LABRADOR CRUISES, TRADE MISSIONS AND THE DEPRESSION

Less than a decade after its founding, Clarke now had a fleet of five ships in main line service. The flagship, *New Northland*, cruised the Gulf of St Lawrence by summer and ran from Miami in the wintertime. The *North Voyageur*, *Gaspesia* and *North Shore* each offered their own distinctive summer cruise programs. And the Bras d’Or Bay Navigation Co’s *Sable I* operated a scheduled passenger and cargo service to and from the North Shore.

Meanwhile, the Depression that followed the stock market crash of October 1929 meant that industry in the Gulf of St Lawrence was stagnating. The bottom had already fallen out of the fisheries in 1926, but now business was languishing in general and showing no signs of an early recovery. Harder times were ahead.

Changes in the Passenger Department

In 1930, Clarke moved its Montreal passenger office from the Drummond Building to the newly opened Dominion Square Building, on the
opposite corner of Peel and St Catherine Streets. The building was a $10 million project of Low, Leon & Burns, who owned Carling Breweries, and were also now using the coastal freighter *Vedas* to bootleg beer and whisky from Montreal to the United States. This ship was the ex-*Shearwater* that Clarke had once considered for its Gaspé service. That August, the *Vedas* was arrested by the Customs Preventive Service on Lake Erie with 15,000 cases of beer on board, allegedly bound for Winnipeg. She was fined $400 and released under bond, but arrested again two weeks later after returning to Lake Erie to unload more beer into small boats for America. This was a rather different life from the one that the *Gaspesia* was now leading, carrying cruise passengers to the Gulf.

Coinciding with the move to the Dominion Square Building, Eric Wharton, the company’s district passenger agent in New York was appointed to be Clarke's new general passenger agent in Montreal. Under Wharton, changes were about to follow. Instead of selling the *New Northland* "like an ocean liner" to Gaspé and Newfoundland, Clarke would begin developing more interesting themes and indeed destinations for its cruises.

Wharton took over from Frank Stocking, now in his late fifties, who nevertheless moved with his Stocking Travel Agency into the Dominion Square Building. As well as representing Clarke since his appointment in 1926, Stocking had continued to run his own agency, selling tickets for the likes of the Great Lakes Transit Corporation, which operated Great Lakes cruises from Buffalo. For a few years, both Clarke and Stocking operated from Room 19, but with different telephone numbers. Eventually, however, Stocking Travel, while still selling Clarke cruises along with those of Canada Steamship Lines and Furness Withy, moved to another floor.

The first sign of change came with the 1930 cruise brochure. Previously, a narrative had outlined the itinerary for each ship's cruise in the front of the brochure, together with deck plans and fares, but the sailing dates and schedules had been listed in the back. Starting in 1930, however, the brochures were streamlined, with the information for each cruise - narrative, itinerary, fares, deck plan and schedules - all presented together for each ship.

While the company's head office was in Quebec, its Montreal passenger office was becoming more important, with its local dock operation handling frequent sailings from Victoria Pier. Not far downstream, the dramatic new Montreal Harbour Bridge, which had been taking shape since 1925, opened on May 24, 1930.

**The "North Voyageur" To Cruise To Labrador**

The next sign of change came after the annual meeting with the women who formed the Montreal branch of the Grenfell Labrador Medical
Members of the Junior League and the Royal Victoria College were very kind in their donations of discarded silk stockings which were sent to the Industrial School at St Anthony's for making hooked rugs. Following the suggestion of Dr Moret, the committee negotiated with the Clarke Steamship Co, with the result that the Labrador boats exhibited the handicraft work at a charge of 20 per cent on the sales.

The Clarke Steamship Co may possibly run a Labrador cruise if the committee can arrange to provide enough passengers. The steamer *North Voyageur* would be used and touch the five chief ports where the hospitals are located.

If one had read Dillon Wallace's "The Lure of the Labrador Wild," published in 1906, one might have expected a cruise to Labrador not to be very popular. He described the coast as follows:

> In all the earth there is no coast so barren, so desolate, so brutally inhospitable as the Labrador coast from Cape Charles, at the Strait of Belle Isle on the south, to Cape Chidley on the north. Along these eight hundred miles it is a constant succession of bare rocks scoured clean and smooth by the ice and storms of centuries, with not a green thing to be seen, save now and then a bunch of stunted shrubs that have found a foothold in some sheltered nook in the rocks, and perchance, on some distant hill, a glimpse of struggling spruce or fir trees. It is a fog-ridden, dangerous coast, with never a lighthouse or signal of any kind in its entire length to warn or guide the mariner.

But the reports of Hudson's Bay Co fur traders, visits by Audubon and other ornithologists' reports in "The Auk," cross-country expeditions by explorers and the more recent activities of the International Grenfell Association had all begun to give Labrador a romantic mystique. And 21-year-old Nelson Rockefeller and his 19-year-old brother Laurance had just spent the summer of 1929 with the mission. So Clarke announced that it would offer something new in 1930 - a special "Grenfell Mission" cruise in the *North Voyageur*. A descriptive brochure outlined the new itinerary, scheduled for July 13 to 27. This voyage, the start of something that would set Clarke apart from others, was reported in "The Gazette" on March 11:

> At last tourists are going to be given an opportunity to see for themselves the work which has been accomplished by Dr Grenfell and his assistants in the Labrador region. A cruise lasting a fortnight will take the outside world, which has been learning of the hospitals through the lectures of Dr Grenfell for many years, on an inspection tour of all the important centres of the Grenfell Labrador Medical
Mission.

Dr Grenfell himself planned to come to Montreal in his ship the Lord Strathcona last year, and those interested in his work here were keenly awaiting his arrival to see for themselves the floating hospital and library. The plans were not carried out and this summer instead there will be an opportunity for many to watch the vessel in operation on the lonely coast of Labrador.

The s.s. North Voyageur, of the Clarke Steamship Company, is scheduled for this special cruise, and very great interest has been shown in this both in Canada and the United States. It will occupy a fortnight's time in the latter part of July, the route lying from Montreal to Quebec along the north shore of the Gulf, with stops at the vessel's regular ports of call as far as Natashquan, then on to the Canadian Labrador coast, with stops at Harrington, administrative headquarters of the Grenfell Mission, and at Mutton Bay, an important Grenfell station. The vessel will then proceed through the Straits of Belle Isle and up to Battle Harbour, on the Atlantic coast of Labrador; then to St Anthony, commercial centre of the Grenfell organization, on the north-east coast of Newfoundland.

It will finally cruise down the west coast of Newfoundland to the usual terminus of its cruises, Corner Brook, in the Bay of Islands, and from there return to Montreal along its regular north shore route.

The territory of Labrador had only been ceded to Newfoundland as recently as March 1, 1927, and had been much in the news because of the efforts of Dr Grenfell, an Englishman who had first arrived there in 1892. Known for his work among Labrador fishermen, he had built hospitals and nursing stations, established co-operative stores, agricultural centres, libraries, schools and orphanages, and made an annual cruise to these posts in his hospital ship.

The "Lord Strathcona" mentioned in the article was actually called Strathcona II and was the third such ship. The first Strathcona, a vessel of 130 tons, had been donated by Lord Strathcona in 1899 to replace a smaller 75-foot steam launch called the Sir Donald, which he had donated in 1894. When the original Strathcona was wrecked in October 1922, he had the 85-ton Strathcona II built to replace her in 1925. Yet another vessel, the 82-ton motorship Maraval, had joined her in 1929 and would remain with the mission for many years. Grenfell was also the founder of the the King George V Seamens Institute, opened in St John's in 1912.

In addition to hospital ships, Lord Strathcona had donated $1,000 a year to the Grenfell Mission during his lifetime. Born Donald Smith in Scotland, and coming to Canada in 1838, he had been engaged as a Hudson's Bay Co clerk, posted at first to Tadoussac. During the next thirty
years he worked in Labrador, first at Mingan and then at Rigolet and North West River. Mingan was on the route of the Clarke cruise ships after leaving Havre-St-Pierre, and there, some time between 1843 and 1847, Smith had reputedly built and inhabited a certain house that was pointed out to Clarke passengers. Company cruise itineraries came to mention it thus: -

Cruising through the beautiful Mingan Islands we see close to the shore the tents of a nomadic tribe of Indian nomads who here make their summer home.

A little back from the coast lies the log house, which once was the home of Donald Smith, Hudson Bay factor who subsequently became Lord Strathcona and Mount Royal.

By 1872, Smith had become Hudson's Bay Co commissioner and from 1889 to 1914, when he died as Canadian High Commissioner in London, he was also Governor of the Hudson's Bay Co. He had helped to finance the building of the Canadian Pacific Railway, of which he became a director in 1883, driving its last spike at Craigellachie, British Columbia, on November 7, 1885. Named president of the Bank of Montreal in 1887, he had participated in the formation of the Dominion Coal Co, parent company of the Black Diamond Line, in 1893, and was raised to the peerage in 1897, a year after being named High Commissioner.

The "North Voyageur" Stuck in Ice

The North Voyageur's first 1930 sailing was scheduled for May 5, with the first call of the season at Corner Brook on May 11. An indication of ice conditions that spring can be taken from a May 1930 ice report from the icebreaker CGS Mikula: -

May 13: patrolled since 7 am in vicinity of Bay of Islands and in Bay to assist s.s. North Voyageur. Ice heavy and close packed in places but many leads of open water with heavy pans through it. 7 pm abeam of Long Point with North Voyageur following.

May 14: patrolled from W edge of pack 4 miles NNW of Cape St. George. Steered 222° to 48°09'N 59°52'W no ice and from last position to Cape Anguille no ice. Close packed on Newfoundland coast yesterday from Bear Head and as far E and N as could be seen. Left steamer North Voyageur off Red Island last night in clear water.

Every year differed, some burdened with ice delays until the final thaw and others with plenty of open water. This was part of the game of shipping in the River and Gulf of St Lawrence, but 1930 was one of the worst.
Two Special Cruises by the "New Northland"

In 1930 the New Northland's registry was changed from British, at Newcastle upon Tyne, to Canadian, at Quebec. That year, she ran two early season cruises that differed from the norm. The first was a 14-night "Special Fishermens Cruise" leaving Montreal on May 28 and stopping in Corner Brook from Noon on Sunday, June 1, till 11 am on Saturday the 7th. The 6-day stopover allowed fishermen to avail themselves of the lakes and streams of western Newfoundland and the nearby Humber River. Fares for the full cruise began at $165, including the stay on board at Corner Brook, compared to a usual Corner Brook round voyage fare of $115. The North Voyageur would perform a similar cruise in June 1931.

The second cruise was a 9-night "Special Shriners' Cruise," leaving Montreal on Friday June 13 for all the usual ports plus Tadoussac and Murray Bay on the way home, with fares from $92. Her Corner Brook call was shortened to half a day, noon to midnight, which meant an inward arrival time at Gaspé of midnight, and departure two hours later. The rather unusual midnight call at Gaspé allowed the New Northland to make Tadoussac by 1 pm and sail at 3 pm for Murray Bay, where she would remain alongside from 7 pm till midnight on Friday. Saturday was spent at Quebec, with arrival back in Montreal scheduled for Sunday morning.

Special cruises and group bookings like the Shriners allowed the company to boost its revenues outside the summer high season in July and August. Other organizations such as the Université de Montréal soon also began to organize summer group cruises for their faculty and students.

Elsewhere, the Furness Red Cross Line was now advertising "Newfoundland by Steamer, Regular Sailings from Montreal" in the Rosalind, the ship the New Northland had replaced on the Miami-Nassau run in 1928 and now ran between Montreal and St John's in the open navigation season. The fare for a 12-day round trip in the Rosalind started at $100. Furness Withy had acquired the Red Cross Line in February 1929, along with it its three ships, Nerissa, Rosalind and the 3,589-ton Silvia (iii), and its services between New York, Halifax and St John's and Montreal and St John's.

For a time in 1930, the Furness Red Cross Line employed two ships on the Montreal-Newfoundland run, as The Financial Post" reported on May 15, under the heading "Summer Boat Service Opens to Newfoundland": -

Steamship services between Canada and Newfoundland are now in full swing. The Furness Red Cross Line opened its steamship service between St John's, Newfoundland, and Montreal with the sailing of the Rosalind from Montreal, May 3, and on June 28, the service will be made weekly with the sailing of the Silvia, sailing until October 4. From July 12 the Silvia will call at Charlottetown PEI in both directions. If sufficient traffic is forthcoming a freight service will also be operated,
calling at St Pierre, Miquelon Island. The company will also operate a service between St John's, Halifax and New York with two boats, the *Fort St George* and *Nerissa*.

The line was now known as the Furness Red Cross Line, and its ships were registered to Furness Withy's Bermuda & West Indies Steamship Co Ltd after the takeover. Where Canada Steamship Lines had acted as Montreal agent for the Red Cross Line, Furness Withy's own Montreal office now handled the job. The St John's agent, meanwhile, remained A Harvey & Co Ltd, as it had been since Black Diamond days.

**The "North Voyageur" In Trouble Again**

Meanwhile, the *North Voyageur* was not having a good start to her season. The day after the *New Northland* returned to Montreal from her Shriners' cruise, her fleetmate was in trouble once more. On June 25, just as *New Northland* was preparing to leave Montreal on the first of five summer cruises, more news of the *North Voyageur* appeared in the Quebec newspaper *"LEvénement":*

The *North Voyageur* sent a wireless message to Quebec last Monday night saying that her steering gear could only be manoeuvred with the greatest difficulty. The company immediately dispatched the salvage tug *Foundation Franklin*, then berthed at Rimouski, and the tug left early Tuesday morning for Havre-St-Pierre, where the *North Voyageur* was immobilised at the dock. The two vessels left there yesterday evening en route for Quebec, where the necessary repairs will be effected to the *North Voyageur*'s steering gear.

Not many who saw the tow would have realized that both ships were ex-Royal Navy. The 653-ton two-funnelled *Foundation Franklin*, acquired only a few months earlier by Foundation Maritime Ltd of Montreal, had been the navy salvage tug HMS *Frisky*, while her charge was the former HMS *Ivy*. The *Foundation Franklin* was later made famous by Farley Mowats book "The Grey Seas Under," which was effectively her biography.

**The "New Northland" to the Rescue**

As the *North Voyageur* was due to set off on her first Labrador cruise on July 13, these events caused some consternation at head office in Quebec. But a solution was soon found. With the *North Voyageur* being indisposed, the *New Northland* would have to substitute for her on her planned Labrador cruise. The result was reported by "The Gazette" on July 23 under the heading "Novel Cruise to Labrador Coast - *New Northland* Sailing to Battle Harbour with Many Passengers": -
When the s.s. *New Northland* commences this evening her voyage to Newfoundland and Labrador, the Clarke Steamship Company will have inaugurated the first extensive cruise of this nature operated from Montreal. Practically every part of the ship's accommodation has been fully booked in anticipation of the enjoyment to be derived from this trip, and her holds will be well filled with cargo for Corner Brook, Nfld.

One of the special attractions of this cruise is a visit to the coast of Labrador, which will take the *New Northland* through the Strait of Belle Isle and north to Battle Harbour, in Lewis Inlet, where passengers will have an opportunity of seeing something of mission work carried on among the fisherfolk of that territory.

It was the original intention of the Clarke Steamship Company to send the *North Voyageur* on this cruise, but the ship had to enter drydock for repairs. The *New Northland*, therefore, finest of the fleet operating on the St Lawrence, was allocated therefore for this more extensive journey, much to the delight of her passengers.

While the *North Voyageur*, under Capt Georges Caron, remained at Canadian Vickers for repairs, the *New Northland* sailed from Montreal in her place. Among her passengers on that first Labrador cruise were Henri Bourassa, founder and editor of "Le Devoir," and apostolic delegate Andrea Cassulo, who was only travelling as far as Ste-Anne-des-Monts, where he was to officiate at a special mass on the Feast of Ste Anne on July 26. Cassulo would be offered the *North Shore* in 1933 for the voyage on which she would be lost. Bourassa, in the meantime, was returned by acclamation to his seat in the Canadian House of Commons on July 28, while still on board the *New Northland*.

Also on board was Dorothy Russell of Asbury Park, New Jersey, who had chosen the cruise as a prize after being elected Miss Paramount by the patrons of six Paramount cinemas in New Jersey. Miss Russell was evidently on one long cruise, as she had arrived from New York that very morning on board Clyde Line's *Shawnee*.

**Newfoundland Subsidies**

There had been much discussion between Canada and Newfoundland in 1929 on the subject of Canadian subsidies paid for the North Sydney-Port aux Basques service and on import tariffs between the two countries. Canada had subsidized the Reid Newfoundland Co for its Cabot Strait operation between 1906 and 1923, but cancelled the subsidy when the service was taken over by the Newfoundland Government. The subsidy had varied from about $9,000 for three sailings a week in 1909-11 to almost $65,000 for two ships in daily service in 1916, but had fallen to $35,000 in 1923. Although Canada now paid about $10,000 a year for carriage of its mails,
Newfoundland wanted the subsidy reinstated, to which Canada responded that unless its goods were given a tariff advantage on entry into Newfoundland the subsidy would not be revived.

It was in the process of these discussions, at the onset of the Depression, that Clarke's 1930 subsidy was actually extended to include Newfoundland. An amount of $85,000 was to be paid for service between Quebec and Corner Brook via Natashquan, Harrington and North Shore ports, every two weeks in open season, for which the named ships were the North Voyageur and North Shore, and a further $60,000 was to be paid for the service provided by the New Northland between Montreal, Quebec and Corner Brook via Gaspé ports. An earlier subsidy paid to J A Farquhar & Co for its Halifax to Corner Brook service had been withdrawn at the end of 1924 after it was determined that most of the cargo, including flour loaded out and fish back, was being carried for Farquhar's own companies.

This Newfoundland extension lasted only one season, however, as in 1931 Ottawa reverted to paying Clarke for service to Quebec ports only. Canada had often paid subsidies to lines operating from Halifax or Charlottetown to Newfoundland, but it was only the second time it had paid for service from Montreal. The Black Diamond Line, which had been subsidized in 1907-13 for service from Charlottetown to Newfoundland ports, had seen its contract extended in 1914 to cover the whole route between Montreal, Charlottetown and St John's. Payments had ranged from $16,500 in 1913 for the City of Sydney and Morwenna from Charlottetown and a little over $14,000 for the Morwenna and Cacouna from Montreal in 1914. For both the Black Diamond Line in 1914 and Clarke in 1930, the Montreal to Newfoundland subsidy lasted but one season.

Meanwhile, discussions continued on preferential tariffs for Canadian goods shipped to Newfoundland, but with no result. Instead, aggravated by the Depression and the near bankruptcy of the Newfoundland economy, the value of Canadian exports to Newfoundland plummeted while Newfoundland continued to argue for a Cabot Strait subsidy. This stalemate, never resolved, had an adverse affect on the whole of the Newfoundland general cargo trade during the Depression.

The "Cape Gaspé"

Despite the arrival of the Depression, another ship was added to the fleet in 1930 with the purchase of the company's first motorship, the 266-ton coaster Cape Gaspé. Acquired for the Gaspé coast cargo service from Montreal and Quebec, she could also carry a few passengers, as a Quebec Government tourist leaflet indicated on June 1, 1931, the year after she joined the Clarke fleet: -

The Gaspesia sails between Montreal and points on the Gaspé coast
along the beautiful shoreline of the lower St Lawrence. The Cape Gaspé is the company's smallest boat, and although it is principally a freight boat it can carry a few passengers.

Like the Labrador before her, the Cape Gaspé never featured in any of Clarke's cruise brochures and her passenger capacity, such as it was, was simply used to supplement her larger fleetmates. Although she usually operated to a schedule, she also carried bulk cargoes such as salt when required.

With dimensions of 140 feet overall by 23 feet, the Cape Gaspé was a diesel version of the Labrador, which Clarke had recently sold to the government. Like the Labrador, she had been ordered as an armed trawler, but in her case had been completed in 1919 by Transportation & Shipping Co Ltd at Sorel as the barge Manon L.

After Transportation & Shipping went bankrupt in 1922, Quebec & St Lawrence Navigation had acquired the vessel, installing a Fairbanks-Morse diesel and placing her into service as the coaster Cape Gaspé. When Clarke acquired what was left of Quebec & St Lawrence Navigation and its Rivière-du-Loup ferry service, the Cape Gaspé, an ideal size to replace the Labrador, became part of the deal.

A similar vessel to the Cape Gaspé, the 264-ton Miron L, also once a member of the Transportation & Shipping fleet, was already trading between Montreal, Quebec and the Gaspé coast for La Compagnie de Navigation de Gaspé Baie-des-Chaleurs Ltée. This company, incorporated by the Verreault family at Les Méchins on March 30, 1925, carried a historic name.

**The "R100" Crosses the Atlantic**

Since the arrival of the "Bremen" at Greenly Island in the spring of 1926, Desmond Clarke, like so many in that era, had taken an interest in aviation, and in the summer of 1930 the British airship "R100" crossed the Atlantic to become the first aircraft to carry passengers from England to Canada. Her course brought her in over Newfoundland's north coast, then over Anticosti and Quebec on her way to Montreal. While the flight of the "R100" didn't have any immediate impact on Clarke's activities, the development of aviation in general would.

The "R100" had been built by Vickers and was 719 feet long and 131 feet in diameter. Had she been measured as a ship, she would have come in at close to 55,000 gross tons. For power she had six 650 horse power Rolls-Royce engines that pushed her along at about 80 miles an hour. She had two decks within and a control bridge at the bottom, and could carry 100 passengers in fourteen two-berth cabins and eighteen four-berth cabins, with a crew of 37 standing two watches.
Leaving Britain on July 29 with six passengers, the inaugural flight took 78 hours and 49 minutes. Approaching Quebec on July 31, she passed over the Gaspesia, outbound on her eighth trip of the season. As she passed over Quebec the "R100" attracted a crowd of 40,000. She then arrived at St-Hubert airport, on Montreal's south shore, at 5:37 am on August 1. The New Northland was in Montreal preparing for her next departure while the North Voyageur was still at Canadian Vickers. Over a million people were said to have come to St-Hubert to see the "R100" and of those, some 3,000 got a chance to tour her.

While in Canada, the "R100" made local flights to Ottawa, Toronto and Niagara Falls and on August 10-11, made a twenty-six hour round trip from Montreal to Quebec. Just as she returned to Montreal on that trip, the North Voyageur was departing on her next sailing. As she sailed at her normal departure time of 7:30 pm, the "R100" was approaching from Quebec, due to dock at the airship tower in St-Hubert, about five miles to the east, at 8:15 pm, or forty-five minutes later.

On August 13, the "R100" departed once more for Britain, this time with 13 passengers, nine of them journalists. Leaving Montreal at 9:30 pm, she soon caught up with the Gaspesia, which had sailed two hours earlier, and downriver she passed over the North Voyageur, outward bound below Quebec, and an inbound New Northland between Ste-Anne-des-Monts and Quebec. A little further down, the North Shore was inbound from Natashquan and Havre-St-Pierre to Quebec. With a good tail wind behind her, the "R100" arrived back in England on August 16, in just under fifty-eight hours.

These flights had been meant to test the feasibility of operating a new airship service between Canada and the UK. Unfortunately, however, Britain's other dirigible, the "R101," crashed and exploded in France on her way to India in October, with the loss of forty-eight lives, including the British Secretary of State for Air. Highly flammable helium had been used to keep them aloft and partly because of the disaster and partly because of the Depression, the airship program was scrapped. After only 295 hours in the air, and travelling 11,125 miles, the "R100" was laid up, and finally broken up by February 1932.

Grenfell Executive Dies on the "North Voyageur"

Sad news hit the Grenfell Mission on September 4 when Alfred Whitman, its business manager, died while on board the North Voyageur on his way back to Montreal. The story was carried in the "New York Times" on September 6, 1930: -

Word of the death on Thursday, aboard a Clarke Steamship Company liner on the way from St Anthony NF to Quebec of Alfred A Whitman,
former banker and manufacturer and executive of the International Grenfell Association, with offices at 156 Fifth Avenue, was received here yesterday. Mr Whitman... had been taken ill shortly after he arrived at St Anthony, the seat of the base hospital of the Grenfell Mission, for an inspection tour on Aug 28 and died of heart disease while attempting to return to New York. He would have been 66 years old on Monday...

Five years ago, he assumed his post with the Grenfell association, having charge of the finances and business arrangements of the association and becoming a close friend of Sir Wilfred Grenfell, head of the mission bearing his name, which has medical posts in Labrador and Newfoundland. Mr Whitman annually visited these posts and was about to tour them when he was stricken.

The Grenfell Mission publication "Among the Deep Sea Fishers" published further details in its October 1930 issue:

Mr Whitman died on the steamer on his way back from a conference trip to the Coast. He had had talks with Dr Hodd at Harrington, with Dr Moret at Battle Harbour and with Dr Curtis at St Anthony, and had planned to go on to St John's for further conferences on Mission business. He had had a good trip despite his disappointment when advised by Dr Curtis to return home earlier than he had planned. He died having well completed the main portion of the important and trying task of sending supplies to the North and making plans for the winter.

The steamer passengers with Mr Whitman were fortunate. They saw him, kindly, cheerful, in the best of spirits, as the North Voyageur left Montreal bound north. At the request of the passengers, he gave a little speech in the lounge on one of the early evenings of the sail describing the mission work at the stations we were to see. At the captain's dinner he spoke again thanking the Clarke Steamship Company for the fine service they were giving us. The next day, however, he complained to Miss Luther of feeling less well and took his meals in his cabin. Dr Moret came on board at noon of the following day and advised him to stay in bed so that he would more certainly rest.

When Dr Curtis met the ship at St Anthony twelve hours later he took Mr Whitman directly to his house for the day the steamer was to be in that port. The conference between the two there decided Mr Whitman, much against his will, to cut short his visit in St Anthony and to return on the steamer rather than bear the discomfort of the train journey across Newfoundland from St John's later.

Although he kept to his room after the steamer left St Anthony, a tap
on Mr Whitman's door always called forth an immediate response and a pleasant greeting. He wrote letters, dictated a letter, talked with several of the passengers and read detective stories. He looked forward to the long rest which Dr Curtis had thought would be necessary, and spoke with pleasure of a bungalow in California offered him by one of the volunteers on board.

The steamer was to reach Quebec on Saturday morning. On Thursday Mr Whitman dressed and came into the lounge for most of the morning. In the evening, just before dinner, as we drew towards the wharf at the port of call known as Clarke City, he walked forward along the deck. Joining a group there he talked with one or another for several minutes. He had been laughingly telling Miss Luther and Miss Taft about a dream when he gave a sudden, involuntary gasp and fell backward. He must have died instantly, for, though restoratives were brought immediately, the nurse could obtain no sign of respiration. The doctor who came down on a handcar by the single-rail line from the town of Clarke City nine miles distant, having been called by telephoning from the dock, made the necessary examination, and the sad news was cabled to Mr Whitman's relatives, to the New York offices and to St Anthony. The passengers all felt personal loss and sorrow as the ship turned to sea on one of the calmest and most beautiful moonlight nights of the whole fair trip.

The North Voyageur carried on to Quebec and then on to Montreal, but despite Whitman's death, the ties that had now been established between Clarke and the Grenfell Mission would grow even stronger over the next few years.

The Bras d'Or Bay Navigation Co's Winter Service

After two seasons with Clarke operating the winter service from Pointe-au-Pic, the subsidy award for 1930-31 went to the Bras d'Or Bay Navigation Co, and the Sable I. "The Gazette" reported the change of operator on December 27, 1930: -

A winter service will be kept up this year in the lower St Lawrence by the Bras d'Or Bay Shipping Co ... which will have the responsibility of making the calls between Murray Bay and Anticosti Island, and the service is to include freight and passenger accommodation.

There have been various attempts to take advantage of the comparatively open conditions which obtain along the North Shore of the lower river and the particular service referred to here has been taken in hand by two of the previous winters by the Clarke Steamship Company Limited, the Gaspesia being detailed for this work.
The first season in which the Clarke Steamships ran a vessel along this short route was very successful as far as concerns the conditions of the river in that period, and there were no breaks in the continuity of the service, but the next season the conditions changed, and especially at the close of the winter the difficulties increased owing to the ice which was blown to the north shore and which blocked the vessel, making the service of doubtful value to the company and the citizens living in the villages along the shore.

Perhaps there was some suspicion over whether the Gaspesia was the right ship for the job, or they wanted to try another ship, but the Bras d'Or Bay Navigation Co was asked to supply the 1931 winter service instead of Clarke. In its annual report the next spring the Department of Transport indicated that this well might have been the case: -

As the result of a call for tenders in September, 1930, this service was performed last winter by the Bras d'Or Bay Navigation Co Ltd, of Quebec, PQ, with the steamer Sable I, specially strengthened for ice navigation.

It is also likely that Bras d'Or Bay Navigation underquoted Clarke in order to win the contract. Whatever the case, "The Gazette" duly reported the start of the season: -

The s.s. Sable I, of the Bras d'Or Navigation Company, sailed yesterday from Seven Islands for Murray Bay. She is being employed throughout the winter in providing a service to North Shore points from the end of steel, leaving Murray Bay on the 1st and 15th of January and February. In March she will proceed to Anticosti Island.

While ice cover accumulated in the St Lawrence, the last patch at Montreal closed much later than usual that winter. The same column reported that Canadian Pacific's 20,123-ton Duchess of Bedford had left New York the day before for a month's cruise to Bermuda and the West Indies, with many Canadians amongst her passengers.

Corporate Changes

The year 1931 would also be one of corporate change for Clarke, as two days before the New Year, on December 30, 1930, in order to take advantage of certain tax allowances, the second company, incorporated in 1924, was wound up and The Clarke Steamship Co Ltd, third company of that name, was formed. With head office still in Quebec, the "third" Clarke Steamship Co was established at 56 rue St-Pierre, a little further along the street from the Banque Canadienne Nationale at number 71. Essentially, these moves were fiscal, and operations continued as they had. By now, however, the company's capitalization was $1 million.
Although the four Clarke brothers had been equal partners in the original company, Desmond began to buy out the shares held by Frank and Walter, and would later also buy those held by Wilfrid, who as well as being president of Labrador Fisheries, remained vice president of the steamship company. Meanwhile, the Gulf Pulp & Paper Co moved its own office to the Price Building at 65 rue Ste Anne, Quebec's first skyscraper when it was completed in 1931. After a decade together, this split marked the first time that Clarke Steamship and Gulf Pulp & Paper had not occupied offices in the same building.

In another change, Clarke's New York office moved in 1931 to 377 Fifth Avenue, where it would remain for the next several years.

**The Relationship with Munson Suffers**

After four winter seasons sailing from Florida, one for Clarke's own account and three for Munson, the *New Northland* began her 1930-31 season running once more between Miami and Nassau for Munson Lines. The season did not start well, however, as expecting a possible fall-off in the Miami-Nassau trade, Munson had negotiated a reduction in the *New Northland's* crew size, with charter hire for the season accordingly reduced by $9,200, or almost $100 a day from the previous year, a substantial amount at the time. The Depression was having its effect on Munson's operations, so any extra problems would be unwelcome. With this as a start, that season would prove to be the *New Northland's* last working for Munson. A dispute with Munson Lines would mean that the *New Northland* would not return in 1932, and Clarke would end up sending her off on different duties.

Each winter, the *New Northland'*s funnel was repainted in Munson Lines' colours when she was refurbished for winter service. Drydocked at Montreal in November 1930 for a general overhaul that included receiving a new bronze propeller, she sailed on November 27 for Corner Brook and thence to New York, where she arrived on December 22. She was to be repainted before heading south but because of bad weather, a refuelling in Bayonne and a move on December 24 to the Munson Lines berth at Pier 9 in the East River, the crew was not able to complete repainting the ship before leaving for Nassau. She left New York on December 26, with her first Nassau to Miami sailing scheduled for December 31. Some work, most particularly the funnel, had to be redone, and although extra labour was engaged in Nassau, it was not finally completed until early February.

The situation was not unlike earlier years, when the *New Northland* had proceeded directly to New York after her last Corner Brook sailing, usually arriving between December 14 and 21. She normally tied up at Pier 9, the Munson Lines berth for its Bahamas service. In 1927, she had spent eight days in New York, in 1928 six and in 1929 just three. While in New York
she usually took on between fifteen and twenty-five crew for the winter service, as late season sailings to Corner Brook did not require as many stewards as the Miami-Nassau passenger service. In December 1927 and 1928 Capt William Tremblay had brought her to New York, but in 1929 and 1930 it was Capt Joseph Boucher.

In 1930-31, in addition to the *New Northland*, Munson Lines chartered Eastern Steamship's *Evangeline* to run fortnightly cruises from New York to Nassau, Kingston, Havana and Nassau and back to New York, with the first cruise leaving on January 9. As the *Evangeline* ran opposite the *Munargo* on her New York-Nassau-Miami-Havana-Miami-Nassau-New York route, this gave Nassau a weekly service to and from New York, replacing the *Munamar* that had been used in previous years.

