

The Bowater Steamship Company Ltd.



Cayzer, Irvine & Co. Ltd. have recently been appointed Managers of The Bowater Steamship Co. Ltd. This article, by A. E. R. JONES, describes the part played by the Steamship Company in the Bowater Organisation.

THE Bowater Paper Corporation is today one of the world's largest paper producers—an international organisation making and marketing pulp, paper of many types, packaging and building products (ranging from hardboard to pitch fibre pipes) in many countries.

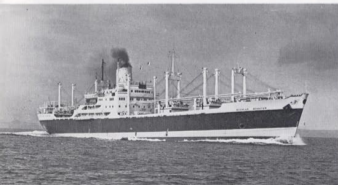
From the British Isles the growth of the Bowater Organisation has seen its operations extend to Canada and the U.S.A., to Scandinavia, to Europe, to Australia, New Zealand and South Africa. In addition, they are associated with other well-known companies—The Scott Paper Company of U.S.A. through Bowater-Scott as manufacturers of tissues in the United Kingdom, Belgium, Italy and Australia; with the Philips electrical organisation through Bowater-Philips in Belgium as producers of corrugated packaging, and with the New Zealand Government and the Reed Paper Group through the Tasman Pulp & Paper Company. In many more countries, Bowater products are marketed through a widespread agency system.

With raw material sources, centres of production and ultimate markets in many cases being separated by the oceans of the world, sea traffic is a vital part of Bowater operations.

A feature of Bowater development has been its drive

towards a greater degree of self-sufficiency or, as it is sometimes described, "vertical integration". The Organisation has for many years operated its own woodlands in North America which not only supply its mills in that continent, but also export pulpwood logs or baled pulp to its mills in Britain. It operates groundwood mills in Risør (Norway) and Holmsund (Sweden) supplying a major part of its U.K. needs for the material. It was, therefore, a logical development that Bowater should operate their own fleet of ocean-going ships by which a good part of their overseas traffic is freed from too great a degree of dependence on the shipping market. Other advantages that are to be derived from owning ships are that sailings can be planned in a manner which will best suit production and sales programmes and schedules. The ships, too, can be designed to meet the specialised requirements of the traffic they have to carry. Lastly, and in some ways most important of all, ships' officers and crews can build up experience and knowledge of Bowater trade, which is of the greatest value.

Bowater's first became shipowners in 1938 when they acquired two 6,000-ton ships at the time they bought the Corner Brook, Newfoundland, pulp and paper mills which represented their first move into production on the



s.s. Nicolas Bowater, the flagship of the fleet, was built at the Dumbarton shipyard of William Denny & Brothers Ltd. to carry newsprint and other cargoes between Bowater Mills in North America and ports on the Eastern seaboard of the United States, the United Kingdom and Commonwealth countries