

# on line

with ivaran

No. 3/86

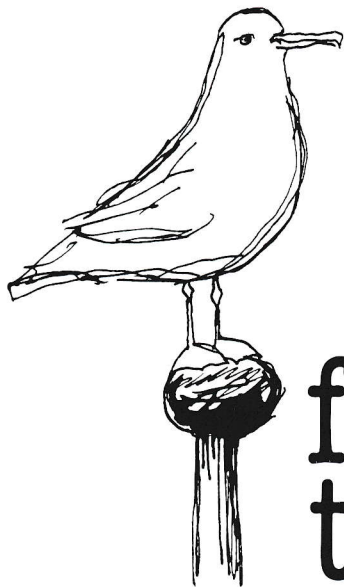
Publisher: Ivaran Lines

Editor: Olav G. Henriksen



Natural ports are a blessing in Brazil. The small port of ITAJAI is a typical example. Located in Southern Brazil in the state of Santa Catarina, it handles the exports of local produce.





# from the masthead

## The liner squeeze is on – what may be done about it?

Shipping crises in liner trades have become such familiar themes that they no longer hold much news value.

Losses due to depressed liner freight rates – a result of too many ships competing for too few boxes – are so common that it becomes a remarkable feature when a line is able to report of profits in news media.

Restructuring of debts has become part of banker's menu. Old and new shipping giants keep fading away.

Four more years of turmoil, say some. If that prophesy should hold true, the liner picture will be drastically different five years from today.

But in this review we shall limit ourselves to take a look at liner developments during the spring of -86: And there is no lack of news. One interesting aspect we shall also touch on is the way problems in some trades lead to complications in others.

The chain reaction was set off in the Transpacific trades, the liveliest and most promising of them all.

Evergreen's and US Lines' dramatic expansion through their round-the-world services with bigger than ever container ships, led to severe pressure on the lines in traditional two-way traffic. To meet the competition they had to cut costs or quit the race. Cutting costs could only be done by switching to bigger, more economical ships. Since quitting early in the game is not very agreeable to policy-making Boards of Directors, most lines opted for newbuildings at attractive prices and terms, others went for stretching jobs on ships already trading. After all, trade was brisk and growing. As a result the container capacity became much too big, and rates started to tumble.

In a brief review Sea-Land stretched their fleet of nine fairly new containerships, Lykes ordered six new 3100 TEU ships. APL built bigger ships, and most of the other ones followed suit. Evergreen led the way. Last fall losses started to appear. OOCL ran into trouble, the Japanese lines lost money, even Sea-Land, APL, US Lines and Lykes did. NOL and MISC met with problems.

Hapag-Lloyd, already weakened by years of heavy losses, decided to quit the Transpacific trade. Hoegh changed trading patterns. EAC joined more consortia. The Koreans soft-pedalled their ambitious plans.

Spring of -86 has brought the withdrawal of Lykes from straight Transpacific trades. As a result six big newbuildings may have to be disposed of. But even if some lines pull out, their ships do not disappear. APL still needs to upgrade to stay competitive, and they may well buy some of the Lykes ships. In turn some of the older APL ships may be scrapped or mothballed, but total transport capacity will nevertheless increase in that trade. Sea-Land is also interested in some of the Lykes' ships.

With its Pacific trade gone, Lykes will have to make out better in their Gulf-based trades. Their remaining fleet is largely obsolete and will have to be replaced. In a period of turbulence that task will be a mean one. Their best ships, four 1100 TEU containerships bought from Hapag-Lloyd a couple of years ago for the Transpacific trade, will now be transferred to the Gulf – Northern Europe trade, more than doubling their transport capacity there. That will increase the pressure on rates in the Transatlantic trade, where the balance for some time has been precarious. And Lykes is not the only one to disturb that balance.

OCL recently bought fifty percent of TFL, a transatlantic line owned by Australian TNT group. That move may soon have some consequences. Last year Barber Blue Sea shifted ships into the transatlantic eastbound orbit, to be traded under the name of Troll Carriers, basically a semi-bulk operation with a sailing frequency of 20 days. Now the combination of Nedlloyd and BBS is giving up the USEC-Middle East trade. Some of the available BBS ships from that switch will enter the Troll Carrier service, stepping it up to a 15 days frequency continuity on the ScanCarrier route from Europe to Australia.

But worse than that, Nedlloyd will use four ships, left vacant by the Middle East withdrawal, in straight Transatlantic trade – and non-conference to boot. Nedlloyd will also reactivate their USEC – Mediterranean service which KNSM used to offer.

A new US combination, consisting of Crawley and American Automar, will be running two ex Swedish 1100 TEU ro/ro ships in the Transatlantic trade as well. Eastbound they will be basing themselves on US Military, mostly rolling stock, cargo, but westbound they will no doubt dip into commercial cargo as well.

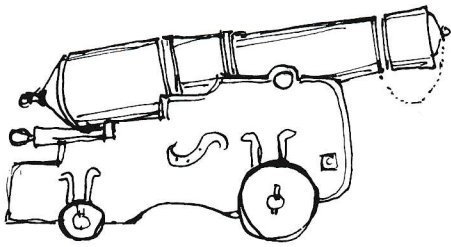
In addition a couple of outsiders have been sneaking into the Transatlantic trade of late, so far without upsetting the overall rate pattern.

Now we fear that the pressure may become much too heavy with rate cutting as a result. That could have fatal results for several lines. But even so, their ships would largely linger on to haunt remaining lines.

Cont. on page 19



# management will not be shut out



## Ivaran enters the world of cruise

That headline sounds like an overstatement, since IVARAN for ages has offered freighter cruises for 12 passengers on its main ships. That was but a minor segment of our liner trade – albeit most successful. Hundreds of would-be passengers had to be turned away each and every year for lack of accomodation. Passenger space was booked to capacity far in advance.

Glowing accounts of unforgettable trips flowed from the typewriters of passengers with a literary bent.

Yet, a mere 12 passengers is but an appendix to a substantial liner operation. An ever expanding cruise market in the Western Hemisphere, combined with retired people on the move more than ever before are important factors to pay heed to.

No wonder that thoughts about making room for more passengers took hold among those who plan for the future of IVARAN Lines. But once the barrier of 12 passengers is broken, where is the next point of balance going to be?

As may be known, 12 passengers is the limit for ships without a physician on the staff. Should the next step upward be 50 or 100, or what? The solution to that question becomes a matter of balancing out a

number of different factors, not only the relatively minor matter of a physician. And for quite some time top management has pondered such matters. How will the cargo operations be affected? How will costs of Capital Investment and Operations be possible to cope with? And what about the risks involved? Such questions and many more add up to typical management assessments, estimates, worries.

As solutions seem to fall in line, may be unforeseeable factors like exchange rates go haywire to topple carefully worked out calculations. What other alternatives may be found? Once more off to work with renewed search for acceptable solutions.

The goal finally in sight, the shift from planning to actual negotiations for a construction contract takes place. Teams of negotiators line up. Vital statistics as well as tedious details have to be hammered out.

Time and time again it looks like a breakdown in negotiations is imminent. Long days and late nights are put in for the good cause. Ordinary work and duties will have to suffer in such situations.

In the end time for the last showdown has come. All pieces have been

put into place in the tremendous picture puzzle – but one. The final price. The negotiating team from the one remaining yard has exhausted its mandate. It looks like all has been for naught. Frantic telephone calls circle the globe. May be Cabinet Ministers have to be aroused from their sleep in the middle of the night to enable a widening of the mandate enough to bring home the contract for a hungry yard with thousands of workers.

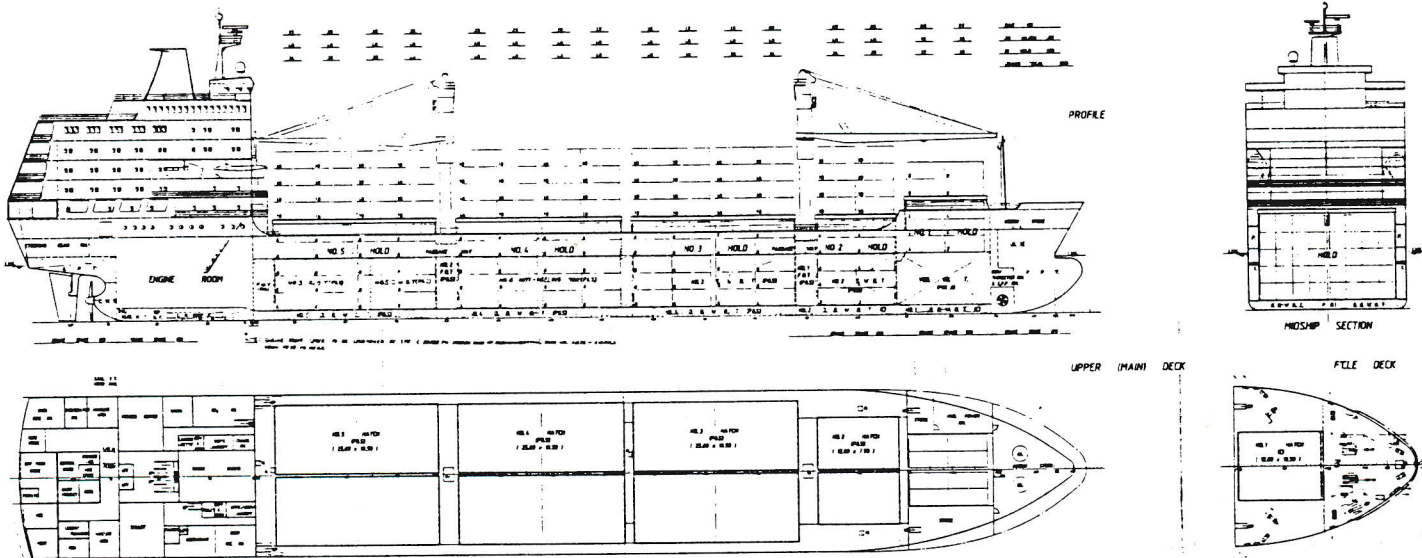
And then the time comes for the very, very last meeting . . . 'Yes, we have succeeded to convince our principals at home to meet your final price requirements!'