**Clarke Steamship Co Ltd vs Munson Steamship Lines**

Towards the end of the season, on March 26, 1931, Munson missed a charter hire payment of $3,045.40, as well as a further payment for remaining hire on April 15. It had also did not paid for certain other expenses incurred that season. in pursuing the several thousand dollars of unpaid charter hire, extra crew's wages and missing inventory that Munson had not paid for, Clarke filed a claim with the District Court of New York, in Clarke Steamship Co Ltd vs Munson Steamship Lines. Clarke would eventually win its suit, but not until 1932, and Munson would lose an appeal in 1933. But the subject of the dispute, the *New Northland*, would now have to find winter employment elsewhere.

Meanwhile, prohibition was beginning to have less of an effect on other ships. P&O's new 4,923-ton *Florida*, for example, when she entered the Key West-Havana trade in June 1931 was able to offer a wine list under an exemption that had now been granted to US-flag ships trading beyond US territorial waters. Along with the fact that it had just accepted a new ship, this meant that a company such as P&O, that might have been able to employ the *New Northland*, now had no need.

The *New Northland*'s position on the Miami-Nassau route was partly taken in 1932 by Munson Lines' own *Munargo*. Under a new agreement with the Bahamians, instead of running New York-Nassau as she had in previous winters, she would continue her summer schedule of one sailing a fortnight from New York to Nassau, Miami and Havana, with return calls at the same ports in reverse. The *Munargo* would thus offer both a Miami-Nassau and a Miami-Havana winter link, but service would be much less frequent than the two- and three-times-weekly schedule that had been offered using the *New Northland*. Munson now advertised one-way fares in the *Munargo* from Miami of $20 to Nassau, $25 to Havana and $50 to New York in first class, while also accepting second and third-class passengers between Miami and Nassau.
Thus, with the onset of the Depression, and with no further charter from Munson, Clarke's winter sailings from Florida came to an end, at least for now. But even while the *New Northland* was working her last season for Munson Lines, things had not boded well for Munson. In February 1931, in order to "help hasten a revival," Pan American Airways had reduced its Miami-Nassau fare from $43 to $25 in a general fare reduction. Overall, it slashed fares by 30 per cent, but the Nassau reduction, at 42 per cent, was the biggest. Havana, meanwhile, went down by 38 per cent, from $45 to $28.

During her four southern seasons working for Munson, the *New Northland* had worn a black hull, and that line's blue, white and black funnel. When she eventually returned to Florida, however, it would be with a different look.

**The St Lawrence Winter Service**

With the *Sable I* having been chosen for the 1930-31 winter service from Pointe-au-Pic to the North Shore, the Bras d’Or Bay Navigation Co received a federal subsidy of $40,000, or about $10,000 a month for the winter season. The *Sable I* set a spring record at Quebec that year. Five years earlier, she had arrived in port three weeks before the *Gaspesia*, but now the "New York Times" recorded her latest feat, under date of March 7, 1931, in a brief item, "Opens Quebec-Gulf Navigation Early": -

Establishing an early record for regular Gulf-Quebec navigation, the *Sable I*, under command of Capt Antoine Fournier, docked here late yesterday afternoon. The ship has supplied the winter postal service between the North Shore and Anticosti.

That winter hadn't been totally without trouble for the *Sable I*, however, as on February 2 she had broken a propeller blade while battling heavy ice off Godbout.

While the *Sable I* would continue to keep up the winter service from Pointe-au-Pic to the North Shore and Anticosti every year, she would soon be doing so for Clarke, and would also become Clarke's main open season ship to Blanc-Sablon, an arrangement that when it finally came about would last for many years. Her first sailing from Quebec to the Lower North Shore that season left on March 12, and she was followed by the *Gaspesia* eleven days later, on March 23.

**The Furness Red Cross Line**

After completing her 1930-31 Miami-Nassau season, Clarke fixed the
*New Northland* for an unusual short charter to Furness Withy & Co, which was still short of ships after the loss of the *Fort Victoria* sixteen months earlier. The *New Northland* departed New York on Thursday, April 16, in the Furness Red Cross Line service from their berth at West 34th Street, with passengers, mail and cargo for Halifax and St John's. The next sailing, a week later, would be by the *Rosalind*. This charter took the *New Northland* to St John's for the first time, but it would not be her last.

The 1931 season saw a couple of changes in the Furness Red Cross Line's cruise trade between Montreal and New York, when it took over the *Fort St George*. The Furness Bermuda Line had first operated her on New York to Quebec cruises ten years earlier, but now she would trade for the Furness Red Cross Line between New York and St John's. The second change was that the *Silvia* would replace the *Rosalind* on the Montreal-St John's route until September, to return in 1932. The *Silvia* had apparently not made it to Montreal to work with the *Rosalind* in 1930 after all, as "The Gazette" covered her 1931 service in its April 15 edition as follows:

Service between Montreal, Charlottetown PEI and St John's, Nfld, will be maintained throughout the St Lawrence season by the Furness Red Cross Line by the s.s. *Silvia*, which is a new steamer to this route. She was launched in 1909 at Danzig, and is a ship of 3,589 gross tons register. Her length is 336 feet, breadth 45 feet, and depth 29 feet. During previous seasons the *Silvia* was operated on 21-day cruises to the West Indies.

Before commencing her regular schedule, the *Silvia* will arrive here on Saturday, April 25, sailing on Tuesday, April 28. Thereafter, departures will be made from Montreal every other Saturday at 10 am DST, starting on May 16. The Saturday morning sailing is considered an improvement over the Friday afternoon departure made last season by the s.s. *Rosalind*...

Furness Withy & Company maintain that the *Silvia* should prove popular during the coming season, as all staterooms are outside, and a number of de luxe suites have been provided. A large social hall and smoking room are situated on the promenade deck, while an attractive lounge is located on the saloon deck.

Further details of the coastal and cruise services were given in the "New York Times" on May 17, 1931: -

The steamer *Rosalind* will sail from New York on Saturday, June 6, opening the 1931 summer cruise season of the Furness Red Cross Line. A ship will leave every Saturday throughout the summer for Halifax NS and St John's NF. The *Rosalind* will make two sailings and will be replaced early in August by the *Fort St George*, which will be operated with the *Nerissa* the remainder of the season.
The ships will make twelve-day trips, leaving New York Saturday, arriving at Halifax the following Monday morning and sailing Tuesday afternoon for the two-day trip to St John's. Eight days will be spent at sea and two days each at Halifax and St John's. Accommodations will be provided aboard ship for passengers who take automobiles.

A service on the liner *Silvia* will link St John's and Montreal, sailing from the Newfoundland port every second Saturday. Passengers on the *Fort St George* will arrive at St John's the same day as the *Silvia* arrives and may make the St Lawrence trip by transferring.

The coming season is the third in which the Furness interests will have operated the Red Cross Line.

The *Fort St George* would remain with the Red Cross Line until 1935, when she followed the *Fort Hamilton* into Italian ownership. Meanwhile, in an attempt to boost business, Furness Red Cross Line reduced its fares, as the "New York Times" reported on June 21, 1931, under the heading "Rates of Cruises Cut to Win Summer Trade":

Capt C M Armstrong, passenger traffic manager of the Furness Company, said that the minimum rate on the all-expense twelve-day tours to Halifax and St John's NF had been reduced from $130 to $100, the lowest mark the rates of the line have ever reached. Corresponding reductions have been made in higher-priced accommodations.

The Furness Line will operate the steamships *Fort St George* and *Nerissa* on the Nova Scotia and Newfoundland run, starting early in July. The *Fort St George* has been temporarily assigned to the Bermuda service of the Furness Line, replacing the liner *Bermuda*, which was destroyed by fire, and her place is now being taken by the *Rosalind*, of the Montreal-St John's service.

While the *Nerissa* also sailed to New York, the *Rosalind* had been engaged in 1930 in the line's St Lawrence service between Montreal and St John's. The Red Cross Line's first ship on that route was now succeeded by the slightly larger two-funnelled *Silvia*, with berths for 120 first-class passengers, in all outside cabins. The 19,086-ton *Bermuda* (ii), meanwhile, which had been introduced to the Furness Bermuda Line route in January 1928, had burned at Hamilton on June 17. Until it could replace its first short-lived newbuilding, the Furness Bermuda Line would use liners chartered from Holland America Line, Cunard and Canadian Pacific.

Charlottetown would soon once more be served by Clarke, with the *Gaspesia*, but the Red Cross Line presented an alternative to someone who might be looking for the type and duration of cruise offered by the *New
Northland. The Furness Red Cross Line ran about fifteen cruises each summer, starting at $100 and leaving Montreal at 10:30 am every other Saturday from May to November. Meanwhile, although Clarke demanded $115 for its 9-day Gaspé and Corner Brook cruise in 1931, its cruise fare would soon also fall to $100, which would become the published fare the following year.

When the Fort St George had cruised between New York and Quebec, and the Rosalind between Montreal and St John's, this arrangement resembled that of the Quebec Steamship Co's Trinidad and Cascapedia. The Fort St George had followed the same route as the Trinidad, from Quebec to New York, while the Rosalind and Cascapedia had both sailed from Montreal to Charlottetown, with the Rosalind continuing to St John's and the Cascapedia to Pictou. All four ships had called at Charlottetown. But now, the Fort St George ran alongside the Nerissa between New York and St John's, and connected at St John's with the Silvia for Montreal.

Step by step, Clarke too would eventually become involved in the St John's trade. Her 1931 charter to the Furness Red Cross Line had taken her to St John's for the first time, and further calls would be made in the 1930s, but it would be some years yet before the company could establish a regular line.

Labrador Cruises 1931

The New Northland took up her accustomed schedule in May, sailing from Victoria Pier every other Wednesday for Quebec, Ste-Anne-des-Monts, Gaspé and Corner Brook. In July and August she also offered her 4-night de luxe weekend cruises, every other Friday from Montreal to Quebec, Murray Bay, Ha! Ha! Bay and Tadoussac. Summer cruises to Newfoundland began at $115 for nine days, spring and autumn cruises at $135 for 12 days, and weekend Saguenay cruises at $45. But well before the season opened, "The Gazette" announced a new itinerary under the heading "Gulf Cruise Planned":

Students of the University of Montreal will be given the opportunity of seeing the Gulf of St Lawrence under interesting conditions next summer. The Clarke Steamship Company have arranged a trip in their largest steamer, the New Northland, which will completely circumnavigate the Gulf. The cruise is also open to the general public...

Sailing from Montreal on June 23, the ship will call at Quebec the following day, when the festivities in connection with St-Jean-Baptiste Day will be viewed. A celebration aboard the vessel has also been planned for that day.

Calls will be made on the Gaspé coast at Ste-Anne-des-Monts and
other villages, the New Northland reaching the town of Gaspé on June 26. Continuing to Percé Rock and Bonaventure Island, the vessel will arrive at Charlottetown PEI on June 27, where a whole day will be spent. Sunday will find the cruise party at the Magdalen Islands. Corner Brook, Newfoundland, is the next port of all, then Havre-St-Pierre. Dominion Day will be spent on a lobster fishing excursion at Seven Islands. A trip up the Saguenay will also be made.

Both St-Jean-Baptiste, the national feast of French-Canadians, and Dominion Day, today called Canada Day, would be celebrated on this cruise.

Meanwhile, Clarke's 1931 cruise brochure began to show signs of the Depression. Instead of a full colour cover as in 1930, it now appeared in just two colours, and instead of twenty double-page spreads, the information was now contained in a dozen. This was partly achieved by showing only the cruise fares in the main brochure and port-to-port fares in a separate Sailing Schedule that was less expensive to produce. From now on, the main brochure would be used just for the cruise program.

In Montreal, on the evening before her first "Round the Gulf" cruise, Monday, June 22, the Junior Bnai Brith chartered the New Northland for its third annual boat dance, with proceeds going to support Camp Bnai Brith. The next day, the New Northland departed fully booked on the first of what would end up to be three "Round the Gulf" cruises that season. An additional sailing was scheduled for August 4, and when that one sold out immediately, a third was added for September 2.

But there had also been an important change to other cruise schedules. The New Northland's 1930 cruise to Labrador, although originally planned for the North Voyageur, had been such a success that Clarke decided both ships should sail out through the Strait of Belle Isle to the Atlantic coast of Newfoundland and Labrador in 1931. The New Northland would call at the same ports as the previous year, St Anthony and Battle Harbour, which had suffered a fire in November and whose hospital was moved to Mary's Harbour, a short distance away on the mainland. Another innovation on these Labrador cruises, copied from her "Round the Gulf" cruises, was that the New Northland would leave Montreal and Quebec for Gaspé and Corner Brook and then after sailing to Labrador return via the North Shore.

During the New Northland's first 1931 cruise to Labrador, which left Montreal on July 22, Dr Grenfell came on board at Battle Harbour, after which she suffered a mild grounding and some rough weather in the Gulf, all of which was recounted by two lady travellers to the "Fitchburg Sentinel" of Fitchburg, Massachusetts, and published on August 12, 1931: -

Just outside Battle Harbour, Dr Grenfell himself boarded the New Northland and extended an invitation for 70 to go aboard his hospital ship, the Strathcona II, and visit the Grenfell mission at St Mary. Dr
Grenfell talked of his experience among the people of the north coast land, the work they were accomplishing and his plans and ambitions for the future. His boat was on its way north on a scientific research trip, and learning of the proximity of the New Northland, Dr Grenfell delayed his trip long enough to conduct the party over the mission building at St Mary. His boat was loaded with bags of coal to be used for fuel as long as it lasted, then the crew would have to get out and obtain wood for the rest of the trip. The tourists sat on the bags of coal, listening to Dr Grenfell while a gale from the north blew, rain fell, and a heavy fog made the task of boarding from one boat to the other a difficult task.

Early Thursday morning the passengers were awakened by a jarring, scraping motion of the boat and it was found that in the dense fog the boat had run ashore on a rocky island. Thirty-five tons of ballast water were pumped out, two boats responding to a radio SOS and, by waiting until full tide, the boat floated off with no injury to itself. This unforeseen incident delayed the schedule so that some of the villages were not visited and they crossed the Gulf of St Lawrence during the night, a rough crossing in a 60-mile gale, so that it took two hours to effect a landing at Ste-Anne-des-Monts.

The North Voyageur's two Grenfell cruises also went through the Strait to St Anthony, but returned via Bonne-Espérance, a fishing and sealing centre in the Canadian Labrador, instead of Battle Harbour. Two passengers on her August 11 cruise were the American poet, novelist and physician William Carlos Williams and his wife Florence. In "The Autobiography of William Carlos Williams," published in 1967, he wrote about "a small steamer northward":

We took trips in summer, mostly to New England. Then in 1931, we took a two weeks' cruise, one of our happiest, from Montreal, past Quebec, out the Gulf of Saint Lawrence, past Anticosti, through the Straits of Belle Isle to Doctor Grenfell’s mission hospital at St Anthony, Newfoundland.

Many of the people and places I saw there have deeply influenced my later writing: it was this that I had first desired, to quit the urban life and go out into the wilderness. There, facing me, it was, stretching away from the north shore, from Godbout, from Seven Isles, to the North Pole if I wanted to follow.

The small vessel, the s.s. North Voyageur, seemed like a plaything, three feet below the dock’s edge, when we boarded it at Montreal. But when we went ashore, at Forteau Bay, to post letters, it looked as big as the Leviathan.

The very day we arrived at Forteau a child had been lost over the stern
of a skiff on the way back from a picnic at one of the small islands a little way offshore. The parents took it with a curious, hopeless calm that I have never forgotten.

Scotch and Irish, they are an isolated people who hole up winter long and can hardly walk a hundred feet when the sun returns. But in a month, the sun having hit them, they are as hardy as seals again.

A few days later as the ship entered St Anthony's small harbor to anchor, its siren was sounded. From the rocks, where they are penned, hundreds of huskies let out their desolate howls.

After swimming in the cold Labrador waters Williams wrote a short poem called "Labrador," about its waters and its rocks and its seas. The Leviathan to which Williams referred was the 54,521-ton pride of the US merchant fleet, which was operated in Transatlantic service by United States Lines. As the Williams's returned from their North Voyageur cruise, they came back refreshed and invigorated by what they had seen and it is worth having a look at some of the ports the Clarke ships now visited.

St Anthony

A community of 840 people, and headquarters of the Grenfell Missions since 1901, St Anthony was not totally isolated. Its harbour was now a focus of aviation and had seen its first winter air mail deliveries as early as February 1921, when the coastal steamers from St John's were not operating. It was the staging point for winter mails to Labrador and saw many mercy flights to deliver the ill or injured to its hospital. St Anthony was described by Alice Sharples in her book "Ports of Pine": -

St Anthony, headquarters of the International Grenfell Mission, on the north-east coast of Newfoundland, is named for the patron saint of the sea. The settlement is built on opposite shores of the oval-shaped "bight" or bay, and boasts one of those fascinating land-locked harbours so characteristic of the "Tenth Island." Entry is through a narrow, rock-girt passage or "tickle." Outside this natural gateway, the great white-capped rollers of the Atlantic beat fiercely on the steep walls of harsh grey granite with the curious bluish cast that we have noticed elsewhere on the coast...

Spring is the iceberg season but these northern harbingers often survive through the summer, and may be glimpsed against the horizon, providing a thrill to visitors.

The formations are not exclusively architectural. We are wakened at daybreak, one morning, to see a beautiful piece of ice modelling which was unquestionably a study of George Bernard Shaw...
Once within the narrows or "tickle," St Anthony presents a romantic aspect. There is usually a goodly display of shipping in the harbour, but sails, not steam, predominate. I have counted as many as seventeen schooners, their slender masts etched against the sky, including the sick ship in the little Mission drydock or ships' hospital, undergoing treatment. The straggling village sprawls over the bleak and rocky shore, splashed with the occasional green of "tuckamore" or underbrush.

There are bright patches of flowers here and there: the result of the Mission efforts, which have truly made "the desert blossom as the rose." You can catch sight of husky dogs, of fishing flakes and stages. Dominating the skyline is the church tower, the outlines of the Grenfell Children's Home and the Grenfell Hospital...

Primarily medical, the Mission has widened the scope of its activities and today numbers six hospitals, seven nursing stations, four hospital ships, four orphanage boarding schools, fourteen industrial centres, a Seamen's Institute at St John's, a supply schooner, a co-operative lumber mill, a haul-up slip for schooner repairs at St Anthony and three agricultural stations...

If you dock while the schooner is in port, you may well rub your eyes. Stalwart, bronzed and bearded sailors, clad only in a pair of shabby dungarees, springing to their posts as sails are furled and anchor weighed, may make you wonder if you are glimpsing some ghostly lugger of four hundred years ago. The Cluett, named for her donor, is the sailing vessel which makes the rounds of the Labrador outports, bringing supplies of food and clothing to the fisher folk. All these supplies are paid for in fish, wood or handicraft, as the case may be; for the aim of the Mission is to help the people to remain independent and self-respecting; to help them to help themselves...

The cruise passengers lost their hearts to the children of St Anthony with their soft little West Country voices and gentle ways. Many of them were taken on board the ship which was, of course, a fabulous sight when visited for the first time.

The two-masted George B Cluett, second of the name, was a 198-ton auxiliary schooner that had been built at La Have, Nova Scotia, in 1920. She brought Grenfell supplies directly from United States ports to Labrador without transshipment. Owned by the International Grenfell Association, she also worked on charter from time to time for other organizations, which provided an additional source of revenue for the mission, especially during the winter.

The first schooner of this name, the 210-ton three-masted George B
Cluett, had entered service in 1911. Like her successor, she had been named for the owner of Cluett Peabody & Company, makers of the famous "Arrow" shirt. She too had been chartered out, and in 1915, when on hire to the American Museum of Natural History, had spent more than a year trapped in ice while on an expedition to north Greenland.

Many Americans supported the work of the Grenfell Mission and several, including doctors and students as well as the crews of the Grenfell schooners, volunteered their services free each summer.

**Grenfell Patterned Mats**

A trade that benefited greatly from the arrival of the cruise ships at St Anthony was the Grenfell Mission's hooked rug business, which it used to raise funds as well as to offer a form of employment to the wives of local fishermen. These were produced by Grenfell Labrador Industries, its "industrial" division, and while at first made from discarded woollens, flannels and fishing nets, in more recent years they had come to be made from silk stockings donated to the mission from the United States and Canada. In her book "Silk Stocking Mats," about this trade, Paula Laverty talked about how the early Depression had hit their sales to Britain and the United States, and the impact the Clarke ships had on the trade in the early 1930s:

But while sales abroad had been falling at an alarming rate, business was holding its own in St Anthony. The advent of the Clarke Steamship pleasure cruises proved to be a summer windfall for the Industrial, bringing thousands of tourists to the region for the first time. Originating in Montreal, the s.s. New Northland ... carried passengers "to the scenic splendor of the lands of the untrammeled North ... to see the majestic panorama of land and sea and sky, where they gain an insight into the lives of the quaint and hardy folk who wrest their living from these lands of brooding mystery," promising visits to "the fishing villages, the fur trading posts and the havens of the famous Grenfell Mission."

With the promise in the air and the very welcome onslaught of loaded tourist boats, the pace of production at St Anthony began to pick up... On one visit of the New Northland a reported $1,200 worth of goods was sold in one afternoon...

Tourist boats were clearly a valuable source of income for the Mission, especially given the slow sales of its products in other markets. No opportunity for making a sale could be ignored. Whenever a tourist boat steamed into St Anthony the Industrial's workers were expected to leap out of bed and rush down to the shop and open up, no matter whether the hour was 3 am or 11 pm.
The mats included scenes of husky dogs, reindeer, polar bears, schooners, fish jumping, wild geese, maps of Newfoundland, and so on. Grenfell even came up with a motto to attract donations: - "When your stockings begin to run, let them run to Labrador." After leaving St Anthony and turning north again, the Clarke ship set course for Labrador, sailing along the Northern Peninsula to its northeastern tip at Cape Bauld. As her passengers dined, the lighthouse keeper would salute their ship, which whistled back as she steamed off into the night. Entertainment that night included local dancers and singers brought on board from the area. The next morning she would be in Labrador.

**Battle Harbour**

On a small island off the Labrador coast, Battle Harbour was the most northerly call for Clarke ships. Its name is thought to have originated from batal, the Portuguese word for boat. Known for its salt cod trade, it had developed into an important base for the Labrador fishery, with a year-round population of about 300 but in the summer thousands, as the Newfoundland fishing schooners passed through.

Battle Harbour was also the site of the first Grenfell Mission post on the Labrador coast, and the first hospital outside St John's, in 1893, and its lighthouse dated to 1905. The Grenfell school and hospital, however, had been rebuilt at nearby St Mary's River after a devastating fire in 1930. Once again, Alice Sharples described the scene: -

If anything can make you feel years younger - this is it. Heady with the tang of salt and the smell of the sea, it is as stimulating as a cocktail, and seems to induce a chronic state of mild exhilaration - so we thought as we stood on the rugged shores of "Battle Harbour" on the frontier of the Arctic, of a Labrador June morning, while Noah Nunjell showed us how to split a fish.

We spent an interesting morning with Noah and his partners, learning about the workings of the dried cod fisheries - for over four hundred years Newfoundland's major industry, which Francis Bacon once called "richer than the silver mines of Peru."...

Methods have changed but little since the days when fishermen first came across the seas for the summer season, staked out their "rooms" or coastal space, and built their stages, stores and flakes. The "stage" is the small cabin where the fish is cleaned and prepared for salting. The cleaning table, a simple affair contrived from a couple of planks, is built over the "trunk hole," an opening in the flooring, in turn built over the tide which permits of disposing of waste matter...

Once cleaned, the fish are washed in the convenient ocean, and...
packed in layers of salt, in the "store," another small shed where they are left to cure for a month or more. Then comes the interesting process of drying, the last step in "making" salt fish. For this purpose, the fish are spread out in the sun on "flakes" or racks, made of boughs hauled from inland. Newfoundland flakes are quite high above the ground, but the Labrador flakes are low... The greatest care must be taken of the fish during the drying process. It must be turned from side to side, taken in at night and put out in the morning. In case of rain you will see fishermen up and down the shore, hurrying to gather in the cod, which is wrapped in tarpaulins and returned to the store.

Battle Harbour had been established in the 1770s by John Slade & Company of Poole, England, and had been acquired by Baine Johnson & Co Ltd, merchants, importers, distributors, shipowners, sealers and fish exporters of St John's, in 1871. As a measure of its importance to the fishery, the company salt store could hold up to 1,500 tons of product at one time.

Also here were a tiny Anglican church, maintained by a parish in St John's, and the Marconi wireless station from which Robert Peary had broadcast his controversial claim to have been the first to reach the North Pole in 1909. Like St Anthony, Battle Harbour had also become a staging point for winter air mails, starting in March 1922.

**Newfoundland Railway Steamships**

Both St Anthony and Battle Harbour were served from about April to November by the Newfoundland Railway Steamships, which connected them with St John's and Corner Brook. Of these, the Kyle, known for rescuing the survivors of the *Bayrupert* in 1927, could carry up to 80 first-class passengers, plus 150 in second class. Running fortnightly from St John's to northern Newfoundland and up the Labrador Coast as far as Hopedale, since 1926, she served some sixty wayports, including St Anthony and Battle Harbour.

Perhaps feeling Clarke to be a usurper, or even trying to emulate its success, the Newfoundland Railway's timetables soon began to promote "Summer Cruises to Labrador" on the "modernly equipped steamer Kyle":

From St John's fortnightly (from June to October) for points north to Hopedale, Labrador. 13 days round trip arranged to serve the pleasure and convenience of tourists and local vacationists. Round trip fare between St John's and Hopedale $75.00.

The Kyle took cruise passengers, who would arrive from New York by the Furness Red Cross Line, to see Labrador, but she remained essentially a working ship, one of many the Newfoundland Railway operated around its coast. One of the few accounts of what it was like to travel in the Kyle was
We defied superstition by sailing north on Friday, July 13th. We travelled in s.s. Kyle, which every summer makes several cruises as far north as Hopedale, bringing reliefs to the hospitals and missions and taking a number of tourists who go for the round trip. We were very lucky in the weather and our fellow passengers. We travelled along the coast, stopping at the tiny settlements to load or unload stores or to pick up a fisherman who was going for the summer season on the Labrador. Our first important call was at St Anthony, in the north of Newfoundland, where we were shown over the Grenfell Hospital with its big airy wards. St Anthony is the most southerly point where Husky dogs are allowed. ...

That same evening we crossed the Belle Isle Strait and got our first sight of the "land that God gave Cain." We saw a bare and mountainous coast, split up into rocky islands, blasted by the wind and chilled by the polar current. We might have been discouraged but that out minds, surfeited with the little cares that precede an expedition, were keyed up to find romance in the most barren face of nature.

The fishing settlements were still numerous, but the Kyle no longer deigned to go right into the little harbours. Every now and then we stopped, apparently for no reason, and blew the foghorn. Almost immediately a full flotilla of motor-boats came sweeping round a point, racing and jostling each other for a good place at the ship's side. Then there was a busy interval; somebody calling out names and the fishermen answering and deftly receiving their parcels into the small boats which danced up and down in the swell...

On board our entertainments were not so grim. We spent most of the days on the bridge, reading in the sun or dancing to the gramophone. In the evenings there were musical parties enlivened now and then by a strange drink which the inventor called a cocktail...

On July 18th, we arrived at Rigolet, the little settlement at the mouth of Lake Melville where we were to leave the Kyle. As usual, we could not come right in to the pier, so our ninety-one cases had to be rowed ashore in small boats. They were our food and stores for a whole year and they made an imposing heap upon the pier. In the evening we stood beside them, waving good-bye, while what seemed our last link with civilization sailed away, half hidden by its own smoke.

As the Kyle was ice-strengthened, the paper companies also engaged her in the early winter months as an icebreaker, and she was used to extend the navigation season at Botwood and Corner Brook. She also worked the North Sydney-Port aux Basques route in late winter and early spring.
Whenever she or one of the Clarke ships sailed into St Anthony the Grenfell Mission opened its store.

**The Saguenay Weekend Cruise**

Clarke's cruises to the Saguenay continued to vie with Canada Steamship Lines, with the *New Northland* now pitted against either the *Quebec* or *Tadoussac* of 1928. Offering four sailings a week by summer and two in spring and autumn, this pair had taken over the Saguenay run from the *Richelieu* and *St Lawrence*, which had in turn switched over to the night boat service between Montreal and Quebec.

But even though the Canada Steamship Lines ships had twice the tonnage, the "ocean liner-like" *New Northland*, with her "accommodation for 142 passengers," rivalled the CSL twins in style and luxury, and at a good fare. As before, both Clarke and CSL ships left within an hour of each other on summer Friday evenings, the *New Northland* allowing the CSL ship to cast off first and slip downstream just ahead of her.

While CSL fares began at $43.75 for a 3-night voyage, with return on Monday morning, $45 on the *New Northland* bought a more leisurely pace, with an extra night on board ship and a return on Tuesday morning.

A newcomer to short Saguenay cruises that year was the White Star Line, which ran the first ever such cruise to be operated by a Transatlantic liner. On June 30, 1931, the 18,724-ton *Laurentic* (ii), built in 1927, left Montreal on a Dominion Day cruise to Quebec and the Saguenay. Announced at the last minute, on June 23, the ship managed to book 572 passengers from Montreal and between 70 and 100 more from Quebec the next day. Arriving back at Montreal in the early morning of July 2 after two nights of celebrating, the ship left for Liverpool the same day. That summer and in 1932, she also operated a number of 7-day cruises from Montreal to New York and back.

**Back to Prince Edward Island**

As well as increasing Grenfell cruise offerings in 1931, the *Gaspesia* once more extended her route beyond Gaspé to include Prince Edward Island.

While the *New Northland* sailed for Corner Brook on Wednesdays, the *North Voyageur* left on alternate Mondays for Quebec and then via the North Shore at Franquelin, Godbout, Shelter Bay, Clarke City, Sept-Iles, Havre-St-Pierre and Natashquan to Corner Brook. The *North Voyageur* was now described as "a coasting vessel that carries upwards of 80 passengers." Her first two high season cruises ran from Monday to Sunday (13 nights),
returning from Corner Brook via Bonne-Espérance, and the last two from Monday to Monday (14 nights), returning via St Anthony and Bonne-Espérance. These itineraries were an extension of a schedule that had run from Monday to Friday (12 nights) in the past. Minimum fares began at $95 for the early cruises and rose to $110 for the longer ones.

Two days after the North Voyageur, the "pleasant coastal trader" Gaspesia with "accommodation for about 40 passengers" sailed for the Gaspé coast and once more to Prince Edward Island. The calls at Paspébiac and Port Daniel, in the Baie-des-Chaleurs, had now been dropped and replaced by Charlottetown and Summerside, ports that she had served when she first entered service for Clarke in 1922. It had originally been proposed to extend the Gaspesia's route up the Baie-des-Chaleurs to Dalhousie, New Brunswick, but Prince Edward Island won out instead.

This time, Clarke appointed Carvell Brothers, the established firm that had represented the old Boston, Halifax & Prince Edward Island Steam Ship Line, the Quebec Steamship Co and then Canada Steamship Lines, as its Charlottetown agent. The Gaspesia's revised itinerary now also included a call at Port Menier on Anticosti, between Ste-Anne-des-Monts and Gaspé. Cruise fares from Montreal that summer began at $85 for 12 days.

Meanwhile, the "small mail steamer and coasting vessel" North Shore, with "accommodation for about 50 passengers," sold an 11-night cruise, starting at $90, that left Quebec every second Wednesday. Sailing on the same dates as the New Northland left Montreal, she headed for Franquelin, Shelter Bay, Clarke City, Havre-St-Pierre, Natashquan, Harrington Harbour, Bradore Bay and Blanc-Sablon.

The North Shore and North Voyageur, together with the Sable I, maintained the passenger and cargo service to the North Shore. The North Shore, however, was to be transferred to the Lower St Lawrence Transportation Co at the end of the season. The Sable I, meanwhile, operated as a scheduled coastal steamer serving the local trade.

Food started to get a mention in the Clarke brochure for 1931, although codfish got a lower billing than it had in the Cascapedia in 1916, no doubt due to diminished stocks in the Gulf. Clarke's brochure touted its fare:

The delicious products of these waters, such as salmon, trout, lobsters, smelts and cod, appear fresh upon the tables; the bread is the tastiest of the homemade variety; local eggs, fresh milk, fruits and vegetables enter into the menu; and a varied fare is assured by the importations on the frequent trips of the steamers. Pleasure and good cheer are fostered by the finest of fare and the acme of attentive service.

Meanwhile, 20 per cent reductions were offered on cruises before June
1 and after October 1 and the ships operated full seasons, with the Gaspesia and North Shore usually entering service in early to mid-April, and the New Northland and North Voyageur in early May, all through to mid-November.

