DEFENSE CLINIC HELD IN MOBILE . . .

A large group of GM&O employees and officials were present in Mobile on March 21st at the regional "defense clinic" of national, state and local industrial leaders, when authorities on national industry such as Colonel Willard Chevalier, Publisher of "Business Week"; Thurmond Chatham, Pres. Chatham Manufacturing Co.; Walter D. Fuller, President of Curtis Publishing Co. and Hilmar Robert Bunkhage, NBC Commentator were speakers. In addition to these speakers, local and national experts in defense industrial problems led round-table discussions of current problems in meeting America's emergency.

At the luncheon session, Laurel, Mississippi, served by the Gulf, Mobile and Ohio, was used as an illustration that the South is becoming the home of science in America. Mr. Chatham pointed out that rayon manufacturing alone in the South is a $150,000,000 industry and that starch is being made from sweet potatoes at a rate of three million pounds annually. Laurel pioneered in this field.

At the same session, Colonel Chevalier, Publisher of Business Week, who described himself as a "carpetbagger traveling below the Mason and Dixon Line" and "learning the Rebel yell on one of the Gulf, Mobile and Ohio trains," urged the South to throw its resources and man power into the defense program in order to maintain our system of life in America, where the hope incentive motivates us instead of the fear incentive.

The necessity for capital and labor to find an end to their difficulties for the sake of a common goal was brought out by Dr. Walter D. Fuller, President of Curtis Publishing Co. Enough time has already been lost by strikes (prior to the April strikes) to build 480 bombers, 24 destroyers, 3/2 million modern rifles, according to Mr. Fuller.

(Continued on Page 2)

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No. 4

PATRIOTISM FIRST

On December 10, 1917 the President of this Company wrote a brief message to the employees of the Birmingham & Northwestern Railway Company — a railroad forty-nine miles in length and now a part of the Gulf, Mobile & Ohio. The last paragraph of this message was as follows:

"Please permit me to call to the attention of every employee that the first duty of each one of us today is to help our Government in every possible way in the war."

After more than twenty-three years we find ourselves expressing to our associate employees the same sort of sentiment. Our first thought should be one of patriotism. May we be actively sincere in our prayer, "God Bless America".

PERFECT SHIPPING

April is the month when shippers and carriers join in a special organized effort to transport freight without loss or damage.

Freight cannot be damaged if every piece is handled carefully and properly loaded, stowed, blocked and braced. The fact that so few articles are lost or damaged shows you have the skill and judgment to do a first-class job.

In April . . . and Every Month . . . Let's make our service so good that . . . Shippers will always choose rail service, because it is safe and reliable . . . and Consignees, when ordering goods, will say to shippers . . . Let the shipment come by rail so it will reach me in good order.
SPECIAL SERVICE FOR COACH PASSENGERS

In a half page article and pictures in a recent issue of its Sunday Pictorial Section, The St. Louis Post-Dispatch said, "The Gulf, Mobile & Ohio Railroad's new streamlined train between East St. Louis and Mobile, Ala., affords an excellent example of the efforts American Railroads are making to attract passengers by increasing the speed and comfort of travel without increasing the cost. The new train, called the Gulf Coast Rebel, makes the run three hours faster than the old schedule time and it offers coach passengers—who pay only the basic two-cent-a-mile rate—many of the conveniences and luxuries that used to be restricted to those who paid a premium fare."

AN EMPLOYEE SPEAKS

As an employee of G. M. & O., it has been interesting to me to note the advancement made in equipment and the efforts to render a more satisfactory service to the public, and I am appreciative of these things. In addition to the improved equipment, our railroad (Continued on Page 7)

PROMOTIONS ANNOUNCED IN TWO G. M. & O. DEPARTMENTS

A number of changes and promotions became effective last month, both in Mobile and on the Line.

Effective March 22, 1941, Mr. W. L. Palmes was promoted from the position of Auditor of Capital Expenditures to the position of Assistant to Comptroller. Mr. Palmes has been with the G. M. & O. for twenty-six years, and it is the only railroad for which he has worked.

Effective the same date, Mr. T. C. Schley, was appointed Auditor of Capital Expenditures. Mr. Schley has been with the company intermittently since 1912, the last position which he held being that of Chief Clerk of the Valuation Department.

Changes of agents on the line included the transfer of Mr. R. P. Beacham from Louisville, to Laurel, Mississippi as agent, effective March 26th.

J. B. Deming was installed as Agent at Louisville, where he has been working for the past two years.

OVERWHELMED, BUT NEVER ROUTED

A crotchety old gentleman, who looked as if he'd fight at the mere mention of General Sherman, espied "The Rebel Route" slogan on our Tampa, Florida office door recently and tottered in to investigate.

