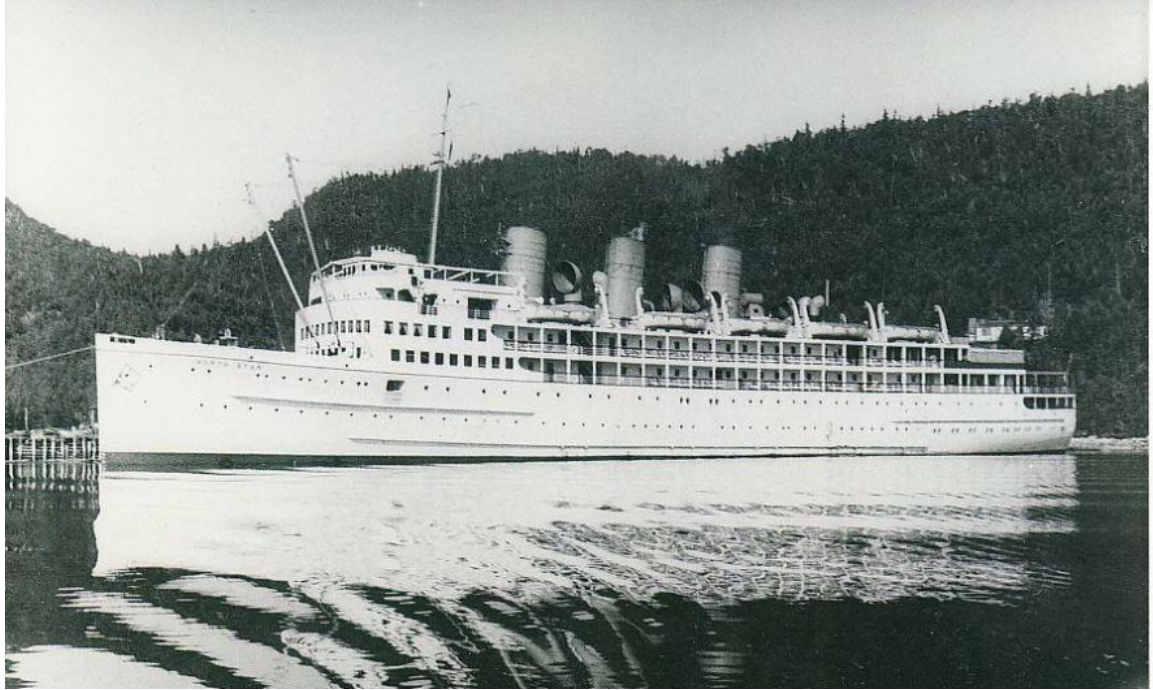


CHAPTER 7



The t.s.s. North Star at Bonne Bay, Newfoundland

CRUISING YEARS: NASSAU, A NEW FLAGSHIP AND THE WEST INDIES

The "New Northland" Returns to Nassau

The *New Northland* had now been laid up at Quebec for two winters, a situation that the cost-conscious company had wanted to correct for some time. Meanwhile, Munson Lines, now being run by trustees, had reduced its Miami-Nassau service to a fortnightly connection, with just ten sailings by the *Munargo* during the winter of 1934. Finally, over that same winter Canadian National's *Prince David* had not been a success and it was not of a mind to send her back to Nassau. This all meant that conditions were now ripe for the *New Northland* to return.

The Government of the Bahamas had now agreed to grant Clarke a subsidy to operate the *New Northland* between Miami and Nassau, starting in 1935. Although she had not called at Nassau since February 1932, when Governor Sir Bede Clifford had gone aboard, Bahamians remembered the high standards and friendly service that had been her trademarks on the route until 1931. There had still been one area of contention, however. Until now, all ships that had operated between Miami and Nassau had done so strictly as night boats, with passengers leaving the ship on arrival and staying in hotels ashore. But Clarke wanted to offer stay aboard cruises as well. A new kind of subsidy was thus required to protect the tourist trade.

Desmond Clarke finally came to an agreement with the Bahamians whereby they would pay a subsidy of only £2,000 (or about \$10,000) for a winter season of twice-weekly sailings, but this would rise to £3,000 (or about \$15,000) if the *New Northland* matched or exceeded the number of tourists carried by the *Prince David* the year before. While Clarke wanted to introduce cruises to Nassau, the Bahamians wanted to increase their tourist trade. Thus, only tourists, and not cruise passengers, were to be counted. But this at least guaranteed a minimum subsidy to Clarke, while keeping the Bahamians happy that they would pay the full amount only if its tourist trade grew, or at least did not diminish.

The "New York Times" signalled the start of the new Nassau season on January 13, 1935: -

The Nassau tourist season will reach its full stride next week, when several major activities are scheduled to take place. A championship tennis tournament will be held on the courts of the British Colonial Hotel from Wednesday - the day after the hotel is opened - to Sunday...

Besides the British Colonial, the Fort Montagu Beach Hotel will be opened this week, on Monday. The *New Northland* of the Clarke Steamship Company will inaugurate a tri-weekly service between Nassau and Miami on Thursday.

To look after the new service, Clarke opened a sales and ticketing office in the twelve-story Ingraham Building, at 211 South East First Street, and a dock office at Pier 2. The Ingraham Building, a 1927 product of the firm that had built the Breakers Hotel in Palm Beach in 1926, had been designed by the firm that had been responsible for New York's new Waldorf-Astoria Hotel. It was also the location of the main ticket office for the Florida East Coast Railway Co. Meanwhile, the Miami piers were assigned to the various steamship lines as follows: -

NE 9th St: Munson Line to New York, Nassau and Havana.

NE 10th St: Clarke S S Co to Nassau, Clyde-Mallory S S Co to New York, Jacksonville and Galveston, and P&O S S Line to Key West and Havana.

NE 11th St: Merchants & Miners Line to Jacksonville, Savannah, Norfolk, Baltimore, Philadelphia and Boston.

Clarke now controlled its own affairs, operating the *New Northland's* Miami-Nassau service for its own account rather than chartering her to Munson Lines as in the past. Munson meanwhile carried on, with the *Munargo* sailing from Nassau to Miami one week and from Miami to Nassau the next. Nassau agents for both lines were R H Curry & Co, the company that had represented Clarke in its first cruising season, when representatives had

travelled on the *New Northland's* first Caribbean cruise in 1927.

Cruising from Miami

With the *New Northland* back on the run, sailing for Clarke's own account once again, the company went about re-introducing cruising to Miami. The difference was clear. In 1931, the *New Northland's* last season with Munson Lines, the Nassau brochure had read "Overnight from Miami" and "Sailing List and General Information." And although the "New York Times" had talked about a tri-weekly service, Clarke had in mind something different.

The cover of its 1935 Miami-Nassau brochure carried a colour portrait of a handsome white-hulled *New Northland*, offering "Inclusive cruises" with fares from \$29.50 for three nights or \$35 for four nights. These were in addition to the usual one-way and round-trip fares. The basis of the cruise fares was explained inside: -

Passengers making round trip to Nassau on same sailing may purchase inclusive tour tickets which will enable them to use the ship as their hotel during the stay in Nassau, and which include all meals and stateroom accommodation from Miami back to Miami; these inclusive rates effect a considerable saving for passengers. Monday sailings provide a 30-hour stay in Nassau; Thursday sailings provide a 54-hour stay.

Meanwhile, Clarke's New York office, which had been opened in the late 1920s to market Gulf of St Lawrence cruises in the United States, would now be active selling both summer cruises to Labrador and winter cruises to the Bahamas, particularly as most of the company's passengers tended to come from the US northeast. In 1935, 83,000 passengers would cruise from United States ports. And although not all that travelled would be cruisers, the *New Northland*, with 149 berths over twenty-eight sailings that winter, would be able to carry more than 4,000 to Nassau.

Miami's White Cruise Ship

For her new role, the *New Northland*, under the command of Capt Boucher, was refitted in the St Lawrence before proceeding to Nassau in December. There, she received the final touches to her new livery, conditions there being better for painting than in the increasingly wintry St Lawrence. Her black hull and funnel had now given way to a resplendent cruise ship garb of shiny white hull, green boot-topping, thin blue riband around her hull at main deck level, and buff funnel carrying four blue bands. White reflected heat but black absorbed it, something that had caused the United Fruit Company to paint its ships white since it began carrying bananas and

passengers in 1899. The "Miami Daily News" recorded her arrival on January 16, under "*New Northland* Docks in Miami": -

Bearing a new coat of white paint to withstand the semi-tropical sun, the s.s. *New Northland* of Clarke Steamship Co Ltd, arrived at Pier 2, municipal docks, at 11:30 am today to inaugurate a bi-weekly sailing service between Miami and Nassau tomorrow.

The vessel has just completed sailings between Montreal and Quebec, Canada, and Newfoundland and Labrador. It was used here in 1927 in a Palm Beach-Miami-Nassau-Havana service.

Desmond Clarke, president of the company, was host to mayors of Miami, Miami Beach and Coral Gables and other officials and business men in a luncheon aboard the vessel at noon. The vessel will be open to public inspection between 8:30 and 10:30 pm tonight with attendants on hand to serve as guides, and an orchestra in the Pirate's Den, after-deck salon, for dancing...

Full booking was indicated for the vessel's maiden departure from Miami at 4 pm tomorrow...

Sir George Johnson, president of the Nassau Development board, was aboard the vessel as it docked this morning and outlined coming Nassau activities:

"First arrival of the *New Northland* at 9 am on Saturday," he said, "will coincide with the opening of Colonel Henry L Doherty's British Colonial hotel. Montagu Beach hotel opened last Monday. A dinner and ball at the British Colonial hotel ... will be held Saturday night. Montagu Park race horse track will open in the afternoon. Paradise Beach, bathing strip, will also be open..."

Sir George said Nassau expects its best season this year, particularly welcoming Colonel Doherty, "who has succeeded so wonderfully in Florida," in his purchase of the British Colonial hotel.

An obvious influence on Clarke's new livery was Canadian Pacific, whose "Empresses" carried the same colours but without the four funnel bands. Canadian Pacific's first "White Empresses" had sailed the Pacific in 1891, but more recently the company had brought the colour scheme to the Atlantic. There had also been a recent tendency to paint ships white when they went cruising, something that had been encouraged in 1931, when Cunard Line's *Mauretania*, that other Swan Hunter product that had now been sent cruising, emerged with a white hull.

Thus, on January 17, after an absence of three seasons, save for a solitary Nassau call in 1932, the *New Northland* found herself once again in

Miami, casting off her lines and setting course for the Bahamas in a new winter cruise service. Among her 170 passengers that day were Desmond Clarke, Sir George and Lady Johnson, representing the Government of the Bahamas, and Mrs Sewell, wife of the Mayor of Miami, plus other dignitaries. The year was a signal one for Miami, as New Years Day had seen the first playing of footballs Orange Bowl.

In its Sunday issue on January 20, as the *New Northland* was about to return from her inaugural cruise, the "Miami Daily News" devoted a whole page to Nassau, with photos, a map and advertisements from Nassau merchants, in which it added that "the Clarke Steamship Co Ltd is offering round trips on their luxurious liner, s.s. *New Northland*, with all meals and accommodation on the ship while in Nassau."

The *New Northland* had been Miami's first cruise ship when she cruised to Nassau and Havana in 1927, but now she would become its most popular, returning every winter for the next several years. She was also Miami's first true white-hulled cruise ship, as while the *Prince David* had been painted white, she had operated as a night boat and did not carry round-trip cruise passengers. Many decades later, white-hulled cruise ships would still be sailing the same 3- and 4-night Miami-Nassau cruise circuit that the *New Northland* began in 1935. This was the most significant change in the Nassau schedule since Flagler had agreed with the Bahamians to supply two sailings a week, and three in the high season of February and March, some forty years earlier.

The *New Northland* cruises included a full program of "Shore Excursions and Entertainment," which night boats such as P&O's *Miami*, Munson Lines and the *Prince David* had not. The new Clarke brochures advised that "in addition to dance orchestra and entertainment provided on board, the following programme of shore excursions has been specially prepared for our passengers and may be included at time of purchasing passage ticket."

Shore excursions cost \$2.50 and included a choice of a two-hour automobile sightseeing tour or a glass-bottom boat ride for a day at Paradise Beach. The tour included the Observation Tower, for a panoramic view of Nassau, Grant's Town native quarter, Fort Charlotte and its subterranean chambers and well, the Queen's Staircase, the Bahamas Country Club, Montagu Park Raceway, Emerald Beach and the Bahamian Club Casino. For \$2.00 one could also enjoy "an evening at the fashionable Jungle Club (Fort Montagu Beach Hotel), including transportation both ways and entrance fee." Opening days at Montagu Park would often now be conducted based on when the *New Northland* was in port, in order to attract a bigger crowd. Meanwhile, the *New Northland's* cruise entertainment included: -

Dancing every evening at the Jungle Club (Fort Montagu Beach Hotel), the New Colonial Hotel, occasional dancing at the Yacht Club and, of

course, dancing every evening in "The Pirates' Den" on board the *New Northland*. Horse racing twice a week. Yacht races and polo once a week. Excellent Tennis. Courts at both of the large hotels and at the Country Club. No difficulty in obtaining membership. Excellent sailing and fishing at Paradise Beach, the Country Club and Montagu Park Beach.

The "Pirates' Den" was an innovation, and a new name for the open-air dance area aft of the Verandah Café. One visitor to the *New Northland* during one of her overnight stays at Nassau in 1935 commented that "the Pirates' Den where they dance is like a den, with long tables and seats made of natural wood and stripped in black to imitate parts of iron bound chests." Carl Netherland-Brown described the club that encircled the after end of the ship in his article "The Canadian Ship *Northland*": -

Located at the extreme stern, on Promenade Deck, was the most popular spot on board when the ship was in tropical climes. Here, with removable canvas awnings overhead, was an open air night club known as the Pirates' Den. Teakwood benches conformed to the semi-circular shape of the fantail, and there were tables and chairs which seemed to be made of rum kegs, but were actually teak. A dance floor was located in the center, while colored lights surrounded the area, adding a festive touch.

As a cruise ship, the *New Northland* had an air of on board jollity that continued on arrival at Nassau. Compared to the old days of catching the night boat to Nassau and passengers proceeding ashore in the morning with their luggage, this made a huge difference. The ship now had life, with everything available for cruise passengers staying on board in Nassau.

Tour operator brochures advertised the *New Northland* with the phrase "the steamer is your hotel." For some years yet, P&O's Havana service would still operate overnight sailings combined with shoreside hotel stays, even for the longer 3-day voyages.

Clarke, however, had been advocating cruises from Florida from the beginning. The first time it had used similar words to the "luxurious s.s. *New Northland* is your hotel" and "no rooms to buy ashore" had been on her "Triangle Cruises" to Nassau and Havana in 1927. Finally, they had been able to reintroduce this idea, this time to Nassau on shorter itineraries.

Earlier White Ships at Miami

White-hulled ships had operated from Miami long before the *New Northland*. The white-hulled *City of Monticello* had run for one season to Nassau and the *Miami* herself had at first had a white hull. Havana-American's *City of Miami*, which ran briefly to Havana, had a white

hull, as did the equally short-lived *Queen of Nassau* to Nassau. Even the *Kroonland* from New York had a white hull, acquired when she had began operating through the Panama Canal to California. And Canadian National's white-hulled *Prince David* had been the Nassau night boat in 1934. Each of these ships had run for one or two seasons each, offering passage fares with berth, meals and taxes extra. But the *New Northland* was the first to take cruise passengers who stayed on board for the full round voyage.

Three other white-hulled cruise ships came from the United Kingdom. Blue Star Line's 15,501-ton *Arandora Star*, having made her first call on February 12, 1932, had returned every winter since. During her first call the *New Northland* had been on her way from British Guiana to Jamaica during her Canadian trade cruise. Lamport & Holt's 13,233-ton *Vandyck* had also begun to call at Miami after becoming an all-white cruise ship in 1933. Yet another white-hulled British cruise ship that visited Miami was Royal Mail Lines' 15,620-ton *Atlantis*. But while these ships brought cruise passengers to Miami, their passengers were foreign and the ships did not cater to Americans.

Miami had now seen ships from the Baltimore & Carolina Line, Clyde-Mallory Lines, Eastern Steamship Lines, Merchants & Miners, Munson Lines, Peninsular & Occidental, Red Cross Line, and of course Clarke. But the *New Northland* was its first cruise ship, first in 1927 and now again in 1935. While she had operated as a night boat for Munson Lines between 1928 and 1931, she now returned in her originally intended role as a cruise ship as well as carrying tourists.

The Miami-Nassau Cruise

The *New Northland's* 3- and 4-night cruises left Miami at 4 pm every Monday and Thursday for Nassau. This was an hour later than the 3 pm night boat sailings of her Munson days, but five hours earlier than the 9 pm departures of the much faster *Prince David* the year before. The *New Northland's* slower speed, on the other hand, made a virtue of spending more time cruising to Nassau.

The Thursday weekend cruise offered almost a three-day stay in Nassau, from 9 am on Friday to 3 pm on Sunday, returning to Miami at 8 am on Monday morning. The Monday cruise offered a one-night visit to Nassau, but three nights on board. This same mix of 3- and 4-night voyages is still used today.

The new cruise fares, meanwhile, were lower than the old round trip fares. Cruises in the *New Northland* began at \$29.50 for three nights and \$35 for four nights, compared to the \$45 round trip night boat fare that Munson Lines had charged in the Roaring 20s. And the ship's four de luxe suites, now called twin bed parlours with bath, sold for \$45 or \$56 respectively, a far cry

from the \$120 that Munson Lines had demanded for a round trip. The *New Northland's* cruise fares offered real value for money.

Meanwhile, the round trip passage fare of \$17 plus berth, meals and taxes compared with a Munson Lines second-class round trip for \$25, and \$20 in the *Prince David* the year before. Similarly, Munson Lines' one-way fare of \$15 and Canadian National's \$12 were now \$9.50 in the *New Northland*. On the other hand, Clarke now had the advantage of being able to generate new revenues from shore excursions, drinks and other spending by passengers while on board.

The *New Northland* was advertised to the American public as a "British ship ... built in England," with a Clarke staff "who are highly trained in the traditions of British sea service." Although her crew were French-Canadian, they wore a uniform that was heavily based on British navy issue. And Nassau was of course a capital of a British colony with a British governor. In those days, Canadian ships were also still counted as on the British register. What made this more appealing was the public shock over the many deaths that had occurred on the US-flag *Morro Castle*. The public needed confidence in the ships in which they sailed.

Clarke's colourful 1935 Nassau cruise brochure was intended to instil an air of gaiety into the run to Nassau: -

It's "Ho!" for the Spanish Main in the "Pirates' Den" on the after deck of the *New Northland*. Exciting atmosphere this - where only dead men tell no tales and jolly pirates plot out happy days in Nassau - quaffing coffee or perhaps something stronger - biting into delicious sandwiches, while even the ship has a bone in her teeth as she goes dipping through the Gulf Stream to the islands of Lucaya.

More than a night trip - glorious hours of daylight, coming and going!

New Northland leaves Miami at 4:00 pm and from the "Pirates' Den" on the after deck you watch the glorious panorama of the Florida coastline fade away in the gloaming. Ship leaves Nassau 3:00 pm for the return trip, threading her way through the fascinating out islands and quaint native life.

In addition to the "Pirates' Den," the *New Northland's* cruising amenities included her large forward observation lounge and smoking room with raised ceiling on the Promenade Deck, leading aft through two doors to the Verandah Café, facilities that would now also be used in port.

At the beginning and end of each Nassau season, the *New Northland* ran 5-day New Year and Easter cruises, at first just to Nassau, but later to Havana as well. And as in the past, tourist automobiles could still be carried on the Lower Deck for those wishing to take their cars to or from Nassau.

The company's ticket envelopes soon began to carry a new slogan: - "Summer Cruises, Montreal to Labrador - Winter Cruises, Miami to Nassau."

Through Tickets to New York

With the opening of its own Miami-Nassau service, Clarke also took a leaf out of the Munson Lines book and started offering through tickets between the south and New York as well as local cruises.

Passengers leaving Miami on *New Northland's* Monday departure, for example, could continue to New York in Cunard White Star's 20,277-ton white-hulled cruising liner *Carinthia*, which left Nassau on Wednesday at 2 am to arrive in New York on Friday evening. This was a better connection than the previous one to the *Munargo*, as it did not require a hotel stay in Nassau, just a tender ride out to the waiting Cunard liner from Prince George's Wharf in Nassau. Fares from Miami to New York, including all meals and berth, began at \$73. The *Carinthia* would soon also find her way into the Gulf of St Lawrence, offering summer cruises from New York to Quebec, the Saguenay, Gaspé and Halifax, and also "Triangle Cruises" to Gaspé, the Saguenay, Quebec and Bermuda.

Clarke also offered a northbound service for passengers departing from Nassau, which of course competed with Munson Lines' *Munargo* and her direct Nassau-New York sailings. In Miami, *New Northland* passengers joined a Clyde-Mallory Line coastal liner for their trip to New York, with through fares starting at \$58.75, less than the Miami-New York fare via Nassau and also less than Munson Lines' \$65.

Munson Lines had by now abandoned its weekly New York-Nassau winter schedule in favour of the 12-night cruises that left New York every other Saturday for Nassau, Miami and Havana and called at the same ports in reverse order on the return. Munson Lines fares began at \$50 plus taxes between New York and Miami or Nassau but where the *Munargo* offered only a sailing in each direction every other week, Clarke could offer a weekly connection on either route.

As well as sailing from Miami, the *New Northland* served Bahamians wishing to visit Florida for shopping or business during the winter season. One of the Bahamas' newest residents, gold mining millionaire Harry Oakes, had become the richest man in Canada because of his holdings in Lake Shore Mines Ltd at Kirkland Lake, Ontario. But he had given up his position as president of the mining company and moved to Nassau with his wife Eunice in 1934 in order to escape stringent Canadian taxes, which he said were costing him \$17,500 a day. Once in Nassau, which had no income tax, he proceeded to buy up a third of New Providence Island, on which the capital was located, for development. He also backed Bahamas Airways and set about building Nassau's first airport at Oakes Field. But despite Oakes'

involvement in aviation, he and the local merchants of Nassau still relied on the *New Northland* not only for her valuable service to Miami, but also for the spending her passengers and tourists brought to Nassau.

In addition to carrying cruisers and travellers, the Clarke Steamship Co now qualified to carry US Mails, both regular and parcel post, from Miami to the Bahamas, with acceptance up to 2 pm or two hours before the *New Northland* sailed for Nassau. Typically, she would now offer eight or nine departures a month as opposed to just two or three by Munson's *Munargo*, while air mail service was offered twice weekly at a higher rate of 10 cents per half ounce.

Ward Line's "Havana"

As the *New Northland* was preparing for her Nassau cruises, the Ward Line was once again in the news. On Sunday, January 6, its 6,391-ton *Havana*, en route from New York to Havana, ran aground on Mantilla Reef in the northern Bahamas, within sight of the reef's marker buoy, where the *President Garfield* had grounded six years earlier. "Time" magazine carried the story in its January 14 edition, copies of which were no doubt read on board the *New Northland* as she made her first voyage to Nassau three days later. The heading was "Liner's Luck": -

A few minutes before 4 o'clock one morning last week passengers on the s.s. *Havana* woke up with a sharp jolt. Three hours later when they were called for breakfast they learned that hard luck had again overtaken the Ward Line. Stuck on a shoal 60 mi east of Jupiter Light on the Florida coast was the s.s. *Havana*. While the passengers were eating breakfast Captain Alfred W Peterson sent an SOS. While they were dancing the rumba in the lounge, he let down an empty lifeboat to test sea conditions. He found them rough. But the *Havana* was pounding, threatening to break up. Taking no chances, Captain Peterson lowered two boatloads of passengers, lowered four more when the Southern Pacific liner *El Oceano* arrived. Of the *Havana's* 51 passengers, all were saved but one man died of apoplexy in a lifeboat. Fifty of the *Havana's* crew of 126, including the purser, were survivors of the Ward Line's *Morro Castle*.

The 6,670-ton *El Oceano* was engaged in Southern Pacific's cargo-passenger service between New York and Texas and her crew were commended for the role they played. The *Havana*, meanwhile, was so hard aground it would take two months to free her from the Bahamian reef, and when finally repaired, she would be renamed *Yucatan*, so as to save her from any further embarrassment.

The "Mohawk"

Only eighteen days later and a week after the *New Northland's* first sailing from Miami, came worse news. The Ward Line had chartered Clyde-Mallory's *Mohawk*, from the New York, Miami and Galveston run, to replace the *Havana*. On Thursday, January 24, 1935, not long after leaving New York on her first voyage to Havana, the *Mohawk* too ran into trouble. The *New Northland*, having sailed from Miami that same afternoon, received the news on arriving at Nassau the next morning. "Time" magazine carried the story under the heading "No. 3," in its February 4 edition: -

Down Manhattan's East River one icy afternoon last week sailed s.s. *Mohawk*, 6,000-ton Clyde-Mallory liner, with 54 passengers bound for Cuba and Mexico. The *Mohawk* was making her first voyage under charter to New York & Cuba Mail Steamship Co. That company, known as the Ward Line, had hired her because its own s.s. *Havana* had grounded on a coral reef off the Bahamas three weeks before.

Captained by a Clyde-Mallory skipper, staffed by a mixed Clyde-Mallory and Ward Line crew - both lines are subsidiaries of Atlantic, Gulf & West Indies Steamship Lines - the *Mohawk* passed Sandy Hook at dusk, stopped shortly after to calibrate a new radio compass. During the two hours she was hove to, several vessels passed her, including the Norwegian freighter *Talisman* out of Brooklyn to South America. By the time the *Mohawk* got under way again it was a bright starlit night, crisp and cold (5°). The sea was smooth, the wind moderate.

Heading down the New Jersey coast, about five miles offshore, the *Mohawk* had just passed the charred hulk of the t.e.l. *Morro Castle* when she picked up the *Talisman's* lights about half a mile off her port bow. The two vessels ran almost abreast for about 15 minutes, with the *Mohawk* gradually creeping ahead. Then something very strange happened. Without warning, the *Mohawk* veered sharply to port, bore down swiftly on the freighter, while her whistle tooted a desperate warning. The *Talisman* swung hard to port, sent her engines full speed astern, but it was too late. The *Mohawk* crossed directly in front of the freighter's bow, was knifed at right angles. When the vessels pulled apart the *Mohawk's* side gaped with a deadly wound. Several seamen had been crushed to death in the forecastle. Two minutes later her captain flashed an SOS...

The \$2,000,000 nine-year-old vessel upended and went down by the bow, her dripping bronze propeller glittering in the light of the moon which had risen since the collision. On her bridge as she plunged was the lone, gallant figure of her skipper, Captain Joseph Edward Wood, who had spent 30 years in the Clyde-Mallory service and held the Congressional Medal for bravery. Thus had his grandfather and his great-grand-father died before him.

Most of the *Mohawk's* survivors were taken aboard the Clyde-Mallory liner *Algonquin*. Many were frozen numb after drifting hours in the open sea in near-zero weather. Scores of seamen had the flesh torn from their hands when salt spray froze them to the oars...

Score: dead ... missing, 45 (15 passengers, 30 crew).

Because it was not merely a shipwreck but the culmination of a series of disasters to Ward Line ships, the sinking of the *Mohawk* last week left the country aghast. Only five months ago the *Morro Castle*, her captain mysteriously dead, caught fire and burned with a loss of 124 lives ("Time," Sept. 17). Last week she was still beached off Asbury Park, NJ. Last month off Florida the *Havana* for no good reason went aground 20 miles off her course ("Time," Jan. 14). That a third major disaster should befall the Ward Line last week was regarded as almost incredibly fantastic.

The *Mohawk's* steering gear had frozen in the cold weather and she had been using her emergency steering position aft at the time of the accident. Confusion between orders from the bridge, which used "direct steering," and her wheel aft, which used the old-fashioned "reverse steering" system, whereby the wheel was turned in the opposite direction to the intended turn, had caused the ship to turn in the wrong direction. After this finding, the United States made direct steering orders mandatory.

Among the dead was Gertrude Oakes, sister of millionaire Harry Oakes, now in the Bahamas. Only a few weeks earlier, on December 23, 1934, she had attended Harry's 60th birthday party in Palm Beach. Several of the *Mohawk's* crew members had been on board the *Morro Castle* when she burned and again on the *Havana* when she grounded. After three marine casualties in five months, two involving serious loss of life, the Ward Line dropped its name in favour of the corporate title of the New York & Cuba Mail Line, or Cuba Mail Line. Meanwhile, the *Seminole* carried on in place of the *Mohawk* on the New York-Miami-Galveston run.

Further south the *New Northland* was more directly involved when the 80-foot 40-ton ketch *Esperanza* went missing with Capt Carl Holm and seven seamen on board. Leaving Nassau on Sunday, February 17, she had been expected in Miami by Tuesday morning at the latest but had still not arrived by Thursday. Last sighted by the *New Northland* off Stirrup's Cay, Bahamas, on Sunday, this yacht, owned by S W Parrish of Beaumont, Texas, a member of the Miami Yacht Club, would later turn up safe. The *New Northland* would often be called on to check on passing yachts and small craft making the crossing between Miami and Nassau.

High Demand for "New Northland" Cruises

Fortunately, this new suspicion of American seamanship did not damage Clarke's Nassau cruise business. In fact, quite to the contrary, the Canadian company found that its reliance on the traditional values of "British seamanship" and its British-style uniforms worked to its advantage. And the public's need for complete confidence in the ships that it sailed was subtly acknowledged in Clarke's advertising.

The *New Northland's* revived Nassau service was popular from the start, as "The Gazette" reported on February 28, 1935: -

There were as many as 18 persons who were so anxious to travel in the Canadian passenger steamer *New Northland*, now cruising between Miami and Nassau, that they were willing to take "pot luck" this week and went aboard, although every one of the regular berths had been sold and there was, to all intents, no more space available.

Such is the information received by the local office of the Clarke Steamship Company in regard to the way their winter cruise ship has been faring of late in the bi-weekly trips connecting the two holiday resorts of the Atlantic. This was the same experience the *New Northland* had on her previous trip from Miami to Nassau and some kind of accommodation had to be arranged for insistent late-comers.

The introduction of the full stay-aboard cruise had been successful, and together with the one-way and return fares to and from Nassau kept the *New Northland* full.

The Nassau Tourism Boom

About a week after this story appeared, Douglas Fairbanks arrived in his yacht, together with Lady Ashley, who a year later would become the second Mrs Fairbanks. The couple attracted crowds wherever they went and were a huge attraction for passengers on the *New Northland*.

Immediately after them came the Duke and Duchess of Kent, he for whom Prince George's Wharf had been named. The Kents had spent their honeymoon cruising from Southampton to Trinidad in early February in Canadian Pacific's *Duchess of Richmond*. On her arrival at Miami with the royal couple on Monday February 10, the *New Northland* too was there, arriving on one of her regular overnight sailings from Nassau.

Nassau was developing into "the" place to be. As the *New Northland* sat at her dock in Nassau on March 10, 1935, the "New York Times" carried a story headed "Visitors Crowd Nassau" -

Nassau and the Bahamas will bring to a climax a prosperous tourist season with a reception on Wednesday for the Duke and Duchess of

Kent on their arrival by air from Jamaica on the homeward lap of their honeymoon trip. Welcoming arches, bunting and special decorations are already appearing on the public buildings and the shops of colorful Nassau and government officials and natives alike plan to give King George's son and his bride, the Princess Marina, a rousing welcome and a merry round of entertainment. The royal couple will be guests at Government House of the Governor, Sir Bede Clifford, and his American wife, the former Alice Gundry of Cleveland.

Meanwhile, American visitors in greater numbers than the city has ever before entertained are enjoying perfect weather in the "Islands of June." Local merchants and the Nassau Development Board point to statistics showing that 1935's tourist and cruise passenger influx has exceeded by nearly 1,000 persons a month the highest records of previous years...

Easier and quicker transportation to Nassau is a factor in the increase of business. This year, connections by both water and air have been increased to such an extent as to make the Bahamas nearly as accessible as Florida... Regular sailings by large liners have replaced the former irregular service, and have brought thousands to Nassau this winter, either for an overnight stop or for longer visits. Likewise, faster steamship service to Miami has brought the Florida resort within overnight sailing distance of Nassau.

In addition Atlantic and South American liners have brought to Nassau loads of cruise passengers for brief sojourns... On Tuesdays when the cruise ships usually arrive, Nassau's transportation facilities are taxed to the limit.

Notwithstanding the fact that Flagler had brought Nassau within overnight sailing distance of Florida forty years earlier and the *Prince David* had been a faster ship, the newspapers had noticed the *New Northland*. In another "New York Times" story, filed from Miami on March 22, she was mentioned twice.

Among those departing today for Nassau aboard the s.s. *New Northland* were several who will be guests at the garden party which Sir Bede E H Clifford, Governor ... of the Bahamas, and Lady Clifford will give at Government House on Saturday afternoon, March 23, to honor the Duke and Duchess of Kent. A ball will be given on March 29 for the Duke and Duchess.

Patrick Cardinal Hayes, who has concluded his winter visit to the West Indies, reached Miami on the return trip of the *New Northland* this morning, on the way to New York. He is accompanied by Papal Marquis George MacDonald, Mgr Vincent Arcess and his secretary, the Rev John J Casey.

Whatever else one might now say about her, the *New Northland's* prospects for future winter employment had never looked better. With the new Clarke and Cunard services from Miami and New York, the number of tourists visiting Nassau between December 1934 and March 1935 had risen to 25,000, compared to only 10,295 just two years earlier. Compared to the risk the company had taken in starting a new Florida-based cruising operation in 1927, the Nassau trade now seemed to be assured, especially now that Clarke had brought the concept of cruising to the old route.

Northbound Cruise Passengers

The same February 28 article in "The Gazette" that had broken the news of the *New Northland's* success on the Nassau run added that she would be taking a large passenger list north to New York at the end of the season: -

When the *New Northland* starts on her return journey to the St Lawrence ... she will be fortunate in having at least one very large party aboard her. They are a group of 150 American teachers who have arranged to go aboard her at Nassau in a round trip from New York. After a hop by airplane from Miami to Nassau this party will take the *New Northland* there and leave the vessel at New York.

The Nassau-New York cruise was conveniently scheduled. Not only did it bring the ship back north again for the summer season, but it also left Nassau after the *Carinthia* had already closed her season. Although visits by Clarke ships to New York were rare, they would make more US port calls in future years, on their way north and south at either end of the season. At the beginning and end of the winter season, cruises would be offered from various American ports to Nassau, Havana and Bermuda.

Roosevelt Visits the Bahamas

While the *New Northland* was running to Nassau that winter came news that US President Franklin Delano Roosevelt was coming to the Bahamas for his annual spring fishing holiday. He had visited twice before, in the winters of 1933 and 1934. His 1935 visit would last from Wednesday, March 27, a *New Northland* sailing date from Nassau, until Saturday, April 6, a Nassau port day. The 35-knot destroyer USS *Farragut* brought the president over from Jacksonville, where he had disembarked from the overnight express from Washington.

Reaching Cat Cay, to the east of Nassau, on the morning of the 27th, the president's party transferred to Vincent Astor's 264-foot yacht *Nourmahal*, and at noon, he received Governor Sir Bede Clifford and his

American wife, and the Duke and Duchess of Kent on board. Roosevelt, would spend his days fishing from the two launches of the *Nourmahal*, which had been built for Astor by Krupp of Germany in 1928. He had also sailed the Bahamas as a guest of Astor in 1933. The Astor and Roosevelt families both came from Dutchess County, New York.

Ever since his first cruise, as president elect in 1933, "Time" magazine had taken a special interest in Astor's invitations to Roosevelt, partly because Astor had founded a weekly competitor called "Today" the year before. That cruise had ended in news itself. Having left the *Nourmahal* at Miami on February 15, Roosevelt was the subject of an assassination attempt in Bayfront Park, one in which Mayor Anton Cermak of Chicago was killed. Accompanying Cermak to hospital, Roosevelt had delayed his train to Washington and stayed an extra night on board the *Nourmahal*. The first issue of "Newsweek," another newsmagazine that Astor would take over and merge with "Today" in 1937, appeared just two days after the assassination attempt.

Despite the tragic ending to this first cruise, Roosevelt had returned in 1934, boarding the *Nourmahal* at Jacksonville instead of Miami, with the destroyer USS *Ellis* acting as escort. When the *Nourmahal* and *Ellis* arrived in Nassau on March 30 they were greeted by a 21-gun salute from HMS *Danae*, the cruiser that had been in Bermuda during *New Northland's* trade cruise in 1932.

While travelling through the islands in 1935, again in the *Nourmahal*, USS *Farragut* remained as his escort, and brief press reports were sent from Cat Cay, Lobos Cay, Great Inagua Island, 500 miles at sea, and Crooked Island. At the end of the cruise, Roosevelt embarked once more in *Farragut* for the overnight trip back to Jacksonville.

The 1935 Gulf of St Lawrence Season

On her return voyage from New York to Montreal that spring, the *New Northland* ran into extensive ice cover, as Capt Joseph Boucher would record in ice observations to the Canadian Government three seasons later: -

In the last three years, (1935, '36, '37) when returning from the south, about the 28th April, the first year (1935) I had to go outside Sable Island, then nearly over to St Pierre et Miquelon, from there to Cape Ray, then Bird Rock, then Fame Point, but in the last two years, I have met no sign of ice

Almost as soon as she arrived back in the St Lawrence the *New Northland* began her summer cruise season. Meanwhile a May 5 United Press report from Nassau confirmed the huge success of the 1934-35 winter season: -

A successful winter season has put Nassau out of the red and established it as a new Anglo-American playground...

Under the inspiration of Governor Sir Bede Clifford, Nassau has forged ahead. Tourist travel during the past four months has increased over 32 per cent, with 24,987 excursionists and winter visitors reported for the period as against 19,159 the previous year. The normal population of Nassau is approximately 20,000...

The British Colonial reports a 60 per cent increase in gross revenues. It remained open two weeks longer than last season.

Back in the St Lawrence, while the *New Northland* had been crossing the Gulf Stream between Miami and Nassau, the trusty old *Sable I* had been plowing through the ice in the company's seventh season of North Shore winter service from Pointe-au-Pic. In early April, she had carried 159 lumberjacks, 95 horses and their supplies from Clarke City to Pointe-aux-Outardes for the account of the Gulf Pulp & Paper Co, a typical early spring load for this trade. But with the return of the *New Northland* from the south, "The Gazette" reported the start-up of spring service in its May 17, 1935, edition: -

The *New Northland*, last of the Clarke Steamship fleet to go into spring service following a winter spent in West Indian waters, commenced her regular summer schedule last night when she left Victoria Pier at 7:30 on the first of her cruises to Quebec, Gaspé, Prince Edward Island, Newfoundland, Labrador, the North Shore and Saguenay River.

One variation in the usual season's trips will be the special convention cruise that leaves Montreal on June 18 with members of the Grand Orange Lodge of Canada. On this cruise five full days will be spent at St John's, Newfoundland, to permit passengers to enjoy the famous fishing of that colony's waters. While in St John's the ship will serve as a floating hotel.

Other ships of the company already in service this year include the *Gaspesia*, which visiting Quebec, Gaspé Coast ports, Anticosti Island, Prince Edward Island and Nova Scotia, made her first voyage April 24. The s.s. *North Voyageur* inaugurated her summer service on May 6. The *Sable I*, a Clarke Steamship Company coastal freighter plying along the North Shore from Rimouski and running between Baie Comeau and Blanc-Sablon, Labrador, commenced her 1935 schedule on May 1.

The *New Northland's* 1934 voyages to Charlottetown and St John's had started something for her, as in 1935 she returned for eight more voyages, three in the spring and five between September and November. Seven

"Charlottetown and St John's" cruises and the June 18 "Seeing St John's" cruise were included in the 1935 cruise brochure. These she did on top of her five mid-summer "Grenfell-Labrador" cruises that called at Corner Brook. And in the middle of these she managed to include a special 4-night charter cruise on July 4 for a realty company, La Compagnie Mutuelle d'Immeubles Ltée, from Montreal to Murray Bay, the Saguenay, Godbout and Tadoussac. The ship remained at Godbout all day Saturday, July 6, from 9 am to 5 pm, but did not call at Quebec in either direction, her entire passenger list for this cruise being made up of French-speaking Montrealers.

