



THIS WILL be the scene at the Port of Anchorage Municipal Terminal today when the SS New Orleans arrives on her first sailing to Anchorage from Seattle. The ship is in the

fleet of Sea-Land Service, Inc., the port's new contract carrier. With it and a sister ship, the company plans weekly, year-round service to Anchorage.

First Vessel to Dock Here Today In Sea-Land's New Alaska Service

The SS New Orleans—trailership in Sea-Land Service's new Alaska operation—was approaching the last leg of her maiden voyage to Anchorage early today.

Captain John Winterling, skipper of the New Orleans, reported by radio that he was cruising at 18 knots and was due to steam into Cook Inlet and past Homer at 3 a.m.

The big ship is due in Anchorage harbor about 11 a.m., the captain said. She will tie up at the Port of Anchorage Municipal Terminal shortly afterward to offload her cargo.

THE SEATTLE-to-Anchorage sailing is Sea-Land's first under its contract as the new carrier for the Port of Anchorage.

The New Orleans also will have a sister ship on the weekly schedule to Anchorage, the SS Mobile.

The regular schedule calls for one of the vessels to sail from Seattle every Thursday and arrive here the following Monday, and to leave Anchorage on the return trip each Tuesday.

The contract provides for year-round service.

EACH OF the big 520-foot-long ships is capable of carrying 166 trailer units, plus having conventional bulk-cargo space.

The trailers, or "highway containers," are swung aboard already loaded. This provides quick loading and off-loading, enabling tractor units to hook to the trailers as they are swung out to the dock and to haul the cargo to its final destination.

Sea-Land's office is at the Municipal Terminal and there also is an office in Fairbanks. Officials say the operation is providing work for at least 20 company employees, even in the early stages of the Alaska operation.

THESE ARE full-time company personnel. The operation also will provide more work for local stevedores and other related workers, they added.

Officials estimate that cargo will total 7,000 tons weekly year-round.

Sea-Land officials also were arriving in Anchorage last night, with more to arrive today, for

the New Orleans' first docking here.

They will attend a reception today to meet local industry persons and outline the new operation.

AMONG THE visitors will be Michael R. McEvoy, Sea-Land president; Henry Gilbertson, general manager of the Pacific Coast division; Bernie Czachowski, vice president of trucking operations; Captain Robert Fall, marine manager in the Pacific Coast Division; Syd Jackson, northwest region operation manager; and John W. Dausen, assistant to the vice president sales.

The Alaska operation is called Sea-Land Sales of Alaska. Russell F. Hoehn is its president. Before forming this company, Hoehn had been general manager of the Baltimore-Jackson (See Page 2, Col. 6)

MARINE DIGEST

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Sea-Land Ship Sails On First Alaska Trip



Sea-Land cargo van is lifted by special ship's gear aboard the SS New Orleans for the first voyage to Alaska in the new Seattle-Alaska service of Sea-Land Service, Inc.

SEATTLE — Sea-Land Service, Inc., began its Seattle-Alaska service with a special sailing from here Tuesday night. The ship SS New Orleans, loaded full, was due to arrive in Anchorage today, May 9.

Regular weekly service between Seattle and Anchorage will begin May 14, with the New Orleans alternating with a sistership, the SS Mobile, on a sailing from Seattle every Thursday, according to Henry Gilbertson, Pacific Coast general manager for the firm.

Each of the vessels is capable of transporting 166 Sea-Land 35-foot trailers as well as an additional 425,000 cubic feet of bulk material.

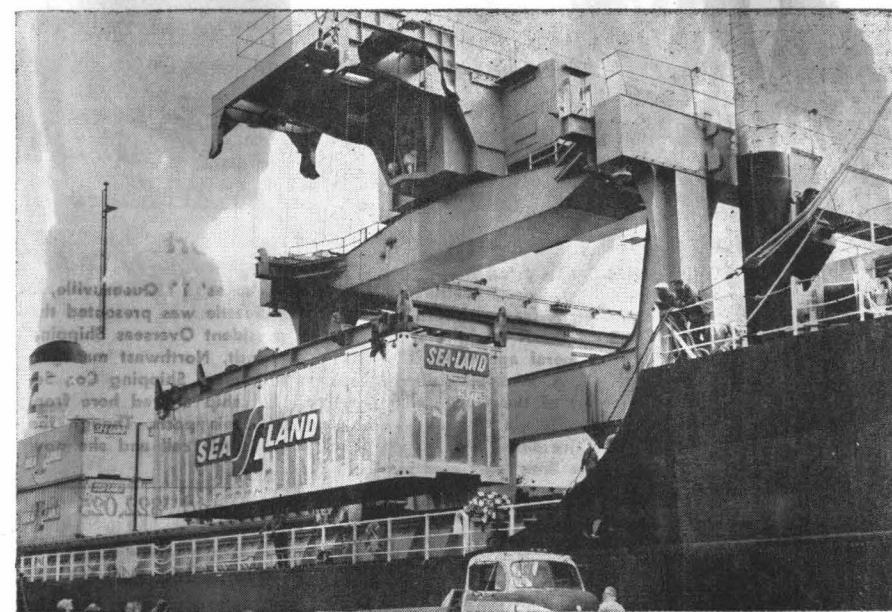
The New Orleans loaded at the new ten-acre terminal at Ames Terminal the company is leasing from the Port of Seattle. She null out with 126 vans and 1,650 tons of other cargo including much Sea-Land equipment to be used in the transporting of cargo vans in Alaska.

