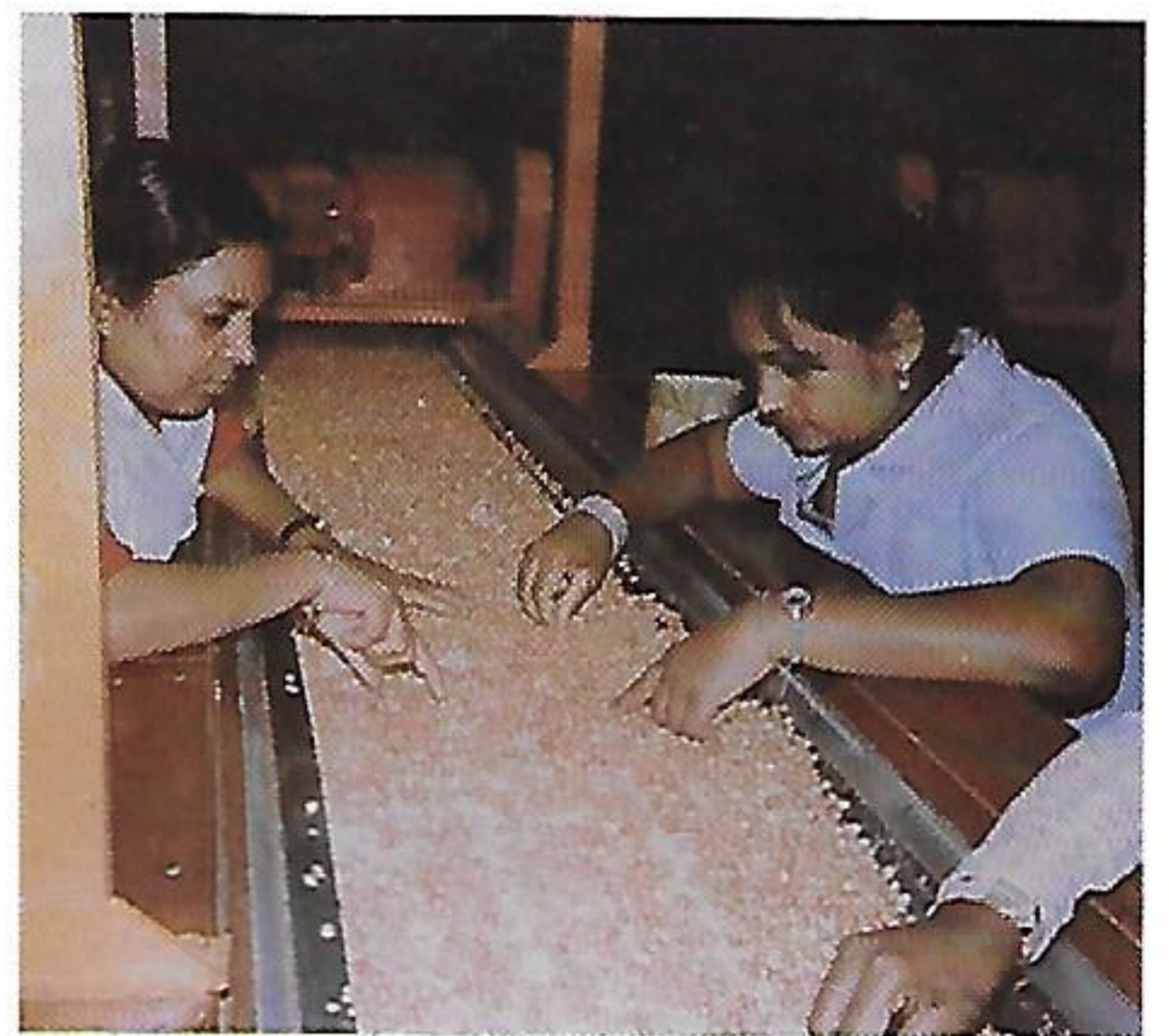
South Africa has been exporting hand picked selected (HPS) groundnuts to the UK and Europe since 1952, which have remained one of the Oilseeds Board's major markets for this product.

Great emphasis is placed on the quality of HPS groundnuts for overseas markets. The development of a sophisticated selection process and the breeding of new strains with unique qualities such as superior flavour, texture and uniformity of kernels, has caused this product to be regarded as the best quality available on the world market.