"Young man," he queried at Commercial Agent V. M. Perry, "who is the man in charge for this Gulf, Mobile & Ohio Railroad?"

"Why, Mr. T. M. Galen is the district freight agt. here in Tampa," was the reply.

"Well you tell Mister Galen," said the dear old soul, "he's a goin' to git in trouble about that motto on the door. Us rebels may have been overwhelmed but, Suh' we wuz never routed!" And he pattered off down the hall. (See Rebel story page 4-5.)

—By V. M. Perry.

Mr. Paul Harlan,
Dear Mr. Harlan:
Our trip was perfect. We could not have asked for finer service nor more capable, courteous drivers. Mitchell and Brown are great fellows and we thank you for letting us have them and your beautiful new buses.
Our entire trip was another continuous evidence of the great and friendly organization of the G. M. & O. system.
It was an added pleasure to become personally acquainted with you young men who are so efficiently serving in your various capacities.
Best wishes.

Lawrence T. Lowrey, Pres.
BLUE MOUNTAIN COLLEGE.

DEFENSE CLINIC

(Continued from Page 1)

Mr. Fuller was followed on the program by Hiram Robert Bankhage, noted NBC Commentator on world news, and recent resident in Germany. Mr. Bankhage emphasized the need for national unity by presenting conditions in Europe today.

Particularly interesting to us was the fact brought out in the meetings that the railroads have shown no failure to meet the defense needs. Seventy-five percent of the railroads expect to deliver contracts on time and no shortage of railroad cars is contemplated. Only about three percent of shippers have encountered any sort of difficulty on receiving rail shipments promptly. There have been no strikes.

All of the speakers in the "clinic", with the exception of Bankhage arrived in Mobile via GM&O with Mr. Tigrett, who had appeared on the program with them in Meridian.
THE LETTER BOX

History Isn't Dull Anymore—
Tyteltown, Miss.
Jan. 31, 1941

Dear Mr. Walley:

In behalf of the Senior Class of Tyteltown High school, I write you thanking you again for making it possible for us to make such a wonderful trip to New Orleans.

We are all still talking about it, as usual, we wish we could take another.

We hope that you and the GM&O Railroad can keep up the good work to New Orleans in the future so that the Senior Class of 1941-42 can make the same trip we did and enjoy it as much as we did. (See story at right.)

Sincerely yours,

Walter Tate Simmons,
President Senior Class

2206 Fourteenth Street
Tuscaloosa, Alabama
February 24, 1941

Mr. I. B. Tigrett,
President,
Gulf, Mobile and Ohio Railroad,
Jackson, Tennessee.

Dear Mr. Tiggett,

I have just made application for the pension, to be effective March 1, 1941, after forty-three years of service with this Division of the Gulf, Mobile and Ohio Railroad Company, and bringing to a close fifty-four years of railroad reading. It is with sincere regret and a feeling of genuine sadness that I find it necessary to leave the service, particularly at this time, since I believe that the vision I have had for many years of this Montgomery Division becoming a part of a great trunk line is about to be realized under your able leadership and competent management. It would be the fulfillment of the dream of a lifetime to pilot a train over our Division, a part of a great railroad, linking the Southeast with our southern coast. I believe that this Division will be just that in the not so distant future, as I have watched with interest and pride the growth of the Gulf, Mobile and Ohio, and expect this Division to develop in a similar manner.

I would like to express to you my best wishes for the continued growth and success of the Gulf, Mobile and Ohio—may it be one of the best roads in our country, serving this section of our country by giving us a more efficient means of transportation and a direct connection with centers of commerce in other parts of the United States.

The doctor has deemed it advisable that I no longer continue in active service, but I am not incapacitated for work, and would like to say that if at any time in the future I can be of service in any emergency, which emergency might arise with world conditions as they are, I shall be ready and willing to serve in any capacity.

With best wishes for continued success, I am,

Sincerely yours,

M. W. Frazer, Engineer,

Dear Mr. Michan:

While ordinarily we receive excellent service from Mr. White and his Corinth Staff, he yesterday rendered me a service so outstanding that I feel it proper to mentioning it. A shipment mente by another railroad was causing me an expensive delay. When the matter was explained to Mr. White, he contacted a local agent at some distance from Corinth, located the shipment for me, and arrived me of the time of its arrival at a neighboring town.

I always appreciate such extraordinary service and it is not too high a price for such service will certainly increase both good will and business volume.

Very truly yours,

Paul B. Johnson
The Pickwick Co.

