Wallace, Campbell
Named to GM&O Board
New Refinancing Plan to
Strengthen Railroad’s Position

Our Railroad welcomed two new members to its Board of Directors during the month, and announced a new refinancing program.

The newly elected Directors are R. G. Wallace, Executive Vice-President and Director of Masonite Corporation, Chicago, and A. B. Campbell, President of the Mississippi School Supply Company of Jackson, Miss. The two were elected at the board’s quarterly meeting in St. Louis on Aug. 30.

Mr. Wallace succeeds the late Ben Alexander, President of Masonite Corporation, while Mr. Campbell succeeds E. A. Stephens, New Orleans automobile and radio executive who resigned.

In addition to being Executive Vice-President and a Director of Masonite Corporation, Mr. Wallace is Executive Vice-President and a Director of Masonite Company of Canada, Ltd., and Director of General Fabrication, Inc., Attica, Ind.

Mr. Campbell is well known in Mississippi business circles, being a Director of the Jackson Capitol National Bank and the Mississippi Power and Light Company, and a trustee of Millsaps College.

The Board approved a refinancing program authorizing an invitation for bids on an issue of $10,500,000 in 25-year first and refunding mortgage bonds. The proceeds, plus $100,000 cash on hand, will be used for payment or redemption of $2,000,000 in Series A collateral trust bonds in the hands of the public, and $8,600,000 in Series B Collateral trust bonds held by the Reconstruction Finance Corporation.

President Tigrett said the proposed refunding would further strengthen the Company’s financial position.

Special Low Fares In Effect on GM&O for Discharged Veterans

The Rebel Route, in co-operation with other American railroads, is introducing special fares of one and a quarter cents per mile for personnel of the Army, Navy, Marine Corps and Coast Guard who have been discharged or released from military service.

The special fares are being put into effect as the railroads’ contribution to the reinduction of service people to civilian life.

By announcing the special fares on behalf of the American Association of Railroads, John J. Pelley, President of the Association, said that they will be good for one-way travel in coaches from the point of release to a destination in the United States or Canada, and will be available to any member of the nation’s military forces who has been re-

Continued on Page 2)
SPECIAL LOW FARES
(Continued from Page 1)

leased from active service and is traveling at his own expense.

The special fare tickets will be issued by the railroads upon presentation of proper credentials and they will be good for a period of 30 days in addition to the date of sale. Stopovers will be permitted at any station en route.

Mr. Pelley emphasized that the special fares are not being put into effect to stimulate travel, but are the railroads' contribution to its fighting forces.

TYLETOWN HOLDS
Jersey Cattle Show

Always promoting the enterprises which make it a better community, the wide awake residents of Tyletown, Miss., held a special Jersey Cattle show Sept. 11. Leaders in business and livestock met to discuss ways of developing the resources of the town and county and the Rotary Club of Tyletown distributed 20 registered bulls. GM&O was represented by Agricultural Agent Felix Bachemin.

It's Chief Hostess Morgan
Now as Cupid Calls
Miss Merle Berry

Hostess June Morgan was appointed Acting Chief Hostess effective Sept. 1, according to announcement by Passenger Traffic Manager P. E. Geil.

Mrs. Morgan fills the vacancy created by resignation of Miss Merle Berry, who had been Chief Hostess for the past few months and who left our service to be married. Mrs. Morgan, whose husband, Captain Conrad Morgan, is with the Army in the Pacific theater of war, is from Philadelphia, Miss. She will maintain an office in St. Louis, hostess headquarters.

A. G. JOHNSON NAMED
ASST. TO VICE-PRES.
GULF TRANSPORT CO.

The promotion of A. G. Johnson to the office of Assistant to Vice-President, Gulf Transport Company, effective Sept. 1, was announced during the month by Vice-Presidents Broek and Tibor.

Mr. Johnson, formerly Assistant to General Manager, will have jurisdiction over operating and traffic matters for Gulf Transport.

Railroads now employ approximately 1,500,000 persons.

HOLLY STOVER NAMED PRESIDENT OF CHICAGO & EASTERN ILLINOIS RAILWAY

All members of the Gulf, Mobile and Ohio family will miss the inspiration of their close association with Holly Stover, Director and Washington Vice-Pres. of our Company. Mr. Stover leaves GM&O to become President of the Chicago and Eastern Illinois Railway.

