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PORT OF HOUSTON MAGAZINE
Contents

Safety Program Brings Dramatic Results ................................ 8
Vernon Bailey, Mr. Port of Houston, Retires ................................ 9
The Houston Port Bureau Reports ........................................ 10
Scene At The World Trade Club ....................................... 11
Activities At The Port of Houston .................................... 12
Houston Belt & Terminal Has Grown With City ....................... 14
Shipping Executive Impressed By Growth ................................ 16
Germany Has Shipped 100,000 Cars To America's Heartland ......... 17
Houston Steamship Agents ............................................ 30
Port of Houston Shipping Directory .................................... 31
Sailing Schedule of General Cargo Ships ............................... 32

THE COVER

The red car being lowered over the side is the 100,000th Volkswagen to be shipped through the Port of Houston. For more about this exciting moment see Page 17.

The Port of Houston Magazine is published monthly and distributed free to maritime, industrial and transportation interests in the United States and foreign countries. Its purpose is to inform shippers and others interested in the Port of Houston of its development, facilities, plans and accomplishments.

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Additional information or extra copies of this magazine may be obtained by writing The Port of Houston Magazine, 2332 W. Holcombe Blvd., Houston, Texas 77025.
An exact scale model of an ocean-going vessel's cargo handling gear is used to demonstrate gear rigging methods and equipment stresses to stevedore personnel as part of the Maritime Safety Division's training program.

Safety Program Brings Dramatic Results

A dramatic reduction of waterfront accidents from a 388 frequency rating in 1960 to only a 95 frequency rating for the first half of 1965 has been the happy result of a training program among stevedoring and longshore personnel by the U.S. Department of Labor, maritime safety division, according to Edward D. White, district safety supervisor of the division.

The reduction in accident frequency ratings caused a reduction in insurance premiums from $22.41 per $100 in salary payments in 1960 to $17.91 per $100 in 1964. Maritime industry executives variously estimate that the waterfront labor payroll in Houston amounts to a figure ranging from $18 to $20 million a year.

The accident frequency rating is based on the number of lost time accidents per million hours worked, not for any particular calendar period.

White conducts the 30-hour course with the assistance of Tom Lavery and Henry Ahlf, safety consultants with the Department of Labor. The course consists of both lecture and demonstrations on safety procedures.

White and his men also inspect vessels to see that they conform to the requirements for longshoremen's safety as specified by Public Law 85-742. In addition, they inspect ship building and repair facilities to see that prescribed safety rules are being followed.

So far, the training sessions have been open to stevedoring supervisory personnel but White says the program will be continued until all longshore personnel have been through the course.

Presidents of two longshoremen's union locals, personnel from eight stevedoring companies plus several insurance company representatives in attendance at one of the U.S. Department of Labor, Maritime Safety Division, longshoremen's training session.
Vernon Bailey, Mr. Port of Houston, Retires

By VAUGHN M. BRYANT
Director of International Relations

Vernon Bailey—"Mr. Port of Houston" to a generation of shippers, steamship people and others connected with Houston's waterfront—has retired as assistant general manager of the Navigation District.

The tall, white-haired port official with the rumbling voice, slow smile and dry humor that have won him friends in port circles from coast to coast, stepped down after nearly 38 years of service on December 31.

But there will be no "little bit of huntin' and fishin'" and a life of retirement for this active six foot, four inch veteran of the Port of Houston's growth. Instead, he is opening his own office where he plans to deal in industrial and commercial real estate, a field he knows well through his long port experience.

Houston was a relatively insignificant port and a certain unimpressive-looking one when Vernon Bailey signed on as a clerk in the terminal office out at the Turning Basin on April 18, 1928. Charles Lindbergh had flown the Atlantic 11 months before and in the summer of 1928 Franklin D. Roosevelt was to nominate Alfred E. Smith at Houston's Democratic National Convention.

"There were only three of us at the terminal office in those days," Mr. Bailey recalls, "H. J. Scott as superintendent of wharves and John T. Hanway, his assistant, both now dead."

Wharves 14 and 15 had just been finished and the Navigation District's grain elevator had just been expanded to a 3.5 million bushel capacity. Wharves 1 through 4 were operating on the south side, but what is now open Wharf 8 "was just an old wooden dock and what is now No. 9 was a mudbank." Wharf No. 10 was a small open wharf and the entire general cargo tonnage of the port didn't come even close to a million tons a year, compared to the nearly 5 million tons handled today.