In order not to conflict with Newfoundland Canada's *Belle Isle*, serving St John's via Sydney and St Pierre, the two ships' schedules were now co-ordinated, something that hadn't been done the year before. As the *Belle Isle* did not call at Charlottetown, the *New Northland* had this market to herself, and she now alternated Friday departures from Montreal with the *Belle Isle*. The *New Northland's* first sailing on Friday, May 17 took place a week after the *Belle Isle's* on May 10. Then in the autumn, the *New Northland* would take her first autumn sailing on September 20, between the *Belle Isle's* September 13 and 27 departures. This gave Montreal a St John's departure every Friday in spring and autumn, with the two ships alternating from May 10 to June 7, the June 18 cruise, and then from September 13 to November 22.

The *New Northland's* 1935 voyages repeated the 1934 itinerary, leaving St John's on Fridays, except that they now alternated with the *Belle Isle*. The *New Northland's* sailings also coincided with those of the Furness Red Cross Line New York service, which arrived at St John's on Thursday and departed on Saturday. The single ship in this service that spring was the *Rosalind* but in the autumn, the *Dominica*, which was about to be sold, would stand in for her. Although the New York-Halifax-St John's service was now only offered fortnightly, the *New Northland* and the Furness ships were always in St John's together that summer, so it was possible to connect between Montreal and New York using the two lines.

Newfoundlanders no doubt also approved of the *New Northland's* new white hull, compared with the ponderous black livery she had worn the previous year. Although she served St John's in both 1934 and 1935, the latter was the only year in which St John's featured in Clarke's printed cruise brochures. Tour operators in the United States also sold these cruises as a package that included rail connections to Montreal for the Friday night sailing and sleeper service back to their homes after a Wednesday night return to Montreal.

The St John's service had resulted from the withdrawal of the Furness Red Cross Line's Montreal-St John's service at the end of 1933, but in the meantime, in late 1934, Furness Withy had announced that it would build two new ships that would replace the *Nerissa* and *Rosalind* on the New York-Halifax-St John's route in 1936. Newfoundland Canada Steamships had

also been using its *Belle Isle* on the New York-Halifax-St Pierre-St John's route in the wintertime, in conjunction with the Furness Red Cross Line, while chartering Anticosti Shipping's *Fleurus* to run between Halifax and St John's.

That things were changing was reflected in Newfoundland Canada's passenger trade at Montreal. For the first two or three years Newfoundland Canada's general passenger agent in Montreal had been Eric Wharton, but as of May 1, 1935, Furness Withys Montreal office at 315 St Sacrement Street was appointed to act as Newfoundland Canada's passenger and cargo agents. This was the same office that had looked after Furness Red Cross Line Montreal sailings until that service had closed. Furness Withys influence had been evident as early as January 17, 1934, when a Canadian Pacific memo stated that Newfoundland Canada was "for the most part using the Furness Withy piers for their steamers."

The *Belle Isle's* 1935 brochure now announced "sailings from Furness Withy and Company Limited Shed, Montreal," instead of from Victoria Pier as previously. Meanwhile, in April 1935, Clarke announced that it was increasing the size of its freight shed on Victoria Pier quite considerably. These temporary shed structures that were disassembled in the winter time would be used right up until the 1950s.

Elsewhere, the *Sable I's* predecessor, the *Labrador*, which had been working as the lighthouse supply ship *Mardep* since 1930, received a new name in 1935, becoming the CGS *Bernier* in honour of the Arctic explorer and navigator, who had died the previous year. Bernier's part-ownership of this vessel before Clarke had acquired her had no doubt led to her being chosen to bear his name.

A Blue Ensign for the "North Voyageur"

June 7, 1935, saw the *North Voyageur* visiting Montreal, during which "The Gazette" reported that the ship and her captain had received new naval credentials, awarded under Royal Canadian Navy authority number 1154: -

When she leaves her berth in Victoria Basin this morning, bound for Labrador, the s.s. *North Voyageur* will fly the Blue Ensign. She is said to be the first commercial vessel in Canada to gain this distinction.

The right to fly the flag is granted to vessels of which the master and at least seven of the officers and crew are listed with the Royal Canadian Naval Reserve. Permission for the *North Voyageur* to display this emblem is contained in a letter from the Department of National Defence to Lieutenant-Commander Joseph E W A [William] Tremblay, RCNR, master of the vessel.

The *North Voyageur*, which saw active service toward the close of the

war as HMS *Ivy*, participating in several engagements in European waters, is now the property of the Clarke Steamship Company and operates in coastwise passenger and freight service between Montreal, the North Shore, Labrador and Newfoundland.

Capt Tremblay had done well. Out of Canadian National's five "Lady Boats," only one, the *Lady Somers*, managed to achieve Blue Ensign status in peacetime. Although he was usually named as William, Capt Tremblay had in fact been christened as Welly, a name that was popular in Quebec at the time of his birth and is thought to have originated from the Duke of Wellington, who defeated Napoleon at Waterloo in 1815.

The itinerary for the *North Voyageur's* August 27 cruise, was revised so that she would sail the inside passage at Rigolet, on the Lower North Shore, and it was changed from a "Canadian Labrador" cruise to a "Grenfell Labrador" cruise. "The Gazette" reported in its August 12 edition: -

For the first time in history, the island-guarded inside passage of Rigolet, Labrador, will be navigated by a passenger cruise vessel when the Clarke Steamship *North Voyageur* includes this run as part of her itinerary on a special 12-day cruise leaving Montreal on August 27.

Visiting Gaspé ports and Percé Rock, the *North Voyageur* will cross the Gulf of St Lawrence to the Bay of Islands, Newfoundland. Then, cruising up the fjord-indented coast, she will steam through the Straits of Belle Isle, rounding the northernmost tip of Britain's oldest colony and putting in at St Anthony - headquarters of the famous Grenfell Mission. The next leg of her journey will take her to Battle Harbour, where the first Grenfell Mission post was established 40 years ago.

En route from Battle Harbour to Mutton Bay, the *North Voyageur* will head for Shekatika, entering the 25-mile inside passage of Rigolet - claimed by many to be the most inspiringly beautiful stretch of water in the entire north. No passenger cruise vessel has ever made this passage before.

If this sounds like a press release, it probably was. Unlike today, most newspapers carried daily shipping news, and were always on the lookout for something different with which to fill their pages. But this Rigolet was not the better known one on the Atlantic coast of Labrador, but a narrow channel of the same name on the Lower North Shore.

On August 18, the "New York Times" commented that "the steamship *North Voyageur* of the Clarke line is the most recent to advance its claim to something new." Lists of important passengers were also published, and despite the local nature of its services, this applied to Clarke's ships as much as others.

Seaway Lines Representation in New York

In 1935, Seaway Lines Ltd, a company with head office in Windsor, Ontario, and passenger office in Detroit, bought Canada Steamship Lines *Cape Eternity*, which had been laid up at Toronto, and renamed her *Georgian*. A refit saw her stove-pipe funnels streamlined and her forward hull windows plated in with portholes for open lake navigation before she began a series of 7-day summer Great Lakes cruises from Detroit and Windsor, with fares from \$59.

In 1933 and 1934, partly because of the Chicago two-year World's Fair, Great Lakes cruising had been growing in popularity. Seaway Lines had been incorporated on January 22, 1934, and had started by chartering the 559-ton motorship *Hibou* from the Dominion Transportation Co Ltd of Owen Sound, running her between Windsor, Sarnia and Georgian Bay, with 120 cruise passengers in cabins above and cargoes of salt below. An associate company, the Detroit & Georgian Bay Navigation Co Ltd, had been formed at the same time but brochures always appeared under the Seaway Lines name.

At 2,484 gross tons, the much larger *Georgian* carried 275 passengers, all in outside cabins. Leaving Detroit on her first cruise on June 29, 1935, she then sailed from Detroit and Windsor every Saturday night for Goderich, Georgian Bay ports, Mackinac Island and Sault Ste Marie, Ontario, before returning to Windsor and Detroit the next Saturday morning. Starting in 1936, the *Georgian* would also offer special June and September cruises from Detroit and Cleveland through the twenty-seven locks of the old St Lawrence Canal system to Montreal and Quebec, where she was briefly in Clarke waters. The fares for these 10-day cruises from Detroit started at \$79.

Clarke's New York office at 377 Fifth Avenue, where J G Glover was district passenger agent, was appointed to represent Seaway Lines. While Clarke had no financial interest in the company, this arrangement, like the earlier one to act as general passenger agent for Newfoundland Canada Steamships' *Belle Isle*, contributed additional revenue to help pay for Clarke's own passenger offices.

The Shaw Steamship Company

While Newfoundland Canada Steamships had settled back to operating its *Belle Isle*, its former managing director, W A Shaw, had resigned in 1934 to form a new company, the Shaw Steamship Co Ltd, in Halifax. In a letter sent to clients in St Pierre and Miquelon on January 25, 1935, he outlined his company's plans: -

This is to announce that from Bordeaux and St Malo we will have a

steamer 1st half March and last half October and from Bordeaux only a further steamer first half July.

We trust that all will bear these three sailings closely before them and that any freight available will be assembled in the care of Bustarett and Morven as in the past, for connections with our vessels.

Upon opening of navigation we will have a sailing each 14 days Montreal direct St Pierre, therefore we hope we have your patronage on this service as well.

We will definitely have a three weekly or monthly sailing from Hamburg, Rotterdam and Antwerp and London to St John's, Newfoundland, St Pierre, Miquelon, Montreal and Lakes which sailings occasionally there is a possibility might touch at Le Havre; we hope also therefore to have your support on the Overseas Westbound service.

The writer will be dropping down to see you all as soon as he can; meantime, we thought it advisable to draw to the attention of all that the writers interests in St Pierre are as great as ever even although through circumstances he has seen fit to withdraw from the old company he formed and operated namely Newfoundland Canada Steamships Ltd.

At 41, Shaw had a strong background in shipping, having spent many years with Farquhar Steamships and five years as manager of Newfoundland Canada Steamships after its founding in 1929. And with Furness Withy having left the Montreal-St John's trade at the end of 1933, he had his eyes on that trade as well. On April 18, 1935, "The Gazette" reported his charter for the season of the 1,577-ton *Siredal*: -

The ship chartered for the season by the Shaw Steamship Company Ltd ... is the Norwegian steamer *Siredal* and, as she was only launched last February, she will be in the brand new class. Making her first crossing of the Atlantic when she comes to Montreal in May, the *Siredal*, of about 2,400 dw, will call at St Pierre and Miquelon before coming to this port. She has loaded at Seville, Bordeaux and St Malo with cargo for the Gulf and local ports.

The *Siredal* would run fortnightly from the Kyle Steamship Agencies berth on the south side of Montreal's Lachine Canal, at the corner of Wellington and Bridge Streets, to St John's, Newfoundland, calling as well at outports such as Marystown, Burin, Grand Bank, Gaultois and Port aux Basques before returning to Montreal. Shaw was soon chartering many of the ships he had managed while he was at Newfoundland Canada, and as well as Montreal would serve Toronto, Hamilton, Thorold, Erie, Windsor and Sarnia. On return voyages from Newfoundland, his ships would often carry pulpwood

from the New Brunswick shore of the Gulf of St Lawrence to Oswego, New York.

Kyle Steamship Agencies, formed to represent the Shaw Steamship Co, was headed up by Ivan Kyle, previously Montreal manager for Newfoundland Canada Steamships, whose agency had been awarded to Furness Withy at the beginning of 1935. Meanwhile, Shaw opened an office in Montreal's Board of Trade Building and ended up, at least for a while in the spring and autumn, competing with Clarke's *New Northland* between Montreal and St John's. But with a new ship and their knowledge of the trade, Shaw and Kyle managed an operation that would remain in competition with their former employers, Newfoundland Canada Steamships, for some years to come.

More Cabins for the "New Northland"

With the huge demand for cruising from both Montreal and Miami, Clarke soon decided to install more staterooms in the *New Northland*. At the end of the 1935 season, therefore, she went to Lévis, and when work was completed, she was able to berth 171 passengers in fifty-four twin cabins and twenty-one three-berth cabins, compared to 149 carried in forty-three twins and twenty-one triples, allowing for about 15 per cent more passengers. "The Gazette" commented on this work on November 27, in a story headed "Canadian Steamer Will Spend Second Winter in Florida-Nassau Service": -

Last winter, when she was in operation on an overnight service between Miami, Fla, and Nassau, this vessel proved very popular. It was impossible at times to provide sufficient accommodation for everyone who wished to make the trip, while others had to be content with deck chairs instead of berths. As a result, it had been decided to provide berths for an additional twenty-four first-class passengers.

Furthermore, the staterooms have been equipped with electric fans for the use of those who wish to change the atmosphere during an evening or night that happens to be particularly hot. The open-air cafe on the afterdeck is being converted into the "Pirate's Den," which proved to be so popular last winter. These and other necessary renovations are being undertaken at Quebec.

Eight new two-berth cabins, together with toilet facilities and shower rooms to serve them, had been added on the Saloon Deck, forward of the Dining Saloon. Four cabins were installed on each side of the ship in what had previously been 'tween deck cargo space, and a new trunkway now allowed access to the forward hold. The only way to enter the new cabins was through the dining room, but the extra revenue they would generate, along with the demand for space, made this inconvenience acceptable. A

similar arrangement was already in place on the *North Voyager*.

Four more double cabins were added on the after end of the Upper Promenade Deck as well, replacing a smaller wireless room and wireless operator's cabin. A new Chief Engineer's cabin was installed in what had been an athwartship passageway. What had been the only passenger cabin on this deck, Cabin 40, converted from a storage room only a couple of years earlier, now became toilet facilities to serve the new cabins. Adjustments were also made to the existing public conveniences below decks.

With a net addition of eleven twin cabins, the *New Northland's* staterooms were renumbered from the top down, although the more expensive lettered accommodation remained unchanged.

A New Neighbour in Miami

That winter, the *New Northland* made a special positioning cruise to Miami, calling at Halifax on December 6 on her way south from Montreal, Pictou and Sydney. Neither Sydney nor Halifax was a usual port of call for the *New Northland*, but they were on the way to Nassau, where she was expected on December 10. Escaping the snows and ice of the St Lawrence, the weather got pleasantly warmer as she steamed south. After painting in Nassau, she made her way to Miami, where on December 28 she held an open house for local city and port officials, and railway and steamship representatives.

Once there, the *New Northland* found another ship sailing from Miami, in Peninsular & Occidental's *Florida*, which was now making two or three sailings a week to Havana. P&O had to switch her from Key West to Miami after the Labor Day Hurricane of September 2, 1935, wiped out the rail link to Key West. The voyage from Miami to Havana, at 222 nautical miles, was more than twice the 92 miles from Key West

This ended an absence of ten years for P&O at Miami, since its *Miami* had left the Miami-Nassau route at the end of 1925, but it also brought P&O head-to-head with Clyde-Mallory Lines' Miami-Havana service. P&O had its rail affiliations, but Clyde-Mallory connected New York, Jacksonville, Charleston and Galveston to Miami by water.

More Cruises and Higher Fares from Miami

Clarke now had a real success story on its hands. It was decided to start her second season in 1935-36 earlier than the year before and this was announced in "Marine Progress" magazine for October 1935 under the heading "Winter Nassau Service": -

The Clarke Steamship Co of Montreal has announced that service from Miami to Nassau will be inaugurated on December 30, three weeks earlier than the same service was started in 1934-35. The offices of the company will be in the McAllister Building, 319 East Flagler, and S E Wharton, general passenger agent, is scheduled to arrive in Miami on December 7 to open the offices and arrange details for the season. The *New Northland* which has been in service in Canada during the summer months, will be thoroughly reconditioned before starting the Miami-Nassau run, officials of the company stated.

The *New Northland* would also make a special golf cruise, leaving Miami on December 18 for the British Colonial Open, held in Nassau on December 20-22, before beginning her regular season on December 30. The huge demand for passage in the *New Northland's* first season had also caused Clarke and the Bahamian authorities to reinstate the old Flagler formula of three sailings a week, every Monday, Wednesday and Friday, in the high season of February and March 1936. This meant adding a new 2-day cruise tariff to the previous 3-day and 4-day ones. And the addition of new cabins at Montreal had meant that she would be able to accommodate many more tourists this season. The "Miami Daily News" ran a story on January 12 entitled "*New Northland* Begins Cruises": -

With special cruises inaugurating her second season of Miami-Nassau service nearly a month earlier than last year, the s.s. *New Northland* of the Clarke Steamship Co will sail at 4 pm tomorrow on a three-day cruise to the Bahama island capital.

The palatial flagship of the Clarke fleet will offer overnight service between Miami and Nassau until Feb 3, when she will begin a schedule of sailings three times a week. Two, three and four-day cruises, as well as regular passenger service, are a part of the schedule.

New Northland cruises, "aboard" overnight, add another outstanding attraction to the pleasures of Miami, according to S E Wharton, general passenger agent. "It is our endeavor," he said, "to make the voyage itself as attractive and entertaining as the stay in Nassau."

En route and while docked in Nassau, music for nightly dancing parties and afternoon teas is provided by the ship's orchestra, Stan Wood and the Montreal Melody Makers, playing in the open-air Pirates' Leaving Miami at 4 pm, the *New Northland* arrives in Nassau at 9 am the following day welcomed by the native diving boys who greet every ship. Cruise passengers use the ship as their hotel in Nassau, living and dining on board.

Stan Wood, a swing musician who played Belmont Park, the Edgewater and other Montreal venues, and his Melody Makers were the latest addition to the *New Northland*. By 1936, back in Montreal, they would be calling

themselves Stan Wood and his Nassau Orchestra.

On Tuesdays, when the *New Northland* was away from Miami, Clyde-Mallory's *Shawnee* turned around on her weekly call from New York, which she left every Saturday. Within a year or two, the Nassau high season would be extended beyond March into early April. Clarke's move to 319 East Flagler Street meanwhile left space free for the Merchants & Miners Line to replace them in the Ingraham Building.

High demand allowed Clarke to increase its fares, raising the 3-day cruise from \$29.50 to \$31.50 and the 4-day one from \$35 to \$37.50, while the new 2-day cruise cost \$24.50, only \$5 less than the previous 3-day fare. One-way passage went from \$9.50 to \$11 and the round-trip fare from \$17 to \$19. These were good increases, considering that the ship could now carry almost 15 per cent more passengers on more cruises. The new schedule called for 2-day cruises on Mondays and Wednesdays, and a 3-day weekend cruise, leaving at 4 pm on Friday and returning at 9 am on Monday. Three sailings a week in the high season meant many more cruises and many more passengers.

In a special Nassau issue in November, Clarke had advertised the *New Northland* in "The Gazette" for both crossings and cruises: -

Cross to Nassau from Miami, Florida - the quick, exhilarating overnight trip - aboard the luxuriously appointed s.s. *New Northland*. Fine orchestra, unique open air "Pirate's Den" cafe, unexcelled cuisine and service. Rates for transportation only \$11 up one way; \$19 up return, meals and berths extra. And ask about our ... "Inclusive Cruises," using ship as your hotel in Nassau. Two Days' Cruise \$24.50 up, Three Days' Cruise \$31.50 up, Four Days' Cruise \$37.50 up.

Clarke's local advertisements in Florida tended to concentrate more on the cruise aspects of the voyage: -

Every minute's fun - on this superb ship - in this gay foreign city! Ashore you'll find the picturesque scenes of the British West Indies, the sports and social interests of the Riviera - London and Paris shopping adventures - smart hotels and clubs. To these the *New Northland* adds fun afloat (with Stan Wood and his orchestra) - unusual cruise comfort - the courtesy of its British-trained staff. And these luxury cruises cost less than staying at home!

Meanwhile, the interline with Cunard White Star's *Carinthia* to New York was amended so that the Miami to New York through fare of \$73 via Nassau was now replaced by a straight \$65 fare from Nassau to New York, which was added to the one-way *New Northland* fare. The Nassau to New York through fare via Miami and Clyde-Mallory Lines rose from \$58.75 to \$61.50. And automobile rates went up a third, from \$15 to \$20 each way.

The 1936 brochure was twice as big as the inaugural one and now included photographs of the ship at sea, docked in Nassau and, most especially, her passengers enjoying themselves as never before. The new brochure's introduction set the scene: -

In the late afternoon you step aboard the gleaming white s.s. *New Northland*, flagship of the Clarke Steamship Company fleet. Your immaculate cabin invites you. The cool recess of the canopied afterdeck awaits you. The cuisine and the service delight you. Presently you hear the strains of a perfect dance orchestra - prelude to a perfect evening. Then, as the brilliant tropical stars twinkle overhead, you dance or dream your way across the Gulf Stream - Nassau's barrier against the chills and miseries of Winter. Tomorrow morning at nine o'clock you will be in old Nassau, ready to begin exploring where Columbus left off...

Whether you take one of the inclusive cruises or whether you merely cross to Nassau or return, you'll appreciate as hundreds have the exquisite appointments of the palatially equipped s.s. *New Northland*. You'll like everything about her, from her yacht-like lines to the way your morning grapefruit is prepared and served.

No matter where you go or how long you stay, you'll look back on your *New Northland* trip as one of the highlights of your vacation.

On Monday, January 20, 1936, as the *New Northland* was due to depart Miami on a 4-day cruise to Nassau, the United Kingdom and Canada received news that they had a new monarch. King George V had passed away and the Prince of Wales was to inherit the throne as King Edward VIII.

On February 3, the *New Northland* went onto her high season schedule of three sailings a week, with both she and the *Florida* sailing from Miami on the same days. The *New Northland* sailed for Nassau at 4 pm and the *Florida* for Havana at 7:30 pm each Monday, Wednesday and Friday. As the *New Northland* now sailed on Mondays and Thursdays or Mondays, Wednesdays and Fridays, she no longer met the Clyde-Mallory ships, whose *Iroquois* and *Algonquin* called on Saturdays, and *Shawnee* on Tuesdays. In the winter of 1936, the *Algonquin* was the only passenger ship on the New York-Galveston run, the other ships now being freighters.

A yacht that went missing from the Miami-Nassau Yacht Race caused somewhat of a stir that February, with the *New Northland* playing a small part. The story was reported in the "New York Times" under a February 13 dateline from Nassau: -

Two Coast Guard vessels, back-tracking the international race course, set out today in search of the 37-foot *Caroline*, only unreported yacht

of the third annual Miami-to-Nassau sailing fleet.

There was no immediate alarm felt for the *Caroline*, owned and sailed by Harold Bowen of Grants Mill, RI, as the ship had to fight southeast headwinds that blew up after the other nine racers reached port.

Watchers from the bridge of the s.s. *New Northland* reported on the vessels arrival today they had failed to sight the *Caroline*. The *New Northland* plied the race course on her voyage from Miami.

Other important passengers included Mr & Mrs Marvin Coyle of Detroit, arriving at Miami on March 3. The president of the Chevrolet division of General Motors and his wife were returning from a week's holiday in Nassau. Meanwhile, yacht races continued to feature in the Nassau winter, and this was reflected in yet another story from Nassau, carried by the "New York Times" on March 29: -

Adrian Iselin 2d, owner of the Star Class yacht *Ace* of the Western Long Island Sound fleet, and Ernest Ratsey, who crewed for him, sailed from here today on the *New Northland*. Mr Iselin thus defaulted the Johnnie Walker Cup to Sampson Smith, who owns the *Pioneer* of Otsego Lake NY. The two Star boats finished in a tie yesterday, each with 31 points. Mr Smith will leave with his wife by plane tomorrow.

Star Class yachts are the 22-footers of the International Star Class Yacht Racing Association, and they are scored on points. Iselin's *Ace* had been built in 1924 and cost him \$1,800 when new. It had won the Bacardi Cup for him in Havana four times - on the event of the first race in 1927, and then again in 1933, 1935 and 1936. Ratsey, meanwhile, was from the famous sailmakers Ratsey & Lapthorn of Cowes. That summer, Iselin went on to take the World's Championship on Lake Ontario, while Smith's *Pioneer* came 17th out of a field of thirty-five.

Arthur Cross, a journalist for the "Ottawa Citizen" recorded his reaction to the *New Northland* during her 1936 Miami-Nassau season. His column, entitled "To Nassau in the Bahamas" appeared in that newspaper's April 18 issue, even as the ship he wrote about was now making her way back north again: -

The *New Northland* is the famous Labrador ship. Every summer she pokes her sturdy prow into the super-chilled waters of Grenfell Land, and feels her way through foggy channels where no other passenger ship ventures. It is the *New Northland* that Sir Wilfrid Grenfell rides when he travels out to his missions...

The *New Northland* takes hard-boiled Chicagoans up to the deprived fisher-folk of Labrador and makes misty-eyed sentimentalists out of them; the same ship gets away up into sub-Arctic waters, bringing

hope and cheer and food to a people whose lives are one weary way of woe and want.

And lastly, who do you suppose man this ship but hardy French-Canadians, bossed by a Quebec skipper, the only sizeable ocean passenger ship in the British Empire manned by a French captain and crew. Ladies and gentlemen, I give you the *New Northland*.

Anyway, a year ago last fall, instead of paying off the crew and tying up the ship, owner Desmond Clarke sank a cool \$10,000 in furniture and such, built a Pirate's Den at the back of the ship, and sent her down to Florida...

So not very far from this Pirate's Den you find me, as the *New Northland* streams out to sea and into the Gulf Stream. You've been over this water route twice before, so the Causeway, the skyscraper skyline, the man-made islands, the commanding statue of Flagler, and lastly gorgeous Miami Beach itself, as the ship leaves the last bit of solid land behind to port, are all old stuff to you...

The world looks a pretty fine place, as you lean on the deck rail, the day dying in a profusion of pinks and golds and saffrons behind you, and night being born... The ship hums off the knots, a few gulls flap along, the warm Gulf Stream beneath you reflects the shimmer of the moon, while the swells from the ship's prow are double-frosted by the moon super-whitening the whitecaps.

I kept on leaning on the rail, talking to Dick Gloyne, cruise director, a Montrealer who is a great asset to the ship. For instance, he was mainly responsible for the loudspeaker hook-up throughout the ship, which proved a great boon. At the breakfast table for example, brief but concise customs instructions came over the air to us. Brief items of note were also loudspeaked to the decks, from time to time, and when we were approaching Nassau, due notice was given us...

I know he gave me quite a kick, when, as I mopped up after the grapefruit the next morning, he suddenly announced that we were abreast of New Providence Island, and we would dock at Nassau in the matter of minutes. Out of the sea emerged this long and not too pre-possessing string of land, and another cropped up later on the other side to meet it - this was Hog Island. We ran up between the two, and then I saw something that moved me more than I thought it would - the Union Jack. There it was, as it flutters over Tristan da Cunha and London, the Falklands and Baffin Land, Hong Kong and Cyprus.

That winter, the *New Northland* performed thirty-seven cruises from

Miami, starting with a special 4-night New Year's cruise and ending with a 5-day Easter cruise on Thursday, April 9, with cruise fares starting at \$37.50. She remained in Nassau from 9 am on Friday through 5 pm on Monday, for a total of three nights and four days, before returning to Miami on Tuesday morning, April 14. As the *New Northland* was finishing her 1936 Miami season, the *Gaspesia* was opening another Newfoundland season, leaving Montreal for Corner Brook on April 8.

Eastern Steamship Cruises from Miami

Eastern Steamship Lines had also become a reasonably frequent caller at Miami and for the winter of 1936 it had decided to offer a series of longer cruises in the *Evangeline*. "The Independent" of St Petersburg was one of several Florida newspapers to carry the news, when it ran the story "Steamship Line to Operate Out of Miami Port," on January 26: -

Miami's increasing importance as a "jumping off" place for Latin America is recognized in the announcement by R U Parker, general passenger agent of Eastern Steamship Lines, of three cruises to the West Indies, Central and South America from Miami during February and March.

Mr Parker pointed out that Florida is a concentration point for travel-minded people from all over the nation during the winter months, and that Miami is also a more convenient embarkation port for passengers from the South and Middle West than New York.

The Cruises offered by the Eastern Steamship Lines are of the 12-day, all-expense variety. Five ports are included in the itinerary and the luxurious cruise steamer *Evangeline* will serve as hotel for passengers throughout. Sailings from Miami are scheduled for Feb 4, Feb 24 and March 15.

These cruises were part of a 20-day itinerary that started in Boston four days earlier and called at New York, Miami, Kingston, Jamaica, and Curacao, before returning via La Guaira, Venezuela, the Panama Canal and Havana to Miami and Boston again. They were a longer version of the 8-day cruise from Miami to Nassau, Kingston and Havana that Eastern had offered in the *Evangeline* in 1931, the same program that had been started by the *Yarmouth* in 1928. The 1936 program meant that the *New Northland* and *Evangeline* would meet in Miami once that winter, on Monday, February 24.

Roosevelt and the "Potomac"

President Roosevelt made his fourth annual visit to the Bahamas in 1936, between March 24 and April 7, both Tuesdays when the *New Northland*

was in Nassau. This time, in an election year, it did not seem wise to be fishing from Astor's huge "million dollar" yacht. This problem was solved by the United States Coast Guard, which managed to come up with a modest 165-foot presidential yacht, the 376-ton *Potomac*. A year-old Coast Guard cutter, built on the Great Lakes as USCG *Electra* and converted that winter at Norfolk Navy Yard, she had been commissioned just three weeks earlier, on March 2.

This time, reporters were invited to meet the president on board in Nassau on March 31 and "Time" magazine reported on his 1936 cruise, rather belatedly, on April 13, as the *New Northland* was due to make her last crossing of the season from Nassau: -

From the Coast Guard cutter *Potomac* somewhere in the Bahamas last week, President Roosevelt dispatched two invitations by wireless. One went to the Hon. Sir Bede (pronounced Beedy) Clifford, His Majesty's Governor and Commander-in-Chief at Nassau, to have lunch next day aboard the *Potomac*. The other went to the White House staff and correspondents twiddling their thumbs in Miami. Would they like to see what President Roosevelt looked like after a week at sea?

Next forenoon when the *Potomac* steamed into Nassau Harbor escorted by the destroyers *Monaghan* and *Dale*, Franklin Roosevelt had doffed his seagoing shorts and sweat shirt, had decorously attired himself in slacks and a gabardine sport coat to receive his guests. When press and secretaries soared in aboard a Pan-American plane, they found Franklin Roosevelt on the quarter-deck of the *Potomac* entertaining his guests, the Governor General and Lady Clifford (née Gundry of Cleveland); Sir George Johnson, President of the Bahamian Legislative Council; US Consul Frank A Henry & Wife.

A week at sea had tanned the President as brown as seaweed and wiped the wrinkles of fatigue from his face. Seated beside a card table spread with a buffet lunch, he was once more Roosevelt the Charming, swift with comebacks, "wowing" his audience with retorts to every question...

Having thus satisfied their curiosity, the correspondents explored the comfortable *Potomac*, discovered a small elevator concealed in the smokestack. This device was installed on short order by Sedgwick Machine Works of Poughkeepsie so that the President can go below decks if he wishes. Then the press flew back to Miami taking with them Uncle Frederick A Delano and leaving the President to voyage to the fishing grounds recommended by Sir Bede.

When press day was held on board the *Potomac* that Tuesday in late March, the *New Northland* was also in Nassau, having arrived on her usual Monday overnight crossing from Miami.

When the *Potomac* finally left the Bahamas in April, it took Roosevelt to Port Everglades, and "Time" magazine duly filed its final report for the season on April 20: -

Early one sunny afternoon last week the Coast Guard cutter *Potomac* finally brought a bronzed and beaming President back to Fort Lauderdale, Fla., from a 16-day fishing holiday. For three days while tornadoes had been uprooting towns through the South, killing over 400 citizens, the *Potomac*, warned of possible hurricanes at sea, had been dodging from cay to cay rather than risk crossing the open channel between Florida and the Bahamas. Gaily Franklin Roosevelt told waiting newshawks how only an hour before while the *Potomac* was steaming at ten knots, he had caught a bonito, trolling over the stern

As the *New Northland* steamed back and forth between Miami and the Bahamas for those three and a half months in 1936, occasionally weathering the odd storm in the Gulf Stream herself, Nassau harbour had often been full of VIPs and their yachts, but this time it had been a presidential one.

On her way back to the St Lawrence, the *New Northland* took about 140 members, family and friends of the South Carolina Bar Association on a cruise to Havana for its 43rd Annual Meeting. Departing from the Clyde-Mallory dock in Charleston at 10 pm on April 15, the association held two business meetings in her main lounge, the first on April 16 at sea, and the second on April 21 on her way back to Charleston. The *New Northland* won this 5-night charter from Thomas Cook & Son/Wagons-Lits Inc against competition from an unidentified 35,000-ton ocean liner that would have taken the lawyers to Nassau.

The 1936 Navigation Season

The opening of the new navigation season at Montreal was reported in "The Gazette" on April 8, 1936: -

The Clarke Steamship liner *Gaspesia* was well on her way from Quebec yesterday afternoon and was expected to dock at Shed 6A last night. She was delayed downriver, otherwise she would have been here on Monday. The vessel is scheduled to turn around and clear for Newfoundland tomorrow. Capt Caron is master of the *Gaspesia*.

The same report mentioned a bit of bad luck for Gaspé Baie-des-Chaleurs' *Miron L*, which had also been inbound from Quebec to Montreal:

The *Miron L*, the little river motorship which started out from Quebec

over the weekend for Montreal and grounded Sunday off Grondines, has returned to Quebec and will be placed in drydock there. She struck a sandbar, and was refloated about 24 hours after she had grounded.

In other early 1936 sailings, Clarke scheduled two ships from Montreal on April 15, with the *Sable I* sailing for Rimouski and North Shore ports from Baie Comeau to Mutton Bay, and the *Cape Gaspé* for freight only to Summerside, Charlottetown and Pictou. On returning from Newfoundland, the *Gaspesia* would also sail from Victoria Pier on April 22 for Baie Comeau, Anticosti, the Gaspé coast, Summerside, Charlottetown and Pictou. Shed 6A was only used for opening season voyages while the usual sheds were being erected at Victoria Pier..

Arriving at Quebec on April 29 before proceeding to Montreal, the *New Northland* made two spring voyages to Corner Brook and then went to Lévis for drydocking. Arriving on June 4, she was prepared for the summer season and on June 15, left for Montreal to take her next Corner Brook departure and the first advertised cruise of the season. For this June 17 "Maritimes-Newfoundland" cruise, she could now carry 171 passengers compared to 149 the year before.

The *New Northland's* 1936 summer fares were increased by \$10 per person across the board. Adjustments were made for the top ten staterooms, with the fares for the best suites, A, B, C & D, going up by only \$5, while the increase for the six cabins in the next grade, E, F, G, I, J and K, was \$15. As all ten cabins had private bath, the new fare levels brought the two categories more into line with one another. While the increases would help pay for her recent modifications, they could also be justified by the heavy demand.

With increased accommodation, more passengers were able to travel to Newfoundland and Labrador, bringing more money with them. On one call of the *New Northland* at St Anthony that summer, a record \$1,514 would be spent on Grenfell patterned mats.

There was some uncertainty about whether the *New Northland* would return to St John's when the 1936 brochure appeared as her cruise schedules ended with her last "Grenfell-Labrador" cruise on August 31, with no departures shown thereafter. On the other hand, the sailings of the *North Voyageur* and *Gaspesia* were listed through November.

In the end, Clarke did not return to St John's. It had developed a lucrative cruise business in the Gulf of St Lawrence and Labrador and where cargo was concerned, it had its bread and butter trade at Corner Brook. With the Furness Red Cross Line introducing two new passenger and cargo ships between New York, Halifax and St John's in 1936 and the Shaw Steamship Co's *Siredal* supplementing Newfoundland Canada's passenger-carrying *Belle*

Isle between Montreal and St John's, the need for more service was not there. The introduction of a regular Clarke service to St John's would now wait for another decade.

Meanwhile, as the *New Northland* left Montreal on her August 31 cruise, a re-run of the *Empress of Ireland* tragedy had just played itself out in reverse. Off Bic, near Rimouski, at 5 am that Monday, the 1,729-ton canaller *Benmaple*, downbound for Sydney and Halifax with a cargo of flour and feed for the Maple Leaf Milling Co Ltd, had collided in thick fog with the French Line's 25,178-ton *Lafayette*. The inbound *Lafayette*, on a cruise from New York with 511 passengers, had picked up her pilot at Pointe au Père three hours earlier and survived the collision. This time, it was the freighter that was lost, with the *Benmaple* sinking almost immediately, along with her wheelsman, who was killed on impact. The rest of her fifteen crew and four passengers were rescued by life boats from the *Lafayette* and taken to Quebec.

When the *New Northland* reached Quebec at 10:15 on a rainy Tuesday morning, there was no sign yet of the *Lafayette*, which had been due before her. The French ship arrived an hour later, however, tying up at 11:15 at Shed 18. Met by a large crowd, her own damages were minor. The *New Northland* continued on her "Grenfell-Labrador" cruise at 6:50 pm, almost five hours late, with officers, crew and passengers all reminded of the vagaries of sea and weather. As to the *Lafayette*, she had been due to sail for France with a full load of passengers that evening, but her departure was delayed. By coincidence, the *New Northland* had just berthed at Shed 18, where the *Lafayette* now lay, on her inbound call that Saturday, and would do so again twice that season. This she only did occasionally, when another ship, usually the *Sable I*, was at Shed 14.

On her return from this cruise, the *New Northland* made a number of voyages carrying passengers, cargo and mail to the North Shore, as well as further voyages to Corner Brook that autumn. Demand for cargo space to Corner Brook kept the *New Northland* full for four autumn voyages, on September 22 and October 1, 13 and 27. At the same time the *North Voyageur* and *Gaspesia* were running with full passenger lists and full cargoes below deck to their usual Gulf of St Lawrence ports as far as Pictou.

In Montreal, cargo was loaded by the inland and coastal longshoremen of the Union des Travailleurs du Port de Montreal, under an agreement that also included Canada Steamship Lines, trading to and from the Great Lakes, and Robin Hood Flour Mills. Typical wages were 42 cents an hour for day work, 44 cents for night work and 60 cents for Sundays and holidays. Within a couple of years, however, the Brotherhood of Railway & Steamship Clerks, Freight Handlers, Express and Station Employees would take over, with hourly rates of 49 cents for day work and 51 cents for night work. At the same time, the Ellis Shipping Co, Inter-Provincial Steamship Lines, Gaspé Baie-des-Chaleurs Navigation and Tree Line Navigation Co Ltd, a firm that

traded between the Lachine Canal and Great Lakes ports and would be acquired by Canada Steamship Lines in 1937, would join Clarke and CSL under a new joint labour arrangement.

The "Père Arnaud"

In 1936, Clarke added a small cargo and passenger ship to its fleet, when it chartered the 252-ton wooden motorship *Père Arnaud* from Messageries Maritimes Nord Ltée of Quebec. A 1932 product of the Meteghan Shipbuilding Co Ltd in Nova Scotia, this smart little vessel had dimensions of 125 by 21 feet and was powered by a diesel engine by Kehlenberg Brothers of Two Rivers, Wisconsin. She had been named for a French missionary who was active on the North Shore during the 19th Century.

"L'Action Catholique" had commented on the new ship on her first arrival at Quebec, in its edition of April 28, 1933: -

Messageries Maritimes Nord Ltées motor ship *Père Arnaud*, built last autumn at the Meteghan shipyards, entered the Port of Quebec at 5:30 am yesterday morning. This new ship set sail in January for Quebec, but the ice forced her to winter over at the port of Pictou.

Capt Emile Plante was in command of the vessel for her first voyage on the St Lawrence. The new unit will be in service between Quebec and a number of North Shore ports. The past few days have been spent outfitting her cabins and lounges. The public will be admitted on board starting from Monday. The ship will only remain in Quebec for a few days.

Heavy ice that spring had meant that the Plante had not been able to get the *Père Arnaud* away from Pictou until April 24, after she had been broken out along with the 830-ton *Lovat*, the Magdalen Islands ferry, by the icebreaker CGS *N B McLean*. Capt Plante had previously been master of the *Manicouagan*, operating out of Rimouski. The *Lovat*, meanwhile, was another ship that Clarke would come to have a connection with, but not for some years yet.

