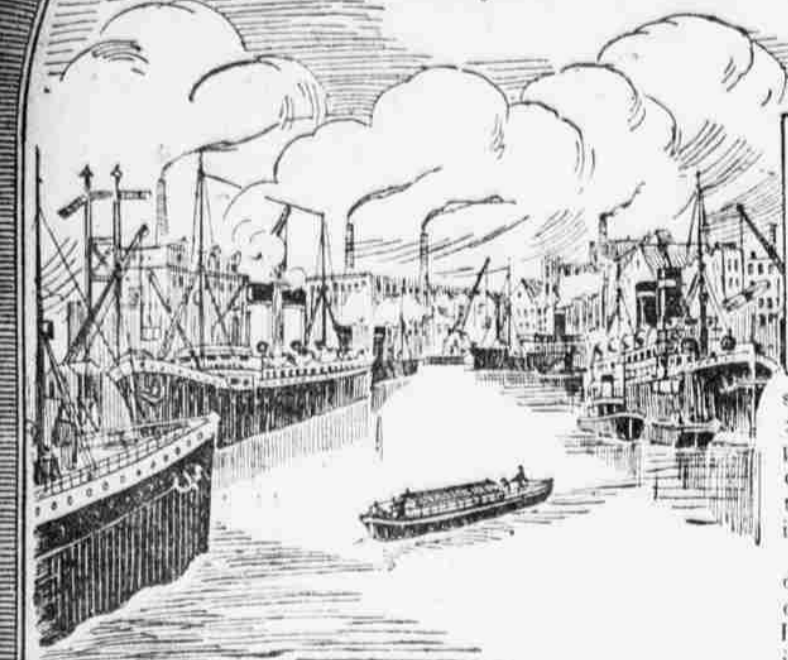


The MAGIC of the MANCHESTER SHIP CANAL

The All-Water Route to the Heart of England

HOW AN INLAND CITY BECAME AN OCEAN PORT



MANCHESTER'S MESSAGE

At this moment when peace is restored and the oceans are again safe for sea-borne commerce the Manchester Ship Canal sends this message to the American business world. Primarily it will make clear to each individual American Shipper how he can benefit himself by using the Port of Manchester. But we hope to help Americans to realize how closely akin to them are the North of England, and, in the North, Manchester in particular. To our brothers across the seas we would say, "Give answer to Manchester—Manchester is calling to you."

steamers, suddenly reduced the Liverpool dock and town dues from 84 cents to 72 cents a ton on imported raw cotton. Even so, Manchester so steadily drew cotton from Liverpool, that within two years of opening the Canal, the Liverpool dock and town dues were further reduced from this 72 cents per ton to 48 per ton.

Liverpool rates took the same course when Manchester began to import grain. The dock dues on wheat and corn were at once reduced from 32 to 24 cents per ton at Liverpool, and by 12 cents per ton at Birkenhead. The all-water route the Ship Canal could offer of course at once affected the railways. The railway rate for cotton from Liverpool to Manchester dropped from \$2.18 to \$1.74 per ton, with a corresponding reduction to neighboring towns.

At the same time the railroad rate for export piece goods and yarns from Manchester to Liverpool dropped from \$2.43 to \$1.94 per ton.

Of course, during the war period, the rates and charges at all British ports were necessarily increased, but, as much as ever, the water in the Ship Canal still enables Manchester to keep her advantage.

Within 50 miles of Manchester City lives an industrial population of nine million souls—a population roughly equal to that of Greater New York and Chicago.

Of this population nearly a quarter can be reached from the Port of Manchester entirely by the network of canals operated in connection with the Manchester Ship Canal.

Connecting Rail and Waterways

The Manchester Ship Canal Company maintains the services of a terminal company at the Manchester Docks, itself receiving and delivering the traffic in freight cars from and to the different railroads at their junctions.

In this way it connects directly with all the railroads of the country.

Where Liverpool Ends

Go one day to Eastham Lock, 19 miles from the Bar at the mouth of the Mersey, where the Canal begins. There, if you are fortunate, you may see the steamer "Manchester Citizen," one of the fleet owned by the Manchester Liners, Ltd., majestically gliding by the lock gates which are the front door of the Ship Canal.

The "Manchester Citizen," and her sister ships are but some of the ocean-going steamers which regularly load and unload cargo at Manchester from United States and Canadian Ports.