Typical groundnut plant.

Only the best grades of farmers' stock are used for processing at the various selection installations which are situated mainly in the growing areas. The first step in selection is the sizing of the groundnuts into the different grades which are then passed through electronic machines for the



The process of hand picking in progress.

removal of defects.

These groundnuts are then hand picked selected for the removal of the remaining defects on a conveyor belt system. After that, they are taken by rail to the Oilseeds Board's export terminal in Durban, where final quality control takes place.

Visitors to the terminal regard it as one of the most sophisticated, well-equipped and hygienic installations of this kind in the world. It provides for

The hygienic Durban Export Terminal, where grading and final quality control takes place.

HANDLING

eight container loading bays and boasts a loading rate of one container every 11 minutes.

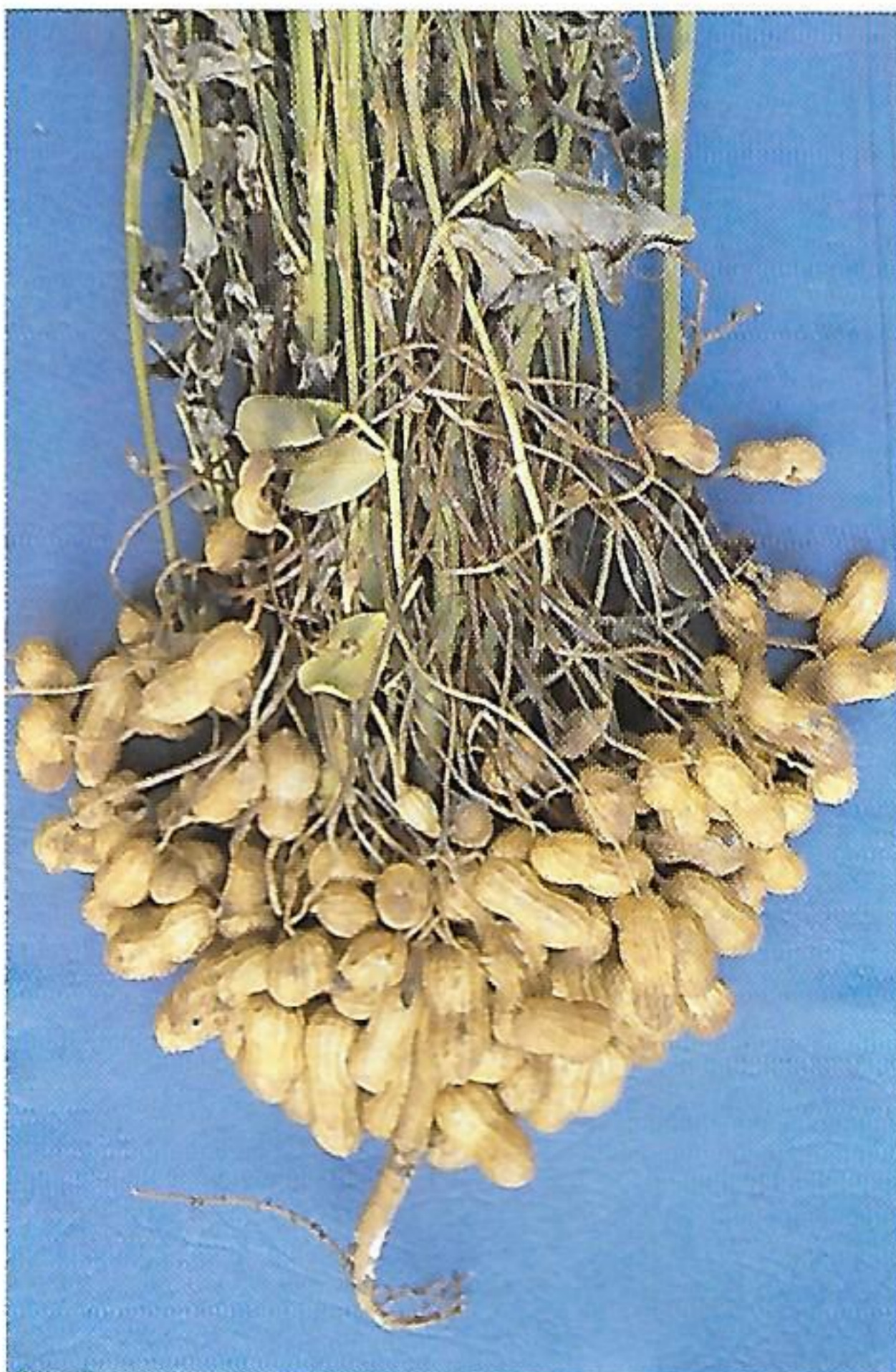
HPS groundnuts are packed in 45 kilogramme bags specially designed to utilize the maximum capacity of each container, i.e. 18 tonnes gross. With the inception of containerisation, many problems experienced during the time of break bulk shipments have been eliminated for the shipper and consignee alike. These include:

- The isolation of groundnuts from other products which give forth pungent odours as groundnuts are very susceptible to picking up taints.
- Damage due to excessive handling and exposure to the elements which result in uncertainty of full delivery on part of the consignee.

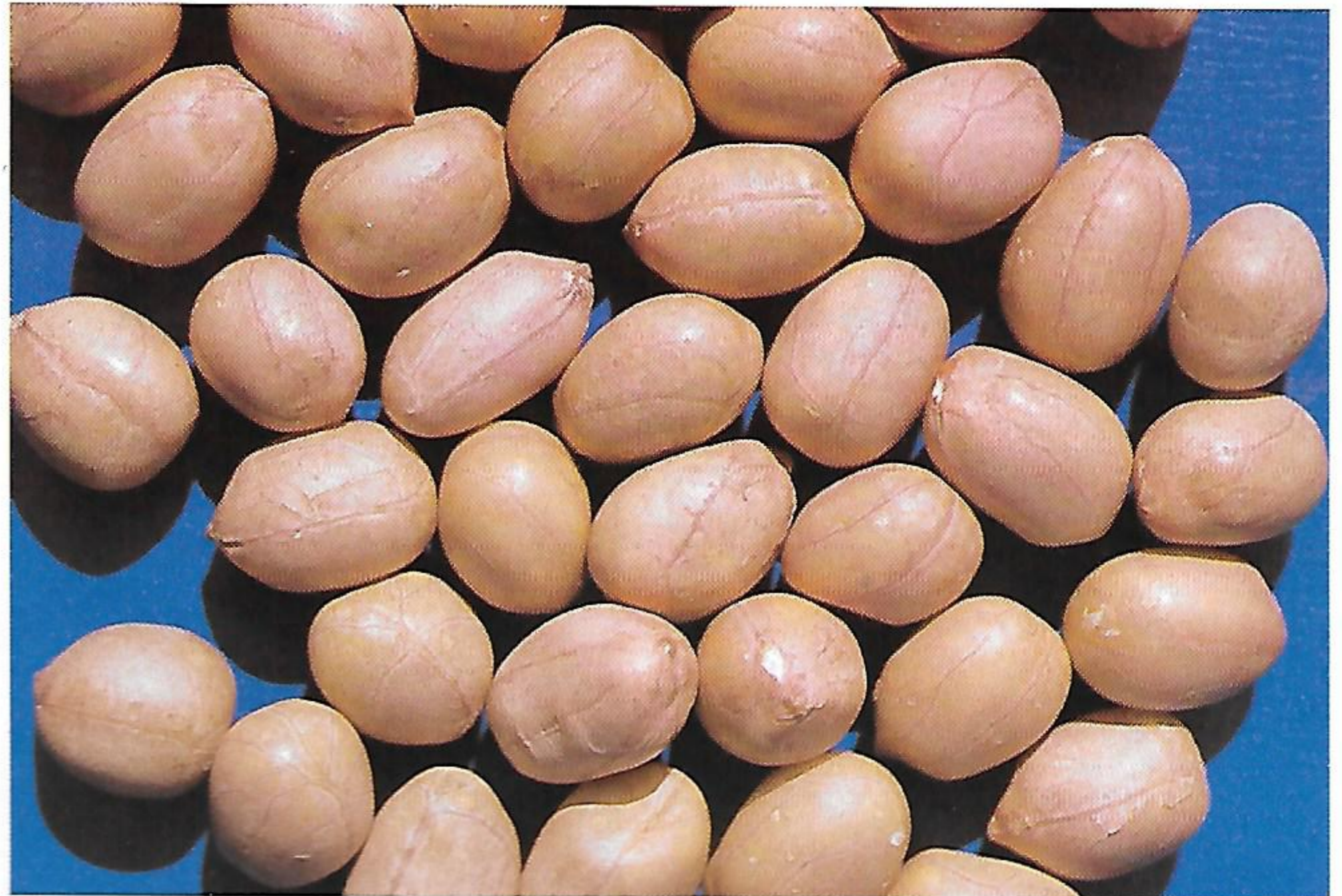
LOWER RATES

- Insurance claims have reduced to a great extent resulting in the lowering of marine insurance rates.
- The regular sailings provided for by the Conference has been a great advantage to the consignee in that prompt delivery facilitates planning on the part of the consignee in respect of his production schedule.

