COLONEL KING RETIRES
FOR WELL-EARNED REST

One of the Railroad's most colorful and widely known figures, Colonel Charles H. King, is retiring after 26 years of service to enjoy a well earned rest.

The Chief Special Agent who is widely known on the Railroad, will be missed by members of the railroad fraternity who have become used to seeing him in out of the way places at unexpected times of the day and night.

Guardian of the Company's property and of the lives and safety of its passengers from acts of criminal tamper.

(Continued on Page 2)

GULF TRANSPORT HAS TENTH ANNIVERSARY

Just ten years ago on February 18th, Vice-President and General Counsel J. N. Flowers filed charter papers at Jackson, Mississippi for Gulf Transport Company, this Railroad being one of the first to inaugurate truck and bus service in connection with its rail operation.

Shortly afterwards trucks began runs between Jackson and Dyersburg, Tennessee, a distance of 70 miles and the first bus schedule was between Louisville and New Albany, Mississippi.

Now Gulf Transport buses parallel the railroad over most of the system, operating 1731 highway miles. Approximately 200 truck units work in co-ordination with freight train schedules over almost 2,000 miles of territory, affording faster and more convenient service.

MASON BROWN CHOSEN TO HEAD DEPARTMENT

Mason Brown, who has been a Special Agent for GM&O for eleven years and who has just been discharged from the Army as a Lieutenant-Colonel after five years service, has been chosen to succeed Mr. King as Chief Special Agent upon his retirement.

Mason is a native of Jackson, Tennessee and has worked in the Agency and yard forces there before joining Mr. King's staff in 1931. He will have offices in both Mobile and Jackson, Tennessee. Congratulations Mason and we all know you will do an excellent job.

ABRAHAM LINCOLN AND THE GM&O

February 12 was the anniversary of Abraham Lincoln's birthday and suggests several instances in the great statesman's life which are closely connected with the Gulf, Mobile and Ohio and Alton Railroads.

It was to return the assassinated President's body to his home at Springfield, Illinois that the first Pullman car was operated on an American Railroad. Offered to the President's family, the car was handled by The Alton after hurried alterations were made to bridges and structures so that the unusually wide car could have passage. This was in April, 1865.

And today one of The Alton's crack streamliners between Chicago and St. Louis bears the name of Ann Rutledge, boyhood sweetheart of Lincoln. Her death was a great tragedy in his life, and plunged him into deep despair. Later he married Mary Todd, a Kentucky girl and they had four children.

At Jonesboro, on the GM&O, stands a marker commemorating the site of one of the famous Lincoln-Douglas debates. Seven joint debates were held in all during the campaign for election to the Illinois legislature, which in turn was to elect a United States Senator. The Jonesboro debate was the third of the series, which although the immediate prize was the senatorship
WHEN GM&O GIRLS GET TOGETHER...

Mrs. Herbert Crook (center), wife of the Memphis Division Freight Traffic Manager, was on The Rebel the other night enroute back home after a visit to relatives on the Mississippi Gulf Coast. With her are Hostesses Viva Lea McInnis (left), who has since left the service to be married, and Miss Shirley Shive, who succeeds Miss McInnis. Miss Shive is from Belleville, Illinois.

Mrs. Crook, admitting that she might be prejudiced, was very complimentary of The Rebel, especially the new lounge car which, now goes all the way through between Mobile and St. Louis.

LEND A HELPING HAND

GM&O employees have always been unusually solicitous of sick and crippled persons traveling on our trains. Numerous letters of appreciation have been received in this respect.

But because the coming months are to see many disabled service men traveling on furloughs from Government hospitals and because only recently in one of the larger American terminals a wounded soldier received a broken leg when crowded while boarding a train, it is well that all of us be on the alert for passengers who need assistance. There are approximately 329,000 American boys in service hospitals, and over half of them, it is anticipated, will be making furlough trips on the Railroads...in civilian clothes.

Let's see that they get through train gates with the least possible delay, get seats in coaches and diners and that their trips are pleasant and comfortable.

SAVE AUTOISTS' LIVES

From The Mobile Register

Quick action on the part of two Gulf Mobile & Ohio engineers, whose locomotives were pulling a long freight train westbound toward the crossing at Grant St., Tuesday night, prevented possibly serious injuries to at least one motorist and one pedestrian.