District Passenger Agent A. R. Walley (center) is shown with Executive General Agent Paul Deloach and Executive Assistant C. B. Whitlow of the President's Office, as they met The Rebel one morning recently in New Orleans. (See picture page 2.)

PASSenger AGENT HAS BRIGHT IDEA . . .
TURNS IT INTO NEW BUSINESS

District Passenger Agent Andrew Walley is a native of Jackson, Miss. Transferred to New Orleans not so very long ago, he was struck with the historic interest of the place and by the fact that all of his old history book teachings came back to him when coupled up with actual sites of the incidents. (See letter top left.)

And so when promoted recently to District Passenger Agent, Andrew decided that he would take his idea straight to the educators and see if he couldn't get them to bring their history classes to New Orleans for the day. Of course he had in mind that it would create some extra business for The Rebel during the slack days of the week, but he did arrange an attractive all-expense tour in which the Railroad fare was reduced to a point where most all of the children could afford to go.

School of the importance of such a visit.

The Director said in one of his letters, 'The Louisiana State Museum is very anxious to make your pupils acquainted with some ideas of the great wealth of historical material on exhibit here. The original death mask of Napoleon, the death mask of General Ulysses S. Grant, Julia's painting of the last meeting of Lee and Jackson, a horn with the signature of Pierre Lafitte, 'probably used to call his pirates together' . . . these are just a few of our valuable historical exhibits.'

Andrew then went to the various schools in our territory and arranged for them to make the trip. The tour included visits to the historic spots, dinner and a ride one of the Mississippi River Showboats.

That the idea was a successful one, both from the standpoint of the Railroad and from that of the school children, can be determined from the accompanying letters and quotations from some of those who have made the educational trip. By the end of the season, Mr. Walley expects over 300 children will have made the history tour.
HERE'S HOW RADIO WORKS

Within the head-rest of each seat is built a small radio receiver. These receivers are hidden in the cushion and cannot be seen, but a large ear (see picture above) with a bar of music and the word "radio", shows the exact position. These receivers play so quietly that programs from them cannot be heard further than six inches away; so the passenger as he relaxes normally in his seat, hears his own set, but cannot hear the others, even the one in the seat next to him.

CHOICE OF TWO PROGRAMS

On the wall beside the seats are two dials, one for each seat. By turning the dial the passenger can get two programs on his radio or shut it off altogether. The two programs are tuned in through a pair of master sets located in the front of the bus. By the push-button tuning method, the driver keeps the sets on the two strongest stations in the area through which the bus is operating, dialing pre-arranged stations as he reaches certain points in his trip between Meridian and Walnut, (with connection at New Albany for Memphis.)

DEVELOPED AFTER LONG EXPERIMENT

The Gulf Transport is directly responsible for the development of the first bus with a radio in each seat, as it was through its suggestion and continued performance that the idea was finally worked out with the Motorola people.
The new Gulf Transport window display (shown above) has a soldier as part of the emblem. Employees please note that he is in the garb of a soldier of Revolutionary War (1776) . . . America's first Rebel.

BUS FEATURED ON FIVE RADIO PROGRAMS

Because it was a progressive step in the radio as well as the transportation field, five radio stations presented broadcasts from our Radio Rebeliner while it was on its exhibition tour.

Stations putting on fifteen minute programs direct from the bus were:

WMC—Memphis
WJDX—Jackson, Miss.
WFOR—Hattiesburg
WMAL—Laurel
WCOC—Meridian

NEWSPAPERS ALSO ACCLAIM RADIO REBELINER

Newspaper Editors throughout our territory widely applauded the new Radio Rebeliner and the following editorial is from the Memphis Commercial Appeal:

HUMANELY OPTIONAL

Going into operation between New Albany and Meridian, Miss., ere long will be a bus that represents perhaps the best illustration yet of how to make radio programs entirely optional . . . A fellow can take his radio or leave it alone and can't possibly disturb anyone else. Bowling along through the countryside, one can shudder at the war or just forget it for the nonce. . . Interesently enough, this humane adaptation is that of the Gulf Transport Company, a subsidiary of the Gulf, Mobile & Ohio Railroad, which is again proving that railroads not only can but also do plan and carry out agreeable innovations in travel. — W. C. Teague, Editor.

Gulf Transport's new Rebeliner fleet has many travel innovations such as full-length reclining seats; individual reading lights for each passenger; ash trays; fluorescent lighting and soft, restful interior colors.
EXHIBITION TOUR

So that the people of the territory might see the new history-making Radio Rebeliner, it made an exhibition tour before going into actual operation between Meridian and Walnut (Memphis connection at New Albany) on April 1st.