In the early season, ships continued to substitute for one another as they came out of winter lay up, until regular schedules had been established. In May, for example, the Gaspesia went to the Magdalen Islands to pick up islanders heading for work at Clarke City and also stopped at Natashquan to load barrels of seal skins.

**A Mammoth new Liner at Quebec**

In 1931, Canadian Pacific introduced the largest passenger ship ever to trade into the St Lawrence when the giant three-funnelled Empress of Britain (ii) entered service between Quebec and Southampton. Too large to navigate as far as Montreal, she turned at a newly-built ocean terminal at Wolfe's Cove, not far upstream from Quebec's old port. Christened by the Prince of Wales, the new Empress would inevitably be a subject of great interest to passengers on Clarke ships whenever they met at Quebec or passed in the river.

When she first arrived at Quebec on June 1, 1931, "The Gazette" of Montreal remarked on her arrival the following day: -

A new page was written this evening in the history of St Lawrence shipping when the Empress of Britain, newest, largest and fastest liner in the Canadian Pacific fleet, glided easily into the new wharf at Wolfe's Cove at 10 pm; 5 days, 13 hours and 25 minutes after she had left Southampton...

The mail plane destined to start the trans-Canada flight was the first to greet the Empress as it swung into Father Point 4 days, 19 hours and 20 minutes after she had left Cherbourg...

When the Empress drew near Quebec the river was crowded with craft of all descriptions. As the Empress passed along in front of Quebec City the Citadel and hills above were crowded with people.

The Empress of Britain's first visit to Quebec was an extended one. She didn't leave until June 6, and during her stay most of the Clarke fleet passed by at one time or another. The North Voyageur arrived on June 2 and the Gaspesia on June 4, both downbound from Montreal to the Gulf, while the New Northland and North Shore both arrived inbound on June 6, the day the Empress sailed for Southampton. Interest in the mammoth liner was intense on board the Clarke ships as they passed her at Quebec.

With Quebec being the headquarters of the ten-year-old Clarke
Steamship Co, the Transatlantic express service operated by the new *Empress of Britain*, together with her running mate *Empress of Australia*, gave a boost to the fortunes of the old port. The dramatic white hull with green boot-topping and blue riband and the buff funnel of Canadian Pacific's "White Empresses" would also have an influence on Clarke's ship livery.

In addition to celebrities Mary Pickford and Douglas Fairbanks and E W Beatty, president of Canadian Pacific, Lord Rothermere arrived in the *Empress of Britain*. Frank Clarke himself was a frequent traveller on the Canadian Pacific "Empresses," which had first opened its express service between Quebec and Southampton in 1922. With the advent of the *Empress of Britain*, the crossing time for that service had now been reduced to five days, equal to the crack ships serving New York.

The same issue of the "New York Times" that announced the new "Empress" revealed the cancellation of a planned takeover by Canada Power & Paper Corporation, in which Rothermere and Frank Clarke were both directors, of Anglo-Canadian Pulp & Paper Mills, where Rothermere was president and Frank vice president. William Randolph Hearst had taken a 20 per cent interest in Canada Power & Paper in order to guarantee a potential supply of Canadian newsprint for his US newspapers and magazines, but weak newsprint markets caused by the Depression prevented the refinancing that would have allowed one large corporation to come into being.

Instead, Anglo-Canadian remained independent and, about a year later, Canada Power and its subsidiaries, including Anticosti Corporation, would become the Consolidated Paper Corporation Ltd, with its own mills capable of producing 2,000 tons of newsprint a day.

**The "Sable I" and Alfred Bouchard**

In the same month as the *Empress of Britain* arrived, Charlevoix County shipowner Alfred Bouchard took two of his schooners, the 79-ton *A Bouchard* and 90-ton *L M Bouchard*, down from La-Petite-Rivière-St-Francois, about forty-five miles below Quebec, to the Strait of Belle Isle to work on salvaging valuables from the wreck of HMS *Raleigh*. Unfortunately, Bouchard, aged 61, died on board one of his schooners while passing through the Strait of Belle Isle at the end of June.

Although the *Sable I* was due into Blanc-Sablon the next day, she did not have the refrigerated space needed to return his body to Quebec, and as embalming was out of the question, some other means of preservation was needed. The solution was found in the local fishery. When the *Sable I* left Blanc-Sablon the next day, Bouchard's body was aboard, respectfully preserved in salt for the five-day trip home. Much free salt reached Blanc-Sablon in those days, provided by the province in 160-pound bags for the fishery, and transported by Clarke for twenty-five cents a bag.
**Canadian Pacific and Anchor Line Cruises**

Also in 1931, Canadian Pacific began offering cruises from the St Lawrence with the 20,119-ton *Duchess of Atholl*. She started a series of 8-day summer "Thrill" cruises from Montreal and Quebec to New York, with fares from $50. The cruises left Montreal at 9 am and Quebec at 6 pm the same day, for four days cruising to New York, fourteen hours in New York, and four days cruising back again.

These cruises, shorter than those offered by Clarke, were successful enough that they would be offered throughout the 1930s, first by the *Duchess of Atholl* and later by the 20,022-ton *Duchess of Richmond*. The cruise was extended by a day in 1935, with fares rising to $60 and then to $70. Generally, four such cruises were offered each summer during the months of July and August.

At the same time, the Anchor Line began offering 12-day cruises from New York to French Canada and Bermuda in the 16,923-ton *Transylvania*. Starting with three cruises in 1931, this would build up to as many as five cruises each summer through the 1930s. Typically, they left New York, sailed to the Saguenay and then stopped in Quebec for a day before making a half-day call at Murray Bay and proceeding to Bermuda for two days prior to returning to New York. The master of the *Transylvania* at this time was the popular maritime author David W Bone.

**The "Sable I" and "North Shore" to Matamek**

A "New York Times" story dated July 14, 1931, reported the *Sable I*'s arrival at a rather unusual port for her, Matamek Factory, near Moisie, in preparation for a scientific conference. Headed "Canadian Biologists land at Matamek," the story recounted:-

Thirty-six hours behind schedule, the coastal steamer *Sable I* came to anchor Sunday evening in Moisie Bay to land the advance party preparing for the Canadian biological conference opening here July 24. The *Sable I* left Quebec July 8 in the teeth of a brisk northeaster which blew itself out before the little vessel reached Bic Island, 135 miles below Quebec. The vessel crept down the north coast in a blanket of fog, which did not lift until the northeaster began blowing again in the Bay of Seven Islands.

A high sea was running when the ship reached Matamek anchorage on Moisie Bay and some difficulty was experienced in transferring passengers and the three schooner loads of supplies from ship to shore.
The site of the biological conference is the property of Copley Amory of Washington and Boston. It is a vast estate in the wilderness with living quarters in a group of buildings, which hug the shore at the mouth of the Matamek River.

To the eye that has seen nothing for days but the bleak coasts of the north shore with its primitive fishing settlements, nothing can be more startling than the sight of these trim and neat buildings miles from civilization yet fitted with every modern convenience and as comfortable and well serviced as a Fifth Avenue mansion. The buildings give one the impression of a feudal manor of old French Canada.

Amid these surroundings eminent scientists of Europe and America will gather to compare notes and exchange views of the mysterious principals which govern abundance and scarcity in sea and forest.

The report’s sub-heading, "Advance Body of International Conference Runs Into Bad Weather From Quebec," indicated that even in July the Gulf of St Lawrence could offer a challenge to navigation.

Among the Canadians attending Matamek were ornithologist Harrison Lewis, by now a frequent passenger in Clarke ships, and Quebec Minister of Agriculture Adélard Godbout, who would become Quebec premier for a short time in 1936 and then again between 1939 and 1944. The "Journal of the Royal Astronomical Society of Canada" reported on the findings after a review held in Ottawa on November 13: -

An illustrated account was given of the 1931 Canadian Biological Conference held the last week of July at the summer residence of Copley Amory, at Matamek River, Quebec, on the north shore of the Gulf of St Lawrence. Mr Amory had invited scientists from all over the world to discuss from all angles the question of cycles in the various forms of life. In addition to the results of general scientific value to be expected from such a conference, Mr Amory hoped there would result sufficiently definite to be of aid in promoting the welfare of those living in the north shore region who are mainly dependent on the fish and game supply, which had shown periodically very serious deficiencies.

Some thirty scientists and government officials assembled, enjoying the thoughtful hospitality of their host, at this interesting and unique conference. The members were sumptuously entertained in Quebec City on July 22 by the Honourable Hector Laferté, Minister of Colonization, Game and Fisheries, representing the Province of Quebec. In addition, the Clarke Steamship Company, represented by Mr Desmond Clarke, provided transportation and bounteous hospitality aboard the s.s. North Shore from Rimouski to Matamek River and back.
Copley Amory, the Boston merchant who sponsored the conference, had been involved in trying to find a solution to the downturn of the North Shore fishery in 1928. In the meantime, he had rebuilt the ruined Hudson's Bay Co trading post into his own private fishing lodge, which was used as the venue for this conference.

Meanwhile, where Clarke had collected fares in 1928, they now contributed them by supplying free transport to conference delegates and delivering them the 160 miles from Rimouski to Matamek in the North Shore. She had already left Quebec at 8 am on July 22 on one of her usual 11-day North Shore cruises, so delegates travelled by rail from Quebec to Rimouski and caught up with her there. The conference examined the scarcity of ducks and grouse and why rabbits, and particularly Labrador's dogs, had been dying of disease. They investigated a ten-year cycle of scarcity and abundance and its possible relation to sunspots. In early August, the North Shore returned the thirty scientists to Rimouski for their return to Quebec. These two voyages from Rimouski and back were in a way a precursor to the North Shore's transfer to the Lower St Lawrence Transportation Co at the end of the year.

**New Route from Montreal to St Pierre and St John's**

In 1931, after winning a ten-year contract to deliver the mails to St Pierre, Newfoundland Canada Steamships opened a trial passenger and cargo service between Montreal, St Pierre and St John's. For this it chartered the Anticosti Shipping Co's *Fleurus*, details of whose introduction to this service were carried by "The Gazette" on July 4, 1931: -

Fifty-seven thousand cases of rye whiskey were shipped from Montreal to St Pierre, Miquelon, during the month of June by the Newfoundland Canada Steamships Limited, which inaugurated last night a fortnightly passenger service between Montreal, North Sydney NS, St Pierre and St John’s, Newfoundland. The company has been operating a regular freight service between these points for the last three years, but has recently acquired under charter the s.s. *Fleurus*, with accommodation for 42 first-class and 12 second-class passengers.

This is the first sailing of the *Fleurus* under a new management for she was formerly employed by the Anticosti Corporation in carrying supplies from Montreal to Ellis Bay, Anticosti, together with company employees and any other individuals having business on the island. With the decision of the corporation to curtail cutting operations, the *Fleurus* thus became available for charter.

The Newfoundland Canada Steamships have received from the St Pierre Government a contract to carry mails between North Sydney NS
and St Pierre on a weekly schedule, which has influenced them in providing better tonnage on the route with accommodation for passengers. The s.s. Hansi will be run in conjunction with the Fleurus, but she can carry no more than five or six passengers, and will maintain primarily the company's general cargo service.

In announcing this passenger line, the Newfoundland Canada Steamships indicated that the mail contract had been obtained for a term of ten years, and that letters would be carried in summer from North Sydney and in winter from Halifax, instead of from Halifax all the year round, as formerly by the Farquhar Steamships...

Cargo carried from Montreal consists largely of flour, the company explained, though large quantities of whiskey had been transported to St Pierre, Miquelon...

Additional vessels are operated by the Newfoundland Canada Steamships, the Cabot Tower being employed on a service connecting the Great Lakes, Charlottetown PEI, Sydney and Halifax NS and St John's, Newfoundland. Four small transatlantic steamers are also chartered by the company.

The 987-ton Hansi was a Norwegian ship, operated on charter. And just as back in the days of the Chaffey Brothers and later the Black Diamond Line, the main cargo moving to St John's was still flour. The four Transatlantic ships were the 1,590-ton Swedish-flag Anna, the 1,324-ton Bill and 1,308-ton Henneseid, both Norwegian, and the 1,371-ton British-flag Dewstone, a 1924 product of Swan Hunter's Wallsend yard.

On the passenger side, the Fleurus carried an average of about twenty guests per voyage that summer. At the end of the season, on December 11, it was probably no surprise that the St John's "Daily News" carried announcement of a new passenger and cargo ship for the Newfoundland trade:

Newfoundland Canada SS Co announces the construction of a 2,500 ton oil burning steamer with passenger and freight accommodation, and speed of 14 to 16 knots. This steamer will be used in St. Pierre mail service.

The magazine "Marine Engineer & Naval Architect" gave the little ship a name and a builder in its Volume 55 in early 1932:

A passenger and cargo steamer to be named Belle Isle, for Newfoundland Canada Steamships Ltd, is being built by Swan Hunter & Wigham Richardson Ltd and will be ready for service at the beginning of June.
St Pierre et Miquelon had up until now been served by Farquhar Steamships, whose *Farnorth* was now twenty-three years old, but that May, J A Farquhar & Co had gone into voluntary receivership. W A Shaw, formerly of Farquhars, had negotiated the mail contract for Newfoundland Canada, together with a subsidy of $30,000 a year.

Only the year before, on July 1931, the *Farnorth* had extended her route south from Boston to New York, offering fortnightly 12-day cruises to Nova Scotia, St Pierre and Newfoundland, starting at $105. These cruises were offered under the name of Farquhar Steamships Ltd.

**The Canadian Trade Exhibition Cruise 1932**

Meanwhile, in an effort to do something to help revive lagging economies, and in order to employ the *New Northland*, Desmond Clarke put together an ambitious plan for the winter of 1932. As early as August 5, 1931, the "Montreal Star" had reported that the Canadian Manufacturers Association, the Canada-West Indies League and the Department of Trade & Commerce were looking for a ship to use for an exhibition cruise that was to start at the end of November:

The Hon H H Stevens, Minister of Trade and Commerce, has taken a great interest in the proposal. Last night he visited the *New Northland* of the Clarke Steamship Co Ltd, which may be chosen as the maritime shop window for Canada's choicest wares.

So far the whole plan is in a tentative state, but the fact that the Minister for Trade and Commerce visited the ship which may be concerned in the venture shows that he is keenly interested. The outstanding question now clearly is that of cost and the financial backing for the scheme.

British commercial interests, as pointed out, have adopted this form of trade advertising as a means of following up the British Empire Exhibition held in Argentina and early in November the *British Exhibitor* will leave on a tour of the West Indies and South America with a display of goods made in England.

The *British Exhibitor* was owned by the British National Exhibition Ship Co Ltd, which had purchased the 8,058-ton former *Leicestershire* from the Bibby Line in April 1931 to convert her into a trade ship. The company's goal was to send her around the British Empire and to the United States to promote trade with Britain. She was to have left London on November 1, 1931, on a year-long exhibition cruise to the Caribbean, South America and the North American west coast. But although she was opened up in the Thames for inspection in September, the organizers did not get the support they needed and the voyage was cancelled. The company went into
liquidation in early 1932.

In the end, a delay of a few weeks was agreed, originally in order not to conflict with the British Exhibitor. In the absence of any further winter employment in Florida, the New Northland was an ideal candidate for this two-month Canadian Trade Exhibition Cruise. On September 30, therefore, she was opened up at her usual berth at Section 23 in the Port of Montreal for inspection by potential exhibitors and the process was begun. As a slight omen of what was to come a decade later, as the New Northland lay alongside the previous day, Elder Dempster Lines' 7,206-ton Calgary had cast off just downstream, at Section 26, bound for Freetown, Sierra Leone, a 15-day sail from Montreal, on a her way to Cape Town.

On November 26, Clarke announced that the New Northland would load for one last 1931 voyage to Corner Brook, and would then proceed to Halifax to be fitted out for this special voyage. She was now to leave Halifax on January 8 for Bermuda, the British West Indies, British Guiana, the Bahamas and Cuba. Planned to run through to March 4, 1932, passenger rates for the full 55 days for exhibitors ran from $400 in a double cabin to $900 for one person in a de luxe cabin. During the cruise it was planned to visit fourteen ports, allowing for a total of 731 hours in port over its duration:

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The Clarke Steamship Co was to organize and manage the cruise, using the New Northland to further the aims of the Canada-West Indies Trade Agreement of 1925. Eric Wharton was appointed Exhibition Cruise Manager, and although the venture would cost the Clarkes about $40,000, the Canadians would succeed where the British had not. Attracting exhibits from sixty-five Canadian manufacturers, as well as governments, banks,
universities and trade associations, it would open up new Canadian trade contacts in all the British possessions in the Atlantic from Bermuda to Demerara, as well as Cuba. Part of the hope was that the West Indies would replace existing American imports with products from Canada under an appeal to their common associations with Britain.

The Exhibition Ship Sets Sail

The New Northland sailed from Halifax on January 8, 1932, on schedule, under command of Capt Joseph Boucher. Included among the passengers were Desmond and Aline Clarke and their daughter Rosemary, as well as Aline's sister Louisette, who had accompanied them on the New Northland's first cruise from Palm Beach. And representing Labrador Fisheries and the Clarke Trading Co was Walter Black, particularly as there seemed to be a market in the West Indies for salted fish and salmon, as well as hay, oats, potatoes and vegetables from Quebec. "The Gazette" duly reported from Halifax on sailing day:

The Canadian ship is gaily decorated with coloured lights and lanterns and carries a large flood-lighted sign, strung up between the masts, with the words "Canadian Exhibition Ship" boldly inscribed thereon. Except for these features there is nothing in her external appearance to indicate that a remarkable display of Canadian goods has been arranged like a miniature exhibition within. The visitor is escorted first to the main lounge, which has been transformed in revolutionary fashion into four neat rows of show booths. Green, yellow and dark brown are the predominating colours in the stalls and decorations that have been planned with surprising taste, while the exhibits, nearly all of which have been installed, offer a comprehensive display of merchandise from several parts of the Dominion.

This is not all, however, for almost the entire hold of the ship has been transformed in similar fashion. Bright streamers and woodwork have changed the drab interior into an attractive exhibition hall, and when the New Northland docks at West Indian ports visitors will be able to enter directly from a gangplank. Noticeable in this part of the show are the exhibits of the Dominion Department of Agriculture and the Province of Quebec, which occupy good vantage points in opposite corners. The largest individual piece is a Chevrolet car shown by General Motors, but all the exhibits have been arranged in uniformly attractive manner.

The New Northland was not the first Canadian ship to operate such a cruise. Canadian National had operated a voyage to Argentina the year before for the Canadian Manufacturers Association. For this, it had used the 6,892-ton Prince Robert, a new coastal liner just built in England, which had been making her way to the west coast. Completing three 14-day cruises
from Boston to Bermuda, Jamaica and Havana between December 20, 1930, and the end of February, the *Prince Robert* had left Halifax for Buenos Aires on February 21, 1931, and returned on April 15 before proceeding west. That same year, the 7,178-ton Canadian-Australian goodwill ship *Canadian Constructor* (i) had also set out from Montreal for a tour down under, leaving Brisbane for her return to Montreal on September 20.

Meanwhile, on January 9, the *New Northland*'s first day out from Halifax, Jules Brillant of the Lower St Lawrence Transportation Co, and his wife, on board for the voyage, hosted a surprise party to celebrate Desmond Clarke's fortieth birthday.

**Canadian National Steamships**

With the exception of Havana, every port in the *New Northland*'s itinerary was served by Canadian National (West Indies) Steamships Ltd, which had been incorporated in 1928 as a result of the 1925 Canada-West Indies Trade Agreement. Its headquarters were at 384 St James Street West in Montreal.

Canadian National operated five relatively new passenger and cargo liners, the famous "Lady Boats," on these routes, which replaced services previously operated by the Canadian Government Merchant Marine and the Royal Mail Line. The latter had taken over from Pickford & Black on the subsidized service to Bermuda, the Windward Islands and British Guiana in 1913, while the CGMM had served Jamaica. Several of the ships that had been used by both Pickford & Black and the Royal Mail Line had been former Union-Castle Line ships that had been re-registered in Canada.

The *New Northland*'s itinerary was arranged so that it would follow Canadian National's eastern route through the Leeward and Windward Islands to Trinidad and British Guiana, and return by way of its western itinerary, via Jamaica and Nassau, with the notable addition of Havana.

The *Lady Drake, Lady Hawkins* and *Lady Nelson*, each of about 7,895 tons and completed in 1928 and registered in Halifax, operated the eastern route. They offered year-round fortnightly sailings from Halifax to Bermuda and the Eastern Caribbean islands as far as mainland Demerara, a 35-day round voyage that returned to Saint John, New Brunswick to discharge sugar before returning to Halifax to load again. One of these, the *Lady Nelson*, had arrived at Halifax on January 7, the day before the *New Northland* sailed.

The 1929-built 8,194-ton *Lady Rodney* and *Lady Somers*, on the other hand, were registered in Montreal, where Canadian National Steamships had its headquarters. They left Montreal on alternate Wednesdays for Bermuda, Nassau and Kingston, Jamaica, during the season of navigation, with fares for the full 25-day round voyage starting at $180. Northbound they could
load up to a million stems of bananas.

All five "Lady Boats" sailed from Halifax by winter, making a call at Boston, which had been added in late December 1930, in each direction. Each could carry about 130 first class passengers, but the three eastern route ships also had accommodation for 32 second class and 102 deck passengers for inter-island business, while the western route ships were fitted to carry bananas.

Canadian National also operated six freighters, a couple of which carried 20 passengers on "Vagabond Cruises" from Montreal. As Canada's connection to the islands, the New Northland's exhibition cruise would be helping Canadian National Steamships as much as Canadian trade.

"Sable I" Makes a Winter Visit to Quebec

As the New Northland was on her way to Bermuda, the Sable I, which Clarke had chartered that year for the winter service from Pointe-au-Pic to the North Shore, made a surprise visit back to Quebec. "The Gazette" recounted the story in a wire filed from Quebec on January 11, 1932:

The coastal steamer Sable I, which went aground at the entrance of Shelter Bay on Thursday, arrived in the port of Quebec yesterday afternoon, on an unscheduled trip. The vessel, which grounded while entering the bay, floated off unassisted on Friday, after being stranded for 24 hours, and her unlisted trip up the river yesterday is for the purpose of having an inspection of the steamer's hull, which will be carried out by marine engineers today.

The Sable I carries on a passenger, mail and freight service from Murray Bay to Anticosti during the winter months and under ordinary circumstances would not have returned to Quebec until March.

The Clarke Steamship Company Ltd have chartered the vessel for this winter service. Last year the Bras d'Or Bay Navigation Company operated a vessel on this north shore route, but prior to that, the Clarke Steamships had two seasons of experience in supplying the small communities along this somewhat isolated section skirting the St Lawrence River, and have returned to supply the service again.

As the Sable I had also been used the year before the relationship between Clarke and the Bras d'Or Bay Navigation Co might not have been very clear to the public, but both the Sable I and her owning company were now well on their way to becoming part of the Clarke organization. Meanwhile, a number of lighthouses on the North Shore were also now being kept in commission year round so that the winter service could be maintained.
Late Arrival in Bermuda

Because of an Atlantic storm, the *New Northland* was late docking at her first port, Hamilton, Bermuda, where she arrived on January 12. The Bermuda agents were John S Darrell & Co Ltd, who handled the "Lady Boats." "The Gazette" reported on her southbound voyage on reaching Hamilton:

The voyage of the *New Northland* from Halifax to Bermuda was an eventful one in many respects, and marked, unpleasantly, by a very severe storm that delayed her arrival for some hours...

It was about four o'clock Sunday morning that the storm began, and there were few who got any sleep from then on. All day and well on into the next morning the *New Northland* was tossed and buffeted by wind and waves that beat against the side of the ship with insistent fury. By noon on Sunday there were scarcely more than a dozen passengers able to get down to lunch, and there were even a number of the crew who became incapacitated for the day.

By evening the kitchen had been so tossed about that it was decided inadvisable to try to serve dinner, and sandwiches and soup were handed around with difficulty to an uncomfortable but still cheerful remnant that located themselves in the smoke room and amused themselves by watching the chairs charge from one side of the room to the other. A valiant steward, walking along the deck with a tray in his hands, had both the tray and his cap whisked away by the wind in one sudden gust. But these were only temporary trials.

By noon Monday the storm had spent its fury and had left the passengers more or less spent too. But the *New Northland* had held pluckily to her course and she was off St George's before midnight, about eight hours behind schedule. Here she drifted around until daylight.

The reporter, Charles Peters, had just joined "The Gazette" in 1929. Twenty-four years later he would become its president and publisher. But now, he commented on the *New Northland's* arrival in Hamilton:

A gorgeous Bermuda sun shone dazzlingly on the golden chain worn by the mayor, winches creaked and ropes strained as the s.s. *New Northland*, Canadian exhibition ship, drew alongside the dock here at 9 am this morning... The fact that the Canadian vessel was 17 hours late having been detained by a severe storm in mid-Atlantic did not detract from the warmth of the reception it was accorded. The day was the finest this island had seen in some weeks, the welcoming committee a
an distinguished gathering of Hamilton's leading citizens.

An unexpected visitor to the New Northland in Bermuda was Arctic explorer, and former co-owner of the Gulf of St Lawrence Shipping & Trading Co, Capt J E Bernier, who had several friends on board. Seven months earlier, Bernier had piloted Canadian Pacific's new superliner Empress of Britain into Quebec on her maiden voyage. Two young stowaways had also been found on board the New Northland during her voyage from Halifax, and after some discussion they were allowed to remain on board and work their way back to Canada.

Passenger ships at Hamilton that morning included the Duchess of Bedford, anchored in the sound, and the 16,699-ton Hamburg-American liner Milwaukee, just sailing as the New Northland arrived. The British cruiser HMS Danae and German destroyer Karlsruhe, were also in port that day.

The Bermuda Cruise Boom

Bermuda was in the midst of a cruising boom when the New Northland arrived. The Furness Bermuda Line's brand-new 22,424-ton three-funnelled liner Monarch of Bermuda had arrived on her maiden voyage only six few weeks earlier, and also called at Hamilton during the New Northland's stay. A sister ship, the 22,575-ton Queen of Bermuda, still under construction in Newcastle upon Tyne, would enter service the following winter. Both were built by Vickers-Armstrongs Ltd, successors to Armstrong Whitworth, just downstream from Swan Hunter's famous Neptune yard. Due to the high grade of their accommodation, every cabin being fitted with bath or shower, the new ships soon became known as the "Millionaires' Ships."

That winter, Canadian Pacific was also offering eighteen 7-day cruises from New York, twice weekly at high season, with three of its Transatlantic liners, the Duchess of Atholl, Duchess of Bedford and the 20,021-ton Duchess of York, sailing from the piers of the International Mercantile Marine, owners of United States Lines, at West 23rd Street. CP had entered this trade the previous year, with fifteen 7-day cruises between January and May 1931 by the Duchess of York, which after finishing her first Bermuda season had offered passage from New York to Montreal, a voyage of four days, for a fare of $50. With Bermuda then being mainly a winter destination, it was a useful winter employment when the St Lawrence River was closed to navigation because of ice. The Furness Bermuda Line would also charter the Duchess of Bedford for four voyages before introducing the Queen of Bermuda in 1933.

Canadian National had followed Canadian Pacific into the Bermuda cruise trade in 1932, and was offering twenty-five cruises from Boston that winter with its 6,893-ton Prince Henry and Prince David. Starting on December 22, 1931, the Prince Henry sailed weekly to St George's, where the Bermuda Railway had opened a new electric line into Hamilton. Bermuda
had no cars at the time. While in Bermuda, the *Prince Henry*'s passengers spent "three days in one of Bermuda's finest hotels, of your own choosing." The *Prince David*, meanwhile, was offering a series of seven 14-day cruises to Kingston, Jamaica; Cristobal and Havana, beginning on January 8.

The *Prince David*, however, had the misfortune of running hard aground on a reef off St George's on March 13. The "New York Times" told why she was there in a story from Boston the next day: -

Heavy weather recently had deranged the sailing schedules of the Canadian National Steamship Company, with the result that since March 4, the *Prince David* had been taken off her regular routine of fourteen-day West Indies cruises to substitute for the *Prince Henry* on the Bermuda run. The arrangement was to have terminated with her return here.

Of those on board, within a couple of days some had boarded the *Prince Henry* for Havana while others had embarked on the *Lady Rodney* for Boston. The *Lady Rodney* had followed the *Prince David* into Bermuda, and evacuated her passengers to land them in Hamilton. Twenty-three passengers and 147 crew then returned to New York in the *Duchess of York*, arriving there on March 17.

The *Prince David* remained fast for two months before finally being salvaged by Merritt-Chapman & Scott Corporation of New York, refloated and taken to Saint John for inspection and then Halifax for repair. The Boston-Bermuda service would be resumed by the *Prince Henry* in July, but as late as August 21, Canadian National Steamships was still making statements to the effect that "her bookings materially increased over previous sailings, the *Prince Henry* left here yesterday. She carried nearly 200 passengers and indications are that her autumn bookings will be even larger."

Although the Boston-Bermuda service by the "Prince" ships would last but one season, the fact that the *Prince David* had only 84 passengers on board out of a possible 335 when she went aground speaks for itself. The "Lady Boats" would thereafter pick up the Boston business, with the ships of both eastern and western services offering a Bermuda sailing every Saturday in the wintertime.

Munson Lines had also started serving Bermuda with its New York-River Plate liners. One of these, the *Pan America*, now operated in dedicated service in competition with the Furness Bermuda Line, to give them two sailings a week. While the South America ships tendered their passengers, the *Pan America* actually docked in Hamilton.

**Canadian National's "Prince" ships**
The Prince Henry and Prince David were two of a trio that also included the Prince Robert, which had sailed to Buenos Aires the year before. All were 1930 products of Cammell Laird of Birkenhead, who had also completed the last of the "Lady Boats" the year before and the Prince Henry had been the first to arrive in Vancouver, on June 21, 1930. They were named not for real princes, but for Canadian National executives, the Prince Henry after Henry Thornton, company president, and the others after David Galloway and Robert Teakle, respectively vice-president and general manager at the time of Canadian National Steamships.

In a huge gamble with Canadian National's West Coast services, in competition with Canadian Pacific, the "Princes," had come into service just as the Depression began, and lost a lot of money. Their routes had included a new Vancouver-Victoria-Seattle "Tri-City Service," in competition with Canadian Pacific's famous "Triangle Route" between the same cities, and another competitive service between Vancouver and Alaska by the Prince Henry.

In September 1931, the three "Princes" were laid up and over the winter the Prince Henry and Prince David had left for the East Coast to start the new Bermuda and West Indies services. The Prince Robert had also sailed east, but made just four East Coast voyages before returning west, eventually, after some time in lay-up, to replace the Prince Henry on the Vancouver-Alaska service.

The Prince Henry and Prince David, meanwhile, would remain on the East Coast and, apart from spending lengthy periods in lay up during the Depression, would be used to run cruise services from Boston, New York and Miami to Bermuda, Nassau, the Caribbean and Mexico, as well as some longer voyages. Partly because of the expensive failure of these ships, Thornton was forced to resign as president of Canadian National in 1932.

Bermuda Trade Matters

The "Lady Boats" carried cargo as well as passengers and trade matters were the reason for New Northland’s visit, Bermuda being famous for its "Bermuda onion," the original backhaul cargo of the Quebec Steamship Co. The subject soon came down to vegetables and Charles Peters reported to "The Gazette" on January 15: -

The agricultural situation in Bermuda was rendered exceedingly critical by the raising of the United States tariff two years ago. Bermuda vegetable growers had long found New York to be their most profitable market ... and it has been comparatively easy to ship fresh products in good condition to this port. When the tariff raised a practically insurmountable barrier in this direction many Bermuda farmers found themselves in dire straits, some farms have been left fallow ever since,
and then only thing left to do was turn in search of other markets for winter vegetables.

The natural direction was towards Canada ... More recently the opening of the Canadian National Steamship service with the "Lady" boats had provided connections hitherto unavailable...

The vegetables which Bermuda specializes in are potatoes, onions, beans, cabbage, carrots, celery, corn, kale, lettuce, parsley, tomatoes and turnips, and the high quality of the products has been widely recognized.

This was just a sample of the kind of tariff problem Bermuda and the West Indies were experiencing in these Depression years. But Peters' report from Bermuda also indicated some positive news: -

The Canadians spent three busy days here on the islands and departed with business orders in their pockets that in some cases quite exceeded expectations. Some of the company representatives reported last night that they had already secured sufficient business to pay for the entire trip, and look forward with justified optimism to the remainder of the voyage...

The New Northland's mission was already beginning to serve its purpose, the development of new trade. Towards the end of her stay in Hamilton, two of Canadian National's "Lady Boats" also arrived. The Lady Nelson, which had been in Halifax when she sailed, arrived on Thursday for an overnight stay, and the Lady Hawkins, on her way north, arrived on Friday morning as the New Northland was departing. Once leaving Bermuda, however, another "Lady Boat" would not be seen until Trinidad.