The policy of the South African Oilseeds Board is to foster good relations with all parties concerned in the marketing of its products to ensure an effective and smooth running operation. To help achieve these objectives, it often calls on EHCL to ensure that the product arrives safely and quickly at its destination.



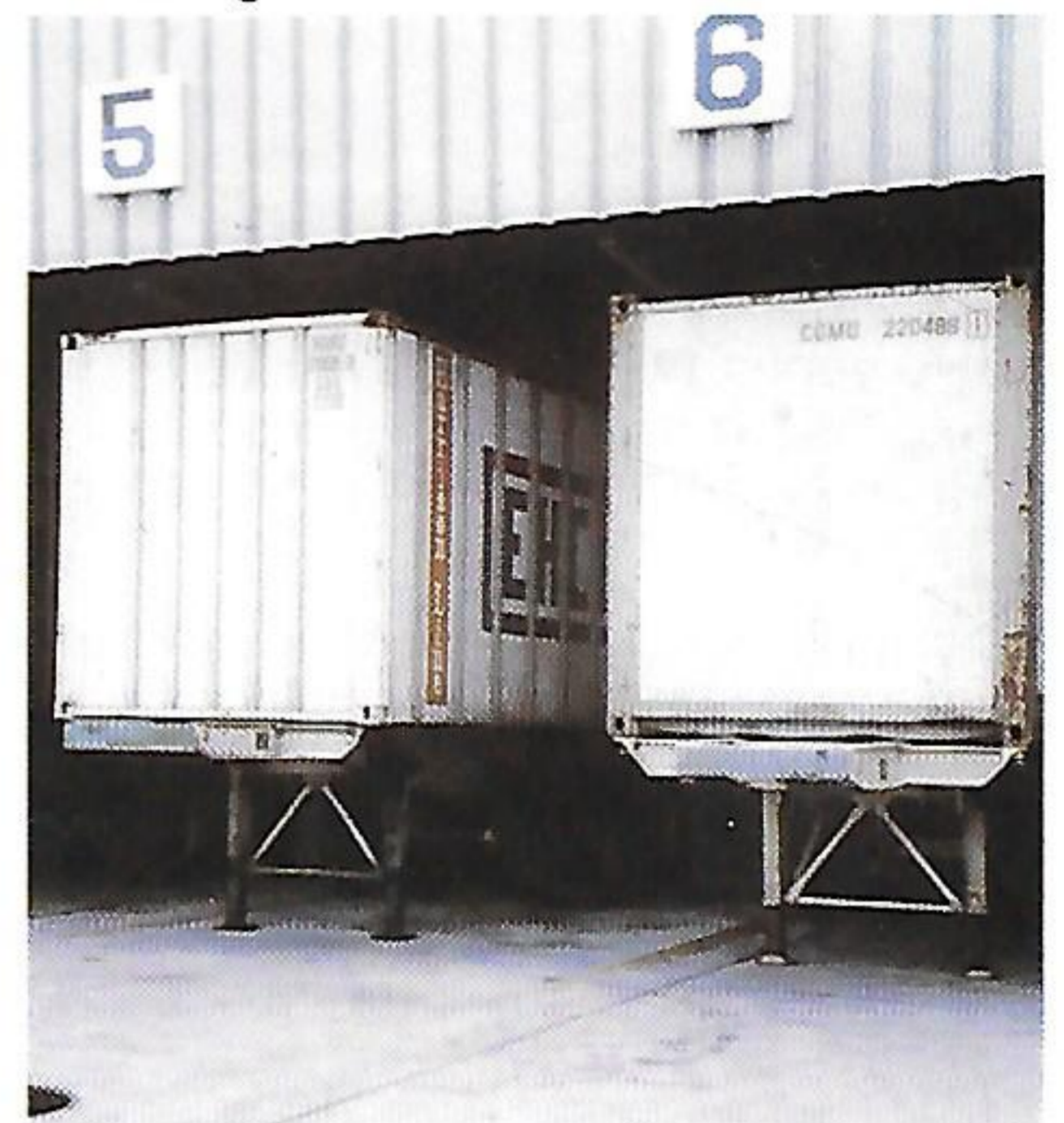
Groundnut plant with good bearing of pods after lifting from the soil. As can be observed, the groundnut bears the crop below the soil. Only the best grades are used for processing and the South African product is regarded as the best quality available on the world market.