Mr. Stover first became associated with our Company in 1904 when he was named a member of the Board of Directors. Shortly afterwards he was elected to the position of Vice-Pres. He is well known on our railroad and his friendliness and enthusiasm have won him many friends both in railroad and business circles in the territory.

We all wish Mr. Stover, one of the Nation's leading wholesale coal dealers, the very best in his new position. In naming Mr. Stover President, the C. & E. I. Board said that his appointment reflected a growing trend toward integrating railroad administration with general business management practices.

TWO RAILROAD PRESIDENTS—Mr. Stover and Mr. Tigrett were photographed together at a recent Board of Directors meeting.
Pickups Here and There—Miss Elma E. (Billie) Lord, in the Receipts Dept. in Mobile for a number of years, is now Secretary to Terminal Trainmaster . . . Miss Shirley M. Gilbert was married to Lt. Millard Evans at St. Joseph’s Rectory (Mobile) on Aug. 21 . . . Lt. Evans is stationed at Camp Rucker, Dothan, Ala. . . Miss Eleanor LeVon Buek became the bride of Jacob Van Kamphius at Trinity Episcopal Church on Aug. 5 . . . Best wishes to both the newly married couples from this Column!

Dr. W. G. Saunders, one of our Jackson, Tenn., physicians, is a pacing pigeon enthusiast . . . he frequently sends his racers on long jaunts so they may fly home in trial flights.

The Government, through its Office of War Information, asks us not to take stock in the “German surrender” reports unless they emanate from General Eisenhower or his headquarters. After all, he should be the first to know.

Another ‘Conscience’ Fund Contributor. $4 This Time

The Railroad’s conscience fund grew by $4 during the month, anonymously.

The anonymous contributor, who handed the money to R. B. Love, one of our Jackson, Tenn., employes, said that he rode past his paid destination on the GM&O some years ago and wanted to make proper retribution. Whether he figured the mileage at prevailing rates or at those in effect at the time he rode went unanswered. Anyhow, the money was turned over to the treasurer’s office.

Miss Berry and Charles Gregory Wed

Our Chief Hostess for the past few months will be doing her hostessing in her own home now instead of on the Rebel trains.

For on Sept. 2 Chief Hostess Merle Berry became the bride of Commercial Agent Charles S. Gregory, Jr., of Montgomery. The couple were married in the bride’s home town of Brandon, Miss.

The ceremony was performed in the Brandon Methodist church by the Rev. Gilbert L. Oliver, pastor, and Miss Berry was given in marriage by her father. The couple spent their wedding trip on the Mississippi Gulf Coast.

A Hostess on our Rebel trains for more than two years and Chief Hostess for the past few months, Miss Berry is the daughter of Mr. and Mrs. Joseph Thompson Berry of Brandon. She is a graduate of Mississippi State College for Women.

Mr. Gregory has been connected with the Railroad for a number of years and has seen service at several points on the line. He attended the University of Tennessee, and is the son of C. S. Gregory of Jackson, Tenn., a retired GM&O engineer.

The volume of freight traffic handled by the railroads in the first six months of 1944 was the largest for any corresponding period on record and an increase of 5.4 per cent compared with the first half of 1943.

New Railway Diner Announced by Pullman-Standard

Plans for a postwar railway dining car embodying an entirely new principle of diagonal seating and possessing the atmosphere and appointments of a fashionable club have been announced by the Pullman-Standard Car Manufacturing Company.

The outstanding feature of the car is its unique floor plan. It accelerates service, eliminates interruptions caused by arrivals and departures at the tables and enables waiters to step to the side when serving, thus keeping the aisle free at all times.

Other innovations include vibrationless tables, spot-ray illuminations, linen storage at each table, intercar telephone communication and tables uncluttered with water bottles and other service.

In announcing the new diner, Ellis W. Test, assistant to the president in charge of engineering and research said “Travelers will now be able to enjoy the comfort, spaciousness and seating arrangement of a smart hotel dining room.”

Tables in this diner of the future are placed diagonally, and seats are set at a 45 degree angle to the side of the car instead of at right angles to it as in ordinary diners.

THEY’LL ALL BE BACK SOON

Reconditioning of the New Orleans Rebels at Bogalusa is just about completed now. The job has been underway since early summer.
People are going places these days, and they're using our trains. The photograph above was taken recently at New Orleans, as the Rebel was loading for its 6 p.m. departure on the St. Louis run.

