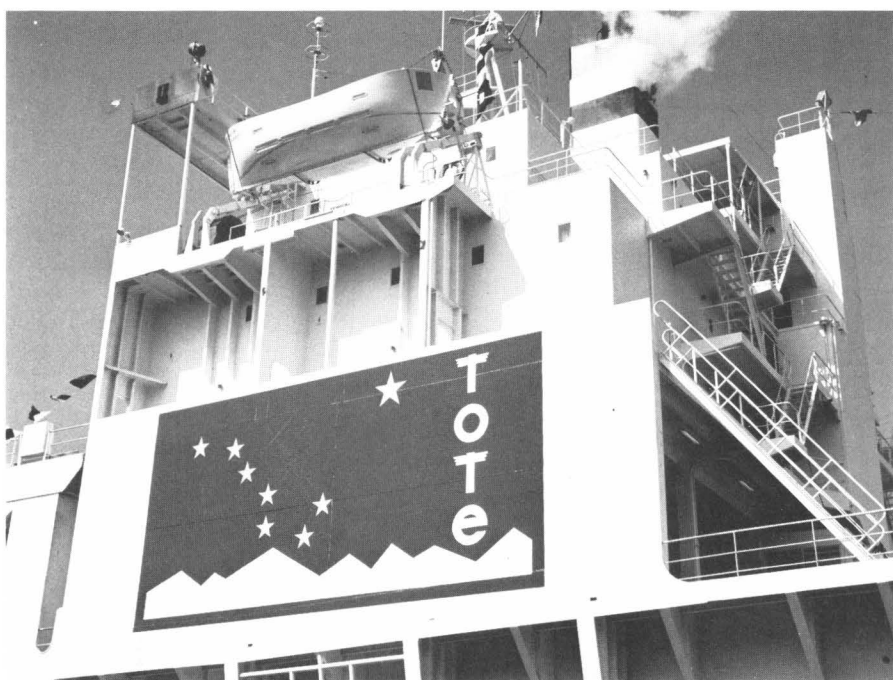


'Great Land' inaugurates weekly roll on/roll off service to Alaska



Bedecked with colorful maiden voyage pennants, the 790-foot "Great Land" is pictured backing into her berth at Terminal 37 on September 8, following her long voyage from Chester, Pennsylvania. Photo was taken by Harry Gilmour from a container crane at Terminal 18.



TOTE's emblem is prominently placed on both sides of the superstructure. It combines the State of Alaska flag (gold Big Dipper and the North Star on a field of blue) with TOTE's logograph.

The Cover

Trailerloads of cargo awaiting their turn to be hauled on board the "Great Land" at Terminal 37, Seattle.

September 9 was a banner day in Seattle's maritime annals. That was the day the "Great Land," TOTE's sparkling, roll on/roll off vessel blazed a new trailership service to Alaska.

It was Seattle's first-ever roll on/roll off service and the first venture of Sun Shipbuilding & Drydock Co., parent firm of TOTE (Totem Ocean Trailer Express), on the West Coast.

The mammoth ship departed from her home base at Port Terminal 37, fresh after her arrival via the Panama Canal from the launching ways of Sun Ship at Chester, Pennsylvania.

With the "Great Land" TOTE is introducing a new dimension to Alaska shipping — high-speed, high-efficiency ocean transportation.

OCTOBER 1975

3



William B. Maling, president of TOTE



Spectators watched as workmen prepared to connect the ramps to the stern of the "Great Land."

Superlatives flow easily when describing the "Great Land." Biggest . . . fastest . . . newest. The "Great Land" is the largest trailership afloat, stretching 790 feet from bow to stern and 106 feet in width. Launched on June 17, 1975, the 31,762-displacement-ton ship has a speed of 24 knots. She can carry the equivalent of 390 40-foot trailers and 126 automobiles.

The first arrival in Anchorage was 68 hours after the Seattle departure when initial cargo was moved across the Anchorage dock. Once the operation settles down, TOTE plans to provide "over-the-weekend" service between Seattle and Anchorage. The schedule will call for a Friday departure from Seattle and a Monday arrival at Anchorage, in time for the beginning of the work week.

TOTE has run into some rough sailing in launching its new service. Its ability to set firm dates was snagged by opposition to TOTE's preferential agreement concerning use of the city pier in Anchorage.

Protests were lodged with the Federal Maritime Commission by two basic groups. The oil-company users (Standard Oil of California, Tesoro Oil, Shell Oil and Puget Sound Tug & Barge) of the petroleum dock into which TOTE's huge vessel extends are concerned about possible interference with their operations.