The two engines, operated by H. Rogers and H. S. Meyers, both of Laurel, Miss., were halted with their heavy load in time to permit the woman driver of a car stalled at the edge of the track to climb out of her machine to safety. A man assisting her to move the stalled machine, also was given time to reach safety before the crash.

The lead engine, going at a very slow rate of speed when it struck the automobile, pushed the car sideways and forward from the track's edge and the momentum crashed the machine against another car parked on nearby Williams St.

COLONEL KING

(Continued from Page 1)

ing, Colonel King has an enviable record of peace and order on the Gulf, Mobile and Ohio Railroad. As one of the earliest Chief Agents of the Road it has been his duty to build the Department and he has done so admirably.

PRESENTS FROM CO-WORKERS

The special agents and General Solicitor D. S. Wright gave Mr. King a handsome gold Hamilton watch of latest make and design upon the back of which was engraved: "Chas. H. King, Chief Special Agent, GM&O R. R., 1925-1946."

The Transportation Department in Jackson presented several gifts including a bronze horse, a gold chain, a gold pen knife and a genuine morocco pocketbook.

Col. King expressed himself as being very grateful to his fellow-employees for these gifts.

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As he retires to private life and enjoys a rest well earned, Col. King may look back upon years of splendid service to the institutions and agencies with which he was connected and he may likewise be assured that he has the best wishes of a large host of friends.

The News and Mr. King's Railroad associates join in these well wishes and add the request that he visit the property as often as he finds convenient.

In closing it wouldn't seem right not to mention the Kentucky Derby in connection with Mr. King's name, for as a lover and at one time owner of fine horses, he has been a regular derby attendant.

And so in expressing the wish that you come back and visit with us Colonel King, let us also urge that you make it at derby time, for along with your excellent work, we shall also remember you and think fondly of you when Churchill Downs time rolls around each year.
STATION NAMES PLACED WHERE THEY CAN BE READ BY PASSENGERS

All day long the man stood on the rear platform of the passenger train as it sped north. He watched the side-tracks, the types of signals and the trainmen as they went about their work. He was interested in everything he saw, because he was a railroad man.

That man was Bert Bridges, General Superintendent of GM&O, and he was on his way—at that time a Trainmaster—to Berwick, Pa., to help bring The Rebels back home.

And today as passengers look from our train windows and see the names of the stations printed plainly on the front as well as the ends of the building, they can credit Bert Bridges, who ten years ago, when standing on the rear of that train, in a strange territory, resolved if ever he had the chance, he would mark all GM&O stations so that they could be easily identified from coach windows.

If you’ve ever tried reading the name on the end of the station as the train flashes past, you’ll know the advantages of the new system. The old style lettering probably originated from the desire to have the name board easily discernable to the Engineer.

ENGINEERS URGED SAFETY BEFORE LINE SCHOOLS

Dear Mr. Boykin:

We want to thank you for bringing your safety representative, Engineer McKeough to our school. Our room was very interested because we have been studying safety. We learned some good safety rules about railroads. He also told about the number of railroad accidents last year. We hope that we are learning to be careful so that we can avoid accidents.

We enjoyed Engineer McKeough’s visit very much.

Sincerely yours,
/S/ Albert Ray Morris
Mrs. Hutchinson’s 4th Grade
Prattville Grammar School

GENERAL AGENT CASEY WRITES ROTARY AIMS AND OBJECTS

General Agent B. D. Casey has written a very interesting article, Aims and Objects of Rotary, which has been distributed to members of the club at Laurel.

The Aims and Objects of Rotary, he explains are of the same fundamentals upon which our country has grown and prospered, that of fostering the ideal service as a basis of worthy enterprise.

Mr. Casey writes,

“The older I get the more thankful I am that I am an American citizen of these United States, and have had the great privilege of living my life under its blessings, under its protection, and with its liberties and vast opportunities.”

He says:

“The reason our country is a great country, and the reason it has been a blessing to humanity, is because it was founded by selfless, patriotic God fearing men, and because the aims and objects of our country as provided by them in the Constitution of these United States, are the very best and the most desired that can be conceived in the mind of man.”

TWO NEW INDUSTRIES

Agent Jack Watts is proud of his two new industries, The Griffin Lumber Company and The Brode Lumber Company, just recently located at Newton.

Also of interest is the new home of The Newton Record on Main Street. Editor W. C. Mabry is ill at the present time and we are looking forward to calling on him and his assistant H. K. Prince, when Mr. Mabry returns to his new office.