In normal times regular lines of steamers sail between Manchester Docks and North

and then again reloaded for distribution throughout the country.

By hard experience Manchester then learned and she has never forgotten, that every handling of a bale of cotton or a case of goods costs money.

In 1882 some prominent citizens met at the house of Mr. Daniel Adamson. Little did the people of the city imagine that from this small gathering would spring an enterprise which would completely alter their whole history and turn a rapidly decaying district into one of the most prosperous areas of the British Isles.

This was the magic destined to be wrought by the Manchester Ship Canal.

The Inland City Becomes a Seaport

At the meeting it was explained that the cost of inland carriage and expenses of what should have been unnecessary and avoidable handling was surely and steadily choking Manchester trade.

"There is," exclaimed Mr. Adamson, "a remedy, and one remedy only—a waterway, which will give practically unlimited docking and warehousing facilities to the shippers of the world."

Having settled upon the remedy, they immediately set to work to put into operation the scheme decided upon—that of a great Ship Canal, destined to rank in importance, if not in magnitude, with those of Suez and Panama.

It must not be imagined, however, that the scheme, sound and practical as it was, was permitted to go through without strong opposition. Some people even regarded the idea as preposterous.

Its promoters applied to Parliament for power to proceed with its construction in 1883, but, after a long and costly contest of opinion, the Bill was lost.

But the plan and execution of the Ship Canal were such that land is yet available for such additional railways as may be required, a large choice of warehouse and factory sites fronting on deepwater may be yet obtained.

For the lifetime of this generation, an even faster growth than the Manchester Ship Canal dare anticipate will yet keep the word congestion foreign to its vocabulary.

The Magic of the Ship Canal

The story begins in the middle of the 19th century. At that time Manchester was prosperous—in fact, to her most of the modern industries of the world owe their origin, and she was reaping the reward of her creative and inventive genius—but Manchester was not a port.

The rapid development of overseas commerce brought her only decay and stagnation. Her trade was rapidly and steadily slipping away to other centers.

The significant fact was that these places were seaports, Manchester was merely an important inland city.

She had no waterway to the sea—raw materials, unloaded at Liverpool, had to be reloaded for rail transit to Manchester

They made a similar appeal in the following year. They met with another rejection. The two contests had cost upwards of \$500,000.

Still undaunted—for they were British, and, above all, Lancastrians—the promoters made a third appeal. This time their efforts were successful. An act in 1885 authorized the construction of the Manchester Ship Canal, and the work was finally completed in 1894.

Manchester is now a port—the third greatest port in the British Isles in the value of its sea-borne imports and exports.

The Cargo's Reception

It is the little foxes that steal the grapes—the liftings here and carriage there that eat into money.

Since its inception the Directors of the Manchester Ship Canal have maintained so strenuous a policy of providing the hundred and one mechanical contrivances that make for handling economy, the latest and most ample facilities of warehousing, docking, railway construction, that today no other British Port can save the shipper so many of the small charges that, added together, amount to so unpleasant a figure.

The policy has ever been to increase

consignments of grain from North American ports, can be berthed alongside the transit sheds, and whilst discharging general cargo into the transit sheds, grain can be delivered over-side by means of portable elevators on to bands running in a subway along the quayside to the elevator.

What Manchester Means to Cotton

To the whole world the word "Manchester" is almost synonymous with Cotton.

Between a half and three quarters of a million bales of cotton from American

Timber

From 400,000 to 500,000 loads of timber were dealt with every year prior to the War. Savings of from 84 cents to \$1.32 per ton are affected by forwarding timber from the docks, as against the Liverpool Docks, to most of the surrounding towns.

Oil

A large volume of oil comes in bulk. This is stored chiefly in the huge oil tankage installation on the banks of the Canal, over half a mile away from the docks. In all there are 59 tanks, with a total capacity of 37,594,106 gallons, or 138,296 tons.

The oil is conveyed to each of the respective depots through pipes direct from the vessel to the tanks.

"THE REAL ENGLAND"

President Wilson, during his hurried visit to England just before the Peace Conference, visited the Manchester Ship Canal. It was the only industrial enterprise in the British Isles he found time to visit.

Lord Northcliffe, then speaking of this event, said:—

"Many people are inclined to think that New York is the United States, New York is not the United States, and London is by no means England. Within very easy reach of Manchester are 14,000,000 of the most progressive English people."