Time Now to Send Christmas Gifts to Overseas War Personnel

It may seem a little early to be talking about Christmas this time of year, but really, folks, we must be thinking—and doing something—about it if the gift packages for overseas service men and women are to arrive by Dec. 25.

The armed services have announced that Christmas packages for overseas personnel must be mailed between Sept. 15 and Oct. 15. You need not have the written request for packages previously required. The ban has been lifted for old Santa's sake, but you'd better follow these few rules:

- Maximum weight of five pounds, including box and wrappings.
- Total length, height and width of 36 inches or less. That means the package must not measure more than 36 inches when you measure length, width and height—and no package may be more than 15 inches in length.
- Print the address clearly and large enough for easy reading. Use waterproof ink or other marking that will not smear.
- Mark packages “Christmas Gift Parcel.”
- Wrap each item carefully for individual protection and place in a stout box (a shoe box, for instance, is considered too frail.)
- Do not include perishables, combustibles, alcoholic drinks or such.
- Remember, Santa packs a big morale punch overseas.

Make courtesy your chief concern. Regardless of what other talents you may have, you will not achieve success in life without it.—Lord Chesterfield; Letters to his godson.

Change at Philadelphia

E. V. Buckley has been named Temporary Agent at Philadelphia while Agent J. L. Lester is on leave because of illness, according to Supt. J. H. Currie. Mr. Lester has been at Philadelphia for many years and his many friends on the Rebel Route are hoping that the well earned rest serves to put him in tip-top shape again.

The volume of passenger traffic carried by the railroads in two months of 1943 — August and December — was greater than that carried in the full year of 1933.

DON'T SELL YOURSELF SHORT

IS YOUR JOB IMPORTANT?

How important is your job?

When Gustav Metzman went to work for the Baltimore & Ohio many years ago he was not quite 17.

He felt he had an important job when he was put to work as copy clerk in the card record office.

And the job ahead was always important—after he got to fill it as well as before.

Metzman will fill another important job Sept. 1. He is being moved up Sept. 1 to the presidency of the 11,000-mile New York Central System.

If there is a lesson in Metzman’s success it is this:

Don’t low-rate the importance of your job.

—From the Memphis Press-Scimitar.

New Type Locomotive

The Pennsylvania Railroad has ordered 25 new type steam locomotives for freight service, especially designed to pull heavy loads at fast speeds. Production has already begun. The new locomotive’s tender will carry 40 tons of coal and 19,000 gallons of water, with provisions for scooping up additional water on the run. Thus, fewer stops will be necessary, and the big berthas will be capable of pulling 125 loaded cars at a speed in excess of 50 miles an hour.

MOBILE IN THE NINETIES—This was a tropical fruit train of the 1890’s, shown at the old M & O Railroad fruit wharf, foot of Conti street. Huge, colorful schooners were used in those days to transport bananas and other fruit to Mobile, where the M & O loaded it into special fruit express cars for shipment north. Note the stacks of river packets in extreme left of photo.
Photo of Little Rebel
On School Tablet

A photograph of the New Orleans Rebel is featured on the cover of a school tablet in St. Louis. The picture is printed in red, and GM&O comes in for some publicity. One of the neighborhood school children brought the photo to the attention of Division Passenger Agent Dan Barnard.

Delta Features Rebel

Commercial Agent J. Milton May of New Orleans sends along a copy of the Delta Shipbuilding publication of the Delta Shipbuilding Company of New Orleans, which carries a photograph of the Rebel. The picture was used in connection with a series showing modes of transportation in the Crescent City, in connection with Delta.

They Give Their
Blood in Plasma Drive

Our Armed Forces are using blood plasma all over the world—wherever U. S. fighting forces meet the enemy. This supply of plasma, which has performed miracles in this war by saving thousands of lives, is furnished largely by the home front civilians who are patriotic enough to donate a pint of their blood at regular intervals to local Red Cross Blood Banks.

Taking the lead among Mobile GM&O employees in this humane undertaking is J. G. O'Connor, Chief Clerk to Supt. Terminals, who has already donated 10 pints.