ST. LOUIS PASSENGER DEPARTMENT ALWAYS IN A GOOD HUMOR

This is one corner of the Passenger Department in St. Louis and the cheery voice you hear when you call the reservations phone is Miss LeVerne Meyer. With her in the picture is Division Passenger Representative Dan Barnard.

Dan and Roy Fisher, also of the Passenger Department, meet all G M & O trains in Union Station and also have office space in the Station along with representatives of the other St. Louis lines.

A message tape tells each railroad man how many passengers he has coming in on connecting lines, on what tracks and at what time.
PHILADELPHIA'S GROWTH

THANKS MR. TIGRETT

Shippers of freight and receivers of freight say "thanks to Mr. J. B. Tigrett, president of the GM&O R. R. for the extension of trackage at the Philadelphia station.

Mr. Tigrett, ever alert to improve transportation to all the people of the state, makes improvements on his railroad before traffic congestion "sets in." He saw months ago that Philadelphia was growing and the incoming and outgoing shipping would be heavier in the near future, and as a result, he increased the trackage here about three miles additional sidings. That is adequate to handle increased freight traffic for a long time to come.

Mr. Tigrett has spent most of his life building up the transportation system in this state. It was through his foresight and zeal to serve his fellowman, that brought about the GM&O acquiring the Chicago and Alton system.

It was his progressive ideas that gave Mississippi its first diesel train — the famous Rebel. The word is synonymous to the man's aggressiveness and achievements, although it originated in the 60's.

NESHoba DEMOCRAT
Philadelphia, Miss.

NORTH END FIREMAN

Sergeant Norbin B. Grissom, who is a fireman on the Tennessee Division will soon be shedding the outfit shown at the right, we hope and it goes without saying that all his friends are eagerly awaiting the day of his return. He'll be glad to get back home and to the activities of the Railroad.

BACK FROM WAR

We are glad to have the following Traffic Department employees back from the Armed Forces: A. Porter Roberts, Jr., Traffic Clerk and Harry O. Austin, Division Utility Clerk.
AND HOWE
(Edited by Howe V. Morgan)
Howe Morgan, Editor of The Sparta Plain-
dealer, writes about a recent trip on The
Rebels in his regular column—AND HOWE.

I rode the Rebel!

Ever since the GM&O railroad started
sending streamliners through Sparta,
I've stood out in front of my sanctum
sanctorum and watched 'em slide
by. Somehow, they intrigued me. They
looked so nice and creamy they made
me want to take a nice long ride in one
of the sleek-looking coaches.

Opportunity finally knocked, so the
General Manager and I packed our
other blouse and our other shirt a few
days ago and hopped off for Newleans,
as the natives call the old town. Now
we're spoiled. We don't even like
to ride in the family chariot any more.

Those Rebels are swell and I don't
mean maybe. Everybody who works
on those trains exudes that famous
southern hospitality. We took the
'Little Rebel' down to New Orleans
and came back on the 'Big Rebel' from
Mobile.

We're not bragging, but we really
rode in style. Going down we had a
drawing room,' with which the G.
M. fell in love.

On the 'Big Rebel' coming home,
we had a 'bed room,' not quite so nice
as the 'drawing room,' but just as
comfortable.

But it's the service you get on the
Rebel that makes the GM&O different.
I doubt if there's anything like it on
any other railroad in this part of the
country. For instance the Rebels boast
'hostesses.' Going down and coming
back, we had the same one—Miss Bob-
bie Porter of Gulfport, Miss., a typical
southern miss, who has beauty as well
as brains.

How she does it, I didn't find out but
she called us by name as we climbed
the steps at the local station to start the
trip. She wanted to see that we were
comfortably located, and if there was
anything our little hearts desired. She
brought us a daily paper and didn't ex-
pect a nickel. Every few minutes, she
dropped in to see if everything was all
right.

For other passengers, she took care
of the children while they went to eat.
A big guy, who had a few too many
nips from his bottle, was persuaded to
retire early so he wouldn't make a
misuse of himself. She was there,
there and everywhere making herself
useful and spreading a bit of sunshine
among weary travelers with her cheery
smile.

And, before we got off at Sparta
early Saturday morning, here came the
dining car superintendent with steam-
ing cups of coffee, all for free. That's
service, spelled GM&O.