"The City of Anchorage has offered new, improved piping arrangements," said William B. Maling, president of TOTE, "and our presence at the Petroleum/Terminal #1 location will move the multi-week visits of Sea-Land out of the way of the petroleum people."

The second group of protesters were competitors of TOTE, including Sea-Land and Coastal Barge Lines.

"Sea-Land protested essentially on environmental and congestion issues," Maling said. "The Puget Sound Tug & Barge operation is, of course, owned by Crowley interests, another competitor."

On September 15, the FMC ordered that the matter be subjected to inves-

tigation and public hearing.

While expressing disappointment that TOTE will not have the benefit of the same preferential arrangement afforded Sea-Land, Maling confirmed that TOTE was here to stay.

"TOTE will continue to work toward a solution of the berthing problems," Maling said. "With the continued strong support of Anchorage Mayor Sullivan, the new Assembly of Anchorage and the Alaskan community, we expect a positive resolution of this issue."

"We have operated legally and properly, so that the only question remaining is one of best interests of the community. I am sure the FMC will fully consider the desires of the community served."

Maling maintains a philosophical attitude toward the problem. "The opposition by Sea-Land and others is not an unexpected thing," he observed. "It's the typical attitude of hostility toward the 'new guy on the block.'"

"Sea-Land also knows from our competition with them in the Puerto

REPORTER

4

Rican trade that the trailership is an effective competition to container ships.

"Anchorage has only one long pier, divided up into berthing terminals. Sea-Land has been there for more than 10 years; its resistance to sharing the pier with an effective newcomer is understandable. I'm glad they're concerned about TOTE. I'd be more worried if they ignored us."

"But our philosophy about the entire issue is quite simple; Alaska desperately needs transportation, and we're ready to provide it."

Alaska's economy, fueled by the construction of the pipeline, has been moving forward at an amazing clip, dictating the need for additional transportation service. Alaskans close to the transportation situation have been pressing for another big carrier to alleviate the delays and hang-ups in cargo movement.

Alaska has four principal types of services, pointed out Maling. Sea-Land, with its fixed box size; Crowley Maritime (Hydro-Train), with its rail cars on barges; charter barges, for moving pre-fab homes and heavy equipment, and the Alcan Highway, for trucking.

"We want to get on the scene with our ocean-trucking system, which has greater flexibility in transporting cargo than the other four combined," asserted Maling.

"Ours is a service of the path of least resistance. Whatever the shipper wants, we'll provide. We'll conform to his wishes."

Maling foresees keen competition between TOTE and Sea-Land. Overall, it will be to Alaska's benefit, he says. It will result in more efficient and flexible service and the competition will eventually result in lower rates.

"Great Land"

The "Great Land" is the first vessel in the second generation of trailerships built by Sun Shipbuilding, the world's leading designer and builder of roll on/roll off ships. Sun Ship has



William B. Maling, president of TOTE (second from left), was presented with a framed photograph of Seattle harbor by Merle D. Adlum, president of the Seattle Port Commission. At left is Eldon Opheim, POS general manager, and at right is John J. Dillon, POS Alaska representative. Maling also received a set of goblets.

TOTE was host at a reception on the "Great Land" the day before she sailed on her maiden voyage to Anchorage.



Loading operations in full swing at Terminal 37, Seattle. A trailer with a load of steel trusses is hauled up on the left ramp, while a tractor comes down the other ramp to pick up another trailer.



committed some \$60 to \$80 million toward making the Seattle-Anchorage trailership service an operational success.

The "Great Land" is the first ship specifically tailored for the Alaska trade to carry trailers and other intermodal cargo on a year-round basis.

Virtually any size wheeled or tracked cargo can be shipped on the "Great Land." She can take the full range of over-the-road transportation equipment, such as highway and piggyback trailers, autos on auto carriers

or driven aboard singly, oversize cargo more than 40 feet long, steel pipes, boats, chemical tanks, buses, industrial machinery, mobile homes, etc.

Anything that can be moved over the highway and rail line can be moved on or off, and in the process do away with much of the necessity of handling, crating and containerizing.

The "Great Land" is thus actually an ocean highway for wheeled and tracked vehicles — an extension of the Lower 48 highway and rail systems from Seattle to the 49th State.

When the trailership reaches Anchorage, the cargo is rolled down a ramp and onto an Alaskan highway or is moved onto a flat car for piggyback transportation.

The trailership system does not require any special marine hardware on the part of the shipper. All he needs is the same equipment he uses for his routine overland moves.

The system is efficient and expeditious. The operation is multiple and continuous movement of cargo, which can be simultaneously rolled on

OCTOBER 1975

5

6

REPORTER

2.150