A contract may be concluded.

What kind of a ship will it be?

As may be gleaned from the sketch reproduced herewith, the ship Erik Holter-Sorensen and his associates, staff and consultants have planned will have room for about 110 passengers as well as some 1140 twenty foot containers.

Passengers will be housed aft in a modern 'hotel' with ample deck space, swimming pool etc. Public rooms will be most pleasant and kept in a Scandinavian style. Staterooms will practically all be outside, equip-





ped for long cruises, intended to be a home away from home for discriminating, seasoned travellers.

The ship will, if need be, proceed at a speed of 21 knots and carry out the roundtrip in six weeks.

The yard winning the contract is South Korea's foremost builder, Hyundai. They have promised to deliver the first ship already on October 20th, 1987. First ship? Yes, if the first one is a success there may be two more to follow, for a total of three 'sisters'. Such a string of ships will make it possible to maintain fortnightly sailings on the run from East Coast of South America.

Port of embarkation may well be the Cruise Capital of the World, Miami. Already in balmy waters, the trip will proceed through the Caribbean, down the coast of Brazil, Uruguay and Argentina, hitting ports like Rio de Janeiro, Santos, Montevideo and Buenos Aires. On the way back north ports like Rio Grande do Sul, Paranagua, Santos with a side trip to Sao Paulo, maybe Salvador-Bahia or Recife will be visited for cargo operations and shore excursions.

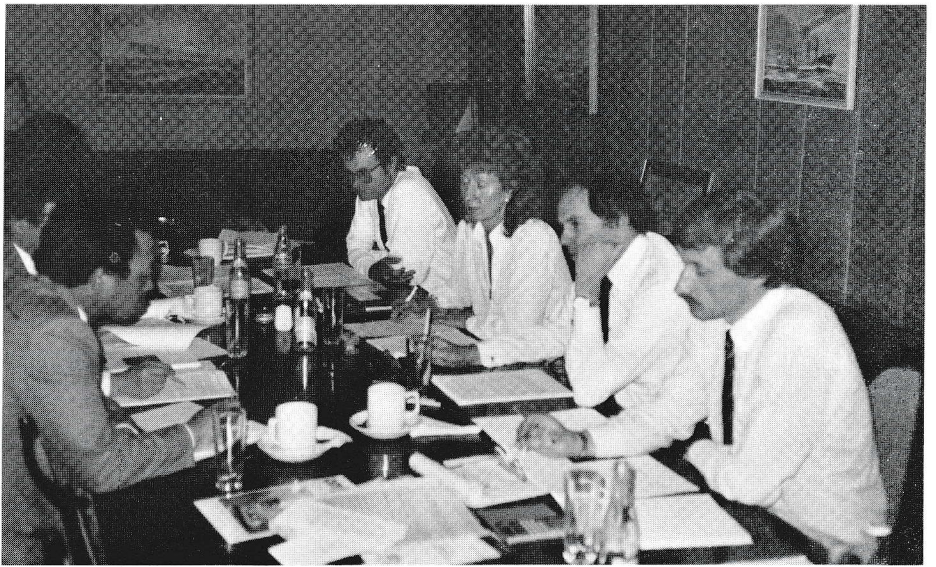
The likely port of disembarkation will be New York, well worth a visit before you again head for home somewhere in USA or Canada.

Or, if you wish to enter the cruise somewhere in South America, you may have the same type of cruise – plus a stay of about one week in USA while the ship works cargo in and out between New York and Miami.

The first voyage will be a Christmas Cruise starting at Miami next year, following a positioning trip from the Far East.

Sounds good? We should like to join you for that first cruise – may be even becoming one of the many repeaters who feel that an IVARAN Cruise is a way of life, if not once a year, then certainly as often as possible.

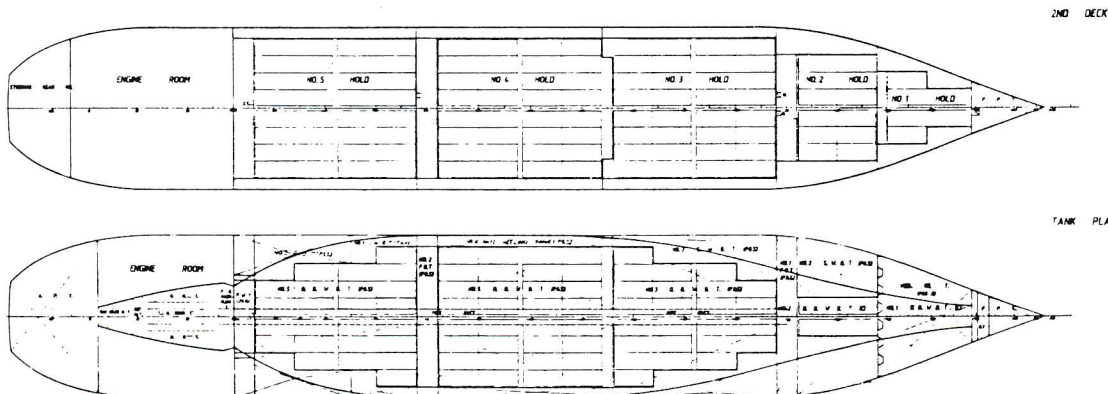
We look forward to see you, all!



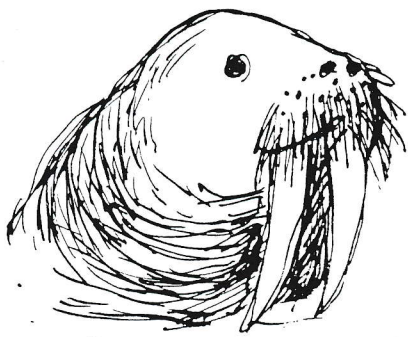
The IVARAN Management team, from left: Jan Holter-Sørensen, direktør, E.B. Lund & Co. A/S, Shipbrokers, Gerd Myrvold, liner and chartering manager – A/S Ivarans Rederi, Erik Holter-Sørensen, Chairman – Ivaran Rederi, Gunnar Jensen, manager technical departement – Ivarans Rederi.



The Hyundai team, from left: J.N. Lee, senior vice-president – C.W. Kim, director – Oslo office, J.G. Kim, manager – Oslo office.







# of SHOES and SHIPS

## Brazil – a country of marvels

Brazil is one of the richest countries in the world. Yet the drought-plagued Northeast has long been considered the poor region from where people have migrated to the cities in the south where poverty is also a problem.

Now, even the Northeast region is coming up with a valuable product, oil from the Jojoba plant which thrives in such dry climates. Jojoba oil is highly priced on the world markets. The government sponsored magazine BRAZIL carried in its January issue an article on this subject which fascinated us. Here goes:

## JOJOBA

*Jojoba is a plant which thrives in dry climates such as the Northeast Region of Brazil, and is a source of a valuable oil that brings high prices on the world market*

A small shrub, which until now, has not been too widely known, may possibly become one of the most important products on Brazil's list of exports. It is the jojoba plant from which an oil is extracted that can be used in the lubrication of motors and in the manufacture of cosmetics. Jojoba oil brings a price a hundred times more on the international market than soybean oil – 45 dollars as compared with 46 cents per kilo.

The plant originated in the Arizona and California deserts in the United States and is highly resistant to dry regions and can grow in unfertile soil. It is therefore an ideal plant for the Northeast region of Brazil. Brazil is starting projects for the cultivation of the plant, banking on its commercial value.

The small plant was first introduced into Brazil about ten years ago when Professor Raimundo Gladstone Monte Aragão finished his doctoral work in the United States. On

his return he began to develop the plant on an experimental basis at the University of Ceará at the Agricultural Science Center, in the Northeast region of Brazil. From there the first information on the possibilities of the plant began to spread in Brazil.

Jojoba, or *Simmondsia chinense*, is a plant which reaches an average height of one meter and begins to produce fruit after three years. This means that the farmer can begin to plant seedlings after four years, and work on increasing the natural resistance of the plant. Although it bears fruit after three years, it is only after ten years that the plant reaches full maturity. Its life cycle is nothing less than one hundred years. If cultivated correctly, after ten years the jojoba shrub will produce 2,500 kilos of seeds per hectare annually.

According to Professor Aragão, today considered the father of jojoba in Brazil, the plant is not difficult to cultivate in the Northeast, since the region appears to be ideal for this species. The Brazilian Northeast Development Authority (Sudene) has approved four projects for the commercialization of jojoba, and estimates an average productivity of 2,500 kilos per hectare.

Jojoba seeds contain a waxy liquid which, when mixed with other materials, produces a rich oil with great industrial potential. Besides being an ideal substitute for whale oil, with even better performance under some circumstances, jojoba oil can be used as a lubricant in high pressure and high temperature motors. The Society of American Engineers (SEA), in the United States, has proved that a car can run up to 80 thousand kilometers using jojoba oil as a lubricant, without an oil change, and with a saving of fuel up to 15 percent.