Now, don't misunderstand me. I
don't own any stock in the railroad and
I'm not trying to talk anybody into tak-
ing a trip that way, but when a rail-
road, which has growing pains, also
shows that it has a heart and a soul,
I think it deserves a pat on the back.
Besides, the GM&O is our railroad, isn't
it? At least it serves Sparta and does
it well.

And you don't have to take a draw-
ing room, a bedroom or a Pullman berth
to get service. You can ride the Rebel
and never get out of the day coach but
you get service just the same.

So, if you haven't ridden the Rebel—
and we hadn't—try it some time. Buy
a ticket to New Orleans. Stay a few
days there, seeing the French Quarter
and the other historic spots, about
which I'll tell you later. Then you can
ride the Rebel back or you can take a
train, bus or plane over to Mobile and
come home on the other Rebel. It's a
swell trip either way.

GM&O MEN COMMAND TWO VETERAN POSTS

The Commanders of the two Veterans
Organizations in Jackson, Tenness-
see are both GM&O men. E. J. Poole,
Chief Clerk to Terminal Trainmaster
in Jackson, is Commander of Post 1848,
Veterans of Foreign Wars. R. V. Young,
Telegraph Operator at Chief Dispatch-
er's Office in Jackson, is Commander
of the American Legion Post No. 12.
It might be interesting to know that
both Posts have membership over one
thousand each, composed of Veterans
of World War I and World War II.

HOSTESS NEFF TIDIES UP LOUNGE CAR

Hostess Lillian Neff straightens up
the magazines in the Lounge Car of the
Rebels enroute to St. Louis. Miss Neff
has just recently joined our Hostess
staff and is a Mississippi girl. She
comes from the Delta part of the State
where she also graduated from Delta
State Teachers College. Prior to com-
ing with the Railroad she was teaching
school at Shaw, Mississippi.
Montgomery — D. L. Jones, popular Division Freight Agent here, is still undergoing examination at Mayo Clinic, Rochester. His many friends wish him a speedy recovery and look forward to his early return to his job.

Mobile — Pretty Betty Henricksen of the Tariff Department will marry John Pruniski, Jr., of Little Rock Arkansas on Mardi Gras Day. There'll be a big reception at a downtown hotel and her General Office friends will be there.

Tampa — It’s a son at the J. A. Crawford’s of this Traffic Office. Named Terry Frank, he was born on January 10.

New Orleans — Henry Koberg has been elected President of the Dixie Stampers, an organization of stamp collectors with members in 18 states. Many familiar GM&O names, twenty in fact, are shown on the Stampers’ Roster. The organization has 215 members.

Mobile — John Faust dropped in to say hello to his old friends. He’s on terminal leave and the big Army First Lieutenant will soon be back in the Passenger Department.

Alamo, Tenn. — Agent N. C. Bowen had had some checks personally printed which advertise the Railroad. They have GM&O in the insignia wings and The Rebel Route printed on the face.

Okolona — E. E. Gault, Fireman on one of the switchers here, was called to the office to receive a telegram. As the Western Union operator read him the message over the telephone, he broke into a big smile. And who wouldn’t . . . his Marine son had just landed on the West Coast and will head homeward soon, a civilian again.

Railroad Woman

As the Railroad Woman for February we nominate Miss Elia Forster of Louisville.

She’s Secretary to Division Freight Traffic Agent Dave Marshall and the only woman in an office filled with Railroad men. In the Station building are also the Forces of the Terminal Superintendents, Agent Lowe, The Operators and here, too, is located the Train Register where all incoming and outgoing road crews must sign.

Miss Forster by virtue of a woman’s rights, insists on a certain amount of tidiness in an otherwise typical Railroad office where trains must roll and the scene of action is no farther away than the front window.

Veterans like “High” Parks and Mac Doolittle say she just tells them “What’s what and that’s it.” Anyway, when it’s Coca-Cola time she can “cut the book” (Official Guide) in the best railroad style, and her page numbers usually add up to enough to get her off the paying end.

This is the Gillikin family. Jack is the ruddy-haired dynamo behind GM & O’s Merchandise Traffic Department and has been especially successful in co-ordination of rail and truck operations for a more efficient less than car-load service. Gulf Transport Truck schedules are interlocking with GM&O freight train schedules and in this manner merchants at intermediate stations get faster deliveries. The trucks pick-up and set-out consolidating at Division points for the trains.