St Kitts and Nevis

Peters reported the voyage to St Kitts and the ship's arrival there to "The Gazette" on January 19: -

The New Northland made the sea voyage from Bermuda to St Kitts in a little over three and a half days, in gorgeous weather and without the slightest trouble. The departure from Bermuda on Friday morning, January 15, was delayed at the oil station where an antiquated system of fuelling necessitated a stop of six hours instead of one as had been anticipated. But from then on the Trade Ship plowed steadily forward into the realm of flying fish and sunlit skies, meeting with only a few light rain squalls in the entire voyage.

At Basseterre, St Kitts, the visit was cut short to catch up to schedule but an additional lunchtime excursion was arranged to Charlestown, Nevis,
on January 19. Nevis had been omitted from the original itinerary but asked to be added during the *New Northland*'s voyage south. From Peters' report to "The Gazette": -

Promptly at noon the Canadian ship headed across towards Charlestown, capital and port of the adjoining island of Nevis. Though the two islands are only two miles apart at the nearest points, its is about 12 miles from Basseterre to Charlestown. En route the St Kitts party was entertained at luncheon and on arrival a delegation came from shore...

She then returned to St Kitts and Peters' account continues from there: -

Under a brilliant moon and on the brightly lighted after deck of the *New Northland*, a large number of guests from shore joined with the Canadian party in a formal dance as a celebration during the evening. Shortly after midnight the Trade Ship drew anchor and headed around Nevis towards Antigua, where it will spend tomorrow and part of the next day.

**Visit to Antigua**

On arrival at St John's, Antigua, Peters filed his reports to "The Gazette" for January 20 and 21: -

The vessel made the overnight trip from St Kitts without undue haste and reached Antigua, seat of government of the Leeward Islands, early in the morning. Businessmen in the British West Indies rise early, and soon after eight o'clock the first boatload, which included the official welcoming committee, pulled up alongside the ship. Here they were received by the Canadians and in no time business conversation and transactions were in full swing.

The day after the Canadians had anchored off St John's, Peters reported the arrival of the seaplane-equipped cruiser HMS *Dorsetshire*: -

Most of the *New Northland* party were up early to see the graceful British cruiser slip into the entrance of the bay and stand to a few hundred yards from the Canadian ship. As she passed by, sailors were observed lined up on deck, and the minute she anchored they were all at work. Canvas was raised over all the decks, three fine motor launches were slipped over the side, a man was set immediately top work painting the anchor...

It was not long before one of the launches shot out from the lee of the cruiser and headed towards the *New Northland*, carrying a midshipman dressed in white, with sun hat and sword, who presented the
compliments of the Admiral to the captain of the Canadian ship. The ease and despatch with which the British launch slipped alongside and the smartness of the sailors were remarked by all who watched.

HMCS Dorsetshire was flagship of the Royal Navy's Second Cruiser Squadron. The New Northland departed St John's that same day, at 3:30 pm. Although she had been anchored about a mile and a half off St John's, hundreds had been able to visit the Canadian trade ship by motor launch and even by rowboat.

Montserrat, Dominica and St Lucia

In Montserrat, Dominica and St Lucia contacts were made and receptions held as planned in an effort to build more trade with Canada. Peters reported to "The Gazette" from Montserrat on January 22:

After a pleasant afternoon trip over from Antigua, the Canadian ship anchored off Plymouth, Montserrat's chief town, shortly after eight o'clock last night. Out from shore came a representative delegation from the island to greet the Canadians, and they were met at the head of the gangplank by almost the entire New Northland party. All proceeded to the after deck where a short ceremony took place.

On January 22, business gave way to a dance in the evening, as recounted by Peters:

The dance, given by the members of the cruise, was a thorough success. The after deck, spread over with canvas and decorated with coloured lights, was crowded with visitors from shore who mixed freely with their hosts. The Montserrat orchestra was engaged for the occasion ... and performed with gusto. It was decided to delay the sailing of the New Northland for an hour so that the dance might be continued, and it was not until midnight that the vessel finally drew anchor.

The arrival at Dominica proved to be of great interest to those on board the New Northland, again, as described by Peters, in his January 25 report to "The Gazette":

The citizens of Roseau, capital of the island of Dominica ... turned out in force to greet the New Northland ... when it anchored off here shortly after ten o'clock on Saturday morning. The wharf and shore were lined with hundreds of natives, while a sizeable fleet of rickety craft, manned by diver boys, surrounded the vessel even before the usual health officer had come aboard to inspect the ship's papers.

The energetic diver boys, screaming ... at the top of their lungs,
provided considerable amusement of the New Northland passengers, many of whom were having their first experience of this type of entertainment. Many of the lads did a profitable business, diving for coins with unerring accuracy and against stiff competition...

The ship sailed from Dominica the same evening for St Lucia, from which island Peters reported to "The Gazette" on January 26: -

For the first time since it had left Bermuda ten days ago, the New Northland ... drew in alongside a dock as it arrived for a day's visit in the splendid harbour of Castries, St Lucia. At other West Indies ports it had been necessary to anchor at some distance from the wharf, but at this historic shipping centre ... the Canadian vessel glided calmly into a comfortable berth at the foot of the town.

The New Northland arrived at 8 am and left at 11 pm, and during this brief space of time the businessmen on board had one of the most active days they have experienced on the present voyage.

This report reminds us of how, without adequate docking facilities, the Canadian National ships frequently had to handle cargoes to and from boats in the roads. This was not unfamiliar to Clarke, however, as its ships often handled cargo this way on the North Shore of the St Lawrence.

**HMS "Hood" at Barbados**

The New Northland next called on Bridgetown, Barbados, with Charles Peters filing his report to "The Gazette" on January 30: -

Despite the presence here of HMS Hood, largest fighting cruiser in the world and pride of the British fleet, a little Canadian vessel has occupied the spotlight of public attention during the past four days. This was the s.s. New Northland...

Close upon 3,000 persons visited the ship during the four days and on the special afternoons laid aside for members of the buying public, the neighbourhood of the New Northland, about a quarter of a mile from shore, presented traffic problems that required the constant attention of the harbour police....

The New Northland anchored off the roadstead here at 12:45 pm, not far from HMS Hood. The Canadian vessel had encountered somewhat rough weather during the night, and was several hours late, but the welcoming committee was right on hand to extend official greetings.

The battlecruiser HMS Hood was, as Peters said, the pride of the Royal Navy and was making her first visit to Barbados in ten years, as part of a
Spring Cruise to the West Indies. Desmond Clarke's official visit on January 29 was reported by Peters:

The presence of HMS Hood off Bridgetown resulted in many contacts between the officers of this cruiser and the Canadians during the four days. Desmond Clarke, as president of the Clarke Steamship Company, made an official call on the Admiral, and this was returned this morning by Capt J F C Patterson and leading officers of the Hood, who made an inspection of the Canadian vessel and exhibits...

Several dances were held, the first at the Yacht Club on Wednesday evening, one at the Marine Hotel in honour of the Canadians on Thursday night, and finally a small party on the New Northland on Friday evening, at which a few guests from shore and some officers from the Hood were present. The big cruiser gave a searchlight display with its six powerful beams of blue light that made the town and the New Northland look as bright as day as they were played about the waterfront.

The Hood had arrived in Barbados on January 21, and would sail on February 5, following the New Northland's course to St Vincent, Grenada and Trinidad by just a few days.

St Vincent, Grenada and Trinidad

At St Vincent, Grenada and Trinidad, the agenda covered trade and tourism matters. The New Northland sailed from Barbados and Charles Peters next report was filed from St Vincent on February 1:

The Canadian ship arrived here ahead of its scheduled hour of 7am yesterday, and the welcoming committee from Kingstown, the island's chief town, also arrived before 9 am, when they were expected. But it did not take long to right matters and the official greetings were extended at a fitting little ceremony on the palm-bedecked after deck of the vessel.

A good day was spent at St Vincent, as evidenced by Peters:

When the New Northland headed out from Kingstown here at midnight there were many who regretted leaving this beautiful little island where the reception extended had been so cordial and hospitable.

He then reported from Grenada on February 3:

Continuing its eventful voyage through the waters of the Caribbean, the s.s. New Northland ... arrived off St George's yesterday for a two-day visit at Grenada, capital of the Windward Islands. The little
Canadian vessel anchored in the outer harbour shortly before 7 am...

In the afternoon His Excellency the Governor ... entertained at a reception and garden party at Government House. Besides the Canadian party were present officers of [the British battlecruiser] HMS Repulse that was lying out in the harbour not far from the New Northland...

The visit of the Canadian Trade Ship to the capital of the Windward Islands was concluded with a banquet given by Desmond A Clarke...

The function proved to be one of the most enjoyable and successful that had been staged on the ship since it left Halifax, and it was with regret that it was finally brought to an end about 10:30 pm, the visitors from shore bid farewell, and the anchor raised as the New Northland headed for Trinidad.

Meanwhile, a February 3 report from Trinidad to "The Guardian" also laid out the 'tween deck and lounge arrangements that had been provided for exhibitors: -

Exhibition stalls are on two decks. One is just above water level, where the larger exhibits and heavy machinery have their stalls. The size of these stalls varies from about 6 feet to 12 feet in width and about four feet deep.

On the promenade deck in what would be ordinarily the lounge are the major portion of the exhibits. This lounge has been divided transversely by two walls thus presenting six wall surfaces. Against each of these wall surfaces, spaces of about four feet wide have been roped off for each exhibitor.

The next day, Peters filed a story from Port of Spain, Trinidad: -

The Canadian trade ship slipped quietly to her moorings in the Gulf of Paria off here at close to 7 am and the members of the Canadian party prepared themselves for a strenuous campaign in this, the largest of the British West Indian islands yet visited on the cruise...

It was announced that on account of the Demerera tides, the New Northland would sail from Port of Spain at 2 pm on Saturday instead of 10 pm as had been originally planned. This will make the stay here very short indeed. Peters then closed the visit to Trinidad with a report to "The Gazette" dated February 6: -

All too soon, from point of view of both business and pleasure, the Canadian Trade Exhibition Ship New Northland weighed anchor and departed for British Guiana at precisely two o'clock this afternoon. The
stay at this important commercial centre had been cut down by eight hours on account of trouble with the Demerera tides, and only two days and a morning were spent here.

As the New Northland was preparing to leave Trinidad, Canadian National's Lady Hawkins, which she had last seen in Bermuda headed north for Halifax, caught up with her on her next voyage.

**Down to Demerara**

In his continuing saga, Peters filed a report to "The Gazette" from Georgetown on February 10: -

Across the sandbar and up the muddy Demerera River to Georgetown, the low-lying capital of the British Empire's only foothold on South America, British Guiana, the Canadian Trade Ship New Northland steamed during the early hours of Monday morning. This afternoon at 4:30 o'clock she returned the way she had come after a highly successful visit that lasted for two and a half days.

While the New Northland was in Georgetown, Governor Sir Edward Denham welcomed the Canadian delegation at a sumptuous luncheon held at the Chamber of Commerce rooms not far from the dock. Matters of trade included boots and shoes, oats and cheese, rice and pineapples, sugar and molasses to Canada and other products in the other direction, but of course British Guiana's chief resources, sugar, diamonds and rum, were rapidly being joined by bauxite, the raw material used to make aluminum. Canada was British Guiana's biggest market, taking fully 40 per cent of her exports. In another report, Peters spoke about one of the Canadian Trade Commissioners, who had accompanied a good part of the voyage: -

At British Guiana, the members of the cruise had bidden farewell to Fred Bull, Canadian Trade Commissioner for the eastern group of islands and British Guiana. Mr Bull had been with the ship all the way from St Kitts down through the islands and he played a very important part in the success attained during this stage of the journey...

Personally, Fred Bull made many friends and it was with deep regret that those on the New Northland saw him board the Lady Hawkins on his way back to Trinidad.

The Lady Hawkins having followed the New Northland into Georgetown, offered a convenient connection for Mr Bull to return to Trinidad while the New Northland continued on her way north to Jamaica, Havana and Nassau.
HMCS "Champlain" and HMCS "Saguenay" at Jamaica

While docked in Kingston, Jamaica, from February 15 to 19, on the east side of Pier 3, several cruise ships called. But of most interest to those on board New Northland, the Royal Canadian Navy destroyers HMCS Champlain and HMCS Saguenay were in Jamaica for exercises. HMCS Skeena and HMCS Vancouver of the Pacific fleet had been due as well but having been delayed by the evacuation of a number of refugees from an insurrection in El Salvador, had returned instead to the west coast. Peters reported to "The Gazette" on February 15: -

On the last stage of her goodwill voyage to the British possessions in the Caribbean, the Canadian steamer New Northland docked here this noon after a five-day trip from Georgetown, British Guiana. The vessel experienced excellent weather all the way and reached this port four hours ahead of schedule...

When the Canadian ship had been piloted through the winding channel that leads into the magnificent harbour at Kingston, and after she had been made fast to the dock, the local reception committee came on board...

Several hours after the New Northland docked HMS Danae, which had been seen at Bermuda, slipped in alongside her at the next dock. The Danae, stationed here, had just returned from a cruise on which she carried a detachment of the local militia.

HMS Danae sailed in company with HMCS Saguenay the next day for Havana, while HMCS Champlain headed for the Windward Islands. Another interesting ship in port with the New Northland was the 1,717-ton Princess May. Built in 1888, and between 1901 and 1919 one of Canadian Pacific's "Princess" ships on the British Columbia coast, she was now working out her final years as a banana boat for the Standard Fruit & Steamship Company of New Orleans. Meanwhile, Peters sent his final despatch from Jamaica on February 19: -

In Kingston's magnificent port, which is one of the finest natural harbours in the world, the s.s. New Northland ... has rested for the past four days, and at four o'clock this afternoon she bade farewell to the citizens of Jamaica and headed out to sea on her homeward voyage. Short stops will be made at Havana, Cuba, and at Nassau, the Bahamas, before the direct journey to Halifax is undertaken.

On the other side of Jamaica, that year, Frank Leslie Fraser, operating as F Leslie Fraser & Company, was busy starting up an independent banana shipping operation. Not long after the New Northland sailed, Fraser, who had also worked with the Baltimore & Jamaica Trading Company, began a fortnightly service carrying bananas, coconuts and limes to Norfolk in the
1,051-ton chartered Norwegian vessel *Nicholas Cuneo*, making calls in Cuba on the way. Fraser's son, Frank Leslie Fraser Jr, also became involved in this business.

Within a year and a half, the *Nicholas Cuneo* would be joined by another Norwegian charter, the 1,266-ton *Port Antonio*, offering weekly service to Jacksonville and Norfolk for the West India Fruit & Steamship Company of Norfolk, of which Fraser became vice-president in charge of Jamaica. This line offered transshipment to Baltimore, Richmond, Philadelphia and Chicago and passengers were carried at first between Kingston and Norfolk for $49.90, and later to both Jacksonville, for $42, rising quickly to $49.90, and to Norfolk, for $53, rising to $59.90.

On March 11, almost three weeks after the *New Northland* had departed, Canadian National's *Prince Henry* arrived at Kingston, a day late on her first cruise from Boston, to return via Cristobal, Havana and Bermuda. Having been on the Bermuda run, she had taken over the itinerary of the *Prince David*, which in turn ran aground at Bermuda two days later. Within a few years, Jamaica would become important as well to the Clarke Steamship Co.

**Arrival in Havana**

Havana was familiar to the *New Northland*, as she had arrived there every Friday on her cruises from Palm Beach and Miami five years earlier, during her first Florida winter season in 1927. She had even brought a cargo of Canadian potatoes to Havana on her first voyage south. Peters reported to "The Gazette" from Havana, under date of February 24: -

In the hope of cementing the growing bond or trade relations between the republic of Cuba and the Dominion of Canada, the exhibition trade ship *New Northland* ... stopped off here this week at the first, last and only port of call outside the British Empire during its two month cruise of the Caribbean Sea. The little vessel was in Havana harbour for two and a half days, and the business community of the city extended a hearty welcome to their commercial visitors from the north...

The *New Northland* steamed smoothly into Havana's magnificent harbour shortly after eleven o'clock on Monday morning. Past the imposing fortress of Morro Castle that has commanded the entrance to the harbour since 1587 to protect the Spaniards against the threat of Sir Francis Drake and his daring Englishmen ... and so on through the narrow channel with the striking architecture of the city buildings standing out on one side, and the frowning heights of Cabana fortress on the other, the ship passed on her way to the dock.

On arrival in Havana, the *New Northland* passed the Royal Navy cruiser
HMS Delhi, at anchor not far away, as she approached her berth. And the next day, Cunard Line's 19,730-ton Scythia arrived for a two-day stay on a cruise from New York. A two-day stay in Nassau was to follow the New Northland's own call at Havana.

A Return to Nassau

Nassau was even more familiar territory than Havana, as the New Northland had called there a hundred times and more during the winters of 1927-1931, first on her own weekly cruises in 1927 and then during four Miami-Nassau winter seasons working for Munson Lines.

Charles Peters last report to "The Gazette" on February 27 began in a bit of a rush, as if he were in a hurry finally to get home: -

A hearty welcome, a short period of brisk business, a frank discussion of the difficulties that have been met with in the past, a fleeting glimpse of Nassau and the surrounding district, and then the members of the Canadian Trade Exhibition Cruise, on their vessel the New Northland, were away on their return voyage to their starting point, Halifax. The Canadians came here early yesterday morning and at midnight they left Nassau and set out towards the north.

As soon as the New Northland steamed into the harbour yesterday morning, everything was ready and a warm welcome was extended to the visitors. At 9 o'clock the reception committee ... boarded the ship from a tug, as the Canadian ship was not able to dock until the afternoon because of the wharf being crowded.

Three Governors of the Bahamas toured the New Northland that day. The new Governor, Capt The Honourable Bede Clifford, came on board at 10:30 and accompanying him was outgoing Governor Sir Charles Orr, who had held office between 1927 and 1932, when the New Northland had sailed for Munson Lines. With them as well was Colonial Secretary Charles Dundas, who as it happened, would succeed Clifford as Governor of the Bahamas in 1937. A welcome luncheon was held in the Grill Room of the New Colonial Hotel. Peters’ report related to visits and trade problems and their improvement.

Arriving at Nassau just after the New Northland was the Lady Somers, one of the summer Montreal-Bermuda-Nassau-Jamaica ships, northbound from Georgetown on her way to Bermuda and Halifax. And following her from Havana was Cunard's Scythia, for a four-hour call in the roads before returning to New York.

As the New Northland made her way north to Halifax, the taste for trade ships again came to the fore with a February 29 report from Ottawa
that appeared in the "New York Times" the following day: -

Scotland will send an official trade mission ship to Canada this spring with a view to developing closer relations with the Dominion. The steamship Melita is being fitted out and will sail from Glasgow May 5 for Montreal. The effort is a national one and is receiving support of the Glasgow Chamber of Commerce and other commercial bodies throughout Scotland.

The 13,967-ton Melita was a Canadian Pacific liner that was normally engaged in the St Lawrence Transatlantic trade to and from Europe.

The influence of this trade mission would be felt in the Bahamas the very next year, when Canada became its largest supplier, with exports of £261,558, accounting for 28 per cent of the trade and made up mainly of butter, flour, fish, oats, milk, whiskey, tea, rubber boots, nails and tires. Some £178,437 of this amount was accounted for by liquor and without that sum, Canada would have fallen to third place after the United States and Great Britain, but still accounting for 15.6 per cent of Bahamian imports.

With her last port call at Nassau, this single visit by the New Northland had served as a reminder. And the new Governor had been introduced to a ship that had been familiar to many Nassauvians. Although it had now been almost a year since she had last sailed in from Miami, it was not the last the Bahamians would see of the New Northland.

And Back to Halifax

Her trade cruise completed, the return voyage proved to be yet another rough passage, with the New Northland not arriving at Halifax until March 6, almost two days late. From Halifax, cruise participants caught Canadian National's "Ocean Limited" for Montreal and their respective home cities.

As the New Northland had been making her way home, Winston Churchill, on another North American speaking tour, was well aware of this voyage, and had made the following comment in a speech he delivered on Thursday, March 3, in Toronto: -

You should cast your bread upon those Southern waters. It will come back to you before many years, not alone in trade, but in strengthening the elements of your nationhood.

Indeed, Churchill had been in Nassau as the New Northland made her way south that January. Recovering from injuries he had sustained after being hit by a car in New York, he had stayed for three weeks, but by the time the New Northland arrived in February he was already a month into his
At the end of the voyage, Charles Peters filed his final report to "The Gazette" on her arrival at Halifax on Sunday, March 6:

Returning from a highly successful cruise to Bermuda and the British possessions of the Caribbean Sea, the s.s. *New Northland*, Canadian trade exhibition ship, docked here this morning at 11:00 am. Heavy seas encountered almost all the way up the coast from Nassau forced her somewhat behind schedule, but as nothing depended on the time of her arrival she took the trip easily and arrived here safe and sound.

The total passenger list for the cruise had been seventy-nine. Of these, about half had been working on the trade exhibition cruise and the other half were paying passengers. It perhaps shows the impact of the Depression that the ship carried only a little more than half of her capacity, even though the voyage was offered to all takers as a long cruise as well.

When the *New Northland* arrived back in Halifax, she found the *Lady Drake* in port loading, due to depart in a few hours for the islands. Many comments had been made that Canadian National Steamships were carrying light cargoes, while foreign-flag ships were said to be less expensive on the whole.

Clarke Affiliates on the Trade Mission

"The Gazette" carried a story in its March 8 issue that gave a little more background into the participation of the Clarke Trading Co and Labrador Fisheries on the mission, under the heading "Quebec Goods Praised":

With a particular desire to stimulate a demand for Quebec agricultural products in the West Indies, Walter Black, representative of the Labrador Fisheries and the Clarke Trading Company, found during the cruise that there were splendid opportunities in this direction.

"In the first place, I have found that there is a ready market for all Canadian fisheries products in the British West Indies, especially salted and pickled fish, such as codfish, pickled salmon and herring to a limited degree," he said. Newfoundland has been doing the bulk of this business in the past, but the merchants feel there is also a market for Canadian salted fish, especially the brands from Gaspé and the Côte-Nord. I believe that, though this is primarily a price market, eventually these brands will demand a premium over every other type.

"The consumption of fish in the islands has been greatly increased recently because of low prevailing prices. Some shipments have been coming from England because of the exchange conditions, but these
have not been well received because they were too large... Gaspé fish
should be able to compete here and I must say that my efforts to
establish it during the cruise have proved most successful, and I
believe the West Indies market should prove a most useful one.

"The object of the Clarke Trading Company on this trip was to
stimulate interest in such Quebec products as hay, oats, potatoes and
vegetables. At every port I received favorable comment on both
Quebec hay and Quebec oats and I was able to book many orders. The
samples of hay were regarded as the finest ever seen in the West
Indies, and we intend to see that this reputation is maintained by
shipping only the best quality of government inspected products. West
Indian merchants showed great interest in them because of
competitively low prices and their fine appearance. During the months
of October, November and December, Quebec potatoes could be
shipped to this market in some volume, if they are properly packed to
meet the requirements of the islands." ...

Mr Black also looked after the interests of McLaren's Limited during the
trip and Canadian Canners Limited in the ports where they were not
represented.

Overall, those on board found the West Indies to be a low-price
market, largely because of the low wages earned by much of the local
population. Although there was general praise for the splendid service given
by the "Lady Boats," they tended to find that higher freight rates on the
Canadian National ships forced cargo into foreign bottoms.

There had been much discussion as well of the trade problems related
to the Depression, as well as ideas on how to improve trade and business
prospects. All told, many new contacts had been made by all involved in this
voyage, including one that was later to prove advantageous to the Clarke
Steamship Co.

**Labrador Comes to the Fore**

Back in the world of cruising, until 1930, Clarke's summer brochures
had carried the traditional title "Gulf of St Lawrence Cruises," reminiscent of
the old Quebec Steamship Co offerings. In 1931, when the New Northland
and North Voyageur had both offered cruises to Labrador, the title had been
changed to "Summer Cruises to Newfoundland, Labrador." But in 1932, with
five Labrador cruises planned for the two ships, a totally new title appeared -
"Labrador, Newfoundland, Gulf of St Lawrence - summer cruises to unique
and strange lands." Clarke was now actively promoting cruises to Labrador, a
new and inviting region, especially during the hot American summers in the
days before air conditioning was in widespread use.
The Labrador itineraries for 1932 followed those of the year before, with the *New Northland* making two cruises to St Anthony and Battle Harbour and the *North Voyageur* three to St Anthony and Bonne-Espérance. While the *New Northland* made her usual outbound calls at Gaspé and Corner Brook and the *North Voyageur* at Natashquan and Corner Brook, both ships now also made return calls at Mutton Bay and Harrington Harbour, where the Grenfell Mission had posts, the latter dating to 1906.

Following the success of the Université de Montréal "Round the Gulf" cruise in 1931, three 10-day "Round the Gulf" cruises were organized for the *New Northland* in 1932, to alternate with her Labrador cruises. On February 14, 1932, after an interview with Eric Wharton on board the *New Northland*, "The Gazette" reported these changes in a story entitled "River-Gulf Cruise Plans Announced":

While the *New Northland* of the Clarke Steamship Company is ploughing through the waters which encircle the islands of the British West Indies on her trade mission, which is expected to improve Canada's trade prospects there, plans are under way for her summer season in the St Lawrence along with other vessels of the company, who are basing their plans for the cruises on the successful year of 1931.

Discussing the prospects for the coming season, and how the company is going to meet them, S E Wharton, general passenger agent, stated yesterday that, in spite of the general conditions being unfavourable economically, 1931 had shown that there was a large number for whom the Gulf and river trips had a special appeal...

For the first time in 1931 a series of cruises completely encircling the Gulf was inaugurated on the *New Northland*, flagship of the Clarke fleet; these cruises proved so popular that on each of them all available space was taken when the ship left port. In consequence, the company will operate three of these "Around the Gulf Cruises" during the coming summer, the departure dates being June 28, July 26 and August 23, respectively, and the itinerary includes the Gaspé Coast, Charlottetown PEI, the isolated Magdalen Islands, Corner Brook on the West Coast of Newfoundland, returning via the rugged North Shore with stops at Havre-St-Pierre, Seven Islands, and a side trip up the Saguenay River as far as Capes Trinity and Eternity.

These cruises left Montreal on a Tuesday, sailing to Quebec and Gaspé, spending all day Saturday at Charlottetown, then making a Sunday morning call on the Magdalens en route to Corner Brook. After a return via the North Shore and the Saguenay, she arrived at Montreal on Friday morning in time for her weekend Saguenay cruise. Returning from the Saguenay on Tuesday, she would then set out on a Labrador cruise, scheduled for a Wednesday. The Tuesday departures for her "Round the Gulf" cruises were also a departure
from the usual Wednesday sailing date. Fares for "Round the Gulf" cruises began at $100 while the longer 12-day Labrador cruises started at $125.

Until now, except for special cruises such as the New Northland's Canadian Medical Association cruise in 1928, only the Gaspésia had called at Charlottetown, and while the New Northland did make occasional voyages to the Magdalens, they were new for a cruise itinerary. French-speaking passengers were again able to sample the "Round the Gulf" cruise when Dr Edouard Montpetit, general secretary of the Université de Montréal, organized another one for 1932. Arriving back in Montreal on July 8, the New Northland had on board not only Montpetit and his group, but also Sir Thomas White, former Minister of Finance, and member of parliament Onésime Gagnon, and their wives. Gagnon, who would become a Quebec cabinet minister in 1936, would become somewhat of a regular traveller on Clarke ships.

Intervening events would meanwhile cause the "Round the Gulf" cruise not to be offered again until 1939, and while the New Northland would still call at Prince Edward Island, the Magdalen Islands would only feature in a pre-war cruise brochure once more, in June 1936, although the New Northland would also return in 1939.

The same article in "The Gazette" also commented on the demand for Clarke's Labrador "Grenfell" cruises: -

These cruises, of 12 to 14 days duration, gained immediate popularity, and during 1931 four such special Grenfell-Labrador cruises were run, two in the New Northland and two in the North Voyageur. So great was the demand, however, for space on these unique and interesting trips that many passengers were unable to obtain space on them, as they were booked to capacity long before sailing date; the company therefore have laid plans to include five of these special cruises to the Grenfell country during 1932 - two by the New Northland sailing on July 13 and August 10, respectively, and three by the North Voyageur, sailing in July 18 and August 2 and August 17.

The nature of Clarke's summer cruises had changed slightly from the 1920s in that the company's cruise brochures now carried suggestions about evening dress on the New Northland: -

While the days during the summer months in the Gulf of St Lawrence are warm, the evenings are always cool, and passengers are advised to bring with them heavy coats, gloves and stockings, so as to be prepared to enjoy the outdoors whenever interest offers. Evening dress is optional; while few passengers on the New Northland "dress" every evening, the majority prefer to do so on special occasions such as the "Captain's Dinner." On the Gaspésia and North Voyageur evening dress is unnecessary.
Sailing in the *New Northland* was something special but all Clarke ships offered, in the words of its brochures, "warm days and cool nights which assure sound and refreshing sleep, combined with excellent and attentive service, the finest of fresh foods, and that calm relaxation, free from ticket, train and baggage worries, only possible on a sea voyage."

**The "Sable I" Replaces the "North Shore"**

With the opening of the 1932 season, the *Sable I* took over the North Shore sailing schedule that had previously been maintained by the *North Shore*. Departures were identical, with a sailing from Quebec every second Wednesday at 8 am. Although the *Sable I* still sailed for the Bras d'Or Bay Navigation Co, with a separate brochure containing a different phone number, she loaded at the Clarke dock at Shed 14, where the *North Shore* had loaded previously. The Bras d'Or Bay Navigation Co was now effectively managed by the Clarke Steamship Co.

The sailing time remained unchanged from the *North Shore*'s but there were two important differences in itinerary. Unlike the *North Shore*, the *Sable I* called at Rimouski and Anticosti in both directions. On the outbound voyage, she touched at Rimouski at 1 am on Thursday morning before crossing over to make the usual calls at Franquelin and Shelter Bay. And as before, Friday was Sept-Iles, but now the *Sable I* crossed over to call at Anticosti. Saturday was the usual Havre-St-Pierre and Natashquan, then on to Mutton Bay, Harrington Harbour, Bradore Bay and the end of the line at Blanc-Sablon, leaving Blanc-Sablon on Monday for the return to Quebec. The *Sable I*'s first 1932 sailing was set for April 27 and the last for November 30, but of course these dates did not include the winter service from Pointe-au-Pic.

Although Clarke ships had not called there previously, the Rimouski call dated back to Alexander Fraser's *Otter* when Huard had travelled in her. Clarke now also had good local resources at Rimouski through its involvement in the Lower St Lawrence Transportation Co, and it used Rimouski as a back up port for winter sailings when conditions at Pointe-au-Pic were adverse. As well, the *North Shore* had embarked and disembarked the main Matamek party at Rimouski. Peculiar to this call was a different system of tariffs for passengers who joined the *Sable I* in Rimouski. Unlike Quebec passengers, whose first-class fares included meals and berth, Rimouski passengers had to pay extra for these services if they were not booked to points east of Sept-Iles. With the *Sable I* leaving Rimouski on alternate Thursdays, Sept-Iles was reached the next day, so these were essentially local passages. Ports where this applied included Baie Comeau, Franquelin, Godbout, Baie-Trinité, Pentecôte, Shelter Bay, Clarke City and Sept-Iles, all of which were also served by the Lower St Lawrence Transportation Co.
The Anticosti calls had survived from the Sable I's previous service but the North Shore and the Nayarit had also called there in the 1920s. Calls at Anticosti depended on woodland activity, and while there were sometimes long periods of inactivity, the Savoy and now the Fleurus had maintained the service over the years. With the cessation of logging in 1930, however, among the passengers the Fleurus carried to Anticosti in 1932 were forty rich American fishermen, brought in to enjoy the salmon fishing. In the following year, the license fee for salmon fishing was reduced from $25 to $10 and the Fleurus was kept busy sailing from Quebec every Friday and arriving at Port Menier on Saturday afternoon.

Compared to the North Shore's $90 cruise fare, first class return in the Sable I was $72, a reflection not only of the Depression but perhaps a different standard of accommodation, the Sable I being more of a working ship than a tourist one. First class fares in the Sable I were 20 per cent lower across the board - $32 to Sept-Iles compared to $40 in the North Shore, $46.40 to Havre-St-Pierre compared to $58, and $52.80 to Natashquan, compared to $66. Her second class fares were identical however - $5.75 to Godbout, $6.25 to Shelter Bay or Sept-Iles, $10.25 to Havre-St-Pierre, $11.50 to Natashquan or $16 to Blanc-Sablon. Of course, second class fares did not include meals or a berth, which were extra. And although the Sable I did not sell cruises, the interested traveller could still save a good deal by booking a round voyage in her.