At the time the Ship Channel and Turning Basin had but 30 feet of water, which was deepened to 32 feet by 1935, 34 feet by 1940, 36 feet by 1960 and will be at 40 feet by 1966, Mr. Bailey recalls. But though the channel was being deepened, no new wharves were being built.

"Actually, we had comparatively little shipping until after World War II, but then there was a terrific increase in our foreign trade, helped by the government aid programs, and we found ourselves woefully short of dock space," he says.

Vernon Bailey has been in on all the development at the Port of Houston which has been carried out since and which has brought the Port to its present eminence. He had moved up rapidly from clerk to storekeeper to assistant terminal superintendent, then superintendent and by war's end was general superintendent at the wharves.

By 1950 Wharf 9 had been completed from the erstwhile mudbank at the head of the Turning Basin and in 1951 open Wharf 16 just below the Grain Elevator was finished. This was a signal victory for Mr. Bailey, who by then was director of port operations, as he was convinced the coming trend in general cargo was toward open as well as shedded wharves.

In his almost 38 years with the Navigation District Mr. Bailey has served under five general managers and for extended periods on three occasions was acting general manager, himself.

Col. B. C. Allin was general manager in 1928 and left in 1931 to be succeeded by J. Russell Waite, who served from 1931 until 1947. Mr. Bailey was acting general manager from November of that year until July of 1948 when General William Heavey took over, and again was acting general manager after General Heavey's departure in December of 1951 until Warren Lamport was hired as general manager toward the end of 1952.

He again was acting general manager after Mr. Lamport's departure in October of 1956 until J. P. Turner, the present manager, took over on February 1 of 1957.

Until the end of World War II, the executive offices of the Navigation District were on the fifth floor of the old Harris County Courthouse. In 1945 they were moved to the Turning Basin on the second floor of Wharf 13, where they remained until the Port Commission, under the chairmanship of Warren Belfows, built the present two-story building downtown at the corner of Capitol and Crawford Streets.

Vernon Bailey is a true Southwesterner who was born near Ardmore, Oklahoma, in 1895 when it was still part of the Indian Territory. He saw Oklahoma become a state in 1907, and (Continued on Page 27)
PORT HANDLING CHARGES at Houston are scheduled for reductions on two commodities effective January 15. Hides and skins, not dressed or tanned, when palletized in 1,600 pound units, minimum base dimensions 48 inches by 48 inches and maximum base dimensions 54 inches by 66 inches will be handled for 9¼¢ cwt. Copper in bars, cakes, cathodes, ingots or slabs, when unitized and banded together in 2,000 pound units, maximum base dimensions 25 inches by 56 inches, not exceeding 35 inches in height, will also be handled for 9¼¢ cwt. Maximum height restrictions have been liberalized on two other palletized commodities, effective January 15. The maximum height restriction on petroleum and petroleum products has been increased from 45 inches to 65 inches and the maximum height restriction on rubber, artificial, neoprene or synthetic has been increased from 54 inches to 65 inches. Also, the maximum dimensions on aluminum ingots, pigs or slabs banded together in 2,000 pound units has been increased from 35 inches by 35 inches, not exceeding 40 inches in height to 40 inches by 40 inches, not exceeding 40 inches in height are to follow with an effective date concurrent with the rail tariff publication. The liberalization of the maximum height restriction will allow the 9¼¢ per 100 pound palletized charge to apply on larger units moving via the Port of Houston.

REBUTTAL EVIDENCE IN FREE TIME at the ports case (I.C.C. Docket 34522 and I&S 8230) was received by the Interstate Commerce Commission at the hearing held in its office in Washington, D.C. on December 13, 1965. This subject involves the rail line proposal to reduce the free time allowed for in-car storage of export shipments at U.S. ports to an over-all period of five days in lieu of the seven day period now in effect at most ports. Previous hearings in the proceeding have been held at New York City, Chicago, New Orleans and Portland, Oregon. Notice was also given by the Interstate Commerce Commission, Otto A. Hanson, Hearing Examiner, that briefs in these proceedings will be due on or before January 27, 1966.