With Mr. and Mrs. Gillikin are Elaine, named for her mother; Jimmy and Stephen.
MANY FAMILIAR FACES IN THIS PICTURE OF 1928 FREIGHT TRAFFIC MEETING

"I found the enclosed photograph in my desk and—I thought it might be of interest to you and the readers of The Rebel Route News", writes Executive General Agent Roy Lapp from Washington.

And it was so interesting that we checked back to the files of The News of December 30, 1928 to see what the gathering was all about. Under the heading—TRAFFIC DEPARTMENT'S ANNUAL FAMILY MEETING — we found that the group was just before boarding a U. S. Customs' Service Launch to inspect the State Docks and other port facilities at Mobile.

From left to right they were standing: E. L. Mountfort, Freight Traffic Manager; L. P. O. Exley, Chief Engineer; R. L. Lightly, DFA, Jackson, Miss.; Joe B. Character, DFA, Kansas City; Mike Lamon, DFA, Memphis; J. O. Gathier, General Agent, New Orleans; F. M. Sublette, Commercial Agent, Mobile; R. M. Chittick, DFA, Pittsburg; C. C. Chadwick, General Agent, Mobile; L. A. Tibor, DFA, Chicago; C. E. Lanham, Superintendent of Transportation; Bruce Sutton, DFA, Detroit; Bob Routwell, Traveling Freight Agent, Mobile; R. E. DeNeefe Comptroller; R. G. Lauten, Chief Clerk to Vice-President and Gen. Mgr.; Inspector Smith, U. S. Customs Service.

Seated: Clem Lang, Agent, Mobile; C. H. Dege, DFA, Mobile; W. O. Lewis, DFA, St. Louis; E. W. Gould, Eastern Freight Agent, New York; C. A. Benish, Commercial Agent, Jackson, Tenn.; L. L. Lapp, Division Freight Agent, Meridian and R. P. Tallman, Chief Clerk to Freight Traffic Manager.

Of those present in 1928, only two have left the service, and three have passed away.

ROY LAPP 1946 STYLE

And just to bring you up to date on the Meridian Division Freight Agent of 1928, we show him to you as Executive General Agent L. L. Lapp of Washington (right opposite picture) while on a recent business trip to Mobile with J. W. Vessels, President of Universal Transportation Company.

He wanted to strike a similar pose to the one in the picture above (second from right), but after all, eighteen years are eighteen years.

"HAS THE TRAIN COME IN?"

Mae Doolittle's little granddaughter doesn't waste words on useless conversation anymore. When he answers the telephone down at the Louisville Yard Office these days she asks first, "has the train come in?"

She's tired of his usual long explanation of not being able to come to see her until after "the train comes in."

DR. HUBBARD NEW DOCTOR FOR RAILROAD AT JACKSON

Dr. G. D. Hubbard has been named one of our Company Doctors at Jackson, Tennessee and will be associated with Dr. W. G. Saunders who has represented GM&O there for some time.

Dr. Hubbard has just been released from the armed services and we welcome him to the Railroad family.
CURRENT COMMENTS

Cost Taxpayers

Much in 1918

There were those who after the First World War were ready to write the obituary of rail transportation under private enterprise in this country. The railroads had broken down under the stress of war demands and under government operation suffered losses in 1918 which totaled more than $1,500,000,000, which was borne by the taxpayers.

In contrast, in World War II the railroads under private management not only met unprecedented demands for their services but paid more than $4,000,000,000 in federal taxes. They have built up their financial reserves for new equipment, have paid off a substantial share of past obligations, and are today probably better prepared for the future than at any time in their history.

Have No Fear for the Future

The war demonstrated anew that the rail lines remain the backbone of the nation's transportation system. Other forms of carriage—the air lines, the trucks, and the barges—all have their place in transportation, but the railroads need no fear of the future so long as they continue to provide the leadership which made possible their outstanding war record.

—St. Louis Globe-Democrat.

DAUGHTER OF EMPLOYEE WINS STATE CONTEST

Miss Elizabeth Smith, daughter of O. Ray Smith, well known GM&O Conductor and Brakeman and a sophomore in Blue Mountain College, won the State-wide speaking contest held recently in Jackson by the Baptist Training Union of Mississippi. The contest was open to representatives from all of the Associations of the State and as a prize for her accomplishments, Miss Smith was awarded a scholarship to Blue Mountain College next year and a trip next summer to Ridge Crest, N. C., with all expenses paid. There she will represent Mississippi in a Southwide speaking contest.