Three years after she had entered service, the *Père Arnaud* was working for Clarke. Her first departure, along with the other opening season Clarke sailings, had been advertised in "The Gazette" on April 11, 1936: -

s.s. *Sable I*. Sails from Montreal Wednesday April 15, 6:00 pm, to Rimouski and North Shore ports, Baie Comeau to Mutton Bay (Ice Conditions Permitting). Receiving Freight - Shed 6A, April 13th, 14th and 15th.

m.v. *Cape Gaspé* (Freight Only). Sails from Montreal Wednesday April

15 to Summerside, Charlottetown PEI and Pictou NS. Receiving Freight - Shed 6A, April 13th, 14th and 15th.

m.v. *Père Arnaud*. Sails from Montreal Monday April 20, 6:00 pm, to Rimouski and North Shore ports, Baie Comeau to Natashquan. Receiving Freight - Victoria Pier, April 20th.

s.s. *Gaspesia*. Sails from Montreal Wednesday April 22, to Baie Comeau, Anticosti, Gaspé Coast, Summerside, Charlottetown PEI and Pictou NS. Receiving Freight - Victoria Pier, April 22nd.

On May 20, this time substituting for the *Gaspesia*, the *Père Arnaud* left Montreal for Gaspé ports, Les Méchins to Gaspé, before returning to her normal route from Quebec to Rimouski, Baie Comeau and Natashquan, which would later be amended to include Harrington Harbour and Blanc-Sablon as well.

The *Père Arnaud's* usual route was similar to the *Sable I's*, except that the latter served Baie Comeau, Clarke City, Havre-St-Pierre and Mutton Bay from Montreal. Baie Comeau was becoming an increasingly important port for Clarke as work went forward on a new paper mill there. Even the *Gaspesia* had advertised a spring call at Baie Comeau en route to Gaspé and the Maritimes. And the *Père Arnaud* was now calling there regularly as well.

The *Père Arnaud* was the smallest ship to carry passengers on Clarke's main line services. She could accommodate ten in berths and her route was sold as a freighter cruise of 11 or 12 days duration in the Gulf of St Lawrence, with fares starting at \$65. Her addition meant that Clarke now had two passenger-carrying ships running as far as Blanc-Sablon. By comparison, the 12- or 13-day voyage on board the *Sable I* started at \$74, while a 13-day trip on the *Gaspesia* cost \$90, and a 13-day cruise aboard *North Voyageur* began at \$95. Fares on the *New Northland* meanwhile started at \$115 for nine days or \$135 for 12 days so that Clarke was now serving several different levels of the cruising market. The usual reduction of 20 per cent was also available for early and late season cruises.

On August 25, 1936, "The Gazette" announced a new schedule for the *Fleurus*, the ship Clarke had used to the North Shore in 1933 after the grounding of the *North Shore*: -

Fleurus, of the Anticosti Shipping Company, is beginning a new schedule, calling at all North Shore ports, as far as Natashquan, and also at the Magdalen Islands, Charlottetown and Summerside PEI and Pictou NS. There will be several more trips this season. The *Fleurus* will arrive at Shed 6A in Montreal next Friday and will sail the same night.

The novelty to this revised itinerary was not the North Shore but the Magdalen Islands, which had not seen regular calls by a cruise ship since the

New Northland five years earlier, and the extension to the Maritime Provinces. The same issue of "The Gazette" also gave updates on the *North Voyager*, sailing that night with a heavy passenger list, the *Gaspesia* sailing the next day and the *New Northland*.

Quebec Airways

Clarke was nothing if not busy during this period, and had started to get involved with air services as well. Canadian Transcontinental Airways had been the first to win a contract to drop winter mail at points along the North Shore as far as Sept-Iles and Anticosti after the close of navigation in 1927-28, when pilot Roméo Vachon had flown the first air mail in on Christmas Day 1927. This company had become part of Canadian Airways in 1929.

At first from Lac Ste Agnès, near the head of rail at Murray Bay, and from 1932-33 from Quebec, two or three flights a week took winter mail to the North Shore, with drops at Bersimis, Chutes aux Outardes, Pentecôte, Franquelin, Baie-Trinité, Godbout and Shelter Bay. The plane landed at Sept-Iles and then made sorties the next day to Clarke City, Anticosti and Havre-St-Pierre. Soon Natashquan was included as well, and the service was eventually extended all the way to Blanc-Sablon. On announcing the opening of service from Quebec on October 18, 1932, Capt Arthur Ingram, passenger traffic sales manager of Canadian Airways had told "The Gazette": -

There is a definite demand for such a service and Canadian Airways intends to operate aircraft as required between Quebec and Seven Islands for the benefit of those people who have depended to such an extent on such means of communication during the past few years. The company has held a contract during the past five winters for the carriage of mails along the North Shore, and the residents of Seven Islands have greatly appreciated the service provided.

We were enabled to cover the 380 miles from Quebec to Seven Islands in 3½ hours whereas the distance can be covered by dog sled in little less than a month, this being the only other means of progression during the winter.

There is also a demand for the carriage of newspapers and fresh vegetables from Quebec to Seven Islands, as the only fresh food available after the freeze-up consists of game and fish. Our service has been used extensively by doctors, Roman Catholic priests and timber cruisers. The latter assemble in Clarke City in large numbers at the end of the winter, some four hundred coming in during the latter part of February and March with big pay cheques. It has been the experience of these men, before the establishment of an air service, to spend four weeks or more at Clarke City until the arrival of the first

passenger steamer after the opening of navigation. As a means of recreation, these men have gambled extensively, some having lost large sums before the arrival of the first boat. Many have expressed the opinion that the higher cost of transportation by aircraft to Quebec was preferable to the delay of a month at Clarke City, with the possible loss of their winter's pay.

While these same men might have caught one of the fortnightly winter sailings of the *Sable I*, she was probably running full in any case. Clarke did get business from Canadian Airways, however, hauling drums of oil and aviation fuel to the North Shore for them, but also lost some business when the planes started flying furs out from the North Shore. Eventually, thinking that these flights might pose a threat to its own mail contracts, and perhaps even to the winter service it had opened in 1928, Clarke announced that it would be going into the airline business itself, to carry mail and passengers in competition with Canadian Airways.

Not wanting to see a competitor in the trade, Canadian Airways chose to negotiate with Clarke, the result of which was Quebec Airways, formed at Quebec in April 1935 as an affiliate of Canadian Airways. All the preferred shares and 75 per cent of the common stock were held by Canadian Airways, while Clarke took 25 per cent of the common shares. James Richardson, who had founded Canadian Airways in 1926, became chairman and Desmond Clarke president of the new airline, while Roméo Vachon, who had flown the first air mail to the North Shore and rushed to Greenly Island after the arrival of the "Bremen" in 1928, became its manager.

By 1935, the volume of air traffic to the North Shore had reached 26,740 pounds of express matter and 73,841 pounds of mail, and the company had flown 795 passengers that winter. Between late December and mid-April, thirty-four flights were flown from Quebec to Sept-Iles, seventeen from Sept-Iles to Natashquan and seven from Havre-St-Pierre to Port Menier on Anticosti Island, plus a number of special trips to handle backlogs.

Quebec Airways negotiated a new mail contract that called for a new route from Rimouski to the North Shore. Because the planes had to fly long legs over open water, the contract included a requirement that they should be twin-engined. The new airline chose the de Havilland Dragon Rapide, of which several were produced in England for assembly in Toronto and four were bought by Quebec Airways. The first flight from Rimouski to Havre-St-Pierre took place on December 17, 1936.

Shaw Buys a Ship but Loses Three

In 1936, the Halifax-based Shaw Steamship Co purchased the *Meigle*, the former Newfoundland Railway coastal ship that had carried ornithologist Charles Townsend from Blanc-Sablon to St John's back in 1915. She was

already fifty-five years old and had served as a prison ship in St John's in 1932-33. Shaw tended to charter ships rather than buy them, but the *Meigle* became the first of several he would own over the years.

In a string of bad luck, however, three ships chartered by Shaw were lost between late 1935 and early 1937. The first of these, the 619-ton Norwegian *Viator*, had sunk on Lake Huron on October 31, 1935, with a cargo of pickled herring and fish products from Newfoundland, after colliding with the 2,063-ton American steamer *Ormidale*.

Seven months later, on June 6, 1936, another Norwegian, the 1,125-ton *Magnhild*, was lost when she ran aground near Cape Race while on a voyage from Halifax to Charlottetown and St John's with livestock, produce and coal. Although Norwegian, the *Magnhild* had been operating in the trades between the Maritime Provinces and Newfoundland for many years, and was replaced by another ship of the same name that same year. Her 1,383-ton successor would survive until being wrecked on Virgin Rocks, Newfoundland, in May 1942.

Finally, on March 11, 1937, the Inter-Provincial Steamship Lines' 1,267-ton *Delia*, while under charter to Shaw, would become a total loss by being crushed in ice and sinking in Trepassey Bay, nine miles from Cape Race, with a load of codfish. Her crew, however, would be able to make their way to shore over the ice.

Another link between Shaw Steamship and Inter-Provincial Steamship Lines was that both lines were represented in Toronto by Direct Water Services Ltd. President of this firm was Floyd Muirhead of the Muirhead Forwarding family, with whom Clarke would develop close ties in later years.

The New Furness Red Cross Line Ships

In 1936, the Furness Red Cross Line introduced its new 3,489-ton *Fort Amherst* and *Fort Townshend*, to the New York-Halifax-St Pierre-St John's run, with a sailing every Saturday from each end. Their names had been announced in July 1935 as the result of a contest, with the winners awarded first-class passage to New York. The *Fort Amherst* arrived in St John's in February of 1936 and the "New York Times" reported on her first arrival in New York on February 14: -

The new liner *Fort Amherst*, built in Scotland for the Red Cross Line, a unit of Furness Withy Company, arrived yesterday on her maiden voyage from Newfoundland and Halifax, docking at the Furness pier at West Thirty-fourth Street. The liner, a trim vessel of the combination cargo-passenger type, was commanded by Capt Reginald Kean, who had been master of the *Fort St George* and the *Dominica*, ships formerly operated in the Red Cross service of this line.

The *Fort Amherst* is 326 feet long, has a beam of 45 feet, and is powered by triple-expansion steam engines, capable of providing an operating speed of fourteen knots. At this speed, the liner will maintain a fortnightly schedule between New York and St John's, Nfld, with calls at St Pierre and Halifax NS. She has accommodations for 111 passengers, 85 in first class.

Later this year she will be joined by a new sister ship, the *Fort Townshend*, which was launched at the Blythswood Shipyards on the Clyde late in December. By that time all the old tonnage of the Red Cross Line will have been disposed of and the new vessels, of the latest design for the type of service required, will maintain a weekly service from New York.

The old *Fort St George* was sold a few months ago to the Italian interests and the *Dominica* was recently purchased by a British company. Officials of the line said that the *Rosalind*, the remaining liner, would also be sold to make way for the new vessel.

With the disposal of the old fleet, there had been no ship left for a Montreal-St John's service, but the *Belle Isle* was now fulfilling that role, calling as well at Furness Withy piers. She was also advertising "Newfoundland, Nova Scotia, Quebec and Gaspé - 12-day cruises for as little as \$85."

"The Trip Log" visited the new Furness Red Cross Line ships and their views would be carried in its January 1937 issue: -

New York to Halifax, St Pierre and St John's. Three days in port before returning via Halifax to New York. Ship your hotel throughout the voyage. Ample opportunity for fishing, swimming and golf. Two brand new British motorships of 4,700 tons displacement with accommodations for 85 passengers in all outside cabins containing beds. Splendid deck space, excellent cuisine and service. All the usual deck sports. (Amongst the most attractive of the new ships we have had the pleasure of visiting).

Passengers were accommodated in a combination of twin cabins and triples, with additional berths for second-class passengers aft, for the total of 111. This was fewer than the *Nerissa*, and closer to the capacity of the *Rosalind* and *Silvia*, but the "Forts," unlike the *Nerissa* and *Rosalind* (but like the *Silvia*), had all outside cabins.

With the introduction of the new Furness Red Cross ships, Clarke decided to keep the *New Northland* on her popular Labrador and Gulf cruises, calling at Corner Brook, and abandoned any further ideas of serving St John's, at least for now. Although the new ships were similar in size to

Clarke's *New Northland*, the Clarke ship had about 70 per cent more first class berths, as did Furness Withy's own *Nerissa*, which was now transferred to its West Indies services.

Cruise fares in the *Fort Amherst* and *Fort Townshend* began at \$135 for 12 days, the same as the *New Northland* charged from Montreal. When the *Northland* had first entered service in May 1926, her fares had begun at \$115 from Montreal, while those on the Red Cross Line's *Nerissa*, which entered service a month later, started from \$120 at New York. Clarke's minimum fare had risen by 17½ per cent over ten years while the Red Cross Line's had gone up only 12½ per cent.

As to Newfoundland Canada Steamships, it carried on in the Montreal-St John's trade, with Furness Withy acting as its agent. Cruise fares for the *Belle Isle* were still \$85 in four-berth cabins and \$125 in twins, the same as they had been since the ship was built in 1932. Cooperation with Furness Withy had actually begun a few years before when the *Belle Isle* was chartered by the Furness Red Cross Line for winter service between New York, Halifax and St John's. This allowed the two new "Forts" to cruise from New York to the West Indies by winter, continuing what the Quebec Steamship Co had started in 1894. The *Fort Amherst* and *Fort Townshend* thus replaced the *Fort St George* and joined the *Nerissa* in what was now called the Furness West Indies Line.

A New Cruise from Newfoundland Railway Steamships

The 1936 season saw yet another new ship arrive in Newfoundland when Newfoundland Railway Steamships took delivery of its latest, the 1,365-ton coastal passenger and cargo ship *Northern Ranger* (i). The new ship was assigned to a 19-day round voyage between St John's and Corner Brook, where she connected with the Clarke ships. Included in her many ports of call around northern Newfoundland were St Anthony and eleven calls in Labrador, including Battle Harbour and Forteau Bay.

When the new ship arrived, the Newfoundland Railway produced a colour fold-out brochure, "Cruising the Middle North," offering the cruise for a round trip fare of \$75, or \$50 with a return by rail, and described the voyage thus: -

A cruise that leads you in and out of 59 tiny, unusual Northern ports - that takes you literally to the edge of civilization. You travel on a trim, sturdy vessel especially constructed for Northern waters - the *Northern Ranger* - newest and finest steamer of the Newfoundland Railway fleet...

You're delighted with the homelike hospitality of your cruiser ... the succulent table delicacies, such as crisp fried cod, boiled salmon that

melts in your mouth, lobster, juicy roast beef and the memorable "Fish and Brewis" ... foods that meet the challenge of the North's brisk ocean air.

The *Northern Ranger* replaced the 978-ton *Prospero*, which had been built for C T Bowring & Co Ltd in 1904 and had filled in on the New York-Halifax-St John's run after the loss of the *Florizel* in 1918. The *Northern Ranger* was a slightly roomier ship than the *Kyle* on the Labrador coast, carrying 62 first-class passengers and 77 second, plus a cargo of about 1,200 tons in her 37,995 cubic feet of hold space. With a three-day layover at Corner Brook, she was sometimes in port at the same time as one of the Clarke ships, but did not offer much competition to them as their itineraries were more varied and Montreal was easy to get to for most Americans and Canadians.

The "Farnorth"

The *Farnorth* had dropped her Charlottetown to Boston service along the way but it was to be revived, as "The Gazette" reported in a January 8, 1936, wire from Charlottetown on activities of the Charlottetown Board of Trade for 1935: -

In March, the president continued, the board took up the question of a re-inauguration of a steamship service between Charlottetown, Nova Scotia ports and Boston, resulting in the steamship *Farnorth* being subsidized by the Dominion Government under contract to make 12 round trips. This service aided the tourist industry and provided a cheap water haul rate between maritime ports.

The "New York Maritime Register" belatedly reported on the situation on October 28, 1936, long after she had re-entered service: -

Discontinued for about a year, the service of the Farnorth Steamship Co Ltd between Boston, Halifax NS, Sydney CB, and Charlottetown PEI, was resumed recently with the arrival of the steamer *Farnorth* at Boston. The *Farnorth*, recently reconditioned and overhauled, will maintain the service operating on a ten-day schedule direct to and from Boston. A call will also be made at New York southbound after the Boston call.

After the 1936 season, the *Farnorth* left Georgetown, Prince Edward Island, on January 12, 1937, with a cargo of potatoes for New York. The Charlottetown line would not last much longer however, as later that same year the *Farnorth* was sold to the Caribbean Steamship Co Ltd, an affiliate of Jacksonville fruit merchants Charles P Tatt & Company, and renamed *Southern Lady* for use in the fruit trade. At almost the same time, the Caribbean Steamship Co bought the 1,768-ton Newcastle-built cable ship

Guardian to be converted for similar use.

The *Southern Lady*, however, was soon sold to the Fraser Steamship Line Ltd of Jamaica, a company controlled by Frank Leslie Fraser. This was the same Fraser who had started shipping bananas from Jamaica and Cuba using chartered ships five years earlier, not long after the *New Northland* had visited Jamaica on her West Indies goodwill cruise.

The "Gaspé County" in Collision

The *Gaspesia's* cargo competitor on the South Shore route managed to get into an autumn scrape with Cunard White Star's 13,867-ton *Antonia*, as this story reported in the "New York Times" on November 3, 1936: -

The Cunard White Star liner *Antonia* was reported here to have been in collision tonight with the coastal vessel *Gaspé County* in the St Lawrence River between Quebec and Montreal. A tug was sent out from Three Rivers to help the *Gaspé County*, which was reported damaged. The *Antonia* continued on to Montreal.

Preliminary reports indicated that no one aboard either of the vessels was injured. They met at the curve of the St Lawrence off Becancour, near Three Rivers, which is about midway between Quebec and Montreal. The liner was proceeding to Montreal after calling at Quebec on the way in from Europe. She had already been delayed three days by Atlantic storms which played havoc with ocean shipping.

The *Gaspé County*, owned by the Ellis Shipping Company, also was bound up river. She was heading for Montreal for repairs to a damaged propeller.

As well as her propeller, her rudder was now out of commission and the *Gaspé County* had to be towed to Montreal for repairs.

The Ellis Shipping Co had also added another ship to its fleet in 1935 in the Norwegian-built 688-ton motorship *Pictou County*, acquired to operate a new service from Montreal to Prince Edward Island, Pictou, New Glasgow and Halifax. This ship would come to compete with Clarke when in the spring of 1937 she began to advertise sailings from Montreal to Rimouski, Baie Comeau, Gaspé and the Baie-des-Chaleurs. The construction of the new paper mill had of course meant a temporary need for more shipping service to Baie Comeau.

Although Clarke was still operating the *Gaspesia* on the Gaspé and Maritimes route against the diesel-powered *Gaspé County*, it was about to order a new passenger and cargo motorship to serve Gaspé on a more frequent basis.

Developments at Baie Comeau

Work was now going ahead in earnest on the construction of the new Ontario Paper Co paper mill at Baie Comeau, and with a project of this magnitude, with so much cargo having to be moved to Baie Comeau, Clarke carried its fair share. The *Sable I* and *Père Arnaud* now called regularly and the *North Voyageur* would join them in 1937, with a cruise itinerary that for the information of her passengers noted "new paper mill under construction." The cross-river services of the Lower St Lawrence Transportation Co, in which both Clarke and the Ontario Paper Co were shareholders, were also kept very busy.

With its in-house Quebec & Ontario Transportation Co, Ontario Paper was of course able to handle a good part of its own cargo requirement. Carl Wiegmann commented on this in his "Trees to News," while discussing the season of 1937: -

About 140,000 tons of supplies had to be unloaded at Baie Comeau wharf - an amount equivalent to the contents of a freight train forty-three miles long. ... At this stage of the program the company was fortunate in having its own fleet of ships, which regularly carried pulpwood from Shelter Bay and Franquelin to Thorold and which could be used to haul supplies for the new mill on return voyages down the Gulf.

Quebec & Ontario's newest canaller, the motorship *Franquelin*, had just been completed by Swan Hunter at Wallsend in May 1936. In addition to loading construction materials at Montreal and prefabricated steel from Dominion Bridge at Lachine, she would load coal for the mill's furnaces and diesel fuel in two tanks on deck. Even hay for the woods department's horses was carried by the Quebec & Ontario ships.

Expanded Cruise Schedule for 1936-37

The beginning of the 1936-37 winter season was signalled in a short item from Quebec filed with "The Gazette" on December 18, 1936: -

The coastal steamer *Gaspesia* operating in the lower St Lawrence left Bersimis today for Father Point. On her return here the vessel will lay up for the winter.

The coastwise steamer *Sable I* will leave here tomorrow to start winter service from Pointe-au-Pic to north shore points, Havre-St-Pierre and Anticosti Island.

Meanwhile, plans for an expanded winter schedule for the *New Northland* had been outlined in "The Gazette" as early as October 16, 1936: -

An increased cruise schedule over last year for the coming winter between Miami, Florida, and Nassau, Bahamas, is announced by the Clarke Steamship Co, through S E Wharton, general passenger agent for the line.

The *New Northland*, which is now concluding a successful season with Gulf, Labrador and Newfoundland cruises, will again be employed in the Miami-Nassau service. She will leave Montreal about November 20 for a last trip to Corner Brook, then call at Halifax for preliminary overhaul and proceed south to Miami.

Four special cruises to Nassau will be made before the usual winter service commences in January. The first will leave Miami on December 10 for the 3rd Annual Nassau \$4,000 Open Golf tournament, the *New Northland* staying at Nassau for the duration of the tournament and arriving back in Florida December 15. A Christmas cruise leaving December 23, a midnight holiday departure on December 27, and a New Year's sailing on December 30 follow. Sailings from January 4 to the end of that month and from April 1-8 will be on Mondays and Thursdays; from February 1 to the end of March, on Mondays, Wednesdays and Fridays.

At the end of the St Lawrence season, and with an early start from Miami, the *New Northland* left straight from Corner Brook, arriving at Halifax in early December on her way south.

On arriving at Miami, the *New Northland* found that Clyde-Mallory Lines would be chartering the *Evangeline* again to run together with P&O's *Florida* in a joint Miami-Havana schedule, on alternate days, but now with interchangeable tickets. In the high season, the *New Northland* and *Florida* would embark passengers on the same days, with the *New Northland* sailing at 4 pm and the *Florida* at 7:30 pm, as before, every Monday, Wednesday and Friday. The *Evangeline*, meanwhile, would sail on Tuesdays and Thursdays together with the *New Northland* in the early and late season, and on Saturdays alone.

While the Havana ships charged a \$25 round trip fare, with a ten-day limit, the *New Northland* managed to collect almost a quarter more. Her round trip fare was \$31 to Nassau and she also offered a \$28 cruise fare for a return on the same voyage. This was a sure indication that the cruise trade was continuing to flourish.

These three ships, with as many as nine sailings each week, plus all the usual coastal liners, usually two northbound sailings a week by Clyde-Mallory Lines and two more by Merchants & Miners and another

Texas-bound sailing by Clyde-Mallory, not to mention any on and off sailings by Canadian National's "Prince" ships, made Miami a busy passenger port.

The big world news at the end of that year, breaking just before the winter season began, was the abdication of King Edward VIII on December 10, 1936, in favour of his brother, the Duke of York, who became King George VI. Edward had fallen in love with an American divorcee, Wallis Simpson, and the British constitution did not allow a reigning monarch to marry a divorced woman. In 1937, the former king would be named as the Duke of Windsor.

On January 3, 1937, the "New York Times" forecast a boom cruise season at Nassau, with news that sixty-one cruise ships would call at Nassau "in addition to the Munson liners from New York, Canadian National Steamships from Canada and Boston, the s.s. *New Northland* out of Miami, Fla, and the Pacific Steam Navigation Company" from England. The first of the cruise ships would be Cunard White Star's 26,943-ton *Britannic* on January 11, on which date the Fort Montagu Beach Hotel also opened. Where Nassau had been home to 10,295 winter residents in 1933, by 1937 that number had reached 34,000, more than the contemporaneous population of the whole island of New Providence.

By now, interest in the *New Northland* extended to the on board cuisine and on page four of the January 29 "Miami Daily News" food supplement, an article appeared, complete with photo of the ship's chef in his chef's hat, headed "Sea Food Special." Within it was a favourite recipe: -

Passengers on board the s.s. *New Northland* are particularly pleased with creations of food offered them by the liner's French-Canadian chef Napoléon Girard. Girard has been the chef aboard the *New Northland* for two years, and is well known in northern New York and Canadian resorts. He has found Nassau crawfish to be a favorite dish among the many widely-traveled passengers aboard the *Northland*. This special seafood dish he considers a winner. These are his directions for preparing it: Boil two crawfish 20 minutes. Pick the meat from the shells, dice it into quarter-of-an-inch cubes and add juice of one lemon to the meat. Mix three cups of tomato juice with one teaspoonful salt. Boil five minutes and add one-and-a-half tablespoonfuls gelatin. Mix the liquid with the meat. When cooled put this complete mixture in the shells and place in the icebox for an hour. Serve with mayonnaise and hot rolls. This will serve four people.

Meanwhile, Munson Lines now advertised its modest Miami-Nassau service, from Miami on alternate Sundays, and from Nassau on alternate Tuesdays. This schedule meant the *New Northland* and *Munargo* would meet in Nassau every second Tuesday during high season in February and March. And as the year before, the *New Northland* would sail at 3 pm and the *Munargo* an hour later, with both ships arriving in Miami on Wednesday

morning. The two ships would then sail from Miami that same evening, the *New Northland* at 4 pm bound for Nassau and the *Munargo* to Havana an hour later.

The "Southern Cross"

Roosevelt did not return in 1937, but an interesting visitor to Nassau that winter was the 1,851-ton clipper-bowed *Southern Cross*, one of the world's largest private yachts. With dimensions of 320 feet overall by 40 feet and a speed of 16 knots, she had been built on the Clyde in July 1930 for Lord Inchcape, chairman since 1915 of Britain's Peninsular & Oriental Steam Navigation Co Ltd, and the British-India Steam Navigation Co Ltd. Under her original name of *Rover*, Inchcape had spent much of his time in her, even designing new ocean liners in her shipboard study. He died on board at Monte Carlo in May 1932, and she had been bought the next year by film and aviation mogul Howard Hughes, who renamed her *Southern Cross*. Hughes' new yacht was slightly longer than the *New Northland* but not as beamy.

That winter in Nassau, Hughes entertained actress Katharine Hepburn on board. As the *New Northland* shuttled back and forth to Miami three times a week, the *Southern Cross* remained at her berth in Nassau while Hepburn finished her first two paintings. Both were views of Nassau harbour as seen from Prince George's Wharf, much as it would have looked to passengers travelling to and from Miami in the *New Northland*. Hughes later proposed but the relationship never led to marriage.

Later that year, not having enough time to enjoy the *Southern Cross*, Hughes decided to sell her to Swedish industrialist Axel Wenner-Gren, owner of the Electrolux appliance and Bofors Armaments companies. Wenner-Gren was now developing significant holdings in the Bahamas and the *Southern Cross* would provide a home and transport between his various interests in the Americas.

Back in Miami, on January 31 the "New York Times" carried some social news indicating that the *New Northland* was being hired out as some sort of banquet hall between her arrival and departure on February 1: -

February's inaugural event, the third annual Florida fiesta of the Miami Sigma Chi Alumni, scheduled for tomorrow, will be given a nautical flair by a luncheon aboard the *New Northland*. There will also be a breakfast party, an afternoon cocktail party and an evening banquet at the Lagorce Country Club at Miami Beach.

Sigma Chi, one of the largest and best known of gentlemen's fraternities, was founded at Oxford, Ohio, in 1855. Hosting such an event while readying the ship for her next cruise must have put an extra load on her crew, but presumably brought in some extra revenue for the company,

as well as some extra tips for the waiters.

National Tours and the "Prince Henry"

That same winter, while Hughes was romancing Hepburn on the *Southern Cross* and fraternities were lunching on the *New Northland*, Canadian National's *Prince Henry* began sailing from Miami for National Tours. The charter was announced on January 2, 1937, and by January 17 the "New York Times" was carrying advertisements for National Tours of 561 Fifth Avenue, stating that the *Prince Henry* was "connecting with fast trains from the north" and sailing "henceforth every Sunday" from Miami to Vera Cruz, Mexico, and Havana, the same ports served by the Cuba Mail Line's 13-night cruise from New York.

With its Miami office in the Ingraham Building, National Tours' *Prince Henry* sailed on Sundays while the *New Northland* was in Nassau, with her first sailing set for January 25. A post card sent to Mrs Charles Robbins of Cambridge, Massachusetts, seems to indicate that the ship went over well: - "We have had a perfect trip. Not rough at all. Fine boat - excellent meals and very courteous help. We arrive in Vera Cruz very soon. I love this trip. Mabel."

Fares for these 7-day cruises started at \$95. Although they were meant to last until April 13, passenger numbers were not high. She returned to Miami on February 20, for example, with only 147 passengers, but with the "Miami Daily News" reporting that "increased numbers are arriving each Saturday from Mexico." She made her final sailing from Miami at the end of February, with a wire sent to travel agents stating "Mexico service of the steamship *Prince Henry* to be terminated Sunday. February 28 will be your clients' last opportunity to visit Mexico. Sailing February 28 the *Prince Henry* is scheduled to remain at Vera Cruz for six days to permit passengers the time to make the Mexico City tour." She performed a total of only six cruises in this service, less than half the number originally scheduled.

The *Prince Henry* and *Prince David* had both been laid up for much of the 1930s, and on September 30, 1935, there had even been a Canadian Press report that they might be sold: -

Three representatives of the Roumanian Government were in Halifax today to inspect the Canadian National steamship *Prince Henry*, and it was believed the European country would purchase the vessel and her sister ship, the *Prince David*.

After looking over the *Prince Henry* the three Roumanian officials will proceed to Bermuda where the *Prince David* has been idle for some time.

No sale transpired, and charters to National Tours brought both ships out of lay-up the next May, two years after the *Prince David* had completed her one and only Nassau season. Despite the fact that the *Prince David* managed to run aground off Bermuda once more on May 23, 1936, twelve miles from her original 1932 grounding, she was refloated quickly and these charter sailings proved to be relatively successful.

From New York, the *Prince Henry* had performed eleven 13-day "Tradewind" cruises, with fares from \$145, calling at Kingston, Cartagena, Colon and Havana between July 11 and December 5, 1936. A 7-night "Independence Day" cruise, leaving New York on July 3 for Nassau and Havana, from \$75, had preceded these, while a similar cruise left New York on October 30, starting at \$80, in the midst of her "Tradewind" cruises.

National Tours' 157th cruise, a 58-day "Grand Pacific" voyage in the *Prince David*, covered 17,425 miles and left New York on July 2, 1936, the day before the *Prince Henry's* "Independence Day" cruise. Ports of call included Havana, the Panama Canal, Puerto Caldera, Manzanillo, Los Angeles, San Francisco, Vancouver, Ketchikan, Wrangell, Taku Glacier, Juneau, Skagway, Sitka, Prince Rupert, Honolulu, Hilo, San Diego, Mazatlan, Acapulco, the Panama Canal and New York. A gala "Labor Day" cruise had followed on August 29, from New York to Kingston, Port au Prince and Havana, then several 7-day cruises from New York to Nassau and Havana in September and October.

With the finish of her winter charter in February 1937, the *Prince Henry* was laid up again at Halifax with the *Prince David*. But negotiations were under way in Montreal that would see the *Prince Henry* back in service very soon.

Search for Another Cruise Ship

While the *Prince Henry* had been busy "connecting with fast trains from the north" at Miami, a brief news item had appeared in the January 1937 edition of "Canadian Railway & Marine World," now renamed "Canadian Transportation" since the advent of aviation: -

A Montreal report states that Clarke Steamship Co is in the market for an additional ship. It said that the company has more tourist traffic than it can handle, and that another ship is needed, adding: -

"Last summer the Labrador cruises nearly all went out loaded to capacity, and there is no doubt much more business could have been handled, if there had been accommodation. Americans are coming to find that the Labrador cruises are a sure 'out' for a heat wave, and hay fever sufferers, too, get relief in that ice-chilled air. The result is that the Grenfell country is drawing more and more tourists, about 90 per

cent of whom are from the United States. The Clarke Steamship Company therefore is casting about for a new ship, but whether they will build or buy is not yet known."

Not surprisingly, among those that received "Canadian Transportation" were the managers at Canadian National Steamships, who were always on the look-out for new employment for their *Prince David* and *Prince Henry*. The *Prince Robert* was now gainfully employed on their Alaska run, the only one of the trio to remain on the west coast.

Clarke Announces A New Cruise Ship

Just a few weeks later, Desmond Clarke made the most significant announcement since the commissioning of the *Northland* in 1926. The company was going to charter Canadian National's 335-passenger *Prince Henry* for the 1937 season in the Gulf of St Lawrence, with an eye to purchasing the vessel if she proved satisfactory. The seven-year-old *Prince Henry* was to be delivered to Clarke that spring and renamed *North Star*. "The Gazette" carried the news on March 12, 1937: -

One of the fastest cruise liners afloat, the 7,000-ton *Prince Henry* of Canadian National Steamships, will go into service on the St Lawrence this summer under charter to the Clarke Steamship Company and will operate on cruises to Labrador and Newfoundland.

Announcement was made yesterday to this effect by D A Clarke, president of Clarke Steamships. Likely to be renamed the *North Star* while in service with this line, the *Prince Henry* will operate as a running mate to the *New Northland*.

Her officers will be Canadian National men, and there is a possibility that Captain R A Clarke, present master of the vessel, will be in command of her on the Newfoundland run.

The *Prince Henry* will be making her initial appearance in the St Lawrence, and with a speed of 23 knots will be the fastest passenger liner ever to come to Montreal. If let out, she is capable of establishing new speed records between here and the Gulf.

With the *New Northland* as running mate, the *Prince Henry* will operate to Charlottetown, Pictou, Gulf ports, Newfoundland and Labrador. The ship will be in operation from June to September, and is scheduled to make four cruises. Demands on the Gulf service in the summer season occasioned the chartering of the *Prince Henry*, according to Mr Clarke.

The liner is at present operating between Miami and Vera Cruz under charter to National Tours. According to the Clarke announcement she

will be completely renovated and overhauled before starting her St Lawrence season.

Although there had been a couple of attempts to do so, neither the *Prince Henry* nor her sister ships had ever sailed the St Lawrence nor been to Montreal. And on March 13, in a display of municipal pride, "The Gazette" ran an editorial under the title "Fine Ship for Montreal Service": -

Acquisition of the Canadian National steamship *Prince Henry* by the Clarke Steamship Company for service between Montreal and Newfoundland and Labrador is good news to all who are interested in port development; and every citizen is so interested. The *Prince Henry*, which will probably be renamed, is to be thoroughly renovated and will operate with the *New Northland*, a steamer already popular with Montreal people and with tourists from other countries. Indeed the success of the *New Northland* has prompted the Clarke Steamship Company to enlarge the service and the company has selected a ship with a splendid cruising record.

The *Prince Henry* is English-built and was operated originally on the Pacific Coast. She is a commodious vessel of beautiful lines and ranks among the fastest cruise liners on the seas. She is well known to Canadians and others who have cruised to the South in her and she will be an important addition to the passenger fleets sailing from Montreal, the fastest liner ever coming to this port. The Clarke Steamship Company is to be congratulated upon bringing into the Montreal service so fine a ship.

The *North Star* would be staffed by a Canadian National crew under Capt Robert Clarke, a Newfoundlander who, while bringing his ship "home" to Newfoundland, was no relation to the charterers. Formerly of the *Lady Drake* and master of the *Prince David* during her Miami-Nassau season in 1934, Capt Clarke had also served as Canadian National's marine superintendent in Jamaica. A capable master, he would later become general manager of Canadian National Steamships.

The 1937 Season Opening

With 140,000 tons bound for Baie Comeau alone, the 1937 season would be bigger than usual for the North Shore. "The Gazette" announced the opening movements on March 30, 1937, in an item headed "Navigation is Open as far as Quebec - *Gaspesia* Sails From Capital to Gulf of St Lawrence Ports - *Jean Brillant* Follows": -

Navigation on the lower stretches of the St Lawrence opened yesterday with the sailing of the coastal steamer *Gaspesia* from Quebec to Gulf ports. She was the first cargo vessel to move from the

downriver port this year.

On Thursday the *Gaspesia* will be followed by the *Jean Brillant*, of the Clarke Steamship Company, clearing for Rimouski and north shore points from Baie Comeau to Seven Islands.

Reports from the Gulf of St Lawrence state that ice conditions are about the same as last year. On the route from Quebec to the various lower ports the two vessels clearing from Quebec should find little difficulty in making their destinations.

The *Jean Brillant* will make the first call this year at Baie Comeau, site of extensive development by the Ontario Paper Company.

The *Jean Brillant* loaded at Quebec's Shed 19 for Rimouski and North Shore ports, and was scheduled to receive cargo up to Thursday night, April 1. With the new Baie Comeau newsprint mill scheduled to come into operation later that year, other ships would trade there as well as the ships Clarke scheduled. On April 14, for example, Quebec & Ontario Transportation's 1,689-ton *Thorold*, a canaller built by Swan Hunters in 1922, was in Montreal preparing to load a general cargo and 250 tons of machinery for Baie Comeau. While the *Thorold* loaded, both the *Gaspesia* and *Fleurus* prepared to make their way up from Quebec to load their own first Montreal cargoes of the season.

Clarke Accepts the "North Star"

On May 14, Clarke took delivery of the *North Star* in Halifax, and started to refit her for her new duties. Seven weeks later, on July 3, after completion of this work, she left for Montreal, where she arrived on July 9. The next day, a reception was held on board for the travel trade and journalists. "The Gazette" described her as a "three-funnelled ship, said to be the fastest ever to have come into port here." On the 12th, she left Montreal on the first of four 11-day Labrador and Gulf of St Lawrence cruises that were scheduled for July 12 and 26 and August 9 and 23.

Although in June Clarke had announced that fleet commodore, Capt Boucher would take command of the *North Star*, the ship remained under command of Canadian National Steamships captains and officers for the duration of her charter to Clarke. Boucher instead served as a kind of staff captain and charterer's representative for the Clarke Steamship Co. Clarke employees were also posted on board as cruise staff, but a full Clarke crew would have to await the ship's actual purchase.

The Clarke Steamship Co now had two top-class cruise ships, the *North Star* carrying 335 cruise passengers in 159 cabins, and the *New Northland* 175 passengers in 77 cabins, all outside. All-outside

accommodation is a rarity even today, and just as now, this signified the best, especially in the days before air conditioning.

The "North Star"

The three-funnelled 6,893-ton *North Star* was a fast passenger ship that when painted in Clarke colours resembled nothing less than a "pocket" *Empress of Britain*. Built by Cammell Laird & Co Ltd at Birkenhead in 1930, each of these impressive ships had cost \$2,150,000. The ship was designed by the same firm, A T Wall & Company, that had designed Clarke's own *Northland* and Canadian National's "Lady Boats." Ishbel MacDonald, daughter of British Prime Minister Ramsay MacDonald and, having lost her mother, hostess at 10 Downing Street, had launched her as the *Prince Henry* on January 17, 1930.

Like her sister ships, the *North Star* had an overall length of 385 feet and a 57 foot beam. She was powered by two sets of Parson's three-stage single-reduction geared steam turbines completed by her builders and producing 14,500 shaft horse power, with twin screws giving her a speed of 23 knots. Having been designed for fast overnight service, as well as long-distance cruising, she was a speed queen that could push through the sea a full two-thirds faster than the *New Northland*.

As the Canadian National trio had been built in an effort to outclass the renowned "Princess" ships of Canadian Pacific's British Columbia Coast Steamship Service, they had longer superstructures and an extra passenger deck. No expense had been spared and each of the "Princes" had cost almost 40 per cent more than CP's famous "Triangle Route" twins, the 5,875-ton *Princess Kathleen* and *Princess Marguerite*.

The *North Star* had four lounges on her three upper decks, a large dining room aft on C Deck, and an open-air swimming pool forward on A Deck. Although she had two derricks and a small cargo hold up forward, this became the location of her swimming pool. Passengers had the use of five decks in all, the lowest being C Deck where the dining room was located. Above on B Deck were the best cabins, including two mid-ship suites consisting of a bedroom with twin beds, sitting room, baggage room, tub bath and toilet. The Georgian Court lounge, with two doors leading out onto the fantail, was located aft. Next up, A Deck contained two-berth cabins with a Music Salon at the stern. And above that, Promenade Deck had more two-berth cabins and the Old English Smoking Room aft. The Sun Deck was available for deck sports and sunbathing. All cabins were outside, with forty-two of them on B Deck also possessing private facilities.

The following description from one of Clarke's own winter cruise brochures covered both ships: -

For your cruise holiday the Clarke Steamship Company offers you two fine British ships - the *North Star* and the *New Northland* - built in England expressly for cruise service; they provide every possible ship comfort plus the "individual" touch of service which makes for the perfect vacation.

