

THE SEAWAY AND CONTAINERIZATION - CONTAINERIZATION
REVOLUTIONIZES SHIPPING

1959

MSCL was appointed agent for Royal Netherland Steamship Lines, which served the West Indies and North Coast of South America. The Venezuelan Line (CAVN) ultimately joined this service. At this time, all eyes were trained in anticipation for the opening of the St. Lawrence Seaway, an historic event that occurred that spring. The North German Lloyd vessel, the 'EMSTEIN', operating on behalf of Hapag-Lloyd, was one of the first vessels to enter Saint Lambert Locks.

Stag Line of the U.K., a tramp owner for whom MSCL acted for many years, fixed the 'CAMELLIA' and 'GARDINIA' to load grain cargoes. Both vessels entered the Seaway during its opening week.

The Seaway had a tremendous influence upon MSCL's activities, and tramp port calls rose from 260 to 435. The tramp owners included the well-known names of Maple Shipping, (a joint venture of Canadian Pacific Steamship and Tatham, Bromage of London), Union Industrielle et Maritime of Paris, and Van Ommeren of Rotterdam. The vessels primarily carried steel from Europe, and returned with bulk grain.

It was an active year. Adding to the good fortune, Mitsui Steamship Company Ltd. of Japan began a Far East service from the Great Lakes and St. Lawrence River. MSCL, consistent on their policy to obtain the area's main shipping line whenever possible, had turned down other representation opportunities for Far East Services.

The Company kept in close contact with Mitsui through connections with their general agents, William J. Roundtree. A chartering relationship was also established, whereby MSCL brokered a Mitsui vessel fixture through Anglo-Canadian. This agency proved to be instrumental in the development of MSCL's liner section.



St. Lambert Lock, opening of St. Lawrence Seaway, Spring - 1959

MSCL's Chartering section was active, fixing parcels on behalf of British Metal Corporation, and enjoying considerable business with Java-Pacific Line, a joint venture of two leading Dutch Shipping Lines: the Netherland Steamship Company of Amsterdam, and the Royal Rotterdam Lloyd. These owners entered the Great Lakes trade as Nedlloyd Middle East Lines, and approached MSCL to act as agents. Due to a conflict in trade patterns between this new line and Hansa (the line that had previously served the Persian Gulf), Montreal Shipping had to make the difficult decision to resign as Hansa Line Agents.

1960

The 'GRANWOOD' was delivered, and pioneered year-round navigation to Quebec City. The vessel was added to the Montmorency Fleet, performed during the winter to Botwood,

and eliminated the costly rail move to St. John's.

Increased activity as Managing Operators and representation of eight liner services repositioned MSCL as one of the largest shipping agents in Eastern Canada. It was not unusual to see four or five vessels at the Montreal port for which the Company acted as agents. These vessels were docked at sheds 49 and 50, the terminals leased and operated by Montreal Shipping.

1961

The turn of the decade was marked by new developments in coastal trading patterns: the sulphur trade from the U.S. gulf was changing from dry bulk to liquid, oil was replacing coal, and stevedoring rates were rising dramatically. All of this impacted negatively on the movements of newsprint by water from Canada to the United States. Increased costs and declining backhaul shipments caused ocean shipping to become less competitive than land transport.

Mr. Mitchell W. Sharp, a former Federal Deputy Minister of Trade, joined the Board of MSCL and added considerable strength to the corporate image. Mr. Sharp retired from the Board in 1963 when he was elected to Parliament. There, he served as Minister of Trade and Commerce and Deputy Prime Minister.

The two 'Anglo' mills wound up their joint sales activities through Montmorency Paper Company in New York and went their separate ways. While some of the joint shipping arrangements remained in place, Montreal Shipping had to give up the Anglo-Canadian Pulp and Paper business from Quebec City in order to continue serving Anglo-Newfoundland's Montmorency Shipping. The decline in volume for MSCL was short-term, as A.N.D. merged with The Price Co. of Quebec shortly thereafter.

This opened new opportunities for newsprint shipping, particularly to the West Indies and the North Coast of South America. Montmorency Shipping was renamed Price Shipping Limited.