Her father is well known on the GM &O, being a Conductor on the Tennessee Division.

CAMERA FLASHES

General Attorney Y. D. Lott, (left) and Railroad Attorney John Stewart of Murphysboro, Illinois (right) are shown with two members of the Operating Department at Tamms recently. Left center, is Hamer Hanson, Terminal Trainmaster and just behind Mr. Stewart is Superintendent Conely.

Busyly engaged on The Rebel recently was Charlie Barnett, Chief Clerk in the Legal Department while up at Murphysboro in the Superintendent's office we found Edwin Stevens catching up with a little night work.

In the next office Chief Dispatcher Wilson was getting things lined up on his Division. Two young railroad men rode the Rebel from Mobile to Prichard the other afternoon. They were Y. D. Lott, III and Ritchie McPherson. Young McPherson is the grandson of Dr. P. J. M. Acker, well known Mobile physician who has been a Company Doctor for many years.

TWO ATTORNEYS BACK FROM NAVAL DUTY

William A. Huff, until recently a member of the United States Naval Reserve on active duty, has returned to the practice of law with our firm of local attorneys at Forest, Mississippi, Messrs Nichols & Huff.

Navy Lt. Commander C. W. Miles, III, one of our local attorneys at Union City, Tennessee, is also back from service in the armed forces and has resumed practice.

ABRAHAM LINCOLN

(Continued from Page 1)

from Illinois, never-the-less assumed nationwide proportions because of the slavery issue.

An amusing incident of the campaign arose when Lincoln, making his way from Illinois town to town as best he could, begged a ride on a freight train and was side-tracked to let a Douglas special pass. Douglas, a railroad attorney, had a special train when necessary.

Although defeated for the legislative post, Lincoln won national recognition from the debates and they later paved the way for his presidential nomination.
Public Relations

"Public Relations," simply means "good corporate manners," J. Handy Wright of the Monsanto Chemical Company Magazine explains in a recent article. You'll want to read this constructive discussion of a most important subject.

So you're not altogether sure what public relations is or why no one seems to have explained it without using superfluous vocabulary? But did you ever compare definitions of what is an educated man or what is success? Confusing, isn't it?

Public relations, applied to Monsanto or to any other company, is a very simple thing. When we say "public relations" we mean simply good corporate manners! There isn't anything complicated about that. Edgar M. Queeny, Chairman of our Board, expressed the same thought in these words: "Public relations seek to identify a corporation with that which in an individual would be good manners and good morals."

So there is the subject translated in terms of an individual. Good manners in a corporation are the same as good manners in an individual. Corporate good manners are the combined good manners of all individuals which compose the corporation. Lord Moulton, the great English lawyer, once said that there are three areas of human conduct: first, the area of complete freedom; at the other extreme the area of legal regulations; and the segment in between he termed the "area of good manners." If Lord Moulton is correct, you can see that good public relations or good corporate manners is the difference between complete freedom, which is chaos, and complete legal regulation which is one thing we are trying to avoid.

If you will conceive of good public relations as good corporate manners, it's easy to answer your next question. What is the object of public relations? You might almost say, "Why practice good manners?" If you don't have good manners, you won't have any friends. If you do have good manners, you'll acquire friends. So the object of public relations is to win friends for yourself, for your community and for the company which you represent.

You remember what Emerson said about friends and enemies: "He who has a thousand friends has not a friend to spare, but he who has an enemy will meet him everywhere."

Now we come back to your responsibility. The way to win friends for a company is pretty much as you would win friends for yourself; that is, by being friendly, courteous and likeable yourself. You don't win friends by being belligerent, discourteous, boastful or arrogant. Neither does a company. But here is something to remember. A company is merely the sum total of the people who work for it, at least as far as public relations is concerned. The public is going to form its opinion of a company largely upon the opinion it forms of the people who work for it. The oldest and truest of all the axioms is that actions speak louder than words. Monsanto is going to be known by what you do and by an honest man, let us say. So the author starts off the book by saying, "This is the story of an honest man."

And on page five he reminds you again that the hero is an honest man, and again on page ten and on page fifteen. But by the time you have reached page fifty, you've forgotten all about what the author said about him.