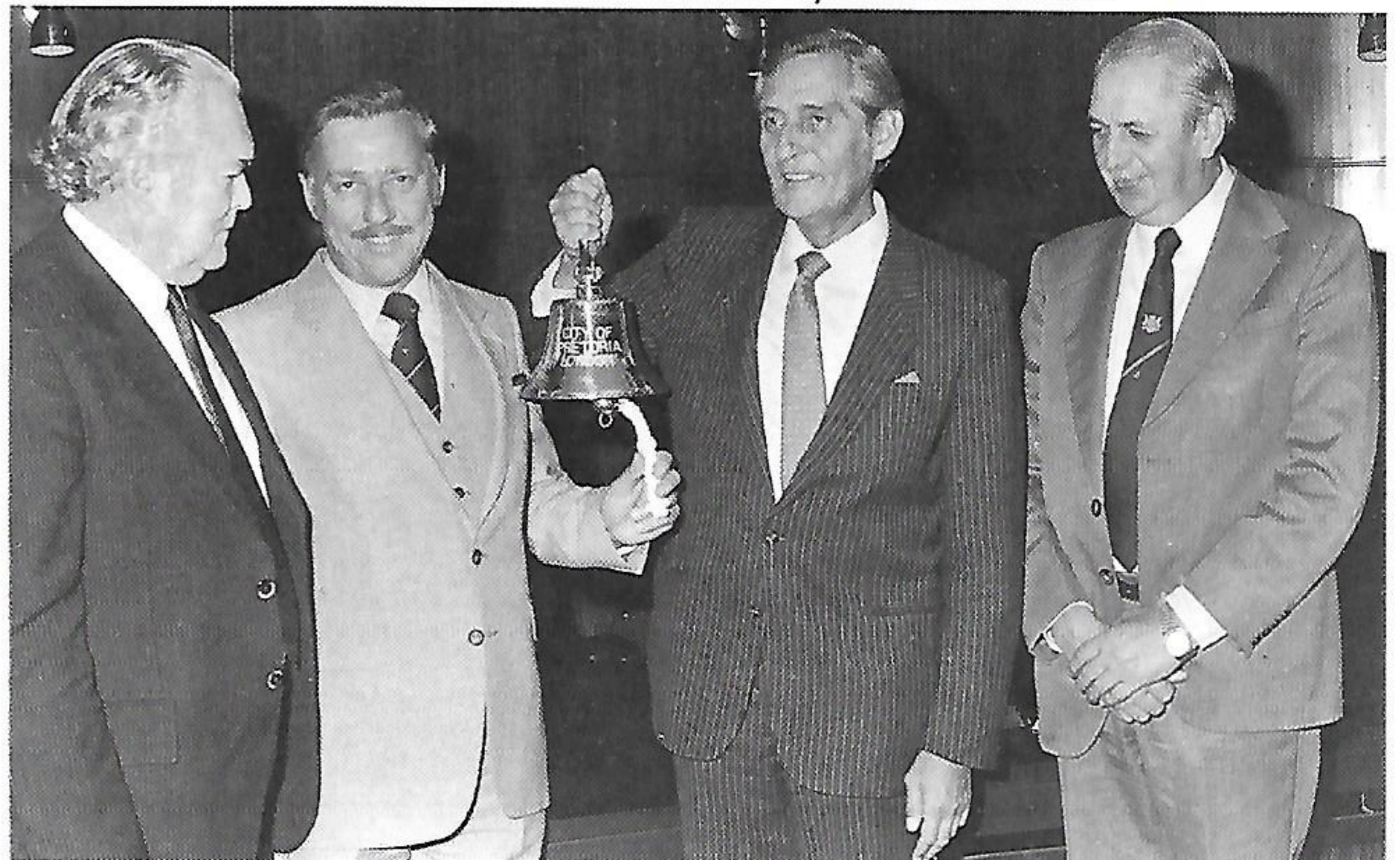
Example of South African hand picked selected groundnut kernels.



