



news

WINTER 1985/6



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

ENTERPRISING HENRY TYRER AND HIS £100



The busy Commercial Department which handles BLC are (left to right) Len Fennah, Trevor Jones, George Jackson, Keith Smallman, David Venners, Jeff Clarke (Commercial Manager) and Angela Willett.



Checking a load of timber at the Royal Seaforth Timber Terminal are Richard Abbatt (right), Terminal Manager, and Frank Davies.

When 14-year old Henry Tyrer came to Liverpool in 1872 to seek his fortune, it would have been difficult for him to imagine that over a century later a company bearing his name would have grown to become one of the most respected names in the British shipping agency world.

Henry Tyrer & Company Limited, BLC's agents in the North-West, with offices in Liverpool, Manchester and Southampton, now employs well over 100 people and has a wealth of experience, management skills and a knowledgeable and efficient staff.

Henry Tyrer started his career at 14 years of age with James Murdock & Company in Liverpool. They were Shipbrokers and Commission Agents and he learned his trade well. Seven years later, barely 21 years old, he set up on his own — not bad for a farm boy without the advantages of any advanced education.

LACK OF CAPITAL

His knowledge of the West African trade was to prove invaluable and his infectious and youthful enthusiasm more than made up for any lack of capital and resources. He was by all accounts a powerful and strong personality and he was not afraid of trying new ventures and persuading others to join him.

In 1879 with only £100 of his own, Tyrer set up his own tiny firm and began acting on commission for a number of clients on the West African coast. As his business grew, he acquired his own cooerage, which proved useful in the palm oil trade, and he ventured into the wine and spirit trade as well.

The employees of Henry Tyrer & Company have always been like one big family and members of staff and management have served the organisation for long periods of time and fathers and sons have worked for the company.

Tyrer's links with William Thomson & Company, the managers of Ben Line, date back to the 1920s. In 1971 Tyrer's was appointed agents for the newly organised Ben Line Containers with responsibility for the entire North-West.



The Inward Freight/Claims Department at the Liverpool Head Office of Henry Tyrer & Co. (left to right) Keith Petch, Colin Brooks, Alan Ferguson (Manager), Clive Wilkinson and Stephen Challoner.



Discussions take place in BLC Credit Control between Beryl Ball (left), Lyn McNabb and Michael Willett (Controller).

This containerisation of the UK/Far East trade necessitated opening and staffing offices at the Manchester and Aintree Containerbases and by 1973 the Company was handling very substantial quantities of cargo both outward and inward bound. As containerisation rapidly became more popular, break-bulk cargo dwindled.

Tyrer diversified into timber distribution and road haulage, among other fields, and continued to grow. Today, for example, all bulk shipments of timber into Liverpool are distributed via the facilities provided by Tyrer.

This expansion and diversification is in line with the founder's philosophy that the company must grow and be on the lookout for new and viable activities. Following Henry Tyrer's traditional enterprise, it is confidently expected that the Company will continue its recent growth and is now progressing well into its second century of successful trading.



Members of the Board of Directors photographed at one of their regular meetings are (left to right) Gordon Hannan, Bernard Dowd, Charles W. Harrison (Chairman), David Harrison and Neil Kennedy.



Phillip Snape (left) and Wayne McCoy of Inward Forwarding with the H. M. Customs computer.



Communications Department includes telexes, word processors and fax machines. Pictured are (left to right) E. Cooper, Jan Williams, Marion Wilson and Julie Wroe.



Members of the team at the Manchester Containerbase office of Henry Tyrer are (left to right) Peter Armitage, Carol Musgrave, Beverley Thompson, Mark Farrell, Julie Emanuel and Pat Ditchfield.



Henry Tyrer & Company were hosts of this year's BLC Golf Tournament held at Hillside Golf Course, Southport when players included representatives from ICI, Associated OCTEL, Nelson Preserves, Dunlop, BICC and Guinness. The winner was Mr. David Jones (right) of Joseph Crosfield & Co. Ltd., Warrington and he is presented a crystal bowl by Mr. Neil Kennedy, Director of Henry Tyrer. Other prizes awarded included Ben Veg Whisky and Golf Umbrellas.