While the Sable I's first 1932 summer season sailing from Quebec was scheduled for April 27, Furness Red Cross Line's Silvia, under Capt Kean, was the first ship to sail upstream to Montreal that spring, receiving an award for her early arrival on April 22.

Newfoundland Canada Steamships' "Belle Isle"

In May of 1932, Newfoundland Canada Steamships took delivery of the 1,960-ton passenger and cargo steamer Belle Isle, the ship that had been announced the previous December. With dimensions of 256 by 38 feet, she could accommodate 65 first-class passengers and 20 second-class in three four-berth and one eight-berth cabins. A product of the Swan Hunter's shipyard at Wallsend on Tyne, the new ship had cost $250,000 and had 89,680 cubic feet of cargo space, about two-thirds more than the Gaspesia.

The Belle Isle arrived in Halifax on June 2 and with company president E C Phinney and guests on board, proceeded to Charlottetown, Quebec and then Montreal, where she went on display to the public on June 8 at Shed 6 Extension. She then commenced her maiden voyage at 8 pm Thursday, June 9, under Capt J J Deslauriers RCNR, former master of the salvage tug Foundation Franklin. Deslauriers would later move to Great Lakes tankers and be succeeded on the Belle Isle by a popular Icelander, Capt B
Kristiansson.

As Newfoundland Canada, like Clarke, used Tatham Bromage as its chartering broker in London, it is not altogether surprising that the Belle Isle should have come from the same builders that had delivered the Northland to Clarke six years earlier. Newfoundland Canada's brochure was soon trumpeting this fact: -

The Belle Isle is a thoroughly modern craft, with a speed of 14 knots and noted for its sea steadiness. Constructed by a famous firm of shipbuilders in 1932 (Swan Hunter & Wigham Richardson Ltd of Newcastle on Tyne) this vessel is an oil burner and is equipped with the latest scientific apparatus - radio telegraph, radio direction finder, and the echo depth-sounding machine, taking 90 soundings a minute. As regards the personnel, all officers are picked men, each officer on the bridge holding a master's certificate, and the entire crew is carefully selected, thoroughly trained, and able to speak both French and English. Everything possible is done for your comfort, and you get a personal service impossible to obtain on larger vessels.

The Belle Isle duly entered service between Montreal, Port aux Basques, Sydney, North Sydney, St Pierre and St John's, where a reception was held on board on the event of her first arrival on June 17. Sailing every two weeks thereafter, like the Fleurus before her, this was an improvement over the sailing every three weeks that had been provided by the Cabot Tower, which was scrapped in 1933. And unlike the Cabot Tower, the Belle Isle now called at St Pierre under the new ten-year mail contract. In the words used in the Newfoundland Canada Steamships brochure: -

s.s. Belle Isle is owned and operated by Newfoundland Canada Steamships Limited, sailing in summer months between Montreal, Quebec, North Sydney, St Pierre and Newfoundland. In winter months sailing from Halifax, NS, carrying passengers, mail and freight under long term contract with the Administration of St Pierre et Miquelon.

As the Belle Isle was not in direct competition with Clarke, at least in terms of the destinations she served, and Clarke had experience in booking cruise passengers on several vessels, there was some room for co-operation. An arrangement was soon arrived at whereby Eric Wharton, Clarke's general passenger agent in Montreal, also acted as general passenger agent for the Belle Isle, thus adding to the range of cruises offered in the Gulf of St Lawrence. Her capacity, however, was limited to 45 passenger embarkations at Montreal because of her contractual commitment to carry all passengers demanding transportation on the route between North Sydney and St Pierre.

Both Clarke and Newfoundland Canada sailings left from Montreal's Victoria Pier. The Belle Isle departed Shed 24 every other Friday evening at 5 pm, from late May to late November, whereas Clarke ships tended to sail on
Mondays, Tuesdays and Wednesdays. Round voyage fares on the Belle Isle began at $85 in a four-berth cabin, $100 in triple cabins and $125 in twin cabins. Port literature described Shed 24 as "designed for the use of either coasting steamers, or large ocean steamers which do not require a full length of shed. The berth extends beyond the shed along the quay wall for part of the sloping ramp leading from high level down to the market basin." Market Basin, where the Canada Steamship Lines' steamers turned around, had lower level docking space that allowed freight and cars to be loaded through the ships' sideports.

On June 4, 1932, while the Belle Isle was being exhibited at East Coast and St Lawrence ports, "The Financial Post" gave a run-down of cruises and steamship services being offered from Montreal to Newfoundland that year in a special issue on Newfoundland. Entitled "Fine Steamships Beckon Tourists to Rugged Land," the item discussed all the lines now running from Montreal:

Three lines operating from Montreal undertake pleasure cruises, ... Clarke Steamship Co, Furness Red Cross Line and Newfoundland Canada Steamships Ltd. Take the activity of the Clarke Steamship Co for a primary example: This company is basing its schedules for the current year on the successful year of 1931. In all, some 42 sailings will be made from Montreal and a feature will be the popular cruise, inaugurated for the first time in 1931, known as the Round the Gulf cruise...

It was in 1930 that the company inaugurated its cruises to the Grenfell Missions of Labrador. These cruises, of twelve to fourteen days' duration, gained immediate popularity and during 1931 four such special trips were made.

So great was the demand for space that passengers were turned away and the company has laid plans to include five of these special cruises to the Grenfell country during 1932. These five cruises, with the three Around the Gulf trips, form a group of summer vacation tours to lands which are entirely off the beaten path of tourist travel.

In addition to these eight special trips in July and August there are numerous other cruises in June and September operated by the company's three steamers, New Northland, North Voyageur and Gaspesia.

Newfoundland Canada Line. This relatively unbeaten tourist track is being travelled by another steamship company: Newfoundland Canada Steamships Ltd. Here, a brand-new ship, the Belle Isle, is inaugurating a fortnightly service from Montreal down the St Lawrence, through the Bras d'Or Lakes of Nova Scotia and on to Newfoundland.
Construction and commissioning of a new 245-ft steamer especially for this run is an indication of the development of tourist traffic on the seaway to Newfoundland. The Belle Isle, completed in Newcastle in May 1932, is a modern trim speedy vessel...

Thirteen sailings from Montreal are scheduled. A feature of the trip to Newfoundland is the sailing through the Bras d'Or Lakes of Cape Breton. This 90-mile cruise through the beautiful Nova Scotia lakes is made by daylight. The ship then touches at Sydney and proceeds to St Pierre and then to St John's, Newfoundland.

In the winter, the ship will carry mail, freight and passengers on a regular schedule from Halifax to St John's and in this service the special ice-fighting equipment will be of advantage.

Another steamer operating a fortnightly service out of Montreal to Newfoundland is the s.s. Silvia of the Furness Red Cross Line. This vessel has been on the run since 1929 and has enjoyed excellent patronage. Last year bookings were satisfactory and outlook for the current season is encouraging. The ship touches at Prince Edward Island, St Pierre and St John's, Newfoundland.

Although the Sable I and Farnorth had served St Pierre in the past from Boston or New York and Halifax, the trial voyages conducted with the Fleurus had confirmed that the Belle Isle would be able to do so from Montreal, and still serve St John's. The 1932 annual report by the Harbour Commissioners of Montreal congratulated Newfoundland Canada Steamships for having placed "a fine new ship" on the Montreal-Newfoundland run in the Belle Isle.

When discussing these various services, the "Financial Post" had also outlined the weekly nature of Clarke's Newfoundland service: -

Clarke Steamship Company operates a service from Montreal down the St Lawrence River to Corner Brook, a port on the west side of Newfoundland, which is the port of call for the mills of the International Power & Paper Co of Newfoundland Ltd.

This service is weekly during the summer months, leaving Montreal on Monday evening, calling at settlements either along the north or south shore of the St Lawrence and arriving in Corner Brook on the following Saturday or Sunday.

In the spring of 1933, the Belle Isle would get off to an early start, to become the first ship from the St Lawrence to arrive at St John's on April 23. She would actually arrive two days earlier but not be able to make port because of ice blocking the entrance. Harvey & Co Ltd acted as St John's agent for both the Furness Red Cross Line and Newfoundland Canada.
Steamships. When the St Lawrence was closed in the winter, the Belle Isle would move to Halifax, and by January 1934 she was running between New York, Halifax and St John's, which at first she did under account of Newfoundland Canada Steamships, and later on charter to Furness Red Cross.

Newfoundland Canada Steamships also put a chartered ship on a fortnightly cargo service from Boston's Commercial Wharf to Halifax, St Pierre and St John's. Typical of the ships used on this route was the 1,608-ton Sama, a 1911-built vessel chartered from Norwegian owners.

Newfoundland Prime Minister Travels in "New Northland"

From July 21 to August 20, 1932, the Imperial Economic Conference, the meeting at which the Commonwealth Preferential Tariff was adopted, was held in Ottawa, with attendance from Great Britain, Australia, New Zealand, Ireland, India, South Africa and Rhodesia, as well as from Canada and Newfoundland. The British, Indian, South African and Rhodesian delegations all arrived at Quebec on July 18 in the Empress of Britain, which had also managed to have a minor scrape with the 4,013-ton British-flag Briarwood (iii), of the Constantine Steamship Lines, at the mouth of the Saguenay that morning.

At the time, the New Northland was arriving in Corner Brook, while the North Voyageur was due to sail from Montreal later the same day and the Gaspesia was inbound at Quebec on her way from Gaspé and Prince Edward Island to Montreal.

After the conference, Prime Minister Frederick Alderdice chose the New Northland for his return to Newfoundland. He had a choice of three sailings from Montreal, the Belle Isle on August 18, the New Northland on August 23 or the Silvia on August 27. Edward Emerson, his Justice Minister, had travelled by way of Halifax in the Nerissa, leaving St John's on July 16, when he had preceded Alderdice to Ottawa. Although this involved a much longer overland rail journey, it had been faster than taking a ship to Montreal. For the return voyage, however, Alderdice chose the New Northland, the largest ship serving Newfoundland from the St Lawrence.

Although only sailing as far as Corner Brook, the New Northland offered the most convenient departure date, and called at Quebec, which the other two ships did not. Emerson now accompanied his prime minister in the Clarke ship. At Quebec on August 24, the Imperial Order of Daughters of the Empire presented Mrs Alderdice with a basket of flowers before the New Northland departed for Newfoundland.

After Quebec, the New Northland called at Ste-Anne-des-Monts, Gaspé, Charlottetown and the Magdalen Islands before reaching Corner
Brook. The *Belle Isle* and *Silvia* would have taken equally as long to reach St John's, however, as they also made calls en route. Thus, after an enjoyable six-night cruise, the Alderdices and their party reached St John's on August 28 by the Newfoundland Railway, showing their support not only for Newfoundland's west coast port but also for its railway.

As the *New Northland* was returning from Corner Brook, the *Sable I* called at Harrington Harbour on August 30, and one of her passengers mailed a post card on board. Stamped "Quebec & Lourdes du Blanc-Sablon Seapost," it was addressed to Mr George Wood in Gasport, New York, near Buffalo, and read: -

This is the Grenfell hospital at which I have been stationed all summer. I have never had a more interesting summer. Am entering Penn Medical Sept 19th. My address: 42 Morris Hall, University of Pennsylvania, Philadelphia. Polly has one more year at Westminster. Dad is fairly well and very busy. Sincerely, Elliott.

The *North Shore* and then the *Sable I* had been calling at many of these Grenfell posts, but now that the *New Northland* and *North Voyageur* were calling there as well, they would number among their passengers many students, mostly American, travelling to and from their Grenfell postings for the summer and back to university in the autumn.

As the Imperial Economic Conference was drawing to an end, the *North Voyageur* found herself in trouble once more, on August 19. This time, she found herself stranded on Red Islet, at the mouth of the Saguenay River, but had been able to continue her cruise after being freed by the Quebec-based salvage tug *Lord Strathcona* and inspected at Tadoussac.

**Special Autumn Cruise by the "North Voyageur"**

The day after the *New Northland* picked up Elliott at Harrington, a somewhat shorter "Special Labor Day North Shore Cruise Sailing from Montreal" departed in the *North Voyageur*. Sailing on August 31, this cruise was described in Clarkes 1932 cruise brochure: -

The *North Voyageur* will make a special 8-day cruise over the Labor Day weekend to the quaint fur-trading village of Natashquan, situated on the North Shore of the St Lawrence. This cruise will call at several interesting ports such as Clarke City, Franklin and others. A full day will be spent in Quebec City where passengers may play golf on a fine course, or drive about this historic old city. This cruise offers a delightful refreshing way of spending the Labor Day week, enjoying all the advantages of a voyage in the health giving sunshine and salt air of the St Lawrence river and gulf. From $55 from Montreal. From $45 from Quebec.
This cruise, while an interesting experiment for the Depression years, was a singular event and did not foretell what lay in the immediate future for the North Voyageur.

The "New Northland" Returns to St John's

In connection with the Seventh Annual Convention of the Canadian Chamber of Commerce, held on September 13, 14 and 15 in Halifax, Clarke offered a special "pre-convention cruise to Newfoundland and the Maritimes." Delegates were able to include part of the New Northland's 11-day cruise leaving Montreal on September 7 on their way to Halifax.

"The Gazette" covered this special cruise, which included the New Northland's second call at St John's, on September 3, 1932, under the heading "Trade Delegation to Newfoundland":

A delegation of eighty-four Canadian businessmen leaves Montreal this morning for Newfoundland, sailing on the s.s. New Northland of the Clarke Steamship Company, under the official auspices of the Canadian Chamber of Commerce. The tour will touch at Quebec, Charlottetown, Sydney and St Pierre-Miquelon before landing at St John's, Nfld, where the participants will be the guests of the Government and the Board of Trade. The delegation includes representative businessmen from the West, Ontario, Quebec and the Maritime provinces, en route to the annual convention of the Canadian Chamber of Commerce in Halifax, September 13-15 next.

"The official visit of the Canadian businessmen to Canada's nearest sister Dominion," said Colonel W L McGregor, president of the Canadian Chamber of Commerce, here last night to a "Gazette" reporter, "will I believe help further to cement our long friendly relationships with Newfoundland. Now that e have a fairly complete idea of the results of the Imperial Economic Conference as they affect Canada and Newfoundland, we shall have plenty of interesting prospects to discuss and ideas to extend."

Among the delegates on board the New Northland was Col Frank Stanton of Montreal, company treasurer and confidant of Desmond Clarke. The call at St Pierre was one of the New Northland's very rare calls there, and during her stay in St John's a storm with winds of hurricane force hit the area. In fact, two men were lost when the 5,421-ton British tramp Watford was wrecked on the Cape Breton coast. The New Northland remained at St John's for the night and sailed for Halifax on September 11.

This voyage, while novel, was one of several that the New Northland would make over the next few years to St John's. On December 4, for example, she would leave Montreal on a special end of season voyage,
following the *Belle Isle*'s last sailing on November 26 and *Silvia*'s on December 3. Not being required in the south that winter, Clarke was able to schedule the *New Northland* to be the last downbound ship from Montreal before close of navigation, after which she would lay up at Quebec.

**Happenings on the Lower North Shore**

While the *North Voyageur* was on her Labour Day cruise, preparations were under way in Halifax to send another ship to conduct salvage work on the wreck of the *Raleigh* in the Strait of Belle Isle. On September 25, the 248-ton wrecking steamer *Sand Beach*, chartered by the TF&M Salvage & Wrecking Company, left Halifax with a Canadian crew on board for Point Amour, Labrador.

While this was going on, in an effort to assist the fishermen of the Lower North Shore, the *Sable I* took on board a rather unusual cargo, as reported by "The Gazette" from Quebec on October 18: -

When the s.s. *Sable I* departs from here tomorrow, she will have on board a cargo of poultry for distribution at 34 points along the North Shore. The shipment, which will consist of 340 hens and 34 cocks, will be delivered to fishermen on the coast, and the distribution will be made by M Brisbois, Agronomist of the Provincial Department of Agriculture.

It is hoped that this shipment of fowl, all of them Plymouth Rocks, will form the nucleus for a new industry for the fishermen on the North Shore, who hitherto depended solely on the fisheries.

Meanwhile, in late November, the *Sand Beach*, fully loaded with valuable brass and copper fittings and other items salvaged from the wreck of HMS *Raleigh*, departed for Halifax. En route, she called at Corner Brook to replenish her coal supplies and then sailed for North Sydney. On December 5, 1932, only a few hours after leaving Corner Brook, she disappeared with her entire crew of twelve in a violent explosion that was probably caused by dynamite she was carrying for her salvage work. Along with the lives of the men, the proceeds of their whole autumn's work were lost as well.

**The "Prince Henry" in Halifax**

While the salvagers were still working on the *Raleigh*, Canadian National's *Prince Henry* had some trouble in Halifax, where she arrived to be laid up on November 3, 1932. The "New York Times" carried the Canadian Press report on the incident the following day under the heading "Liner Rams Halifax Pier": -
The bow of the Canadian National liner *Prince Henry* crumpled today when she crashed into the new Pier B in Halifax harbor. She was attempting to dock without the aid of tugs, and a moderate northerly breeze swung her fifteen feet off her course and against the concrete. When a crash appeared probable, the starboard anchor was released and the ship was swung off in a futile effort to avoid the incident...

The *Prince Henry* was the first ocean-going ship to dock at the new $6,000,000 pier, now nearing completion. The pier was little damaged. The *Prince Henry*, until recently, was engaged in the Boston-Bermuda service...

She was to be tied up here to await orders, but she will have to go to the marine slip for repairs. She is a sister ship of the *Prince David*, which ran ashore on a Bermuda coral reef last spring and now is being repaired at the Halifax shipyards.

Just a few weeks earlier, on September 9, an Associated Press story had reported the *Prince Henry* delayed at Boston, in a story headed "Storms Lash East Seaboard": -

From the high seas, the Canadian National steamship *Prince Henry*, bound from Bermuda to Boston, wirelessed she was hove-to off Cape Hatteras in a 90-mile wind but that she was in no danger. The *Prince Henry* was due in Boston earlier today with 132 passengers, but there was little likelihood of her arriving before dark.

Less than two months later, she was laid up in Halifax. The *Prince Henry* and *Prince David* would spend significant amounts of time laid up during the 1930s, in either Halifax or Bermuda, but one of them would eventually find successful employment with Clarke.

On January 26, 1933, meanwhile, "The Gazette" speculated that they might be sold to the Compagnie Générale Transatlantique for its run between Marseilles and Algiers. But after an inspection by French officials, their offer was not considered to be high enough, especially as Canadian National had just spent $1 million repairing the *Prince David* after her grounding at Bermuda.

**Gulf of St Lawrence Passenger Statistics**

Despite competition from the Furness Red Cross Line, Clarke still accounted for the lion's share of the Gulf of St Lawrence passenger trade. Passenger numbers between Montreal and Lower St Lawrence and Newfoundland ports for 1930, 1931 and 1932, for these two lines, were 3,163, 5,300 and 4,872.
In 1932, Clarke accounted for 3,513 coastal passengers, or about 72 per cent of the Montreal total, with 1,783 outbound and 1,731 inbound passengers. And unlike the Furness Red Cross Line, Clarke also called at Quebec, whose figures are not included in these totals.

The Furness Red Cross Line took 1,358 passengers, or 28 per cent of the Montreal total, of whom 739 embarked and 619 disembarked. The 120-berth *Silvia* provided fifteen voyages in 1932, carrying an average of 49 passengers outbound and 41 inbound to Montreal. Even with a busy summer, on average over the year her passenger accommodation was only about 38 per cent full in and out of Montreal.

Clarke's figures, on the other hand, were enough to fill the *New Northland* twenty-five times. Interestingly, these statistics seemed to indicate an overall rise in passenger numbers despite of the Depression.

International passengers carried on the *Fort St George*'s Montreal cruises were not included in these coastal statistics, but in 1932 she had gone onto the New York-Halifax-St John's run, connecting with the *Silvia* for Charlottetown and Montreal, while the *Nerissa* ran between New York and St John's on alternate weeks. Through fares between Montreal and New York began at 12 days from $100, with both the Montreal and New York ships arriving at St John's on Thursdays and sailing on Saturdays after a change of ships. In Montreal, the *Silvia* now departed from Pier 17.

**The "New Northland" Lays Up For the Winter**

During the winters of 1932-33 and 1933-34 Clarke could find no suitable charter for the *New Northland*, in Florida or elsewhere, having to lay up its flagship in the winter fleet in Quebec's Louise Basin. Indeed, on December 13, 1932, for the first time ever, a Government icebreaker, CGS *Montcalm*, had to go to the aid of the *New Northland* as she returned from her late season voyage to St John's. The icebreaker had been handling buoys off Matane when the *New Northland*, on her last voyage of the season, had encountered difficulty with ice floes off Bersimis. The *Montcalm* got her as far as St-Irenée before she was called away to escort a Norwegian ship downstream to Bic before returning to assist the *New Northland* to Quebec. There, for the first time, she joined other members of the Clarke fleet in winter layup.

Although the Bahamas had talked about engaging her on a new Miami-Nassau service in 1933-34, another ship had been awarded this business. This was a blow to the company as the *New Northland* had been a year-round ship since she entered service in 1926 and this was the first time she had no winter employment. However, she was not alone. Eastern Steamship's *North Land*, which had been employed in Florida every winter since 1926 had been displaced on the Key West-Havana run by Peninsular & Occidental's new
ship Florida in 1932, and the North Land was laid up at Boston.

Except for the New Northland's Trade Exhibition Cruise in early 1932, the only Clarke ship operating in the winter during the early 1930s was usually the Sable I, on her North Shore winter service from Pointe-au-Pic.

**Winter Service 1932-33**

Details of the intended winter service for 1932-33, now carried out by the Bras d'Or Navigation Co, were reported in "The Gazette" on December 10, 1932, under the heading "North Shore Winter Service": -

Announcement is made by the Bras d'Or Bay Navigation Company Limited that the s.s. Sable I will maintain a service along the North Shore of the St Lawrence during the coming winter, commencing with her departure from Quebec next Tuesday. She will carry cargo and passengers for St-Siméon, Les Escoumins, Tadoussac, Bersimis (ship to shore communication by small boat in winter weather), Pointe-aux-Outardes (via Bersimis), Baie Comeau, Baie des Cedres (Franklin), Baie St Nicholas, Godbout, Pointe des Monts (via Trinity Bay), Trinity Bay, Pentecost River, Shelter Bay, Clarke City, Seven Islands, Rivière aux Graines, Sheldrake, Thunder River, Magpie, Rivière St John, Port Menier (Anticosti Island) and Havre-St-Pierre. Weather permitting, the Sable I will sail from Quebec for the above-mentioned ports on March 1, March 15, March 29 and April 5 (as far as Natashquan).

Departures will be made from Murray Bay (Pointe-au-Pic) on or about January 4, January 18, February 1 and February 15 for St-Siméon, Les Escoumins, Tadoussac, Bersimis, Pointe-aux-Outardes (via Bersimis), Baie Comeau, Baie St Nicholas, Franklin, Godbout, Trinity Bay, Pentecost, Shelter Bay and Seven Islands.

A pattern had now developed of operating as many sailings as possible from Quebec and then carrying on the service from Pointe-au-Pic, and the Bras d'Or Bay Navigation Co, now with its strong links to Clarke, soon became the operator of record for the North Shore winter service. In 1933, with the New Northland laid up at Quebec, the Sable I became the only Clarke ship to work year-round, at least for now.

**The Cruise Trade for 1933**

One of the most interesting Clarke summer cruise brochures was produced in 1933: "Cruise to Labrador ... the alluring." From 1932 onwards, the first word on Clarke's summer brochures was always Labrador.

The new season was announced in "The Gazette" on February 10,
1933, under the title "Labrador Cruises for 1933 Season": -

The Clarke Steamship Company, Limited, intend to repeat their attractive cruises to the Labrador coast this year, they have announced. They are making certain changes from other cruise seasons in order to make the trips about the Gulf and on to the picturesque coast of Labrador still more satisfying for the traveller who wishes to get as much sightseeing as possible.

One of the changes is the addition of a day to the round trip making it last fourteen days from home port to home port. It is three years since the company first planned the interesting series of cruises to this strip of coast line and the success of the past two seasons, in spite of the general economic conditions being none of the best, has been such as to suggest even more extensive arrangements for the comfort and amusement of those undertaking the cruises, which include more than a visit to the Labrador...

Last year was a good year and the New Northland which carried three out of the five cruise parties, went out quite filled for every cruise.

One of the changes warranted by the success of last year was the placing of the New Northland, the best cruise ship of the company, on the programme for the whole five cruises this year.

Another improvement for this year is the commencement of the cruise on a Monday, with the return on the Sunday, coinciding with the average vacation period of two weeks with three weekends. Last year, the Gulf, River and Labrador coast trip began on Wednesday.

The 1933 schedules thus saw all five of New Northland's summer cruises running beyond Corner Brook to Forteau Bay, Labrador, new that season, then St Anthony and Battle Harbour and on to Harrington Harbour on the Lower North Shore and Havre-St-Pierre. These cruises returned via the Saguenay and Murray Bay instead of Gaspé and the fare for the 14 days started at $125.

**Forteau Bay**

Forteau Bay was added to the Labrador cruises after the salvage efforts on the wreck of the Raleigh at nearby Point Amour in 1932. Forteau Bay was a Sunday call on the outward voyage and the new cruise brochure commentary spoke for itself: -

Before noon, we pass close to Greenly Island. Near the lonely lighthouse we see the monument erected by the Clarke Steamship Company to commemorate the landing here of the "Bremen," first
aeroplane to make a successful westbound transatlantic flight. Later, we sight the remains of the *Raleigh*, once proud British flagship, which was lost near the entrance to Forteau Bay. At noon we drop anchor in Forteau Bay, our first Labrador port, and passengers may here visit the Grenfell Mission Station for a glimpse of the great work being done in this barren region.

Later, on a different itinerary when the ship called at Forteau Bay after St Anthony, Alice Sharples described the port in her book "Ports of Pine": -

A few moments before midnight our ship dropped anchor off the coast of Forteau Bay. We could discern nothing but one or two lights that gleamed rather forlornly in the blackness as we went below, conscious of a childlike feeling of anticipation. In the morning - Labrador!

It came as a complete surprise. In contrast with the stern, forbidding coastline of Newfoundland, the "Land that God gave to Cain," as it has been called, presents a strange gentleness of aspect. The low-lying hills, which ring in the bay, slope easily to the beach of shining golden sands. A dense green undergrowth peculiar to the country, know as "tuckamore," pleasingly mixed with bright berries and wild flowers, carpets the hills. There is, however, not a tree in sight.

The houses of the inhabitants are dotted haphazard along the irregular path, which serves as a main street, comprising not more than twenty or thirty dwellings altogether. The pointed spires of two diminutive churches stand out quite sharply against the skyline. All along the gleaming sanded beach are the "flakes" built of boughs hauled from inland and covered with what, at a distance, might be drifted snow ... the drying cod.

The blue flag of the Grenfell Mission floats bravely from the Dennison Cottage Hospital, which, with its garden of vivid flowers and green vegetables, suggests the usual "oasis" effect of the Mission centres.

You will find the people gathered to meet you at the wharf, or anticipating you in the little dwellings. Boat day is a kind of New Year's Day at Forteau, and the entire village is receiving...

The Jacob's home is handsomely furnished with salvage from the wreck of the *Raleigh*, the English man-of-war which foundered on the rocky coast, a short distance from Forteau. The rusted hulk is still to be seen a few miles out of the harbour. A wreck, of course, provides a thrilling opportunity for plunder, and dwellers by the sea are inclined to be realists when it comes to wrecks...

The souvenirs of the *Raleigh* never failed to attract visitors. Oak picture-frames bearing the ship's legend, brass door knobs and
handles, some cutlery. But the "pièce de résistance" was a large-size cabinet piece which had been made by "Uncle" Esau, "a terrible 'andy man." The lower portion, drawers and brass handles had been found aboard, but the upper cabinet had been made from the solid mahogany of the ship's switchboard. The brass letters stood side by side in neat formation, with the plug-holes beside them - Captain - First Officer - Second Officer - Chief Engineer - Second Engineer and so on. Flimsy china, bought from the Hudson's Bay store, was ranged neatly against this fragment of England's naval might.

For the next several years, the ghost of the Raleigh, the saga of the "Bremen" and the activities of the International Grenfell Association would all attract passengers to Clarke cruise ships sailing to Labrador. And like Battle Harbour, Forteau saw its share of bush planes, with airmail deliveries having started in January 1923.

**The Call at Murray Bay**

Although the company's Saguenay cruises had included Murray Bay in the past, it was the first time Clarke had called at the resort on any of its longer cruises. The 1933 brochure described the New Northland's Saturday morning inbound arrival at Murray Bay on her return voyage to Quebec and Montreal: -

Early risers will be on the qui vive for a sight of Murray Bay as the ship docks early in the morning and will be ready to go ashore as soon as breakfast is over to see this well known summer resort with its beautiful hotel, the Manoir Richelieu. There will be time to walk up to the hotel and see the wonderful collection of pictures, and for the really energetic for a swim in the outdoor pool, or a drive to see the many fine summer homes.

The new Murray Bay call, lasting only from 6 am to 10 am, left only a few early morning hours to have a look around, whereas the earlier outbound calls she had made on her Saguenay cruises had lasted from 2 pm to 10:30 pm on Saturdays.

"The Trip Log," a magazine produced by Tramp Trips Inc of New York, an agency founded that same year to market cargo and passenger ship voyages, described the new New Northland summer cruise in the following words: -

Montreal to Quebec, thence to 9 ports along the Gaspé Coast, Newfoundland and Labrador, Cape Trinity and Eternity, beautiful Murray Bay, with return to Quebec and Montreal. Ship your hotel and fine auto sightseeing provided. Splendid opportunity to see the famous Saguenay River and take a swim in the outdoor pool at Manoir
Richelieu. Trim yacht-like vessel, flagship of a famous fleet, with all outside accommodations for 130 passengers. All cabins have hot and cold running water, wardrobe, full length mirrors, etc, deck games and first class service and cuisine.

That the Saguenay got more emphasis than Labrador shows the almost mythical notion of a Saguenay cruise in comparison to the still unknown Labrador. But Clarke had only been able to schedule longer Labrador cruises by dropping the New Northland's weekend Saguenay outings to allow for the longer voyage. Clarke would continue offering occasional cruises to the Saguenay, but while it developed its longer cruises to Labrador the mid-summer Saguenay market, at least for now, was left to Canada Steamship Lines.

A Cruise in the "New Northland"

The June 1933 issue of "Travel" magazine carried an article by R S Kennedy entitled "Cruising the Gulf of St Lawrence." The New Northland was now in her eighth season and it is worth quoting from the article as it reflected parts of a typical cruise that now included the Strait of Belle Isle:

The tour of the Gulf of St Lawrence starts from Montreal, but not until we have gone some four hundred miles below Quebec shall we approach the Gulf of St Lawrence itself. The river scenery is as magnificent as its population is picturesque but our destination is toward the Atlantic. When we reach the shores of the Gaspé Peninsula, the river widens into the Gulf. On the north the land slowly disappears, but to the south are the mist-shrouded hills and white villages of France - New France. At every port we touch we will hear only French words and see only French customs, until we round the peninsula and a long hill and forest-bordered bay opens before us with Gaspé Village nestled at the end.

Here Jacques Cartier in 1534 first claimed the country for the King of France, raising a thirty foot cross as witness thereof, and here it was in 1914 that thirty-three ships assembled, carrying the men, horses and guns of Canada's first contingent to the battlefields of France. It was an army composed of all the races which have made Canada a nation, just as Gaspé village, unlike the rest of the coast, numbers in its population not only descendants of the early French settlers, Bretons, Basques, Acadians and Channel Islanders, but also British, descendants of Tory refugees from the American Revolution and soldiers from the disbanded regiments of the French and American wars.

Leaving Gaspé we steam away to sea again, our hold probably enriched by some good potatoes and hay, for our next stop in
Newfoundland, where such things are hard to grow.

After passing Percé Rock, standing in the sea like the hulk of a Brobdingnagian battleship, we shall be out of all sight of land until we reach Corner Brook, Newfoundland. Here we see the first of that rugged splendor which characterizes this land. A huge pulp mill and the town which serves it form the only touch of modernity on the whole of the west coast of Newfoundland.

The surrounding region is the gaunt motherland of a mysterious, long-extinct race, the Beothuks. These Beothuks, the only true and original "Red" Indians, have passed. Except for a few burial places and some old documents, they are almost forgotten... And the book is closed at the death of Shawnawdithit, or "Nancy," the last of her race, a captive, though a willing one, in 1829...

Plowing steadily northward up the "French Shore" of Newfoundland where France has vested treaty rights to land and fish, we find land looming to the north again. The land is more harsh and scarred than any we have seen, a land which shows its age. And well it may, for it is the oldest geological formation known upon the surface of the earth. It is Labrador, part of the great Archean Shield of Canada, often known as the Laurentian Plateau, stretching across from Northern Ontario and the Great Lakes through Quebec, which here ends suddenly at the huge crack in the earth's surface now filled by the St Lawrence River and Gulf. At the far northeast point of Labrador the coast is gaunt and magnificent and terrible in the extreme...

