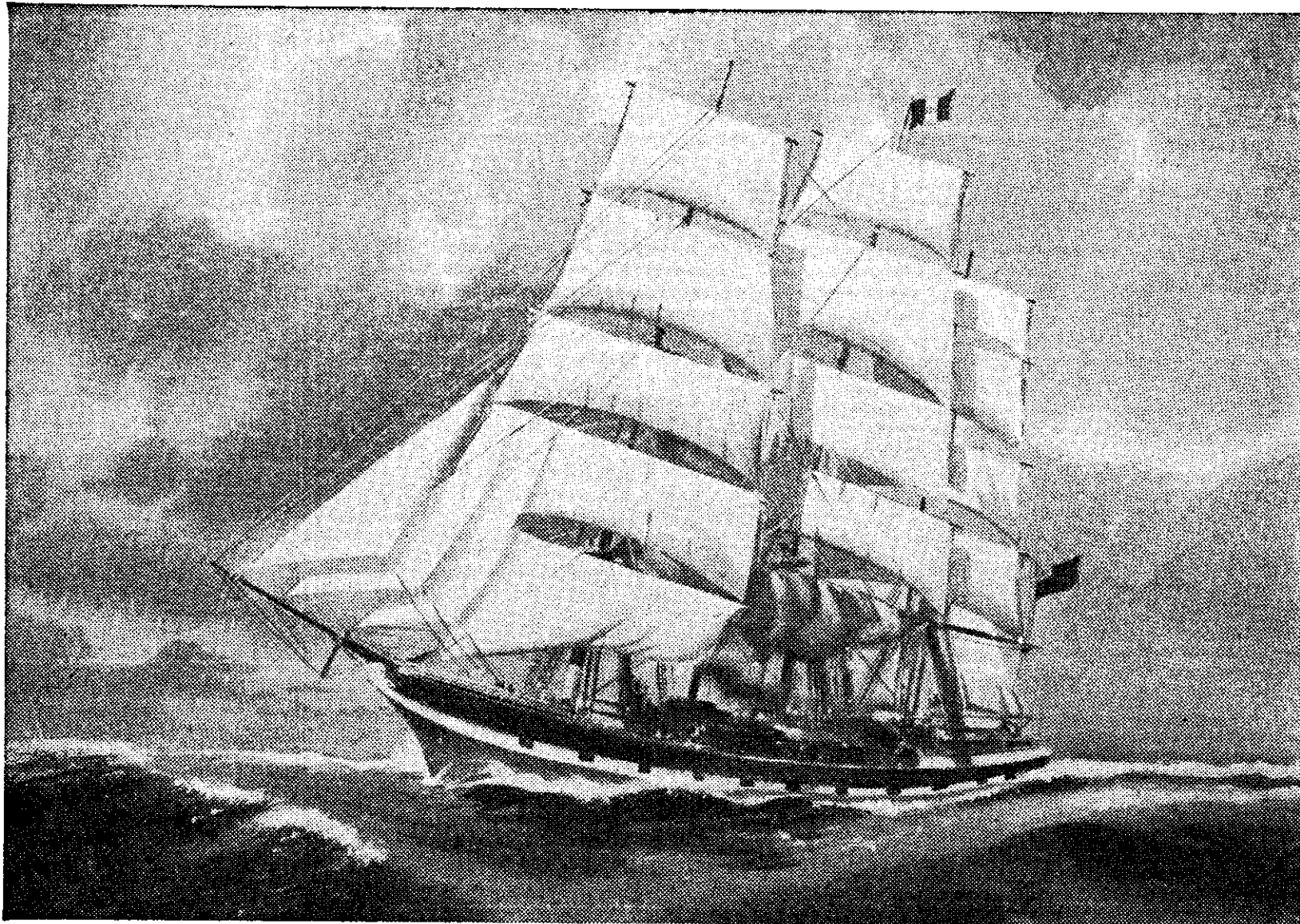




The Albion Line Clipper "Dunedin" which carried the first refrigerated cargo from New Zealand to London in February, 1882.

You live by the sea

Your home may not be in sight of salt water. Nevertheless you live by the sea, as does every member of an island race. For the magic which transforms your wool and meat and dairy products into steel and hardware, motors and machinery, oils and tobacco, fertilisers and chemicals—that is the magic of the sea. . . .

Back in 1872, a group of people in New Zealand looked into the future. They saw a growing world demand for New Zealand products. They saw a growing need by New Zealand for Manufactured goods. They saw that New Zealand must have, not just ships, but a regular unfailing shipping link with the world overseas. And they founded the New Zealand Shipping Company.

Its beginnings were small, but New Zealand developed fast.

Other shipping lines appeared, operating in some cases only when freights were plentiful, skimming the cream and leaving the residue. Such competition, however, uncontrolled and unrestricted quickly created problems for both shippers and ship-owners.

In the common interest some measure of co-ordination was clearly essential; and out of that necessity came the organisation later to be known as the New Zealand Conference.

It is nothing more and nothing less than a Conference of separate entities, each with its own ships, its own methods, its own traditions of service. But they have some things in common and most important of these is the determination to see that New Zealand has always the shipping link with the world which the country needs.

And, if you still call that a 'monopoly', ask yourself this question:

How else could New Zealand have the benefit in good times and bad of the greatest volume of highly-specialised refrigerated tonnage in the world, running to all intents and purposes, as far as New Zealand is concerned, as one fleet and capable of handling seasonal peaks of dairy produce, wool, meat and fruit month in and month out? How else could her producers have the advantage of freight rates which can be known in advance and stabilised for long periods ahead? *How else?*

Issued in the interests of mutual understanding by

NEW ZEALAND OVERSEAS SHIPPING LINES

SHAW SAVILL & ALBION CO. LTD • THE NEW ZEALAND SHIPPING CO. LTD • PORT LINE LIMITED • BLUE STAR LINE LIMITED