All rooms are outside cabins, equipped with electric fans and perfect ventilation for tropical cruising; many of them possess private baths or showers and toilets. The public lounges, smoking rooms, music salons, dining room and ample decks form a perfect ensemble for either rest or play. An added attraction of the *North Star* is an open-air swimming pool.

Your comfort and pleasure are the aim of every member of the Clarke staff. Entertainment aboard ship is expertly organized; dancing to the latest music of a popular orchestra, ship games of all kinds, contests, masquerades, and facilities for social activities or complete relaxation in a comfortable deck chair.

For open-air activities, in addition to the pool and the Sun Deck, the *North Star* had two full-length shaded promenades on either side of Promenade and A Decks. And aft of the Old English Smoking Room on A Deck was an outdoors Planter's Café, reminiscent of the Pirates' Den on the *New Northland*.

One of the nicest rooms on the *North Star*, for daytime viewing or night time entertainment, was the well appointed Observation Lounge, covering the full width of the forward end of the Promenade Deck. Two doors at its after end opened onto an athwartships passageway that was part of the walk-around promenade on that deck.

The Summer of 1937

The *New Northland* finished her 1937 winter season on April 14, when she arrived back in Miami from a special 5-day Easter cruise to Nassau. She then made her way north to Montreal via Nassau, Charleston and Bermuda, arriving at Quebec on April 29. Meanwhile, the company's new cruise ship, the *North Star*, would not make her first cruise until July 12. This left the *New Northland* to begin the 1937 summer season with a number of spring sailings from Montreal, the first leaving on May 3.

During her maiden season, the *North Star*, still registered in Vancouver, would make four 11-day 2,319-mile cruises in July and August, with fares starting at \$135. Starting at Montreal, the new flagship would make calls at Quebec, Gaspé, Charlottetown, Pictou, Corner Brook, Bonne Bay, St Anthony, Forteau Bay, Havre-St-Pierre, the Saguenay River and Murray Bay.

The *New Northland*, under command of Capt William Tremblay, operated a similar Gulf of St Lawrence itinerary, but omitted the calls at Charlottetown and Pictou and continued on to Battle Harbour in Labrador, covering 2,093 miles in 12½ days at the same minimum fare. After the five Labrador summer cruises, she would switch to 10½-day "Maritimes and Newfoundland" cruises that included Gaspé, Charlottetown and Corner Brook. Passengers on her first Labrador cruise in 1937 included Guy Tombs, the well-known Montreal freight forwarder, and his wife, two of only half a dozen Canadians, with the rest of her capacity load made up of Americans.

The decision to acquire the *North Star* turned out to be a good one. On July 27, just before she departed on her second summer cruise, "The Gazette" confirmed that the *North Star's* inaugural cruises were indeed fully booked: -

The Clarke Steamship Company announced yesterday that the big *North Star* (ex-*Prince Henry*) would sail next week with a capacity list of 300 passengers for Labrador and the Gulf of St Lawrence. This is the ship's second full list in as many voyages...

The Americans are showing keen interest in the St Lawrence and Gulf. The 300 passengers of the *North Star's* forthcoming sailings are practically all from the United States.

Like the other Clarke ships, the *North Star* sailed from Victoria Pier in Montreal, but as she was too large for the Crosswall Pier in Quebec, she tied up instead at the Breakwater, using either Shed 18, where the *Fort Hamilton* and *Fort St George* had called, or Shed 26, depending on traffic. Canadian Pacific had used Shed 18 prior to its move to Wolfe's Cove and it was now used mainly by inbound ocean liners. At Gaspé, the *North Star* berthed at Sandy Beach rather than in Gaspé Harbour itself. This meant that she did not have to negotiate the Ross Bridge, a draw bridge that had been completed across the harbour mouth in October 1932 to connect Gaspé and Gaspé Harbour. Other Clarke ships berthed at the Davis dock inside Gaspé Harbour, but the *North Star*, being not only larger but also carrying no cargo, was able to go to the new pier at Sandy Beach, in nearby Gaspé Bay.

The *North Star* and *New Northland* now left Montreal on alternate Mondays in the summer, while the *North Voyageur* sailed on the Sunday before the *North Star*. This meant that those two ships were only a day apart at Corner Brook, with the *North Voyageur* calling on Friday for cargo and the *North Star* on Saturday with cruise passengers. Like the *North Voyageur*, the *North Star* also called at Bonne Bay, the *North Voyageur* on Saturday and the *North Star* on Sunday. Going their separate ways again the *North Star* would call at Havre-St-Pierre.

The impact these ships had on the locals was recorded by Guy Côté in

the article "In the Time of the *New Northland* and the *North Star*," published in "La Revue d'histoire de la Côte-Nord."

Gertrude Cormier recalled their calls at Havre-St-Pierre, saying "It was Sunday best; the village was cleaned up, the animals collected. One week it was the *North Star*, the next the *New Northland*. It didn't matter which ship, she had an orchestra on board that disembarked onto the quay, all dressed in white. There they played, their instruments blazing out brass band music, even jazz. It was really beautiful."

Martha Dupuis-Girard also remembered the preparations, and the sailors, saying that "the wives all prepared for the ships' arrivals. Setting up a display in the dry cod shed, they sold woven wares, but not as many as crocheted rugs, which many women displayed in their own special stands. There were all sorts of rug patterns: beavers, flowers, boats, etc. The tourists all came by the new road, la Rue Boréale. And I also remember how much we admired the smart sailors in their uniforms."

Simone Misson-Doyle remembered the telegraph office on boat day, saying "Yes, it was an attraction for all the villagers. The little girls sold wild flower bouquets for a penny. Mrs Céline Tanguay, the telegraph operator, had plenty of business when one of the ships arrived - telegrams to send or to deliver to the tourists... Her messengers, brothers Wilfred and Paul Petitpas hurried to take them to the boat or bring them back to the telegraph office. Sometimes, more than 300 tourists disembarked in the port."

After Havre-St-Pierre, the *North Star* and *North Voyageur* would meet in the Saguenay on Thursday morning. The *North Star's* calls at Murray Bay were scheduled from 3 pm until midnight so that her passengers could swim, golf, dine and dance at the Manoir Richelieu. The *North Voyageur*, following behind, would join her at 3:30, so there were two Clarke cruise ships docked at Murray Bay every other Thursday that summer - on July 22, August 5 and 19 and September 2, both sailing at midnight. This was the only season that the *North Voyageur* called regularly at Murray Bay. The *New Northland*, meanwhile, continued with her accustomed 6 am to 10 am Murray Bay call every other Saturday.

After leaving Murray Bay, the *North Star*, being the faster ship, would arrive at Quebec at 6 am on Friday morning, to disembark passengers and sail at 8 am. The *North Voyageur* would then follow at 9 am for a six-hour stay, while the *North Star* was in Montreal by 6 pm that same evening.

Competing with Canada Steamship Lines, the *North Star* also revived Clarke's weekend Saguenay cruises from Montreal, last operated by the *New Northland* five years earlier. The *North Star's* Saguenay cruises left Victoria Pier at 8 pm, following CSL's own Saguenay departure by only fifteen minutes.

The "Gaspesia" at Fox River

The company's fourth ship, the *Gaspesia*, continued her fortnightly cruises along the Gaspé coast and to the Maritime provinces. One summer day in 1937, she was caught on the peninsula by Dorothy Childs Hogner, who, with her husband Nils Hogner as illustrator, was writing a motoring and camping book called "Summer Roads to Gaspé." They had left from a campground at Petit Gaspé, in what is today Forillon National Park. She recorded a typical coastal visit: -

In the morning there were showers, but we decided just the same to take the trip back over the mountains to the little town of Fox River, Rivière aux Renards, one of the prettiest villages on the Gaspé coast...

Arriving at Rivière aux Renards we saw a small town as French as Little Gaspé is English, but a much bigger place, a real town about a big beach, not just a sprinkle of houses on a hillside. And Rivière aux Renards is very active in the fishing industry, to the casual observer. There are piles of dried cod, and at the sheds of the agents, vats of pickled fish.

But the man in charge of the sheds did not feel too optimistic about the business:- "Fishing's not what it used to be. We used to have our own big fleet of boats, but the market's fallen off and now we just buy from independent fishermen. Since we lost the Italian market, and the Brazilian too, we can't afford to keep our own ships. This year we are handling only about seventy thousand pounds."

As we stood and talked we saw an old steamer coming to dock. We went to watch it come in. On near approach we found that it was the *Gaspesia*, a coastwise boat full of tourists, gone vagabondia. We rather enjoyed joining the townspeople while the gangplank was let down. In the tourists came, some in short pants, some in long slacks, some in print dresses, almost everyone with a camera, some with dark glasses, and one and all looking curiously and somewhat superciliously at us on the dock, the "habitants," the quaint people of the town who had come likewise to look at the tourist invasion, and maybe make a few pennies on the side.

The *Gaspesia* routinely sailed for the Gaspé coast, Prince Edward Island and Pictou on Tuesdays after the *North Star*. This gave Clarke three sailings in a row from Montreal in those weeks, *North Voyageur* on Sunday, *North Star* on Monday and *Gaspesia* on Tuesday. The *New Northland*, meanwhile, left Montreal alone on Mondays on the alternate weeks to the *North Star*, calling at Quebec on Tuesday, the day before the *Sable I's* usual Wednesday North Shore sailing. As the *Père Arnaud* now also left Quebec in the same week, this gave Clarke three sailings from Quebec in those weeks.

Anticosti Shipping's "Fleurus"

The Anticosti Shipping Co's *Fleurus* followed an unusual pattern in 1937. For the bulk of the season, which lasted from April through November, she ran 12-day cruises from Montreal, but for most of June and July she turned at Quebec, sailing at 9 am every Tuesday. This meant that she would catch the *New Northland* arriving from Montreal one week and the *North Star* the next during most of July. The *Fleurus*'s Montreal passengers were given Monday night tickets on Canada Steamship Lines' night boat, sailing just before the Clarke ship from Montreal, and then four nights on the *Fleurus* from Quebec before another CSL night boat passage back to Montreal. Meals and berth were included, all for \$54 except for the inconvenience of changing ships between Montreal and Quebec. Meanwhile, the *Fleurus*'s Montreal departures, which operated during most of the season, left from the Wellington Basin, above Black's Bridge in the Lachine Canal, at the corner of Common and Dalhousie Streets and two locks above the port.

Fares for the *Fleurus*'s 12-day cruise started at \$85 but special fares were also available for rich Americans going to Anticosti for the salmon fishing. The Jupiter River, best on the island, had been opened to the public in 1935, and for the tidy sum of \$285 per angler for a week's fishing in June or July, fishermen were provided with guides, two cooks, gourmet lunches of freshly-caught trout and imported delicacies, cushioned boats with awnings in which to be towed upriver, stored snow in which to pack the catch and the canning of salmon steaks on site. The sportsmen, fully dressed in their fishing gear, were usually landed off the river mouth by night, after the winds of the day had died, and the last week's anglers were then embarked.

For cruise passengers, there was the attraction of the Chateau Menier, built in 1904 and now re-opened for tourists, during the call at Port Menier, something that Clarke passengers on the *Gaspesia* could also visit. As the *Fleurus* made her inbound call at Port Menier on Friday morning and the *Gaspesia* was scheduled to call outbound on Friday afternoon, twice that summer, on July 2 and 16, the two ships called at Anticosti on the same day, but not at the same time.

Clarke ships did not sail in company with the *Fleurus* very often, but on July 26, on the *North Star*'s second cruise, the *Fleurus* left her Lachine Canal berth at 7:00 pm, locked down through the port and passed under the Jacques Cartier Bridge, passing by the *North Star*, which left her berth at Victoria Pier at 9 pm. Both ships were in Quebec the next morning, the *North Star* at 7 am and the slower *Fleurus* at 7:30. The *Fleurus* then sailed at 9 am while the *North Star* remained until Noon. Although the two ships would call at many of the same ports in their two cruises, they each went their separate way thereafter.

The *Fleurus* finished the 1937 season by delivering a team of German industrialists to Anticosti in December, there to have a look at buying the island as a source of pulpwood. By then, however, suspicions of German intentions were such that the idea of them owning an island in the middle of the Gulf of St Lawrence was totally unacceptable to the public. After a few months of outcry, including statements by both the prime minister of Canada and the premier of Quebec, the Germans quietly allowed their purchase option to expire when the time came in 1938.

Changes in Emphasis

The arrival of the *North Star* in 1937 led once more to some subtle changes in advertising. The new Clarke ship was introduced as the "luxurious" *North Star*, while her consort was slightly downgraded to the "popular" *New Northland*, a reminder of the earlier reclassification of the "comfortable" *Nayarit* on the arrival of the "magnificent, new" *Northland* in 1926.

Also, compared to the "British" ships sold in Florida, the summer cruises to Labrador now offered "a French cuisine second to none on the Atlantic." Whether this included the Compagnie Générale Transatlantique's famous 83,423-ton *Normandie* is not clear, but one might surmise that it meant the Atlantic Seaboard of North America rather than the Atlantic Ocean. Nevertheless, the cuisine on Clarke ships, with its French influence, was indeed highly regarded.

The "sturdy, trim" *North Voyageur*, which had been introduced into the fleet as the "luxuriously appointed" *Nayarit* when she had first arrived, now had only a limited time left. At the end of the 1937 season she would be disposed of, after thirteen years, to the Hellenic Shipping & Commercial Co Ltd of Piraeus.

Meanwhile, in a succession at the Bras d'Or Bay Navigation Co, although Garon Pratte remained as president, Wilfrid Clarke now replaced C G Dunn as vice-president and a new Clarke board was appointed. This was now the only way that this company and its single ship, the *Sable I*, differed from the rest of the fleet.

The Desgagnés Connection

One of the first signs of what would become a long association, one that would last for decades, was a Clarke Steamship Co sailing notice that appeared in "The Gazette" on May 7, 1937, advertising the 147-ton m.v. *Mont-St-Joseph* to depart Montreal on May 10 for North Shore ports from Baie Comeau to Sept-Iles. This was followed by a similar voyage on May 25. Her owner, Capt J A Z Desgagnés of St-Joseph-de-la-Rive, a riverside village

upstream from Murray Bay, was the head of an important Charlevoix County shipping family and the *Mont-St-Joseph* the first of many family Desgagnés vessels that would work for Clarke.

The Desgagnés family traced its start in shipping back to Maurice, who had bought the 114-ton sailing schooner *Mare Vigilante* in 1885, although Zéphirin had been master of another schooner as far back as 1866. Zélada had built the family's first new ship, when in 1917 he commissioned the 98-ton schooner *J Z Dégagné*, which by the 1930s had become a motor vessel of 112 tons. Along the way, there was also a change in the way the family spelt its name as it became pluralized from the old Desgagné.

When Clarke had acquired its first ships in 1921, only a few small low-powered goélettes were working with the sailing fleets that served local markets below Quebec, and the previous year's trial of the Nova Scotia-built schooner *Côte-Nord* had proven to be unsatisfactory. But in the intervening years an evolution from sailing schooner to motor coaster had resulted in a more powerful vessel with a higher capacity and a longer range, developments with which the Desgagnés had been closely involved.

The Goélette

Henry Beston painted a portrait of these little ships as they were in the late 1930s in his book "The St Lawrence." Describing them as "pulpboats," because nearly all of them carried pulpwood upstream after discharging their downbound cargoes, he wrote: -

From sunrise to the dusk they pass, their diesels hammering the air as they follow some inshore swerving of the channel, both boat and sound presently to melt away together in these river immensities of blue. In design they remain the most seventeenth century of modern ships, being but so many small, old-fashioned luggers, rounded in the bow as a baroque shell, and hollow within as cradles, the single mast serving as a derrick to which one may in an emergency bend an ancient sail. Aft rises a two-story deckhouse - more of a carpenter's structure than a sailor's - which serves as a bridge above and as cabin, galley and engine space below. Go aloft, and you will find the wheel, a thwartship bunk seemingly too small for any comfort, and a calendar and a crucifix on the wall. Go below, and you will find bunks and a galley, a wood range with an old smoke-blackened crucifix hanging sorrowful above, the usual, the indispensable rocking chair, some two three old books long ago read to pieces, and the year's tide tables hanging well-thumbed upon the wall. Almost invariably these are family ships. The owner-captain carries his household with him as he goes.

The *Mont-St-Joseph* was just such a ship, with flush deck, cabin aft

and sail on her mast, but slightly larger. A goélette, or motor schooner, of 100 feet in length and 27 feet in beam, she had been completed by J A Z Desgagnés at St-Joseph-de-la-Rive in 1935, and had cost \$20,000. With a deadweight capacity of 310 tons, she had enough cargo space to meet Clarke's requirement for an extra ship to run together with the *North Voyageur*, *Sable I* and *Père Arnaud*. The 149-ton *Mont-Notre-Dame*, of similar dimensions, was to follow in 1938, but a German diesel would be installed in her in place of the American one in the *Mont-St-Joseph*.

Clarke used many goélettes in its St Lawrence services over the years, right up until they began to disappear in the 1970s. This 20th century development of the 19th century St Lawrence coasting schooner was a beamy flat-bottomed vessel, which allowed for maximum cargo capacity. They were generally from 80 to 120 feet in overall length with a beam of up to 30 feet, and fitted with cargo booms. Eventually, the largest of them would be able to carry up to 500 tons of cargo.

By the 1930s, after some steam experiments and a few gasoline-powered vessels, the design had evolved into a diesel-powered locally built wooden hull, with variations on transom, round and pointed sterns. Later would come the development of heavy forecastles and poops onto their flush-decked hulls. A small number of vessels would also come from Nova Scotia but these tended to be of an elongated sharp-bottomed type more akin to fishing schooners.

The average goélette crew numbered only three or four, usually family members, and by far the majority of their owners and builders came from the Charlevoix County villages of La Petite Rivière St François, St-Joseph-de-la-Rive, La Malbaie and St-Siméon, as well as Ile-aux-Coudres. Some also came from the Saguenay area and a few from South Shore centres such as Matane and Cap Chat.

The goélettes' chief trades were carrying general cargo downstream and then returning to paper mills at Quebec, Port Alfred, Trois Rivières and Donnacona with cargoes of pulpwood. Many goélette owners later went on to own steel-hulled coasters, which in the St Lawrence would be known as caboteurs. The French equivalent of the English word coaster, its origins were in the word cabotage, meaning coastal trade.

Negotiations for a Newbuilding

By 1937, it had been over a decade since Clarke had built a new ship for its main line services, but discussions with the Quebec Government resulted in an announcement in the June 1937 issue of "Canadian Transportation" magazine: -

Clarke Steamship Co - Under the terms of a bill passed by the Quebec

Legislative Assembly in the latter part of May, the Quebec Government undertakes to pay this company a subsidy of \$40,000 a year, provided it maintains a weekly service between Montreal, Quebec and Gaspé and points along the Gaspé coast, with such service extended as far as the Magdalen Islands every 15 days, and provided it has built in a Quebec Province shipyard, and in operation by the spring of 1938, a ship costing at least \$250,000. The bill provides also that the company may be given an annual subsidy of \$25,000, provided it keeps in operation, during the navigation season, a service between Quebec and Natashquan, with such service extended from Natashquan to Blanc-Sablon every 15 days.

From this and similar announcements made at the same time for the local services, we can see the extent of Quebec's contribution to maintaining the lines of communication with Clarke to both the north and south shores of the St Lawrence. The total for the main line subsidies was \$65,000. Together with \$50,000 to the Lower St Lawrence Transportation Co, to be paid annually for ten years from July 1, 1937, and \$12,000 to La Traverse Rivière-du-Loup-St-Siméon, this came to \$127,000 in annual payments from the Quebec Government. This of course was in addition to the larger payments that the company received from Ottawa.

Clarke's St Lawrence routes had from the start depended upon both Ottawa and Quebec for subsidies. But it was now quite evident that the Quebec Government was tying its participation in these subsidies to supporting the Quebec shipbuilding industry, as well as influencing the opening of a direct shipping connection to the outlying Magdalen Islands. While the Quebec subsidy for the *Gaspesia's* service to Gaspé had been \$30,000 a year since 1925, the payment for the new ship to serve both Gaspé and the Magdalens would be one-third more, or \$40,000.

An order for the new ship soon resulted, with Clarke signing a contract with Davie Shipbuilding & Repairing at Lauzon for a new coasting motorship for delivery in 1938.

Boom Days for Small Ships in the St Lawrence

As Clarke was preparing to build its new coaster, a reporter from "The Gazette" noticed that business was pretty good for the smaller coasters in the Port of Montreal. His report appeared on June 12, headed "Coastal Steamers Get Good Cargoes - Wood and Potatoes Chief Products Carried by Motor Vessels - Fleets Are Enlarged": -

Good cargo business is being reported this summer by the coastal steamship companies operating out of Market Basin, Montreal, to ports along the shores of the St Lawrence and to the Gulf.

A survey yesterday revealed that the small coasters - most of them motorships, with one or two steamers included - are carrying substantial cargoes both to and from this port. Wood and potatoes continue to be two of the chief products transported by these ships, but they carry everything from live horses to kitchen sinks.

Indicative of the increase in the traffic on the river during the past two years, the majority of the companies operating there have added considerable tonnage to their small fleets. The number of schooners docking along the inner side of Victoria Pier has increased lately to a point where Market Basin is probably the most crowded section in the harbor today.

One two-masted schooner, the *Coronation*, adds an old-time touch to the river fleet. Some of the vessels are old and unimposing from the outside, but they are equipped with the most modern types of Diesel engines.

Increase in tonnage has brought regular and frequent service to the small villages along the banks of the St Lawrence, which these small Market Basin coasters connect by water. This year the companies are again working in conjunction with trucking services, a system that has proved highly successful, according to owners of the ships. At majority of the ports of call vessels are met at the wharves by auto trucks, and by this means cargoes are trans-shipped inland to villages away from the river. Several places can be serviced from one port of call.

In addition to the river ports, several of the vessels operate to the Gulf and the Maritime provinces. Gaspé is also included in several of the itineraries.

"We are doing a pretty good business this year," one riverman said yesterday. "Times are getting better and we have been able to expand.

The skippers of the river ships, some of whom own the vessels they sail, are nearly all old-timers on the St Lawrence. Like pilotage, this river business is a family affair, son following father. It has been going on like that for years.

Among the vessels working from Market Basin were those managed by the Maurice Steamship Agency and also La Compagnie de Navigation de Gaspé Baie-des-Chaleurs. As to the cargoes, potatoes and other vegetables were usually carried downstream for lower river ports. Even Canada Steamship Lines engaged one or two of these little ships to supply their hotels at Murray Bay and Tadoussac. Meanwhile, the "wood" referred to was the pulpwood coming upstream from various lumber camps to be converted into newsprint, and lumber shipped out from local sawmills to be used in

construction.

The development of Baie Comeau was at the root of this boom, giving new cargoes not only to Clarke but also to smaller owners. But another development, somewhat overshadowed by the bigger newsprint project at Baie Comeau, was taking place at Forestville. There, in 1937, Anglo-Canadian Pulp & Paper Mills opened a pulpwood loading dock, fifty miles upstream from Baie Comeau. Forestville was now also providing pulpwood cargoes for many of these smaller vessels on their return voyages upriver.

Clarke ships did not yet serve Forestville, calling as they did only at Baie Comeau and ports east, except in the winter time, when the *Sable I* served Forestville from Pointe-au-Pic. During the summer months, Forestville was served by the Lower St Lawrence Transportation Co from the South Shore. Eventually, however, the new port would become a regular Clarke call, and in due time would even warrant a local office like those at Baie Comeau and Sept-Iles.

To take advantage of some of these developments, a small shipping company was also being formed at Quebec. As well as operating the Tadoussac ferry service at the mouth of the Saguenay, La Compagnie de Navigation Charlevoix-Saguenay would open a new freight service between Quebec and Forestville, Ragueneau and North Shore ports to Sept-Iles. For this, it would acquire the wooden-hulled coaster *Louis Hébert* the following spring, a ship that within a couple of years would also be working for Clarke.

The "North Voyageur" is Sold Greek

With the much larger *North Star* having joined the fleet and with a new coastal ship now under order at Lauzon, Clarke announced towards the end of the 1937 season that it had sold the *North Voyageur*. "The Gazette" carried the story on October 5, under the heading "Clarke Ship Sold to Greek Interests": -

The Clarke Steamships coastal vessel *North Voyageur*, the one-time HMS *Ivy* of the Royal Navy, has been sold to Greek interests and will be handed over to her new owners at Quebec, where she is now berthed, Montreal offices of the Clarke company announced yesterday.

North Voyageur completed her last Gulf and Newfoundland voyage for the line on the weekend, returning to Montreal. After discharging she cleared this port for Quebec and will there await transfer to her new owners. The ship has been operated on passenger and freight service by Clarke Steamships for the past few years...

Master of the ship during the greater part of her service under the

Clarke houseflag was Captain William Tremblay, now skipper of the *New Northland*. Captain G Fournier was in the command of the ship this season.

After a dozen seasons sailing to the North Shore and Newfoundland and a year laid up at Quebec during the Depression, the *North Voyageur* was now about to rejoin her former running mate *Colima*, which had been trading under the Greek flag as the *Acropolis* since 1933.

On crossing the Atlantic, the *North Voyageur* was renamed *Esperos*. This would not be her first time in the Mediterranean, however. As HMS *Ivy*, she had been caught together with HMS *Asphodel* in a painting by Frank Mason, called "Fleet Messengers at Malta." She had also lost three of her navy crew in a boating accident at Haifa in 1920. The painting is at the Imperial War Museum in London.

During 1937, Greek owners had also shown an interest in the "Prince" ships, which might have had an impact on the continued availability of the *North Star*. But their price ideas were not high enough for Canadian National. Nevertheless, knowing they were capable of 23 knots, Chief of Naval Staff Commodore Percy Nelles had insisted that all three remain in Canada in case they should be needed as naval auxiliaries.

Clarke Adds Jamaica

On October 9, 1937, Desmond Clarke arrived in Kingston, Jamaica, on the Pan American Airways flight from Miami. He was there for talks with the Jamaican Government over the possibility of increasing its tourist service the following winter. After these negotiations, he flew back to Miami on the 15th and by the end of that month had confirmed that Clarke would continue the charter of the *North Star* for the winter.

Running with the *New Northland* from Miami, the *North Star* would perform sixteen weekly cruises that would include Haiti, Jamaica and Cuba. And when the news broke, headlines such as "Cruise Touches Three Nations in One Week" began to appear in newspapers like "The Washington Post." Montreal's "The Gazette" carried news of the *North Star* winter program on October 30, under the heading "Liner *North Star* for Winter Cruise": -

The Clarke Steamship Company will operate the 7,000-ton passenger liner *North Star* (ex-*Prince Henry* and owned by Canadian National Steamships) on a new West Indies service this winter, with Miami, Florida, as the northern base.

According to an announcement by S E Wharton, general passenger agent of Clarke Steamships, the fast cruise ship will run a weekly schedule from the Florida port to Haiti, Jamaica and Havana. This is an

important branching-out of the Canadian company's southern activities. Hitherto the line has confined itself to a winter service between Miami and Nassau, worked by the passenger liner *New Northland*. This service will be repeated in the coming winter, in addition to the new Havana run...

Sixteen weekly cruises will be operated by the *North Star* in the new Clarke service. She will clear Miami every Saturday night, January 8 to April 23, inclusive. The itinerary calls for visits to Port au Prince in Haiti, Kingston, Jamaica, and Havana.

In November, Desmond visited Kingston once more with Wharton to put the final touches to the operation, which had attracted a Jamaican subsidy of £4,000, or about \$20,000, to pay for the cost of advertising on the mainland. With the largest English-speaking population in the Caribbean, Jamaica was an important member of the British West Indies. Florida, meanwhile, was in the midst of another boom. An estimated 2,225,000 tourists, more than the states entire population, had visited during the previous winter, with the largest number coming in February.

The Passenger Department Evolves

At the end of 1937, the December issue of "Canadian Transportation" magazine reported some changes in the passenger offices in Montreal and elsewhere: -

S E Wharton, previously General Passenger Agent, Clarke Steamship Co, Montreal, has been appointed Passenger Traffic Manager for the company. Mr Wharton has had many years of travel experience in various parts of the world, and is well known among Canadian and USA travel men.

D A Clarke, president of the company, is quoted as stating that Mr Whartons promotion is in line with the company's policy of expansion, a feature of which is the opening of an office in Chicago, in addition to the offices maintained heretofore in Quebec, Montreal, New York and other places.

At last reports, Mr Wharton was in Miami to supervise the opening of new offices in that city, in preparation for the company's new cruise services during the coming winter connecting Miami, Jamaica, Haiti and Havana, as well as its usual Miami-Nassau service.

With Wharton now based in New York, and with the amount of business that Clarke was generating south of the border, this meant that although a local passenger booking office was still maintained in Montreal, the seat of its passenger offices had now moved from Montreal to New York.

This arrangement was confirmed in a subsequent announcement that was made in the spring of 1938.

The company's new Miami office was located at 340 East Flagler Street. And reviving an old connection, the Chicago office, which had been opened just that April on the ground floor at 318 South Dearborn Street, now moved three blocks east to 310 South Michigan Avenue, in the same building as the "Encyclopaedia Britannica." Erected in 1924 as the Straus Building, it was the first building in Chicago with 30 floors and is today known as the Britannica Center.

Winter Plans for 1937-38

At the end of the year, "Canadian Transportation" also carried details of the Clarke Steamship Co's "winter operations," which now included not only the *Sable I* from Pointe-au-Pic, but also its two cruise ships from Miami. "The Gazette" also gave indications of preparations for the winter season in its edition of November 17: -

Signs of the approaching end of navigation are increasing... The Clarke Steamships liner *New Northland* is now in Canadian Vickers for general repairs and overhaul. The white cruise ship, having completed her St Lawrence and Gulf schedule, is being fitted up for her winter service between Miami and Nassau.

She is scheduled to leave Montreal November 25, and will make a run to Newfoundland with cargo, as a stop en route to southern waters.

She and the big *North Star* will give something of a Canadian atmosphere to the port of Miami this winter. They will be the only ships flying the British ensign to operate regularly out of the Florida port.

Elsewhere, beginning in early December, when the Furness Red Cross Line chartered Newfoundland Canada Steamships' *Belle Isle* for its New York-Halifax-St John's service the *Fort Townshend* moved to the Furness West Indies Line between New York and Trinidad. The *Belle Isle* would suffer some ice damage that February, damaging five plates in her forepeak and her propeller, but would remain on the run after repairs until April 1938. Meanwhile, Newfoundland Canada Steamships chartered the Anticosti Shipping Co's *Fleurus* during the winter season, giving her funnel Newfoundland Canada colours to run between Halifax and St John's.

Caribbean Cruising 1938

With the new winter season, the *North Star* and *New Northland* would

both be sailing from Miami. Clarke's new West Indies cruise brochure carried Jamaica in larger letters than either Haiti or even Havana, which was not surprising in view of the subsidy, and continued to stress Nassau for *New Northland*. "The Gazette" previewed expected events at Miami that winter in a piece on its shipping pages on December 29, 1937: -

Canadian ships are using the United States ports to a considerable extent this year. While New York and Boston have for a number of years seen ships of the Canadian lines - Canadian Pacific operating its winter cruises out of New York and Canadian National running regularly from Boston to the West Indies - it is the Florida port of Miami that has grown recently into a popular calling-place for passenger vessels of the Dominion.

There was a time, only a few years ago, when Miami was unheard-of on the itineraries of these Canadian vessels. Clarke Steamships brought the Dominion ensign into the Florida port by sending the passenger ship *New Northland* there only a few years ago. Since then, this liner has been running a regular service between Miami and Nassau in the Bahamas.

Canadian Pacific, operating cruises out of the British Isles, first used Port Everglades, Fla, as a port of call four years ago, but in 1935 switched to Miami and sent the 20,000-ton *Duchess of Richmond* there. She was the largest passenger ship to call at Miami, and along with her sister ship *Duchess of Atholl*, still holds that record. Last year Canadian Pacific routed both of these vessels to Miami out of England. Both the *Richmond* and *Atholl* are stopping there in February.

The latest step in Miami's growth in popularity will be supplied this winter by Clarke Steamships' *North Star*, scheduled for a regular cruise service between Florida and Havana. If the *Duchesses* hold the record for size, *North Star*, the ex-*Prince Henry* of Canadian National Steamships, will likely take the prize for speed. The 23-knot liner is one of the fastest cruise ships afloat.

Two white-hulled cruise ships now carried the buff funnels with four blue bands representing the idea of four brothers. But while the *New Northland's* green boot-topping and blue hull riband perhaps had their origin with Canadian Pacific's "White Empresses," the *North Star's* red boot-topping matched Canadian National's "Lady Boats." This would eventually change when Clarke purchased the ship from Canadian National. Meanwhile, Canadian National transferred Capt George Welch from the *Lady Drake* to the *North Star* for the winter, while Capt Clarke returned to the *Lady Drake*.

The *New Northland* returned to her accustomed Miami-Nassau service with a high season schedule of 2- and 3-day cruises, but now leaving Miami

at 5 pm on Monday, Wednesday and Friday. The Friday weekend cruise offered a two-day stay in Nassau, from 9 am on Saturday to 5 pm. on Sunday, and returned to Miami at 9 am on Monday. The Monday and Wednesday cruises, by comparison, offered a one-day visit to Nassau, with two nights on board. Outside of high season, the two 2-day cruises were replaced by a longer 4-night voyage, sailing on Mondays. The 2-day cruise fare now started at \$28. Twin Bed Parlours with private bath sold for \$48 for a 2-day cruise, \$56 to 64 for a 3-day cruise and \$76 for a 4-day cruise, \$20 more than in 1935.

Of the many visitors to Nassau that sailed both ways in the *New Northland* in 1938, one was Patrick Cardinal Hayes of New York, who arrived at Miami by train and sailed for Nassau on January 13, on his way to the Benedictine Priory. Hayes had been a visitor to Nassau every winter for years now, at first using Munson Lines and later Clarke The 70-year-old Cardinal would return to Miami on March 8 for the last time, as he would die of a heart attack six months later.

Miami Welcomes the "North Star"

While the *New Northland* continued in the Miami-Nassau service, the *North Star*, would offer a new schedule of 7-day cruises, leaving Miami every Saturday at 9:00 pm for Port au Prince, Kingston and Havana, and would also perform cruises from other ports and to Bermuda in the shoulder seasons.

Although the first cruise had been scheduled for January 8, the negotiations with the Jamaican Government had eventually led to a contract for fifteen cruises, starting one week later. A number of papers, including the "Pittsburg Press," reported that, "for the first time in its history, the city of Miami will become an originating port for a cruise to the West Indies, when the Clarke Line flagship *North Star* initiates the company's new winter cruises Jan 15, with a gala departure." Clarke was now advertising the first 7-day cruise in the "Miami Daily News" as follows: -

Inaugural Cruise: Jamaica - Haiti - Havana. Join the list of distinguished passengers who have booked for this gala inaugural cruise - beginning direct fast service from Miami to Kingston, Jamaica, via Port au Prince, Haiti - returning by way of beautiful Havana. Seven glorious days, touching the most glamorous ports of the West Indies - at inclusive rates on the palatial new British liner *North Star* that actually cost less per day than comparable accommodations, service and holiday fun ashore! Sailing from Miami every Saturday night at 9 o'clock, January 15th to April 23rd, inclusive.

This was the first time that Clarke had been able to advertise weekly cruises from Miami in more than a decade, since that first season by the *New*

Northland in 1927. As she arrived at Miami, the *North Star* was met by a flying escort. The "Miami Daily News" reported on Wednesday, January 12, 1938: -

Arriving off the bell-buoy at 10 am today, the t.s.s. *North Star*, Canadian cruise liner from Montreal, Canada, will be saluted by three planes from the Coast Guard base at Dinner Key, and escorted to her berth at Pier 2, Municipal Docks.

On Thursday, two twin-engine Douglas Dolphin flying boats and a third plane with a photographer on board took off from Coast Guard Air Station Miami, located next to Pan Am's Miami seaplane base, and greeted the *North Star*, circling over her as she steamed through the Government Cut. An earlier Coast Guard aviator had also greeted the *New Northland* when she arrived to open Clarke's Miami-Nassau service in 1935.

Friday, January 14, saw Desmond Clarke arrive on the "Orange Blossom Special" and go straight to the ship. On Saturday, "The Gazette" reported the full story under dateline of the 14th, headed "*North Star* Opens New BWI Service": -

Opening a new weekly service between this port and Jamaica, Haiti and Havana, the 23-knot cruise liner *North Star* of Clarke Steamships leaves Miami tomorrow night on her initial voyage to the southern islands. Largest vessel to bring the Canadian flag to Miami, she is the fastest cruise ship on the Caribbean service.

A banquet aboard the *North Star* tonight marked the inauguration of the service. Desmond A Clarke, president of Clarke Steamships, was host to the Governor of Florida, the Mayor of Miami, presidents of the Chambers of Commerce at Miami and Miami Beach, and representatives of the Canadian Government and Quebec.

After welcoming the officials of the State of Florida and Miami, Mr Clarke said the inaugural cruise had received the best wishes of Prime Minister Mackenzie King and several cabinet ministers.

Hon W D Euler, Minister of Trade and Commerce, wired: "I hope the enterprise of the Canadian shipping company which is now inaugurating this international service will be recognized and supported by the countries which it connects in a spirit of good-fellowship and good-will."

A message from Hon C D Howe, Minister of Transport, said in part: "Your enterprise in bringing the Canadian flag to the various ports of call will do much toward developing friendly relations with Canada. Please convey to the Governors of Florida and Jamaica, the authorities of Miami, and to the Presidents of Haiti and Cuba greetings from the

Government of Canada."

Greetings were also received from Premier Maurice Duplessis, who has delegated one of his cabinet ministers, Hon Onésime Gagnon, to represent Quebec on the opening cruise tomorrow. Another message was received from Premier Mitchell Hepburn of Ontario.

Miami, through this new service, becomes for the first time an originating port for cruises to the West Indies. A direct service to Nassau has been operated in past years by another Clarke ship, *New Northland*, and this run will be continued from Miami this winter...

Ministers Euler and Howe were more than familiar with the Clarke product. Having been on holiday in Miami, they, together with Postmaster General John Elliott and Minister of Mines Thomas Crerar and wives, had all sailed on the December 30, 1937, New Year's cruise of the *New Northland*, which had returned to Miami on January 3. As the *North Star's* first sailing had been scheduled for January 8, it seems probable that it was originally planned to have the ministers attend the inaugural ceremony rather than send telegrams but the week's delay had changed the plan.

In addition to local dignitaries, among the invited guests for the dinner-dance on the night before the *North Star* sailed on her first cruise were Canadian-born press baron Lord Beaverbrook, Mr & Mrs James Clarke from New York, Canadian Minister of Justice Ernest Lapointe and Scottish peer Lord Forbes. Indeed, Ernest Lapointe would return to the *North Star* for a cruise down the St Lawrence in July. Meanwhile, the "Miami Daily News" social column on January 15 had this to say about the evening, in an item entitled "Hands Across the Border": -

If the *North Star* had sailed away last night with its boatload of society on board, it would have made cruise history. The guests invited by the Desmond Clarkes of Canada for dining and dancing on board the vessel were all chosen from colorful Miamians and visiting Canadians. It was exciting to drink to the King - and then to the President of the United States - and the wines were so smooth and good!

It was definitely a Canadian-American evening, with French spoken as frequently as English... One of the most personable women present was Mrs Frank Clarke of the steamship family. Bound in black lace and glibly speaking her native French, Mrs Clarke was charming. Her four grown sons appeared after the dinner - all several feet above the diminutive Fort Lauderdale matron - and all extremely attractive.

And as well as having its Miami dock and ticketing offices, Clarke's flagship New York office was now located in more prestigious premises at 655 Fifth Avenue, at 52nd Street and a block from the Rockefeller Center. With offices in New York, Miami and Chicago, the company now had widespread

representation in the United States. With two ships, Clarke's Miami dock office had also moved, from Pier 2 to Pier 3.

The Maiden Caribbean Cruise

The *North Star* left Miami on her first Miami-Kingston cruise under Capt George Welch at 9 pm on January 15. She followed by a couple of hours Clyde-Mallory Lines' *Iroquois*, which had sailed for Nassau, San Juan and Havana. This ship left Miami every other Saturday as part of a fortnightly circuit that also included New York. The *North Star's* passenger list, at 255, was reported as "exceeding by a wide margin the hopes of officials with respect to bookings for the initial cruise."

