SALES RALLIES ARE HELD BY PRES. BROCK

As you go, so goes this Railroad, President Glen P. Brock told GM&O salesmen as the new year began. He had called them together, along with train service representatives, to rally more business to our rails in 1960.

Twenty-two Eastern, Mid-Western and Western traffic offices were represented at a meeting in Chicago on January 5. The following day, personnel from 20 Southern, Southeastern and Southwestern offices gathered at New Orleans.

Both meetings were in the form of panel discussions with Vice-President (Traffic) L. A. Tibor acting as moderator and Departmental heads discussing various phases of their duties, principally as they related to sales and service programming for the New Year.

“Your property and equipment are in good shape,” Mr. Brock said, our finances and long term planning are both on a sound basis.” But pointing to the sales force, he declared, “the future of the GM&O rests with you. It is the sum total of all the decisions you make day in and day out that makes it go.”

Beautiful Job In 1959

He complimented as a “Beautiful job” the Traffic Department’s effort in 1959. While gross revenue of about $82,000,000 was slightly below the goal set at similar meetings during the first quarter of last year, the steel strike was responsible. Actually GM&O carloadings were up 3% over 1958 as compared with 2 1/2% for all Railroads.

About the new gross revenue goal set at the meeting for 1960, Mr. Brock said he was confident it would be attained barring further work interruptions. He forewore a bright future for the railroads; said of GM&O’s future sales efforts in a growing National economy, “I think you will some day take the gross above $110,000,000.”

(Continued on next page)

22 Mid-Continent Offices At Chicago Meet

“The future of GM&O rests with you,” President Brock tells his salesmen as the meeting opens in Chicago. The business rally and a similar one held at New Orleans for regional offices in that area, were in the form of panel discussions with Traffic Vice President L. A. Tibor acting as moderator.


Bob Stevenson to Mobile

So as to broaden the scope of his activities to include special executive assignments, Vice President R. E. Stevenson assumed new offices at Mobile on February 1. Mr. Stevenson has been Resident Vice President at St. Louis since 1959 and as a Director of the Terminal Railroad Association of St. Louis and of the Illinois Terminal Railroad Company will continue to spend considerable time at St. Louis.

Mr. Stevenson entered railroad service as a clerk in the traffic department of the GM&N (now GM&O) in 1928. Five years later he was appointed Commercial Agent at New Orleans. In 1939 he was promoted to Div. Ftr. Traf. Mgr. at Jackson, Tennessee, his native home.

Four years later he was made Executive Assistant and in 1944 became Assistant to the President. In 1946 he was transferred to St. Louis as Executive General Agent and in 1948 made Assistant Vice President there. He has been a Vice President since 1950.
PRESIDENT
G. P. Brock
(Continued from front page)

pears to be no end in sight for all America
from the costly inflationary spiral, Mr.
Brock pointed out there would be a keen
awareness more than ever before on the
part of business every where to get a "do-
lar's worth, for every dollar spent." Man-
fACTor shoulds be Exceeded

Mr. Tiber referred to Advisory Board
estimates forecasting increased enload-
ings during the first quarter of 1960 up
6.4% in the southeast and 6.1% in the
midwest. If conditions are anywhere near
these predictions, he told his men, they

TRAFFIC
L. A. Tiber

A challenge is a good salesman's weap-
on, Vice President Tiber said of the
sales quota set for his Traffic forces at
the 1960 Business Booster meetings. "I
accept the challenge and I know we will
give a good account of ourselves."

The GM&O's Sales Vice President said
he had the greatest confidence in the
world in his freight solicitors. "The best
group in the business."

Revenue line haul freight accounted
for 91% of our 1959 revenue, he reported.

That is where our increased business will
have to come from, he said.

He said he did not mean to discount
the Passenger Department's contribution
and they, too, were affected a dollar quota.
He called attention to the new design in
the equipment of the Abraham Lincoln
and said, "There is no train any better
anywhere. Help Bert Weaver's men sell
our eight Chicago-St. Louis trains in your
contacts. The passenger boys are doing
a real job and need some help.

Must Keep Efficient

"It is in this latter area that we will
play an important part," Mr. Brock ob-
erved. "If we keep efficient, no other
transportation agency can touch us."

He said the railroad's competitive clime
was getting brighter and pointed to the
gradual return of the lumber business to
our railroad from the trucks. However,
he said, a general trend towards rate re-
ductions and cost increases on our rail-
road "Make a constantly growing volume
vital."

"As an example of rising costs" Mr.
Brock said, "Every cent hour increase
in wages costs us $170,000 on an annual

OPERATIONS
B. V. Bodie

Vice- President and General Manager
Bodie, who was also speaking for mem-
er members of his operating staff present at the
conferences, expressed appreciation for the
opportunity to meet with the Traffic De-
partment.