HOUSTON'S MODERN BULK MATERIALS handling plant enables importers to take advantage of an amendment in the aggregate minimum weight restriction on a multiple car rate on lead concentrates from Houston to El Paso, Texas. Formerly, the multiple car rate was restricted to apply only on shipments of 25 cars or more. Effective January 1, the rate is subject to shipments of 1,600 tons or more. This amendment allows the shipments to be made in fewer cars, resulting in greater utilization of railroad equipment. Multiple car rates on smaller shipments are also available on other commodities, both for export and import.

HOUSTON PORT BUREAU, an intervener in support of defendant railroads in I.C.C. Docket 34606, Lake Charles Harbor and Terminal District vs. The Atchison, Topeka and Santa Fe Railway Company, et al, has filed its brief on the case along with defendant railroad and complainant. Complainant at Lake Charles is seeking equalized rail rates with Houston on grain from Santa Fe origins and Oklahoma. The reduced rail rates on grain to Houston were established to meet the intensive truck competition existing at Houston. This competition does not exist at Lake Charles, thus transportation conditions are not similar between these ports and it is our contention that Lake Charles is not entitled to the truck compelled rates.
The financial editor of the London Economist, Fred Hirsch, met in the World Trade Club recently with representatives of Houston financial and business organizations to discuss the impact of the Manned Spacecraft Center on economic conditions in the area. At the meeting were, left to right, seated, David W. Lang, chief, Procurement Division, NASA-Manned Spacecraft Center; George English, Procurement Division, NASA; Hirsch; and W. D. Haden, Port Commissioner and Vice President, Bay-Houston Towing Co. Standing, left to right, are Gerald Simpson, Consul General, Great Britain; Norman T. Ness, Vice President, Anderson, Clayton & Co., Inc.; Edward J. Fay, Director, World Trade Center; and Floyd Martin, Editor, HOUSTON Magazine.

Gabriel Duval, left, Director of Compagnie Maritime des Chargeurs Reunis of Paris, on a tour of the United States visited the Line's Houston agent, E. S. Binnings, Inc. recently. Here he is seen in the World Trade Club with O. M. Lacy, Binnings vice president. In the background is a model of the FRANCE, one of the largest wooden sailing ships ever built which sailed under the French flag.

The General manager of the Mamenic Line, Captain Alan Veater, center, and the manager of Mamenic's New York office, Ramon Usatequi, right, were recent guests at the Houston World Trade Club of T. E. Dugey, vice president of Biehl & Company, the Line's Houston agent.

Dusan Avramov, center, the director, Federal Food Administration of Yugoslavia, was in the United States recently under the State Department's foreign leader program to study U. S. methods of food production, price supports and export operations. In Houston he visited the Port of Houston and is shown here in the World Trade Club with T. H. Sherwood, left, Navigation District Public Grain Elevator manager, and Felton Overbey of the U. S. agricultural service, right. The Institute of International Education handled Avramov's Houston visit for the State Department.

Captain C. B. Sutherland, left, of the Scindia Steam Navigation Co., Ltd. vessel JALADHANYA enjoyed the hospitality of the Houston World Trade Club with Frank van Heugten, operations manager for the line with Biehl & Company.

Executives of the Union Equity Cooperative Exchange, Enid, Oklahoma, met in the Houston World Trade Club recently and are shown, left to right: C. E. Huff, Neptune Systems, Enid; Ed Puckett, general manager, Union Equity, Enid; Wayne Slovacek, plant manager, Equity Export Corp., Deer Park; John Bish, traffic manager, Union Equity, Enid; Dwayne Dodd, maintenance department, Union Equity, and Bill Sellers, pilot for Union Equity.

JANUARY, 1966
Activités à l'entrée du port de Houston

Rear Admiral John Harllee, USN (Ret.), chairman, Federal Maritime Commission, center, spoke on problems and plans of the Federal government in regulation of U.S. port operations at the December joint meeting of the Houston World Trade Association, the Houston Maritime Association, the International Business Committee of the Chamber of Commerce, the Propeller Club, the Houston Cotton Exchange, and the Texas Freight Forwarders Association. Following the meeting, Admiral Harllee, along with steamship line and freight forwarder representatives and the presidents of the attending organizations, was the guest of the Commissioners of the Navigation District for a tour of the Port of Houston aboard the Inspection Vessel SAM HOUSTON. With the Admiral on the bow of the vessel are, at left, Sam D. W. Low, Collector of Customs, 22nd Customs District, and right, James M. Lykes, Jr., executive vice president, Lykes Bros. Steamship Co., Inc.