The oil is also used in the manufacture of cosmetics such as Sun-tan lotions, special creams and shampoos. It can be used as a substitute for any kind of wax. When hydrogenated, it has a number of applications, such as the basic component in appetite inhibiting pills, as a low-calory cooking oil, being the only

known dietetic vegetable oil, as a manufacture of paints, varnishes and synthetic resins.

Jojoba oil also has uses in the field of medicine as a conducting agent for penicillin and a growth inhibitor for the Koch bacillus, which causes tuberculosis.

With so many uses, jojoba oil has as yet not made an impressive mark on the raw materials market. This is explained by the fact that it has only been within the last ten years that its properties have been tested, and that it has been recognized as a replacement for whale oil.

The only known commercial cultivation of jojoba is the United States and Israel, where, according to official figures, one thousand hectares are planted in jojoba, which eliminate the need of importing fine oils and amount to revenues of 40 million dollars a year.

According to Sudene, the Brazilian Northeast is betting on this crop. Its technique has not been completely mastered by Brazilian farmers, but scientists claim that it is easy to raise.

Sudene has four large projects in the workings for growing jojoba, and two of them include facilities for processing the oil and jojoba meal as feed for livestock, since the meal has a high protein content.

These projects include plans for the planting of ten thousand hectares of jojoba within the next four years. Upon maturity, production should reach close to 26 thousand tons of seeds from which 13 thousand tons of oil and 10 thousand tons of meal will be extracted.

One of these projects is that of the Jobene-Jojoba no Nordeste S.A. company, in the municipality of Pedro Avelino in the state of Rio Grande do Norte. The Santa Filomena farm, belonging to Benivaldo Alves Azevedo estimates revenues of 1.1 million dollars beginning in 1990 and more than 4.5 million by 1995.

A second project is that of Jobex Agroindústria S.A. company, where 4,000 hectares will be planted in



# and SEALING WAX...

jojoba. Another three thousand hectares are to be planted by Murilo Prado Calazans, in the northern part of the state of Minas Gerais, in the region of Monte Claros. At today's prices, estimates can be made based on these projects of an increase in exports amounting to about 585 million dollars, with the quoted price of 45 dollars, an excellent opportunity for whoever plants and exports.

Professor Aragão explains that there are some things necessary to consider when planting jojoba which are different from those used with other shrubs. For example, they should be planted at the beginning of the winter season, and should be arranged with one male plant for every four female plants. They need support (with stakes) in order not to be knocked down by the wind. Spacing is limited to 1,660 plants per hectare. No fertilizing is necessary, and the plant is resistant to a number of pests. It requires only half a cubic meter of water per year, which is very low and an advantage in the arid regions of the Northeast.

Although the jojoba plant only comes to full maturity after ten years, fruit may be harvested after three years, and after that time the producer need not purchase more seedlings. With 98 kilos per hectare in the third year, the jojoba plant increases production geometrically each following year until it levels off at 2,500 kilos of seeds per hectare by the tenth year.

## Parade of sails

As New York this summer celebrates the Centenary of the famous Statue of Liberty, sailing ships from all over the world will be on hand to join the party and greet New York and USA with a parade never to be forgotten.

Among those ships will be two Norwegian square riggers, 'CHRISTIAN RADICH' and 'SØRLANDET'. Manned by seasoned officers and young trainees, many of whom will later on serve in the Norwegian Merchant Marine, those ships are



CHRISTIAN RADICH, built of steel in Norway in 1937.

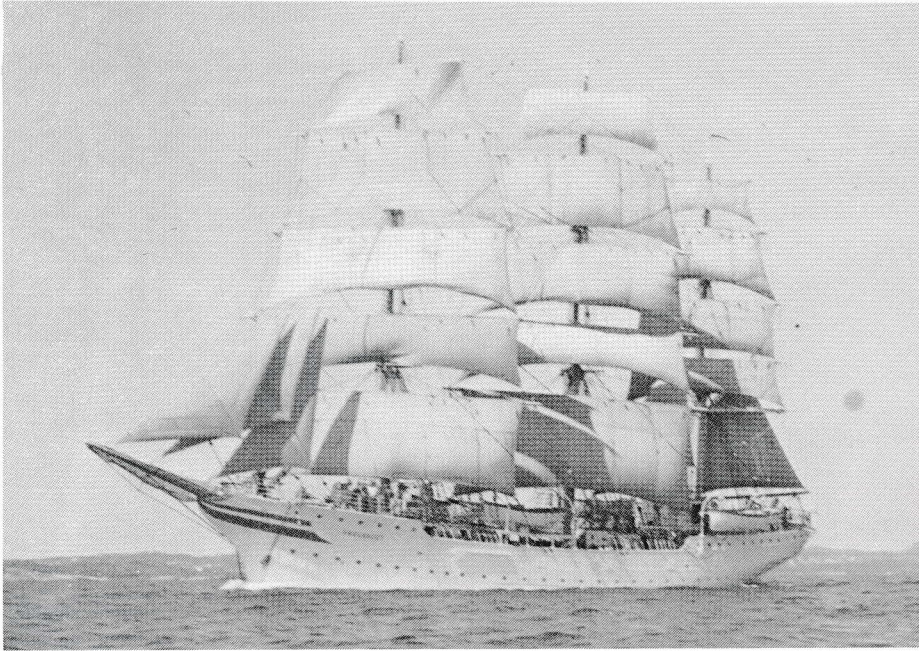
representative of the very best traditions combined with a forward look.

Sailing ships are complex units requiring much skill and a well structured mode of operations in order to function properly.

Another valuable feature is the training in increasing the capability to cope with the unexpected, with unforeseen situations.

Even in the very best structured operations situations may suddenly develop where the manual does not suffice. Thorough schooling in general seamanship will prove an important asset in tight situations – a quality which will be yours at no added cost whenever you pick a Norwegian ship to carry your freight.





SØRLANDET, full rigged sailing ship, built in Norway in 1927 – and still going strong.

CRANSTON WOODHEAD S/A of Porto Alegre, IVARAN Agent, is back with more material, this time about TOBACCO and FOOTWEAR, helping to present a profile of Southern Brazil. We find it fitting to carry it under the title

#### OF SHOES AND SHIPS AND TIPS ON TOBACCO.

Tobacco, together with footwear, mostly ladies' shoes, constitute the most important exports from the State of Rio Grande do Sul to the U.S. Atlantic ports, and for many years we have been battling to obtain our fair share of these two commodities for Ivaran Lines.

However, it would be interesting to look back a few centuries and ascertain why these two products are so important to the – Ivaran and how their cultivation/industrialization came about.

**TOBACCO:** When the Portuguese first landed in Brazil in the 1500's, tobacco was already a herb well

known to the local Indians, who cultivated it more for woo-doo and sacred rites than for its consumption, although this came later. The Tupinamba tribe burned tobacco leaves in special urns and inhaled the smoke to enter into a trance. In several instances these trances lasted for days. Several other tribes believed that the inhaling of tobacco had the added virtue of increasing ones intelligence (a belief that this writer heartily endorses).

At the time of the discovery of America, tobacco was used as a medicine (it was said to cure stomach pains, asthma and headaches) and it was also used, in paste form, to kill ticks and other vermin lodged in animals. Later on the Indians (besides the witch-doctors) took to smoking tobacco, but in cigar form and occasionally in pipes whilst it was also chewed, snuffed in powder form and drunk, presumably as a sort of tea.

Tobacco probably had its origins in the Andes of Peru and was brought to Brazil by nomadic tribes.

In 1500 when the Europeans arrived in South America it was a well known weed much used by the Indians and quickly imitated by the European visitors, who took plants back to Europe where it soon became a social habit, leaving behind its religious or woo-doo connections.

When the first German immigrants arrived in Brazil in the 1820's, several groups settled in areas which were ideal for tobacco growing, and they soon took it up as their most important crop, growing it in small farms (which could easily be handled by a family with numerous children), doing it exactly as the Indians had done for so many centuries, first planting it in nurseries, transplanting it to fields, plucking the leaves as they matured and then drying it.

In other parts of Brazil, especially Bahia, tobacco was planted for cigar smoking, and it is interesting to note that several entire slave vessels were 'chartered' for their bizarre voyages not for payment in money, but for payment in tobacco.

But returning to South Brazil, the type of tobacco grown here was a native type and slowly but surely with the assistance of foreign buyers, different types of seed were sown, and today most of the tobacco grown here is of the Virginia or Burley variety, used exclusively for the manufacture of cigarettes.

Santa Cruz is today the Capital of the southern tobacco area, and although only founded by German immigrants in 1850, it is today responsible for most of the tobacco grown in the South.