"Among them there is nothing but the warmest admiration for the United States." The London "Times," 23rd December, 1915.

The "Water Route"

Other things being equal, the more of a long freight-haul is water-borne, and the less is rail- or road-borne, the better for all concerned.

It is precisely the advantage of all-water carriage into the very heart of the industrial England of the North and Midlands that Manchester, alone of British ports, is able to offer American Exporters. The same ship that leaves the American port enters the port of Manchester.

For the Manchester Ship Canal, one of the greatest artificial waterways of the world, connects Manchester directly with the sea and, today, the world's great ships discharge their cargoes in the very center of Manchester, England's second greatest city, instead of, as previously, being obliged to discharge on the fringe of the industrial area.

Nothing but wide appreciation and consequent utilization of this business advantage could have given Manchester her present position.

Water Makes Rates

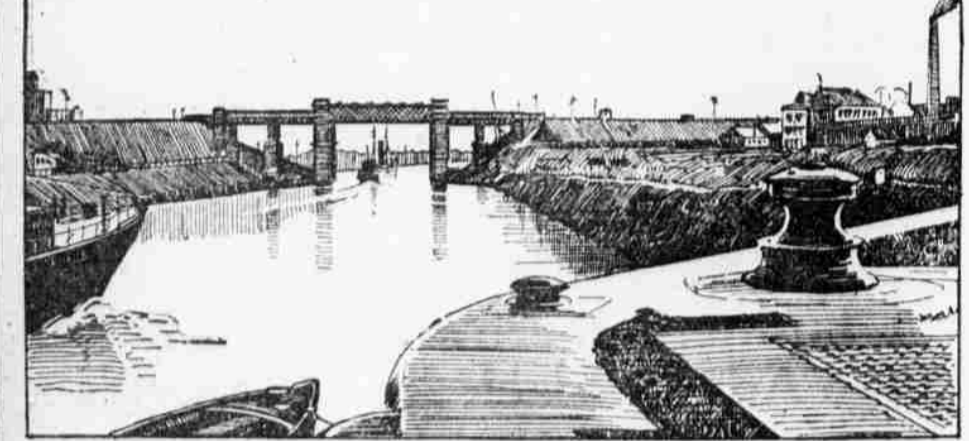
In England, as in America, freight rates have often been the result of the struggle between water and land transportation charges.

Where Liverpool ends the Port of Manchester begins.

The Docks of the Manchester Ship Canal are situated in the core of the most densely-populated district of England.

Manchester is essentially the center of the inland canal system of the North and Midlands—and the North and Midlands are industrial England.

The Port of Manchester is the natural source of supply for at least 177 important inland points.



View of Manchester Ship Canal, near Irlam Viaduct

The district in which these towns, nearer to Manchester than any other open steamship port, are situated, comprises an area of 10,000 square miles.

As the whole world knows, the largest and most important cotton-spinning and weaving district in the world is immediately contiguous to the Manchester Docks.

How Manchester Lowered Rates

Let us take two striking examples of how Manchester lowered rates—

So early in the game as during the first attempt to obtain Parliamentary sanction for construction of the Canal, the Mersey Docks and Harbour Board, till then deaf to all requests for a reduction in the cost of getting raw cotton to the mill and the manufactured article to the export