The directors of Poy Cut Sales Co. of Chicago and their wives disembarked from the Navigation District's Inspection Vessel SAM HOUSTON to tour the Hess Terminal on the Houston Ship Channel during a recent visit to Houston and the port.

Students of the Industrial College of the Armed Forces paid their annual visit to Houston, its Port and the major industries in the area, in December. Shown here on board the Navigation District’s Inspection Vessel SAM HOUSTON are the ten members of the Industrial College team and representatives of local business and shipping interests. In addition to seeing the Houston Ship Channel, the ICAF students visited the Manned Spacecraft Center, Shell Oil Company Refinery, DuPont, Armco Steel, Schlumberger Well Surveying Co., Duncan Foods Company, and Champion Papers, Inc.

Harlan A. Mills, right, Burkburnett, Texas, wheat man, along with Mrs. Mills, and Mr. and Mrs. Tom Carse, left, were guests of T.H. Sherwood, center, Navigation District Grain Elevator manager, aboard the Inspection Vessel SAM HOUSTON recently. Mills is a leading wheat shipper through the port of Houston.

Houston is an important shipping point for cotton destined for Japan and the Port was recently inspected by a group of Japanese cotton men aboard the SAM HOUSTON with John Weiler, district sales manager of the Navigation District. Left to right are Tatsu Tauyuyuchi, president, Nisshin Spinning Co., Ltd., Tokyo; Hiroo Hakahara, president Japan Cotton Co., Dallas; Weiler; Tatsuo Tanabe, Nisshin Spinning Co. New York representative; and N. Fukutomi, Nichimen Co., Inc. representative in Houston.
The president of the Burlington Lines, Louis W. Menk of Chicago, was in Houston in December on an inspection trip and took time out to visit the Port, one of the prime traffic generators for the railroad. On the SAM HOUSTON were, left to right, J. W. Terrill, vice president, Colorado & Southern Railway, Denver; E. L. Simmons, vice president, Fort Worth & Denver Railway, Fort Worth; I. C. Ethington, vice president, Burlington Lines, Chicago; Menk; Y. E. Juge, freight traffic manager, Burlington Lines, Fort Worth; and J. V. Maxwell, assistant freight traffic manager, Burlington Lines, Houston.

Harrison Line's M.V. NATURALIST, fourth of a series of 6,162 gross ton vessels being built for the Line in Sweden, was recently in Houston on its maiden voyage and Captain Alan Moreton was presented with a mounted photograph of the Port of Houston to commemorate the event by the Junior Chamber of Commerce. Shown here on the vessel's bridge are (left to right) Box Plyler, Junior Chamber of Commerce; Mrs. Charles O. Quinn; Charles O. Quinn, Vice Consul, Great Britain; Dr. Walter Wornardt, Jr., Junior Chamber of Commerce; Captain Moreton; and Peter R. Phillips, president, Le Blanc-Parr, Inc., ship's agent. The vessel has a heavy lift capacity of 30 tons and a service speed of 16.5 knots.

Fertilizer, some 11,581 tons of it, manufactured in the Houston area by the American Plant Food Corporation, was stowed recently aboard the S.S. ALHELI at the Navigation District's Bulk Materials Handling Plant for shipment to India by Sylvan Chemical Corporation of Englewood Cliffs, New Jersey. The full ship load of fertilizer was trucked from the port-area plant directly to the shipside handling facility. Stevedoring was handled by Texports Stevedore Co., and Strachan Shipping Co. were ship's agents.

A complete air separation plant manufactured by Linde A. G., West Germany, and imported for use of the National Cylinder Gas Company of Richardson, Texas, was unloaded recently at the Port of Houston from the ALBLASSERDYK of the Holland America Line. The total shipment was in 18 packages weighing 58 tons. The largest single piece weighing some 27 gross tons was loaded directly onto a Santa Fe rail car from the ship and measured 72' 8" long by 12' 10" high by 12' 10" wide. Latepro Corporation of New York handled engineering on the plant and was the importer. Forwarding was by Vandegrift Forwarding Company of New York with W. R. Zanes taking care of the Houston activities. Holland America Line is represented in Houston by Texas Transport and Terminal Co., Inc.
A Houston Belt Terminal engine moves rail cars onto the marginal tracks for direct ship-to-car loading. There is no extra switching charge for moving rail cars into the wharf area at the Port of Houston.