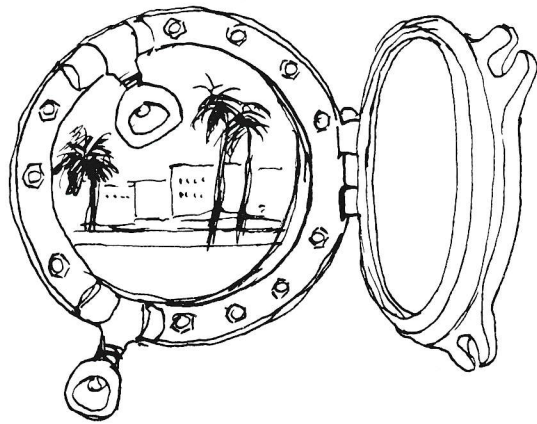
#### Footwear:

Again the first German immigrants arriving in the 1820's and who settled on the banks of the Rio dos Sinos at São Leopoldo consisted on several cobblers, who with plentiful leather at their disposal from the huge cattle population of the area, soon started off making shoes in an artisan fashion, which slowly grew into an industry, concentrated a few miles away in Novo Hamburgo. Until 10 years ago, these factories were con-

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# news



# along the line

## Personnel changes in Ivaran Agencies Inc.

Mr. Stig N. Foss, who has been acting as Executive Vice President in Ivaran Agencies Inc. since its commencement returned to Norway June 15.

Mr. Stig N. Foss was instrumental in assisting the Owners of Ivaran Lines in setting up the agency and constructing the organization and above all its marketing and sales systems.

Mr. Foss has been replaced by Mr. J. F. deChant, who has been working with Ivaran for a number of years. First as a marketing and sales man for Ivaran's previous agents, United States Navigation Inc., and then as Ivaran's market and sales representative in the Mid West of USA with headquarters in Cleveland, Ohio. When Ivaran Agencies Inc. opened its office in New York, October 1984, Mr. deChant joined the agency as Vice President still with headquarters in Cleveland. Mr. deChant has now moved to New York and took over the functions as Executive Vice President as of June 15.

Simultaneously, Mr. Peter H. Söchting has been promoted from Vice President to Senior Vice President, while Mr. Lester N. Gazzola has been appointed Vice President of marketing and sales, and Mr. Robert Lacqua will act as Vice President in charge of accounting.

The agency now has 36 employees all stationed in New York.

Mr. Erik Holter-Sørensen will continue to act as Chairman and President of the agency.

## Santa Catarina once more

This fine, new ship was featured in our last issue. But at the close of the press not all reports from the successful 'maiden' voyage were to hand.

In Montevideo she went alongside Dock no. 8. A select group of Importers and Exporters were on hand to greet her. We reproduce a photo



m/v «Santa Catarina»  
Port of Montevideo Feb 17, 1986



from that occasion, and name the persons, from left to right:

Mr. Juan Carlos Fernandez (Conaprole), Mr. Jimmy Rohr (Ernesto J. Rohr S.A. agents for Ivaran), Mrs. Elsa Fernandez (Conaprole), Mr. Jorge Rohr (Ernesto T. Rohr S.A. agents for Ivaran), Mr. Enrique Saralegui (Nidera Uruguaya), Mr. Ricardo Sanguinetti (Siderurgica Laisa), Cpt. Salvador Gimenez (Siderurgica Laisa)

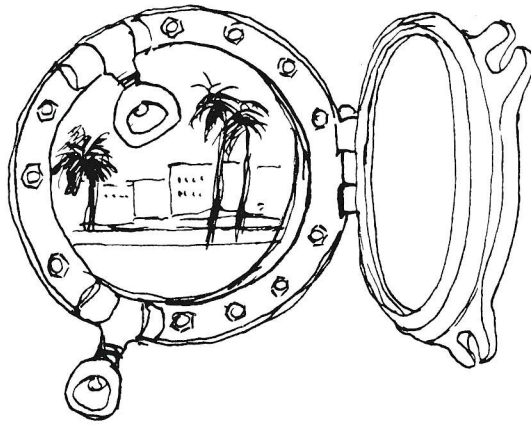
A special feature for this ship are the robot-like cranes, able to pinpoint containers of all kinds and put them down on flat-cars, trucks or barges as the need be. This time special containers with anti-knock compound destined to the Uruguay-



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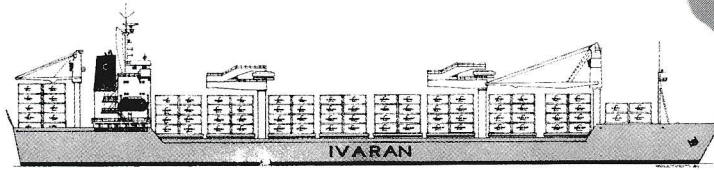
# news



# along the line

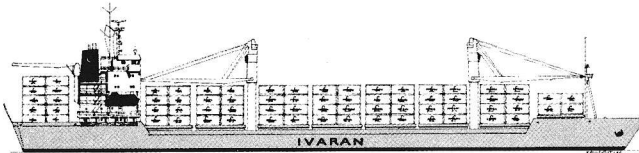
## U.S. EAST COAST BRAZIL – RIVER PLATE SERVICE

«**Santa Catarina**»  
Built 1985  
28.941 tdw/1.405.204  
cub. ft. bale  
1737 teus capacity  
Speed about 19  
knots



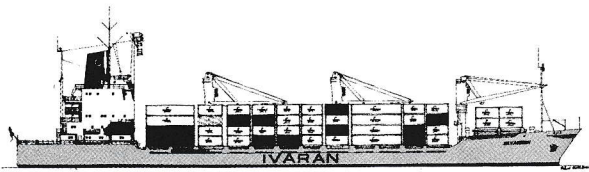
Captain R. Pallum

«**San Martin**»  
Built 1985  
19.818 tdw/923.149  
cub. ft. bale  
1192 teus capacity  
Speed about 19  
knots



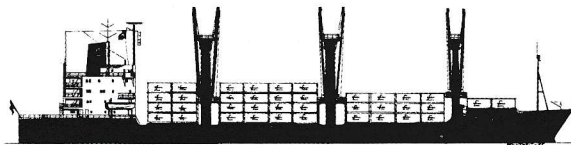
Captain Detlef Köpke

M/S «**Savannah**»  
Built 1984, 12.500  
tdw/611.262 cub.ft.  
bale, 700 teus capa-  
city 2 coiled deep-  
tanks of about  
11.300 cub.ft. each  
for liquid cargoes.  
speed about 17  
knots.



Captain Heiko Knull

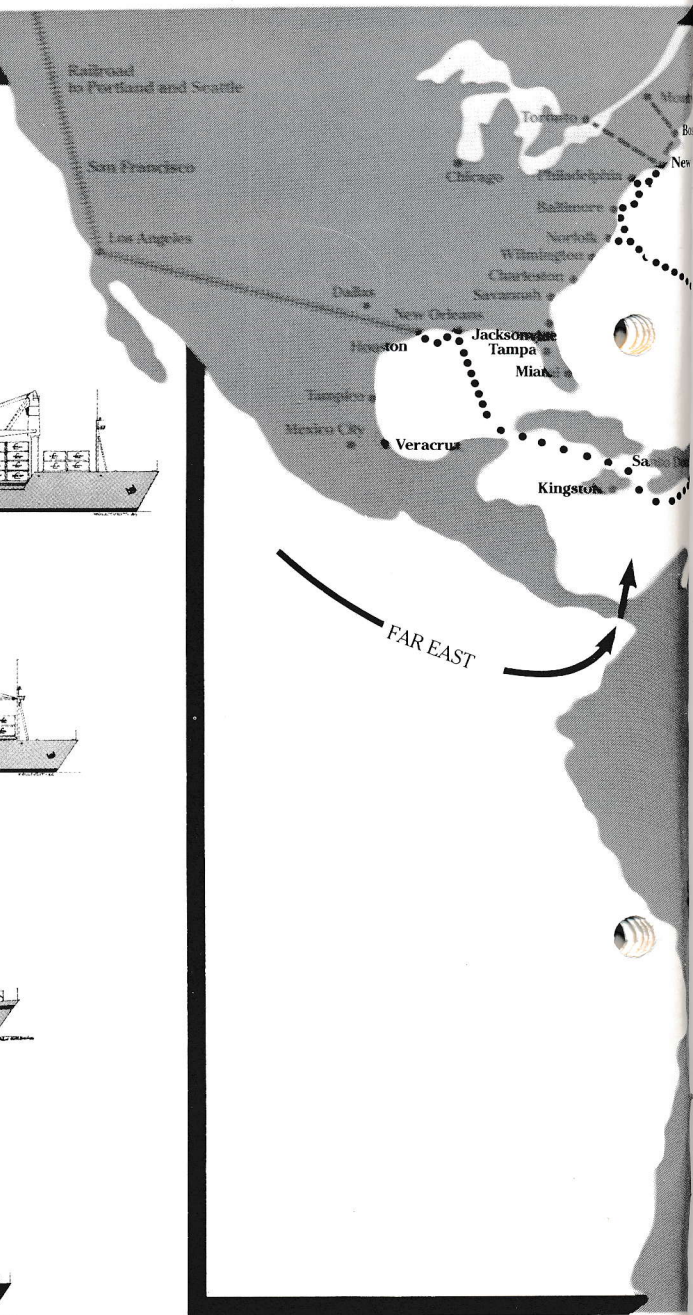
«**Holstensailor**»  
Built 1978, 12.430  
tdw/611.260 cub.ft.  
bale, 576 teus capa-  
city. Speed about 18  
knots