Team Effort — Checking containers at Manchester Containerbase are Howard Culter (centre), ACT Services Cargo Manager; Peter Lea (left), Import Controller, and Bernard O'Connor, Commercial Manager, of Henry Tyrer & Co.

...AND 'CITY OF EDINBURGH' MAKES 500

When BLC's giant containership "City of Edinburgh" called at Kaohsiung on August 28th, it was the 500th call to be made by a ship of the Trio Group at the port. The first call at Kaohsiung was made by another BLC vessel, "Benalder", on January 24th, 1973.

To mark the occasion, a Reception was held in the Ambassador Hotel at Kaohsiung which was attended by over 200 guests, including Captain Angus Maclean, Master of the "City of Edinburgh", Chief Officer Timothy Corbett and Chief Engineer John Maguire.

Also at the function were Jim Cumming, Manager of Tait & Company Limited, BLC's agents; Admiral Lee of China Container Terminal Corporation; representatives of Trio Lines; members of the Kaohsiung Harbour Bureau; Customs staff and members of the Republic of China Council.



BLC's giant third generation containership "City of Edinburgh".

ANOTHER 'FIRST' FOR BLC

The first shipment of Mini motor cars sent to Japan in containers, including what is believed to be the first Mini Cooper — or at least the first new model — shipped by container to Japan were carried by BLC recently and were on display at the Tokyo Motor Show in November.

The vehicles were imported by Austin Rover (Japan) Limited and were stowed in 40-foot general containers utilising the racking system pioneered by Chris Robinson of Containerised Automobiles Ltd.

Two Jaguar Sovereign cars and two Minis were shipped in each 40-foot container and Eastbound Canvasser Masahiko Hashimoto says that BLC is looking forward to carrying many more vehicles.

DINNER IN BANGKOK



A Chinese dinner was held in the Jade Garden Restaurant, Montien Hotel, in Bangkok in honour of Mr. H.B. Law, Mond Division, ICI, Runcorn, when he visited BLC's offices there recently. In the photograph, taken during dinner, are (left to right standing) Phaisal Angsuvadhanakul, BLC Eastbound Freight Manager; H.B. Law, ICI Area Manager Overseas Operations; and Sungan Patamachaiyang, BLC Terminal Manager. (Front row left to right) Prasert Angkasith, EAC Ethical Products Division Manager; Sunee Punayangkoon, EAC Chief Clerk, Administrative section; Nonguj Anusinha, EAC Pharmaceutical Division Manager; and Chuer Pavasant, ICI Asiatic Executive Marketing Director.



Jaguar car being loaded into a BLC container.

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ACT(A) SALES/MARKETING CONFERENCE



ACT(A)'s Sales and Marketing team held their annual conference recently on the theme of cost effectiveness. In the photograph (above left) Managing Director Michael Cartwright is shown during his talk to the conference. The first evening of the conference, the group was divided into teams to find the solution to problems posed regarding optimum ship utilisation and distribution factors. The winning team (pictured right) was presented a plaque by Marketing Manager David Haigh (left). Members of the team were (left to right) Fred Gardner, David Richardson, Ralph Skinner, Malcolm Lambard and Peter Goldsmith of ACT(A)'s Basildon office.



Discussing last minute details before his motor car is loaded into a container at Pitt and Scott's premises in London for shipment to Australia is Leo McKern (right) with Mrs. Pat Palmer of Pitt and Scott and Graham Dickinson, ACT(A) Sales Representative.

RUMPOLE'S RETURN

The household effects and motor car of actor Leo McKern — "Rumpole of the Bailey" was one of his best known series — were carried by ACT(A) when he returned to his native Australia after some 40 years' residence in the UK.

His household goods were collected from the McKern residence in Oxford by removers Pitt and Scott and then carefully stowed in ACT containers for the trip. The actor's cherished Mercedes motor car was also loaded at Pitt and Scott's London premises and shipped on "ACT 7".