THE HOUSTON AND TERMINAL RAILWAY Company has firmly established itself as one of the city's greatest assets since its founding in 1905, at a time when the mushrooming industrial and commercial activities of the area began to overload the existing, individual railroad-operated switch services.

Railroad leaders in Houston saw a need for a city-wide railway service to expedite the large movement of commodities in and out of Houston, using existing tracks of various railroads on an interchange basis.

The new company was formed around a nucleus of property owned by several lines in Houston, which was leased to the Houston Belt and Terminal Railway Company for 99 years. At that time, Houston had a population of 79,000, and the H.B. & T. was serving ten industries by year's end.

During the years, several changes took place in the names of the proprietary companies, as mergers and reorganizations were effected, finally bringing the ownership of the H.B. & T. to the present four trunk line railroads which now operate the non-profit organization.

Principals of the H.B. & T. are the Fort Worth and Denver Railway Company (Burlington Lines), the Missouri Pacific...

IT'S A SWITCH

Houston Belt & Terminal Has Grown With City For Last 60 Years

By CARL D. BOND
International Relations Representative

PORT OF HOUSTON MAGAZINE
Railroad Company, the Gulf, Colorado and Santa Fe Railway Company, and the Chicago, Rock Island and Pacific Railroad Company.

Two other trunk line railroads that serve Houston, the Southern Pacific Company and the Missouri-Kansas-Texas Railroad Company (KATY Lines), operate their own terminal line systems.

All six trunk line railroads, which operate some 15 different rail routes into Houston from all rail points in North America, have joined with the Harris County Navigation District to operate the Port Terminal Railroad Association, which switches rail cars in the Ship Channel area.

Shortly after the organization of the H.B. & T., the company decided to build a complete rail belt around the city. Necessary rights-of-way were secured but it soon became apparent that most of the industrial development in Houston was going to take place on the east side of the city near the newly opened Port of Houston. The plan to circle the city was dropped and right-of-way land on the west side was sold off.

Concentrating on the rapidly-expanding east side of Houston, the H.B. & T. built a three-story brick passenger station and two one-story freight houses in 1909 and 1910. Three additional stories were added to the passenger station in 1912. The passenger station, located at Texas and Crawford Streets and known as the Union Station, is still the major rail passenger station in Houston. General offices of the H.B. & T., as well as numerous other railroad offices, are located in it.

The Houston Belt and Terminal Railway Company is a Class I switching and terminal company, a member of the Association of American Railroads, and is located entirely within the city limits of Houston.

The H.B. & T. now serves more than 530 industrial customers and the Long Reach Terminal dock and warehouse area. It performs terminal switching for its own account for industries (interplant and intra-plant) and reciprocal switching with the Southern Pacific and the Missouri-Kansas-Texas.

The H.B. & T. averages shifting about 150,000 cars a month throughout the Houston area at the present time. Averages for each year have been going up. As an example the H.B. & T. switched 190,521 cars with the Port Terminal Railroad Association in 1963, while in 1964 the number of cars jumped to 195,105.

The H.B. & T. has approximately 230 miles of trackage and 23 switching engines, all diesel powered. The first diesel engine, No. 10, was acquired in 1940.

The company employs some 1,300 people with an annual payroll of $8.75 million, while real estate and facilities are valued at approximately $13 million. Some of these facilities are owned outright, some are leased from the Santa Fe, and some are leased from the Missouri Pacific, all leases being for 99 years. The H.B. & T.'s holdings include some 850 acres of yard, industrial and commercial land.

When a tract of land is sold to industries, efforts are made to replace that land with additional property. This may be accomplished by lease, trade, or outright purchase. The company seeks to have land always available for new industry moving into the city. There is a close working relationship with industrial realtors and industrial representatives of banks and other public service companies.

A long string of freight cars is being moved onto the tracks at Long Reach Docks. Almost all of the wharves at the Port of Houston have marginal tracks between the ships and the transit sheds.
Meet Charles A. McEniry
Shipping Executive
Impressed By Growth

By LLOYD GREGORY
Information Director

During the eight years Charles A. McEniry was away from Houston, the Navigation District spent $37 million on capital improvements.