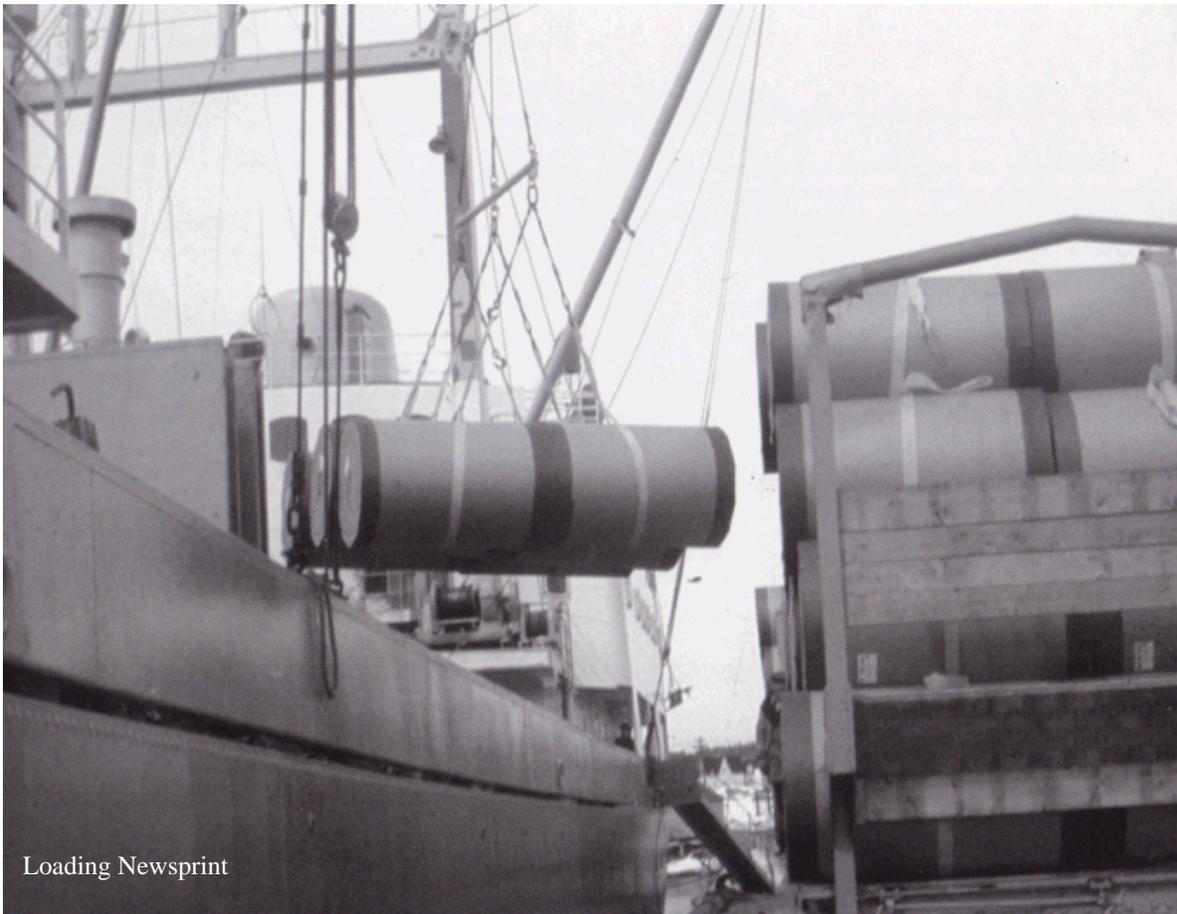
The Liner division continued to expand with the appointment of Scindia Steam navigation Co. of Bombay and Westwind Africa Line, of the Coutramanis Group of New York, serving West Africa. Brodin Line unfortunately was on the decline,

due to the flag-restrictive policies of South American countries.

1964

Mr. Fumio Tanaka became the first of many Mitsui representatives to be stationed in Montreal. This fostered a long-term, close relationship the Japanese Principal, and increased the company's understanding of Japanese culture. Government-sponsored rationalization of Japanese shipping lines led Mitsui Steamship Lines to merge with O.S.K. to become Mitsui O.S.K. Lines.

The joint shipping contracts between Price Shipping and Anglo-Canadian were terminated, ending a 30-year association between Montreal Shipping and the Anglo-Canadian mill in Quebec City. MSCL became involved with the Bathurst Paper Co. through the chartering of handy-sized



Loading Newsprint

vessels for their pulp and timber shipments from the Bay of Chaleur. The Company later expanded the connection by arranging voyage charters for the new linerboard mill in

New Richmond.

1965

The year saw active involvement with the Australian trade through the securing of a management contract with Canadian Overseas Paper Co., a consortium of Canadian newsprint mills selling to Australia. This contract, obtained as a result of the newly-acquired subsidiary, Allied Steamship Lines Limited, involved fixing time-chartered vessels for newsprint movements between Eastern Canada and the main ports in Australia. The Canover Group, as the newsprint consortium was called, also used the Allied contract to arrange shipments to Mexico.

Montreal Shipping continued to concentrate on expanding the Liner division and added Leif Hoegh Lines of Oslo to handle break bulk vessels calling inwards to Halifax from India. The same year saw the appointment of J. Lauritzen Lines of Copenhagen for their 'Arctic' class vessels (which served North Europe from Montreal during the winter) to enhance the Hapag-Lloyd service. It was during this period that marine shipping was revolutionized - with the introduction of containerization.

The Bathurst chartering activities continued to prosper, and in order to satisfy the need for winter shipments from the Bay of Chaleur, two Soviet ice-strengthened vessels were fixed through Tatham, Bromage of London. This marked the revival of time-charter fixtures from Russia - at that time, they had been discontinued for over 30 years

1967

This year was particularly exciting - the city of Montreal was hosting the World Exposition. EXPO 67 attracted the senior members of practically all of MSCL's Principals to the City. Newsprint shipments continued to be strong, and MSCL introduced Gustav Eriksen of Mariehamn, Finland. Through them, time-charters were arranged for the 'GREGERSOE' replaced in 1969 by the new building, the 'GERMUNDOE'.



1968

The shipping industry kept evolving, particularly in the U.K., which resulted in MSCL's loss of several shipowning connections. One such casualty was Wm. France Fenwick; they were taken over by Jessel Securities, and their vessels were sold.

As East/West tensions eased, opportunities arose with East block-built vessels. Ragnar Johanssen of Oslo introduced a series of East German-built high ice class single deckers. The Company, on behalf of Price Shipping fixed several of these vessels, including the 'JOBEBE', and later, thorough the Greek owners Fafalios, the 'MOUTSAINA' and 'MYRSINIDI.' Following this was the fixing of the

'CHARLOTTE BASTIAN' and 'GAVIOTA' from Helmut Bastian of West Germany. These vessels traded successfully for Price Shipping for some ten years.



That spring, the Company's Head Office was moved from its birthplace in the Coristine Building to the prestigious address of 360 rue Saint Jacques, where it remains today.

1970

The support of the Louis Dreyfus organization enabled MSCL's appointment as agents for Fabre Line. Compagnie Fabre SGTM of Paris operated a Mediterranean service, and was the first full container service to be represented by Montreal Shipping. Once again, MSCL faced a conflict with the different liners they represented, and made the difficult decision to cease representation of the Medlakes Consortium.