The bus was shown in the territory from Memphis to Laurel, spending from two to eight hours in each city along the route. Hostess Addison, Gulf Transport Passenger Representative Paul Harlan and Driver Johnnie Crawford made the trip. In each city the bus was placed on a downtown street and the public invited to go through and see just how the radios worked.

Here are some of the comments made to Hostess Addison as the public saw the Radio-Rebeliner in operation:

B. Hester, President Federal Compress and Storage Co. "I take my hat off to your Railroad and the Gulf Transport Company for the finest achievement in travel I've seen this year... and in many years."

J. F. Scullion, Pres. Scullion Steel Corp. "In my opinion it isn't America's only radio equipped bus... it is America's only bus."


Mrs. E. Suits, Passenger from Little Rock. "The radio is a marvelous improvement in bus transportation and I think everyone after riding it once, will always ride it again. It is real comfort and luxury in my estimation."

W. O. Rutledge, New Albany Editor. "It's the music route."

Mayor Phillips of Pontotoc. "A fine thing for our City."
Columbus, Mississippi, 120 years old, celebrated its birthday last week by holding open house for the nation. For three days, people came, some on the Gulf Coast Rebel, to see the lovely ante-bellum homes and gaze at rooms the furnishings of which have been unchanged for the past century or so.

Nineteen ante-bellum homes were opened for inspection, each one rich in history, and tours were continuous thru Friday, Saturday and Sunday. Besides these nineteen houses, forty-four others were pointed out to visitors, all of which were built prior to the Civil War.

To welcome the Pilgrimage guests, the hostesses of the Pilgrimage homes were assisted by groups of friends who greeted the guests and explained the history of the home and the treasured relics they contained. All hostesses and their assistants were gowned in the costumes of the Old South.

Receiving at two of the homes was the first lady of Mississippi—Mrs. Paul Johnson. She divided her time between Lehmugen—1838, and Maydrew Manor—1858. Also present at the Pilgrimage and invited to receive at Homewood—1836—was Mrs. Tigrett.

President F. C. Arner of the Arner Company, Buffalo, N. Y., recently purchased a new yacht and had it routed from St. Louis to Montgomery via The Rebel Route. Mr. Arner's new yacht was placed in the water at Jacksonville and driven to Daytona Beach where Mr. Arner winters.

D.F.A. S. S. Fleming of GM&O says the shipper was pleased with the service on his boat while it was moving overland.
ST. LOUIS PARTY

That the St. Louis organization is justly proud of its new offices was made manifest on the afternoon of March 8th, when a number of employes were invited from the Local Office at East St. Louis, Ills. to pay us a visit.

All that possibly could, took advantage of this and a tour of inspection was made with many O.H.'s and Ah's by our visitors as we of St. Louis took the opportunity to “show off.”

Old times and new were discussed as old friends met old friends and new ones were made acquainted. Lunch and refreshments were served and a pleasant time had by all. Our visitors consisted of Geo. Bafaglia, M.F. Woods, Chas. Voegel, R. E. Pecl, Louis Orrhood, H. J. Denton, W. Marsterner, Geo. Ewing, R. Hodder, C. C. Gresham, R. W. Kirby, B. H. King, Freight Agt., Miss Mary Ame, Ruth Schmidt, Bessie Thompson, Mamie McMahon, Kate Mc Mahan, Mr. and Mrs. Lewis.

AN EMPLOYEE SPEAKS

(Continued from Page 2)

has become an aggressive advertiser and has pioneered in every phase of railroading and is still doing so.

In recent years the railroads have been looked upon as objects of pity by the public because they have been regarded as having been defeated in their ability to retain enough business to be profitable. But while it is true the railroads of America have had their problems and disappointments, they have not accepted their condition as defeat, nor have they even been standing still. For a number of years they have expended millions of dollars for the perfecting of their facilities—expenditures far in excess of what their revenues would have justified.

It is surely time the railroads got a better break. We employes, should feel kindly and speak kindly with reference to the company and it should be our pleasure to endeavor to radiate loyalty and enthusiasm in our work. Such an attitude by employes would surely have a most wholesome effect upon the officials and would be recognized and appreciated by the public. A great deal is being said now about “public relations.” This is quite important, but it is also true that as employes must not overlook our very certain obligation of loyalty and enthusiasm which we are due to the company.

—Janice blod, Hostess.