Mr. McEniry was tremendously impressed when on August 1, 1965 he returned to Houston, taking charge of the Texas division of the Texas Transport & Terminal Co., Inc., succeeding C. George Meerburg, retired.

"Even the most casual observer must be impressed by the splendid new docks of the Port of Houston," Mr. McEniry said. "Houston is a fabulous, thriving city, and it's good to be back. The potential growth of our Port of Houston is unlimited."

Mr. McEniry last spring was named a vice president by the Texas Transport directors, and the announcement was made by Harold W. Roberts, executive vice president of the Gulf division of the 70-year-old steamship agency.

Texas Transport & Terminal serves as agents for steamship companies, and is one of the major companies in this business, with offices in Houston, New York, Philadelphia, Baltimore, Charleston, Savannah, Memphis, New Orleans, Galveston, Dallas, Corpus Christi, Brownsville, St. Louis, and Chicago.

The Houston office is on the 11th floor of the new Houston First Savings Building, 711 Fannin, and has around 55 employees.

A list of steamship lines represented attests to the stature of Texas Transport. They include Holland-America, Yamashita—Shinnihon, Westwind Africa, Mexican, Venezuelan, Union of Burma Five Star, Creole, P. N. Djarkata Lloyd, Booth (soliciting agents) and Wysmuller Ocean Towage and Salvage.

Texports Stevedore Company is a subsidiary of Texas Transport, and services tramp steamers, as well as regular line clients.

Born in Asheville, N. C. in 1911, Mr. McEniry was educated in the public and business schools of New Orleans. His first job was office boy for American Pitch Pine Export in New Orleans. He worked eight years for the Murray Shipping Company of New Orleans, and went with the Waterman Steamship Corporation in 1940. He was president and treasurer of Waterman of Puerto Rico, U.S.A., Inc. at Mobile, and served in varied executive capacities with the Waterman organization in New York, Houston, and San Juan, Puerto Rico.

Mr. McEniry worked with the War Shipping Administration, 1942-44, at Washington, Port-of-Spain, Trinidad, and Georgetown, British Guiana.

The brown-eyed, well poised Mr. McEniry (a snappy dresser, by the way) likes to golf, but his play is confined to week-ends at Pine Forest Country Club.

Mr. McEniry married Miss Mary Elizabeth Gehrkin of New Orleans. Three fine sons, each with an intriguing nickname, are their pride and joy:

Charles, Jr. (Chuck), a student at Alabama College.
Michael (Chip), a student at L.S.U.
James (Rip), a student at Memorial High School here.

The McEnirys live at 12310 Broken Arrow, not far from the home of George W. Altwater, the hard selling general sales manager of the Port of Houston.

The McEnirys are members of St. Cecelia Catholic Church.
THE 100,000th Volkswagen to move through the Port of Houston en route to authorized VW dealers in a five-state area was unloaded at City Wharf No. 3 late in the year.

A ruby red 1966 sedan destined for Whitlock Volkswagen in Powell, Wyoming, the vehicle symbolized more than $10 million in revenues created by VW units entering the United States through the Port of Houston since 1954.

The 100,000th vehicle also represented more than $175 million in Volkswagen retail sales created in that time.

The 100,000th Volkswagen was one of 515 vehicles arriving on the M.S. MORGANA and was one of more than 3,400 Volkswagens scheduled to arrive at the Port of Houston before the end of the year.

Traveling 6,000 miles to Houston from Hamburg, West Germany, the 100,000th Volkswagen still had to be hauled another 1,540 miles via auto transport to Wyoming.

GERMANY HAS SHIPPED 100,000 CARS TO AMERICA'S HEARTLAND THROUGH THE PORT OF HOUSTON

More than $8 million in customs collections have been paid on Volkswagens since the first one moved through the Port of Houston. Additional effect on the area's economy is measured by the

More than 500 cars came in this shipment.

Acres of Volkswagens are packed behind City Wharf No. 3 after coming ashore from the M.S. MORGANA, seen in the background discharging still more of the popular cars. More than 500 cars came in this shipment.

Movement of VW units through the Port is generating payrolls and cargo handling and ships services fees at a rate of more than $300,000 a year, based upon Port figures, which show that an average of $17.20 makes its way nearly $2 million in economic activity.