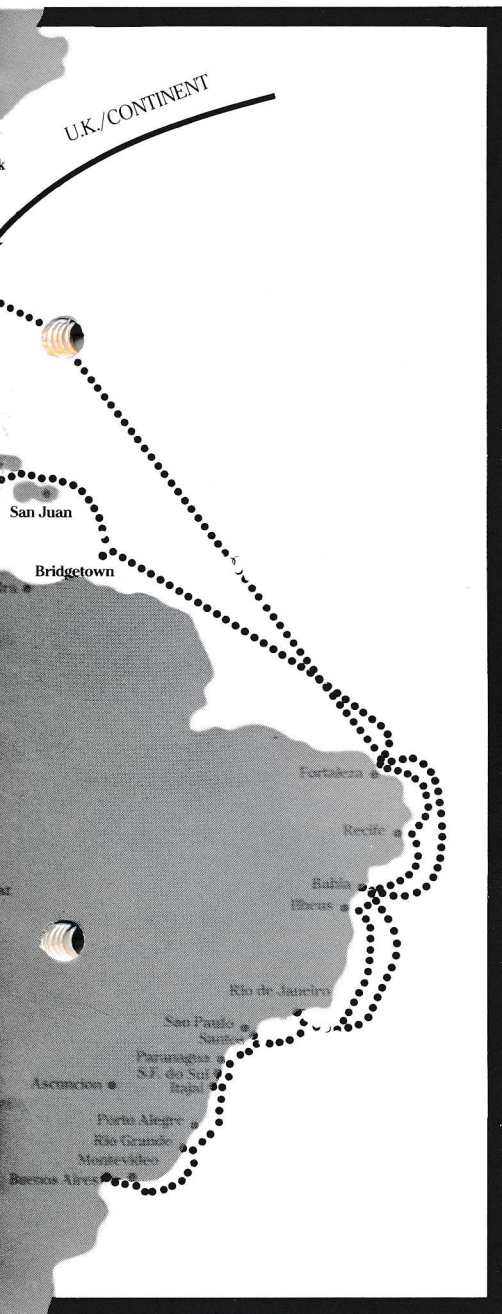
Captain P. Nissen

## U.S. EAST COAST SERVICE

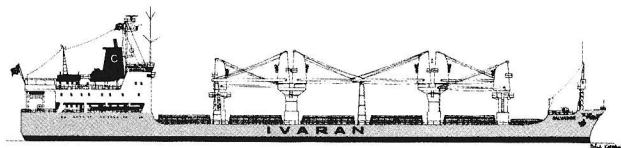
## NORTH BOUND





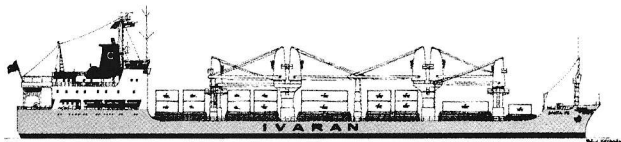


**U.S. GULF BRAZIL – RIVER PLATE/CARIBBEAN SERVICE**



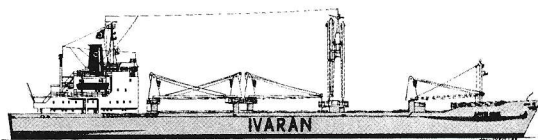
Captain Åge Helde

**«Salvador»**  
 Built 1978, 14,770 tdw/700.932 cub.ft. bale, 447 teus capacity. Speed about 16,5 knots, 2 coiled and coated deep-tanks of 11.410 cub.ft. each for liquid cargoes.



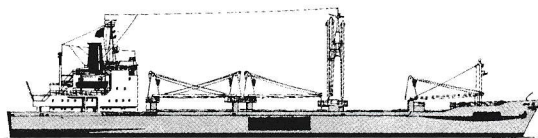
Captain John Eikeland

**«Santa Fe»**  
 Built 1978, 14,770 tdw/700.932 cob.ft. bale, 447 teus capacity. Speed about 16,5 knots, 2 coiled and coated deep-tanks of 11.410 cub.ft. each for liquid cargoes.



Captain Knut Olsen

**«Santa Cruz»**  
 Built in 1969, 12.800 m/t, 588.126 cub.ft. bale, 37.465 cub.ft. bale reefer, 17.798 cub.ft. bale vegoil-tank, 220 teus. Speed about 16 knots.



Captain Sven Haugen

**«Monsoon»**  
 Built in 1973, 11,578 tdw/610.015 cub.ft. bale, 413 teus capacity. Speed about 16 knots.

**NORTH BOUND**



**CARIBBEAN/GULF SERVICE**





# passenger platform



## Passenger platform

William T. Dresser of Pasadena, California, wrote an article for the current issue of *TravLTips* on his Christmas Cruise with IVARAN Lines' SALVADOR from Houston, Texas. We believe it gives a good account of a typical passenger experience.

## Voyage to the East Coast of South America Aboard The M.V. Salvador

by William T. Dresser

*... of the 12 passengers, 7 had birthdays. The ship had a party for each. With all of the parties, celebrations and open bars, we nicknamed the ship 'The Party Boat'.*

The *Salvador* was a great ship to travel on. It was spotlessly clean. The officers and crew who were mostly Norwegian were most pleasant and helpful. The food was outstanding – Norwegian style with overtones of South America. The five shore tours arranged for us by the company were good – some better than others.

The ship's bar was open for free drinks Wednesday and Saturday evenings before dinner. Wine was usually served with dinner then. Also, beer was served with lunch on Sundays. Special occasions called for Aquavit with a beer chaser. Wine was also available for purchase with meals if desired.

After leaving Houston on December 19, the ship headed south through the Gulf of Mexico to Tampico, Mexico. After having to tie up at an ore dock out of town for a day, it moved to a dock right downtown. We explored Tampico on our own, seeing many old buildings, lots of people, the cathedral, the market place, and the town plaza. Some of us bought fresh tropical fruit for use

aboard ship. The town was decorated Mexican style for Christmas, only two days away.

After leaving Tampico, we headed for the Strait of Yucatan, between Mexico and Cuba. We had a 3-day celebration of Christmas at sea; Christmas Eve, Christmas Day, and the day-after Christmas – all according to Norwegian custom. On Christmas Eve we had a Christmas tree with gifts for all with the captain acting as Santa Claus. We had a party each of the three days with drinks on the house. All of the staterooms, the dining room, and lounge were decorated appropriately. Each cabin had a small Christmas tree and a potted poinsettia in it.

We had another party on New Year's Eve and Day. Also, of the 12 passengers aboard, 7 had birthdays. The ship had a party for each. With all of the parties, celebrations, and open bars, we nicknamed the ship 'The Party Boat'.

We were now on the longest portion of the trip – 13 days at sea before the next port. This port was Salvador in the State of Bahia, Brazil. Our route took us past Jamaica, St. Lucia Island in the Caribbean, and the coast of Brazil around Natal.

En route, we found plenty to do. We had the run of the ship and spent much time up on the bow watching for flying fish, porpoises, and tuna. Some enjoyed visiting the bridge and watching navigation procedures. The ship has a small swimming pool and on sunny days we swam and sunbathed. Many of us enjoyed sitting and reading in the comfortable deck chairs provided or in the passengers' lounge. We brought along Cribbage and Scrabble games which we shared with others. Some enjoyed playing a card game called Uno. As a diversion, I threw several wine bottles with notes in them overboard. The notes promised the finders \$5.00 (U.S.) for information as to where and when found. So far I have received three of these back – one from near Recife in Brazil, one from Enterprise, Guyana, and one from Southern Florida.

The ship gave a special equator crossing party on January 3 – another party!

The weather for most of the voyage was beautiful – warm and sunny. We did have a few days of tropical storm squalls and warm rain. On these occasions, the ship rolled some but not too much.

We had a good tour of Salvador, Brazil. This was one of those included in our fare. We saw some beautiful beaches and delightful tropical scenery. Salvador has 365 churches, many of them real beauties. We visited an interesting museum that stressed the African heritage of much of the population. It displayed many of the native costumes with their origins in Africa.

Rio de Janeiro came after Salvador. Unfortunately, we had only about half a day there but we made the most of it. Another included tour took us to Sugar Loaf Peak via aerial tramway, Ipanema and Cocacabana Beaches, Blanco residential area, and some of downtown Rio. The city was brilliant with tropical trees in bloom. We left Rio at night and enjoyed the city lights shining on the beautiful harbor and the lighted statue of Christ the Redeemer on Corcovado Peak. We all wanted to return – soon!

We made two stops at Santos, Brazil. Santos is the port of Sao Paulo, and a very busy one. On our second stop, we had an included tour of the city and some of its beaches and souvenir shops. The beach areas were being decorated for Carnival, the Brazilian Mardi Gras. Some passengers took an optional trip to Sao Paulo, Brazil's largest city.

Next was Buenos Aires. En route, we passed many fishing boats, much shipping and some offshore oil rigs. We were close enough to land to see many lights at night. As we turned into the Rio de La Plata, the captain took the ship close enough to Seal Rock that we could see many seals basking in the sunshine.

We had three days in Buenos Aires on El Rio de Plata. One day was taken up with a tour of the city and



its shops. This one included lunch at a nice restaurant. All of us took an optional one-day tour to Rancho Mangrullo for a barbecue and some local entertainment. We saw some of the local countryside and also visited a flea market which was just like flea markets everywhere!

Then we made an overnight trip downriver to Montevideo where we spent part of January 15. We did not have long there but our included tour gave us a very good look at this beautiful city and its environs. We then headed back north to Rio Grande and Paranagua, Brazil. Both of these are interesting old cities situated on inland rivers and lagoons. Most of us toured these places by taxicab on our own. Had a good chance to talk to and observe local people at work here.