It is along these rugged coasts that the Eskimo dwells. Theirs is the only race whose natural habitat may be said to girdle the earth completely, for they are the lords of the whole circle of the ice-bound Arctic Sea which surrounds the North Pole. The northern coasts of Canada, Alaska, Russia, Greenland and so round to Canada again are theirs de facto, if not de jure. In Labrador, the Eskimos range further south than elsewhere, for although Labrador is as far south by latitude as England, it is bathed by the great Arctic current, while England has the Gulf Stream...

Across the Straits of Belle Isle from Labrador lies the northernmost tip of Newfoundland, and in that inhospitable strip of rock stands St Anthony, a village which in all its aspects, its hospital, school, orphanage, greenhouses, dry dock, handicraft workshops, and cooperative store is a monument to the work of the International Grenfell Association. Here is the headquarters of Sir Wilfred Grenfell and his medical mission.

Now that the Eskimo has been forced to move north the permanent population of the coast is white. These people are the "liveryers" or
"planters," descendants of Scotch, English, French and New England fishermen who, coming first to the coast with the annual fishing fleet invasion, found that a living could be gained from the shore-fishing. They settled down to perhaps the hardest life which any white population is living today...

All the north coast of the Gulf, known as Quebec Labrador, is English; but as we steam westward toward the St Lawrence, the French Canadian settlements gradually appear as well as many Indian villages...

As the boat steams further up the gradually narrowing St Lawrence land is visible on both sides. We are in the heart of New France. We shall find plenty of American and Montreal millionaires at the famous Murray Bay resort, but apart from the English minority in the capital, Quebec City itself, the whole country is completely, picturesquely French, right up to Montreal.

Suddenly there is a break in the mountains of the North Shore. The deep waters of the Saguenay are pouring through it into the St Lawrence, and Tadoussac, the oldest town in Canada with a continuous history, watches at the junction... We shall ascend the Saguenay to see Cape Trinity which rises two thousand feet from dark waters even deeper. This massive headland is in the heart of French Canada and the civilization of the French Canadian is apparent everywhere...

On each side green fields stretch in narrow strips from water's edge to misty hills. Huge stone bake ovens, jogging caleches, weather beaten crosses standing sentinel over wayside shrines and white painted, high-gabled cottages, stretch in a continuous thin line from Tadoussac to Montreal along the ancient river highway of the race. Here and there houses are grouped more thickly where a church lifts its steeple among elms and maples, a guidepost for the French Canadian race today, as was the cross which Jacques Cartier raised at Gaspé just four hundred years ago.

Newfoundland's "French Shore" took its name from the French fishermen who had continued to have inshore fishery rights for what was known as the French Treaty Shore, including western Newfoundland and the Northern Peninsula. These rights, originating with the Treaty of Utrecht in 1713, had allowed them to land until the Entente Cordiale was signed in 1904, and they would still be able to fish off that shore until 1972. The term "liveyers," meanwhile, was a Labrador expression that meant "live here."

As to the Eskimos, known today as Inuit, their southernmost extension was said to have been to Havre-St-Pierre, known until 1924 as Pointe-aux-Esquimaux, but most were now in Rigolet, Hopedale, Nain and north. Though Eskimos made up a fifth of Labrador's population, the only ones
Clarke passengers would have seen would have been in the Grenfell hospital at St Anthony. But they did see plenty of Labrador natives, husky dogs and kayaks and fishermen partaking of the same activities as the Eskimos further north. Although the Inuit's main association with the Strait of Belle Isle was that they had once travelled there to trade or hunt, they did so no longer. But the International Grenfell Association, some of whose posts they visited, did serve the Eskimos of the north, as did the Newfoundland Railway coastal steamer Kyle.

The article in "Travel" magazine ran alongside Clarke's emerging publicity ideas, with images of Eskimos with sled dogs and kayaks beginning to appear in the cruise brochures alongside those of the schooners, harbours and the coastlines of the Gulf of St Lawrence. One 1932 photo of "Labrador Indians in their Native kayaks" appeared in 1933 as "Eskimo kayaks - Labrador" and by 1934 had become "Labrador Eskimos in kayaks." At least the kayaks could be attributed to the Eskimos. While the presence of the Inuit in Clarke's ports of call might have been questionable, there is no question that by extending its cruises to Labrador it had created a major new draw for tourists.

The "North Voyageur" Takes a Year Out

One thing that was not stated in the publicity for 1933 was that Clarke had not scheduled any departures for the North Voyageur. She had gone into winter quarters in the Outer Basin at Quebec on December 4, 1932, alongside Clarke's New Northland and Gaspesia and the Lower St Lawrence Transportation Co's North Shore, but did not fit out for the 1933 season. Although Clarke had only bought her four years earlier, she had now been in the fleet for eight seasons and trade was suffering. Men could no longer find employment in lumber camps on the North Shore after several pulp mills had closed, their product no longer required. The New Northland now therefore took the North Voyageur's Monday departure slot.

Other than the somewhat encouraging passenger statistic already quoted, figures are not available for Clarke, but a measure of the Depression's effect could be seen at Canada Steamship Lines. Between 1928 and 1930, gross revenues had fallen by $8 million, or about 46 per cent, and tonnage by 52 per cent. Passenger numbers, including day excursionists, had dropped from 1,328,000 to 514,000. By 1935, only five upper lakers out of seventeen would still be in commission, and thirteen canallers out of thirty, not to mention their unemployed passenger ships. Ships were laid up and men were out of work all over. Elsewhere, the Transatlantic trade between North America and Europe had plummeted, down from 1,068,117 passengers in 1929 to just 467,620 in 1933. Eastbound numbers were down 43 per cent and westbound 56 per cent. Even the output of beer and ale from the Molson Brewery, which all Clarke ships passed on the way in and out of Montreal, was down from 365,000 barrels in 1929 to less than 200,000 in 1933.
Instead of operating the *North Voyageur* in 1933, Clarke chartered the *North Shore* back from the Lower St Lawrence Transportation Co. After an absence of only one season, the company's original ship would now sail from Quebec, serving the coast as far as Natashquan, while the *Sable I* would work from both Montreal and Quebec, taking over the *North Voyageur*'s Montreal sailings.

To the annoyance of the Hudson's Bay Company at Natashquan, the *North Voyageur* had been unable to make several outbound calls in late 1932 due to adverse weather. When this happened and she proceeded to Newfoundland, mail was not delivered until the inbound call, which didn't allow time for the company to respond before she sailed again. The smaller *North Shore*, on the other hand, could usually berth in all kinds of weather.

The *New Northland*, meanwhile, carried on in the Corner Brook trade on her own, but at the other end of the island, while Clarke had withdrawn a ship, the Furness Red Cross Line substantially increased its capacity. For 1933, it decided to offer weekly service on the Montreal-Charlottetown-St Pierre-St John's route in the high season, using both the *Fort St George* and *Nerissa*.

As to her Labrador cruises, the *North Voyageur* had performed three such cruises in 1932 and the *New Northland* two, but the *New Northland* would perform all five in 1933. Although it might have seemed like a loss in capacity to lay up the *North Voyageur*, the *New Northland* carried twice as many passengers, meaning that Clarke had actually increased its Labrador cruise capacity by about 40 per cent.

This was set against a reduction of about eight per cent on the two-ship North Shore service, with the *North Shore* carrying about 50 passengers compared to the *North Voyageur*'s 70, and the *Sable I* still taking 35. Meanwhile, three of the *Gaspesia*’s five four-berth cabins were converted into doubles and triples in 1934, while a new Cabin A with two lower beds was added on the Upper Bridge Deck. This served to reduce her overall berth capacity from 45 to 43.

On July 29, while on her second Labrador cruise, the *New Northland* left Corner Brook bound for the Strait of Belle Isle, due at St Anthony on July 31. She would then call at Battle Harbour on August 1 and Harrington Harbour on August 2. Nearby, travelling in the other direction, Canadian Pacific's *Duchess of Bedford* managed to hit an iceberg in the Strait while inbound from England. Sustaining only slight damage, she arrived at Montreal on August 1 with three bent plates.

On August 12, meanwhile, four months after the *North Shore* had returned to the North Shore service, she went aground near les Islets Caribou, whilst on a cruise with the papal emissary. The story of that final
voyage has been told in Chapter 5.

The "Fleurus" and the "Sable I"

As a replacement for the *North Shore*, Clarke was able to obtain the Anticosti Shipping Co's *Fleurus*. After her August 16 return from Anticosti, the *Fleurus* went to Montreal to take on the passengers and cargo for the North Shore. Departing Montreal on August 18, the next day found the *Fleurus* loading at Quebec, while across the river in Lauzon the fate of the *North Shore* was being determined in a drydock inspection.

The ready availability of the *Fleurus* was fortunate, as another operator, the Fournier Steamship Line, had started a competitive service that season between Quebec and the Lower North Shore using the 676-ton British-flag coaster *Fraternity*, which also carried a few passengers. Behind this venture was Capt Antoine Fournier, late of the *Sable I*. The *Fraternity* had arrived at Quebec from Manchester on May 27 and made her first sailing to the North Shore on June 8. She would complete a dozen round voyages during the 1933 season before going into winter quarters at Quebec in late November. Built in 1903 for the Co-Operative Wholesale Society Ltd of Manchester, she was still sailing under Manchester registry, although eventually transferred to Quebec, with her new owner listed as A Fournier.

Perhaps because of its financial difficulties, Fournier had left the Bras d'Or Bay Navigation Co and the Sable I, and the Clarkes had taken over. But not before "Major and Mrs C G Dunn, D A Clarke, Garon Pratte, Capt Fournier and Joseph Brie, all of Quebec," had visited the head office of the Hudson's Bay Co together the previous winter. Whatever had transpired, Garon Pratte remained president and C G Dunn vice-president, but a new board of directors that included three Clarke representatives - Desmond Clarke, Wilfrid Clarke and Frank M Stanton - now replaced the previous one that had included representatives from the Hudson's Bay Co and the Ellis Shipping Co.

The Bras d'Or Bay Navigation Co now found itself based in Clarke's head office at 56 rue St-Pierre at Quebec. At the same time, the *Sable I*'s port of registry was changed from Windsor, Nova Scotia, to Quebec, where Clarke enrolled its own ships, at the end of the 1933 season. And on November 23, "The Gazette" announced the award of the 1933-34 winter mail contract as follows: -

The Clarke Steamship Company has been given the contract for transporting the mail to lower St Lawrence ports this winter, it was learned today. The *Sable I*, which the company will put into this service, is expected to go into drydock for minor repairs before the inaugural trip.

Although the *Sable I* now operated for Clarke, winter contracts were
still made in the name of the Bras d'Or Bay Navigation Co. In the meantime, the loss of the *North Shore* had confirmed the *Sable I*'s status as a full member of the Clarke fleet.

Meanwhile, notices of freight acceptance for the North Shore ran in Quebec's "Le Soleil" on August 15, 1933, just three days after the *North Shore* went aground: -

s.s. *Fraternity* accepting freight today at Shed 21 for Rimouski and the North Shore from Franklin to Blanc-Sablon.

s.s. *Fleurus* accepting freight today at Shed 14 for the North Shore from Rivière aux Graines to Natashquan.

While the *Fleurus* loaded for Clarke at Shed 14, the *Fraternity* loaded at Shed 21, which was the usual berth where the *Fleurus* loaded for the Anticosti Shipping Co. On August 18, "L'Action Catholique" reported the *Fraternity*'s first arrival back in Quebec after the grounding: -

The s.s. *Fraternity* of the Fournier Steamship Line arrived at ten o'clock from a ten-day voyage to the North Shore. This ship carried several passengers as well as a heavy cargo of fresh salmon.

The same paper commented on the condition of the *North Shore*: -

The vessel must be dry-docked again, this time for about a fortnight if they decide to place her back in service. It is known that the *Fleurus* has been chartered to maintain the *North Shore*'s service. The *Fleurus* will likely continue to run on this line as long as the *North Shore* is not returned to service.

In fact, the damage to the thirty-seven-year-old *North Shore* was found to be too extensive to warrant repair and she was sold for scrapping at Sorel, while the *Fleurus* ended up with Clarke for the rest of the 1933 season. The *Fleurus* replaced the *Sable I* on the Montreal-North Shore run, while, starting on August 22, the *Sable I* took the *North Shore*'s spot, sailing from Quebec. From October on, both the *Sable I* and the *Fleurus* turned at Quebec for the rest of the season. In all, the *Fleurus* would make eight North Shore round voyages for Clarke, over a period of sixteen weeks between August and November.

As to the *Fraternity*, she would see only two seasons on the St Lawrence, once suffering a broken propeller near Mingan and having to dry dock. In the end, she was acquired by Manseau Shipyards of Sorel, but shipyards usually acquire ships when an owner cannot pay his bills. She eventually sank, on May 15, 1935, while laid up in the Richelieu River, and was dismantled where she lay. Capt Fournier, on the other hand, would once more find his way back to Clarke and command the *Sable I*. 
On August 21, meanwhile, the *Sable I* was reported bringing twenty husky dogs to Quebec for the second Byrd Antarctic Expedition, following seventy that she had brought in a fortnight earlier. The Clarke Steamship Co had donated fifty of these dogs to Byrd for his return to the Antarctic in 1933-34. They were to sail from Boston on October 11, 1933, in the 8,257-ton *Jacob Ruppert*, a ship named for the owner of the New York Yankees, who was a sponsor of the expedition along with the National Geographical Society. The publicity generated for Clarke by the gift of huskies to both Byrd expeditions proved useful in promoting its cruises to American and Canadian customers alike.

With the loss of the *North Shore*, the *North Voyageur* would be placed back into service in 1934, and in preparation for this, Clarke decided to upgrade her passenger spaces. Cabins 1 and 2 and the Purser's Office on Promenade Deck were dismantled in order to enlarge the passenger lounge, and cabin B converted back into the Purser's Office, as it had been as *Nayarit*. Meanwhile, on Saloon Deck, cabin 42 was converted into a bathroom. This reduced the number of passenger berths from 70 to 62, but also meant that when she returned to service, she would have more lounge space and facilities to serve fewer passengers.

While this work was going on, the *North Voyageur's* moorage bill for two winters and a summer laid up at Quebec came to $303.32. At about the same time, Clarke had to pay out an amount of $589.57 as its share of $1,048.04 in repairs to the federal wharf at Ste-Anne-des-Monts after the *Cape Gaspé* had damaged its northeast corner during a berthing attempt that went wrong.

**The "New Northland" Has a Record Season**

With only the *New Northland* and the *Gaspesia* included in the 1933 cruise brochure, it proved to be the *New Northland*'s most successful season yet. "The Gazette" of Montreal reported on July 19:

> When the *New Northland* left Montreal on July 10 on the first of five 14-day cruises to Quebec, Gaspé, Newfoundland, Labrador and the North Shore, she was booked to capacity. She is due to leave again next Monday, and already every cabin has been taken. Of the 140 passengers due to sail on this cruise only nine are from Montreal. The majority of the bookings were made in the United States, though a small proportion of the passengers are coming from Ontario points.

This was also indicated in her passenger list for August 7, which listed 148 passengers, of whom 35 were Canadians, meaning that three quarters were American. "The Gazette," in its end of season report on November 17, confirmed this success:
So many passengers were booked for river and gulf cruises that additional accommodation had to be installed. On several occasions, in fact, tourists occupied the captain's cabin, while he had to sleep in the chief officer's stateroom during the latter's watch on deck.

With the North Voyageur out of service this was not totally surprising, although it did augur well for that ship's return to service the following summer. Meanwhile, Captains William Tremblay and Joseph Boucher were both assigned to the New Northland that season, and several other crew members of the North Voyageur were assigned to other ships in the interim.

That summer, Clarke also sponsored an exhibition of Grenfell Mission handicrafts in the premises of the Dominion Floral Company in the Dominion Square Building in Montreal. Consisting of hooked rugs, parkas, linen articles and toys, it was carefully explained that they were "made not by Eskimos but by descendants of English settlers" of Labrador who fish, hunt and trap and "add to their slight incomes by doing handicraft work in the evenings."

Lest we forget, the New Northland also carried cargo and with two sideports on each side and a cargo hold forward she was an efficient cargo handler. A typical note in the Quebec port records for 1933 showed her arriving with thirteen tons of lobster while on another call she brought ten tons of turbot plus general cargo. These samples of small inbound cargoes at Quebec were nothing compared to the large volumes of cargo that she carried to Newfoundland, where she would spend a full day in Corner Brook on her summer cruises compared to just a few hours at other ports. In the off-season she remained at the Newfoundland port for two or three days. While she also served Gaspé and the North Shore, the large paper mill at Corner Brook produced a heavier demand for cargo than most of her other ports, although in the autumn she often carried large cargoes to the North Shore.

The "Gaspesia" Extends Her Route to Nova Scotia

In 1933, the Gaspesia extended her service to Nova Scotia, when her eastern terminus became Pictou, the original turnaround port for Cunard Line's St Lawrence feeder service and the Quebec Steamship Co. Pictou had not had a regular water connection with Quebec and Montreal since 1917, when Canada Steamship Lines' Cascapedia had left the route to serve Bermuda.

That summer, the Nova Scotia port was celebrating the centenary of the first Transatlantic voyage by steam. In partial commemoration thereof, one of the Gaspesia's cruises arrived at Pictou at 6 am on August 8, one hundred years to the day after the Royal William had entered port on her way to England. Luckily, this was a few days before the North Shore started
to make the headlines by running aground.

The Gaspesia would now turn round in this Nova Scotia port for the next five years and a year later, "The Trip Log" reviewed the voyage as follows: -

Montreal to Quebec, thence four ports along the Gaspé Coast, three ports in Prince Edward Island and Nova Scotia, with return along the Gaspé Coast to Quebec and Montreal. A beautiful voyage down the mighty St Lawrence, with calls at many quaint French villages and lovely Anticosti Island. Impromptu shore picnics and a general air of vagabondage. No frills but good plain food and excellent service. All outside cabins for two, three or four persons. Ship accommodates 43 passengers and voyage was much enjoyed by our clients last year. Immediate bookings extremely wise.

Alternating with the New Northland's Corner Brook sailings, the Gaspesia left Montreal every second Tuesday at 8:30 pm, for Quebec, Ste-Anne-des-Monts, Anticosti, Gaspé, Summerside, Charlottetown and Pictou, and returned via Gaspé, Anticosti, Ste-Anne-des-Monts and Quebec. Fares for this "restful 12-day cruise" began at $80.

Record Freight Movement

The New Northland carried a record cargo of 1,500 tons when she left Montreal on her last 1933 sailing, on November 16, despite it being the depth of the Depression. The background to this, under the title "New Northland Takes Final Departure With Supplies for Lumber Camps," was given in "The Gazette" the next day: -

Laden to her marks with the largest cargo ever stowed in her spacious holds, the liner New Northland ... sailed from Montreal last night for Corner Brook, Nfld...

Particular interest has been aroused in this final sailing of the New Northland for the Gulf of St Lawrence by reason of the exceptionally heavy cargo. Freight has been stowed in various parts of the ship seldom if ever used for such a purpose, and a quantity is being carried on deck. Although loaded to capacity, she did not sail below her marks.

It is quite usual for large shipments to ports along the Gaspé Coast, the North Shore and in Newfoundland to be made at the end of the season, but this year is notable for the exceptionally large offerings. This is attributed to the fact that the lumber "cut" during the winter will be double that of last year. Many more men have been engaged by the various lumber companies, and the quantity of provisions and other supplies is necessarily larger...
Through an increase in the amount of unemployment throughout the country, it has been possible to obtain the services of lumberjacks for slightly more than a dollar a day, in addition to their board and lodging. This is very much lower than the wage to which such men have been accustomed in the past.

Between three and four thousand men have been taken into the bush along the North Shore, officials of the Clarke Steamship Company explained, and it has been necessary to carry down additional supplies to feed these men and their horses throughout the winter. A large proportion of the fifteen hundred tons of cargo aboard the New Northland consists, therefore, of flour and feed...

In addition to her calls at ports on the Gaspé Coast and along the North Shore, this liner will visit the Magdalen Islands, to which she will return a number of men who have been working in the bush to the north of Clarke City and Sept-Iles.

The connection between the Magdalen Islands and Clarke City was still as strong as ever and Clarke ships often made these special early and late season voyages between Clarke City and the Magdalen Islands. That autumn, the Clarke City locals had been busy rebuilding the church of St Coeur de Marie, which had burnt to the ground on April 1. The new church, which opened on November 5, was built on a lot that had once held Walter Clarke's house, which itself had burnt down in the autumn of 1928.

**Bad Weather in the Gulf**

The same article in "The Gazette" went on to comment on the weather during the close of the 1933 season: -

Discussing conditions in the Gulf of St Lawrence, Capt J Boucher, master of the New Northland, said that he had never before this year experienced such bad weather, and he has been sailing these waters for the last forty-three years. No difficulty was ever encountered with his ship, as she is specially strengthened for operation in ice and is easily handled. Still, the rough seas through which she was forced to plough her way on both sides of the river and gulf quite often occasioned delays. The bad weather commenced early in September, he said, and continues. This is quite out of the ordinary, and a hope is expressed that better conditions will prevail next season. When the New Northland concludes her present voyage at Quebec, she will be laid up for the winter, no employment having been found for her until the opening of navigation next year.

The rough weather of that year must have been most annoying for
passengers as the *New Northland*'s last two summer cruises left Montreal on September 4 to Labrador and September 12 to the Gulf. These had been followed by three "Fall Cruises" to Corner Brook and Gaspé, on September 20, October 4 and October 18.

**The "Nascopie" Returns to Canada**

More passenger competition, of a minor sort, arrived in 1933 when the Hudson's Bay Co chartered the *Nascopie* to the Canadian Government for its Eastern Arctic Patrol. Laid up in Ardrossan since 1930, she was fitted with accommodation to carry government personnel, Royal Canadian Mounted Police officers, doctors, postmasters, scientists and a limited number of paying passengers to and from the Eastern Arctic. Leaving England on June 16, she would carry her first fare-paying passengers that summer.

Although she had made some of her earlier supply voyages from England, she would now be based in Canada, sailing from Montreal full time. Twenty-two of her 150 berths were set aside for "official tourists," who would pay $650 for the full 95-day round voyage, which left Montreal every summer around July 1. As the Hudson Bay port of Churchill had been connected to the Canadian railway system in 1929, passengers were also able to book one-way voyages. Montreal to Churchill, about 40 days, was $300 while the longer return voyage from Churchill to Halifax was $350. Churchill was called at first so the Hudson's Bay Co could take advantage of the additional cargo capacity that had been made available by the tons of fuel that had been burned on the voyage up from Montreal, thus allowing her to load more cargo for the Arctic.

**Newfoundland Canada's Cargo Operations**

As well as the *Belle Isle*, whose passengers Eric Wharton booked, Newfoundland Canada Steamships operated a fleet of chartered freighters on routes between the Great Lakes, Atlantic ports, St Pierre, Newfoundland and Europe. In particular, its service between Europe and the Great Lakes had been greatly expanded after the opening in 1932 of the new Welland Canal, which had reduced the number of locks between Lake Erie and Lake Ontario from twenty-six to eight.

In 1933, through brokers Tatham Bromage, Newfoundland Canada chartered six ships from Olsen & Ugelstad of Oslo for the Great Lakes trade between Chicago, Milwaukee and Detroit and London, Rotterdam and Hamburg. But the fortnightly service was hit by two expensive groundings in the St Lawrence River. Newfoundland Canada also engaged in carrying wines and spirits from Europe to St Pierre, but with the ending of prohibition in the United States at the end of 1933, this trade, although it didn't end, was diminishing.
Canadian Pacific had been paying close attention to Newfoundland Canada's situation, and an internal memo dated January 17, 1934, recorded the position as reported by Newfoundland Canada president Earl Phinney:

January 16th, 1934, E C Phinney stated that the company had made a cash loss of $65,000 to $70,000 through the grounding of two steamers in the St Lawrence last fall. In addition to which they had considerable loss on trans-shipping their freights, and that this had embarrassed the company financially. At the present time the company's principal asset is the s.s. Belle Isle, which had cost them about $250,000 and on which they have paid $120,000, subject to mortgage for the balance. He also stated that the company still showed a surplus of about $35,000 but were unable to finance and were making an offer to creditors for a reorganization. The company to issue first mortgage debentures for $65,000 or $70,000 to provide working capital and second mortgage 5 per cent five year debentures for $35,000 to be taken by the creditors, the intention being to pay off the second mortgage debentures prior to maturity as the company's financial position warranted. He also stated that if the creditors declined offer that the company would be placed in liquidation.

Unfortunately, the losses that Phinney announced caused Newfoundland Canada to leave the Great Lakes liner trade and the Norwegians to enter the business on their own. Newfoundland Canada would survive, but from 1934 onwards Olsen & Ugelstad would run the Fjell Line service into the lakes for its own account.

On the same day as E C Phinney's announcement, Newfoundland Minister of Marine & Fisheries John Glover Stone died suddenly on board the Belle Isle while en route from St John's to New York on one of her early voyages to that port.

Elsewhere, the Furness Red Cross Line's Rosalind was also used on the Montreal-Charlottetown-St Pierre-St John's run in 1933, supplemented from Montreal in June and again in the autumn by the3,966-ton Dominica, under Capt Reginald Kean. The Dominica had sailed as Furness Withy's Digby until 1925 but, as indicated by her name, had more recently been engaged in the Furness West Indies service from New York.

**Inter-Provincial Steamship Lines**

Another company, from whom Newfoundland Canada sometimes chartered ships, was Halifax-based Inter-Provincial Steamship Lines Ltd, founded in 1928 by F K Warren. F K Warren Ltd is still active today in the shipping agency business on the Canadian East Coast.
Inter-Provincials five general cargo ships, ranging from 1,200 to 1,400 gross tons, traded between the Great Lakes ports of Sarnia, Windsor, Hamilton, Toronto and the Canadian Lakehead, as well as Montreal, and Prince Edward Island, Sydney, Halifax and Saint John. Cargoes included steel and flour as well as general cargo. The ships usually traded to the Caribbean or Newfoundland in the winter time when the Great Lakes were closed. Through the 1930s Inter-Provincial ran pretty well a fortnightly service, so its ships were often seen from Clarke ships passing in the river. Its Montreal agent was the Montreal Shipping Co Ltd.

Like Clarke and Newfoundland Canada, Inter-Provincial used Tatham Bromage as its London broker and when it came time to build, it was no surprise to find that the orders for two new ships went to Swan Hunter & Wigham Richardson. These were the 1,396-ton Moyra, delivered in 1931, and the 1,416-ton Zenda of 1932. Together with the New Northland, and the Belle Isle, delivered in the same year as the Zenda, Swan Hunter had now built four ships for the St Lawrence coastal trades. It had also built sixty canallers to trade into the Great Lakes through the old the St Lawrence and Welland canal systems, eighteen of which had been delivered between 1927 and 1929 to Paterson Steamships Ltd of Fort William, Ontario. And the yard was now about to obtain another order from Clarke, this time for the Lower St Lawrence Transportation Co's Jean Brillant, welcome business in the midst of the Depression.

**The Miami-Nassau Route**

With Clarke's New Northland no longer on the Miami-Nassau run in the winter, with Munson had added a Miami call to the Munargo's New York and Nassau sailings. Railway schedules for 1932-33 now advertised: "Munson Steamship Line. Commencing in January will operate service between Miami and Nassau, also Miami and Havana," but of course such service was less frequent. Meanwhile, Pan American Airways, which had been flying into Nassau from Miami since 1929, was about to be joined by the nascent Bahamas Airways.

As the end of American Prohibition approached in December 1933, Nassau was in the process of changing from a haven for bootleggers, which it had become since 1919, with its levy of £1 for every bottle of liquor brought into the colony, into a more sophisticated tourist capital. Recently knighted, now Sir Bede Clifford, Governor of the Bahamas, put it this way: "Well gentlemen, it amounts to this: if we can't take the liquor to the Americans, we must bring the Americans to the liquor." He spoke about using a ship such as the New Northland, which he had toured at Nassau during her goodwill cruise, as part of this drive for American tourists, but Canadian National Steamships beat Clarke to the prize with a proposal to use its 335-berth Prince David, which was laid up at Halifax. Canadian National Steamships also sought to use the Prince Henry on a new fortnightly service
between Boston and Havana, with calls at Kingston, Jamaica, and Port au Prince in Haiti, but as recent political disturbances in Cuba had prevented a number of cruise ships from calling there, the plan was abandoned.

In October 1933, the Bahamian Trade Development Board awarded Canadian National Steamships a subsidy of £4,000, or about $20,000, for the \textit{Prince David} to open a service between Miami and Nassau, starting on January 5, 1934, for four months. With American Express as Miami general agent, the \textit{Prince David} was painted white for a new season of forty-three round voyages, leaving Miami on Monday, Wednesday and Friday and Nassau on Tuesday, Thursday and Sunday. This was substantially more capacity than had ever been offered on this seasonal route. A new colour brochure headed "Nassau" stated "New winter service from Miami - Round Trip $20. One Way Trip $12," but the small print underneath said "Taxes, berth and meals extra. Service à la carte." While the \textit{Prince David} had operated as a cruise ship elsewhere, she would still sail as a night boat between Miami and Nassau.

What packages were sold mainly involved shoreside hotel stays, with the Canadian National brochure containing the qualification "rates furnished by Hotel Managements." In the event, as no all-inclusive cruise fares were offered, packages had to be put together by others. Passengers from the Merchants & Miners Line, for example, would arrive from Baltimore on a Sunday, be put up in Miami overnight and then transfer to the \textit{Prince David} for her 9 pm sailing on Monday. On arrival in Nassau on Tuesday morning they would be whisked away to the Fort Montagu Beach Hotel, there to remain for two nights before being taken back to the \textit{Prince David} for a 9 pm Thursday sailing to Miami. Indeed the only package that did include on board accommodation in port was an all-inclusive weekend package sold in Chicago that included rail, ship, the weekend in Nassau and sightseeing as a one-week trip, and even these were sold with hotel options. Otherwise, the ship was used solely for the overnight passage and Canadian National Steamships executives even described the operation as a "ferry service."

Compared to earlier Miami-Nassau ships, the \textit{Prince David} proved to be too large, especially as Prohibition had ended almost as she entered service. Although it was still the Depression, the fact that she operated as just a night ferry certainly contributed to her lack of success. The \textit{Prince David} carried 9,800 passengers, or an average of 114 per crossing, that season, with a maximum load of 263. After completing her contract with her last arrival in Miami on April 16, 1934, she left the same afternoon for "economical" lay up at anchor at Somerset, Bermuda, where she arrived on April 19. With no plan to return, she would remain there for the next two years.

Although critics maintained that the \textit{Prince David} had made a loss in this service, Canadian National refused to confirm this, saying instead that her four months on the Miami-Nassau run had provided "advertising value" for Canada to the worth of about $250,000. In fact, however, she had run
with surprisingly poor loads in January, as few as 25 passengers per voyage on a $20 round trip fare, which came as a surprise to Canadian National. But when it introduced a midweek excursion fare of $10, carryings increased to more like 250 on midweek voyages, while remaining nearer the smaller figure on weekends. While the Prince David may have carried a record number of passengers between Miami and Nassau, running with average one-third loads and having to cut fares meant that even with the subsidy she could produce nowhere near the kind of revenue Canadian National needed to make the service pay. Soon, however, the right ship and the right formula would be found for the Miami-Nassau run.

**Winter Lay-Up and an Early Start in 1934**

On January 25, 1934, "The Gazette" carried an article on icebreakers working the St Lawrence River that winter, under the heading "Icebreakers Tell St Lawrence Saga." The account mentioned two of the Clarke ships as they had ended the 1933 season:

A saga of the St Lawrence is written in the account of the herculean task performed by the Department of Marine during last November and December, in the most severe winter conditions since 1917. Icebreakers enabled a very large number of vessels to reach Montreal and to leave for sea before the grip of winter finally fastened upon the great waterway a little more than a week before Christmas...

An interesting memorandum, in the form of a daily diary, was prepared by Major N B McLean, chief engineer of the River St Lawrence Ship Channel...

"The winter of 1933-34 set in early. On October 24, there was a very heavy snowstorm, followed by steadily decreasing temperature and frequent snowfalls. On November 12, ice was running in the St Lawrence. On November 18, it was commencing to be a menace to shipping, and rapidly developed to the worst ice condition since 1917...

"Sunday, December 3 ... New Northland reported short of oil. Later ascertained that she has 35 tons on board, which should be ample to take her to Murray Bay. Late at night was informed that this vessel was adrift and that her oil tank was frozen. Asking for assistance. Sent message to Mikula to proceed to her...