The News would like to get the list of GM&O employees who are blood donors in other Line cities or communities. Those, in addition to Mr. O'Connor, who have given blood at the Mobile Infirmary Red Cross blood bank, are listed below without regard to the amount given individually: W. T. Myers, Charles Leo Crowder, John M. Wuerpel, Leslie James Britain, Louis J. Wacker, P. M. Coppersmith, K. F. Goodwin, Charles E. Burch, Lewis H. Dixon, Ralph Lanigan, Marion H. Beroujon, Harold J. Nemsick, F. C. Clark, Howard J. Curtis and Elwood J. Cassidy.

Scenes on Mobile-York Route . . .

Here are several typical scenes in the towns of Chatom, Butler and York, three of the principal stops on the most recently acquired Gulf Transport Company route. The courthouse at left with the Confederate monument in foreground is at Butler, in Choctaw County. Upper right is at Chatom, seat of Washington County. Note the similarity in the two courthouses, which apparently were designed by the same architect. Lower photo is a street scene at York, terminus of the newly acquired route, where the Rebel Route buses make connections with buses going to Tuscaloosa and Birmingham. Choctaw County was named for the Choctaw tribe of Indians, who once ruled that part of Alabama and whose mounds are still to be found near Butler.

Pullman Conductor
Is Jazz Song Writer

Ted Jones, Pullman Conductor on the Rebel for a time, is the author of a song entitled "I'm A Slap Happy Cappy," a novelty fox trot. The song was published by the Areadia Valley Music Publishers of Irondale, Mo., and a drawing of a train and a conductor appears on the cover.

Food for Thought . . .

WHICH

I watched them tearing a building down,
A gang of men in a busy town.
With a ho-heave-ho and lusty yell
They swung a beam, and the sidewalk fell.
I asked the foreman: "Are these men skilled,
And the men you'd hire if you had to build?"
He gave a laugh and said: "No, indeed!
Just common labor is all I need.
With them I can wreak in a day or two
What builders have taken years to do."
So I thought to myself as I went my way,
Which of these roles have I tried to play?
Am I a builder who works with care,
Measuring life by the rule and square?
Am I shaping my deeds to a well-made plan,
Patiently doing the best I can?
Or am I a wreckers, who walks the town
Content with the labor of tearing down.

—Anonymous.
Chatting With
General Eisenhower

Major William W. Tol-son, Jr., son of our Agent at Montgomery, sent his dad this photo of himself with General Eisenhower, in England. Major Tolson was recently decorated highly for meritorious service by General Bre-ereton, commander of the Ninth Air Force. The citation read: "It is gratifying to learn of the effective plans which have been developed to insure the mobility of the tactical reconnaissance group and your services in connection with these plans are to be commended. This success is, in large measure, the result of detailed planning and exceptional organizing ability demonstrated by you." Major Tolson's wife and daughter reside in Meridian at 2337 24th Ave.

WAR DEPARTMENT HEAPS HONORS UPON GM&O’s SERGEANT YORK OF CORINTH, MISS.

Many of the most courageous tasks in this war are being performed by the boys from the smaller cities and towns who a year or two ago went quietly about their peacetime jobs and took life none too seriously.

Typical of these is our own Sergeant York of this war — David L. York, who until July 9, 1942, was a Messenger in the Corinth office of Agent J. C. White. He's in a prison camp somewhere in Germany now, but his feats, performed before he fell to the enemy, were so outstanding that the War Department has awarded him the Distinguished Flying Cross, the Air Medal and four Oak Leaf Clusters, indicating four additional awards to the Air Medal. The citation for the DFC reads:

"For extraordinary achievement while serving as waist gunner on 25 bombardment missions over enemy occupied Continental Europe. Displaying great courage and skill, Sergeant York, fighting from his gun position, has warded off many enemy attacks and has materially aided in the success of each of the 25 missions. The courage, coolness and skill displayed by Sergeant York on all these occasions reflect the highest credit upon himself and the Armed Forces of the United States."

David is the son of Mr. and Mrs. Charles York of 220 North Wick St., Corinth. He has been a prisoner of the Germans since April 29. Because he could not personally receive the honors bestowed upon him, the adjutant general has presented them to his mother.

Walley’s Back From Puerto Rican Service

Lt. A. R. Walley, who was Division Passenger Agent at New Orleans at the time he entered the Army some two years ago, has recently returned from Puerto Rico, where he completed an important assignment with the Transportation Corps. Lt. Walley, in New Orleans visiting his family while on furlough, is now awaiting another assignment. Naturally, he couldn’t resist being on hand at train time, and we saw him at Terminal station as the Rebel was about to pull out.