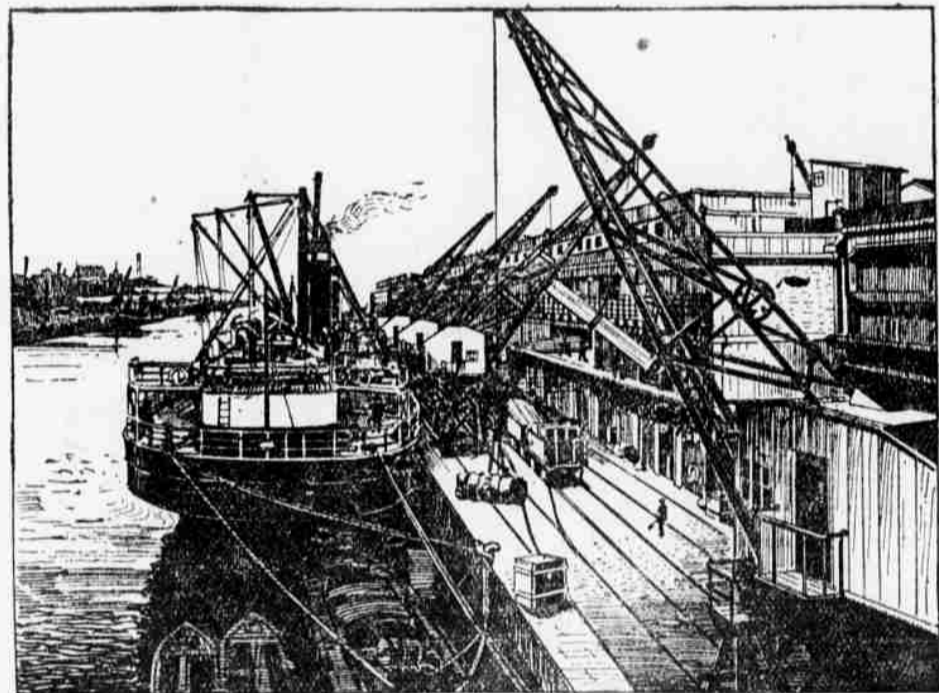
America, the Gulf of Mexico, Brazil, Australia, Bombay, the Persian Gulf, Alexandria, the Syrian Coast, and in fact all parts of Europe and most parts of the world.

The Unknown Word

Already the length of quays, excluding the smaller docks, at which large ocean vessels can berth, load and unload, is 23,950 feet, of which 21,000 are at the Manchester Docks.

"None of this was here thirty years ago" an observer will say to himself, who has traveled up the 35 miles of canal. "What will the next thirty years bring forth?"

And then, trying to visualize the future, he thinks of the other great ports of the world—and of their congestion.



Steamer from Boston, Mass., discharging cotton in No. 9 Dock, Manchester

dock accommodation and dock conveniences and necessities in anticipation of increase of traffic.

No mere catalog would convey the spirit of progressiveness and accomplishment on which the Manchester Ship Canal prides itself.

There are 120 acres of water space. There are 6 1/2 miles of dock quays. The docks are lined with transit sheds, many being of ferro-concrete construction—of which 13 are single floor—6 triple floor, 1 double floor, 5 four floor, and 12 with five floor accommodation.

The special installations for grain, cold-storage, iron-ore and goods requiring such specialised reception, originally provided a few years ago, are continuously added to and brought up to date.

Specialising in Grain

Let us consider in detail the facilities for the handling of say, grain, one of America's principal exports.

No other port has such ample means as Manchester for every stage of the handling of grain. Over half-a-million tons are received at the docks annually—one result of Manchester methods.

The recent completion, during the war period, of the second grain elevator, gives Manchester a total grain storage capacity of 3,000,000 bushels (80,000 tons) shared equally by the two elevators.

As an instance of the handling capacity, at the newly-finished Grain Elevator, No. 2, at No. 9 Dock (341 separate bins), grain can be discharged from vessels from six berths at one time.

The cooling bins can cool 700 tons of grain at one operation.

At No. 2 Elevator, steamers arriving with miscellaneous cargoes and large

How the German dream has materialized. U-111 in captivity in the Manchester Ship Canal

ports alone are landed annually at Manchester, or nearly 20% of the total cotton coming to the British Isles from the United States.

Such a volume of trade is only natural, as direct importation of cotton to Manchester saves from 72 cents to \$1.45 a ton, as compared with shipments to Liverpool forwarded to the same destination.

The amount of cotton arriving at Manchester must increase just as quickly as the American shippers learn of this advantage of shipping to Manchester.

Quay and shed space are specially adapted for discharging, sorting and storing raw cotton.

In addition to the Canal Company's warehouses at Trafford Park, there is a special re-enforced concrete warehouse divided into sections or "safes" available for the storage of cotton. Vast overhead electric traveling cranes provide for weighing and sampling.

Handling is reduced to a minimum because the same crane serves the "safes," the operating platforms under cover, as well as motor vehicles, carts and railroad freight-cars outside.

Cold Storage

There is abundant and excellent accommodation.

The enormous consumption of frozen and chilled meat in Manchester and the surrounding district is constantly increasing.

The Union Cold Storage Company, Limited, maintains a large refrigerator store, capable of holding 175,000 carcasses

Manchester ranks as second port in the United Kingdom for the importation of oil.