Reginald McKern, which is Leo's real name, barely arrived back in Britain to watch the removal take place as he had been filming in Spain, starring with Sir Alec Guinness in the film of Graham Greene's novel "Monsignor Quixote".

Retirement is not on the cards for the friendly "Rumpole", however, because he plans to continue working in Australia in spite of having reached the age of 65 — a time when many people think about putting up their feet and taking it easy.

LEN FIDDOCK RETIRES

One of ACT's first employees, Len Fiddock, ACT(A)'s General Manager for the European/Australian/New Zealand trade, retired on October 31st, 1985.

Len joined ACT in 1966 as Assistant Commercial Manager and was appointed Commercial Manager and Trade Manager before taking up the position of General Manager.

Prior to joining ACT, Len was with Blue Star Line, where he began in 1948, and he was Assistant Freight Manager for Blue Star when he was asked to join the small specialised team that was setting up ACT. His dedication and contribution to the shipping industry was recognised in 1977 when he was awarded the Queen's Silver Jubilee Medal.

At a farewell reception (photograph right), Len Fiddock (centre) receives one of a large number of gifts from Michael Cartwright, Managing Director of ACT(A).



THE IMPOSSIBLE DREAM

Fifty years ago Allen Lane was returning to London from a weekend spent in the country with Agatha Christie and her husband. He searched Exeter railway station's bookstall for something to read on his journey and found only reprints of Victorian novels and popular magazines.

He decided that the public needed cheap editions of good-quality contemporary writing, and the idea for Penguin Books was born. He put the idea to publishers who proclaimed that a paperback reprint for only sixpence was not only impractical but also impossible. Could anyone, they asked, make a profit out of a book that cost no more than ten cigarettes?

However, the young Allen Lane thought he could do it by using mass-production and mass distribution of "intelligent books for intelligent people" and the first Penguins made their debut in British bookshops, bookstalls and branches of Woolworth on 30th July 1935.

The sixpence price meant that almost anyone could afford to buy a book and in

the economic recession of the early thirties few could have dreamt of building their own libraries when the average price of a hardback novel was 7 shillings and 6 pence. Allen Lane can be credited with introducing good literature at accessible prices to the British public.

To the astonishment of publishers, journalists and booksellers, a million Penguins were sold within six months. Nor was this to be a passing craze, but the advent of a paperback movement on a scale that would create a revolution in reading habits around the world.

Allen Lane left his hometown of Bristol and as a 16-year-old lad he joined his uncle's publishing firm, John Lane The Bodley Head in Vigo Street, London. The company was already well-known for publishing Oscar Wilde and the avant-garde literary periodical, the "Yellow Book", with its daring illustrations by Aubrey Beardsley.

INDEPENDENT

The first ten Penguin books, in fact, appeared under the Bodley Head imprint. It was in January 1936 that Allen Lane and his brothers John and Dick set up Penguin Books as an independent company with a capital of only £100. They took over the crypt of the Holy Trinity Church in Marylebone Road as the company warehouse.

Penguin Number 11 had been printed in October 1935. It was "South Wind" by Norman Douglas and it has been continuously in print since that time and holds Penguin's "longest running" title.

The first Penguin Specials came out in 1937 and Pelicans were launched that same year. In 1940 the Company opened an office in Montreal, Canada and also launched its popular Puffin Picture Books.

In 1945, ten years after the foundation of Penguin, the company had grown from a reprint house to a publishing house with four out of every five titles published being

a Penguin Original. And it was going from strength to strength.

In July 1946, 100,000 copies of each of ten Bernard Shaw titles were issued to celebrate Shaw's 90th birthday. The entire million sold out within six weeks. A few months later Penguin Australia started up.

In July 1954, Penguin 1000 was issued: "One of our Submarines" by Edward Young, a wartime submarine commander and the designer of the famous original typographic Penguin cover.