On board were Canadian and Quebec officials, including J G Parmalee, Canadian Deputy Minister of Trade, and wives, and Mark Byron, representing the Governor of Florida, plus others who had been at the inaugural dinner. These included Jules Brillant, president of the Lower St Lawrence Transportation Co, Charles Moon, president of the British Colonial Hotel in Nassau and banker and writer Sartell Prentice, whose ancestors had first arrived in America aboard the *Mayflower*. The "New York Times" reported Prentice's presence in its social column on the day the ship sailed: -

Mr & Mrs Sartell Prentice are members of a group to be entertained all of next week aboard the ship *North Star* by Mr & Mrs Desmond A Clarke of Montreal on a cruise to the West Indies. A formal dinner and dance were given aboard last night for 200 of the winter colony.

As well as government, industry, travel and chamber of commerce luminaries, members of the press had been invited on the cruise. Among these were representatives of the Canadian Press and the Associated Press, Edmond Chassé, Dean of the Parliamentary Press Gallery in Quebec, Leo Cox from Montreal publicity agents J J Gibbons Ltd, representatives from the "Miami Daily News" and the "Miami Herald" and Frank Bell of the Dade County Publicity Bureau, the line's publicity organization. Also on board were Capt Jos Boucher, who would later command the *North Star*, and Willie Douville, port superintendent of the Clarke Steamship Co, who had previously been chief steward of the *New Northland*.

On her arrival at Port au Prince on Monday, January 17, the *North Star* was welcomed by President Stenio Vincent of Haiti, who in particular greeted his French-speaking brethren from Quebec, and was thanked in turn by Messrs J G Parmalee and Onésime Gagnon on behalf of the Governments of Canada and Quebec. But the big welcome was reserved for Jamaica.

The *North Star* was just one of a busy parade of ships that arrived at Kingston on January 18. Among the others were Holland America's 15,450-ton *Veendam* on a cruise from New Orleans, United Fruit's 2,519-ton

Telde from Saint John, New Brunswick, via Havana, Pickford & Black's 1,571-ton Norwegian charter *Lillemor* from Halifax, Elders & Fyffe's 6,878-ton *Carare*, to load fruit for Avonmouth, and two 5,236-ton sister ships from the Colombian Line, the *Colombia*, northbound for New York, and the *Haiti*, southbound from New York to Colombia. Not to mention the local vessel of the Grand Cayman Motor Boat Company, with passengers and mails. The next day's Kingston "Daily Gleaner" reported under the heading "Liner *North Star* Arrives Here": -

With flags flying and bearing a happy complement of 250 prominent Canadian and American tourists, the liner *North Star* arrived here yesterday from Miami, inaugurating the new steamship service provided by the Clarke Steamship Company between Miami and Kingston.

The passengers were unanimous in their forecast of brighter tourist trade both for Florida and for Jamaica as a result of these weekly cruises, and in their high praise of the service and comfort on board the *North Star*.

A welcome committee, headed by Harold V Alexander, went to Port Royal by launch yesterday and greeted the history-making visitors... At the pier the Jamaica Military Band under Sgt Stewart in their picturesque Zouave uniforms played the ship alongside and the passengers all expressed delight with their playing and took the opportunity of taking snapshots of the colourful wharf scene of which the band formed a centre.

Mr Clarke (founder of the service) and Mrs Clarke head a very noteworthy passenger list. Mr Clarke is not only president of Clarke Steamship Company Ltd but is president of Quebec Airways Ltd. Mr Clarke is delighted to come back to Jamaica where he came for the first time in 1932 with the *New Northland* on a goodwill tour of the West Indies. This time he has come back with a bigger and more palatial ship and he hopes that the new service being inaugurated between Miami and Jamaica will increase the friendly feeling between the countries and interest the tourist business between Miami and Jamaica.

A welcome lunch was held at the Myrtle Bank Hotel and the "Daily Gleaner" devoted a full page to it the next day. The story, "Largest Luncheon in Years Marks Start of Miami-Jamaica Ship Service," reported the speeches of all present. The president of the Jamaica Imperial Association reminisced about the first cruises to Jamaica in the Plant Line's *Halifax* in 1893 and the opening of the first United Fruit Co hotel in 1899. The Governor, Sir Edward Denham, greeted Desmond Clarke for a second time in his career. And Frederick Robertson, chairman of the Jamaica Tourist Trade Development Board, added his own thanks in the following words: -

Mr Clarke, through his new service, has taken a very great risk to provide us with this addition to our transportation. The trend of tourist travel has altered very definitely in the past three or four weeks in the United States owing to the economic condition. When Mr Clarke was discussing this service with us things were very different to what they are today. There has been a change, a very surprising change to those that have anything to do with the travel trade, and I want to make a special note of how we appreciate Mr Clarke going through with this venture. It is a venture that means anxiety, means very big financial risk, and it necessitates great vision and great definite and decided pluck. Mr Clarke could have stepped out of the venture when conditions in the United States altered. But I want to tell you that he seems to be wedded to Jamaica. He wants to take a place in our tourist affairs and I think if for this one reason alone we have very sincerely to thank him.

As you all know, I have made a very quick journey to Miami. I left on Saturday by plane and caught this boat and came back with Mr Clarke and the delightful party which the *North Star* has on board. I want to say here that the service is a perfectly splendid one. Every credit is due to the captain of the *North Star*, his officers, and all those of the Clarke Steamship Company's organization and Canadian National Steamships for the splendid efficiency, comfort and food which is served to you on that *North Star*. I think every one in the company which she had, 260 of them, have been delighted with their experience of that boat. I would just like to recommend to all of you or any of you who feel that you would like to go to Miami to go by the *North Star*...

It is a link that has tremendous significance. You have in Florida hundreds of thousands, I would say millions, of people who winter there, and this is a link to get them to come here too. We have closer touch with the United States and I am certain that in conjunction with the Clarke Steamship Company's service we shall be able to tap many, many more thousands of visitors to this country than heretofore. That link, ladies and gentlemen, does not stop merely at steamship connections between Miami and Kingston. It goes further and it links up the great railway systems of the east coast and the Midwest of America.

Robertson had been responsible for developing the subsidy of up to £4,000 that was paid to Clarke in order to attract the new weekly winter service. Knowing of the successes of the Bahamas, he had opened discussions with Clarke as soon as the addition of the *North Star* to the fleet had been announced. His concern about a fragile economy in the United States was noteworthy, however, as although the worst of the Depression was over, the economy was headed into another downturn in 1938.

Desmond Clarke, in his own presentation, remembered his first visit to Jamaica during the *New Northland's* 1932 trade exhibition cruise, something that, as it happened, he and Governor Denham had in common: -

My first word, Your Excellency, I want to say with all my heart because it is to thank you for the warm, the royal reception, which as the vice-roi of this wonderful island of Jamaica you are extending to myself, the representatives of the Governor of Florida, the Governments of Canada and Quebec and to the 250 Canadians and Americans who landed on your shores this morning. I thank you also for this delightful luncheon and the kind words you have expressed to the Clarke Steamship Company and its president...

It is now six years, Sir, since the Clarke Steamship Company organized a goodwill trade cruise on the *New Northland* which took me to the West Indies, and I had the honour of being received by Your Excellency in British Guiana, where you were then representing our King. On this occasion, you were kind enough to extend to our company the best of wishes for the future. Your wishes have been realized and we are coming today to Jamaica on board the *North Star*, a more beautiful ship than the one which carried us to British Guiana in 1932, and we have the great privilege and honour of being again welcomed by Your Excellency. For this also, I thank you.

Later that day, from 5 till 7 pm, a reception was held on board the *North Star* for the luncheon hosts, their wives and guests. Meanwhile, the next day, in the same issue of the "Daily Gleaner," Clarke's local agent, the Jamaica Fruit & Shipping Company, ran a large advertisement, "Announcing Direct Service to Miami via Havana": -

Inaugurating deluxe cruise and passenger service on a circuit of the most fascinating ports of the Kingdom of the Sun ... direct to Miami via Havana ... returning by way of Port au Prince. Make your reservations now for this glorious trip ... seven-day inclusive cruises ... low one-way and stopover rates, to and from any port in the itinerary.

t.s.s. *North Star*. Palatial new British liner, especially designed and built for luxury cruising. Aboard the *North Star* you will enjoy the gracious living and perfection of service and cuisine for which the Clarke Steamship Company's ships are famous.

The importance of port-to-port passengers can be judged by the fact that on her first call at Kingston, the *North Star* had 160 transit passengers, most of whom were taking the full cruise, and 72 landing passengers, while on departure five passengers boarded for Havana and nine for Miami. Three of those who left at Kingston, Mr & Mrs Parmalee and Irene Blinn, would board the following week for the return to Miami. The Parmalees were visiting Jamaica for the second time, while Miss Blinn was an entertainer who

had come for a week's engagement at the Glass Bucket Club and the Palace Theatre.

The *North Star's* first cruise from Miami, while a celebration of a new service, was not without incident. After leaving Kingston in the early hours of January 19, Frank Bell, who was travelling with his wife, went missing and could not be found. Desmond Clarke himself sent the following message to his Miami office: -

Frank Bell missing from boat. Was on board when it sailed from Jamaica at 1 am Wednesday and at 2:10 am. Ship patrol which keeps constant watch throughout night saw him resting on deck chair. Absence was not discovered until steward visited his cabin in forenoon. Captain immediately ordered thorough search but failed to find him.

Bell and his wife had been in festive mood and happily souvenir shopping in Haiti and Jamaica and then dancing in Kingston before he disappeared. Returning to the ship at 1 am, Bell had left his wife in their cabin and gone up on deck, where friends said they had seen him as late as 3:30 am. At about 5:30 pm Capt Welch gave up the search and advised Mrs Bell that he thought her husband was dead. The *North Star* increased her speed to arrive at Havana two hours early, so that Mrs Bell could be accompanied back to Miami on the *Florida* and return to her six-year-old son a day earlier.

By now, Florida papers were carrying headlines such as "Miami Man Disappears While Aboard Steamer." The next day in Miami, Mrs Bell was met by Eric Wharton and his wife and Frank's brother Albert. Sobbing, she tried to decide whether to break the news to their son first or to await the arrival of the *North Star* the next morning. Bell, who had been doing publicity work for Clarke and several hotels, had even sent a note home with photographs saying "we are having a swell time." This was a very unfortunate story, and not the first time it had happened at sea.

Selling the New Weekly Cruises

The advertisements for the *North Star's* new cruises were headed "Cruise to Jamaica," not only to differentiate them from the Nassau service, but also because she accepted one-way and stay-over passengers, many of whom were travelling to or from Kingston. While cruise fares for 7 days ranged from \$75 for a single in a three-berth cabin to \$220 each for two in a suite, inter-port passengers were accepted on both the company's ships at all-inclusive fares. Meanwhile, Eric Wharton was making the rounds to drum up new business. On February 2, he visited the Gulf coast city of St Petersburg, which "The Evening Independent" reported the next day: -

Passenger cruises to Nassau, Bahama islands, and the West Indies

from Miami are proving popular with visitors from all parts of Florida, according to S E Wharton, passenger traffic manager for the Clarke Steamship Company of Montreal, Can, who was here yesterday contacting local travel agents. More and more people from the Florida West Coast are making the trip, according to Wharton.

The company operates two steamers out of Miami during the winter. The *New Northland* has been in service between Miami and Nassau during the past four winters, and the *North Star* is running its first season of week trips through the West Indies.

Cruises were indeed becoming popular. In addition to the *New Northland's* Nassau sailings, every second Saturday that winter the *North Star* would be sailing together with Clyde-Mallorys *Iroquois*, which offered 7-day cruises from Miami between her New York trips. The two ships would each leave Miami on January 15 and 29, February 13 and 27 and March 13 and 27, with fares on both starting at \$75. The *Iroquois* of course also offered fortnightly cruises from New York that included Miami in each direction.

"New Northland" Schedules

In Nassau, meanwhile, the *New Northland* usually ran into one of the "Lady Boats" on her Friday calls in January. A "Lady Boat" also called every Friday, one week southbound for Jamaica and the next northbound for Bermuda and Halifax. They usually arrived a couple of hours before the *New Northland*, but while the "Lady Boats" sailed on Friday afternoon, the Clarke ship would stay for the weekend and not leave for Miami until Sunday evening.

Every other Tuesday during the high season, when the *New Northland* was running three cruises a week, Munson Lines' *Munargo* also called at Nassau on her fortnightly cruise from New York. Both ships arrived in the morning and sailed at 5 pm for Miami, so five or six times each winter the *New Northland* and *Munargo* would make the overnight passage from Nassau to Miami together. The following day, the *New Northland* left Miami for Nassau at 4 pm while the *Munargo* departed for Havana an hour later. In the winter of 1939, both ships would sail from Miami at 5 pm.

Nassau was by now receiving frequent cruise calls from New York liners, with the Anchor Line, Canadian Pacific, Cunard White Star, French Line, Furness Bermuda Line, Gdynia America Line, Hamburg-American Line, Holland America Line, Italian Line, North German Lloyd and United States Lines all sending ships.

"North Star" Port Schedules

The *North Star* sailed from Miami at 9 pm on Saturdays, spending the weekend at sea before arriving at Port au Prince on Monday morning, where she would stay until 4 pm. She would arrive at Kingston at 8 am on Tuesday and remain there until 1 am on Wednesday. Havana was a longer port call, from 7 pm on Thursday until Friday at 6 pm, when she would sail for Miami for an early Saturday morning arrival. The crew of the *North Star* were already familiar with Havana, as this had been their final port before Miami when she had sailed for National Tours the year before.

On the longer cruises of the *North Star*, as on the *New Northland*, the cost of drinks ranged from 5 cents for a Coca-Cola to 20 cents for a beer, sherry, port or gin, 25 cents for a whisky, rum or dry martini, or the most expensive of all, a Johnny Walker "Black Label" for 30 cents.

Every other Tuesday, the *North Star* arrived at Kingston to find either the *Lady Rodney* or *Lady Somers* already there. After spending the day in port, the "Lady Boat" would sail for Halifax at 11 pm, while the *North Star* remained a couple of hours longer, casting off for Havana at 1 am on Wednesday morning. Both lines used Jamaica Fruit & Shipping as their Kingston agents. During her first winter with Clarke, while the *North Star* was still staffed by Canadian National, many of the crew had friends in the "Lady Boats."

Some statistics on Canadian deep sea crews were released in 1938. As Canadian Pacific's ocean-going fleet was British-registered, the results were more heavily influenced by Canadian National and they indicated that 39 per cent of crew members in Canadian seagoing ships came from Nova Scotia, 28 per cent from Quebec, 10 per cent from the West Indies, 6 per cent from British Columbia and 4 per cent from Ontario.

Of all the ports, Havana was the longest stay of all. In a book called "Ports of Palm, Ports of Pine" Alice Sharples described arriving there in the *North Star*: -

As you sail past the grim-visaged fortress of Morro Castle and enter beautiful Havana harbour, the city, with a single welcoming gesture, tosses all her riches at your feet. The famous Prado, paved with marble and shaded with laurel trees, stretches from the terraced seawall of the Malecon to the commanding arches of the Capitolia. The President's Palace, too, is on view, facing you across the stately palm trees of Maceo Park. The towers of the San Christobel Cathedral are limned against the sky, and the ancient palaces of colonial Cuba, their wrought iron balconies festooned with jasmine, follow the gracious curve of the harbour...

Other seaport capitals are so often entered by the back way, so to speak, via unsightly warehouses, freight elevators and commercial

buildings. But in Havana, you sail straight into the "grande sala."

Every second week the *North Star* found Munson Lines' *Munargo* in Havana, enjoying a three-day stay. In those weeks the *Munargo* saw a lot of the Clarke ships, spending Tuesday and Wednesday with the *New Northland* at Nassau and Miami and Thursday night and Friday with the *North Star* in Havana.

Shore excursions at Port au Prince, Kingston and Havana were more expensive than those offered from the *New Northland* at Nassau, but they were also more extensive. Those offered at Havana included an Evening Tour of Havana, which began at 7 pm and did not return to the ship until 3 am, a vivid reflection of the Havana of the 1930s. Indeed, the brochures described Havana as the "Paris of the Western World": -

From now to sunrise, if desired, we can explore the famous night life of this exotic Latin city; dazzling crowds at the casino, a glimpse of jai alai; dancing at Sans Souci and other night spots to the rhythm of the rumba.

Miami, meanwhile, did not see a lot of New York ships. Other than the Clyde-Mallory liners and the *Munargo*, only French Line's 18,435-ton *De Grasse*, chartered by New York-based Simmons Tours, had a lighter draft than her fleetmates and could navigate the Government Cut, as could Bergen Line's 5,020-ton white-hulled clipper-bowed cruising yacht *Stella Polaris*, which carried 198 passengers. Nevertheless, a measure of Miami's growing importance was the number of passengers embarked and landed, which by 1937-38 had reached 66,458. This put Miami third to New York's 649,903 and San Francisco's 124,939.

In late March 1938, Munson Lines, owners of the *Munargo*, finally went bankrupt and the United Fruit Co purchased their Nassau route in April for \$2,050,000, of which \$750,000 represented the value of the *Munargo*. United Fruit then continued the service under the new Munargo Line Company. Meanwhile, Harry Oakes, soon to be Sir Harry, purchased the British Colonial Hotel from Col Doherty. By now, Oakes had given up his Canadian citizenship and taken a seat in the Bahamas Legislature.

Interchange with Pan American Airways

For the 1937-38 Miami winter season, the Clarke Steamship Co and Pan American Airways agreed to make their respective tickets interchangeable. In a section entitled "Interchange with Air-Lines," the new "Cruises from Miami" brochure set out the new arrangement: -

Unused portions of tickets on either line will be honoured for their face value on presentation at the office of the on-carrying line for

application to the fare of the service used, any difference in fares being collected or refunded as the case may be.

Pan Am's "routes of the flying clipper ships" where Clarke had port-to-port fares included Miami-Nassau, Miami-Kingston, Miami-Havana and Havana-Kingston. Pan Am's flying boats operated from a waterside terminal in Miami's Coconut Grove that had been opened in 1933. Its main terminal building, located to the south of the main port area and looking out onto Biscayne Bay, would one day become Miami's City Hall.

While this clause was indicative of the advances air travel was making in the 1930s, it probably also reflected Desmond Clarke's own interest in aviation as president of Quebec Airways. At any rate, there don't seem to have been many takers for the idea and, although some other lines offered similar arrangements, the option was quietly dropped the following year.

What was not said in the company's brochures was that in addition to negotiating reciprocal ticketing with Pan Am, the *North Star* was now also earning money carrying winter mails between the various ports at which she called in the West Indies.

The "North Star" Aground at Miami

A month into her first Caribbean season, the *North Star* managed to touch bottom on one of her Miami departures. A strong incoming flood tide had caused her to veer onto a sand bar while she was being guided through Government Cut by a Miami pilot. This was reported in "The Gazette" in a story filed from Miami on February 20, 1938: -

The cruise liner *North Star* touched bottom as she was being taken by a Miami pilot out of Miami harbor Saturday evening, at the start of another of her weekly cruises from Florida port to Haiti, Jamaica and Cuba. The ship was released without difficulty and put back into Miami port early today for examination.

A thorough inspection by divers revealed that there was no damage to the vessel whatever except for one propeller, which will have to be replaced before the ship can resume her cruise schedule.

In a statement in Montreal, D A Clarke, president of the Clarke Steamship Co Ltd, which is operating the *North Star*, said: "The *North Star* left her Miami wharf at nine o'clock on Saturday evening as usual, on her regular weekly cruise to Jamaica, with 305 passengers aboard from every part of the United States and Canada - almost a capacity list. She was being navigated of course by a Miami pilot, and as she moved out to sea through the narrow ship channel, she grounded on one side of the channel bottom. She was released under her own

power and returned to her dock in Miami at one o'clock on Sunday morning for examination.

Unperturbed, her passengers carried on with the night's shipboard entertainment, dancing to the ship's orchestra, and stayed aboard all night. On Sunday morning, after breakfast, every passenger received refund of his passage money. Many, however, booked passages on the *New Northland* which is due to sail Monday from Miami for Nassau, and as many as can be accommodated on that ship are sailing on her this afternoon to visit the Bahamas instead. Others are taking subsequent *North Star* cruises.

"In order to change the damaged propeller, the *North Star* will have to be taken to the American Naval Dockyard at Charleston, SC, the nearest facilities to Miami," said Mr Clarke, "which will necessitate the cancellation of the present and next Saturday's cruises. She will, however, definitely sail again from Miami on her cruise scheduled for Saturday, March 5, resuming her regular cruises."

The propeller damage consisted of three sheared blades and repairs could not be delayed. Unfortunately, the cancellation of her February 27 cruise meant that whatever trade the *New Northland* could not accommodate might have ended up going to Clyde-Mallory Lines' *Iroquois* on the same date, but the Clarke passengers remained loyal. The "Miami Daily News" social column reported on the *North Star's* return to dock under the heading "Home From the Sea": -

The voyagers who weekendend in the channel aboard the grounded *North Star* liked it so well that it was with difficulty that the officials of the line removed them! The vessel, off for a West Indian cruise, was, as you know, grounded at 9:45 pm Saturday. Some of the guests had already retired and didn't know they were still in Miami until they awoke the next morning back at port! Others danced merrily until 1 or so - and some even stayed for luncheon Sunday. It was all quite gala - with refunds awaiting them on shore after a pleasant evening aboard. Few accepted refunds, however - the majority preferred to sign up for the March 5 cruise - the first following the vessel's reconditioning. The Charles W Meyers of Portland, Ore (he is manager of two Portland Ore radio stations KOIN and KALE) transferred to the *New Northland* for a sail to Nassau with Arthur B Church of Kansas City, owner of radio station KMBC, and his wife.

As the *North Star* prepared to depart for repairs, Charleston's "News and Courier" reported on February 21 under the heading "Ship Coming Here To Fix Propeller": -

The *North Star*, 6,893-ton cruise ship of the Canadian National Steamship Company, will put into the Charleston navy yard

Wednesday for repairs to a broken propeller, it was learned yesterday from navy yard officials.

The twin-screw vessel will proceed here under her own power from Miami, where she is docked now. It is understood that all passengers left the *North Star* in the Florida city. The repairs are to be made here as Charleston is the only port south of Norfolk with facilities adequate to handle such a large craft. She probably will leave Saturday...

Officials of the steamship company requested the Charleston navy yard to undertake the repair work. Navy department approval of the proposal was received yesterday.

On finally resuming service on March 5, after two missed trips, she left Miami with 278 passengers, including 96 for Kingston, where she would embark another 73. The majority were on for the cruise but one-way and stay-over traffic was an important part of the mix, with many spending a week in Jamaica between sailings, often at the Constant Spring Hotel. On March 8 at Kingston, as the *North Star* prepared for her late night sailing, the 17,702-ton *Reina del Pacifico* of the Pacific Steam Navigation Co Ltd arrived on a cruise from Liverpool and Plymouth via France and South America, bound for Havana, Nassau, Bermuda, the Azores and back to Plymouth and Liverpool. Along with the *Empress of Britain*, the *Reina del Pacifico* had been one of the first large ships to appear with a white hull.

By early March, the Governor of Jamaica was able to announce that the *North Star* had carried 1,200 passengers on her first five cruises, of which 340 had stayed over. At an average of 240 passengers per cruise, this was almost 72 per cent occupancy. The social pages of the "Daily Gleaner" were full on every call of the *North Star* and Jamaica Fruit & Shipping was busy running advertisements for the Clarke ship: -

The Short Way North. A delightful, fun-filled voyage on tropical seas, with a day and night in gay Havana, takes you to Miami via the palatial new t.s.s. *North Star*, connecting at Miami with overland transportation to all parts of the United States and Canada. Inclusive rates. Kingston to Miami, from \$52 plus tax. Sailing each Tuesday at midnight.

Seven-Day Deluxe Cruises. A day and night in Havana, a day in Miami, a day in Port au Prince. Leaves Kingston at midnight Tuesday, returning at 6 am the following Tuesday. Inclusive rates from \$75 plus tax. Also overnight passenger and cruise service from Miami to Nassau via s.s. *New Northland*.

The *New Northland*, meanwhile, carried Sir Frederick and Lady Minter from Nassau to Miami, where they arrived on March 7 on their way to New York to catch the 81,237-ton superliner *Queen Mary*, which had entered service in May 1936. Sir Frederick was a civil engineer and building

contractor who had worked on St George's Chapel at Windsor Castle and had also built the Duchess Theatre in 1929 and the new Sadler's Wells, the London opera and ballet venue that had re-opened in January 1931.

With the *North Star* back in service, the Clarkes held a cocktail party on board at Miami on March 12 for four hundred of the "winter colony." This time, the event was hosted Mr & Mrs Frank Clarke, with Mrs Maurice Cotton, Mrs Herbert Jackson and Mrs Walter Schulke helping to receive guests. Also in port at the time were Alfred P Sloan's 945-ton *René* and Cornelius Vanderbilt's 466-ton 25-knot *Winchester*. Both were 225 feet long but the *Winchester's* narrow 21-foot beam accounted for her tonnage being only half that of the *René*. The next week, Desmond Clarke, accompanied by brother Wilfrid, hosted a number of society types for a 7-night cruise on board the *North Star*.

Over the 1937-38 season, the *North Star* completed ten cruises, the last leaving Miami on April 2 and returning on April 9. Of fifteen scheduled that winter, two had been lost due to her grounding and her departures of April 9, 16 and 23 were cancelled with the agreement of the Jamaican Government. An earlier than usual movement of visitors back from Palm Beach and Miami to their homes in the north was blamed for bringing bookings down to double-digit levels but we also know that, in general, cruise passengers to Jamaica in December 1937 and the first two months of 1938 had been down by over 2,000, due to a recession in the US. Still, the main part of the season had generated enough business for Clarke that it would be repeated.

With spring, the *North Star* and *New Northland* gradually worked their way north, offering cruises from East Coast ports to Nassau, Havana or Bermuda. The *New Northland*, for example, left Charleston on April 22 on her "Second Annual Cruise to Bermuda," a 7-day departure. The Charleston "News and Courier" reported this on March 27, 1938, headed "125 Book Passage For Bermuda Trip": -

Almost as many passengers have been booked already for this year's cruise to Bermuda aboard the Canadian steamship *New Northland*, which is due here April 22, as made the cruise last year, according to Daniel Ravenel, agent. Mr Ravenel said yesterday he has accommodations for 175 passengers, and already has 125 reservations. Last year the trip was made by 130 persons.

The *New Northland* is expected to dock at Union Piers 1 and 2. While in Charleston, the vessel will take on between 1,500 and 2,000 barrels of fuel oil. She will come here from Miami, where she will discharge passengers from a Nassau cruise. Extra customs inspectors will be brought here to aid in handling her.

The arrival of the ship will mean the expenditure of several thousand

dollars in Charleston. In addition to her fuel, the vessel will pay dockage, pilotage, about \$20 for fastening her lines, laundry for about 4,000 pieces of linen and white uniforms, as well as customs and quarantine dues. She will purchase bread, meat, ice cream, milk, cream, fruits and vegetables and will have the blue uniforms of her crew dry cleaned. Many of her passengers will spend a night in a Charleston hotel, some of them will store their automobiles during the cruise and some will use taxicabs to get to the dock.

The cruise was also advertised in Aiken, South Carolina, home of the University of South Carolina and wintering spot for wealthy northerners, by Frank P Henderson, travel agent and former mayor. Fares started at \$75, "including meals and berth, using ship as your hotel."

On the next day, March 28, 1938, "The Gazette" carried the season opening news for the St Lawrence River from Quebec: -

Tomorrow, the Clarke Steamship Company's freight liner *Gaspesia* is scheduled to sail at daybreak on the season's initial voyage to North Shore points. She will call at Baie Comeau, Havre-St-Pierre and all intermediate points along the route. The ship will be making first water contact with the big pulp and paper development at Baie Comeau. This \$30,000,000 project of the Ontario Paper Company will officially open in June, although paper is already being produced by the mill. The town is complete, its construction having taken little more than a year.

Joining the *Gaspesia* and *Sable I* that spring was also the *Cape Gaspé*, which was scheduled for a sailing from Montreal's Shed 23 on April 27 for points on the North Shore between Baie Comeau and Natashquan.

Clarke soon also began advertising its summer program in publications such as the "Cornell Alumni Review," where the following advertisement appeared on May 18: -

Labrador - -12½ days \$135 up. See Labrador ... in ocean liner comfort! Land of mystery - The Golden North and romantic French Canada, beautiful Newfoundland - on Clarke luxury cruises from Montreal. Ask your Travel Agent or Clarke Steamship Co Ltd, Canada Cement Bldg, Phillips Sq, Montreal, Canada

The *New Northland* was generally back in the St Lawrence by May, but the *North Star* would not arrive until the high season began in July.

The "North Gaspé"

On Tuesday, May 3, 1938, across the river from Quebec, Mrs Aline Clarke christened the new *North Gaspé* at the Lauzon yard of Davie

Shipbuilding, where she was their hull number 511. She was intended to replace the *Gaspesia* on the South Shore route to Gaspé, except that after Gaspé the new ship would sail to the Magdalen Islands instead of to Prince Edward Island and Pictou. Travellers to the Magdalens had previously only been able to get there by going first to Prince Edward Island or Pictou and then crossing in the local mail boat, but now they would be able to sail directly there from Montreal, Quebec or Gaspé.

That the new route was politically-inspired was confirmed in the story "The Gazette" carried the next day, "Magdalen Islands Linked to Quebec - Launching of *North Gaspé* Brings Remote County Nearer - Fulfils Premier's Plan": -

Facilitation of communications between the principal commercial centres of the province and the distant points on the shore of the lower St Lawrence was one of the first and chief tasks that the Duplessis government took up when it came to power, and when Mrs Desmond A Clarke, wife of the president of the Clarke Steamship Company, this morning broke a champagne bottle on the new motorship *North Gaspé* and cut the ribbon to send the trim craft to the water, there was culmination in large part of the purpose of the National Union government...

The county of Magdalen Islands, far off in the Gulf of St Lawrence, is being united to the rest of the province of Quebec by the building and launching of this ship. Hitherto and until the *North Gaspé* takes up service, communication with the distant and almost unknown islands has been out of Pictou NS.

The purpose of the Government is to link up the isolated parts of the province with the main body of Quebec, as pointed out in the preamble to the Act of 1937, where it is stated: "The Magdalen Islands, to the disadvantage of their population, have never been connected with the province by a direct line of navigation, and this situation should be immediately remedied."

A subsidy of \$40,000 annually is provided for the steamship company to provide a weekly transportation service by the *North Gaspé* from Montreal, Quebec and Gaspé and intervening points along the Gaspé coast, and to extend service to the Magdalen Islands every 15 days.

This is the first of a series of boats which are being built with the encouragement of the Quebec government, and the presence of John A Sullivan KC, Deputy Postmaster-General, was a reminder of the fact that Ottawa is helping so that the people of the islands may receive mails.

Care was taken that the work would be done in this province, and the

seamen employed be domiciled here.

The steamship company is also to build a boat to give a weekly transportation service between Quebec and Natashquan, and to extend such service from Natashquan to Blanc-Sablon every 15 days. The subsidy here is \$25,000 a year for the ten-year period.

A result of the 1937 discussions between Clarke and the Quebec Government that would also produce the *Matane I* and the *Rimouski*, the *North Gaspé* had become fact but, because of intervening events, the ship proposed for the North Shore would never be built. Eight years later, however, the idea of a ship operating weekly to the North Shore would come to fruition.

The *North Gaspé* was an 888-ton passenger and cargo ship, with dimensions of 192 feet overall by 35 feet. Built at a cost of \$371,500, she became the first Clarke ship to be ordered and built in Canada. "The Gazette" had also commented on the design of the new ship on April 29, the week before her launch: -

The *North Gaspé*, a diesel-powered craft built on the latest stream-line principle of marine design, will operate this summer between Montreal, Quebec and the Magdalen Islands. Built at a cost of over \$350,000, she will have a speed of 14 knots and will have a modern refrigeration system. Lambert and German, naval architects at Montreal, designed the ship.

A Canadian Press story appearing in newspapers on the day of her launch also commented on her streamlining and went on to comment further: -

She is full diesel-powered with all-electrical machinery... Specially designed and built for speed, sea ability and express service, equipped with the latest life-saving facilities, the yacht-like motorship is described as a great credit to Canadian enterprise and marine engineering. The vessel will be employed on an express, freight and passenger service between Montreal, Quebec, Gaspé Coast and Magdalen Islands every week.

The *North Gaspé* could carry 148 passengers, of whom 48 were accommodated in berths, 26 in two-berth cabins and 22 in steerage in two dormitories aft, with the balance carried as deck passengers. First class consisted of sixteen double cabins, most located on the Main Deck, forward of her dining saloon, with four more on the Upper Deck, aft of her funnel. Her lounge, lobby and purser's office were all located on the Upper Deck in the forward accommodation. Her crew would eventually number 31.

Deadweight capacity for cargo was 410 tons and her holds were

served by two hatches, one forward and one aft, each with a single six-ton derrick and three 1½-ton booms, to work 34,068 cubic feet of dry cargo space plus 870 cubic feet for refrigerated cargo. This was more than double the cubic capacity of the *Jean Brillant* but about the same reefer capacity. Although only about two-thirds of the capacity of the *Gaspesia*, which she replaced, the *North Gaspé* would be sailing twice as often.

Powered by a Sulzer diesel of 1,200 horsepower, the *North Gaspé* had a service speed of 13 knots, but could do 14½ knots on a fuel consumption of just five tons per day. Like the *New Northland* and *Jean Brillant*, she was also strengthened for navigation in ice. And as a motorship, she was completed with the same white hull and buff funnel colours that the cruise ships had, while the steam-powered *Gaspesia* and *Sable I* continued to have black hulls and funnels.

Ports called at downstream from Montreal and Quebec now included Les Méchins, Ste-Anne-des-Monts, Mont-Louis, Madeleine, Grande-Vallée, Petite-Vallée, St Maurice de l'Echouerie, Rivière-au-Renard, Griffin Cove, Grande Grève and Gaspé and then on to the Magdalen Islands every other week. The *North Gaspé's* cruise fares were \$50 for the 5½-day voyage to Gaspé or \$60 for the 6½-day voyage to the Magdalen Islands, with a 20 per cent reduction for sailings before June 15 and after September 1.

"The Gazette" had meanwhile carried an advertisement for Gaspé Baie-des-Chaleurs Navigation two weeks before the launch of the *North Gaspé*, announcing the first sailing of its *Miron L* from Victoria Pier "taking freight April 19-20 for Gaspé Coast and Baie-des-Chaleurs Ports, from Méchins PQ to Bonaventure PQ."

Anticosti Shipping meanwhile advertised its *Fleurus* to "Escoumains, Baie Comeau, Port Menier, Fox River, Gaspé, Chandler, Shediac (for Moncton, Sackville, Amherst etc), Summerside, Charlottetown, Pictou (for New Glasgow, Truro, Magdalen Islands). Prior to the *North Gaspé*, this would have been the routing to the Magdalens from Montreal or Quebec, but with the advent of the new ship, direct sailings were available. As an aside, later that summer, on July 18, 1938, all three of the *New Northland*, the *North Gaspé* and the *Fleurus* would sail together from Montreal.

The Magdalen Islands

Being a faster ship than the *Gaspesia*, the *North Gaspé* was able to offer a weekly service to the South Shore and Gaspé, with the addition of the service to the Magdalens every second week beyond Gaspé to Havre-Aubert (Amherst) and Cap-aux-Meules (Grindstone). This provided the islanders in the Gulf of St Lawrence their first direct travel and shipping connection to the province of Quebec, of which they formed a part, not only to the capital at Quebec and to the metropolis of Montreal, but also to points along the Gaspé

Peninsula.

The *North Gaspé's* maiden voyage had originally been scheduled to leave Montreal for the Gaspé Coast on May 3, with her first Magdalen Islands departure on May 9. But due to delays, she was not launched until May 3, the day she was supposed to have left on her maiden voyage. Meanwhile, her first trip to the Magdalens had been rescheduled to sail from Montreal on Monday, June 13 at 8:30 pm.

"The Gazette" greeted the *North Gaspé* on June 13 with a headline "*North Gaspé* Opens New River Service": -

Regular and speedy service between Montreal, the Gaspé coast and the Magdalen Islands in the Gulf of St Lawrence will be inaugurated this evening with the first sailing of the new diesel-engined motorship *North Gaspé* of the Clarke Steamship Lines. Launched from the yards of the Davie Shipbuilding & Repairing Company at Lauzon, Quebec, on May 3, the new ship recently completed her trials in the St Lawrence between Quebec and Murray Bay. It is believed that on regular runs her cruising speed will average 14 knots.

Commander of the vessel is Capt A Fraser, formerly in command of the Gulf steamer *Jean Brillant*, running between Rimouski and the North Shore. Accommodation is provided on the *North Gaspé* for 26 first and 22 second class passengers; the twin-berthed cabins are fitted with hot and cold running water.

General cargo will be carried on the downriver trips. Special cold storage equipment has been installed for the return voyages, when the merchandise will consist in the main of fresh fish and lobster from the Gulf ports. In keeping with the larger ships of the Clarke fleet, the *North Gaspé* has been painted white.

On board for the maiden voyage, which in the end left a day earlier, were Desmond Clarke and Quebec Minister of Mines and Fisheries Onésime Gagnon, member of the Legislative Assembly for Matane, who had also attended the launch. Both had sailed on the maiden voyage of the *North Star* from Miami just five months earlier. Also on board were representatives of business, church, and press and a 55-minute film was made of the voyage. The *North Gaspé* called into Gaspé on Thursday, where Monseigneur Ross, Bishop of Gaspé, blessed the ship, and reached Havre-Aubert for the first time at 2:25 pm on Friday, June 17. Torrential rains forced the welcoming ceremony to be delayed until that evening, but the nine Magdalen Islands, all but two of which are connected by sand dunes, finally had its direct service from the mother province.

The "*Gaspesia*" replaces the "*North Voyageur*"

The delivery of the *North Gaspé* freed up the *Gaspesia*, with her larger cargo capacity, to move over to the North Shore and Corner Brook route in 1938. There she replaced the *North Voyageur*, which had now been sold out of the fleet.

The *Gaspesia*'s new North Shore route was Montreal and Quebec to Baie Comeau, Clarke City and points as far as Natashquan before crossing over to Newfoundland. In some ways, although this was a change of route for the *Gaspesia*, it was also a homecoming. None of her new ports were unfamiliar, as she had served the North Shore each spring, and had also been the first Clarke ship to serve Corner Brook, in the 1920s.

Clarke now changed the North Shore schedule, scheduling the *Gaspesia* to leave Montreal on Wednesdays, instead of Sundays or Mondays as the *North Voyageur* had. The change meant that instead of calling at Corner Brook on a Friday or Saturday, the *Gaspesia* arrived on a Tuesday, with a midnight departure on Wednesday. As the *New Northland* usually made her Corner Brook call from Friday to Saturday, this slightly unbalanced the cargo service, but with the *North Star* changing her Corner Brook call from Saturday in 1937 to Friday in 1938, there was a balance in the passenger trade.

The *Gaspesia* also maintained the Anticosti call that she had previously made on her way to Gaspé, Prince Edward Island and Nova Scotia. Returning to a practice that had been followed by the *North Shore* and the *North Voyageur*, and more recently by the *Sable I*, Anticosti was incorporated into the *Gaspesia*'s North Shore itinerary between Rivière-au-Tonnerre and Havre-St-Pierre. This allowed the *North Gaspé* to serve the more distant Magdalen Islands without having to deviate on the way. Although the *Gaspesia* had moved to the North Shore, Clarke chose not to rename her, meaning that together with the *North Gaspé* and the *Cape Gaspé*, it now had three ships whose names honoured that peninsula.

The *Gaspesia*'s first scheduled sailing in the North Shore service was set for Wednesday, May 4, the day after the *North Gaspé* was launched. Withdrawn in late May for scheduled modifications, she was temporarily replaced by the *New Northland*, which performed what would have been her second voyage. The *New Northland* left Montreal on Monday, May 16, with about forty passengers for the North Shore, returning on Sunday, May 29. Although she called regularly at Harrington Harbour and Havre-St-Pierre on her Labrador cruises, she made only occasional calls at Baie Comeau, Clarke City and Natashquan. Anticosti calls were even rarer, which meant that there was a lot of interest in her at some calls during this voyage. The *Gaspesia* then resumed the North Shore and Corner Brook service with her own second sailing, still called Cruise No 3 in the schedules, leaving Montreal on Wednesday, June 1.