I cannot avoid making one comment about Americans as travelers. Rather sadly, I thought, many seemed to be more interested in going to souvenir shops and shopping areas than seeing the many attractions, natural and manmade, in the ports visited. We noted this on the part of cruise ship passengers as well as those aboard our freighter. Naturally, local tour guides are willing to respond to this as are local entrepreneurs – thus, we sometimes felt we were missing something of the local scene while being steered to the shops.

On leaving Santos the second time we headed north again toward the Caribbean. This was the second-longest leg of our journey – about 8½ days. En route, we had our second cookout on deck. It included several kinds of barbecued meats and fish and was most enjoyable. We hit a day or two of stormy weather which caused the ship to slow some. In the Caribbean we visited Bridgetown, Barbados; San Juan, Puerto Rico; and Santo Domingo, Dominican Republic. In Barbados we all took an optional minibus tour around this beautiful island. Our lunch included grilling flying fish!

In San Juan three of us took a city tour by cab which was well worth-

while. We visited the old fort called El Morro. It gives one a beautiful view of the harbor. We also visited La Casa Blanca, originally built for Ponce de Leon when he was the Spanish Governor of Puerto Rico. We saw new San Juan and old San Juan – quite a contrast! Lunch at Zaragoza restaurant was very good.

In Santo Domingo we walked around town on our own and saw a house that Columbus is supposed to have lived in and his supposed tomb in the local cathedral. A small boy volunteered as our guide. We paid him a couple of dollars which he immediately spent on food. People are hungry there.

We next passed between Haiti and Cuba. Cape May, Cuba was clearly visible at about 3½ miles distance.

Dinner on the night of February 8 was the captain's dinner which featured a small roast pig, turkey, and scallops – all delicious. Another party! Next night the passengers gave a party! This one was for the ship's officers and crew to show our appreciation for a great trip.

We arrived in Tampa Bay, Florida, amid a celebration called Gasparella. This featured a parade of many brightly decorated boats as we entered Tampa harbor. It was a colorful welcome. In Tampa, several of us had dinner at the Columbia restaurant. This restaurant features Spanish food and a Flamenco floor show.

The next day some of us toured a rebuilt downtown Tampa and rode the 'People Mover' elevated tramway to Harbor Island for a visit. Then we set sail for New Orleans and the end of a most enjoyable two months aboard the *Salvador*.

**Current Data:** Ivaran Lines operate two ships, the *Santa Fe* and the *Salvador*, both of Norwegian registry and built in 1978, on their service to the East Coast of South America. Both vessels depart from Houston, Texas. Typical itinerary reads: Tampico (occasionally), Rio de Janeiro, Santos, Buenos Aires, Montevideo,

Paranagua, Bridgetown (Barbados), San Juan (Puerto Rico), Santo Domingo (Dominican Republic), returning to New Orleans. Duration averages 55/60 days. Actual itineraries are subject to cargo requirements.

Vessels carry 12 passengers in outside cabins with private facilities and shower. Fares, effective July 1, 1986 are: Owners' Cabin-\$7680 per person; Standard Double-\$6720 p.p.; Singles-\$7200. There is a spacious lounge area with bar. The dining room features Scandinavian cuisine (smorgasbord for breakfast and lunch). The ships are fully air-conditioned and have a swimming pool. Age limit is 75.

Harry O'Connor of St. Michaels, Maryland, wrote us on March 19, 1986, to express his appreciation following a cruise he took with the *SANTA FE*, also last winner:

Dear Sir,

Having recently returned home from voyage 52 of your ship, *Santa Fe*, I wish to express my sincere thanks to all who contributed to making this a memorable trip. Captain John Eikeland, together with his officers and crew made every effort to please the passengers. As a result, all twelve of us left with a feeling that to compare an Ivaran cruise with any other, would be like comparing Maxim's of Paris with McDonald's.

Because sailing on Norwegian bottoms seems superior to others, this Spring I intend to take the Fred. Olsen Line ferry from England to Oslo, drive to Bergen and seek passage on the mail boat to enjoy Norway's beautiful fjords. Thus, as you can see, in a small way the graciousness and kindness shown by the personnel of the *Santa Fe*, may contribute to the economy of their country.

In Santos, I had the pleasure of meeting your son, Erik. He was kind enough to transport me to the center of the city, after lunch. I found him an interesting and intelligent young

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# agents corner

This time we wish to make a presentation of IVARAN Lines' South Atlantic agents, Smith & Kelly. An old, versatile company of the highest standing, we leave the presentation to those who know the company best of all:

## Smith & Kelly Company

Smith & Kelly Company, South Atlantic agents for Ivaran Line, has been in business since 1870. The company had its origin in the faith and vision of two transplanted yankees, Elton Allen Smith of Philadelphia and Lawrence Kelly of Brooklyn.

The original charter, besides granting the company the right to engage in all facets of the shipping business, gave it the right to conduct the business of watering the streets, highways, and lanes, and to collect fees from the cities and property owners.

Over the ensuing years, the company has become one of the leading steamship agencies and stevedoring companies in the South Atlantic, with its home office in Savannah, Georgia, and port offices located in



«Santa Catarina» proceeding to Garden City Terminal on maiden voyage with historic River Street of Savannah in the background.

Charleston, South Carolina; Brunswick, Georgia; and Jacksonville, Florida; as well as a sales and service office in Atlanta, Georgia.

In 1983, the company purchased a

building located in the historic section of Savannah and moved their offices from the Ocean Terminal Building to 300 Drayton Street. The following year, all of their other offices were relocated to modern facilities in closer proximity to the trade.

Times have changed in our industry. A steamship agent can no longer rest on its laurels. These days, an owner seeking representation always asks, «What can I expect from you, as my agent, to increase my market share?».

In accordance with the relocation of all its offices, the company has expanded its sales division and undergone a vigorous program to provide complete sales coverage in the states of Florida, Georgia, North Carolina, and eastern Tennessee. Their salesmen know their customers well and fully understand their requirements, particularly as they relate to their steamship principals.

To support their sales effort, Smith & Kelly has assembled a customer service group of strong traffic, documentation, and container control professionals in each of their



New Smith & Kelly office.



offices throughout the South Atlantic. The result of this modernization has been increased cargo liftings for their clients. A strong Operations Division closely follows every vessel movement, which results in an extremely quick and efficient port turnaround.

Smith & Kelly Company has always been renowned for its stevedoring services and this translates to significant savings in time and money to its principals. They have always sought the safest, most cost-effective cargo handling possible. The company's extensive equipment fleet is on the move 24 hours a day, 7 days a week and a rigorous maintenance schedule insures smooth-running machinery at all times. The big difference in Smith & Kelly Stevedoring is the supervision. Our stevedoring superintendents and stevedore foremen can be found on the ships, not in the office.

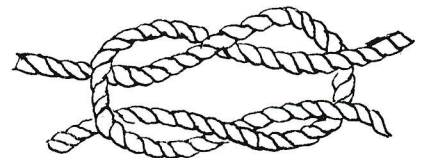
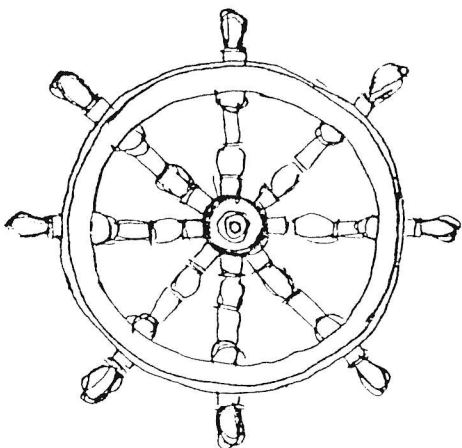
The company respects tradition but, at the same time, they believe



Captain Ruediger Pallum admiring the maiden voyage plaque given him by the Port Authority. Captain Pallum is flanked by Joseph Cafiero, Vice President-Marketing and Sales; Tina Webb, Ivaran Line Manager; and Michael Collins, Operations Manager.

in progress. With that challenge in mind, the approach is to execute its responsibility to the principal. Smith & Kelly Company provides a unique chain of responsibility, including extensive sales coverage, complete port agency, and stevedoring. They do it all and, what's more, they do it in the manner *as if the principal were doing it themselves.*

Smith & Kelly Company is proud of its affiliation with Ivaran Line. Its traditional service to South Atlantic ports goes hand in hand with Ivaran Line, who has served the trade between the east coasts of North and South America for a period of more than 60 years.





Pioneer and carries Fiat automobiles and Ford trucks in exports to Europe and the United States respectively. (Ford and Volkswagen do Brasil, tooling up to increase exports to the US significantly next year and previously facing the expense of empty return trips for their ro ro transport, will also benefit.)

Previously limited to carrying exported Brazilian-made vehicles in northbound traffic, the three companies will both be allowed to augment that outbound trade with complementary cargoes, including vehicles in knocked-down kit form, autoparts and cargoes excluded from the freight Conference pools. Return trips, formerly restricted largely to ballast, will be opened to general cargoes, up to a minimum 5% of Brazil's share of the 40-40-20 Conference division. Much of the cargo taken on by ro ro vessels is expected to come from that portion transported until now by the financially troubled Lloyd Brasileiro state-owned general cargo carrier, which generally accounts for about half of Brazil's Conference quota.