Port officials estimate has been created by the unloading of 100,000 Volkswagens.
Clyde Pender, Intercontinental Motors Representative in Houston, inspects the 100,000th Volkswagen to be unloaded at the Port of Houston as it is eased to the wharf from the M.S. MORGANA. The vessel's first officer, Olav Hovsbakken of Tonsberg, Norway, watches the unloading.

Volkswagens for Texas, Oklahoma, New Mexico, Colorado and Wyoming are brought into the country for Inter-Continental Motors Corporation of San Antonio. All enter the country through the Port of Houston. Just three years ago the 50,000th Volkswagen came through the Port and ICM vehicles are arriving in this country currently at a rate of 20,000 a year. The market is growing.

Founded in 1954, Inter-Continental Motors Corporation is part of a network of 15 independently-owned Volkswagen distributors in the United States operating through Volkswagen of America, Inc. In eleven years the company has grown from two to 164 employees and from six to 59 dealers.

During their first year, ICM imported only 189 Volkswagens. By the end of next year, an average of 22,000 units will be imported annually. Sales increases are limited only by Volkswagen factory production capacities, according to William J. Dick, Jr., ICM vice president and general manager.

Volkswagen will sell 360,000 units in America this year, according to Mr. Dick, bringing to more than 1,800,000 the Volkswagen cars and buses now being driven in the United States.

Houston is a major market for Volkswagens, larger for example than the entire state of Colorado. The five Harris County authorized VW dealers sold more than 2800 units in 1965.

All told, Volkswagenwerk AG has manufactured and delivered more than 8 million vehicles to 130 countries around the world. From the main Volkswagen plant in Wolfsburg, West Germany, and from manufacturing or assembly facilities in 13 other countries, Volkswagens roll out at the rate of 1.5 million a year. Getting them to Houston and their ultimate consumer destinations involves the largest fleet of ocean-going car transport vehicles ever assembled. The M.S. MORGANA is one of 60 vessels operated on charter arrangement by Volkswagen.

Special ships like the MORGANA carrying Volkswagen cars and buses or Volkswagen parts arrive in Houston on the average of one each ten days, some carrying as many as 1,200 vehicles.

It takes the Wolfsburg plant—and four others in West Germany, from where all Houston-bound vehicles come—three days to assemble a completed Volkswagen from raw materials. The cars leave the plant under their own power and are driven to a nearby rail facility where they are loaded onto double-decker cars. Up to 250 vehicles travel the 125-mile journey to the coast on a single train.
At Bremen or Hamburg, the specially outfitted ships wait to carry VW's around the world. Before their sea voyage, the cars are coated with a special wax to protect them from possible corrosion by the ocean air.

Inter-Continental Motors is first notified on a shipment when the vessel is loaded and sails from Germany.

The trip from Bremen or Hamburg usually takes ten or twelve days and the ship will often stop at Jacksonville, Fla., New Orleans and Lake Charles, La., before arrival at Houston.

When still a few days out of Houston, the ship captain radios an exact estimate of his arrival time so that ICM and Biehl & Co., steamship agents, can begin to get the necessary men and facilities together.

In San Antonio, serial numbers of each arriving vehicle and its dealer destination are recorded on business machine cards and the information is forwarded to Clyde Pender, ICM representative in Houston. When the ship docks, Pender has total dealer delivery information on each vehicle on board.

Biehl & Co. arranges for a berth for the VW ship and for labor. The average load of 500 to 800 vehicles requires about 80 stevedores and can be handled comfortably in an eight-hour work day.

Unloading gear designed by Volkswagen hooks on to the bumper brackets of the small passenger sedans and the vehicles are hoisted out of the holds and deposited on the dock.

Once unloaded, the cars are inspected and delivered immediately to dealer locations.

The five authorized Harris County Volkswagen dealers are: Albert Berry Motors Inc., Mel Croan Motors Inc., Mahan Motors Inc., Norman Scott Inc., and Texas Motor Imports, Baytown.

Last leg of the journey to dealers outside Houston is aboard a seven-vehicle transporter of United Transports, Inc. The 100,000th Volkswagen through the Port of Houston had traveled by rail, sea and land before setting out on its own in Powell, Wyoming, where it was sold.

During November the first regular shipments of the new 1600 series Volkswagens entered the Port of Houston. Known as the Squareback and Fastback Sedans, the new vehicles have their own record to write.
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