A side-effect of the introduction of weekly sailings by the *North Gaspé* was that, together with the *North Star*, *New Northland* and *Gaspesia*, Clarke was now in a position to offer three inter-city sailings between Montreal and Quebec one week and two the next. Fares were now \$8.50 one-way or \$15 round trip, with the exception of the *North Star*, whose more luxurious surroundings warranted charging \$9 in each direction, and the *Sable I*, which did not carry inter-city passengers. Although Canada Steamship Lines had for a while been able to raise its inter-city fares, they were now back to the same levels they had charged in 1922, when the *Gaspesia* was first introduced from Montreal, at \$5.65 one-way or \$10.15 round trip, meals and berths extra. Meals now cost \$1.25 for dinner and 75 cents for breakfast, or \$2 extra each way, and the cost of berths had to be added to that.

The Opening of Baie Comeau

The big event of 1938 was the official opening of the Ontario Paper Co's newsprint mill at Baie Comeau. For this, Ontario Paper chartered both the *New Northland* and the Lower St Lawrence Transportation Co's *Jean Brillant* to transport 200 guests to the opening ceremony on June 11. The *New Northland* would start her 1938 summer cruise season from Montreal three days later. While the mill's official opening was set for June, it had actually started production some months earlier, well ahead of schedule. "The Gazette" reported the preparations on June 4: -

Out of Vickers drydock after a thorough overhaul, the Clarke liner *New Northland* is now at her berth at Section 23, and will remain there until next Thursday, when she makes a special sailing to Quebec to pick up the large party bound for Baie Comeau, where the new Ontario Paper Company mill will be opened June 11.

New Northland will sail from Quebec next Friday night for Baie Comeau, and will remain there until the following night, returning to Quebec with the paper company's party. She is then scheduled to enter her usual cruise service between Montreal and the Gulf.

While the rest of the party sailed to Baie Comeau, Col Robert McCormick, publisher of the "Chicago Tribune," and Premier Duplessis, who had been invited to open the new mill, flew in. Accompanying members of the Ontario Paper Co were R A McInnis of Anglo-Canadian Pulp & Paper and president that year of the Canadian Pulp & Paper Association, executives from the American-Hawaiian Steamship Company, who would carry the output to New York, fellow paper makers Canadian International Paper, Donnacona Paper, Consolidated Paper Corporation and Price Brothers, the heads of the Aluminum Company of Canada, the Dominion Bridge Company and Foundation Company of Canada, Onésime Gagnon and three more Quebec cabinet ministers and Bishop Labrie of the North Shore.

Clarke had carried a significant amount of cargo to Baie Comeau during the construction period, and would continue to do so now as the new mill turned into a regular customer. Under pressure from Premier Duplessis, the Ontario Paper Co soon formed a new subsidiary, the Quebec North Shore Paper Company, the name that had been mentioned at the opening ceremonies, to look after its operations in Quebec. It was perhaps too much to expect Duplessis to accept that a company named after his neighbouring province should be such an important addition to the Quebec economy.

Meanwhile, the new paper mill's first cargoes of newsprint for the "New York News" left Baie Comeau in the American-Hawaiian Steamship Co's 5,484-ton *Louisianan*, taken on hire in 1938. She would be followed in 1939 by the 4,819-ton Norwegian ship *Brand*, which would shuttle between Baie Comeau and New York about once a fortnight, and in 1940 by the 5,617-ton US-flag *Colabee*, which the Tribune Group arranged to buy through an American subsidiary.

Cruising to the Gulf and Labrador

In 1938, with two large cruise ships now operating, as well as its coastal traders, Clarke's publicity machine in New York under Eric Wharton was going full tilt. On June 12, the day after the official opening of Baie Comeau, the "New York Times" carried an article entitled "Voyages Into the North - Ships Plan Cruises to Iceberg Regions Timed to Suit the Short Vacation": -

With the arrival of summer people begin to think of trekking northwards. It is surprising how far into the north one can go on a short vacation. Aside from the two or three day trips by motor into Canada, there are salt water journeys into the farther north where no cars can go - even to the barren, moody coast of Labrador, into waters where icebergs may be floating by.

Shipping companies offer numerous cool vacations. There are the vagabond voyages. These take one at an easy pace as a guest on a steamer which is primarily concerned with delivering cargo, and only secondarily with accommodating passengers. These cargo ships touch at various ports on the north shore of the St Lawrence, on the Gaspé Peninsula, at Anticosti Island and at Newfoundland. The women passengers on board sport slacks. Square dances are held on the rough planking of the main deck. Every one bunks in small cabins.

On the other hand, for those who would see the north without giving up comfort, there are fancy boats, like yachts, with first-class appointments, a good cuisine, a certain amount of the regular deck games and entertainment one might expect.

But whether one goes vagabond or de luxe, one finds that the people who take these cruises are interesting - scientists, doctors visiting the Grenfell missions, artists, and many, many photographers, both professional and amateur, taking candid shots at the north. And although all passengers join in with the shuffleboard and in the shipboard horse races between ports of call, they are, one and all, chiefly interested in seeing the north country. They want a bit of contact with the people who live on isolated life in the tiny fishing villages that dot the coast.

Cruises to the northland run from ten and a half to twelve and a half days, cover from 1,600 to 2,300 miles of the historic lower St Lawrence River and Gulf, and go out upon the cold North Atlantic through the beautiful Straits of Belle Isle. Most of the ships sail from Montreal and make a port a day, giving time for passengers to poke around ashore and get acquainted with the sea towns.

The first night is usually passed in making the run down the lower St Lawrence to the city of Quebec. There the passengers disembark of a morning in the quaint city. They wander around the narrow streets, which go crookedly between French houses with steep roofs and surprised-looking dormer attic windows - streets which end in delightful European squares. Quebec dates from the earliest colonial times, is all tied up with the French conquest, and today speaks first French, then English, and still keeps the French flag waving over her homes.

Out from the city of Quebec the next stop will be, perhaps, at Rivière aux Renards, or some such Gaspésien fishing settlement on the Gaspé Peninsula, where life continues as it was lived before the main Gaspésien highway was built.

Rounding the high cliffs at the land's end of Gaspé, the steamship passes Percé Rock, the rock with windows made by the wash of the sea. Just beyond is the bird sanctuary of Bonaventure Island, lively with sea parrots, gulls and gannets.

Leaving the headland of Gaspé, the ship steams on over the gulf, and soon comes by the moody coast of Newfoundland. Strange bare mountains go into the sea, making fjords where fog settles down and presents a northern mystery of light and shade, background for brilliant sunsets. Such is the approach to Corner Brook, a modern town where the big pulp mills are making newsprint for export.

There is one more Newfoundland port of call. After some fogs, fine sunsets and displays of aurora borealis over the Strait of Belle Isle, the ship rounds a point of Newfoundland to St Anthony, home of the

central Grenfell station.

On again, into the real north. One morning the passengers may awake to see an iceberg in all of its cold beauty. To Forteau Bay and Battle Harbour, in barren, rocky, treeless Labrador, land of seals and cod and huskies. There are little husky puppies, all fluff, to be photographed, and funny, shaggy goats. There is also the fishing industry to inspect - the drying of cod on the flakes, the boiling of oil in vats, the curing of the skins of white seals.

The winters are long in Labrador. There are no boats going to Labrador after September, none earlier than July. So the natives welcome a chance to chat. When the passengers on a northland cruise sail homeward, up the St Lawrence to Montreal, they have a lot to think over.

The "New York Times" travel writer who produced this piece was the same Dorothy Childs Hogner who was working at the time on her "Summer Roads to Gaspé." Meanwhile, on June 15, "The Gazette" announced the opening of the season for the *New Northland*: -

Another service from the port was opened last night with the sailing of the Clarke liner *New Northland* for Prince Edward Island and Nova Scotia. Outside of a special charter trip to Baie Comeau, this is the first voyage of the *New Northland* this year. She will operate throughout the summer with *North Star* on regular passenger service to the Gulf and Labrador.

Prospects are bright for the coastal passenger trade this summer, according to present bookings. First sailings by the various lines are well filled, and the United States bookings are again prominent. The Gulf of St Lawrence, during the past two or three years, has become a popular cruise area for Americans, and on some occasions ships have left Montreal with the entire passenger lists made up of passengers from the United States.

The *New Northland's* service to Prince Edward Island and Nova Scotia was not new, but as the *Gaspesia* was now on the North Shore and Newfoundland route, the *New Northland* was sent to Charlottetown and Pictou that spring and would return in the autumn. Meanwhile, the *North Star*, which had also served Charlottetown and Pictou the previous year, would make these calls by summer. The same issue of "The Gazette" recorded the *North Gaspé* downbound at Quebec on her maiden voyage to Gaspé and the Magdalen Islands.

Meanwhile, passengers had their own reactions to these cruises, as we can see from three post cards that were sent from the *New Northland* and *North Star*. The first was mailed from the *New Northland* at Corner Brook on

July 9, 1938. It was "posted at sea" and addressed to a Dr & Mrs Sherman Perry, who at the time were cruising in Europe on Hamburg-American Line's 19,618-ton *Reliance*: -

Dear Sherman & Bea. And this might be fun too. This afternoon we took a launch trip up the Humber River. Last evening I scouted for Newfoundland stamps, but not much luck. Gen Johnson from Melbourne, Australia, is one of the most interesting passengers on the ship. He went through the Gallipoli Campaign. Love, Eady.

The *Reliance* was a near sister to Canadian Pacific's *Empress of Australia*, and one that the *New Northland* had come across cruising in southern waters, but what Eady did not know was that the *Reliance* had been gutted by fire at Hamburg on August 7, two days before she mailed her card.

Judging by two cards stamped by the purser "posted on the high seas" and mailed during her third summer cruise of 1938, passengers were also enjoying the *North Star*,. The ship still had a Canadian National crew at this stage but had a Clarke cruise staff. The first card was posted at Corner Brook on August 13 and addressed to a Mr W A G Fox in Philadelphia: -

We are having a most interesting and restful trip. Spent Monday in Montreal - then visited Quebec Tuesday - then to Gaspé and Charlottetown (PEI) - Pictou (NS). Just left latter and are headed for Newfoundland - Corner Brook, Loch Lomond and St Anthony (Grenfell Headquarters) - the Labrador ports - Murray Bay - Saguenay etc. Now rainy and fog but have had lots of sunshine. Cool but not cold. Met some friends taking the cruise and then many nice people to chat with. Saw whales spouting the other day and a gannet rookery. GDH.

The second, written two days later, was not posted until August 18 at Pointe au Père pilot station. Addressed to Mrs Nellie Drowne of Webster, Massachusetts, it said quite simply "Alex and I are enjoying our 11-day cruise to Labrador. We visited the mission today. Open for 6 months only." and was signed by one R B Bouley.

The Growth in Labrador Cruising

Clarke had intended to begin its Labrador cruises with a test voyage by the *North Voyageur*, 78 berths, in 1930, but as she was undergoing repairs at the time that cruise was taken by the *New Northland* instead. Even though the *New Northland* had almost twice as many berths as the *North Voyageur*, the cruise was so successful that in 1931 the company scheduled the *New Northland* for two Labrador cruises and the *North Voyageur* for three. Since then, Clarke had continued to increase its Labrador cruise offerings, both by number of departures and by total berths offered: -

1930	One cruise by the <i>New Northland</i> (149 berths)	<u>149 berths</u>
1931	Three cruises by the <i>North Voyageur</i> (78 berths) Two cruises by the <i>New Northland</i> (149 berths)	234 berths <u>298 berths</u> <u>532 berths</u>
1932	Three cruises by the <i>North Voyageur</i> (78 berths) Two cruises by the <i>New Northland</i> (149 berths)	234 berths <u>298 berths</u> <u>532 berths</u>
1933	Five cruises by the <i>New Northland</i> (149 berths)	<u>745 berths</u>
1934	Five cruises by the <i>New Northland</i> (149 berths) Two cruises by the <i>North Voyageur</i> (62 berths)	745 berths <u>124 berths</u> <u>869 berths</u>
1935	Five cruises by the <i>New Northland</i> (149 berths) Four cruises by the <i>North Voyageur</i> (62 berths)	745 berths <u>248 berths</u> <u>993 berths</u>
1936	Five cruises by the <i>New Northland</i> (175 berths) Four cruises by the <i>North Voyageur</i> (62 berths)	875 berths <u>248 berths</u> <u>1,123 berths</u>
1937	Four cruises by the <i>North Star</i> (335 berths) Five cruises by the <i>New Northland</i> (175 berths)	1,340 berths <u>875 berths</u> <u>2,215 berths</u>
1938	Four cruises by the <i>North Star</i> (335 berths) Five cruises by the <i>New Northland</i> (175 berths)	1,340 berths <u>875</u>
	<u>berths</u>	<u>2,215 berths</u>

The first big jump, in 1931, had been from one cruise to five, but thereafter the company continued to increase the number of Labrador cruise berths it offered, more or less year by year. Although the *North Voyageur* had remained in lay up in 1933, and her berth capacity was reduced from 78 to 62 in 1934, with the *New Northland* operating a full season of five cruises in both years, the number of places offered had still grown. An increase in the *New Northland's* passenger capacity from 149 to 175 in 1936 allowed the company to increase its Labrador offerings above the thousand mark, and the addition of the *North Star* in 1937 to double that again - to a level that would have filled the originally planned *North Voyageur* cruise twenty-eight times.

A "North Star" Cruise from New York to Montreal

At 9:00 pm on July 2, the *North Star* departed New York on a special 7-day Independence Day "Triangle Cruise Tour," with fares from \$65. In the words of the brochure issued by Clarke's New York office, "here is the most delightful Independence Day holiday imaginable! You leave New York on Saturday evening, July 2, on your luxurious pleasure ship *North Star* on a week's cruise to Montreal."

After spending Independence Day in Halifax, the *North Star* cruised on to Charlottetown, Gaspé, Baie Comeau, the Saguenay River and Quebec, and Montreal, where arrived at 8 am on Saturday, July 9, ready to commence her 1938 summer season on July 11. While at Charlottetown on July 5, however, she had a slight altercation with the cruiser HMS *Orion*. When backing, she ran at slow speed into the cruiser's stern, damaging *Orion*'s accommodation ladder in the process. The *North Star* had then called at Baie Comeau on July 7, just over three weeks since the *New Northland* and *Jean Brillant* had brought guests to the official opening ceremony of the new mill.

"The Gazette" recorded the *North Star*'s arrival for her second season from Montreal on Monday, July 11: -

Bringing in over 200 passengers from New York, the Clarke Line cruise liner *North Star* docked here Saturday morning, making her first local appearance this year. She left New York on July 2, visiting Nova Scotia, Prince Edward Island, Baie Comeau, the Saguenay and Quebec en route to Montreal.

North Star begins her 1938 series of summer cruises from Montreal to Labrador with her sailing this evening from Victoria Pier. The Clarke liner *New Northland* is at present on the first of five similar cruises, and sailed yesterday from Corner Brook, Nfld, for Forteau Bay on the Labrador coast.

That summer would see Clyde-Mallory Lines' *Iroquois*, sometime competitor of the *North Star* in Miami, make four 13-day cruises from New York, with the first on July 12, ten days after the *North Star*. These cruises, two in July and two in August, sailed to Quebec, the Saguenay and Gaspé, then south to St George's, Bermuda, where she would arrive at 2 pm on Monday and sail at 3 pm on Wednesday for her return to New York.

Iroquois passengers didn't see much of Clarke ships, however, as, unlike in earlier years, ships of the two companies were never in Quebec or Gaspé on the same day, the *North Star* and *Iroquois* calling on alternate weeks and other ships missing one another by a day. This just left the chartered *Père Arnaud*, which was loading at Quebec during the *Iroquois*' all-day call on Wednesdays. By now, Clyde-Mallory's agent in Quebec was Canadian Pacific Steamships, whose own "Duchesses" also cruised between New York and the St Lawrence.

The *Iroquois* would offer a similar four-cruise New York to Quebec program in July and August 1939 except that that the substantial deviation to Bermuda was dropped in order to allow passengers more time in the St Lawrence.

Changes to Passenger and Cruise Sales

The various changes in the fleet had reduced passenger capacity on Clarke's North Shore route in favour of the cruise ships, with the *Gaspesia's* 41 berths replacing 62 that had been offered in the *North Voyageur*. On the Gaspé service, the *North Gaspé's* 32 cabin berths plus 24 in the dormitory meant 56 berths replaced the 41 that had been provided in the *Gaspesia*, but the new ship sailed twice as often. At the same time, her overall passenger capacity, at 148 including deck passengers, was slightly higher than the *Gaspesia's* equivalent of 136.

The berth reduction on the North Shore route was now reflected in the cruise brochures. The 1937 brochure had included all of the *North Star*, *New Northland*, *North Voyageur* and *Gaspesia*, but the 1938 brochure featured only the *North Star* and *New Northland*. Only the large ships would now be included in the cruise brochure, which was enlarged in format and page size, and the voyages sold as "De Luxe Cruises." The other ships were now sold as "Vagabond Cruises."

The Canadian Medical Association, which had chartered the *New Northland* in 1928, held its 1938 convention in Halifax, between June 20 and 24, and the *New Northland's* schedule featured in the April 1938 edition of the "CMA Journal" under the heading "Sailings from Montreal and Pictou in June." The *New Northland* would sail from Montreal on June 14 and arrive at Pictou on June 19, the day before the conference opened. Others were urged to put their car on board at Montreal, tour Quebec and Gaspé on the way and then disembark at Summerside, PEI, to drive the rest of the way to Halifax. Members who travelled in the *New Northland* continued an almost century-old tradition of sailing down the St Lawrence to Nova Scotia's Gulf of St Lawrence coast and then travelling overland to Halifax.

On Saturday, September 3, the *North Star* hosted the 19th Annual Convention of the Union of Quebec Municipalities. This event had been held several times on Canada Steamship Lines ships in the St Lawrence and the Great Lakes because they had more berths than the *New Northland*, but now, with the larger *North Star*, Clarke got its chance. With Montreal delegates boarding the day before, Quebec Minister of Municipal Affairs J P Bilodeau officially opened the conference after departure from Quebec on Sunday, September 4. This special cruise was arranged after the *North Star* had completed her four summer cruises and sailed only as far as Charlottetown, making an excursion up the Saguenay on her return to Quebec and Montreal, where she arrived on September 9.

The smaller ships still carried tourists, as well as large numbers of one-way and inter-port travellers, many as deck passengers, but they now featured only in the company's "White Sailing List." Soon, however, a separate brochure was developed for "Vagabond Cruises," as the voyages of the *North Voyageur* and *Gaspesia* had been described for the first time in 1937. They were also sold through specialist agencies such as Tramp Trips in New York, with its publication "The Trip Log," and the Students International Travel Association (SITA), also in New York, with its journal called "Freighterlore."

"The Trip Log" described the *North Gaspé* as a "new 30-passenger small Canadian cargo liner with all outside two-berth cabins," while the *Gaspesia* was a "40-passenger Canadian trading ship with outside 3-berth cabins." "The Trip Log" went on to describe the North Shore and Newfoundland route as "an interesting itinerary with many small fishing villages, lumber camps, fur trading posts and a first hand view of life at primitive frontier stations." Again, however, the merit of all-outside cabins was stressed.

Weekly North Shore Sailings from Montreal

When the *Gaspesia* moved to the North Shore, Clarke decided that the *Sable I* too should steam up to Montreal instead of turning at Quebec, so that the two ships between them could offer a weekly service from Montreal to the North Shore. The *North Shore* and *Labrador* had sailed from Quebec, but the *North Voyageur* from Montreal. As with the *Cascapedia* and *Laurentian* in 1915, the *North Voyageur* and *North Shore* had then alternated each week with Montreal and Quebec sailings, something that had continued when the *Sable I* replaced the *North Shore*. In future, either the *Gaspesia* or the *Sable I* would leave Montreal every Wednesday at 7:30 pm, and Quebec at 5 pm on Thursday..

Where some balance had been lost at Corner Brook, it was now more than made up for on the North Shore service from Montreal and Quebec. A situation that had seen the *North Voyageur* sailing from Montreal on Sunday and Quebec on Monday while the *Sable I* left Quebec on Wednesday had now been replaced by fixed day of the week sailings from both ports that freight shippers and passengers could rely upon.

The *Gaspesia* and *Sable I* both served Baie Comeau, Clarke City, Havre-St-Pierre and Natashquan with weekly sailings from Montreal and Quebec. But as the *Sable I* now steamed an extra 139 miles to Montreal, Clarke shortened her itinerary so that she only sailed as far as Harrington Harbour and Mutton Bay at the other end. Soon, however, the company found that she could serve the entire route from Montreal to Blanc-Sablon in a fortnight. In the interim, Blanc-Sablon had to rely on the *Père Arnaud* to

continue serving them from Quebec. The *Gaspesia*, on the other hand, still carried on to Corner Brook, as had the *North Voyageur* before her.

With the *North Gaspé* now on hand and the *Gaspesia* sailing to the North Shore, the Clarke schedules for July 1938, to pick one month, offered a choice of fourteen departures from Montreal and Quebec: -

<u>Date</u>	<u>Vessel</u>	<u>Destination</u>
Monday, July 4	<i>New Northland</i>	Corner Brook & Labrador
	<i>North Gaspé</i>	Gaspé & Magdalens
Wednesday, July 6	<i>Sable I</i>	Natasquan & Mutton Bay
Thursday, July 7	<i>Père Arnaud</i>	Blanc-Sablon (from Quebec)
Monday, July 11	<i>North Star</i>	Corner Brook & Labrador
Tuesday, July 12	<i>North Gaspé</i>	Gaspé
Wednesday, July 13	<i>Gaspesia</i>	Natasquan & Corner Brook
Monday, July 18	<i>New Northland</i>	Corner Brook & Labrador
	<i>North Gaspé</i>	Gaspé & Magdalens
Wednesday, July 20	<i>Sable I</i>	Natashquan & Mutton Bay
Thursday, July 21	<i>Père Arnaud</i>	Blanc-Sablon (from Quebec)
Monday, July 25	<i>North Star</i>	Corner Brook & Labrador
Tuesday, July 26	<i>North Gaspé</i>	Gaspé
Wednesday, July 27	<i>Gaspesia</i>	Natasquan & Corner Brook

And now that she was sailing from Montreal, we find the *Sable I*, a ship not previously sold for cruises, being offered by the Colpitts Tourist Co of Boston, who listed her in their "Big and Little Journeys" catalogue for the Summer of 1938: -

s.s. *Sable I* sails from Montreal June 29th and alternate Wednesdays thereafter for twelve and one-half day cruises to Quebec and ports on the North Shore of the Gulf of St Lawrence. Rate \$75.

She was also listed in "Vagabond Voyaging," a book by Larry Nixon that was published by Little, Brown & Company in New York in July 1938. Her \$75 fare compared to \$90 in the *Gaspesia*. While both voyages left Montreal on Wednesday and returned on a Tuesday, passage in the *Gaspesia* included the additional attraction of a visit to Newfoundland.

Before she accepted any cruise passengers, however, the *Sable I* was thoroughly inspected at Pointe-au-Pic on March 14-15, nearing the end of a long, hard winter season. Findings included cracked portholes, a damaged icebox and bunks, mattresses, springs and door panels that needed replacing, mirrors that needed resilvering, rusty soap holders and decks and stairs that needed renewal, not to mention the presence of a few cockroaches, and even bedbugs in the second-class accommodation of the twenty-four-year-old ship. The davits for number five lifeboat, skylights and railings also needed attention, as did the companionway to the bridge and

fore and aft freshwater tanks. Needless to say, these deficiencies were all remedied before the summer season began.

The same inspection found that some of the *Sable I's* crew had been selling food to passengers and pocketing the proceeds and that one crew member had been selling liquor along the coast, situations that were rectified by the issuance of cash receipts for food and the threat of immediate dismissal for alcohol trafficking. Finally, as master and chief steward had usually left the ship for home almost immediately on arrival at Pointe-au-Pic and the purser gone to Quebec to make his reports, discipline had been lacking in port. Soon, however, with the help of some personnel transfers, discipline in the *Sable I* was brought into line with the rest of the fleet.

Two-Ship Sailings from Quebec to the North Shore

While the *Sable I* turned at Mutton Bay, the *Père Arnaud* covered the outports to Blanc-Sablon. The resulting schedules were unusual. When the *Gaspesia* left Montreal on her North Shore and Corner Brook sailing, she proceeded on her own. But when the *Sable I* sailed from Montreal in the following week she was joined at Quebec by the *Père Arnaud*, as a kind of "second section." After the *Sable I* sailed down from Montreal on Wednesday night, both ships departed Quebec on Thursday evening, the *Sable I* in the same 5 pm slot as the *Gaspesia*, and the *Père Arnaud* two hours later, at 7 pm.

The two ships called at Rimouski on Friday, the *Sable I* from 8 am to noon and the *Père Arnaud* from noon to 5 pm, thus keeping the dock busy all day. The *Sable I* then proceeded to Baie Comeau, Clarke City and Havre-St-Pierre while the *Père Arnaud* headed straight for Natashquan, arriving on Sunday. Natashquan saw the *Sable I* on Monday and Harrington Harbour both ships on Tuesday. From Harrington, the *Sable I* carried on to Mutton Bay, returning by the same ports of Havre-St-Pierre, Clarke City and Baie Comeau, while the *Père Arnaud* proceeded to Blanc-Sablon and then called at Natashquan on her way back. The *Père Arnaud's* voyage was a day longer than the *Sable I's*, returning to Quebec on Tuesday, whereas the *Sable I* had already sailed for Montreal the previous evening.

Outbound fares were offered in the *Sable I* and *Père Arnaud* from Montreal and Quebec and also from Rimouski to North Shore points, but no fares were quoted from Montreal to Quebec or Rimouski. This differed from the *North Star*, *New Northland* and *Gaspesia*, which all accepted overnight passengers from Montreal to Quebec if space was available. While Clarke's "White Sailing Schedule" carried full point-to-point fares for the *Sable I*, the following applied to the *Père Arnaud*: -

First class fares on the m.v. *Père Arnaud* from Quebec and from Rimouski are 10% less than first class fares from these ports on the

s.s. *Sable I*. Steerage rates on the *Père Arnaud* are the same as steerage rates on the *Sable I*.

The 10 per cent reduction was for a smaller ship but first class fares on the *Gaspesia* were still more than 25 per cent higher than those on the *Sable I*, reflecting not only the fact that the *Gaspesia* went to Newfoundland, but also a different level of accommodation in the two ships. Steerage fares, however, were the same on all three.

The fleet now consisted of two year-round cruise ships, the *North Star* and *New Northland*, and three St Lawrence-based passenger and cargo ships, the brand new motorship *North Gaspé* and the older, coal-fired, *Gaspesia* and *Sable I*, all sailing from Montreal. Backing these were the chartered *Père Arnaud* from Quebec and the refrigerated *Cape Gaspé*, for a total of six ships, plus four engaged in local services. Other ships were brought in for cargo as required.

Chartered Ships for Maritimes Cargo

With the passenger-only *North Star* now performing the summertime calls at Charlottetown and Pictou, and the *Gaspesia* and *North Gaspé* sailing elsewhere, ships now had to be chartered in to look after the Maritimes cargo requirements.

The first of these was the 1,813-ton *Trevisa*, built at Londonderry in 1915, which from May through September 1938 operated a fortnightly "Maritimes & Newfoundland" service from Montreal. Chartered from Canadian Lake Carriers Ltd of Montreal, she was managed by the Montreal Light, Heat & Power Co Ltd. So was her fleetmate, the 1,729-ton *Keystate*, owned by Keystone Transports Ltd, which took the first sailing in late April, arriving at Pictou on May 4, before the *Trevisa* took over in May and operated a full summer season for Clarke.

The *Trevisa* was a typical canaller, built to maximum St Lawrence canal dimensions of 259 feet overall by 43 feet. Those Clarke chartered had to be equipped with cargo handling gear for the loading and unloading of general cargo. The usual voyage was from Montreal to Summerside and Charlottetown, then on to Pictou to complete discharge. This mirrored the voyages of the Quebec Steamship Co and those of *Gaspesia* prior to 1938, except that the canallers did not serve Gaspé and did not carry any passengers. On some voyages the ships also proceeded to Corner Brook, but on most they went either to Sydney to load coal or to Cheticamp, Nova Scotia, to load gypsum for the return voyage to Montreal.

Sydney was an important coal loading port and in just one day the year before, on July 5, 1937, it had loaded 50,000 tons of coal, all for Montreal, taking six ships to do so. Dominion Coal also still operated a large

fleet of chartered colliers, now mostly British-flag, although sometimes Norwegian ships were still used when there was a shortage of Canadian or British tonnage. As well, Dominion Coal owned a core fleet of its own.

The National Gypsum Company had opened Cheticamp as a loading port in 1933. And the Joseph Constantine Steamship Line Ltd of Middlesbrough, England, which had been instrumental in getting the Canadian Government to install the shiploader, built three new ships to load gypsum there, the 5,395-ton *Windsorwood* and 5,401-ton *Yorkwood* (i) in 1936 and the 5,834-ton *Balmoralwood* in 1937. Carrying up to twelve passengers each, these ships also called at Montreal and Quebec and quoted fares of \$80-95 one-way or \$155-185 for the round trip to Britain, where they loaded at Swansea and Port Talbot for the St Lawrence.

To Newfoundland, however, with the *New Northland* and *Gaspesia* able to handle most of the cargo demand to Corner Brook, canallers were only used as back up when required. In mid-September, after finishing her summer cruises to Labrador, the *New Northland* would take up the Maritimes cargo service once more, relieving the chartered canallers and at the same time relieving the *North Star* in the passenger trade. Special off-season passenger fares were then quoted for October and November sailings.

Canada Steamship Lines' New "Richelieu" Cruises

Canada Steamship Lines' response to Clarke bringing the *North Star* into the St Lawrence and Saguenay cruise trades was to reinstate its own dedicated cruise service. As it happened, 1938 was also the Centennial of the first settlers having made homes in the Saguenay. For its revived cruise service Canada Steamship Lines chose the *Richelieu*. This was a good choice as she had fifty-three veranda cabins, an early occurrence of a phenomenon that is so popular today.

Leaving Victoria Pier on her first cruise at 9:30 am on July 4, the *Richelieu* passed by the *New Northland* and *North Gaspé*, still loading at their piers in preparation for evening departures. That same evening, Canada Steamship Line's *St Lawrence* would depart Montreal as well, in the usual Saguenay passenger service. The *Richelieu* would sail every Monday morning of the summer, passing whatever Clarke ships were at dock loading for Monday or Tuesday departures. On her second cruise, for example, it was the *North Star* and an inbound *North Gaspé*. The *Richelieu's* last cruise would leave on August 29, for a total of nine weekly cruises in 1938.

The *Richelieu's* 6-night Saguenay cruise sold from \$67.50, \$77.50 for a verandah cabin and \$100 for a parlor cabin with bath. Leaving CSL's scheduled services to the other three ships, the *Richelieu* would carry cruise passengers only for the rest of her career. While her fleetmates operated to much tighter steamer schedules, she reinstated a leisurely 6-night Saguenay

voyage, similar to the one that *Cape Eternity* had offered between 1920 and 1927, with longer port times and even some overnight stays. The main difference with the *Richelieu* was that she left Montreal on Monday morning while the *Cape Eternity* had sailed on Saturday evening. But like the *Cape Eternity*, she turned at Chicoutimi rather than Bagotville, where the daily steamers called.

Whether Canada Steamship Lines had been influenced by Clarke's Monday sailings is not known now, but the *North Star* and *New Northland* alternated every other Monday at Montreal, while the *North Gaspé's* Magdalen Islands cruise also left on Monday. On weekends when Clarke offered a Saguenay cruise, the *Richelieu's* Monday morning sailing would pass the newly-arrived *North Star*, which had just docked a couple of hours earlier and was still disembarking the last of her weekend passengers. Further downstream she would pass an inbound *North Gaspé*, returning from her Gaspé and Magdalens voyage. On other weeks, as she had on her first cruise, she would sail past *New Northland* and *North Gaspé* loading cargo for their evening sailings. Every time the *Richelieu* sailed from Montreal she now passed two of Clarke's white cruise ships.

Canada Steamship Lines' three Davie-built ships, *Quebec*, *St Lawrence* and *Tadoussac*, being of the same basic design, now carried on the daily through summer passenger service between Montreal, Quebec, Murray Bay, Tadoussac and Bagotville, carrying both round trip and inter-port passengers. Although there were still daily sailings, the night service between Montreal and Quebec was now included as part of a full Saguenay round voyage that began and ended at Montreal.

The Murray Bay Call

When the *Richelieu* started her new cruise schedule she took over the *North Voyageur's* Thursday spot at Murray Bay. Every other Thursday in the summer of 1938, therefore, Clarke's *North Star* and CSL's *Richelieu* were both due at Murray Bay at 4 pm, so it must have been interesting trying to berth two large cruise ships at once. Such two-ship calls had only been started by Clarke the year before. In comparison, the daily scheduled visits by the *Quebec*, *St Lawrence* and *Tadoussac* were brief, the outbound Saguenay ship calling between Noon and 1:15 pm and the inbound Quebec and Montreal vessel between 1:30 and 2 pm .

While the *North Star* sailed for Quebec at 1 am the *Richelieu* stayed overnight, not leaving for Quebec until noon on Friday. When the *North Star* and the *Richelieu* were in port together, with six or seven hundred passengers on board, it must have taxed the resources of the Manoir Richelieu. Such double calls were scheduled four times that summer, on July 21, August 4 and 18 and September 1.

With the 1938 season, the *New Northland's* Murray Bay calls were also adjusted, so that she now stayed from 6 pm on Friday evening until 1 am, instead of the short Saturday morning call she had been making since 1933. Clarke's 1938 brochure described this more relaxed inward Murray Bay call in slightly different words than had been the case for her previous rather rushed morning calls: -

Murray Bay, whose luxury offers a unique contrast to the rigorous and difficult life of Labrador which we have lately witnessed. Here we may visit the splendid Manoir Richelieu, see its famous collection of old prints and charts, swim in its heated outdoor pool, golf midst forest and mountain, a drive to pretty Pointe-au-Pic, Cap-à-l'Aigle, Murray River ... perhaps a dance on ship or shore before we sail after midnight.

The Manoir Richelieu had somewhat of an easier time of it on *New Northland* Fridays, however, as after the *Richelieu* sailed at noon, there was a lull until the *New Northland* arrived six hours later.

Anticosti Shipping Co Competes to the Maritimes

Starting in the mid 1930s, the *Fleurus* had been offering 12-day cruises from Montreal that had at first called at Rimouski and Baie-Trinité, Bathurst and Shediac, New Brunswick, and Charlottetown and Pictou, the latter both served by Clarke's *Gaspesia*.

Until the *North Gaspé* replaced the *Gaspesia*, she and the *Fleurus* had competed for this Maritimes market. Taking a look at the 1937 schedules. for example, with the *Gaspesia* leaving Montreal on alternate Wednesdays and departure days for the *Fleurus* varying it was rare for both ships to be in port at once. However, this did occur occasionally, as at the beginning of the 1937 season, when *Gaspesia* and *Fleurus* both arrived in Montreal on Sunday July 25. The *Fleurus* then sailed on Monday and the *Gaspesia* on Tuesday.

The schedules of the *Gaspesia* and *Fleurus* remained fairly well spread and they generally did not meet in Charlottetown or Pictou either, although they did pass one another in the river on their respective voyages. With the withdrawal of the *Gaspesia* from the Prince Edward Island and Pictou trade at the end of 1937, however, the *Fleurus* had the budget end of the Maritimes market to herself.

Under the agreement with the Quebec Government, the *North Gaspé* was required not only to serve the Magdalen Islands once a fortnight, but also to sail weekly to Gaspé. This meant she could not continue to Prince Edward Island and Pictou as the *Gaspesia* had done. Instead, Clarke's Prince Edward Island and Pictou passenger calls were now performed by the cruise ships. Those who wanted such luxury could take the *North Star*, with four

cruises to Charlottetown and Pictou in July and August, or the *New Northland*, with her "Round the Gulf" cruises, in September through November, once the Labrador season had ended.

With no competition in the lower fare range to the Maritimes, Anticosti Shipping's *Fleurus* was able to capitalize on this end of the market, with not only a \$90 fare for 1938, but also a 10-berth dormitory fare of \$60, far below the minimum \$135 now charged by *North Star* and *New Northland*, and more in line with the \$80 that had been charged by the *Gaspesia*. But the extra \$10,000 Clarke received from Quebec alone was worth another 125 cruise passengers, and they now had a brand new ship with which to offer a weekly service from Montreal to the Gaspé, thus doubling their passenger potential. What had been gained was more than what had been given up, and the company now had the lucrative end of the Maritimes market plus its cargo service. For the first time in 1938, therefore, "The Trip Log" listed the *Fleurus*'s Maritimes cruise, describing it as follows: -

Montreal to Quebec, Rimouski, Trinity Bay, Port Menier (Anticosti Island), Bathurst and Shediac (New Brunswick), Summerside and Charlottetown (Prince Edward Island), Pictou (Nova Scotia), Cheticamp (Cape Breton Island) returning via Gaspé, Port Menier, Saguenay River to Quebec and Montreal.

A 40-passenger Canadian cargo liner with all outside cabins. A small trading vessel built by the Meniers of France for their own private use. Oil burning, ocean going ship, well appointed and excellently served, but by no means elaborate. Two-berth cabins \$90. Singles \$110. For economizers there is a 10-berth dormitory with running water and closets at \$60...

6-day trips go from Montreal to Quebec, Rimouski, Trinity Bay, cruise around Anticosti Island with return via Port Menier to Quebec and Montreal.

The 6-day trips started at \$56, as in the past. The claim that the *Fleurus* had been built for the private use of the Meniers was strikingly similar to the earlier one that Clarke's *North Shore* had been used as "the pleasure yacht of a Russian princess" but the Meniers had sold the island in the same year as the *Fleurus* entered service. The reference to *Fleurus* as an oil-burner meanwhile emphasized the fact that the *Gaspesia* still burned coal, and sometimes tended to smoke, but with her transfer to the North Shore, the two ships were no longer competing.

The *Fleurus* also still offered short cruises. In 1938, for example, she carried out five early summer 6-night cruises from Montreal that sailed on Mondays at 6:30 pm standard time for Quebec and Port Menier, with fares from \$54. This compared to the *North Gaspé's* \$50 and \$60 fares for her own 6-night and 7-night cruises from Montreal.

The *Fleurus's* longer cruises left Montreal at 8 pm and tended not to coincide with Clarke departures. On July 18, for example, the *New Northland* sailed at 8:30, a half hour after the *Fleurus*. But by the time the latter had locked down from the Lachine Canal into Montreal's main harbour, she might only have caught a glimpse of the *New Northland* leaving, depending on local conditions and traffic. Ships, though, had the right of way over trains and could hold up railway traffic at Black's Bridge, at the foot of the canal.

While Anticosti Shipping was now offering an alternative to Clarke's long cruises, it was on a smaller ship and on a lower budget. Clarke, meanwhile, was able to obtain \$135 and more for its *North Star* and *New Northland*. The *Fleurus*, however, offered an interesting alternative at \$90 for a "12-day" cruise from Montreal to the Gulf and the Maritimes, and although the *Gaspesia* had offered a night more, the *Fleurus* still offered 11 nights on board.

"The Golden North" by Leo Cox

In July 1938, Clarke published a 16-page illustrated port guide called "The Golden North," by Montreal poet Leo Cox. With a map of the River and Gulf of St Lawrence, this six by nine-inch guide was given free to passengers who booked Clarke's St Lawrence cruises. The guidebook, which would be revised about every ten years, and used into the 1960s, was sub-titled "Notes on the history and attractions of regions visited by Clarke Summer Cruise Ships from Montreal." The layout varied only slightly over the years as the company's routes and services changed. Three years later, in 1941, Cox would also publish a collection of poems on Labrador entitled "North Star," a book that took the name of Clarke's most luxurious ship.