"Monday, December 4 - Much heavy packed ice below Quebec and a good deal above. A great many calls during the night. New Northland reported adrift below Godbout. Eventually it was arranged ... that the Sarnolite be diverted to give her oil at Godbout. Gaspesia reported adrift at Cape Salmon. Mikula took her to Murray Bay..."
"Friday, December 8 ... The Mikula arrived from below at 1:40 with the New Northland and Miron L. ... brought the New Northland and Miron L from Murray Bay to Quebec. Fifteen vessels assisted."

The 2,060-ton Sarnolite was a canal-size tanker operated by Imperial Oil Ltd of Toronto. Built at Collingwood, Ontario, in 1916, she was later known as the Imperial Sarnia and then Imperial Hamilton.

On February 2, 1934, while on the winter service from Pointe-au-Pic, the Sable I reported being trapped at Sept-Iles for five days by shore ice and continuous southerly winds. Aside from the winter service, Clarke's first open season sailing for that season was by the Gaspesia, which left the usual winter lay-up berth for the Clarke fleet in Quebec's Louise Basin on March 17. In its March 7 edition, "The Gazette" reported that she would be the first steamer to sail from Quebec that season: -

She is scheduled to leave here March 17 with freight and passengers for Havre-St-Pierre and the Magdalen Islands, calling at intermediate points on the North Shore ...

Having wintered in the Louise Basin here, the Gaspesia is being prepared for the inaugural voyage down the ice-filled St Lawrence.

Another coastal steamer, the Sable I, has been operating in the Lower St Lawrence during the winter, but has made her terminus at Murray Bay.

The call at the Magdalen Islands would have been the usual spring voyage to pick up workers and bring them to Clarke City for the summer. Meanwhile, the Sable I's first summer voyage from Quebec to Blanc-Sablon was announced for April 25, including calls at about a dozen points en route, and her last for November 8.

From René Cantin, a Clarke employee who worked at Shed 14 at Quebec from 1932 to 1936, we have a commentary on the usual winter lay-up: -

During the winter, they didn't have work for me but they offered me something. Clarke closed - they left their ships in the ice in the Louise Basin. There they engaged me to heat the ships. I heated the ships because the engineers came during the day to work, so the ships had to be warm - especially the engine. They worked on the engine and they worked on what had to be repaired to start the season in the month of March.

In 1934, Clarke decided to raise the New Northland's black hull paint by half a deck, thus reducing her white-painted upperworks, which had previously included the whole of the Saloon deck as well as the
superstructure. The new line, just below the Saloon deck portholes, allowed black paint to engulf most of her hull, making her look quite heavy in the process. Gone was her jaunty old look.

Some ocean carriers too had been experimenting with reducing the white-painted areas of their ships' hulls during the Depression, probably to save money on the upkeep of white paint. Not long after this, Canada Steamship Lines repainted its Saguenay steamers. While they had been all white when launched, their lower hulls below the fenders would soon be painted a greeny black colour. Thankfully, however, the experiment with the New Northland would last but one season.

**The Senate Committee on Tourist Traffic**

On April 26, 1934, the Canadian Senate commissioned a Special Committee on Tourist Traffic to investigate how to increase this trade, which had been hard hit by the Depression. Tourist traffic to Canada in 1929 had been worth $309 million but by 1933 it had dropped by almost two-thirds to only $117 million. The Senate called representatives from various parts of the tourism industry, including Canadian Pacific, Canadian National, the ten provinces, Canada Steamship Lines, the Clarke Steamship Co, Eastern Steamship Lines, Furness Withy, the travel trade press and various interested tourist bureaux to appear as witnesses or submit their opinions.

Among many others, T R Enderby of Canada Steamship Lines and R U Parker, general passenger agent for Eastern Steamship Lines, himself a Canadian having started with the Dominion Atlantic Railway, appeared in person before the committee to submit their views. Eric Wharton submitted a brief on behalf of Clarke suggesting that interested parties should advertise together in appropriate newspapers and magazines and that Canadian offices should be opened in large American cities such as New York and Chicago, where Clarke was already represented. The Province of Quebec revealed that while 25 per cent of its tourist trade still arrived by train and steamer, 75 per cent now arrived by motor car and it was building new highways to accommodate this trade.

The outcome of this committee, which submitted its final report in record time, by May 22, was the formation of the Canadian Travel Bureau that same year. The quick report was probably due to a couple of factors. First, the Chicago World's Fair in 1933 had attracted a lot of trade that might have come to Canada (and was so successful that it was extended into 1934) and, secondly, 1934 was the celebration of the 400th Anniversary of Jacques Cartier's first arrival into the Gulf of St Lawrence. An interesting aside from these proceedings however was that during 1933 some 10,000 cruise passengers had cruised to Bermuda in the regular liners and Eastern's own Yarmouth, and her fleetmate the 6,185-ton Saint John had sold out so quickly that they had had to cancel their advertising campaign.
Clarke Services in 1934

Clarke's summer brochure title, which would be used for the rest of the decade, was now "Labrador, Newfoundland, Gulf of St Lawrence," and the growth of Labrador cruises continued. In its March 7 edition, "The Gazette" reported on the plans for the 1934 season, including the return of the North Voyageur:

From early indications, the Clarke Steamship Company, whose vessels make continuous cruises during the navigation season in the St Lawrence River, the Gulf and out to the open sea along the Labrador coast, are going to have a very satisfactory tourist season, according to S E Wharton, general passenger agent here for the company.

The cruises which the company are undertaking this year are mainly twelve and a half day trips, being supplied by both the New Northland and the North Voyageur, the rates varying according to the season. For the first journey which the New Northland takes it is very probable Sir Wilfred Grenfell, who founded the work that carries his name on the Labrador Coast, will be a passenger...

This and the subsequent cruises for the New Northland are called the Grenfell Labrador cruises and continue through the season with the last fall cruise leaving Montreal on Wednesday, October 24...

The North Voyageur leaves Montreal on the first spring cruise Monday, April 30, and the first Grenfell Labrador cruise for this vessel leaves Sunday, August 5, the other summer cruises being two days shorter or ten and a half days.

The Gaspesia has a series of spring and summer cruises the first one starting from Montreal Wednesday, May 2. The first summer cruise leaves here Tuesday, July 10, after which follow three more summer cruises.

The Sable I leaves Quebec for its first trip April 25 and the last sailing is November 8, with about a dozen ports of call each trip and including the North Shore as far as Blanc-Sablon.

Clarke had scheduled seven Labrador cruises for 1934, more than ever before. The New Northland would take five and the North Voyageur, now that she was back, would take two, so the number of berths on offer was more than in 1933, when the New Northland had set a record with her five cruises. With the North Voyageur back in service, the New Northland did not revert to mid-week Montreal sailings but stayed on Mondays in high season, as she had in 1933. Clarke had decided not to bring back the "long weekend"
Saguenay cruises that had been offered in 1932, so both ships could now sail on Monday and return on a Sunday. For the first time, using its two largest ships, Clarke would offer a cruise every Monday throughout the summer season. Demand was so high that season that by August 3 an extra *New Northland* departure would have to be scheduled for September 10.

But just to show that things do not always go according to plan, a report on May 2 advised that *the North Voyageur* is scheduled to leave Montreal for Corner Brook next week should ice conditions be favourable.” She had come out of her sixteen-month lay-up and gone to drydock on April 27, but her first sailing from Montreal, originally scheduled for April 30, had now been delayed for a few days. In the course of that voyage, while steaming between Corner Brook and Natashquan, Capt Tremblay reported the *North Voyageur* passing through a field of floating dead codfish some twenty miles long, the reason for which was unknown.

**Clarke Eyes Service to St John's**

On April 5, 1934, "The Gazette" broke the news that Furness Withy would be closing the Furness Red Cross Line service between Montreal and St John's:

Furness Withy & Company Ltd has decided to abandon its fortnightly service, which was inaugurated five years ago, at the beginning of the 1929 season of navigation, with the s.s. *Rosalind*. Last year, the *Fort St George* and the *Nerissa*, two large steamers, were diverted from the West Indies trade to visit Montreal, but it was found that they were not sufficiently patronized. The same situation developed in the operation of the smaller ships, and the company decided that the sole solution to this problem of declining receipts involved cancellation of the service. With the passing of the Furness Red Cross Line from the St Lawrence, the field remains to the Clarke Steamships and the Newfoundland Canada Steamships.

On April 18, therefore, "The Gazette" reported that Clarke was planning to expand its own services to Newfoundland. Under one of those multi-line headlines favoured at the time, the Montreal newspaper reported "Clarke To Operate St John's Service: Fortnightly Sailings from Montreal are Planned - Weekly to Charlottetown; Replaces Furness Line":

Freight and limited passenger sailings between Montreal and St John's, Nfld, will be provided on a fortnightly basis during the coming summer by the Clarke Steamship Company, Limited, a definite decision to this effect having been taken yesterday. This is a new departure by the company, it was observed by Desmond Clarke, president of this well-known shipping firm, as its activities in the past have been confined almost exclusively to the River and Gulf of St Lawrence. A service will
now be provided to the East Coast of Newfoundland, which will be additional, however, to that operated between Montreal and Corner Brook...

When it was announced recently that Furness Withy and Company Ltd had decided to abandon their fortnightly service by vessels of the Furness Red Cross Line between Montreal and St John's, the opinion was expressed in local shipping circles that the trade might not be served adequately by existing services. It is expected, therefore, that this extension of the Clarke Steamship Company will be welcomed by shippers in Eastern Canada and Newfoundland. Mr Clarke also pointed out that the fortnightly service might be extended to a weekly service if the volume of freight offering for transportation between Montreal and St John's justified the move. Furthermore, it is possible that the s.s. New Northland, flagship of the company's fleet, will make several trips to St John's at the beginning of the season in May.

In addition to the service to the eastern shores of Newfoundland, the Clarke Steamship Company announces the establishment of a weekly service between Montreal and Charlottetown PEI, with calls at Summerside PEI and Pictou NS, every fortnight. This replaces a fortnightly service maintained last year...

The fleet of the company now comprises the New Northland, the North Voyageur, Gaspesia, Sable I and Cape Gaspé. The North Voyageur, which was not placed in commission during the past year, will be operated during the coming summer on cruises in conjunction with the New Northland. Mr Clarke explained that the acquisition of additional tonnage has been considered, several vessels with a deadweight carrying capacity of 1,000 tons, already being in view.

The Clarke Steamship Company has been running ships to North Shore points for the last fifteen years, the president said, and to the West Coast of Newfoundland for the past ten years. The Prince Edward Island service was established about three years ago, and it is expected that sufficient support will be obtained for the new service to St John's to justify the decision of the company to place tonnage on the route. Cargo, as in the past, will be booked by the same agents here and in other shipping centres.

Clarke scheduled two New Northland cruises for St John's that spring, to leave Montreal on May 25 and June 8 and make a call at Charlottetown en route. The May 25 sailing did not reach St John's, however, and on June 15, "The Gazette" reported that, "on her initial visit to St John's, though she has been employed regularly during previous seasons between Montreal and Corner Brook, Nfld, the New Northland of the Clarke Steamship Company Ltd arrived yesterday morning at 11 o'clock." She had of course already been to St John's twice, once in 1931 for the Furness Red Cross Line and again in
1932 with the Canadian Chamber of Commerce.

For the summer season, she returned to the Corner Brook service and her Labrador cruises, although she would come back to St John's that autumn. Then she would join the chartered canaller Winona, one of the ships that Canada Steamships Lines had used in its own Montreal-St John's service during the 1920s, in the new Clarke service to St John's.

**Canadian Goodwill Cruise to St John's**

The June 8 cruise was planned to be the New Northland's second Canadian Goodwill Cruise, this time to the Newfoundland capital of St John's instead of the British West Indies. Newfoundland was badly hit by the Depression and had reverted from self-government to colonial status only that February, so any attempt at improving trade was appreciated on the island. The Newfoundland Royal Commission of 1933, which had recommended the return to colonial status, had referred to Clarke in its report the year before, in its section on communications:

Newfoundland is separated from Labrador and Quebec on the north by the Straits of Belle Isle which at their narrowest point are 9 miles in width; and from Nova Scotia on the south by the Cabot Strait, about 60 miles wide at the narrowest point.

Communication across the Cabot Strait is maintained throughout the year by a steamer belonging to the Newfoundland Government which plies twice a week in winter and three times a week in summer between Port-aux-Basques and North Sydney, Cape Breton. The crossing, 93 miles, takes about 9 hours. From St. John's there are frequent sailings both in summer and winter to Halifax in Nova Scotia, Boston, and New York, a service which is operated by the Furness Red Cross Line, owned and managed by Furness Withy & Company, Limited. During the season of open navigation in the St. Lawrence River, approximately from the end of April to early December, this service is extended to Montreal and the passage takes five days. During the summer months the steamers call at Quebec on the west bound voyage, returning via Charlottetown in Prince Edward Island, and St. Pierre. The distance from St. John's to Halifax via St. Pierre is 539 miles and the passage takes 2 days. From St. John's to Halifax direct the distance is 526 miles and the passage takes 40 hours. The distance from Halifax to Boston is 234 miles and from Halifax to New York 599 miles.

There is a direct passenger service, known as the Furness Line, between Liverpool and St. John's, Halifax and Boston, which is also operated by Furness Withy and Company, Limited. By means of this service the United Kingdom is brought within 6 days' contact with
Newfoundland. A passenger service is also maintained in the summer months between Corner Brook and Montreal by the Clarke Steamship Company of Quebec City which takes five to six days.

Although Clarke was mentioned only briefly, Newfoundland Canada Steamships, with its brand-new Belle Isle, was not mentioned at all. In the spring of 1934, however, courtesy of the Canadian Broadcasting Commission (CBC), the New Northland was equipped with radio transmitting equipment. Whilst in St John's on June 15, with two American networks, the Columbia Broadcasting System (CBS) and National Broadcasting Company (NBC), also having correspondents on board, she originated the first radio broadcast to be made from Newfoundland to listeners across North America. She had also broadcast a program from Charlottetown whilst en route to St John's.

The event was described in "Deeply Ventured," a work about the Clarke family and the original years of the Clarke Steamship Co: -

The New Northland set sail fully equipped as a long and short wave radio station. She carried prominent Canadian radio artists and representatives of the CBC. Programmes were broadcast during the voyage and "listeners in" in both countries were a party to the departure from Montreal and the arrival at St John's, where the population turned out "en masse" to welcome their brother Britishers.

The official interchange of greetings proved a brilliant affair graced by the presence of His Excellency the Governor, Members of Parliament and prominent Newfoundlanders. Canada received on board the New Northland, and thanks to radio, the official expression of goodwill broadcast from Ottawa by the Minister of Trade & Commerce the Hon H H Stevens. Admiral Sir Laird Murray Anderson replied on behalf of Newfoundland and the speeches were heard in both countries.

As local dignitaries arrived on board in St John's, however, John Hope Simpson, one of the commissioners who was now running Newfoundland, recorded in a letter he wrote to relatives how it pelted down with rain on the evening of the broadcast: -

On Friday, there was a large reception on the Canadian s.s. New Northland. It was a horrible night. We drove down to the wharf in the car, and as I was walking up the gangway, I discovered I had on my ordinary leather slippers, so had to return to change. Pelting rain - puddles underfoot everywhere. They had a radio concert, having brought artistes from Canada, with whom they brigaded certain local talent.

This visit of the New Northland to St John's attracted enough attention, but it would not be until later that year that Clarke would introduce a regular service to St John's. On June 17, just after the broadcast from the New
Northland, the "New York Times" confirmed that the North Voyageur was returning to cruise service: -

The Clarke Steamship Company Ltd has added a second ship to its cruise service from Montreal to Labrador, Newfoundland, the North Shore, Saguenay River and Prince Edward Island during the summer. The North Voyageur will be operated this year with the flagship New Northland, it was announced yesterday.

Although old news, Clarke took advantage of the publicity to promote its cruise program that summer. The North Voyageur's first spring cruise had already left in May, but her first Labrador cruise was due to depart Montreal on June 25. Meanwhile, the New Northland returned to Montreal for a season of five Labrador cruises, to begin with her first departure on July 3.

**Itineraries and Fares for 1934**

The New Northland's 1934 cruise schedules were set to follow the same pattern that had been established the previous year. Summer cruises were offered during July and August, with fares starting at $125. Although they still ran from Monday to Sunday, the company, possibly because of criticism from outside, started to describe them as 12½-day instead of 14-day cruises. As the Monday sailing left at 8:30 pm and the Sunday return time was 8 am, 14 days was somewhat misleading, but it was still 13 nights on board. Autumn cruises were planned as usual to Gaspé and Corner Brook, with fares starting at $88, beginning in September, when she would switch back to Wednesday sailings that alternated with the Gaspesia.

A highlight of the 1934 season was the first sailing on July 3, when Sir Wilfred Grenfell and Lady Grenfell took passage in the New Northland. "The Gazette" reported as follows on June 23: -

Sir Wilfred Grenfell, the venerable champion of the people of Labrador, is returning to his beloved mission at St Anthony aboard the s.s. New Northland, sailing from the Clarke Steamship Company pier at Montreal on July 3rd.

His latest book, "The Romance of Labrador", is just off the press, and it is anticipated he will lecture on it in Montreal on the afternoon of July 3 if time permits. He has agreed to deliver a short address over the air from station CFCF at 7:45 pm. on sailing day, in which he will tell of the wonders of his adopted country and explain the work being carried on at the Grenfell Mission at St Anthony...

The Clarke Steamship Company report that, due to the presence aboard of the distinguished missionary, passenger reservations for the July 3 sailing are unusually heavy.
For 1934, the *North Voyageur* added calls at Harrington Harbour and at Bonne Bay, Newfoundland, on five of her summer cruises, with two of these also proceeding to Forteau Bay and St Anthony. These would be her first calls at Forteau Bay, which had been added in 1933. Clarke now described the newly-refitted *North Voyageur* as an "interesting" ship rather than the "unpretentious" one she had been before. Cruise fares began at $85 for 11½ days and $100 for 13½ days.

The *Gaspesia* cruised to Gaspé, Charlottetown, Summerside, and Pictou, as she had the year before, confirming Nova Scotia as a regular destination. The addition of Pictou had been a boon to people like Ephrem Boudreau, an Acadian from Cape Breton Island who had been attending Laval University at Quebec and who wrote an account of a 1934 voyage in the *Gaspesia* entitled "De Québec à Pictou par Mer." The *Gaspesia* had also maintained the call at Anticosti and now added one at Mont-Louis on the return voyage. Her cruise rates began at $80 for 11½ days and she now sailed on alternate Tuesdays by summer and on Wednesdays in the spring and fall. In the autumn she alternated to Gaspé ports with the *New Northland*, which had also gone back to Wednesday sailings but continued on to Corner Brook as usual.

While these were the three cruise ships for 1934, brief reference was also made to the *Sable I*. With only 35 berths, it was not worthwhile including her in the cruise brochure when her accommodation was spoken for by local trade, but the brochures did now at least mention her service: -

The steamship *Sable I* maintains fortnightly service from Quebec to all North Shore ports as far east as Blanc-Sablon, Labrador, sailing from Quebec every second Wednesday commencing April 25th. For full particulars regarding sailings and dates, see Company's "White Sailing List."

Ivan Brookes, who worked aboard Clarke ships in the 1930s, would remember the *Sable I* with these words in his March 1957 article in "Steamboat Bill of Facts": -

I saw *Sable I* once, one spring evening somewhere off the mouth of the Saguenay. We were lurching up the river in *Gaspesia*, with an easterly wind blowing our smoke ahead of us and enough rain to keep the scuppers running; when we met her in the early dusk, downbound, deep-laden, pounding into it and tossing spray over her bow onto the close-packed ranks of oil drums that seemed to occupy every last inch of deck space. She looked grimy and hard-worked. She was both, and on top of that, she was a good ship. As she passed she perfumed us with an aroma of coal smoke, sweet enough to give a man itchy feet for six months.
While the *Sable I* remained the company’s working ship, cruises were most definitely on the agenda in 1934, as Clarke more than doubled its offerings from nineteen to forty-one cruise departures. Between them, the *New Northland* and the *North Voyageur* would perform twenty-six, compared to nine offered by the *New Northland* in 1933. In both summers, the *New Northland* made five Labrador cruises. The *North Voyageur* offered two Labrador cruises in 1934 and otherwise concentrated on the North Shore and Newfoundland. The *Gaspesia*, meanwhile, offered fifteen cruises to the Gulf, compared to the ten that had been offered in 1933.

With so many cruises to sell, the 1934 brochure included a new map of the company’s routes that showed Duluth, Minneapolis-St Paul, Milwaukee, Chicago, Indianapolis, Cincinnati, Cleveland, Pittsburgh, Buffalo, Rochester, Albany, Springhill, Providence, Boston, Portland, New York and Philadelphia. And if that weren’t enough to show intending American clients how close they were to Montreal, the map also included arrows pointing in the direction of Kansas City and St Louis.

**The Fjord at Bonne Bay**

With the expansion of the cruise business, Clarke decided it was time to add another scenic destination to its itineraries. One of the most scenic on the Gulf of St Lawrence is the great fjord at Bonne Bay, a deep indentation on the west coast of Newfoundland about sixty miles above Corner Brook. The *North Voyageur* added this new port to her summer schedule for 1934. Although the local settlement was actually called Lomond, Clarke romanticized it by calling it Loch Lomond in its cruise itineraries. Alice Sharples described Bonne Bay in "Ports of Pine":

The spectacular beauty of the Newfoundland fjords rivals anything that Norway has to offer. Indeed I think their lure is stronger. The Norwegian gorges have lost something of their savage grandeur, by reason of being more or less extensively settled, but the mountain-locked waters of Newfoundland are still untouched. To explore their isolated reaches is to sail, as it were, an uncharted sea. Outstanding among the fjords is beautiful Bonne Bay. Some fifteen miles in extent, it branches inland into two slender arms. A handful of diminutive fishing settlements are grouped around small coves and harbours near the entrance.

These signs of habitation, however, quickly yield to virgin wilderness as we cruise down the farther reaches of the Bay. The mountain walls rise directly from the sea, and the slopes are green and velvety with close-growing spruce and fir. Here and there a miniature waterfall tumbles down the hillside like a drift of shining snow. An occasional richly-wooded island adds its profile to the swiftly-unfolding vista of mountain peaks whose lovely shapes are clear against a larkspur sky.
Long fingers of shadow lie caressingly on the sprucy brow of the hills, the air is clear as crystal, and the scene is wrapped in a brooding peace. Here we seem to find the Sabbath stillness the earth knew when the world was young...

You have the thrill of exploring this mountain Eden for yourself, because the steamer docks at Loch Lomond, a pretty little settlement tucked into a fold in the hills, and possessing quite a sizeable wharf and docking facilities, thanks to the lumbering operations which are responsible for its existence.

Six visits to Bonne Bay were planned for the *North Voyageur* in 1934, and the port would become a regular feature of Clarke cruises. She did not come for cargo, but to add another attraction for the company’s cruise guests. Previously, the local industry had been logging and a sawmill operated by the St Lawrence Timber, Pulp & Steamship Company. Logging continued, to supply pulpwod to the Corner Brook mill, and pit props were exported to the UK, but the sawmill had burnt down on April 23, 1931. The actual port call usually took two hours if in the afternoon or six if in the morning, with a sailing at noon. One of Clarke’s brochure writers even surpassed Alice Sharples: -

Words can hardly describe the pure beauty of this inland sea, named after Scotland’s famous lake. Entirely shut in by snow-covered peaks, its deep still waters reflect the shore line in a continuous sweep of lovely outline and the only sound heard as the *North Voyageur* steams through its narrow entrance is the soft ripples of water as her bow breaks the glass-like surface.

The *New Northland*, however, would make only one call at Bonne Bay during these years, on one of her summer cruises in June 1936.

**New Trade for the "Cape Gaspé"**

Beginning in 1934, the *Cape Gaspé* was moved to a new use on the North Shore. There, the Quebec Government had intended to build three shore-based refrigeration plants. But this was an expensive and inadequate solution for a coast of fishermen scattered over some 350 miles.

Instead, Labrador Fisheries, under Wilfrid Clarke, offered an alternative to Quebec fisheries minister Hector Laferté. The Clarkes would operate the *Cape Gaspé* as a floating refrigeration facility to collect the catch. This less expensive plan attracted a $25,000 government grant and the necessary equipment was soon installed. Meanwhile, Quebec built cold storage sheds at Kegashka, La Romaine, Harrington Harbour, Mutton Bay, La Tabatière, St-Augustin, Vieux-Fort, Rivière-St-Paul, Bradore Bay and Blanc-
Sablon and a single refrigeration plant at Rivière-St-Paul. In addition, Labrador Fisheries operated a salmon processing plant at Bonne-Espérance.

"The Gazette" gave the details in a front page story dated June 8, "Laferté Aiding Gulf Fisheries - Refrigerator Ship to Give Service Along the North Shore - Clarke Steamship Company to Collect Fish Catch with Fast Boat": -

Some time ago Hon Mr Laferté and representatives of the Labrador Fisheries conferred regarding the advisability of providing a special refrigerator ship in the Lower St Lawrence, a unique experiment. The project was supported by the minister and a subsidy was assured to start the immediate operation of such a new mode of assuring fishermen refrigeration for their catches and a direct contact with ships, thus allowing a saving of eight or ten days for shipments abroad and guarantee of conservation for their merchandise...

To get the best results for the salmon, trout and halibut trade, the procedure would be to freeze these fish within a few hours of being caught, as in the past the delay occasioned by the collecting of fish at the various rivers and bringing them to the icehouses has caused the fish to deteriorate before they could be chilled.

Another difficulty in the lower part of the coast is that the distances between the salmon rivers are considerable, and economically it was impossible to have an icehouse or refrigeration plant at all the small collecting points. The only solution of the problem seemed to be to have a ship which could move rapidly from point to point and insure the freezing of the fish practically immediately after it had been caught.

They therefore acquired the steel motor vessel, the Cape Gaspé, and with the co-operation of the Government a most up to date refrigeration plant has been installed, capable of freezing 10,000 pounds of fish per day, and with a storage capacity of 100,000 pounds. This means that not one pound of fish accepted on board will be lost, whereas in the past some 25 to 30 per cent of the fish caught was a total loss owing to not being able to reach refrigeration plants in time...

The method installed in the Cape Gaspé by Messrs Linde-Canadian Refrigeration Company Limited is known as the cold blast system: the fish is hung in rooms that are kept at a temperature of 30 below zero, and chilled air of the same temperature is blown directly on the fish, which is frozen solid within four hours: this quick freezing method is most important in the fish business as experience proves that the quicker the freezing, the better is the quality of the fish...
The whole boat has been devoted to refrigeration and is divided into two holds, which are completely insulated. The after hold is divided into two compartments, one for freezing of fish and the other for glazing and packing... After the fish are glazed, they are immediately sorted and wrapped in glazed paper and then placed in boxes according to size and weight and then stored in the forward hold which acts as a storage space and left there until such time as they are transshipped to the export market.

The new service will be inaugurated on Tuesday next with the Cape Gaspé leaving for the North Shore, where it will spend the fishing season, going from Kegashka to Blanc-Sablon, a distance of about 200 miles per day...

This afternoon the boat was officially inspected by Hon Hector Laferté, who was received by Wilfrid Clarke, president of the company, [and] Colonel Frank Stanton, managing secretary treasurer of the Clarke Steamship Company... Mr C W Vollman, president of the Linde-Canadian Refrigeration Company Limited, whose company effected the transformation work in less than three weeks, and Mr McGarry, general sales manager, were also present.

Although the Cape Gaspé had been acquired to trade to the Gaspé coast and would continue to do so, her activities now became more closely entwined with those of Labrador Fisheries on return voyages with fish from the North Shore. At the same time, in view of these changes, Clarke stopped carrying passengers in her and began to advertise her as a "freight only" ship. She departed Montreal every other Tuesday, in weeks when the Gaspesia was not sailing. in April through September, and then every second Thursday from mid-September.

A few years later, Clarke would also become involved with trader Louis T Blais in the opening of the St Lawrence Sea Products seal rendering and fishmeal plant at La Tabatière. While the fishing industry benefited from the refrigerated service, neither the Cape Gaspé nor the plant at La Tabatière would ever make any money, but the ship would offer a valuable service to the fishermen of the Gulf.

"Prince Henry" to Sail From Montreal to the Saguenay and Boston?

During 1933, although no details were ever released, there had been some speculation that the Prince David and Prince Henry might be sold. On May 19, 1934, however, "The Gazette" ran a story headed "Montreal-Boston Cruises Arranged: s.s. Prince Henry of Canadian National Steamships to Be Operated on Route": -

Cruises between Montreal, the Saguenay River and Boston will be
operated during the coming summer by the Canadian National Steamships with the s.s. *Prince Henry*, though the present organization of the White Star Line in Montreal will handle all passenger bookings for this vessel.

The steamer ... is now in Halifax and will take her initial departure from Montreal on July 7, sailing every week thereafter until August 25. The *Prince Henry* will make eight cruises south to Boston, and others to Quebec City and the Saguenay over Dominion Day and Labor Day.

The announcement of this service was made yesterday by Leo S Tobin, passenger traffic manager of the White Star Line in Montreal.

The idea was that the *Prince Henry* would offer 7-day Saguenay and coastal cruises, similar to those that had been offered by the White Star Line's own *Laurentic* between Montreal and New York in 1931 and 1932. On May 25, "The Gazette" carried the first advertisement for these cruises, with the *Prince Henry* due to leave Montreal every Saturday at midnight, make a morning call at Quebec and visit the Saguenay in the afternoon before proceeding to Boston, where she would turn around on Tuesday, and return via Quebec to Montreal on Friday morning. Fares were to start at $50 for the week or $90 with a seven-night stop-over in Boston or at a nearby New England resort.

White Star Line's Montreal office was to act as general agent and look after all the bookings, but a number was also given for Treasure Cruises at 1409 Peel Street. Soon, however, a change was made in the arrangements and "The Gazette" carried another story on June 14, entitled "Plans for *Prince Henry*": -

The Canadian National liner *Prince Henry*, which will operate this summer in a weekly cruise service between Montreal and Boston, will sail from Halifax for Montreal on June 25, it was announced here last night. Prior to entering the Montreal-Boston service, the *Prince Henry* will make a special Dominion Day cruise to the Saguenay River, sailing from Montreal on Friday, June 29, and returning Monday morning.

Although the steamer will be operated by Canadian National Steamships, which will provide the entire personnel and maintain the same calibre of service as in their "Lady" liners on the Canada-West Indies routes, passenger arrangements are being made by Economical Tours Inc, of which Leo S Tobin is the directing head.

Where Tobin had been the White Star Line's passenger traffic manager when the cruises were first announced, now they were to be handled by his own company, Economical Tours, at the same address as Treasure Cruises. Something was not quite right, however, and it seems that Canadian National Steamships did not have the same confidence in Tobin's new company as it
had in the White Star Line. On June 20, "The Gazette" carried another story that must have been acutely embarrassing for Tobin, headed "Cruises in *Prince Henry* Cancelled": -

Cruises scheduled for the coming summer by the s.s. *Prince Henry* have been cancelled, according to an announcement made yesterday by Leo S Tobin, head of Economical Tours Inc, which had chartered this vessel from the Canadian National Steamships. Extensive arrangements had been made for the *Prince Henry* to leave Montreal on July 7 and every Saturday thereafter until August 25 for Quebec, the Saguenay River and Boston. It is understood that a large number of bookings had already been received, the lack of patronage in no way being responsible for the cancellation of these cruises, according to Mr Tobin.

Although the White Star Line was to have acted as general agent, it was also now in the midst of a merger with the Cunard Line that had been announced on February 9. A new Cunard White Star Ltd, with fifteen ships from Cunard and ten from White Star, was to take over with effect from July 1, less than a week before *Prince Henry*’s summer program was due to commence. Soon thereafter, the White Star Line’s Montreal office at 485 McGill Street was closed in favour of the Cunard Line office, something that was happenung across North America.

Although the *Prince Henry* cruises did not proceed, it was a small portent of things to come. For now she would remain laid up in Halifax, but she would one day make it to Montreal. Meanwhile, Tobin, who had been caught up in the Cunard White Star merger, would go on to become general passenger agent for the Anticosti Shipping Co and its *Fleurus*.

At the same time, other lines offered plentiful summer cruise departures between New York and the St Lawrence. Besides Canadian Pacific, the Anchor Line now offered weekly Saguenay departures from New York, with a series of "Canadian North Capes" cruises sold by National Tours, who had been working with the Anchor Line for many years. Earlier, in 1931 for example, National Tours had offered a series of eight 10-day winter cruises from New York to Havana, Miami, Palm Beach and Nassau with the 17,046-ton three-funnelled *Caledonia* (iv) and an Easter cruise to Bermuda in the *Transylvania*.

