

Personality Profile Of The Week

WEEKLY, MAY 25, 1966

June 4 will mark the 50th anniversary of H. A. Cresswell's association with Canada Steamship Lines Limited. He began as a junior clerk with that company in 1916 and has, during that 50-year period risen to the position of vice chairman and Assistant General Manager.

Mr. Cresswell remembers that his employment with the firm was to begin on the King's birthday. He was to start as an office boy. Not imagining it possible that anyone would work on that holiday, he planned to begin the following day, supposing that his employer had made a mistake when he told him to go in on Monday. Arriving at the office on Tuesday, he discovered that he should have been in the previous day. He was fired before he began. He applied for the position of junior clerk and was accepted, so he received a holiday and a promotion all at once.

After three years of secondary education at Nottingham High School, Mr. Cresswell left England with his family to come to Canada.

He was employed for brief periods by two Montreal firms before he began his duties with Canada Steamship Lines.

MANY CHANGES

During his 50 years with the shipping company, Mr. Cresswell has seen many changes in the business. When he first joined their staff Canada Steamship Lines were operating 21 passenger ships. They have none now. Today the company concentrates on freight. They move a great deal of ore, coal, grain, and package freight. The Port Credit docks handle only package freight.

As Canada Steamship Lines has vanished in the field of passenger conveyance, so have they grown in the commercial field. Today they have the largest fresh water fleet in the world. They travel the St. Lawrence Seaway continually from about March 31 to the middle of December every year.

Mr. Cresswell has not confined his personal interests despite his tremendous advances with the shipping



H. A. CRESSWELL

company. He is an executive with seven other large companies as well.

Herbert Cresswell is the president and a director of County Line Limited; vice president and director of Century Coal Company Limited; North Shore Supply Company Limited; director of Canadian Shipbuilding and Engineering Company Limited; director of Reliance Insurance Company of Canada; director of Superior Shipping Company Limited; and a director of Kingsway Transports Limited.

He is also a member of the Toronto Board of Trade and a director of Great Lakes Waterways Development Association. He is also a member of Toronto Golf Club, Royal Canadian Yacht Club, St. James in Montreal, and

the Royal Montreal Golf Club.

Speaking of the future of shipping, Herbert Cresswell feels that there will always be a need for ships.

"No method has been devised," he states, "that can compete with ships in the field of transportation. It is the cheapest means of conveying a cargo from one point to another and it is unlikely that man will ever find a method that is better."

Mr. Cresswell is content with his life. He would change very few things if he had the opportunity to go over the path of his life again. Now he is looking forward to travel. He hopes that in the next few years he will have the opportunity to see more of this country and the world around it.