The mechanical stuffing of containers at Durban is done in a record time of 11 minutes.



Loaded containers ready for despatch to Durban harbour and export to Europe and the world.



When the Oilseeds Board opened their new building in Pretoria, Ellerman & Bucknall, EHCL's representatives in South Africa, presented a ship's bell from the "City of Pretoria", which is well remembered for its years of service on the trade in the breakbulk area. During the presentation the above photograph was taken showing (left to right) D.J. Bosman, Chairman of the Oilseeds Board; E.L. Ritchie, Regional Manager, Ellerman & Bucknall Johannesburg; F.W. Ströh, General Manager, Oilseeds Board; and Councillor C. Steyn from the Pretoria City Council.

THE £1 MILLION ROLLS-ROYCE

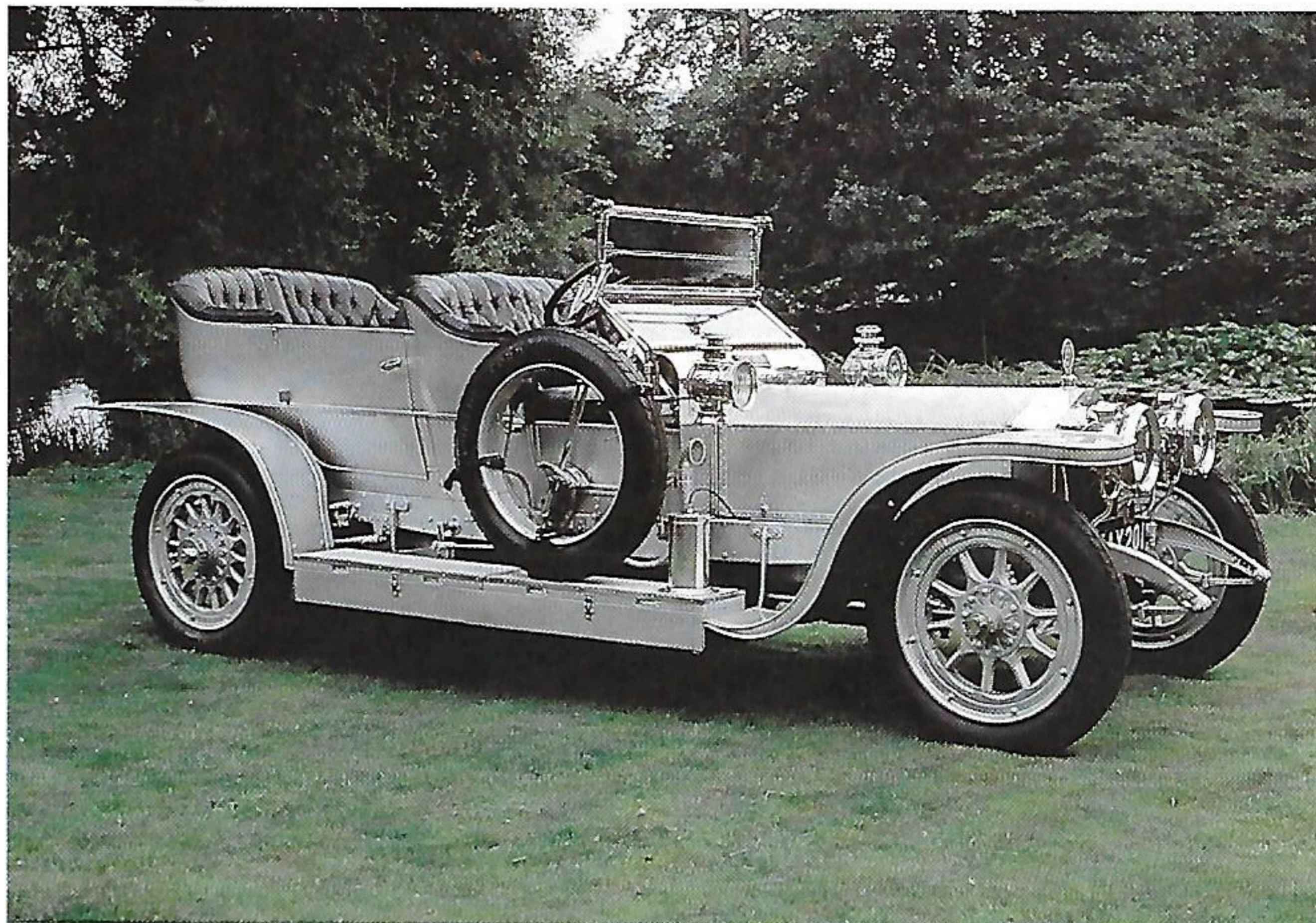
The first Rolls-Royce Silver Ghost ever built has been shipped to Australia safely stowed in a 20-foot ACT(A) container to take part in a series of events, including the 50th International Melbourne Motor Show.