With fares for the 13-day summer cruises beginning at $115, the Anchor Line’s *California* and the *Transylvania* offered a total of eight cruises in 1934, departing New York every Saturday for Quebec, Murray Bay, the Saguenay and Gaspé, where special celebrations were under way that year. The "North Capes" referred to for these cruises were of course Capes Trinity and Eternity in the Saguenay River.
400th Anniversary Celebrations at Gaspé

While Clarke's 1934 brochure mentioned that it was four hundred years since Jacques Cartier's first arrival at Gaspé, it did not stress the point, preferring instead to emphasize the company's cruises to Labrador.

However, an unusual 1934 cruise, performed not by a Clarke ship, but by Canada Steamship Lines' Richelieu, took place that summer, leaving Montreal on August 23 for Gaspé via Trois Rivières and Quebec, to celebrate the 400th Anniversary of Jacques Cartier's landfall in Canada. On board was the annual convention of the Union of Quebec Municipalities, the group that had chartered the Richelieu to cruise to Anticosti, Percé and Charlottetown and the St Lawrence to cruise to Pictou in the 1920s. This group had most recently sailed the Noronic down through the new Welland Canal to Toronto in 1931, and had sailed her again from Prescott to the World's Fair at Chicago in September 1933.

In addition to the Richelieu's cruise to Gaspé, Canadian National Railways brought 1,200 participants in three special trains to arrive on August 24. While the Richelieu remained in port from 8 am on Saturday, August 25, to 4 pm on Sunday, the Cartier celebrations lasted from Friday through Sunday, with the main event being the erection on Saturday of a massive 32-ton granite cross, so big that it had to be loaded at Quebec by heavy lift crane and brought down to Gaspé by ship.

Also on Saturday, Compagnie Générale Transatlantique's two-year old 28,124-ton liner Champlain arrived on a special cruise to Gaspé, bringing with her French dignitaries who had left Le Havre on August 19. The Champlain arrived at 1 pm from Charlottetown, where a 400th Anniversary Cartier cairn had been unveiled the day before. A reception fleet of seventy small craft went out to greet the French liner and escort her into Gaspé Bay.

The Gaspesia too arrived that Saturday, but not on any special cruise. She was on her routine voyage from Montreal and Quebec to the Gaspé, Prince Edward Island and Nova Scotia. Nevertheless, her passengers had more than usual to entertain them that day. Docking in the morning, before the Champlain arrived, the two ships then left together at 6 pm, headed down Gaspé Bay.

While the Gaspesia was bound for Prince Edward Island, the Champlain turned off for Tadoussac and Quebec, where she arrived early on Monday morning to disembark her passengers. She then sailed for New York, from where she would return to Europe on September 3. The New Northland, meanwhile, left Montreal at 8:30 pm Monday for Quebec.

Clarke's participation in the Gaspé celebrations was modest, but it did have a ship there on the day, even if on a routine voyage. Perhaps having lost the North Shore on a special voyage only the year before, it had lost its
taste for "special voyages." And in any case Canada Steamship Lines could handle three times as many passengers in its *Richelieu* as the *New Northland*, a ship that was better suited to long cruises.

**The Maurice Steamship Agency**

Although Clarke had been serving the coast for fourteen years, the contract to carry the cross to Gaspé had been awarded to the Maurice Steamship Agency of Montreal. Its 133-ton wooden motor coaster *Annie M Nadeau*, built in 1918 at Port Daniel, near Gaspé, had loaded the commemorative cross at Quebec on July 20. On the same day, the *North Voyageur* had been in Franquelin and the *Gaspesia* in Ste-Anne-des-Monts. But as they were both due in Quebec the next day, they would have passed the outbound *Annie M Nadeau* with her cross as they steamed in from the Gulf. The *New Northland*, meanwhile, was in Corner Brook.

Other ships managed by the Maurice Steamship Agency at different times included the steamer *Roberval*, once Menier's *Savoy*, and motor vessels such as the 170-ton *Saguenay Trader* and the 86-ton *Sinfonia*. The *Roberval* would become the *Savoy* once more in 1936, when she was purchased by Capt Eugène Gagnon, who also owned the *Saguenay Trader*. The *Annie M Nadeau*, meanwhile, was owned by Capt Maurices Compagnie de Fret de Gaspé Inc, which would soon order another small motorship at Meteghan, Nova Scotia, one in which Clarke would later have a direct involvement.

**La Compagnie de Navigation de Gaspé Baie-des-Chaleurs**

With the *Miron L* having now been in service for a decade, La Compagnie de Navigation de Gaspé Baie-des-Chaleurs was also now in the course of adding a number of vessels to its fleet. First, in 1934, the Verreaults purchased the 82-ton *Coronation* from Robin, Jones & Whitman Ltd. This ship was even known to arrive in Montreal under full sail with cargoes of potatoes, lumber and fish from New Brunswick. Work was meanwhile begun on a new motorship, the 107-ton goélette *Méchins*, to be completed in 1936 in the Verreault brothers' own shipyard at Les Méchins.

As well, Gaspé Baie-des-Chaleurs now worked with a number of other goélette owners, including Jean B Gagné, with his 182-ton *Métis*, built in 1933, and two vessels under construction, Joseph Gagnon's 146-ton *Comté Charlevoix* and Edgar Jourdain's 132-ton *Sept-Iles Trader*, both for delivery in 1935. The *Comté Charlevoix* would trade to La Malbaie and Rivière-du-Loup and the *Sept-Iles Trader* to the North Shore.

Except to those who liked to argue that Clarke had a monopoly, with organizations such as Ellis Shipping, La Compagnie de Navigation de Gaspé
Baie-des-Chaleurs and the Maurice Steamship Agency, there always seemed to be another way to ship goods to the Gaspé coast.

The "Maplebranch" Incident

As we have seen, the New Northland was not at Gaspé to celebrate the anniversary of Cartier's arrival, but was en route from Murray Bay to Quebec, nearing the end of another "De Luxe Cruise to Labrador." That particular cruise had started off with a drama of its own.

On the morning of August 13, a year and a day after the loss of the North Shore, the New Northland had been berthed at the lower end of section 23, Victoria Pier, just aft of Canada Steamship Lines' Tadoussac. She was taking on fuel for her departure that evening from the St Lawrence Stevedoring Company's 1,708-ton bunker tanker Maplebranch.

As the Maplebranch was bunkering the New Northland, the Bermuda-based cruiser HMS Dragon arrived. While trying to make her way to her assigned berth in Victoria Pier, at about 8:45 am in broad daylight, the cruiser managed to back into the Maplebranch in an attempt to avoid a collision with the Saguenay Trader, which had just left her berth and swung out into the basin preparing to leave. The Dragon, which had also been at St John's four days after the New Northland's radio broadcast in June, had just delivered British prime minister Ramsay MacDonald to St John's, taking him there from Nova Scotia on August 9.

After the collision, the Maplebranch's refuelling hose was immediately disconnected from the New Northland, and the damaged tanker towed away. But attempts to keep her afloat were unsuccessful and she sank at the inward end of the Market Basin, on which Victoria Pier is located. The New Northland, meanwhile, sailed on schedule that evening, her passengers curious about the sunken ship on the other side of the basin, bridge and funnel still visible above the waterline. After salvage by Foundation Maritime, the Maplebranch became the first ship in the Simard family's tanker fleet, giving the company its name, Branch Lines.

Life on the "New Northland"

In more recent times, the July 2008 issue of "La Revue d'histoire de la Côte-Nord" carried an article by Guy Côté entitled "In the Time of the New Northland and the North Star." In it, Normand Cormier, who had started on the Sable I and then gone to the Cape Gaspé before working as deck boy, wheelsman and then bosun on the New Northland, recounted his memories of sailing in her in the 1930s: -

We didn't appreciate the New Northland just for her luxury, but also
for her crew and conveniences. At the height of summer there were more than 50 crew members, including three master mariners. There was even a nurse, as there were laundry attendants and a seamstress. On board there was a smoking room, a library, a bar and on one side a dance floor... She was tastefully decorated, with beautiful woodwork and stained glass windows, and there was beautiful crockery, with the Clarke imprint on it, and silverware as well. And in the main lounge was a grand piano, as if to say that this was class...

We wore uniforms, but on top of that, this was a ship that took the seas easily. Of course we had no radar, it wasn't yet invented, but in tight corners or shallow waters, as at the entry to Harrington or elsewhere, we used the ship's whistle. We greatly reduced the ship's speed in such conditions, and used a sounding line with tallow to test the depths below. Depending what stuck to the lead, shell, silt or little stones, gave us an idea not only of the depth but of our approach, where we were on the chart... There was always a man in the wheelhouse and another on the bridge to repeat whatever the leadsman said...

Georges Carrier, a steward from Lévis, was a wonderful singer. In the Saguenay, he would sing the "Ave Maria" before the statue at Cape Trinity. When he did, the ship would stop all engines so everyone could hear, letting her drift in the current.

Normand's brother René, who also worked on the New Northland, was quoted in the same article, reporting that "the ship was very luxurious and had very good crew accommodations. There was dancing with an orchestra every night." Both men were from Havre-St-Pierre, where they were able to visit their family every two weeks. Georges Carrier, meanwhile, later became of the New Northland's chief steward

As if to confirm "The Gazette's" report, Normand added that at the end of each season, after she had finished her summer cruises, the New Northland would make several general cargo trips to the North Shore in order to freight in the bulk of the winter's provisions before the Sable I began her more modest winter service, which was in turn confirmed in a brief announcement in "The Gazette" on November 23, 1934: -

The Clarke Steamship Company has been given the contract for transporting mail to lower St Lawrence River ports this winter, it was learned today. The Sable I, which the company will put into this service, is expected to go into drydock for minor repairs before the inaugural trip.

After four years in the New Northland, Normand Cormier went to the Quebec & Ontario Transportation Co to sail in canallers, eventually working his way up to captain, while the rest of the New Northland's crew remained
with their ship.

**Summer Events of 1934**

Not long after HMS *Dragon* had delivered Ramsay MacDonald to Newfoundland on August 10, St Anthony saw a week of great activity, with calls by the *North Voyageur* on Monday the 13th, the day the *Dragon* struck the *Maplebranch*, by the sloop HMS *Scarborough* on Thursday the 16th, bringing Ramsay MacDonald to visit Sir Wilfred Grenfell, by the 248-ton Newfoundland-owned former minesweeper *Daisy* on Saturday the 18th, with Newfoundland commissioner Sir John Hope Simpson on board, and by the *New Northland* again on Monday the 20th. Hope Simpson's comments give us a rather different view of St Anthony: -

St Anthony is rather a showplace. They have a magnificent hospital - a farm - industrial work and education. But the economic standards of the mission are far and away above the possibilities of the island. They get very large funds from America. They also get a great deal of volunteer service from young American plutocrats. They have 35 in Newfoundland altogether this year. They work like coolies, moving coal, digging drains, selling curios, doing a thousand odd jobs. They call them "Wops" or "Wopesses," and the wops and wopesses not only work for nothing but pay for their board and lodging. It is a clever system for the mission.

A couple of weeks later, in order to commemorate the Cartier celebrations, the Montreal Harbour Bridge, under which every Clarke ship sailed when it left port or returned to Montreal, was renamed in honour of that 400th anniversary. On the morning of September 1, not long after the *North Voyageur* had sailed underneath at the finish of her ninth cruise of the year, the bridge was officially named the Jacques Cartier Bridge.

**Fire on the "Morro Castle"**

On Saturday, September 8, a week after the Montreal bridge renaming, the *North Voyageur* was making her way from Havre-St-Pierre to Natashquan on her way to Newfoundland, the *New Northland* was due in Murray Bay from the Saguenay and the *Gaspesia* outbound on the Gaspé coast. That same day came news of a disaster off the coast of New Jersey that would have a major impact on the future of American-flag passenger shipping.

The 11,520-ton *Morro Castle* (ii), owned by the Ward Line, a sister company of Clyde-Mallory Lines, was northbound from Havana to New York with 316 passengers and 750 tons of fruit in her hold. With her sister ship *Oriente*, she was America's largest and most modern coastal liner, having
been introduced in 1930. The drama started when, on the evening of September 7, her master, Capt Richard Willmott, was found dead in his cabin. Initially, the ship's doctor ascribed this to a heart condition, although others would claim that he was poisoned.

Later that night, shortly before 3 am on September 8, a fire was found in the first-class writing room, which soon went out of control, but a distress signal was not sent until half an hour later. The burning ship was taken in tow by the Coast Guard cutter TAMPA, but ended up drifting ashore at Asbury Park, New Jersey, only hours from her destination in New York harbour, after the tow line parted. She burned for several days, becoming a total loss. Of the 546 passengers and crew on board, 134 lost their lives. Many of the passengers were taken off by Furness Bermuda's Monarch of Bermuda and the Savannah Line's 5,654-ton New York-Savannah liner City of Savannah (iii), both of which were in the vicinity at the time. The cause of this disaster was almost certainly arson, and the suspected party her radio officer.

In the short term, the New York-Miami liner Iroquois, which had been laid up between seasons at Hoboken, was quickly reactivated to take the Morro Castle's scheduled sailing and replaced her for two sailings until the Ward Line could make alternative arrangements.

The press coverage that followed made this loss into America's most sensational maritime disaster of the century. And the subsequent enquiry, that would last into 1937, revealed compromised safety and a total lack of crew training, resulting in public shock at some of the unsafe practices allowed on US passenger ships, some in order to save money. After having initially resisted adopting international Safety of Life at Sea regulations, American standards would now be substantially raised, to include the use of fire-retardant materials, automatic fire doors and ship-wide fire alarms, as well as more attention to fire drills. As well, a US Merchant Marine Academy, today known as King's Point, would be founded in 1936 to train ships' officers.

The "New Northland" Sails to St John's

With the North Voyageur back in service to Corner Brook, Clarke was finally able to experiment with its new service to St John's. The New Northland's June Goodwill Cruise had attracted a great deal of interest, and on September 17 "The Gazette" carried the latest news under the title "Newfoundland Service":

Announcement is made by the Clarke Steamship Company, that the steamer New Northland, having completed her yearly popular Labrador cruise service, will be operated on freight and passenger service from Montreal to St John's, Newfoundland, with calls at Charlottetown, PEI, en route. Her first sailing from Montreal will be made on September
28, with subsequent sailings every second Friday until the close of navigation.

Owing to the heavy demand for freight tonnage at this time of year to St John's, the service of the New Northland will be supplemented by the freight steamer Winona, now under charter to the Clarke Steamship Company, which will alternate on sailings out of Montreal with the New Northland, thus providing adequate and regular freight sailings for the following months.

The s.s. North Voyageur, of the Clarke Company, will continue to operate semi-monthly service from Montreal to Corner Brook on the west coast of Newfoundland.

The Winona could carry some 3,000 tons of cargo. Like the New Northland, she had been built by Swan Hunter & Wigham Richardson, having come from their Wallsend yard in 1906, twenty years before the Clarke ship. Her owners prior to the CSL merger had been from Hamilton, Ontario, and hence she was still registered at that port. Although built to transit the old Welland and St Lawrence canals, much of the Winona's fifty-year career would be spent in seagoing service, including two world wars, before being wrecked on the Chinese coast in 1956.

The announcement of the St John's service, coming less than two weeks before the first sailing, shows that it was put together hastily, something that is confirmed by a change in the New Northland's own schedule. Clarke had planned six Montreal to Gaspé and Corner Brook voyages for her during this period, but she managed to complete only one of these before her September 26 Corner Brook departure became a September 28 sailing for St John's. The North Voyageur, meanwhile, left for Corner Brook as scheduled on October 1.

The new St John's service called at Charlottetown, but not at St Pierre as did Newfoundland Canada Steamships. The New Northland left Montreal every second Friday at 7:30 pm, stayed overnight at Charlottetown on Monday and at St John's on Thursday, then left St John's the next Friday for her return to Montreal via Quebec. The New Northland had cruised to Charlottetown in 1932, but with the North Voyageur laid up in 1933 she had not returned. However, now she was back and would make further calls on off-season cruises in subsequent years. One cargo she loaded at Charlottetown, for example, on October 31, was 1,224 bushels of PEI table potatoes for St John's, reported in the Canadian Department of Agriculture's weekly crop and market report.

Meanwhile an £8,000 sale was announced, to Far East owners, of Furness Red Cross Line's Silvia, formerly used on the Montreal-St John's service. Delivered in September in New York, by January, she was in Hong Kong, ready to be prepared for her new trade. Clarke was now operating the
New Northland on the Silvia's old route, at least for the time being..

Although the Belle Isle also sailed on Fridays, no effort was made to co-ordinate the two ships' schedules. In fact, on Wednesday, November 21, both ships arrived at Quebec from St John's on the same day, as they would at Montreal the next day. The New Northland reached Quebec at 7:45 am and the Belle Isle at 3:30 pm. The New Northland then sailed for Montreal at 4:30 pm, while the Belle Isle discharged 200 barrels of fish oil before following her upriver an hour and a half later.

Prince Edward Island to Boston by the "Farnorth"

Meanwhile, Farquhar's Farnorth led a rather vagabond life after being knocked out of the St Pierre and Miquelon trade by Newfoundland Canada's Belle Isle, and began to change routes and owners. On September 19, 1934, just two days after the announcement of the new St John's service by the New Northland, the "Western Star" reported that the Farnorth had been sold:

The steamer Farnorth, formerly owned by the Farquhar S S Company at Halifax, has been purchased by W N MacDonald of Sydney. It is stated the ship will be routed between Sydney, Montreal, St Pierre-Miquelon and St John's Nfld. Capt Geo Murley, formerly of Curling, will continue in command.

Capt Murley was a long-standing former Farquhar hand who had been master of the Sable I before her sale to Bras d'Or Bay Navigation in 1926 and had also taken the Vedas sealing in 1929. There does not seem to be any evidence that the Farnorth entered the Montreal trade, especially with the New Northland now on the route, but she was reported on January 2, 1935, sailing from Charlottetown with an end of season cargo of potatoes. Instead, she ended up being placed into service between Charlottetown and Boston via Sydney and Halifax. This was a revival of the old Plant Line route between Boston and Charlottetown that had closed down almost twenty years earlier.

Born in Pictou County, Wentworth MacDonald was president of the Margaree Steamship Co Ltd, and had run various services connecting Nova Scotia, Prince Edward Island, Newfoundland, Labrador and the eastern seaboard of the United States. He also had interests in a number of Cape Breton coal mines. In 1915, he had been awarded a $15,000 subsidy to replace the Charlottetown-St John's service that had been supplied by the Black Diamond Line before its Morwenna was torpedoed that May. For this, he had used the Senlac, until she was badly damaged by fire during a voyage from Charlottetown to St John's that December 13. The service had then been taken up by J A Farquhar & Co, with this then two-year-old Sable I, in return for an annual subsidy of $20,000 in each of the years 1916, 1917 and 1918.
After the war, MacDonald had purchased the 1,100-ton *Obernai*, a wooden steamer intended for French owners and completed in 1920, operating her until she was lost between Louisburg, Nova Scotia, and Port aux Basques with a cargo of coal on March 8, 1924. He also purchased a sister ship, the 1,097-ton *Dieuze*, which lasted a little longer, burning out at Pictou, on September 25, 1925. Both were sisters of the Gaspé Line's *Brumath*, which had burnt out at Port Daniel in 1922. Yet another wooden steamer owned by MacDonald was the 2,922-ton US-built *Clackamas*. Also in 1920, MacDonald had taken delivery of the 330-ton concrete motorship *Permanencia*, which he had built at North Sydney for trading to Prince Edward Island and Newfoundland.

In 1922-23, he ran a service to Labrador using two former Government vessels, the 185-ton *Constance* and 158-ton *Curlew*, along with the *Dieuze*. These ships he contracted in March 1923 to Labrador Goldfields Ltd, a Canadian company formed in November 1922, which anticipated the carriage of 5,000 men and 100,000 tons of supplies from New York, Boston and Sydney to new gold rush claims at Stag Bay, Labrador, north of Melville Inlet. By September, however, the firm had been revealed as a hoax, capitalized at $50,000 to sell shares in 25,000 acres at $250 a quarter acre to unsuspecting investors to make $25 million. It had even managed to cajole the Newfoundland Government into supplying a police force. The tragic thing was that the few hundred that did go really wanted to believe that there was gold there.

In another venture, MacDonald had chartered the *Constance*, built in 1892 as Canada’s first customs cruiser, back to the Customs Protective Service for use in the Gulf of St Lawrence between 1926 and 1929, and sold another of his fleet, the 167-ton *Ulna*, to the Customs Protective Service in 1931. The *Ulna* became one of the original ships to join the Royal Canadian Mounted Police Marine Division fleet when it was formed in November 1932.

Although MacDonald had bought the *Farnorth*, being a superstitious Scot who liked to keep costs down, he kept her Farquhar name, just as he had never renamed any of the ships he'd bought. Indeed, the new operator of the *Farnorth* even took the ship's name as the Farnorth Steamship Co Ltd. The *Farnorth* became the largest of many steel ships that MacDonald would own over the years, including various ferries that he operated in Nova Scotia and between Pictou and Charlottetown, and coastal ships, most of which he bought at auction.

The new Charlottetown service did not compete with Clarke, but it did offer the possibility of travelling from Montreal to Boston or New York by leaving the *Gaspesia* at Charlottetown to join the *Farnorth*. The actual itinerary MacDonald advertised was "Boston, Halifax, Charlottetown, Mulgrave, Port Hawkesbury, St Peter's Canal, Baddeck and the Sydneys," meaning both Sydney and North Sydney, where the Newfoundland Railway
steamers sailed for Port aux Basques. Newfoundland Canada’s Belle Isle also called at both the Sydneys and the two ships sometimes met there.

**The Montmorency Paper Co Ltd**

Frank Clarke’s relationship with Anglo-Canadian Pulp & Paper Mills continued to evolve. He was now president of the Montmorency Paper Co Ltd of Quebec, a company he had formed with two partners in 1933. Although Anglo-Canadian’s output had initially been shipped wholly to the UK, the new company, with its New York arm, the Montmorency Paper Co Inc, had been formed to sell Anglo-Canadian products into the United States and, as a result, Frank now had homes in both Quebec and New York.

At the same time, a new relationship opened up with Montreal Shipping, whose company history, "A Montship Story," comments that in 1934: -

[Montreal Shipping] became very creative in the chartering brokerage sector centred on the growing newsprint industry in East Canada. The company began by fixing full cargoes of newsprint for the Anglo-Canadian Pulp & Paper Co of Quebec City. The shipments moved from Eastern Canadian ports to the US Atlantic and Gulf ports.

Montreal Shipping essentially became the shipping arm of the Montmorency Paper Co. Having the chartering contacts and experience with owners of foreign tonnage that Clarke Steamship did not have, it was a logical choice to look after this business.

**The Loss of a Former Clarke Master**

A melancholy note ended the 1934 season when, on October 28, Capt Joseph Brie, once master of the North Shore, was lost with his ship, the 129-ton goélette St Roi David, and her full complement of six in a storm near Sept-Iles. Last seen off Ile aux Oeufs, no bodies were ever recovered. The Canadian Press reported her loss in a story filed from Clarke City on October 31: -

Thirteen persons are believed tonight to have lost their lives in the reported foundering of the St Roi David, a motorship out of Quebec, and a schooner from St. Pierre and Miquelon, off L’Ile aux Oeufs in the lower St. Lawrence River, during one of the worst storms experienced in the region for many years.

Capt Nicolas of the schooner landed at Pigou with four of his crew on crudely constructed rafts. The captain reported harrowing experiences and the loss of two men.
A blinding snowstorm combined with a thick fog and a tremendous swell on Sunday night were believed responsible for the loss of the *St Roi David*, Capt Joseph Brie of Quebec, a crew of five and five or six unidentified passengers. Flotsam and wreckage from the motorship have been picked up along the coast.

The *St Roi David* was plying between Trinity Bay and Natashquan when she ran into the teeth of the gale. The captain sought harbour at L'Ile aux Œufs, but the shelter proved inadequate and the vessel was tossed up against the reefs. The captain attempted to reach calmer waters near Seven Islands. The attempt, it is believed, resulted in the motorship being battered by the seas and stove in.

The *Marco Polo* and another vessel which went to the rescue of the motorship reported no trace of the vessel, but picked up crates of merchandise destined to ports along the coast...

Built in 1928, the *St Roi David* was 87 feet long, with 23 feet beam and 8 feet draught.

Before moving to the *St Roi David*, Capt Brie had commanded the *Labrador*, *North Shore* and *Sable I* and was best known for having brought the "Bremen" to Quebec in the *North Shore* in 1928 and taking the *North Shore* to Greenly Island later for the dedication of the "Bremen" memorial. After moving to the *Sable I*, however, like Capt Antoine Fournier, he had left Clarke to form a new company, Brie & Frères Ltée, with his brothers, purchasing the *St Roi David* in 1931 and opening an office at Pointe à Carcy Wharf. A report from Natashquan that spring had found "Jos Brie's new goélette" *St Roi David* arriving there at 8 am on May 10, an hour before the *North Voyageur*. Brie may have been Fournier's inspiration to form his own Fournier Steamship Lines in 1933, but Brie would see only four seasons in his own new ship. The unnamed St Pierre schooner whose survivors had landed at Pigou, to the east of Sept-Îles, was the 50-ton *St Pierraise*.

The *St Roi David* was on an extra end of season voyage to the North Shore to help out the *Sable I* and the *North Voyageur* when she was lost. While the latter had just left Montreal, the *Marco Polo* was close to the scene but a search by her was fruitless and nothing was found. Half a mile above the Quebec Bridge, another St Lawrence coaster, the 126-ton *Marie Lydia*, owned by La Compagnie de Navigation Nationale Ltée of Quebec, was lost, as was a fishing schooner at Paspébiac, on the Gaspé peninsula, which with the *St Pierraise*, meant four vessels were lost that day.

On November 3, the "New York Times" corrected the original report that the *St Roi David* was carrying passengers. The Associated Press story, filed from Clarke City the day before, read "Lost Ship Found Wrecked: No Trace is Found of Crew of Six in Gulf of St Lawrence": -
Wreckage of the small motorship *St Roi David* which foundered in a Gulf of St Lawrence storm was found today half-buried under drifting sand on the north shore. There was no trace of Capt Joseph Brie and the five members of his crew. All were believed drowned.

A search party which set out from here reported today the wreckage of the 87-foot vessel, which foundered three days ago, was found at the entrance to Seven Islands Bay between Manaween Island and les Roches a Terre. The hull, washed by waves, was half embedded in the deep sand, and the cargo of the craft was strewn along the shore. Members of the search party believed the bodies of the crew were also buried in the deep sand of the beach.

Early reports said there were half a dozen passengers on board as well as Capt Brie, but this was denied later by the ship's agents.

Not long after her loss, a memorial service was held on board the *North Voyageur* near the site where the *St Roi David* had been lost, a report of which was carried in "The Gazette" under date of November 13: -

Prayers for members of the crew of the motorship *St Roi David*, lost with all hands in a storm on the Gulf of St Lawrence about three weeks ago, were offered by passengers and crew of the *North Voyageur* on its last trip. Six men are believed to have been lost with the ship.

The captain of the *North Voyageur* of the Clarke Steamship Lines, charterers of the *St Roi David*, dropped anchor in the vicinity of Seven Islands, Que, where the ship is believed to have been wrecked, and called passengers and crew on deck, where litanies for the dead were recited. After the prayers a large anchor, fashioned out of branches of trees and leaves, was thrown overboard to mark the spot.

The ceremony was presided over by Colonel Stanton and a final prayer was said by Capt William Tremblay in the presence of assembled crew and passengers.

**Coming Through The Depression**

Although there were plenty of other operators around and many ships had been laid up for the duration, Clarke had come through the early 1930s reasonably well. Despite losing the *New Northland’s* Miami-Nassau contract for 1931-32, having to lay up the *North Voyageur* in 1933 and losing the *North Shore* in the same year, Clarke had survived the leanest years of the Depression.

It had booked record numbers of cruisers to Labrador, starting with a
trial voyage in 1930 and building to seven cruises in 1934, with a twelve-fold increase in number of berths offered. It had revived an old link with Prince Edward Island, extended service to Nova Scotia and even experimented with service to St John's. And it had started new local shipping operations at Rimouski and Rivière-du-Loup.

It had also run a Canadian Trade Mission cruise to the West Indies, visiting many islands for the first time, and revisiting Havana and Nassau, as a result of which new negotiations had been opened with the Bahamian Governor, Sir Bede Clifford, that would eventually see the New Northland working year round again.

### Into The Future

That autumn, Sir Bede Clifford visited New York with Sir George Johnson, president of the Bahamian Legislative Council, to meet officials of Cunard White Star Ltd in order to discuss a direct steamer connection with New York. From there, the two men proceeded to Montreal to meet Canadian National Steamships, who had operated the Prince David on the Miami-Nassau route in 1934, and the Clarke Steamship Co, who were interested in offering the New Northland for 1935.

On October 24, 1934, Johnson announced that the New Northland would enter service between Miami and Nassau that winter. "New Northland Goes South" said "The Gazette" the next day in a report from Nassau, noting that:

The Clarke Steamship Company of Quebec and Montreal will operate a steamship service between here and Miami during the winter season, according to an announcement made today by Sir George Johnson, president of the Legislative Council and chairman of the Bahamas Development Board.

The steamer New Northland will be used in the service, commencing on January 17 with two sailings a week each way until April 21...

The New Northland is not a stranger to southern waters. Four years ago she was in the Miami-Nassau service, under United States charter, and three winters ago she cruised through the West Indies as Canada's trade ship.

"We are happy to announce that Canadian enterprise will operate a series of trips to Nassau from Miami this winter," Sir George Johnson said today. "We are looking for a good season this year and prospects of travel from Miami are most encouraging."

A week later, "The Gazette" carried some of the background to this
story, in which it revealed that the Bahamian Governor had visited Canadian National in September to try to lure the Prince David back to the route. Starting with the 1934 winter season, "The Gazette" reported as follows:

Arrangements were effected by the Government of the Bahamas, which granted a subsidy of £4,000 for the operation of this luxury liner between the mainland and the Bahamas during January, February, March and April. Since then the vessel has been laid up in the Bermudas, and efforts were made in September to induce her owners to re-inaugurate the service this winter, the Governor, His Excellency Sir Bede Clifford, KCMG, having come to Montreal for this purpose. It is understood that the Board of Trustees of the CNR declined to accept the offer, lacking unanimity, despite the excellent results achieved last season, and the first in which this liner was presented to the travelling public on this route.

However, the Colonial Government has effected an agreement with the Clarke Steamship Company for the maintenance of an overnight ferry service from the mainland during the winter months as Nassau is increasing rapidly in popularity, and every effort is being made to attract additional tourists. The s.s. New Northland, which is so well known on the St Lawrence during the summer months, will again proceed to Miami as she spent [four] winter seasons on that route. In addition, it has been reported that arrangements have been completed for a fast service direct to Nassau from New York by Cunard White Star Limited.

In fact, Clarke had let it be known as early as October 14 that the New Northland would be going south to trade between Miami and Nassau, and it would hardly be to operate a "ferry service," as "The Gazette" reported. The "New York Times" finally carried a confirmation of all the various developments in a brief report from Nassau dated November 20, 1934:

The Governor is calling a special session of the Legislature for Dec 3 to ratify a contract for improved air service and the leasing of land to the Pan American Airways. The lease has just been concluded and construction of an airport will be started this week.

The Legislature will also be asked to ratify contracts for the operation of a golf course, Paradise Beach and the Colonial Hotel and contracts with the Cunard Line for a New York-Nassau service and the Clarke Steamship Company of Montreal for a service touching at Miami and Nassau. A big winter season is expected.

Although this particular report was headed "Bahamas Push Airport" the agreement for a new Miami-Nassau steamship contract could not have been better news for Clarke. The Bahamian Government had not only arranged with Desmond Clarke to run the New Northland between Nassau and Miami
and Cunard to run a new weekly winter service from New York but it had also induced a local shipowner by the name of Kelly, who ran the Kelly Line boats between Nassau and Miami, to build a new tender to serve the Cunard ship.

On December 26, 1934, in a full page special on Canada and the Bahamas, "The Gazette" carried a story, "New Northland Leaves St Lawrence for Miami to Start Nassau Service," that began: -

Resplendent in white tropical raiment, the s.s. New Northland has been transferred from the St Lawrence to southern waters, and will be operated during the winter between Miami, Fla, and Nassau, capital of the Bahamas on regular schedule. Her initial departure from the mainland will be taken on January 17th, followed by sailings every Monday and Thursday. She is due to leave Nassau each Sunday and Wednesday during the season, passengers being permitted to remain aboard while the ship is in port.

It was the last few words of this introduction, indicating the introduction of cruising to the Bahamas, that would be the key to Clarke's success in the Miami-Nassau trade. Meanwhile, from New York, the arrival of the Cunard Line greatly overshadowed the fortnightly service that had been offered by Munson Lines, for whom things had not been going well. After having almost been taken over by the International Mercantile Marine Co in January 1934, on June 11 it had had to file for protection under the US Bankruptcy Act. On the other hand, things had never looked better for Clarke.