"I believe that if we know your prob-
lems and know ours, we can better
make this railroad a success," he said.

Referring to an approximate increase
of $2,600,000 in gross revenue in 1959 over
1949, but with a reduction in net income,

INDUSTRIAL
T. T. Martin

The freight solicitor has the key to the
first contact with a plant location pros-
psect, Vice President T. T. Martin told the
meeting. He asked GM&O salesmen to
pursue this advantage in their everyday
contact with Industrial Traffic Managers.

He said that this first information was
most important—that there were some
7,000 agencies set up nationally to get in-
dustrial re-locations and that any week
there were from 2 to 5 delegations in New
York seeking new plants.

"Once we get a prospect to visit our
line, we are not going to lose too much
depth about anybody else getting them," he said. "We believes we know the par-
ticular community atmosphere best suited
to each prospect's plans and we know we
have the technical knowledge in our staff
to do the right job, both for the client
and the community."

He said that the number of expansions
of existing plants on our line was the
best indication that they had been proper-
lly located originally.

No Rumor Too Vague

Mr. Martin said that no rumor was too
too vague or any plant so small as not to

warrant quick attention. "We'll run out
your leads."

Particularly interesting prospects now,
be stressed, were consumer goods manu-
facturers and warehouses, because they
are tied to the rising population. "This
means more pots and pans, more food,
more horses and furnishings and more
freight tonnage. And they are sure to
grow."

Don't be discouraged in your efforts on
behalf of the Industrial Department, he
warned. He said it was from two to five
years, on the average, before an industry
put a man in the field after first having
decided upon an expansion.

Mr. Tiber (right) and Mr. de Villiers
basis. There can be no place in this highly competitive transportation picture for any waste what-so-ever.”

He praised the diligent efforts of supervisory operating personnel particularly and said of his entire organization, “It is as different as the Heine varieties with its many personalities, procedures and business approaches, but all adding up to an excellent business institution.”

President Brock summed up chances for exceeding the 1960 business goal this way for his salesmen “Every morning before you go to work, take a look at that fellow in the mirror. I think he’s got what it takes.”

should be able to exceed the quota set for them.

A traffic executive who started at the bottom of the freight sales ladder more than 25 years ago, Mr. Tibor warned that the first cause of loss of business was lack of persistence and the second cause, too much persistence. “I believe you have the in between,” he said.

He emphasized that the general office would continue to arm the sales force with up-to-date traffic information, observing that the “go-giver gets more business than the go-getter.”

In a round table discussion, the heads of our 42 sales offices reported on business prospects in their territories and all expressed the opinion that the revenue goal could be reached and surpassed.

ed only 2.9% for the same period. This means, he explained, that we are getting less money for hauling a ton of freight one mile.

“If we had received the same amount for performing this service in 1959 as we did in 1858 our gross would have been about $2,000,000 more”, he said.

Rate reductions are both offensive and defensive weapons and good for the long range, he observed, saying that our subsidized competitors are alarmed over the inroads the railroads are making on their traffic.

“We’ll have to hold costs down and you’ll have to get more volume. That’s the immediate solution of the problem,” Mr. Bodie declared.

Freight traffic representatives listen attentively at Chicago (two top pictures) as details of the program to put more business on GM&O rails in 1960 are outlined. Time out for lunch... at New Orleans. The numbers and letters on the lapel were markers used for easy identification when speakers took the floor.
232 Years of Continuous Railroad Service In This GM&O Family

"I could listen to railroad tales all day, and I've heard them all my life," says Miss Martha Nabors who wrote the particularly appealing story which follows.

Here's the way she explains her flair for railroad news and why the story caught on with a number of daily newspapers in the area. "Bill Bennett, Chief Clerk in the Louisville Shops, is my uncle and the late 'Boots' Bennett was my cousin. When I baby sit with my little nieces and nephews I drive them down to the depot and along Railroad Avenue where we watch them switch the trains. That's how Mr. Mac happened to tell me of his retirement."

LOUISVILLE, MISS., DEC. 29—A family that has given 232 years of continuous service to the railroad will be featured in a New Year's Day ceremony in the GM&O Louisville yard when Trainmaster M. C. (Mac) Doolittle retires at the end of fifty years and turns over his duties to his son, James McNeil Doolittle.

"There may be others to fill your job in the coming years at Louisville, but nobody will ever do a better job handling this company's business than Mac Doolittle himself," G. P. Brock, president of the Gulf, Mobile and Ohio Railroad, wrote in reply to Mr. Doolittle's letter stating his intention of retiring January 1, 1966.

"I have always been intensely proud of you and your work. If it was yard operation, you could do it—or it could not be done."