In November 1960, "Lady Chatterley's



Modern technology plays an important role in keeping shipments flowing smoothly, and computers are the order of the day at Penguin's warehouse and distribution facilities.



When Penguin began operations they turned out reprints. Today they not only commission original works but also produce hardback books as well. A view of the hardback production line at Hazell, Watson and Viney's printing plant which prints Penguin hardbacks.

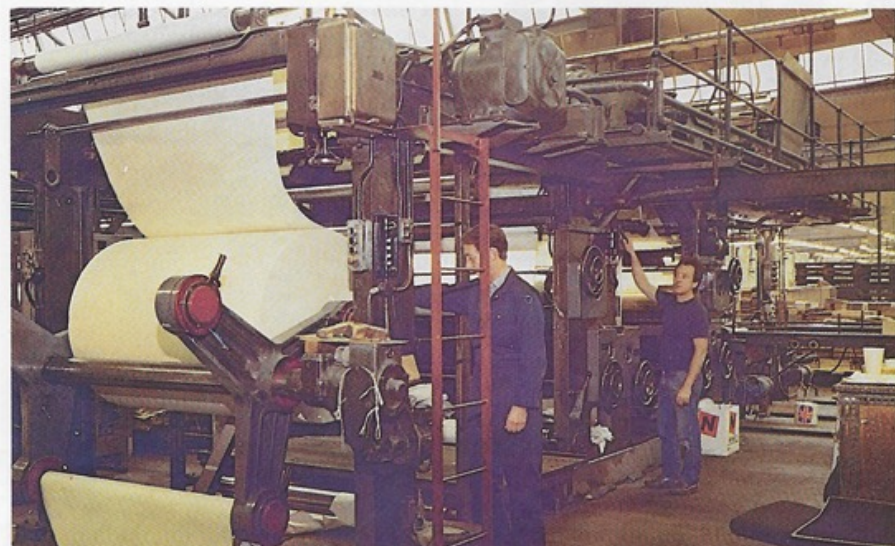
Lover" by D. H. Lawrence was finally available after the much publicised trial. Over two million copies were sold in the six weeks up to Christmas and a further one and a half million were sold in 1961.

In May 1969, Penguin Education was launched and two years later Allen Lane celebrated 50 years in the trade with the publication of Penguin 3000, James Joyce's "Ulysses".

The best-selling Penguin of all time is George Orwell's "Animal Farm" which has



Planning the next shipment of Penguin books to Australia are Mukand Bhawe (left), Shipping Manager of Penguin, and David Richardson, ACT(A) Sales Representative.



One of the massive printing presses used by Hazell, Watson and Viney at their Aylesbury premises, one of the plants that turn out high quality Penguin books.

sold 6.8 million copies since publication in 1951. The fastest-selling Penguin ever is Audrey Eyton's "The F-Plan Diet", which was first published in May 1982 and sold over one million copies in its first four months, outselling all previously published diet books in England by many hundreds of thousands of copies.

The largest advance ever paid by Penguin in the UK was \$200,000 for the British and Commonwealth volume rights of "The Talisman" by Stephen King and Peter Straub. It was published in September 1985 to mark the 50th Anniversary, after having sold a million hardcover copies.

During 1984, Penguin sales worldwide reached 50 million copies, which means that someone somewhere bought a Penguin every 1.5 seconds of the year. The most prolific Penguin author alive today is Georges Simenon, creator of the world-famous Detective Maigret. To date, 97 of his books have appeared in Penguin.



Discussing long-term transport requirements to Australia/New Zealand are (left to right) Brian Robinson, Distribution Manager, and Arthur Cotton, General Manager, of Penguin Books, and David Richardson, ACT(A) Sales Representative.

In 1984, the Penguin warehouse in Harmondsworth, Middlesex, near London's Heathrow Airport, despatched 41 million books. If these were laid end to end, they would stretch from London to Moscow.



Partial view of the warehouse at Penguin's Harmondsworth Distribution Centre near London's Heathrow Airport where there is a total of 155,000 square feet of warehouse space.



