

Meet *J. H. Branard, Jr.*

He Says Port of Houston Is Unique In The Gulf

By **LLOYD GREGORY**
Director of Information

J. H. Branard, Jr., vice president of Gulf Atlantic Warehouse Co., who is known along the water front as "Jim," points out:

"The Port of Houston is the only Gulf port with general cargo terminals-for-hire, operated by both public and private interests.

"The Port of Houston is growing and prospering because of the whole-hearted cooperation of all allied interests.

"I believe the future is bright under a capable, forward looking Port Commission, and with an aggressive, experienced general manager, J. P. Turner," he said.

Gulf Atlantic Warehouse Co. is a wholly owned subsidiary of Anderson, Clayton & Co. Gulf Atlantic owns and operates warehouses in Texas, Louisiana, and a number of South-eastern states. Burke Baker, Jr. is president; Mr. Branard, W. S. Vaughan, Jr., W. M. Glasgow and R. W. Bramlett are vice presidents.

Mr. Branard is in charge of the operation of the Long Reach division of Gulf Atlantic—warehouses and docks on the Houston Ship Channel.

Long Reach docks accommodate eight ships at one time. More than 32 acres of covered storage space, in transit sheds and warehouses, protect shipments at Long Reach. Cargo commodities include everything from coffee to complete oil well drilling rigs.

Cotton is still one of the largest export items at Long Reach, which offers two compresses, each able to turn out daily more than 2,000 high-density bales.

Jim Branard was born in Houston Oct. 9, 1906. He was graduated from Old Central High School, and from Rice Institute in 1927 with a B.A. degree. Jim was a member of the Rice track and golf teams. He is an enthusiastic rooter for Rice University football teams.

After brief service with the First National Bank, Southern Pacific Railway, and Alexander Sprunt Cotton company, Mr. Branard in September, 1930, went to work on the water front for Houston Compress, which was succeeded by Gulf Atlantic Warehouse.

Mr. Branard saw service in a wide variety of jobs before becoming vice president in 1956.

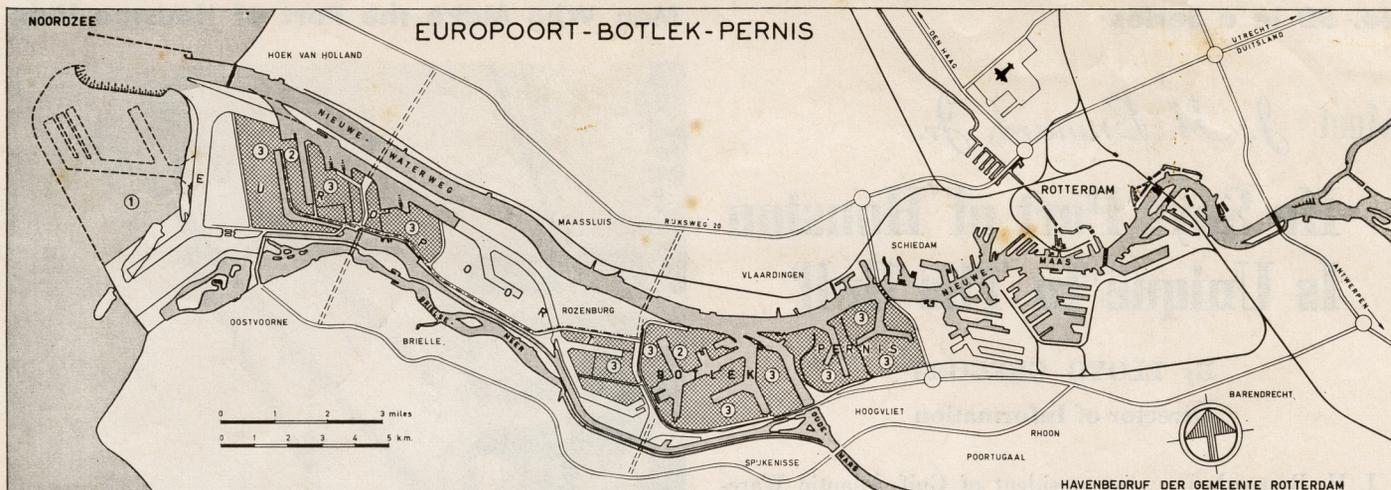
Hunting, fishing, and golf are hobbies of Mr. Branard, although he finds little time to indulge. He is a member of the Traffic, Propeller and World Trade Clubs, World Trade Association, National Defense Transportation Association, and World Trade committee of the Houston Chamber of Commerce.

Friendly, affable Jim Branard is married to another native Houstonian, the former Mildred Howze, of an old Houston family. They have three pretty daughters: Betty, a Rice University graduate; Tempe, a student at Southwest Texas State College, San Marcos; Mimi, a Robert E. Lee high school student.

The Branards are members of St. Martin's Episcopal Church. They live at 5109 Tangle Lane.



J. H. BRANARD, JR.



Europoort is expanding rapidly to meet the increased movement of cargo. On the left, in the area marked 1, the dotted lines show where additional facilities will be constructed in an area reclaimed from the North Sea. Areas marked with the

number 2 indicate bulk storage of coal and ore. The number 3's show locations of refineries, petrochemical plants and oil storage areas. The Port of Houston has frequent sailings by several lines to Rotterdam.

A Fresh Outlook

IN ROTTERDAM

As Europoort Plans Become a Reality

The Port of Rotterdam, Continental Europe's largest and second only to New York in total world tonnage, is now building for the long-range growth of its commerce and industry through the comprehensive \$210,000,000 plan known as "Europoort."

The Europoort program calls for the creation of a new 15,000-acre area of deep-water harbors and industrial plants by 1973.

Already, Europoort has begun to emerge into what its name implies—the "Gateway to Europe." In advanced

states of construction are a \$275 million plastics complex of Imperial Chemicals Industries, and new petroleum company plans for Shell, Gulf, Esso and Caltex. New and deeper harbors have been excavated and modern shipping and storage facilities erected.

Conceived in 1957, Europoort seeks adequately to accommodate Rotterdam's ever-growing seagoing goods traffic, to enable the ever-larger ships of the future such as 200,000 d.w.t. tankers to enter the port easily and to satisfy the heavy domestic and foreign demand for industrial and warehousing sites fronting on deep water.

The expansion of Rotterdam's shipping activity and continuation of the present boom, at least into the foreseeable future, are the results of large-scale industrialization of the Netherlands since World War II, establishment of giant petroleum refineries in the area and the rapid development of the European Common Market.

In 1962 alone, 25,636 seagoing vessels carrying 96,600,000 tons of cargo entered the port, as compared with 83,400,000 tons in 1960. With the con-

Discharging crude oil at the 819-foot-long finger pier at Europoort are two super tankers. The pier is one of the principal oil discharging and shipping facilities in the Rotterdam harbor area.