The eye-catching 1907 Silver Ghost, Licence AX 201 — the most famous Rolls-Royce ever built — has been insured for £1 million and will be seen not only in Melbourne but also in Brisbane, Sydney, Adelaide and Perth.

It is scheduled to be featured on several television programmes, to be shown at a large number of exhibitions and displays Down Under and to be the lead vehicle in the 1984 Moomba Parade through Melbourne, transporting the King of Moomba. The Moomba Festival, which is an annual event that began in 1955 and lasts for 11 days, comes from the aborigine word "moomba" meaning "get together and have fun". The Parade is the highlight of the carnival festivities.

All external fittings of AX201 are silver-plated and the AA badge is original. The steering wheel is wood-rimmed and the instruments are all original as well. Tool boxes are built into the running boards and the acetylene cylinder for the headlamps is on the running board in front of the spare tyre, which fits the detachable rim wooden wheels.

In the photograph (top) the 1907 car, the first Rolls-Royce Silver Ghost ever built, is pictured in all its silver-plated pristine glory. In the photo (bottom) AX 201, ready to be loaded into an ACT container for its voyage to Australia, is observed by (left to right) John Hall, ACT(A) Sales Representative; Jim Peat, ACT Services Cargo Care Manager, Birmingham; Derek Davies, Parts Sales Controller of Rolls-Royce; Derek Estcourt, Assistant Sales Manager of ACT(A) for the Midland Region; and Paddy Owens, Rolls-Royce Parts Distribution Manager.



ROLLS-ROYCE — MAINTAINING STANDARDS

In 1907 the Rolls-Royce Silver Ghost was hailed as "the best car in the world" and today Rolls-Royce Motors still maintain standards of design and construction which justify the continuance of this accolade.

But how have these standards been maintained? How has this reputation been carried over such a long period of production?

The answer undoubtedly lies in the care with which every car is built and the fact that the company has moved with the times. The current Rolls-Royce range of motor cars is built with meticulous attention to detail.

The bodyshell, for example, receives at least 12 applications of primer and paint, each rubbed and polished until the highest possible standard of finish is obtained. The 6750cc V8 engine fitted to all cars is run for an equivalent of 150 miles (240km) on natural gas on the test bed, during which a tester listens for

unnatural variations in noise with a stethoscope.

The independent suspension has a sensitive self-levelling system which even compensates for the gradual emptying of the fuel tank. The dual power braking system is designed to ensure that braking remains on all four wheels in the event of the failure of one circuit.

The automatic three speed torque converter transmission, operated by a unique electric gear selector, gives the car almost imperceptible gear changes and the dual level air conditioning system automatically maintains predetermined temperatures within the passenger compartment.

Since the day in 1904 when Henry Royce's first car left the factory, a total of 39 different models has been built by the company — included among these are the various Bentleys produced since the acquisition of Bentley Motors by

Rolls-Royce in 1931 — and each one reflects the same fastidious care.

Every detail from door locks and retractable aerial to the windows, front seats, petrol filler flap and door mirrors (all electrically operated) is tested and re-tested. The finest English leather is used to cover the seats and door panels. Italian burr walnut veneers are used for the fascia panels and they are coated with a lacquer, hand polished and joined down a centre line to produce a perfect mirror image for either side of the car.

Everything from start to finish including the famous Rolls-Royce radiator — made entirely by hand — is done with the greatest care which means a very long and involved process and only 12 cars are produced each day.

Rolls-Royce continues to maintain the traditional crafts and skills of English car building and prides itself on manufacturing "the best car in the world".