

**LARNE AND DISTRICT FOLKLORE SOCIETY**



**LT. COLONEL FRANK BUSTARD 1886-1973.  
FOUNDER OF THE ATLANTIC STEAM NAVIGATION  
COMPANY.**

Photo by courtesy of Ferry Publications

Bustard spent his early career in shipping with the White Star Line. On its merger with the Cunard Line in 1934 he resigned and in 1936 formed the Atlantic Steam Navigation Company. His aim was to provide cheaper fares for North Atlantic travel. During service in World War 2 with the army reserve, he recognised the suitability of tank landing ships for peacetime commercial use. At the end of the war he chartered three ships of this type for service between Tilbury and Rotterdam. He began a similar service between Larne and Preston on 21 May 1948 using the "Empire Cedric". Thus began the first commercial roll on and roll off (RORO) service through Larne Harbour. This vision helped create the vital cargo and passenger links with Great Britain that made Larne Harbour the major port it is today.