Federal Maritime Commission often runs into complications with shipping ambitions among South American nations. This time it concerns Peru. SEATRADE for end April sees it like this:

### 100:0:0

The Federal Maritime Commission warned that it will take action against protectionist measures imposed by Peru in the US-Peru trade unless diplomatic efforts to soften that country's stand prove successful. The FMC's declaration follows Peru's requirement that 100% of all Peruvian-generated import and export cargo be transported on Peruvian-flag ships. Failing a diplomatic solution within 30 days, the FMC may use its authority to order 'countervailing sanctions' according to FMC chairman Edward V Hickey Jr. Complaints have been received from various

shippers, including Union Carbide Corp and shippers for competitive Ocean Transportation, who allege that 'the Peruvian decree prevents competition among shipping lines, denies the shipping public the ability to use the carriers of their choice, and has created a great deal of confusion among shippers'.

The Europeans and the Americans have long had outstanding complications on matters of shipping policy. Finally, in April it was possible to reach some sort of agreement. Many seem to feel that was a significant step forward. It was reported like this:

### US & CSG agree

April 30 finally saw the signing of an agreement between the Consultative Shipping Group (CSG) nations and the US on the *vexed question of liner shipping policy*. Concluded in Copenhagen after three days' negotiations at the Danish Foreign Office, the agreement, thought it *lacks the force of a legal treaty*, is being interpreted by observers as a major first step towards solving the policy differences between the US and Europe that have soured relations since the US decided not to ratify the UN Liner Code.

The agreement covers *three main headings*. First, the 14 nations involved will seek 'to maximise the amount of cargo subject to competitive access'. Second, the parties have reaffirmed their resolve 'to avoid the introduction of new government measures and to resist measures introduced or encouraged by third countries where effect is to exclude or restrict competitive access by each other's shipping lines to cargoes in their trades'. Allied to this, the right of non-Conference operators to compete freely is maintained. Finally, the parties have agreed to maintain regular consultation and 'where appropriate to coordinate actions relating to their shipping policies', singling out protectionism, improved

competitive access and third country trade restrictions as particular objects of concern.

Official reaction to the agreement was hard to come by the day after its conclusion, but at the Danish Shipowners' Association, division head Uffe Lind Rasmussen told Seatrade Week that it was 'more than a set of loosely worded principles'. He singled out the second part of the agreement, on *new government measures, as of concrete relevance to regulatory discussions* in the US, where protectionist pressures have been mounting. Said Rasmussen, 'we have somehow solved the dialog and made it possible to go on with it'.

Specific effort is now likely to be devoted to the threat of trade closures to Peru and Sri Lanka. No date has been fixed for the next US/CSG meeting, but that is not unusual. In the meantime, impetus towards a common EEC policy seems to have gained momentum.

One of the major shipping groups of the world is the Dutch NED-LLOYD GROUP. A tough, capable organisation which has been able to operate with profits when others have had to admit to losses, is always worth one's while to watch. We quote from the report on the recent annual press conference:

### Nedlloyd group

Genuine confidence is quite a rare thing in shipping these days, but chairman Jakobus Groenendijk showed all the signs of possessing it as he addressed journalists at this year's Nedlloyd press conference. 'Our shipping sector may well have a difficult year before it, and for certain parts the process of recovery will take more than a year, but in itself the Group is perfectly happy,' said Groenendijk.

But 1986 is going to be a tough year. After last year's fall in net profits from Dfl155.4m to Dfl143m, the board is now expecting that surplus to be at least halved in the



# SPILL-OVER

current term. Shipping and energy, which in 1985 contributed operating profits of Dfl144m and Dfl111.1m to the Dfl222.9m total, are both forecast to decline, the former 'somewhat', the latter considerably. Only nonshipping transport is expected to improve. Sundry activities and minorities should remain roughly the same, while interest costs – still a massive Dfl121.6m last year – should continue falling.

Nedlloyd's major problem is that what started out as a supposedly contra-cyclical investment in energy has plummeted into its cyclical trough before the company's traditional shipping activities have shown any clear sign of recovery. But as yet Nedlloyd shows no sign of retreat.

Groenendijk re-affirmed a point made in the annual report when he forecast that the shipping share of the company's assets would eventually fall to below 50% as investment in other transport and energy increased, though he declined to comment on which of the two would eventually be the more significant. At present other transport is the leader, but not by much. There is no intention to write down the Neddrill fleet further despite the fact that only one unit has longer-term employment. Other opportunities, including further North Sea licensing interests, are being actively pursued and Groenendijk is confident that by the 1990s oil will once again have its day.

On the shipping side, Nedlloyd is out of crude tankers and restricts its bulk operations to solid contract and high-tech work, in which they broke even in 1985. The major swingers are therefore heavy-lift and liner, both of which declined last year, the former particularly so.

Liner prospects are probably the most difficult to fathom. The containerisation new-building plan has gone about as far it can for the time being and the group is now devoting its efforts to optimum utilisation of its container fleet, with the long-term aim, via transshipment, of participating in 'virtually all the shipping routes of the world'. The low dollar

and 'further erosion of freight rates' are both expected to hit current year results.

Expansion in the wake of the North Atlantic move in any case a redeployment, seems unlikely. Nedlloyd will concentrate on getting its containers right and maximising existing services. Groenendijk welcomed the recent US/CSG accord but stressed the need to iron out a number of protectionist difficulties, including the Japan-Peru cargo access problems. Despite the oil price, it is very much business as usual.

## Brazil

Shipping policy has long been a major issue in Brazil, and so it continues to be. Once more SEATRADE is our source:

## Policy reforms

Trying to end years of merchant marine policy contradictions and impasse, Brazil's Ministry of Transport promises major reforms of sector policy within the next 60 days, aimed at reducing charter outlays, encouraging use of locally-owned ships and rewarding domestic shipyard efficiency. According to the Sunamam Merchant Marine regulatory agency, Brazil spent \$530m last year on charters while dozens of inefficient locally-owned ships lay idled. State-owned fleets Fronape, Docenave and Lloyd Brasileiro accounted for 74%, despite constitutional clauses barring foreign charters if domestically-owned vessels are without work.

Meanwhile, in the latest government offer in the debt issue between Brasilia and Brazilian shipowners, the latter with overdue debts for official financing will be allowed to bring them up to date paying 20% over 24 months and the remainder during the original maturity of the loan. Interest rates will be 6% for ocean shippers and 4% for cabotage.

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tent to cater to the local and domestic market, when Americans, looking for a source of cheap, good, leather shoes, discovered this area and descended on Novo Hamburgo in large numbers. We remember well that the U.S.'s first sample shipment consisted of the joint efforts of all Novo Hamburgo's factories working together, and after the samples were approved, new industries sprang up over night and the sleepy little town of Novo Hamburgo fast grew into a large industrial complex, with many tall buildings, housing freight forwarders, shipping agents and of course shoe factories, turning out ladies shoes by the million. Last year over 50 million pairs of shoes were shipped to the U.S. alone, which is admittedly the largest buyer. It was the shoe industry which introduced the container into south Brazil and today all shoes are shipped in 40 footers, basically on a house to house basis.

The tobacco industry was quick to copy the shoe industry and today all Ivaran's bookings from the port of Rio Grande are shipped in containers, something completely unheard of 10 years ago.

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man imbued with great enthusiasm for your company and his work. I'm sure you are proud of him.

There were several passengers who have traveled on your ships three or four times, which, in itself, speaks well of the Ivaran Lines. I'd certainly enjoy another trip, perhaps in 1988. However, by then, your current age limit of 75, would bar me. Nonetheless, I'll put in my application with the hope that by sailing time, you will have raised the limit.

Once again, Sir, thank you for providing such a wonderful experience. I wish continued success for you and your company.



# SPILL-OVER

Cont. from page 3

The drop in Middle East imports has caused ro/ro operator FOSS to withdraw from the Europe - Arab Gulf run. But where will the ships they redeliver to their unhappy owners end up?

The obvious main task at hand will be to get rid of enough ships for most trades to revert to a fairly balanced supply/demand situation. One thing is to put the finger on the sore spot, another is to find a way to tackle the problem effectively. That will require the aid of the financial institutions. Every time a questionable rescue operation is undertaken, the crisis will be prolonged.

But in addition, the international banking system should become partners in a joint tonnage pool of retired liner ships. From that pool the most obsolete ones could be singled out at intervals to be sold for scrap. A certain buffer of better ships could be held on a stand-by basis to be reactivated if sudden shortages should develop. No sales should be made for trading purposes unless a clear need has been established, and the danger of creating another overtonnage situation has been deemed non-existent.

Member banks should not grant financing of new ships unless equivalent or more units are made inactive.

Unfortunately, the lines to benefit the most from such a system would be Evergreen and the like with big, modern fleets. But it is impossible to interfere too extensively. The main task now is to seek survival for sound operators before losses are too heavy.

The other alternative is to let the chips fall where they may, but that will be much more expensive, especially for the banks.

The liner picture would remain incomplete without mention of the so-called National lines of Developing Nations. Most of them face tough going. Their fleets are largely obsolete, yet still weigh heavily in company books. A typical example is Lloyd Brasileiro. They are by now well aware that they have walked the multi-purpose path entirely too far and too long. Now their management clamors for container ships, but the company is painfully short of equity. Their technically obsolete ships have yet to be paid for. Even operating funds are short. They just managed to obtain government bail-out of some US\$ 10 million, but that will merely keep current wheels turn around.

Argentina faces much of the same problem. But most of all they need to stimulate their foreign trade. An important step in that direction is the abolition of costly cargo reservation regulations. Much to the relief of Argentine exporters and importers, decree no 619, Argentina's main cargo reservation tool, was recently voided. As a result freight rates will be reduced through increased competition. The task to restructure the state owned ELMA Lines will have to be tackled in a different fashion. A wise move.