Actions Count

But let us suppose that on page twenty, the hero finds a pocketbook with a thousand dollars in it and a card bearing the name of the owner. Maybe there's a mortgage on the old homestead, and the widowed mother is sick, and that thousand dollars would solve all the problems. The temptation is great to take the money out, throw the pocketbook away and forget he ever saw it. But does our hero do this? He

An airview of part of Monsanto's plant at East St. Louis. Our Railroad serves this plant through the combined facilities of the Terminal Railroad.

do not! He tramps many weary miles to the owner's home, waits until the middle of the night for him to come home and returns the purse, money and all.

Remember, all that took place on page twenty. Now you're over on page 120. The safe door is open. Our hero was the last to be seen in the office the night before, and he is known to
have the combination to the safe. Suspicion certainly points to him. But not with you, it doesn't. You remember way back on page twenty that our hero returned the pocketbook. No amount of circumstantial evidence is going to convince you that he rifled the safe. You were convinced by his actions. You saw him return the purse. You're not convinced by the author's words that the hero is an honest man, but you certainly are convinced that he is honest after you saw him return that thousand dollars. So actions do speak louder than words.

Continuous Job

Of course, that's an absurd example, but it illustrates a simple truth. Monsanto is going to be known more by what you and I do, by the way you and I act, by the friends you and I make and by the attitude you and I display towards customers, competitors and colleagues and friends in the community than by any official statement that the company may issue about itself.

"But," you say, "we make a good product. We sell at a fair price. People want to buy what we make. Is it really so necessary for us to spend so much time cultivating friends for the company?" Well, don't ask me that. Ask any politician. He spends every waking minute, so far as he can, in making friends, who, he hopes, will return him to office at the next election. But here is one important difference between a company and a politician. A politician is up for election only every two, four or six years. He has to attract voters to his worth only at election time. But a company is up for election every single day it offers its wares for sale in the market place. When the public quits buying, we have lost our election. We have to please the public to stay in office.

This, then, is public relations boiled down to its simplest fundamental concept. Good manners to win friends. It's a pretty good yardstick to apply to any contemplated course of action. If it will offend, irritate, annoy or displeasure, it isn't good public relations.

On the other hand, be careful that in an effort to win friends or please people, you don't over-step the bounds of dignity, truth or good taste. We all hate a braggart. We don't like the fellow that's continually popping off about his own virtues. So it is with a company.

Too often we find people who regard public relations as the creation of favorable news through the public press, radio and magazines. This is a deceptively narrow interpretation of the subject. Press agentry would be a better name for that. Such contentions are based upon the belief that public attention is public relations. As a matter of fact, public attention in itself is not necessarily good public relation and is often fraught with risk. Another good rule to remember about public relations is this: It is easy to attract public attention and to forfeit public respect! The old adage that "every knock is a boost" may be good press agentry, but it is bad public relations and definitely bad business.

The press, the radio, the magazines are important to any company's public relations program, principally because, like loud speakers, they tremendously amplify any statement or fact which they may print about a company. They are media through which a large part of the public receives the facts upon which it bases its opinion of the company. The fact imposes on the company and the individuals who comprise the company an obligation to be thoroughly factual, truthful, dignified and fair in any relations with the press or radio. Maybe we can wiseacre with an individual without fear of being misunderstood. The same wiseacre in print, and distributed to a million readers might appear flippan or boastful and would reflect discredit upon the company.

Days of Change

Never for one instant could this company afford consciously to mislead or deceive the press. By the same token, this company cannot afford to suppress or withhold information of an unfavorable character which the newspapers are entitled to print. A fire, accident or explosion may be unpleasant news for the company, but we can't expect the newspapers to print the favorable news unless we are willing for them to print the unfavorable as well.

Obviously, no article of this length can do more than deal with the simplest fundamentals of a subject as broad as public relations. Nevertheless, a clearer recognition of the fundamentals should help us all in the difficult period ahead when American industry generally is going to be judged by highly emotional standards as service men return and industry reverts to peace.

Some people have chosen to believe and insist that America will go back to all of its traditional practices in the postwar era ahead. As realistic individuals I think we should face squarely the fact that this is simply not so. The standard of values has changed. The public demands upon industry have changed. More will be expected of us as good industrial citizens. In the era ahead, good public relations will be more important than ever before in dispelling misunderstandings, winning friends, and making it possible for American industry to perform its traditional function of supplying jobs and producing the world's highest standard of living.

Good public relations? That's your job and mine!