HERE AND THERE

Accounting Department—On March 18th, Mr. W. W. Middleton, retired Deputy Comptroller, was presented with a handsome gold watch by the employes who had worked under his supervision on the former Mobile and Ohio Railroad, as a token of their esteem for their former Chief Accounting Officer. Mr. Middleton expressed his appreciation for the gift and the spirit which prompted it.

Mobile, Alabama—On March 17th it was a boy for Mr. and Mrs. Kenneth Simmon, named Kenneth Forbes Simmon, Jr. Kenneth, Sr. works in the Transportation Department.

About the Radio Rebeliner—Mrs. E. Switzer of Little Rock, Arkansas was the first revenue passenger on our new bus. Mrs. Switzer said, “I think the new Rebeliner is ‘swell.’ It is a wonderful improvement in bus transportation, and I think that everyone, after riding it once, will want to ride it again, for it is real comfort and luxury in my estimation.”

Jackson, Tennessee—“Ruddy” Hays, retired Supt. of Terminals, brought by the office the other day a clipped advertisement from the Jackson, Tenn. paper of July 14th, 1912, showing the schedule for “Double daily exclusive passenger service between Jackson and Dyersburg” to be installed over B & N W Railroad. The 48-mile run was scheduled to take three hours. In the old days, the trainmen did not have time cards, but used newspaper clippings such as these. J. B. Carpenter says that, even so, our trains were not able to maintain the 3-hour schedule.

Mobile, Ala.—Miss Helen Tunstall of the Joint Facilities Bureau and Mr. Orville M. Palmes of the Receipts Department were married March 22nd. They were both former M. & O. employes.

Miss Edna Clinton and Mr. J. H. Greenwood of the Receipts Department are to be married on April 17th. Miss Clinton is a former G. M. & N. employe and Mr. Greenwood a former M. & O. employe.

Jackson, Miss.—“Booby” Sublette, son of Division Freight Traffic Manager F. M. Sublette, is champion High School Orator of this city. He will represent Jackson in the district finals.

CONSOLATION CORNER

by J. Luther McAliley

Railroads and railroading has always thrilled American boys and men. Every American boy at sometime has dreamed of being a big railroad man, and in the most vital sense every boy’s dream has come true.

Have you realized that you’ve been connected with the E. & H. R. R. for many years? Well, you have, and if you’re well along in years, your seniority may or may not be to your advantage.

This greatest of all railway systems has God for its President; Jesus Christ is the Super and the Holy Spirit is the Chief Dispatcher.

You, doubtless, as a boy, wanted to become an O. R. C. and you are. But you’ve long since discovered that you’re the head-shack and the rear-shack, too; and, because of all these responsibilities, you have burnt a number of journals and had to tie up for a while. Maybe you have had to suffer thirty days and thirty brownies a few times, after you’d been called on the carpet, but you’ve never been fired.

You’re still on the board.

There have been times, perhaps, when you went back into a dark corner of your crummy to sit. Maybe you didn’t like this narrow-gauge track of the E. & H. But you’re feeling fine right now, so we’re glad you’re still on the board.

Don’t you recall the time when your train moved slowly through that dark Valley of the Shadow of Death? Whether you were wearing the brass buttons or riding the cushions didn’t count. You were dead-heading. You may have wished that you were running into the terminal; But, in that dark moment you received the finest telegram from your Super: “Let not your heart be troubled; you believe in God, believe also in Me.” The Super on the Earth and Heaven Railway is like that.

You didn’t have to violate Rule G for comfort then, did you?

DOES HIS OWN ADVERTISING

Dan Barnard, Passenger Representative in our St. Louis office, is doing a little advertising on his own. He’s had a metal sign made to fit just on top of his automobile license. The sign tells all who see it to TRAVEL & SHIP VIA G. M. & O., The Rebel Route... and it’s getting results, too.
Gulf Transport drivers Johnson, Long, Lewis and Crawford pose proudly before America’s first bus with a radio in each seat.

Hostess Norma Addison invites visitors aboard the Radio-Rebeliner in Meridian.

“Slick” Kennedy sells a ticket for The Rebel at New Albany.

Passenger Representative Paul Harlan of Gulf Transport Company.

Driver Keeton on the Bogalusa-Tylertown run, watches The Rebel as she loads passengers and mail for New Orleans.


Welcoming the St. Louis Women’s Traffic Club to Mobile at the Gulf Coast Rebel were Mrs. Melville Nestor (left) & Miss Margaret Widney, extreme right. Representing the Traffic Club were Miss Charlotte Thomas, Pres., and Mrs. Hazel Murray, St. Louis GM&O.

The Home Demonstration Club at Tupelo, Mississippi also made the trip to see the azaleas. Miss Myrtle Kimes, right, had charge of the party.