India's situation is not too different either. Transition

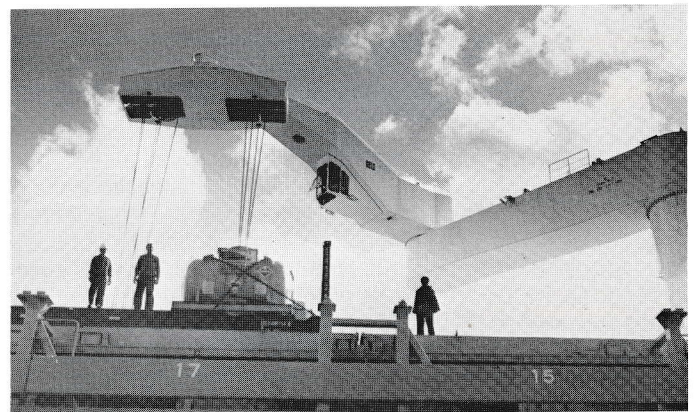
to containers came too late. Will the Government now be willing and able to provide sufficient funds for the switch? Reluctance to do so in the face of overtonnaging and depressed freight rates is most understandable. However, the reduction in traffic to the Arab Gulf will result in fewer ships seeking outbound cargo from Indian ports. That will result in a better balanced trade for lines concentrating solely on traffic to and from the Indian subcontinent.

How will National lines of Developing Nations fare during the next few years? We fear they will face a tough time in making the vital switch into container operations. Such a system is drastically capital intensive and calls for tight, efficient management control. A workable way seems to be to enter the market to purchase existing container ships in the 800-1500 TEU class, now available at low prices. Thereafter redundant multi-purpose ships should be sold for scrap, a pre-condition for obtaining bank financing.

We repeat: Widespread scrapping is the key to earliest possible recovery in liner trades world wide. Cooperation to that effect must be sought.

But how is such cooperation made possible? For years we have been advocating the formation of an international body of liner operators. How long is the crisis going to last before everybody concerned, or at least a vast majority, realize the practical need for such a forum?

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an Government oil refinery ANCAP arrived in spotless condition.

The guests were marvelling at the brand new slip, among the biggest cargo ships ever to operate in the port. Particular attention centered around the computerized cranes.





Ivar An. Christensen  
1868-1934

# glimpses into the past



## Who was IVARAN?

In our column under the above heading we have in the past referred to the founder of the company A/S IVARANS REDERI and its wholly owned subsidiary IVARAN Lines. There are also many more IVARAN companies in the 'family'. Let us try to catch a glimpse of the person behind the name. But first a few general observations.

Norwegian shipping activities, mainly shipowning, has traditionally and wholly grown up around 'gründer' types. Strong, hard-working, ambitious men, most of them sea-

captains who put aside as much as possible of their earnings towards the purchase of a ship of their own. They often teamed up with friends and business connections who trusted them, at home or abroad, to become a Ship Owner, a most coveted title. And if the markets turned out favourable, ship after ship would be added to form a fleet - of sailing ships, or later on of steamers, tankers, bulkers, supply ships, even cruise ships.

Thus, major shipowning companies like Wilh. Wilhelmsen, Fred. Olsen, Oivind Lorentzen, the Odfjells

and most others were fathered by ship-masters.

IVAR ANTON CHRISTENSEN had much the same kind of background. He was born in 1868 in Mandal, a small town in southern Norway. His parents moved to Haugesund in western Norway while he was still a young boy. There his father ran a shipping agency of his own, E.H. Christensen.

Ivar Anton went to sea early, and already 20 years old he had passed his Mate's exams. A year later, in 1889, before he got to become a



captain, he broke off his seafaring career to join his father in the agency business. In 1893 he started his own shipbrokerage company, and as we related in our issue no 2/85, he became a shipowner in 1902 when he bought a small, stranded steamer way up on the coast of Iceland.

Ivar An., as he came to be known, had a keen and accurate business sense. He kept adding ships at a good clip. By 1913 he had managed to become the biggest shipowner of Haugesund. At that point he decided to move his business to the capital, Kristiania, or Oslo as it became renamed in the 1920s. His fleet numbered 11 ships, and before long World War I was a fact. Norway remained a neutral power, but the impact of the war was substantial. Norwegian ships, then as in World War II, were important pieces in the supply situation.

During the war more companies and ships were added. Ships were lost and fortunes were made. In 1920 all his companies were consolidated into one, A/S IVARANS Rederi.

With business success came more prestigious appointments. He was named Consul, later on Consul General of Persia, and in turn also of Turkey.

Besides his shipping interests he was attracted by Arts, in particular the Theatre stage. He became Board Chairman of Oslo's New Theatre, which got its own building in 1929. He also contributed heavily to the funding of the Norwegian Opera, which, however, failed to get off the ground at that point.

In his Theatre hobby he worked closely and for a long while with noted Norwegian author Johan Bjerger, who in the 25th Anniversary booklet of the New Theatre wrote, 'During World War I Shipowners were rather popular. They all got to become millionaires, and they were rather lavish when it came to cultural causes. That held particularly true of owners who hailed from an average background.'

As for Ivar An. Christensen, he went to sea as an adventurous

youngster, rose to get to be a mate, went ashore to become a small shipowner. The war started, and the big shipowners got cold feet. But Ivar An. did not panic. Ships were inexpensive, and he bought one after the other till he owned a fleet of his own. Of course he was crazy, but the market turned golden, and soon Ivar An. was rich as Midas. He could even be likened to the big boys. But those did not appreciate the fact that this 'upstart mate' had been more farsighted than they had been themselves. As things turned out, they could not keep him from gaining Board representation in banks and shipyards where he gradually became a major shareholder, but nevertheless . . . There always remained a 'But'. What did he care? He knew whom he was. He was simply Ivar An. And for us who more than anything wanted to start a new theatre, he was just the right man to turn to.

God knows how much he knew of literature and art. But there is also something called a craving for culture. And of that he had plenty. Besides, his reputation in the World of Finance opened new doors all around. His tireless go-getting attitude meant much more than the direct contributions he channelled our way.

Ivar An. was like nobody else. As he came walking slowly through the city, his big frame was visible to everybody. He seemed to be in no hurry; from his appearance nobody could deduct that he was the busy head of three shipowning companies and sat on the boards of big firms. The meetings he led were friendly, but I can never remember having noticed him laugh outright. Whenever others burst out laughing, he would instead sneeze into his handkerchief. Crossing the floor, his boots had a high, peculiar squeek. He was not only our leader, he was our friend.'

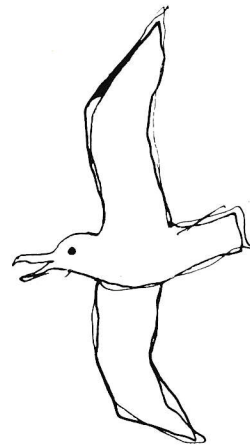
In addition he became honorary president of the Norwegian Automobile Association. He was for several periods chairman of the Oslo branch

of the Shipowners Association. In local politics he was also active, first in Haugesund, later on in Oslo as member of the City Councils.

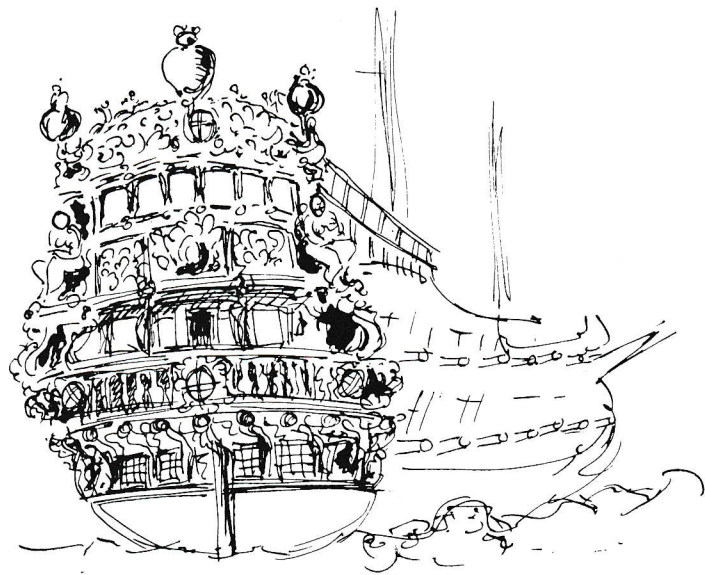
Outside Oslo, in Asker, he bought a farm. From that one milk was distributed locally. And meats, potatoes and vegetables were supplied to his ships.

In 1934, at the age of 65, he went to Zurich to take treatments for anemia. That situation seemingly cured, he contracted pneumonia and died.

A resourceful and active person had lived a rich life and gained substantial results for himself, his relatives and his country. Those who had been part of the team, were ready to take over and carry on the good work.







# stern gallery



A ship heading for the far horizon, for a distant port, is a micro-cosmos, a world of its own. Bringing cargoes to new markets is a millennium-old profession. Going along for the ride and the adventures of travel is just as old. Yet the task of pleasing passengers is an art which is constantly being sought improved upon by numerous cruise companies. IVARAN is now going into Cruise business on a large scale, escalating from typical cargo ships to specialized Cruise-Liners.