An improvement on an earlier guide, "Lands where history is made," the concept for "The Golden North" was similar to a four by nine-inch guide that Cunard White Star and Donaldson Line had printed in April 1937 for passengers on their Canadian services. Leo Cox had also been the author of "A Pioneer of Ocean Navigation," an article about Cunard which had appeared in the March 1935 issue of "Canadian Geographical Journal," and which was reprinted by Cunard with the introduction of the *Queen Mary* in 1936. But Cox's name did not appear on Cunard's "The Historic St Lawrence River Route to Europe." Like Clarke's "The Golden North," the Cunard guide would be used well into the 1960s. The difference was that Clarke passengers actually got to visit the ports they were reading about instead of just steaming by and observing them from afar.

Clarke Moves to Montreal

In 1938, the Clarke Steamship Co moved its head office from Quebec

City to Montreal, relocating to the Canada Cement Building at 606 Cathcart Street on Phillips Square. Montreal's population now exceeded a million and its port, the largest in the nation and second largest in North America after New York, handled sixteen million tons a year. It was the headquarters of both Canadian Pacific and Canadian National and offered the ancillary services of naval architects, lawyers, accountants and marine insurance brokers that were needed by any growing shipping organization.

Canada Cement, in whose building Clarke now found itself, was a company that had been forged by another press baron, Lord Beaverbrook, and its Canada Cement Building had been completed in 1921, the year Clarke had been founded. It was also home to Canada Cement Transport Ltd, a company that had been formed in 1913 and now operated two cement carriers on the St Lawrence River, the East Coast and the Great Lakes. The Dominion Steel & Coal Corp Ltd, whose predecessors had operated the Black Diamond Line and which still operated owned and chartered ships between Sydney, the St Lawrence River and Newfoundland, also had executive offices in the building. Indeed, that company's *Lord Strathcona* was registered there with the Dominion Shipping Co. Finally, although it would soon move elsewhere to become Lambert, German & Milne, a firm with which Clarke had much closer relations, naval architects Lambert & German, maintained offices on the tenth floor.

While Clarke had maintained passenger offices in Montreal from early on, it had always kept its executive and ship operations personnel in Quebec. When these departments finally moved to Montreal, Quebec became the company's registered office and the Quebec branch moved back to the original building at 17 rue St-Jacques. This move, while a loss for Quebec, emphasized Montreal's pre-eminence on the St Lawrence, not only as a major port, but also as Canada's largest city.

Together with the move to Montreal, Clarke started turning all its own ships there. As we have seen, this meant moving the *Sable I* from Quebec to Montreal, so that two ships could offer a weekly sailing to the North Shore. Although the *Sable I* had previously called at Montreal, she had turned at Quebec since replacing the *North Shore*. As all the company's Newfoundland and South Shore sailings already departed from Montreal in any case, this was a fairly simple move. The tradition of basing the North Shore ship at Quebec, which dated back to the old mail contracts of the previous century, was dropped, and Quebec would now be served either by Montreal vessels making calls there or by supplementary vessels such as the *Père Arnaud*.

Another result of Clarke's move to Montreal was that the Lower St Lawrence Transportation Co's little *Rimouski* came Montreal for public inspection before entering service out of Rimouski in 1939. This was one of the rare times one of these ships ever came to Montreal but having been built only a few miles downstream, in Sorel, it was not much of a deviation.

Meanwhile, Eric Wharton now headed up Clarke's passenger operations from the company's Fifth Avenue office in New York, where he had moved shortly after his latest appointment. Jim Hutcheson, who had joined the company in 1935 at Victoria Pier and then moved into the passenger department, became city passenger agent in Montreal.

A Late Season Voyage to the Magdalen Islands

The *North Gaspé* made her last Magdalen Islands voyage in November, but in order to provide an additional late season trip, the *Sable I* left Quebec for the Magdalens on December 3, 1938, before starting her North Shore winter service. Included among her passengers were seven Sisters of Charity, bound for Cap-aux-Meules to found the new Notre-Dame-de-la-Garde hospital, and the hospital's first doctor, Dr Alfred Dupont.

The *Sable I* was delayed by weather, not unusual for December, but as there had been no communication from the ship for twenty-four hours after she was due, the expectant islanders began to worry that something might have gone wrong. Finally, after an anxious night for the islanders, she arrived on December 7, after a voyage of four days. The new hospital would accept its first patients on January 29, 1939, and be inaugurated during a call there by the *New Northland* in the summer of 1939.

Although the *Sable I* had made this last trip of the season, the new link that the *North Gaspé* provided with the mother province had been proven to the people of the Magdalen Islands.

Record Numbers for Newfoundland and Labrador

The 1938 cruise season was very successful, and one of Newfoundland's town and city guides remarked about Corner Brook: -

Clarke Steamship tourist boats come here each week summertime and fall. Scenery here and nearby is magnificent. New highway runs to Deer Lake, and being extended to Bonne Bay. 400 loggers employed nearby.

A change took place in Corner Brook on August 18, 1938, when Bowater Paper bought the International Power & Paper Co mill, which became Bowater's Newfoundland Pulp & Paper Mills Ltd. In 1935, management of the newsprint carriers *Corner Brook* and *Humber Arm*, had been awarded to the Waterman Steamship Corporation of Mobile, Alabama, whose colours they now wore. Waterman had a contract to handle all the newsprint exported from International Paper mills in Canada and Newfoundland. But this would soon change as well, as Furness Withy were

appointed to replace them in 1939, after which the ships took on Furness Withy colours.

Meanwhile, the St John's "Daily News" talked about the tourist side of the local economy in its year-end summary for Newfoundland, commenting especially on Corner Brook, its second largest city, as follows: -

Corner Brook still maintains her position as one of the leading tourist centers and holiday resorts of the country. Many hundreds enjoy their visit there year after year, and come from all quarters and great distance. So great was the demand for accommodation that the Clarke Steamship Company kept one large vessel on the route all summer, carrying passengers only, whilst two other, smaller vessels, but none the less comfortable, carried both passengers and freight. It is almost impossible for local travelers to get accommodation on these boats until late in the season, when the foreign business eases up. Most passengers agree that the trip up the Humber Arm from South Head at the entrance to Corner Brook, twenty miles east, is alone worth the money and time expended.

These ships were of course the *North Star*, *New Northland* and *Gaspesia*. Reporting that eighty-six ships had visited Corner Brook that year, and handled 443,000 tons of cargo, the same report gave Clarke's passenger numbers: -

These ships brought cargo from Newfoundland to London, Liverpool, Glasgow, Cardiff, Montreal, Dalhousie, New York, Newport News, Richmond, Jacksonville, Tampa, Miami, New Orleans, Mobile, Houston and Galveston. Many passengers were carried on these boats of which the Clarke Steamship Company alone accounts for 2,200 inward and 2,300 outward.

The total of 4,500 passengers was a record for Corner Brook, more than the company had handled at Montreal just a few years earlier. It was also good news for Newfoundland as a whole, as it now benefitted from additional calls at Bonne Bay and St Anthony, as well as at Battle Harbour and Forteau Bay on the Labrador coast. The only potential negative was the likelihood that many of these passengers may have booked to travel in North America because the rise of the Nazis in Germany had meant that they wanted to avoid Europe.

At the end of the season, on December 4, 1938, the "New York Times" would report a plan for the St John's winter service from New York: -

The *Fort Townshend* of the Red Cross Line has been transferred to the West Indies service and will operate with the steamer *Nerissa* until late next spring. The steamer *Belle Isle* has been chartered for the winter and will handle the New York-Newfoundland-Nova Scotia service in

conjunction with the *Fort Amherst*.

This repeated the pattern of the previous winter, when the *Belle Isle* had transferred from her usual St Lawrence service. The *Nerissa*, meanwhile, once a Newfoundland ship herself, now operated permanently between New York and the West Indies, while the "Forts" were divided one north and one south..

Plans for the 1938-39 Miami-Jamaica Season

On September 9, 1938, "The Gazette" reported that the *North Star* would again be heading south for the 1938-39 season: -

Clarke Steamships will again operate the 7,000-ton liner *North Star* on the Miami-Havana service this winter, local offices of the company announce. The ship, *ex-Prince Henry* of Canadian National Steamships, is now in Montreal after completing her final Gulf of St Lawrence cruise.

Leaving here, she will proceed to Halifax for overhauling. In January she starts her southern service, sailing from Miami every Saturday for Haiti, Jamaica and Cuba. The liner is in command of Captain G W Welch.

New Northland, running mate of the *North Star*, sails from Montreal on her final Gulf cruise on Monday. This ship will operate between Miami and Nassau during the winter.

This meant that Clarke was soon busy dealing with next winter's Jamaica season for the *North Star*. The Kingston "Daily Gleaner" reported on negotiations on October 29 under the heading "Tourist Ship Service from Here to Miami - Plans for Resumption of Clarke Line Operations Being Made":

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Arrangements are being made for the resumption, during the present tourist season, of the Miami-Kingston weekly tourist ship service which was provided last year by the Clarke Steamship Company of which Mr Desmond Clarke is president. If the negotiations go through, the service will be resumed in January and continue until March.

At a meeting of the Tourist Trade Development Board, the matter was discussed and matters were gone into. Last year, the Clarke Steamship Company was given a subsidy of £4,000 to enable them to maintain a service and the scheme this season provides for similar subvention to the company.

It will be remembered that the s.s. *North Star* of the Clarke Steamship

Company made its first call at Kingston in connection with the service on the 18th of January this year...

In spite of the splendid start, however, the company met a number of reverses, the first of which was an accident when the *North Star* went aground on the American coast after making several trips; and the next the onset of the business recession in the United States towards the end of the winter, stopping the American travel trade. As a result, the full schedule of trips to Jamaica was not carried out.

At yesterday's meeting the whole matter was gone into and it would seem likely that the subsidy will again be voted out of the proceeds of the Tourist Tax and other funds available to the Tourist Trade Development Board for the service to be continued in the coming season.

The *North Star's* last call at Kingston had been on April 5, 1938, her three last cruises having been cancelled. But stay-over visits in Jamaica during her first season of ten cruises had been up by 17 per cent, something for which she could take some credit. The new service was an important advance for Jamaica as it now linked them directly with the wealthiest and most cultured market in the United States, those who wintered in Florida. Anecdotal evidence had five ladies from the *North Star* who stayed for a week spending over \$12,000 on purchases, one of them having reportedly spent \$750 in one morning alone on dress materials. And the sale of perfumes, which were cheaper than in the United States, had boomed.

With all of this in mind, the necessary funds were soon voted and a new contract signed for 1938-39, which was enough incentive to make Clarke decide to go ahead and purchase the ship from Canadian National.

An Outside Offer for the "North Star"

However, at the end of 1938, there was a controversy over whether the *North Star's* 1938-39 season might actually go ahead. Brochures had been printed but could not be released as her purchase from Prince Henry Ltd, the Canadian National subsidiary that owned her, was in danger of falling through. According to Irvine Hobson, son of a former Canada Steamship Lines treasurer: -

I can well remember during this period being in Clarke's office, then in the Canada Cement Building in Phillips Square, and one of the officers telling me that he could not issue the winter service folder for 1939 because the vessel had not yet been purchased by Clarke and there was grave doubt that she would run. Then about the end of 1938 final announcement was made that the vessel had been sold by CNS to Clarke... My impression was that Clarke had paid a very nominal figure

for a very fine ship.

The real reason for the concern was revealed in a December 3 report that Turkish Maritime Lines had offered to buy the *North Star* and the *Prince David* from Canadian National, although the *Prince Robert* was still needed for the Alaska service. Montreal's "The Gazette" reported as follows on December 3: -

"The sale has not yet gone through," R B Teakle, general manager of CNS, said last night, "but we have been negotiating through our London office with interests in Turkey, and we are looking forward to confirmation of the sale."

The liner *Prince Henry*, one of the ships involved in the deal, has been operated over the past two years on charter to Clarke Steamships of Montreal under the name *North Star*...

Canadian National Steamships have offered the two "Prince" liners for sale in the past, and shipping companies, including Roumanian, were said to be interested in purchase of the vessels. For their size, the steamers are the fastest commercial vessels afloat today.

With a large fleet, many of them fifty or more years old, the Turks had been rumoured to be willing to pay \$750,000 or more per ship. Of the thirty-eight ships in the Turkish fleet, two were the *Antalya* and *Mersin*, 1896-built sister ships of the *North Shore* that had followed her from the same Newcastle shipyard in the same year. Another was the 5,071-ton *Gulcernal*, built as the White Star Line's *Germanic* in 1875, which had run between Montreal and Liverpool as the Dominion Line's *Ottawa* (ii) between 1903 and 1909 when the Clarkes were building Clarke City. Teakle, meanwhile, probably took more than an idle interest in this attempted sale as the *Prince Robert*, which was running to Alaska and had been named for him, was not for sale.

Apart from Clarke, those most concerned were the Jamaicans, who were expecting the *North Star* to take up her weekly Miami-Jamaica service on January 14. The Kingston "Daily Gleaner" reported the news on December 6 under the triple-barrelled headline "Heavy Blow to Tourist Trade - Sale of *North Star* Likely to Close Quickest and Cheapest Route Between USA and Jamaica - Merchants and Hotels Will Close": -

The report in the Cable and Wireless news from Montreal on Saturday that the Canadian National Steamships are negotiating the sale of the s.s. *North Star* to Turkish interests will be received in Jamaica with the greatest disappointment, and should it sale be completed out tourist traffic for the coming season will suffer a heavy blow.

Some weeks ago the schedule of sailings of the *North Star* was

published by the Clarke Steamship Coy, the first of 13 trips was to leave Miami on 14th January and continue weekly through to the middle of April and the news now to hand has occasioned much surprise.

Enquiries made at the Tourist Board's offices elicited the following statement from Mr F H Robertson, Chairman of the Board. "The continuance of the *North Star* service from Miami has been the subject of negotiations between the Board and the Clarke Steamship Company for some weeks past but in view of an offer to purchase the vessel, made we understand by the Turkish Government, no finality could be reached in the matter. There is still a slender hope that the sale may not go through in which case it is hoped that the Miami service will be resumed.

"It will be a big blow to our winter season this year as we expected at least 3,000 additional visitors to use this route. Of this number, probably one-third would have been 'Stay-Over' visitors and we are aware that already a considerable number of bookings have been made at hotels in Jamaica by visitors booked on the *North Star* from Miami.

"One of our largest and most popular hotels has reported that 50 per cent of their bookings for this season were from clients coming to Jamaica by the *North Star* and several others have a considerable number of bookings.

"It will certainly be a misfortune to lose these visitors especially this year when bookings from England appear to have fallen off considerably, and when the difficulty of getting passage for Jamaica from New York is again making itself apparent."

It has been ascertained that Jamaica was being widely advertised in Florida through a press campaign in the leading newspapers this winter by both the merchants and hotels in Jamaica as the Miami service was expected to be even much better than last year. If however the *North Star* does not run, this splendid effort on the part of our businessmen will be of no avail.

It is also learnt that a large party of Jamaican ladies from the Woman's Club had arranged to make the visit to Miami by the *North Star* in March next under special arrangements with the Clarke Steamship Company.

Luckily for both Clarke and Jamaica, Ottawa prevented the sale. Rear-Admiral Nelles once more insisted that none of these ships should leave Canada as they had enough speed to provide the navy with three very useful ships in an emergency. In Europe, meanwhile, war had been drawing closer.

The Third Reich had annexed Austria in March and occupied the Sudetenland in October, but much worse, the Nazi persecution of the Jews on Kristallnacht had occurred on the night of November 9-10, just a month earlier, and Roosevelt had recalled the US ambassador from Germany in protest.

Clarke Buys the "North Star"

Finally, Clarke made a decision to purchase the *North Star* outright from Canadian National and the company was eventually successful in negotiating a fair price for her. The purchase was announced on Thursday, December 15, and, as Desmond told some of the Florida papers, "our successful operation of last winter led us to make this investment." To ensure the ship's availability was certainly another reason. By New Year's Eve, headlines such as "Clarke Buys Fast Liner for Southern Trips" and "Clarke Steamship Line Buys Liner" were appearing in papers such as the "Washington Post" and the "St Petersburg Times." Typical of these reports was one that appeared in "The Pittsburgh Press" after the New Year: -

The fast cruise liner *North Star*, which has been operated on Clarke Labrador cruises for the past two summer seasons, and from Miami last winter on their new cruise service to the West Indies, has been purchased by the Clarke Steamship Co Ltd of Montreal. The announcement was made recently by D A Clarke, president of the company.

The *North Star* is one of the fastest cruise liners afloat and can develop a speed of 23 knots. She can accommodate 330 first-class passengers; all rooms are outside rooms and the accommodations are of the most modern type. The vessel will again be operated out of Miami, Florida, on a series of weekly cruises to Haiti, Jamaica and Cuba.

The purchase price for the seven-year-old *North Star* was \$500,000, less than a quarter of what Canadian National Steamships had paid for her when new in 1930. Payment terms were \$150,000 immediately and \$50,000 a year thereafter, and the sale was agreed on the condition, set by the Canadian Government, that she be operated in the St Lawrence for a minimum of two months each summer.

Once the *North Star* was delivered to Clarke on December 23, it gave the company six passenger ships with a total gross tonnage of 13,240 tons and berths for 642 passengers. While she had been registered in Vancouver with Canadian National, the *North Star* became the first Clarke-owned ship to be registered in Montreal. This was confirmation that Clarke's head office had now moved, as when the *North Gaspé* had been registered earlier that same year, it had been at Quebec.

The *North Star's* cost of \$500,000 was also much less than the

\$750,000 Clarke had paid Swan Hunter for the smaller and slower *New Northland* in 1926. Part of the reason Clarke was able to obtain such a good price was that the Canadian Government, which ultimately owned the three Canadian National ships, was determined that none of them should leave the country, even for a higher price.

Miami Winter Sailings in 1939

Now that it finally owned the *North Star*, Clarke placed Capt Joseph Boucher in command, while Capt William Tremblay was named assistant captain, a post he could only fill part time while being in command of the *New Northland*. As the *North Star's* purser, Clarke hired L F Fenton, who had been purser in her under Capt Clarke and had also seen many years in the "Lady Boats." And with an orchestra on each ship, that on the *North Star* was now led by Willie Brodrigue, from Quebec, and that on the *New Northland* by Montreal's Jimmy Laing. Laing was known in Montreal for his "disappearing fingers" on the keyboards.

The *New Northland* was the first to arrive at Miami, ready to continue her now accustomed service to Nassau. On January 1, 1939, the "Miami Daily News" talked about how to get there, and arriving in Nassau by ship: -

From Miami, there are daily flights by Pan American Clippers, which whisk the visitor across the Gulf Stream, over the tinted water of the Great Bahama Banks, and into the airport at Nassau in less than two hours. Also, there are two sailings weekly by the Clarke liner *New Northland* for those who prefer to travel by ship.

If a visitor chooses the *New Northland*, from the time he boards ship a new world is opened. The ship steams slowly down the channel and into the Gulf Stream. After dinner, there is dancing and merrymaking on the stern deck, and a restful night of sleep.

On arising the next morning the visitor will have his first view of Nassau. From the bow he will be able to view the New Providence islands, lying green and inviting on a brilliant sea of blue. Soon he will pass the white lighthouse on Hog Island, and, beyond the tinted water of the harbor, will be the colorful roofs and waterfront of Nassau. As the ship is warped alongside Prince George wharf native diving boys will sing and battle for coins thrown overboard.

After her purchase and a change of registry to Montreal, the *North Star* followed the *New Northland* south to start her weekly cruise service. "The Gazette" carried a January 11 report from Miami the next day, headed "Miami to Welcome *North Star* Today": -

Flying the house flag of her new owners, the Clarke Steamship

Company of Montreal, the 7,000-ton cruise liner *North Star* is due to dock here tomorrow from Halifax on her first voyage under Clarke register.

The ship, one of the fastest cruise vessels afloat today, was purchased this winter from the Canadian National Steamships, who at one time operated her under the name *Prince Henry* on the Pacific coast.

A veteran French-Canadian master mariner will bring *North Star* into Miami tomorrow. He is Captain Joseph Boucher, commodore of the Clarke fleet. The ship is the largest ocean vessel ever commanded by a French-Canadian.

A reception will be held on board the ship on Friday, when D A Clarke, president of the line, and S E Wharton, passenger traffic manager, will be hosts to Florida state officials and members of Miami's city council, in addition to harbor officials and travel agents.

North Star left Halifax last Sunday, where she had been laid up since her St Lawrence and gulf cruise service during the summer. At that time she was under charter to Clarke from the Canadian National Steamships, and was commanded by a CNS master.

The ship was overhauled and renovated while in Halifax. She will leave Miami Saturday on the first of her weekly cruises to Haiti, Jamaica and Cuba, which will continue until April 8. Next summer she is scheduled for another season on the St Lawrence.

The ship is booked with over 250 passengers for her first cruise, according to the line's passenger department.

Among the *North Star's* first cruise passengers that winter were Langton and Renée Iliffe, who had been married in England in December 1938 and had bought a *North Star* cruise to Jamaica as part of their honeymoon. Lord and Lady Iliffe, Langton would succeed his father as owner of the "Birmingham Post & Mail," the "Coventry Evening Telegraph" and a partnership in Allied Newspapers Ltd. Another was Jamaica's tourism chief Fred Robertson, who once more flew to Miami to meet Desmond Clarke and join ship for the voyage to Kingston.

The *North Star's* first 1939 cruise left Miami on January 14, bringing 185 passengers, including 31 stay-over guests, to Jamaica, plus William Mackness, British mister in Haiti, and his wife, who had boarded in Port au Prince. As soon as the *North Star* reached Kingston, the Macknesses had to go to the local station of the Jamaica Government Railway to catch a motor trolley to Port Antonio, where they were to board Elders & Fyffes' 6,878-ton banana boat *Carare* for a voyage to Bristol on annual leave. The *Carare* had been built by Cammell Laird five years before the *North Star*.

On her second cruise, departing Miami on January 21, the *North Star* had 117 transit passengers and 64 stay-over passengers, plus 44 embarking in Jamaica. Among those leaving ship were two famous tennis players, Elwood Cooke and Hal Surface, due to play in the local International. Playing in the same tournament were two American women, one of whom, Sarah Palfrey, made the world top ten six times between 1933 and 1939. Cooke and Palfrey teamed up to win the French mixed doubles that year and would both excel at Wimbledon, eventually marrying in 1940.

And so it went, with plenty of passengers leaving and boarding in Kingston in addition to full cruise passengers, a mix that was obviously good for Jamaican merchants and local hotels. Night clubs thrived when the *North Star* was in town and entertainers travelled back and forth in her. On February 28, she brought photographer Peter Nyholm and his wife, coming to Jamaica to do some work for "Vogue" magazine. And so, just as the *New Northland* had become a known quantity in Nassau, the *North Star* was now an important part of the Jamaica scene, offering as she did a regular connection to Miami.

The "Empress of Australia" Sets a Miami Record

The *North Star* was now the largest passenger ship sailing regularly from Miami, but larger ships still arrived from overseas. Canadian Pacific's *Duchess of Richmond* had become an annual caller, and at 20,022 tons was the largest cruise ship to have called at Miami. But in the winter of 1939, the line decided to send an even larger ship, the *Empress of Australia*, which at 21,860 tons set a new record. "The Gazette" covered her arrival in a special report from Miami on February 14: -

The Canadian Pacific 20,000-ton liner *Empress of Australia* sailed from here tonight after setting a record for tonnage at this Florida port. In addition to her greater tonnage, the visit of the *Empress of Australia* was something of an event because of her deep draft. It is only a few years ago that Miami was inaccessible to large transatlantic liners, and on their infrequent visits to the Florida coast they were forced to dock at Port Everglades.

Extensive dredging of the approach into Miami was carried out in recent years, and the first big ship to actually dock at Miami was the *Duchess of Richmond* four years ago. *Empress of Australia* successfully navigated the channel into the harbor and was greeted here by large crowds and city officials. The liner is in command of Capt W G Busk-Wood RD RNR.

The *Australia* is on a West Indies and Florida cruise out of England. She arrived here from Havana, and will call at Nassau before heading

back across the Atlantic toward Southampton. Her passenger list is practically all made up of English tourists.

Duchess of Atholl, another of the CPS liners, is scheduled to call at Miami on March 10, completing that company's Florida cruise schedule for this year. Following return of both ships to England they will re-enter the St Lawrence transatlantic run, *Duchess of Atholl* operating to Montreal and *Empress of Australia* to Quebec.

While the *Empress of Australia* was in Miami, the *North Star* was in Kingston and the *New Northland* in Nassau. Among the passengers on the *Empress of Australia* on that voyage was Lady Spencer-Churchill, wife of Winston Churchill, travelling as the chair of the women's section of the British Legion. Later, when the *Duchess of Atholl* called at Miami on March 10, the *New Northland* was there to greet her.

During the *Empress of Australia's* return voyage to England, she ran into a rather bizarre situation created by a single SOS message. Picked up by an American station from a vessel using an unallocated call sign, PECC, it said that it had been hit below the waterline by a torpedo from an unidentified submarine and was sinking. The *Empress* rushed to the position contained in the message, to the south of the Azores, but no wreckage was found and it was concluded that the message had been sent by a hoaxer.

Back in Florida, Clarke advertised the *North Star* in the local papers that winter with the theme "Visit England, Spain, France for as little as \$75!" A typical advertisement appearing in the February 19 issue of the "Miami Daily News" went on to say: -

Don't say "impossible"! You can actually see British-governed Jamaica, French-speaking Haiti and Spanish-born Havana in a week for less than the cost of playing ashore. You couldn't buy as much luxury and pleasure for twice the money anywhere on terra firma. And the glorious fun-filled sea voyage on board the beautiful t.s.s. *North Star* is a glamorous adventure you'll never forget.

See Nassau too - only overnight away from Miami. Only \$24.50 up via the smart s.s. *New Northland*.

As part of the advertising was being paid for by Jamaica, the ads for the *North Star's* cruises stressed "Direct service, low one-way and stopover rates. Stay a week or two in beautiful Jamaica. Only 59 hours from Miami on a glistening cruise ship with all outside staterooms."

"The Seahorse" Guide

A useful publication that Clarke used on its ships when they sailed from Miami was "The Seahorse," a guide to ports of call that was put together locally by John A Dey. Dey was Clarke's advertising manager in Miami and would eventually move to Pan Am when the war broke out. His "official ship's directory" was customized for each ship and port of call and presented to passengers "with the compliments of the Clarke Steamship Co," on the first morning at sea. The "Welcome Aboard" message for those distributed on board the *North Star's* 7-day cruises began: -

Last evening when your ship sailed we assumed a responsibility to you far beyond mere safe transportation from port to port.

It has long been a Clarke tradition that when a passenger crosses the gangway, they become a guest of this company in the fullest sense of the word. Your happiness, comfort and complete enjoyment of your "all too short" stay with us is our paramount consideration.

The officers and personnel of this ship are proud to be your hosts and will always be at your service...

For the next week this ship will be your home both afloat and ashore and we have tried to anticipate your every desire.

Further detail followed not only on the ports of call, but also on the location of the cruise office, the hire of deck chairs and rugs, the barber shop and beauty parlour, the ship's surgeon, the wine list, meal hours, the orchestra and everything a passenger might want to know about the cruise.

"The Seahorse" also had its advertisers, including the Seaboard Railway, who boasted on the inside back cover that its "Orange Blossom Special" was "3 hours, 45 mins faster than last season Miami to New York" - an effort to attract bookings for the trip home. This train, an all-pullman special, left Miami every day at 1:20 pm. Dating to 1925, it had been converted from steam to diesel in December 1938, resulting in a reduced travel time from Miami to New York of 26 hours and 35 minutes.

"The Seahorse" even had co-operation in its editorial it seems, if one can judge by the text that appeared under the heading "A Word About Clarke Cuisine": -

Realizing that well prepared, tastily served food is of primary importance to the enjoyment and well being of our passengers, the catering staff of the Clarke Steamship Co are constantly on the alert to bring to the tables the very finest in foodstuffs that the market affords.

A competent staff in the Shore Services of the company are charged with the responsibility of providing the ships with quality products, so to insure uniformity and standard quality, they standardize on such

products as Holsum Bread, baked by Miami's finest bakery; Royal Arms Coffee, roasted and blended daily in Miami to insure freshness. Bread baked by Holsum has been standard on the Clarke ships for several years, and again this year those products will be found on the t.s.s. *North Star*.

The Holsum Bread products, as well as the supplies furnished by other purveyors, are delivered fresh on each sailing day to insure the passengers of excellent food, well prepared and attractively served throughout the cruise voyage.

Other advertisers included the usual merchants, restaurants, bars and hotels, as well as vendors of rum and cigars, to be found at the *North Star's* ports of call, including of course Miami. And to round out all those one should know on board, as well as the master, chief officer, chief engineer, purser, chief steward and surgeon, were listed the names of the cruise director, social directress and musical director.

Railway Cruise Brochures

Clarke's passenger department had been producing cruise brochures for some time now, but railway timetables also began to include Clarke's Florida ships. When the Nassau service began in 1935 railways serving Miami had started to include Clarke's Miami-Nassau schedule in their own timetables, alongside Peninsular & Occidental's Miami-Havana route. An example of this was "The Dixie Route" from Chicago, operated by three railways serving Chicago, St Louis and Miami. Its Florida brochure featured three trains - the "Dixieland," "Dixie Flyer" and "Dixie Limited" - running between Chicago, St Louis and Miami, but also included the timetable for the *New Northland*.

With the arrival of the *North Star*, one railway decided to produce its own dedicated cruise brochures. The Seaboard Air Line Railway, chief competitor to the Florida East Coast Railway and Peninsular & Occidental combination, matched Clarke's cruise ship sailings from Miami with its own passenger trains from the north. From Boston, for example, it quoted an all-inclusive 10-day cruise tour every Friday during the winter season of 1938-39 from \$230.65.

The Seaboard was a progressive railway, having introduced air conditioning in 1936, as well as diesels and streamlined rolling stock. Its most famous train, the streamliner "Silver Meteor," would make her first overnight run from New York to Miami on February 2, 1939. Passengers arriving the next day and wanting to proceed to Nassau could catch the 5 pm sailing of the *New Northland*, or if they stayed over in Miami for a night, the 7-day cruise of the *North Star* leaving the next day.

Clarke also supported the railways, adding a section in Seaboard's 1938-39 winter brochure entitled "Take Your Holiday Cruise From Miami": -

Sail out of beautiful Miami harbor to the gorgeous West Indies - that's the latest smart winter cruise rage made possible by the inauguration, last winter, of luxury service out of Miami to Haiti, Jamaica and Havana on the popular *North Star*.

These Clarke cruises from Miami offer a fascinating added attraction to a Florida vacation. To Northerners they offer many advantages over sailing from New York or Boston. There is the swift, comfortable trip to Florida by luxurious air-conditioned trains; the transition from the northern winter to the delightful semi-tropical climate of Miami is made almost overnight. The fashionable brilliance and colorful beauty of Florida in winter become an exciting part of the winter vacation. Aboard the *North Star* or *New Northland*, the smooth calm waters of the tropics are reached immediately after leaving Miami, thus eliminating all the frequently disagreeable hazards of the North Atlantic in winter.

For those desiring to spend a holiday in Jamaica or Nassau, these Clarke cruises also provide a luxurious express service from the North to those fascinating British islands.

Seaboard owned the Old Bay Line operating between Baltimore and Norfolk, and was interested in placing a ship into service between Miami and Havana, to connect with its main line arrivals during the tourist season. For this it had organized the Miami-Havana Steamship Line to charter Eastern Steamship Lines *Evangeline* and begin sailings on January 25, 1938, with departures from Miami on Sundays, Tuesdays and Thursdays. Connecting with the "Orange Blossom Special" and other trains, this was not a cruise as much as a night boat service that delivered passengers to Havana the very next morning.

Clarke was now also advertising regularly in "The Highway Traveller," house organ of coach operator Greyhound Lines. A typical advertisement stressed avoidance of the potentially rough waters off North Carolina's Cape Hatteras: -

Nassau cruises on the *New Northland*. Sail from Miami and cruise the calm, warm Caribbean, avoiding the North Atlantic!

Cruise to Jamaica from Miami. Visit also Haiti and Havana on these *North Star* seven-day pleasure cruises ... \$75 up. Luxurious British cruise liner: all outside rooms, perfect service, entertainment, sightseeing.

Book now through your travel agent.

By stressing rail and coach connections to Miami, Clarke was of course also trying to keep potential customers from the clutches of the Clyde-Mallory Lines and Eastern Steamship Lines, who also had offerings from Miami.

Finally, it ran an essay contest with the "Miami Daily News" where first prize was a 7-night cruise on the *North Star* and second prize a round trip to Nassau in the *New Northland*. On February 26, this would produce a travel section publicity photo of Capt Boucher awarding the prizes to Mrs Reba Scott and Raymond Farringer, who had written the best essays on "Why I Would Like a Winter Cruise from Miami."

Peninsular & Occidental Takes the "Evangeline"

Meanwhile, in a competitive mood, and in order to keep the *Evangeline* out of Seaboard's hands, Peninsular & Occidental decided to charter her for its own account for the 1938-39 season, to connect with the Florida East Coast Railway, announcing: -

Because a great increase in Cuban travel was anticipated for the 1938-39 Winter Season, especially between Miami and Havana, the Peninsular & Occidental Steamship Company announced that effective the week of December 18th, 1938, it would place in operation in its Miami-Havana service the fast, modern passenger liner s.s. *Evangeline*, in addition to its own palatial s.s. *Florida*.

The increased service will provide six sailings per week between Miami and Havana - Southbound, daily except Sunday and Northbound, daily except Saturday. With P&O tickets interchangeable between these fine ships, passengers will find this improved schedule an aid in planning their Cuban visits.

The s.s. *Evangeline*, like the s.s. *Florida*, was especially designed and built for service in semi-tropical waters. Both ships afford the luxury, comfort and conveniences of large ocean liners - wide decks, spacious public rooms for lounging, dancing and dining. The famous cuisine of the P&O service will be featured on both of these splendid ships.

Staterooms are large, a majority of them outside rooms, and in addition to stateroom berths which are included in all fares, there are special rooms and de luxe suites with single or double beds, showers, toilets, tubs and other comforts and conveniences, available at a small extra charge.

Although extolling the ships' features, P&O was still far from offering any sort of cruise. While Clarke was in its fifth season of cruises to Nassau,

P&O was still quoting 10-day excursion round-trip fares of \$27.50 and six-month fares of \$30 and passengers had to go ashore in Havana. P&O was the fourth company to operate the *Evangeline* out of Miami, after Eastern itself, the Clyde-Mallory Lines and Seaboard's Miami-Havana Steamship Line.

The new schedules saw the *Florida* leaving Miami on Monday, Wednesday and Friday and the *Evangeline* on Tuesday, Thursday and Saturday, so January saw the *New Northland* taking passengers along with the *Florida* on Monday and with the *Evangeline* on Thursday. In the high season, the *New Northland* was always in Miami together with the *Florida*. The *North Star*, meanwhile, shared the Port of Miami with the *Evangeline* on Saturdays, and the *Iroquois* every second week.

The *North Star* met all the P&O ships in Havana. On arriving at 7 pm on Thursday, she would meet an outbound *Florida*, sailing at the same hour for Miami. P&O's 2,472-ton *Cuba* would usually be in port already, having arrived from Tampa and Key West at 3 pm. And at 9 am on Friday morning, just as the *Cuba* sailed for Key West and Tampa, the *Evangeline* would arrive from Miami. With the *North Star's* waking passengers enjoying first sitting breakfast at 7:30 and second sitting at 8:30, this gave them plenty to watch as they prepared for a day in Havana. That evening, the *North Star* would depart for Miami at 6 pm, and the *Evangeline* would follow an hour later. Although the *North Star* was the faster ship, they usually made the overnight passage together as the *Evangeline* was due at Miami at 8 am and the *North Star* at 8:30.

Ships From New York

Both Clarke cruise ships, and particularly the *North Star*, often met other cruise ships on her rounds as more and more ships had begun cruising south from New York. The importance cruising had reached by this point had been summed up in an American Express Travel Service report carried by the "Pittsburgh Press" on December 3, 1938: -

In addition to 82 special West Indies cruises scheduled by trans-Atlantic liners, Clyde-Mallory have just announced five cruises starting Jan 18, while the B&N is scheduling two, Furness three and Clarke fourteen.

Regular West Indies lines will make 58 December cruises and Furness Bermuda is preparing for a large volume of traffic to Bermuda.

The B&N Line referred to the Bergen Line's *Stella Polaris*, because its main service was across the North Sea between Bergen and Newcastle. While the *North Star* would offer fourteen 7-day cruises, the *New Northland* would also offer two longer cruises that winter. The first was a New Years cruise, leaving Miami on Wednesday, December 28, for a day in Nassau and two

days in Havana. And the other was a 5-day Easter cruise, following the same itinerary, and leaving Miami on Wednesday, April 5. These 5-night cruises sold from \$45 for New Years and \$40.50 for Easter, plus taxes.

On December 28, the *New Northland* left Miami on her New Year's cruise just as Canadian Pacific's *Empress of Britain* departed New York on hers. Clarke advertisements in Florida that December for "the luxurious s.s. *New Northland*" read as follows: -

Five-day cruise from Miami, Dec 28. Abroad to two foreign countries and back home again in five days. One day in Nassau - then Havana, gayest metropolis of America's own "South Seas!" Two pleasure-packed days seeing the city, and the world's most thrilling New Year's Eve celebration - the mad whirl of Havana's far-famed merry-go-round of pleasure. The ship is your hotel in port.

The St Lawrence traders *Empress of Britain* and *New Northland* both arrived in Havana for New Year's Eve, while a few hours later, the French *Champlain* and German *Columbus*, plus United States Lines' 24,289-ton *Manhattan*, sailed. This left the two Canadian ships to welcome in the New Year of 1939 in Havana. On New Year's morning, Swedish American Line's 21,532-ton *Kungsholm* arrived, while the Canadians sailed that evening, the *New Northland* casting off at 6 pm to be back in Miami by noon on Monday. While the two ships often met in the St Lawrence, it was rare for them to meet in the Caribbean as the *Empress of Britain* spent most of the winter on her annual World Cruise.

A few days later, returning to Miami from Nassau on Friday, January 6, the *New Northland* found herself meeting a ship from the other end of the scale. That day, she arrived in Miami together with Bergen Line's cruising yacht *Stella Polaris*, on a cruise from New York to Port au Prince, Kingston, Havana and Nassau. The next week, the *New Northland* played host to Sir Herbert Holt, still chairman at 82 of the Royal Bank of Canada. Holt had travelled in the *New Northland* before, as he had acquired an estate in the Bahamas in 1934, just as she began her winter Miami-Nassau service.

On the *North Star*'s circuit, meanwhile, although the New York ships tended not to favour Port au Prince, she would find herself there with the *Kungsholm* on March 27. In Kingston, where she spent Tuesday night, in addition to Canadian National's "Lady Boats" she would sometimes share the port with a Scandinavian ship such as the *Kungsholm* or Norwegian America Line's 18,673-ton *Oslofjord*, or another caller.

Kingston was an important port for the *North Star*. On February 7, she arrived with 140 transit passengers and 73 disembarkations from Miami plus another dozen from Port au Prince, while 49 embarked for Miami and two for Havana. And the next week she brought singer and dancer Lou Ann Meredith and baritone Bruce Cummings to entertain at the Glass Bucket Club and

Palace Theatre.

Among 46 passengers joining at Kingston on April 5 was Robert Teakle of Canadian National Steamships, who four months earlier had been hoping to sell the ship to the Turks. Bound for Miami with his wife and daughter, he was no doubt on holiday as he could easily have taken a CN ship to Halifax. On that same voyage were 97 transit passengers and 43 more she brought to Jamaica.

At Havana, the *North Star's* Thursday call kept her away from the weekend, when the New York cruise ships preferred to call on their way north, but she still met ships from Cunard White Star, Holland America and United States Lines. On March 31, she even made an overnight crossing from Havana to Miami in company with French Line's *De Grasse*, the only large New York-based ship to call regularly at Miami. From time to time, she also shared an overnight stay in Havana, as she did on January 26 with Furness Bermuda Line's *Queen of Bermuda*.

On her last voyage of the 1939 season, the *North Star* arrived at Kingston on April 11 with Desmond Clarke on board. Travelling with him were Mr & Mrs Onésime Gagnon. Gagnon had also joined him on the maiden voyage of the *North Gaspé* and were now returning to the *North Star* to see her registered in Montreal and sailing with a Quebec crew. Other passengers included Metropolitan tenor Rafaelo Diaz, who had sung at a Seamens Fund concert on board, Robert Bellchambers, manager of United Tours of Miami, and Frances King and daughter Margaret, who were doing their second cruise in the *North Star*, the first having been only two weeks earlier.