Fruit

Large supplies of green fruit arrive in normal times from North America by the regular lines of steamers. American and Canadian shippers realise the advantages of shipping apples to Manchester because of the very satisfactory prices obtained there as compared with other markets and because of Manchester's superior facilities for dealing with perishable produce.

Available Outward Traffic

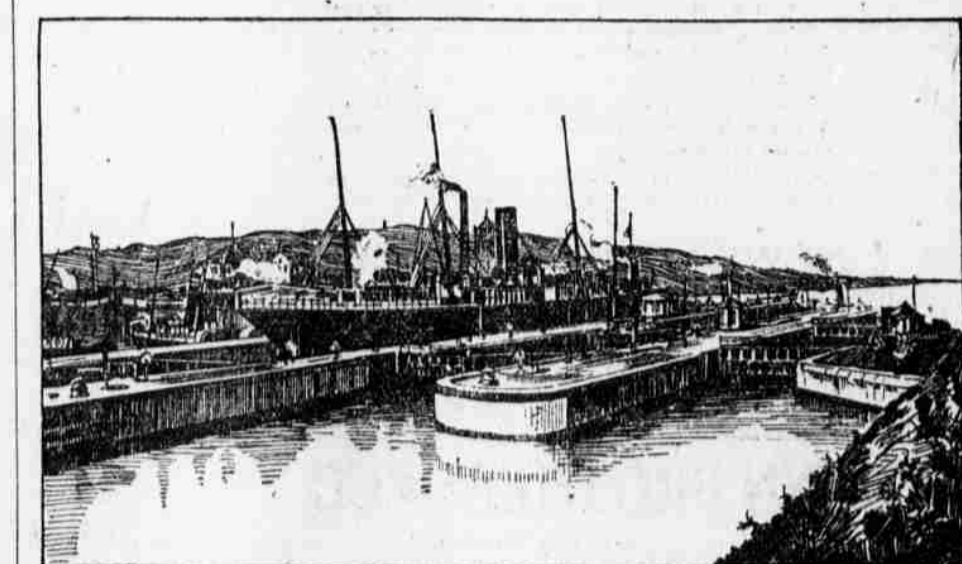
The Lancashire Coalfields, the Cheshire Salt Works, the Staffordshire Potteries, and the immense and varied kinds of manufacturing concerns clustered around the docks and far-reaching surrounding districts afford vessels a ready means for securing outward shipments.

Cottons, woollens, yarns, locomotives, machinery, implements, tools, metals, hardware, earthenware, paper, coal, and all kinds of traffic are shipped at the docks of the Canal, at a less cost of transit from most of the works in Lancashire, Yorkshire and adjoining centers than to other ports in the Kingdom.

The outward trade from Manchester has been developing steadily and persistently during the last few years. The more experience merchants and shippers gain of the Port, the more satisfied they become, and the more extensively do they use it.

Envoi

Americans coming to England, whether on business or pleasure, should visit



The Entrance to the Manchester Ship Canal at Eastham, 35 miles from Manchester. There are three sets of locks, the largest is 600 feet long, 80 feet wide

of sheep on the banks of the canal, with a wharf at which large steamers can discharge right into the cold air chambers.

The same Company has other cold air stores, with an 80,000 carcass capacity, in the city.

The Manchester Corporation also has cold air stores in the city with a capacity for 120,000 carcasses, and cold storage at the Smithfield Fruit, Fish and Poultry Markets.

At No. 9 Dock of the Manchester Ship Canal there is a refrigerated transit chamber (cubic capacity, 309,200 feet) for sorting frozen and perishable produce in the same temperature as the insulated chambers of the discharging steamers.

Manchester and the Ship Canal. We have only summarised the story. If we have kept rather close to facts, to what we have done in commerce, it is largely because we believe that Americans, like ourselves in the North, take pride and interest in accomplishment.

The bonds of friendship uniting our two nations, drawn tighter in this war, must in years to come be even more securely fastened.

The community of interests due to the free interchange of commerce which we wish to cultivate, will, we believe, be one of the greatest guarantees of the continued friendship between our two nations, and so of the permanent Peace of the world.—*Adm.*

Write for booklet, which gives the history of this vast undertaking, to

THE MANCHESTER SHIP CANAL

68 Broad Street, New York

Information regarding transportation to and from Great Britain, available markets, etc., gladly given.