A view of the packing line where orders are prepared for immediate shipment to destinations in the UK and worldwide.



Specially designed equipment is used in the Penguin warehouse at the Harmondsworth Distribution Centre to facilitate the movement of the millions of books that have to be despatched.

Nearly 40 per cent of these 41 million were sent overseas, a large number being carried by ACT member Lines in containers. In addition, Penguin distributed ten million books overseas on behalf of other publishers.

Penguin is an international publishing group with companies in five countries and publishing 1200 books new to the list every year, of which at least one-third are specially commissioned titles and not reprints of hardbacks. In the UK alone

Penguin publish 700 new titles each year as well as 2500 reissues, reprints and new impressions of backlist titles.

Sadly, Allen Lane died in 1970 at the age of 67. It would have been a proud moment for him had he lived to see the 50th anniversary of Penguin. He dreamed an impossible dream and made it come true.



One of the events which was organised to mark Penguin's 50th anniversary was a six-week exhibition held at London's Royal Festival Hall. In the photographs are two views of the stand, called "Fifty Penguin Years".

CAMEL CALLS AT VALENCIA



The newest addition to CAMEL's fleet, "Sudan Crown", loading containers at Valencia. The ship is shown working with her own cranes at the Vapores Suardiaz Terminal.



Luis Gimeno, CAMEL Line Manager at Vapores Suardiaz in Valencia.



CAMEL's agents, Vapores Suardiaz, are producing excellent results for the Line.



PHILIP BAILEY — Newly appointed Northbound Trade Manager for CAMEL, based at their Hammersmith Head Office.

eight days to Hamburg/Le Havre.

CAMEL has further expanded its northbound service to include calls at Piraeus and Salerno as well as Valencia.

Responsible for co-ordinating the entire northbound CAMEL operation is newly appointed Northbound Trade Manager Philip Bailey. Assisting him in Valencia are CAMEL's agents, Vapores Suardiaz, with



Cane furniture is an important export product of the Valencia area. In the photograph at left, a handicraft worker at Industrias Cerda in Vallada, near Valencia, carefully works on a new piece, while at right, a 40-foot container is packed with furniture for the UK. This is a job demanding considerable skill and experience to achieve effective space utilisation.



back-up from the CAMEL, Cunard-Brocklebank and ACT offices. Special attention is being paid to communications and documentation, as the speed of these are of paramount importance to the success of this service.

CAMEL has forged its own independent policy as far as freight rates and inland haulage are concerned. These are simple and easy to understand and "extremely competitive", according to Philip Bailey.

POTENTIAL GROWTH

Much of the routing on the new service is decided by UK importers. The commodities shipped are wide ranging and include ceramic tiles, wine, fruit, canned goods, furniture, glassware, shoes, toys and basketware. With Spain's imminent entry in the EEC, it appears likely that there will be considerable potential growth of exports in the future.

CAMEL management have been studying northbound trades for some time and following the re-vamping of the Company's southbound services to the Red Sea — and the addition of a fifth vessel — they were able to expand this service to cater for present and potential customers. For many years CAMEL has carried containerised commodities northbound from Sudan and recently they started loading large volumes of plastic pellets at the Saudi refinery port of Yanbu, consigned to Europe.

Spanish marble is of the highest quality and in demand all over Europe as well as around the world. In the photograph marble is polished at the Marmol Compact factory at Gandia near Valencia.



A CAMEL 20-foot container makes its way to the port of Valencia through the orange groves of Eastern Spain. Fruit is another important export for the Valencia region.



JEWEL OF THE CAMEL FLEET

CAMEL's newest vessel, "Sudan Crown", which replaces "Hodeidah Crown", is big, fast and modern — the pride of the CAMEL fleet.

The new ship has a capacity of 856 TEUs, a speed of 18 knots and her two high-speed turning cranes minimise turnaround time in port.