Both the New Orleans and Mobile were converted into automated van carriers at Todd Shipyards Corp. here two years ago and have since been in service on the East Coast.

Jack D. Hall is Seattle manager and S. C. Jackson is operating manager.

Marine Digest May 9, 1964

The first and only direct weekly steamship service to ANCHORAGE!



New Orleans First Sailing Port of Seattle - Pier 5, Ames Terminal

The first of two Sea-Land Trailerships, the New Orleans, will arrive in Anchorage May 9, inaugurating the first and only weekly steamship service direct from Seattle!

The last time the New Orleans (and its sister ship, the Mobile) were in Seattle, they were undergoing reconversion for use in Sea-Land's Puerto Rico service. Now they're back — ready to speed freight into Anchorage the 4th morning after loading in Seattle. Beginning May 21, they'll make weekly sailings every Thursday from Seattle, arriving in Anchorage every Monday!

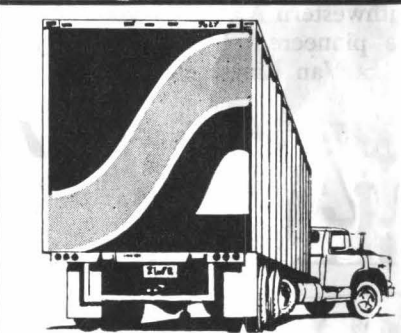
This new, fast service — the fastest of all — opens a new era for the delivery of containerized and break bulk freight. Each vessel carries 166 Sea-Land 35-foot trailers (both reefer and dry). In addition, each Trailership has a capacity in excess of 425,000 cubic feet of space for the handling of break bulk freight — building materials, heavy machinery, autos, trucks, contractors' equipment, and the critical necessities required in Alaska's rebuilding program. Sea-Land tariffs will provide rates which will include comprehensive coverage for

all areas of protection, including all risk marine and war risk insurance. And to top it off, there's Sea-Land's experience in containerized freight distribution — Sea-Land's low waterway rates — Sea-Land's door to door delivery in Alaska — Sea-Land's reputation for safe, untouched, pilferage-free handling. For rate and service information, and additional details, call your Sea-Land Alaskan Specialist now. He will be glad to quote rates and to give you the full facts.

SEA-LAND EXPANDS TO ALASKA WITH ALL THESE BENEFITS!

- The first and only regular, direct weekly steamship service to and from Anchorage!
- 4th morning delivery! Freight loaded Thursday in Seattle is delivered Monday in Anchorage with the inception of regular direct weekly service on May 21st.
- From Seattle, freight delivered by motor carrier and/or rail will be accepted.

- Portland Terminal at 5949 No. Basin Ave. services LTL pickup and booking arrangements.
- New Seattle Terminal (Ames terminal area) provides facilities to serve you faster and better than ever!
- Door-to-door containerized freight delivery service via Sea-Land 35-foot truck trailers, in Anchorage!
- New Orleans and Mobile carry 166 Sea-Land 35-foot trailers — LTL and TL — dry, refrigerated, and temperature-controlled!
- Each 520-foot Sea-Land Trailership (the largest self-propelled vessels ever to dock in Anchorage on a regular weekly basis) will also provide 425,000 cubic feet of space for the transport of vehicles, building materials, heavy machinery, and equipment needed for Alaska's rebuilding program!
- Through uniform bill of lading per NMFC.
- Sea-Land containerized freight is delivered untouched, undamaged, pilferage-free, and without expensive extra handling!



SEA-LAND

Phone your Sea-Land Alaskan Specialist today!

Seattle

Office . . . West 2-9375

Bookings . . West 5-5785

Portland . . . 285-8321



Saturday, May 9, 1964 Anchorage Daily Times

City Welcomes Direct Seattle Shipping Link

The City of Anchorage welcomed inauguration of its first regular direct sea link with Seattle today as Sea-Land Service, Inc. docked its 520-foot van ship New Orleans at the city port. Regular weekly service between Seattle and the port of Anchorage will be started later this month by Sea-Land with two van ships, the New

Orleans and its sister ship, the Mobile.

The ships, fitted with their own on and off-loading booms, each provide 425,000 cubic feet of space for transport of vehicles, building materials, heavy machinery and other cargo. The ships will carry 166 35-foot trailers.

Using its connecting ship and highway van service, Sea-Land is offering direct service southbound via Seattle to both Pacific and Atlantic ports as well as inland points.

The firm has established Anchorage headquarters at the municipal port terminal and will also maintain a sales office in Fairbanks.