The president sent a fifty-year gold service lapel pin emblazoned with the GM&O wings. "To have you wear it will be a source of much pride to us," he wrote.

The pin was accompanied by the president's personal annual passes for the trainmaster and his family. Special messenger was Walter C. Henley, superintendent of the Louisiana, Tennessee and Alabama divisions.

Mr. Henley had the usual experience of presenting fifty-year pins to brothers within a month's time. Engineer Lock Doolittle recently received his emblem of long service. Had the latter's twin brother Dick lived, he would have received a fifty-year pin two years ago.

Railroading is a tradition in the Doolittle family, three generations having totaled 322 years of service: Horace E. Doolittle, the farmer, a pump engineer for the old A. & V., 24 years; William Beal Doolittle, the oldest brother, killed when a ditcher turned over on him, 6 years; Lock, the engineer, 50 years; Dick Doolittle, conductor, 46 years; Mae, trainmaster, 50 years; Eugene (Rastus), oldest switchman in seniority in the Mobile yard, 39 years; and James, trainmaster, 17 years.

Grandfather Gave Right-of-Way

It is ironic that Mac Doolittle's grandfather, Roger Williams Doolittle, who at one time owned nearly all of what is now Newton, gave the right-of-way to the first train through there and was later struck and killed by an engine the day twin grandsons, Lock and Dick, were born.

In the half century of his railroading Mac Doolittle has turned down any number of promotions because he did not want to leave Louisville. In the same spirit his son James, who has been trainmaster of the Jackson, Miss., yard and formerly of the New Orleans yard, returns to his hometown.

In turning over his keys to James, Mr. Mac passes on to him a yard that offers as great a challenge as the multiple tracks of Jackson and New Orleans. Besides the through freight, No. 32 north and No. 33 south, the yard usually handles three to five locals a day. They run from here to Jackson, Miss., and from here to Jackson, Tenn.

During the war, in addition to the heavier freight, four to six troop trains passed through here a day. So seldom did Mr. Mac get home in those days, the little girl next door had never seen him. One day she ran excitedly to her mother and exclaimed, "Mama, there's a man gone to bed over there!"

James Shot Down Over Germany

Work helped to pass those anxious days when James was flying missions from the heel of Italy to Germany. One day he was shot down over Regensburg, the only member of his crew to survive. At the same hour, 5:59 A. M. February 22, 1944, the father, who was so close to the boy in spirit, had a heart attack while drinking coffee at Warner's Cafe. He was in the Missouri-Pacific Hospital in St. Louis when he was told about his son. Six weeks later he learned that James was a German prisoner in the North Sea region. Life did not get back into right focus again until the boy returned from the ordeal and went back to work for the railroad.

James had established his seniority in 1942 as a brakeman on the north end. Back from Europe, he was sent to Tupelo as a liaison between the railroad and express. He worked for periods at Corinth and Okolona before transferring to New Orleans.

After a second heart attack two years ago, Mr. Mac has been pondering retirement, and in these days as he has walked the rails he's done some delving into the past.

Mr. Mac Railroader at 17

It was the day after the M. J. & K. C. sold to the N. O. M. and C. that he, a youth of 17, lied about his age to the Newton trainmaster and hired out to the railroad. He was a brakeman from Louisville to Mobile for the first three years, later being made a conductor in 1912. It was the last of November, 1914, that he was sent to Louisville for two weeks to relieve Webb Vinson, and he has been here ever since. His promotion to yardmaster came in 1925, and since then he has had titles of terminal trainmaster and trainmaster.

It never rains on the railroad, yardmen say, and a fellow checks cars right through storms and sleet. One night a tornado passed over Louisville, topping trees and two-story houses. It blew a boxcar over on Mr. Mac, but he wasn't hurt. He fell into a pocket in the ground, and it was the open door of the boxcar that came down over him.

Deeply Religious

"God has saved me many a time," he remembers. The trainmaster is a deeply religious man, his wife says. He has completed worn out three Bibles. "Whenever I needed encouragement, he could give it to me," she added. In his busy work schedule he has managed to fulfill his duties as elder and as a past Sunday School superintendent for the Presbyterian Church, U. S. He has been Master of the Blue Lodge, High Priest of the Chapter and Illustrious Master of the Council.

"Mac loves people and will enjoy being more a part of the community," Mrs. Doolittle said.

He plans to visit his two daughters Mrs. Paul Brantley at Ridgeland, S. C., and Mrs. Johnny Stevens at Laurel.

"But not until he's rested a while," Mrs. Doolittle said. "Mac could rest 30 years and read 30 years, and that will take care of the next 60."

While he's resting and reading, however, he will be hearing those trains, and from his bed at home he will be able to tell which track they're switching on in the yard.