On that cruise, the *North Star* brought 158 transit passengers plus 29 who were disembarking, including the last of the Woman's Club members returning from Miami, and another 46 embarked for Miami. On the night of her arrival in Kingston, socialite Mrs Nichols hosted a cocktail party on board and along with the almost eighty local guests and officials were Desmond Clarke, the Gagnons and Mr & Mrs Frank Fraser, banana shippers and now owners of the *Farnorth*, renamed *Southern Lady*. Desmond visited the Governor once more, and told the press that stay-over visitors were up 50 per cent on 1938 and even more business would come in 1940. Meanwhile, the Italian invasion of Albania had started on April 7, and British and French warships were shadowing Italian warships off Corfu, while gas masks were being distributed in Malta, 55 miles from Italy.

When the *North Star* reached Havana on April 13, Holland America's 29,511-ton *Statendam* and the Anchor Line's 16,923-ton *Transylvania* both sailed on the day that she arrived, but the *Kungsholm* and Hamburg-American Line's 21,455-ton *New York* remained until the next day.

Cruise Ships at Nassau

By now, enough tourist trade had developed that the *New Northland* often found herself in Nassau together with other cruise ships, sometimes two or even three at a time. The ships she met most frequently were Cunard White Star's *Britannic*, Anchor Line's *Transylvania* and French Line's *De Grasse*, usually either southbound or northbound between Havana and New York, Nassau being a natural call in the middle. On Tuesday, February 7, all four ships arrived in Nassau together, the *New Northland* from Miami tying up at Prince George's wharf, while the *Britannic* and *De Grasse*, inbound from New York, and the *Transylvania* from Havana went to anchor and tendered passengers ashore. Nassau merchants had a very busy day.

A few days later, on February 10, the *New Northland* and *De Grasse* met again, this time in Miami, as the latter cruised north from Havana to New York. The two ships would meet twice more in Nassau and once again in Miami, on March 17, with the *De Grasse* en route from Haiti to Jamaica.

Other social news came that March, when the *New Northland* called in Nassau to find flyer Howard Hughes back in town again, this time partying with seventeen-year-old débutante Brenda Diana Duff Frazier, grand-daughter of Bank of Montreal director Sir Frederick Williams-Taylor. Williams-Taylor, whose face appeared on banknotes issued by the Bank of Montreal in the 1920s, owned a winter residence in Nassau and was a sometime traveller in the *New Northland* when he and Lady Williams-Taylor were not sailing to or from New York or England, where they resided.

On April 11, with the *New Northland's* last Nassau sailing, she left Miami together with the *De Grasse* for the overnight crossing to Nassau. Departing Nassau the next day, the *New Northland* returned to Miami for her last call of the season while the *De Grasse* headed south for Havana.

"Ports of Palm, Ports of Pine" by Alice Sharples

A novelty of 1939 was a book written by 33-year-old Alice Sharples, former social directress on the *North Star*, and published by the Clarke Steamship Co. Entitled "Ports of Palm, Port of Pine," this was a 200-page paperback, full of lore and stories from the destinations visited by Clarke cruise ships, sold on board company ships. "Ports of Palm" opened on one side and numbered 121 pages while "Ports of Pine" opened on the reverse and ran to 89 pages.

"Ports of Palm" covered Jamaica, Cuba, Haiti and Nassau, while "Ports of Pine" included Labrador, Newfoundland and Gaspé, as well as the North Shore and Prince Edward Island. Wilfred Grenfell, whose own works now included "A Labrador Doctor," "The Romance of Labrador," "Tales of the

Labrador" and just plain "Labrador," wrote the forward for "Ports of Pine": -

There is a lure to far-away places, and those who have felt it have truly lived. This is true of our northern countries, for, until recently, Labrador and Northern Newfoundland seemed like other worlds, intangible in their isolation and visited only by those who were fortunate to work among their courageous people. Today, those countries are well within our reach, and this book is a veritable voyage of discovery. Through the experience of a very understanding visitor, we can visit for ourselves, among northern ports, this remote land, which it has been my great privilege to serve.

Each section of the book had its own map on the inside cover, one of the Gulf of St Lawrence and the other of the Caribbean Sea. Forty years later, Alice would publish "The Price Family," a work on the pre-eminent forest products family of Quebec.

Cruising from Charleston, Savannah and Jacksonville

On February 26, 1939, a report appeared in the Charleston "News and Courier" headed "Two West Indian Cruises Offered - Trip to Bahamas Available in Addition to Bermuda Voyage This Year": -

The British steamship *New Northland* will make two West Indian cruises this year from Charleston, it is announced by Daniel Ravenel, agent for the Clarke Steamship Company, operators of the vessel. This is the fourth year the cruises are offered to Bermuda, and, in addition, a cruise to the Bahamas is offered this year.

The *New Northland* will arrive in Charleston from the Miami-Nassau service April 14 and will leave April 15 for a four-day cruise to the Bahamas, with a full day in Nassau, returning here late on April 19.

She will leave again April 20 for Bermuda, stopping in Savannah, with a two-day stopover in Bermuda and the ship will be used as a hotel.

Mr Ravenel says the cruise will take the visitors to the West Indies at the most attractive season of the year. The *New Northland* has a fine dance floor and an orchestra and entertainment will be offered day and night. Deck games will be available. Charleston is the only port which offers such cruises except New York.

Whether true or not at the time, this latter statement was not to stand, as towards the end of the winter season, on March 30, 1939, the following news story was filed with "The Gazette" from Jacksonville: -

The Canadian Red Ensign will be introduced to this port next month

when the Clarke liner *North Star* comes here for a special cruise out of Jacksonville to Cuba.

It will be the first visit of a Canadian passenger ship for the local harbor, and the 7,000-ton liner will set a tonnage record for Jacksonville. *North Star*, registered in Montreal, will sail from here on April 16 to Havana, returning on April 21. The liner, one of the fastest cruise ships afloat with a speed of 23 knots, has been operating cruises out of Miami to Haiti, Jamaica and Cuba. Following her Jacksonville-Havana run, she will head north, and will later enter her regular summer cruise service from Montreal to the Gulf of St Lawrence and Labrador.

The *North Star's* Jacksonville cruise would mark twenty-five years since the Plant Line's original *Evangeline* had performed a season of Florida winter cruises from there for P&O. While the *Evangeline* might have been considered to be a Canadian ship, she had in fact been British-registered until transferred to US flag at the beginning of the First World War.

But now both the *North Star* and *New Northland* are being called Canadian ships. It seems Clarke may have taken umbrage when the Charleston "News and Courier" described the *New Northland* as British, especially in the way "The Gazette" went on to confirm the plans for the *New Northland* from Charleston and Savannah: -

The Canadian ensign will be flown in a number of other southern ports this spring for the first time. The liner *New Northland*, also owned by Clarke Steamships of Montreal, will visit Charleston, SC, and Savannah, Ga, next month. She will run a four-day cruise from the South Carolina port to Nassau, the Bahamas, and an eight-day cruise from Savannah to St George's, Bermuda. These voyages follow her regular winter service between Miami and Nassau.

The *New Northland* would embark 120 passengers on Saturday, April 15, for her new 4-night Charleston to Nassau cruise. Her 8-day Bermuda cruise was meanwhile scheduled for Thursday, April 20, calling at Savannah on the way and arriving at St George's, Bermuda, on April 24. Leaving Bermuda again on the 25th, she would be back in Charleston on the 28th and Savannah on the 29th.

The April Jacksonville cruise was to have been followed by a second one in June, scheduled for San Juan as well as Havana. When it was announced in the "Miami Daily News" on May 6, under the heading "Special Cruise Due Next Month," even Clarke was now quoting displacement tonnage for the *North Star*: -

The t.s.s. *North Star*, 11,000-ton ship of the Clarke Steamship Co, will make a special sailing from Jacksonville on Sunday, June 18, to San

Juan and Havana, S E Wharton, passenger traffic manager, said here yesterday.

This cruise will be of ten days' duration and will permit three days ashore in San Juan and a day and a night in Havana. The Reserve Officers Association of the United States will be holding its annual convention at San Juan during the time the *North Star* is in port, which will afford members residing in the south opportunity to join in the festivities.

Following completion of winter service between Miami and Jamaica, the *North Star* has been undergoing minor repairs.

In the end, this cruise did not take place, but various Southern ports saw Clarke cruises each spring and autumn as the ships moved north and south between Miami and Montreal. The *North Star's* first cruise from Jacksonville in 1939, however, would come to have repercussions a few years later.

A Royal Visit to Canada

Back north, the year 1939 saw a Royal Tour of Canada, when King George VI and Queen Elizabeth arrived off Ile d'Orléans on May 16, two days late because of heavy seas, thick fog and icebergs en route. A Canadian Press report from on board their ship commented on their day in the river on May 16: -

Eagerly awaiting the historic moment when they disembark at old Quebec, the King and Queen rode triumphantly up the St Lawrence River tonight on the *Empress of Australia*.

They spent the greater part of the morning and afternoon on deck, gazing through bright sunlight at the south shoreline and getting a slight idea of how heartily Canadians will receive them tomorrow when they disembark at Wolfe's Cove.

Freighters, tramp steamers and other vessels steaming down the broad St Lawrence lowered their flags to the royal ensign. The *Empress* and her convoy of warships dipped theirs in acknowledgement.

Their arrival was reported in the "New York Times" in a special May 16 report from Quebec that appeared the next day: -

The steamship *Empress of Australia*, bearing the King and Queen of Great Britain, dropped anchor at 11:30 tonight off the town of St Jean on the Ile d'Orleans, about twelve miles downstream from this

citadel-crowned ancient capital of French Canada.

St Jean is a signal station out of sight of Quebec. Not until tomorrow will the French-speaking subjects of King George VI and Queen Elizabeth have an opportunity to express their fealty and their enthusiasm for this, the first visit of a ruling English sovereign to any dominion in the British Commonwealth of Nations.

As the white liner, serving as royal yacht, came to her anchorage police boats swept the broad St Lawrence clear of all other traffic. Tankers, liners, freighters, tugboats and small power craft all were held motionless along shore as a precaution against accidents.

The liner will lay at anchorage until about 7 o'clock tomorrow morning, then will proceed to Wolfe's Cove for the debarkation of the royal visitors at 10:30. Until they land river traffic will be paralyzed.

The year-old *North Gaspé* was due to leave Montreal at 7:30 that evening on her third voyage of the season, to arrive at Quebec at 6 am the next morning, but she, along with several other ships, had to delay their arrivals while the royals disembarked. As it was early in the season, the *North Star* was cruising on the eastern seaboard but the *New Northland* had returned. Filling in for the *Gaspesia* on her second North Shore and Newfoundland voyage of the season, she was in Corner Brook at the time, about to return via the North Shore.

Another visitor boarded the *Sable I* on June 14, bound for Labrador via the North Shore, when W E Clyde Todd of the Carnegie Museum boarded at Montreal. A veteran of twenty expeditions to Labrador, Todd was bound for the Grand Falls of the Hamilton River, today's Churchill Falls, eventually to return via North West River and Battle Harbour, and board the *Sable I* again on September 11 at Blanc-Sablon, for his return to Montreal. His first expedition in 1917 had been three months' canoeing through the wilderness from Sept-Iles all the way to Fort Chimo. Todd would later publish "Birds of the Labrador Peninsula," one of the most exhaustive works on the subject.

The day after Todd boarded the *Sable I* at Montreal, the *Empress of Britain* became part of the Royal Tour when she embarked the royals at Halifax, on June 15. She called at Conception Bay the next day so that the King and Queen could visit Newfoundland on their way home. Both inbound at Quebec and outbound at Halifax, the royal escort had been provided by the destroyers HMCS *Saguenay* and HMCS *Skeena* and the cruisers HMS *Glasgow* and HMS *Southampton*.

The "North Star" Cruises to Bermuda

Clarke ships often found their way to Bermuda between the summer

St Lawrence and winter West Indies seasons. One such voyage occurred after the Royal Tour in June 1939, when Thomas Cook & Son/Wagons-Lits chartered the *North Star* for a 6-night cruise from Norfolk to Bermuda, with fares beginning at \$55. This cruise in fact replaced the one that had been scheduled from Jacksonville on June 18.

The *North Star* left Norfolk at 3 pm on Saturday, June 24, for St George's, where she arrived on Monday morning, the 26th. As was the custom with Bermuda cruises, she would spend a couple of nights in port while her passengers enjoyed the island. She sailed again at noon on Wednesday, June 28, for a morning return to Norfolk on Friday the 30th. This itinerary followed closely one that Eastern Steamship Lines' 6,185-ton *Acadia* had introduced from New York the previous summer.

St George's was now used more frequently by cruise ships, particularly by Eastern Steamship Lines, which offered regular Bermuda cruises in the 1930s. It had also been used that spring by Clarke's own *New Northland* on her April cruise from Charleston and Savannah. Passengers could reach Hamilton conveniently by the Bermuda Railway, an electric line that opened in 1931. The scenic ten-mile trip started right on the cruise ship dock in St George's and took 55 minutes to reach Hamilton. Meanwhile, Furness Bermuda and Canadian National's "Lady Boats" docked on Front Street in Hamilton.

Of course, Thomas Cook were Bermuda experts, having first developed the market for the Quebec Steamship Co. And the *North Star* was no stranger to Bermuda either, having made twenty-four cruises from Boston to Bermuda in 1932 while she was sailing as Canadian National's *Prince Henry*.

After disembarking her Bermuda cruise passengers in Norfolk, the *North Star* made a quick overnight passage up to New York, where she was due to start her 1939 summer season the following day.

The "New Northland's" Special Early Summer Cruise

As the *North Star* was leaving Norfolk on the 24th, the *New Northland* was at Quebec, returning from what had been advertised as a "Special Early Summer Cruise." The previous Thursday, June 15, the *New Northland* had left Montreal on a different itinerary from normal before beginning her summer season. This 9½-day cruise, starting at \$75, had originally been scheduled to take in Quebec, Murray Bay, Mont-Louis, Gaspé, Summerside, Charlottetown, Pictou, Baie Comeau, the Saguenay, Tadoussac and Quebec.

The *New Northland* called at Quebec for only half an hour, from 9 to 9:30 am on Friday, long enough to board passengers before leaving for Murray Bay, where she was to stay from 3:30 that afternoon until 7 pm. On the Gaspé coast, she spent three hours at Mont-Louis on Saturday afternoon

and five hours, from 7 am till noon, at Gaspé on Sunday morning. Her Prince Edward Island calls were made on Monday, stopping at Summerside between 7 and 11 in the morning, before cruising the 49 miles to Charlottetown, where she remained from 4 pm till midnight.

On leaving Pictou, instead of proceeding to Baie Comeau as originally planned, the *New Northland* sailed for the Magdalen Islands. The short 116-mile voyage from Pictou to the Magdalens, where the *North Gaspé* had started calling a year earlier, foresaw another development that would occur six years later. From the Magdalens, the *New Northland* set out on the 513-mile run to Cape Trinity in the Saguenay, the longest leg of her cruise. Spending six hours at Tadoussac on Friday afternoon, a westbound Canada Steamship Lines steamer dropped in for half an hour before the *New Northland* herself left for Quebec and a stay of eight hours, from 7 am to 3 pm on Saturday. At precisely the same hour as the *North Star* was leaving Norfolk for Bermuda, the *New Northland* departed Quebec for an overnight trip to Montreal.

Cruises that included the Maritime Provinces but did not touch on Newfoundland were rare for the *New Northland*, as was the call at Tadoussac, which usually saw regular calls by the Canada Steamship Lines Saguenay ships and an overnight stay of the *Richelieu* on summer Wednesdays. But this cruise repeated one Clarke had offered the year before, except that it omitted Baie Comeau.

The 1939 Season and Cruises from New York

With the World's Fair in New York in 1939, the *North Star* offered a season of summer cruises that alternated between New York and Montreal. An 11½-day cruise, starting at \$145, left New York for Halifax, Pictou, Charlottetown, Gaspé, Corner Brook, Bonne Bay, St Anthony, Forteau Bay, Havre-St-Pierre, the Saguenay River, Murray Bay, Quebec and Montreal, where passengers disembarked. From Montreal, the itinerary took 11 days in reverse, starting at \$135, and dropped the call at Murray Bay but added one at Boston on the way back to New York. Connecting fares for passengers returning from either New York or Montreal were \$18 by air, \$12 by train or \$8 by bus.

The cruises had been announced in the "New York Times" on March 26, 1939, in a story headed "Sailings to Labrador - Fair Visitors Offered Cruise to Northern Waters": -

Offering World's Fair visitors and other tourists an opportunity to cruise northern waters, the Clarke Steamship Company has scheduled a number of sailings to Labrador, Newfoundland and Gaspé between June and late August. Three of these trips, July 1, 29 and Aug 26, start from New York. The others leave from Montreal.

The eleven-day trips out of New York stop at Quebec and Montreal, continuing on to Nova Scotia, Prince Edward Island, Newfoundland and Labrador. Visits to the Grenfell Mission and to other remote ports are part of an unusual itinerary. Among high spots are the fjords of Western Newfoundland and scenic stretches along the St Lawrence and Saguenay Rivers.

Travelers sightseeing through Canada may go on to Labrador, Newfoundland and Gaspé from Montreal either on passenger steamers or on a combination passenger-freighter that puts in along the picturesque Gaspé Peninsula and covers the Magdalen Islands.

As she had in 1938, the *North Star* managed to squeeze in a quick weekend cruise to the Saguenay on each turnaround at Montreal. Her high speed allowed her to sail as far downstream as Baie Comeau, where she called on Saturday, as well as make a short Sunday call at Murray Bay on her way back to Montreal from the Saguenay. But compared to four cruises that she offered from Montreal in 1938, she would now offer five Labrador cruises, three of which would depart from New York. Although the *New Northland* would do one Labrador cruise less this year, there would still be nine such cruises and a record Labrador berth capacity of 2,375. Since the first Labrador cruise in 1930, the total number of berths offered to that rocky coast had now reached 11,500.

The opening of the 1939 summer season for the *North Star* involved her in a little piece of publicity when she left New York on July 1 on her first summer cruise. With the woman's page editor of the "Miami Daily News" on board, as she approached Montreal a press wire headed "Labrador Cruise Season Begins" reported: -

Bearing official greetings from Hon E G Sewell, mayor of Miami, to Mayor Camillien Houde CBE of Montreal, Miss Mary Joyce Walsh, "Miss Florida at the World's Fair," has sailed from New York on the Clarke liner *North Star* as a Labrador cruise passenger. Miss Walsh acts in the dual capacity of "Miss Florida" and "Miss Miami" at the fair. Accompanying her on the *North Star* is Miss Dorothy Hodge, one of the fair's "Girls of Tomorrow."

The *New Northland*, meanwhile, had started her season on June 15 with an "Early Summer" cruise that saw her embark Quebec Lieutenant-Governor E L Patenaude along with the Quebec health and agriculture ministers and their three wives, at Quebec the next day. This special cruise called at the Magdalen Islands, where Patenaude inaugurated the new Notre-Dame-de-la-Garde hospital, whose first medical staff had been brought in by the *Sable I* the previous November.

After a single "Round the Gulf" cruise on June 26, she would then

commence her summer season of four 12½-day cruises in July and August from Montreal, from \$135, calling at Quebec, Murray Bay, Mont-Louis, Gaspé, Corner Brook, Bonne Bay, St Anthony, Forteau Bay, Battle Harbour, Harrington Harbour, Havre-St-Pierre, the Saguenay River and Quebec again on the return. Only the *New Northland* could call at Battle Harbour as the *North Star* was too big and thus had to limit herself to Forteau Bay. It was on one of these cruises in August 1939 that Mary Vicary would write her husband in Erie, Pennsylvania, on a post card of one of the *New Northland's* cabins de luxe: -

Dear Arthur. We are en route from Gaspé across the Gulf to Corner Brook, Newfoundland. I had no idea of the beauty of the Laurentians in this section. Some day we should motor up around the Gaspé Peninsula - dear me - another trip! This is a picture of our cabin, there are just a dozen like it and we are very lucky to have one - most quarters are very trim. All my love, Mary

Another 12½-day "Round-the-Gulf" cruise on September 4 would round out the *New Northland's* summer schedule, with calls at Summerside, Charlottetown and Pictou, instead of the Strait of Belle Isle, and starting at \$101.25.

That season, in addition to Captains Boucher in the *North Star* and Tremblay in the *New Northland*, the *North Gaspé* was under the command of Capt Aurèle Fraser, the *Gaspesia* under Capt Georges Caron, a native of l'Islet-sur-Mer who had taken over from Capt Tremblay when he had gone to the *Northland* in 1926, the *Sable I* under Capt Antoine Fournier, back in command of his old ship, and the *Cape Gaspé* under Capt A Lévesque. Meanwhile, Capt Gérard Fournier, latterly in command of the *North Voyageur*, had moved to the *Jean Brillant* after Fraser became first master of the *North Gaspé*.

Meanwhile, Newfoundland Canada's *Belle Isle* now left Montreal at 8:30 am on Friday, instead of 3 pm, allowing her to cruise by daylight down to Quebec. She then sailed overnight to the Saguenay, where she cruised from 8 am to 2 pm on Saturday, then making a call at Quebec on her return voyage. Every second Tuesday that summer, an outbound *New Northland* and inbound *Belle Isle* would call at Quebec on the same day, the *New Northland* between 9 and 9:30 am and the *Belle Isle* between 4 and 7 pm. On her way from Quebec to Murray Bay, the *New Northland* would usually meet an inward *Belle Isle* bound for Quebec.

That summer, when the *North Star* arrived at Montreal from New York of a Thursday morning, she would prepare for her weekend Saguenay cruise. As she did, further up the harbour the *Belle Isle* was at Shed 6 extension, between her Wednesday arrival and Friday departure. The line's Montreal pier had now been changed to a location that was more central for passengers.

At Bonne Bay, other than a single call in 1936, this was the first time the *New Northland* had included this call in her summer schedule, and the first time it had seen more than one regular caller since the *North Star* and *North Voyageur* in 1937. On May 10, the *New Northland* took the *Gaspesia's* usual North Shore and Corner Brook departure that also called at Clarke City and Natashquan each way, but also included a call at Bonne Bay. In fact, in 1939 the *Gaspesia* added a regular call at Bonne Bay after leaving Corner Brook. Among the *North Star*, *New Northland* and *Gaspesia*, twenty-four calls were scheduled for Bonne Bay, bringing the largest number of tourists that destination had ever seen.

The new schedules also once more made provision for a two-ship call at Murray Bay, with the *New Northland* making a short outbound call and the *North Star* a longer inbound one. In 1939, this meeting was planned for Tuesdays, away from Canada Steamship Lines' *Richelieu* on Thursdays. On July 11, August 8 and September 5, the *New Northland* would arrive at 3:30 pm, and the *North Star* half an hour later. Both ships then remained at Murray Bay until the *New Northland* proceeded downstream at 7 pm, while the *North Star* stayed until 1 am so her passengers could enjoy the Manoir Richelieu. The *North Star* made three Murray Bay calls that summer, plus three two-hour evening calls on her weekend Saguenay cruises, while the *New Northland* would call half a dozen times between June and September.

The *New Northland* and *North Star* continued to leave Montreal on Mondays, but the *North Star*, now alternating between Montreal and New York, would see only two Monday departures from Montreal that summer, on July 17 and August 14. With the two bigger ships no longer alternating every week, the *North Gaspé* moved her Magdalen Islands cruise to Mondays when the *New Northland* did not sail, so that when the *North Star* sailed for New York, she now did so in company with the *North Gaspé*. This was the opposite of 1938, when the *North Gaspé* had sailed together with the *New Northland*. The *North Gaspé's* Gaspé-only sailings, meanwhile, continued to leave on Tuesdays, the day after the *New Northland*.

The 1939 schedules also saw the *Gaspesia* sailing on the same day as Canadian National's *Lady Rodney* and *Lady Somers*, so one of the "Lady Boats" would now follow the *Gaspesia* downstream about an hour and a half after her Wednesday sailing. The "Lady Boats" generally arrived in Montreal on a Sunday and left on a Wednesday, with the two Clarke cruise ships sailing on Mondays. In 1938 it had been the *New Northland* that was in Montreal when a "Lady Boat" arrived, but in 1939 it was the *North Star*, which also found one of the eastern route "Lady Boats" loading at Halifax on her southbound voyages to New York.

The importance of Clarke's US offices cannot be underestimated, especially after the acquisition of the *North Star*. Not only did company ships sail from American ports by winter, but a sampling of passenger lists for

three Labrador cruises tells us just how important the American market was. On August 17, 1936, for example, a fully-booked *New Northland* had left Montreal under Capt Joseph Boucher with 176 passengers, of whom 163, or 93 per cent, were American and 13 Canadian. A year later, on August 16, 1937, under Capt William Tremblay, she had carried 172, of whom 161 were Americans and 11 Canadians. Almost two years later, on July 29, 1939, the *North Star* sailed from New York under Capt Boucher with 248 passengers, every one of them American, for an 11½-day cruise that finished in Montreal. For reasons now unknown, this particular cruise left New York with a quarter of her 335 berths empty.

That summer, Sir Wilfred Grenfell, now 74, whose missions had become such a tourist draw, took the *North Star* to St Anthony one last time, sailing from Montreal on July 17. Having retired to Vermont in 1935 due to ill health, his intended return was sadly to inter the ashes of Lady Grenfell, who had died in 1938, on a hillside overlooking St Anthony.

Cargo to the Maritimes

The *Gaspesia's* extension to Prince Edward Island in 1931, together with the addition of Pictou in 1933, had generated new cargo demand, which had been handled by the *New Northland* in the spring and autumn months, after the *Gaspesia* moved to the North Shore run in 1938. As there was still no provision for summer cargo, Clarke had once more to charter ships in to handle it, as it had the year before.

In 1939, therefore, Clarke arranged to charter three ships from the Gulf & Lake Navigation Co Ltd of Montreal for the Maritimes trade. Gulf & Lake had been formed just the year before by R A Carter to acquire three 1,727-ton sister canallers, the *Birchton*, *Cedarton* and *Oakton*, from Toronto owners. Coal-fired vessels of 259 by 43 feet built in Scotland in 1923-24, they could carry about 2,700 tons of cargo. Fitted with two tall masts and four derricks for handling cargo, they had a service speed of 8 knots.

Once acquired, Gulf & Lake built up the three ships' forward hatches by about four feet for service in the Gulf of St Lawrence. Clarke then made arrangements to charter them for the summer of 1939, intending to run them eastbound with general cargo before they returned with Nova Scotia coal. A typical advertisement for that summer, in the August 17, 1939, edition of "The Gazette" included the following sailing card: -

Next sailing for Summerside and Charlottetown, PEI, Pictou, NS (Trenton, Westville, Stellarton). Thursday, August 17. s.s. *Cedarton*. For further details apply: Clarke Steamship Co Ltd

Clarke advertised the *Birchton*, *Cedarton* and *Oakton* in its "Maritimes & Newfoundland" service from Montreal. Local Pictou shipping reports

showed all three ships making calls there, as well as the *New Northland* on her June cruise, delivering between 150 and 300 tons each per voyage. These may not seem like large quantities but the ships also discharged at two ports in Prince Edward Island, and domestic general cargo was high volume and low weight, including as it did items such as breakfast cereals. At Pictou, Clarke also unloaded cargo bound inland for points such as Trenton, Westville and Stellarton.

Anticosti Shipping Expands the "Fleurus"

Taking a leaf out of Clarke's book when it installed extra cabins in the *New Northland* in 1936, over the winter of 1938-39 Anticosti Shipping added eleven more cabins to its own *Fleurus*. This included seven on the Promenade deck and three aft on Cabin deck, while suite A forward on Cabin deck was divided into two suites called C and D and the dormitory was phased out. But adding one upper berth each in what were now suites E and F, aft on Cabin Deck, and converting them from three-berth to four-berth cabins meant she could no longer claim to have "no upper berths." It nevertheless increased her cruising capacity by more than half, from 40 berths to 62.

At the same time, seating in the *Fleuruss* dining room was increased from 24 to 32 by replacing two tables surrounded by banquettes on each side of the room with six tables around the outside and two tables in the middle of the room. The itinerary was also considerably changed and "The Trip Log" now described the *Fleurus* cruise thus: -

Montreal to Quebec, Baie Comeau (North Shore), Port Menier (Anticosti Island), Fox River and Chandler (Gaspé Peninsula), Port du Chene (New Brunswick), Summerside and Charlottetown (Prince Edward Island), Pictou (Nova Scotia), Cheticamp (Cape Breton Island) returning via Charlottetown, Summerside, Port Menier, Saguenay River to Quebec and Montreal.

A magnificent itinerary on small 60-passenger Canadian cargo ship, oil burning, well appointed but by no means elaborate. No doctor or stewardess but efficient French Canadian stewards. Ship just equipped with new wireless telephone.

In 1939, the *Fleurus* fare was still \$90, but the cost of shore excursions had risen sharply, from \$9.50 in 1937 to \$11 in 1938 and \$14.50 in 1939. "The Trip Log's" comment was "shore excursions at \$14.50 are definitely recommended and must be purchased when paying for tickets." Anticosti Shipping had thus obtained what amounted to an important fare hike while still being competitive with the *North Star* and *New Northland* and staying below the magic \$100 fare mark. The *Fleurus* offered nine of these longer cruises in 1939, departing between July and October, with a 20 per cent fare reduction from September.

In the early part of the season, lower fares were offered. The Anticosti Shipping Co advertised "Spring Cruises on the s.s. *Fleurus*" in the April 19, 1939, issue of "The Gazette," for example. Three 12-day "special cruises" to Anticosti, Gaspé and the Maritimes, with departures from Montreal on April 26 and May 10 and 23, started at \$65, and a 10 per cent reduction was also offered for honeymooners (which Clarke also offered that spring). These were followed by five 6-day summer cruises starting at \$56 on June 12, 19 and 26 and July 3 and 10, again from Montreal. The Anticosti Shipping advertisement stressed "Excellent Food and Accommodation" and "Most Interesting Itinerary on St Lawrence," at least according to them.

Cunard White Star Tender Service at Quebec

Having bought *L'Ile d'Orléans* for the car ferry service between Rivière-du-Loup and St-Siméon, Clarke decided to reassign the *Père Arnaud*, until now engaged on the run to Blanc-Sablon, to providing a passenger ferry service between Quebec and

Cunard White Star's "The Historic St Lawrence River Route to Europe" described its service as follows: -

A weekly service between Montreal (and Quebec) and the ports shown ... is maintained by eight ships of the Cunard White Star and Donaldson Atlantic Lines. These liners, now so popular on the St Lawrence Route, are the *Aurania*, *Alaunia*, *Ascania*, *Ausonia*, *Andania*, *Antonia*, *Athenia* and *Letitia*. The first four named sail to the Channel and their calls at Plymouth and Le Havre enable passengers to take advantage of the shortest possible route to London and Paris, respectively, while those who land in London have an opportunity of enjoying a trip up the Thames. The remaining four ships land passengers at Belfast, Glasgow and Liverpool, from which train connections are available to all parts of the British Isles.

Cunard's ships were all of about 14,000 gross tons while the 13,581-ton *Athenia* and 13,475-ton *Letitia* were contributed by the Donaldson Line. The *Andania*, was running to New York in 1939, the London service remained weekly while Liverpool was missed out once every four weeks.

Roosevelt Visits Newfoundland

That August, while President Roosevelt was cruising the East Coast in the heavy cruiser USS *Tuscaloosa*, he made a visit to Bay of Islands, Corner Brook and Bonne Bay, Newfoundland, between Thursday, August 17, and Sunday, August 20. "Time" magazine carried the news in its August 28 edition under the heading "Farthest North": -

Meantime, sea-loving Franklin Roosevelt journeyed the farthest north that he had been while President. Dogged by fogs which delayed the comings & goings of his mail planes, he cruised on the *Tuscaloosa* to Halifax and Sydney, NS, thence to Bay of Islands and Bonne Bay, Newfoundland. Not since he and his cousin Gracie Hall Roosevelt went there in 1908 had he fished for salmon in the gorge of Newfoundland's Humber River. Water and weather were perfect but Fisherman Roosevelt landed no salmon after trying all day...

Continued fog, and the necessity of signing WPA authorizations, obliged the President to give up visiting the Labrador coast, turn back across the Gulf of St. Lawrence, head for Annapolis and Washington.

That the American president was touring Clarke cruising grounds can only have attracted more attention to its Gulf and Labrador cruises. As it happened, the *North Star* was travelling in the opposite direction at the time, leaving Bonne Bay at 10 am on Saturday, August 19, and arriving at Corner Brook at 2 pm, for an overnight stay that lasted until 12:30 pm on Sunday, the day Roosevelt headed south again. The Clarke ship then met the USS *Tuscaloosa*, with Roosevelt still on board, in Halifax the next week, when both ships called there on the morning of Wednesday, August 23.

The "North Star's" Last Summer Cruise

Arriving back in New York on Friday, August 25, the *North Star* sailed again at 10 pm local time on Saturday, August 26, on her last summer cruise from New York, bound for Halifax, Newfoundland, Labrador, the Gulf of St Lawrence, Quebec and eventually Montreal. Sailing the same day were Eastern's *Acadia*, headed for Bermuda, the sister ships *Monarch of Bermuda* and *Queen of Bermuda*, both also for Bermuda, the *Fort Amherst* for Halifax, Corner Brook and St John's and Cunard's 16,243-ton *Lancastria*, bound for Nassau.

By now, the *Fort Amherst* was making alternate trips from New York via Halifax to Corner Brook before proceeding to St John's, while calling at St Pierre et Miquelon on the other weeks. With the addition of Corner Brook to the Furness Red Cross Line rotation, that port was now seeing regular visits by three passenger ships, in the *North Star*, *New Northland* and *Fort Amherst*.

The *North Star* was now perceived to be a big enough success that her

arrival at Pictou on one of her 1939 cruises precipitated a question from one observer. The "Financial Post" noted his jottings in its issue of September 2, 1939: -

A writer in the Halifax Commercial Club Bulletin says he sat on the beach at Pictou Lodge recently and watched the *North Star* - formerly the government boat *Prince Henry* - steam into Pictou Harbour. From being a government white elephant she is now doing an apparently profitable tourist trade for her new employers.

"Why," he wondered, "did the people of Canada take such a licking as far as she and her sister ship, the *Prince David*, were concerned?" Years ago he recalled that the Plant Line used to run a successful line to Boston and that in those days cheap excursions to that port were a favourite trip for Haligonians. Why, he asks, could not something of the same sort be done by the *Prince David* (now lying idle) from Halifax?

There was one point about the ships leaving New York that day though. While the departures mentioned made up a typical Saturday sailing list from New York, it was very unusual for both Furness Bermuda ships to be sailing on the same day. But Furness had been advised just the day before that the *Queen of Bermuda* was to be requisitioned so she had been sent to Bermuda to repatriate American tourists.

Another thing that couldn't be known that day was that the *Lancastria*, now cruising towards Nassau, would be lost with close to 4,000 souls while evacuating Allied personnel from France the following June. Far from the happy holiday crowds, her sinking, by bombs from a Junkers 88 bomber off St Nazaire, would become the largest single disaster in British merchant shipping history.

New York to the West Indies

On August 9, 1939, the Jamaican Government had passed a motion to pay the Clarke Steamship Co the usual £4,000 subsidy, or about \$20,000 per season, towards the Miami-Jamaica service for the winter seasons of 1940 and 1941, provided that a third of the *North Star's* accommodation would be reserved for stay-over passengers. There had even been discussion about whether the service could be maintained year-round.

By bringing two or three hundred passengers a week to Jamaica the *North Star* had not only introduced a new class of tourist from the US Midwest, but was also said to have been the salvation of a couple of hotels in the 1938-39 season. It was estimated that in a season the Clarke ship brought about \$185,000 to the local economy, including \$37,900 in passenger duties, \$12,500 in harbour dues, wharfage and services, \$140 per

head spent per stay-over passenger and \$30 per transit passenger.

Also, now that Clarke owned the *North Star*, it sought further employment for her in the autumn months, as it was no longer possible just to return her to Canadian National to be laid up in Halifax alongside the *Prince David*. Clarke thus developed a new autumn cruise schedule that would not only give her that employment but would do so from New York. New brochures were printed outlining a series of eight 12½-day "Treasure Chest" cruises to the West Indies, to begin at \$95, with the first to leave New York on Friday, September 15, for Cap Haitien, Santiago de Cuba, Kingston, Montego Bay, Grand Cayman and Havana, and on alternate Saturdays until December 23.

And it turned out that the tender service at Quebec would not be Clarke's only dealing with Cunard White Star, for arrangements had been made for the new cruises to depart from the Cunard White Star Line pier in Manhattan, which she had been using for her summer cruises. "The Gazette" commented in its August 28 edition: -

Another successful cruise season is predicted by travel agents for the Clarke liner *North Star*, which will operate this fall on a series of eight special cruises to the Caribbean from New York. With these "Treasure Chest" cruises, the Clarke line will be the first Canadian shipping company with ships of Canadian registry to operate cruises out of New York to the West Indies.

The first cruise leaves New York on September 15, calling at Norfolk, Va (in the case of the first cruise only), and is already almost booked to capacity. Subsequent cruises will omit the Norfolk call, sailing direct from New York to the Caribbean, leaving New York on alternate Saturdays until December 23. Special autumn rates apply on these 12½-day cruises.

A striking feature of these 'Treasure Chest' cruises is that the *North Star* will visit the Cayman Islands, a call never before made by any cruise ship from North America.

The claim that Clarke would be the "first Canadian shipping company with ships of Canadian registry to operate cruises out of New York to the West Indies" was sound enough. When she had cruised from New York in 1936 as the *Prince Henry*, it had been for National Tours. And although the Quebec Steamship Co had operated Canadian-flag ships from New York to the West Indies between 1917 and 1919, these had been wartime and trading voyages rather than cruises.

Grand Cayman was new and the addition of Montego Bay to Kingston, something Clarke had been discussing with the Jamaican Government in July, would now offer two stops at that island. Port Antonio had also been after

both Clarke and Royal Mail Lines to make calls there but Montego Bay had won the day.

On the same day as "The Gazette" was talking about Clarke's new "Treasure Chest" cruises, an ominous-sounding radio news bulletin from London dated August 27 was quoted in the "New York Times," reflecting a growing fear of war in Europe. Under the heading "Admiralty Takes Control," it reported that: -

The Admiralty has taken over control of all British shipping, it was announced tonight. The control came into operation as from midnight last night. It means that all British ships must obey all Admiralty instructions, including changing course and destination while at sea.

On the day after this news broke, on her latest arrival at New York on August 28,, the French Line announced that it was temporarily laying up its flagship, the *Normandie*, in New York in order to avoid her becoming involved in any outbreak of war in Europe.

The 1939-40 Miami winter season had already been planned. The *New Northland* was to begin her sixth consecutive Miami-Nassau season on December 15, while the *North Star* would start her third season of Miami-Haiti-Jamaica-Havana cruises on January 13. As early as April, Desmond Clarke had predicted that the 1939-40 winter season would be 45 days longer, beginning in mid-December and running through to May 1. And a new general agent had been appointed in Boston to look after New England, giving Clarke passenger offices in New York, Chicago, Montreal, Quebec and Boston as well as a seasonal Miami office.

Moreover, the 1939-40 winter season was to be followed by Clarke's first South American cruise, a 35-day voyage by the *North Star*, set to leave Houston on May 23, 1940, with 300 passengers for the Rotary International convention at Rio de Janeiro, on June 9-14. With fares from \$270, this cruise had been arranged by American Express and Thos. Cook-Wagons Lits as part of a five-ship operation for the Rotary International 1940 Transportation Committee in New York.

The other four ships, all to sail from New York, were Moore-McCormack Lines' 20,614-ton *Argentina* (i) and *Brazil*, Holland America Line's 36,287-ton *Nieuw Amsterdam* (i) and Norwegian America Line's *Oslofjord* (i), which was also scheduled to call at Miami on May 27 to embark Rotarians from the southeast. The last two ships had both been completed in 1938. The *North Star*'s Houston departure, the last to be arranged, was to cater for Rotarians from the west and southwest.

But by now, world events were rapidly taking over in Europe and elsewhere. In August, Canadian Pacific had announced the cancellation of the *Empress of Britain*'s 1940 World Cruise, and in the end the Rotary conference

would be held in Havana, on the same dates, but with attendance at 3,713, fewer than what could have been accommodated in the five ships. Rio would have to wait until 1948.