"The 'Sudan Crown' represents everything that is modern about seaborne container transportation today," said Captain Alasdair MacVean, Director of Cunard-Brocklebank, CAMEL's managers. The extra speed provided by our newest addition will help ensure that we meet all our commitments," he declared.

"With weekly sailings from Felixstowe, we have a tight round voyage schedule of 35 days to complete to the Red Sea and Mediterranean ports and return," Captain MacVean explained.

CAMEL customers will have the opportunity of "seeing for themselves" as the Line is arranging a series of receptions at Felixstowe in the New Year.



Latest addition to CAMEL's fleet, "Sudan Crown", is photographed en route to Piraeus and the Red Sea.

NO BATS IN THE BELFRY

There were no bats at the Belfry during this year's Heavy Haulage Golf Tournament, but there were plenty of birdies.

EHCL organised this year's event, as usual, where once again demand from people involved in heavy haulage and shipping outstripped the places available.

There were prizes galore and this year the "non-golfing" guests at the dinner were able to win prizes also. "It was even more successful this year than last," said EHCL's Operations Director, Alan Goldman.



The John Charles Mendham Trophy, presented in memory of the former EHCL Sales and Marketing Manager, was won by Keith Stratton (right) of Trust House Forte. It is presented by Alan Goldman, EHCL's Operations Director.

GRAND PRIZE WINNER SAILS ON QE2 CRUISE



Pictured shortly before he and his family sailed from Southampton on the "QE2" is the grand prize winner from the entrants who visited the ACT stand at the World Freight Exhibition in Brighton this summer, Mr. Gary Fitzgerald-Smith of Shell International Trading Company, London. Welcoming them on board for their cruise to Spain and Portugal is QE2's Deputy Hotel Manager Bryan Vickers.



A view of the dining room with 75 golfers and guests attending the dinner.



There were prizes for "non-golfers" as well and pictured are (left to right) Colin Hainsworth, EHCL Operations Manager; Norman Reid of Mammoet Transport; Louis Galdeano, Charlante Company; and Barry Collins, EHCL Sales and Marketing Manager.



There were prizes galore distributed to the winners.

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PEPE + BLC = TRENDY FASHIONS

Pepe in North-West London have built up their business during the 12 years they have been operating, to become one of the leading UK importers of fashionwear.

The company supply their wide range of casual clothes and denims to independent boutiques and multiple stores throughout the UK and the Republic of Ireland and in order to take advantage of the latest trends in fashionwear, goods have to arrive quickly, on time and in good condition for onward despatch to retail outlets.

Much of their cargo in the past few years has been carried by BLC from Hong Kong with heavy emphasis on speed and reliability.

In the photograph, Mrs. Kakad, who controls Pepe's shipping and import activities, discusses the latest shipment at the Company's offices near London with Bob Tookey (centre), Director of Killick Martin, BLC's principal UK agents, and Keith Martin, Killick Martin canvasser who calls on Pepe.



BLC — ROLLS-ROYCE SERVICE

A rather special consignment to Taiwan was shipped by BLC recently — two brand new Rolls-Royce Silver Spirit limousines from the Rolls-Royce factory at Crewe, England.

The vehicles were carefully secured and loaded in a single BLC 40-foot container and arrived in perfect condition.

BLC had been nominated to carry the valuable shipment by Universal Motors, the local Rolls-Royce dealers, who watched the cars being unloaded, along with representatives of Tait & Co. Ltd, BLC's agents in Taipei, who are shown in the photograph with the new silver and gold motor cars.



THE MARKETEEER AND THE DIETY



Trevor Cundill (right) of Killick Martin Leeds visited Kyoto, Japan recently and between sales calls he is pictured with Y. Mito of Ben Line Osaka resting at the shrine of the Buddhist deity Kannon.

RETIRING HENRY



Henry Chiu of BLC Hong Kong is retiring after 30 years of service with the Company. He called in at Killick Martin's offices in Leeds recently and was presented with a carriage clock by Phillip Hawkshill (right), BLC Westbound Sales Manager, while John Scott, Director of KM Leeds, looks on.