Former Employe Dies
In Action In France

Pvt. John Edward Scott, who was reported missing in action on D-Day in the Normandy invasion, has now been reported killed in action.

Young Scott, a Helper in our Stationary office in Mobile, was a paratrooper and was in the thick of the invading forces. He had been in the Army since June of 1942 and prior to his service with our Railroad, he attended Murphy High school.

We have not heard the details of how young Scott gave his life for his country, but the brave paratroopers were the first assault troops to land in France and faced the fiercest opposition. The many friends and associates of Pvt. Scott at the GM&O who were left behind were saddened to learn of his death, which came so suddenly.

A Flier Now

Luther P. Burroughs, former Chief Clerk in our Traffic office at Atlanta, received his wings and second lieutenant’s bars at the Columbus, Miss., Army Flying School on Sept. 8.
Colonel Minniece Dies
Hero’s Death Fighting
For His Country

Lieutenant Colonel John Minniece, who commanded a tank battalion in
Lieutenant General Patton’s Army in France, died a hero’s death fighting
for his country.

Colonel Minniece, son of our J. G. Minniece, an official in GM&O’s Oper-
ating Dept. over a period of many years, and Mrs. Minniece, was wounded
in action on August 1, recovered and went back into action on August 3 only
to be wounded seriously on August 8. He died the following day.

Colonel Minniece had an illustrious military background, having been gradu-
ated from West Point and having served in many stations. He was an
Army career man. Reporting his death, the Meridian Star said:

“Colonel Minniece was one of the choicest of Meridian’s young men. He was a man of
sterling character and qualities which made him one to be emulated by his friends.”

Colonel Minniece is survived by his widow and son, now residing in Marfa,
Tex.; a sister and two brothers, both of whom are in the service, besides his
parents. The Minniece family resided in Meri-
dian for many years.

The many friends of the Minniece family within the GM&O organization
join in expressions of sympathy, and the News adds its condolences.

TO THE SERVICE

PURCHASES and STORES DEPT.: 
Harry J. Hoock, Laborer, Tolson, Ill.
OPERATING DEPT.: 
Charles F. Burch, Sr., Sec. Clerk, Mobile
Herbert Phalon Bosarge, Switchman, Mobile
Forrest Monroe Hutchinson, Brakeman, E. St. Louis
Marion Dennis, Buffet Hpr., E. St. Louis
A. G. Williams, Trucker, E. St. Louis
GULF TRANSPORT COMPANY:
Melton L. Taylor, Truck Operator, Mobile
MECHANICAL
James M. Cochran, Mach. Appr., Jackson, Tenn.
Rudolph Jackson, Mach. Appr., Mobile
James T. Case, Mach. Appr., Jackson,
Tenn.
Bruce J. Little, Car Appr., Jackson, Tenn.
ROADWAY
Charlie Cantol, Sec. Lab., Jackson, Miss.
Claude Warey, Sec. Lab., Angier, La.
Thos. Jefferson Davis, Sec. Lab., Corinth,
Miss.
Willie T. Gunn, Sec. Lab., Falkner, Miss.

Trainmaster’s Son Stars
On Army Baseball Team

Staff Sergeant Bob Patterson, base-
ball-playing son of Trainmaster R. L.
Patterson of the Louisiana Division of
our Railroad, is making a name for
himself on the diamond.

As first baseman on the Tyndall

Pat Seals Wins Air Medal—Lt. Tigrett
Surprises Him on Visit

Just to show you how small the
world’s getting with relation to some
of our own people, Lieutenant John
Burton Tigrett, USNR, and Lieutenant
Pat Seals, USA, had lunch in England
on August 22 and on the following day
Johnny hunched with his wife in Wash-
ington and called Pat’s family to tell
them he was getting along fine.

Pat, who is just 19 years old, has
been awarded the Air Medal for meri-
torious service in operations over Ger-
many and German-occupied territory.
At the last word, he had 21 missions to
his credit and by now probably has
many more. Pat’s father is Bisbee
Seals, our Employe Consultant of Jack-
son, Tenn.

John Burton has been getting around
the world a great deal, incidentally,
and his trips include flights to most of
the war zones. He accompanied high
Navy officials to the Mediterranean
and European theaters of war soon
after the invasions, and it was not long
ago that he paid a surprise visit to his
father, Major A. K. Tigrett, in India.

The trip to the Pacific area carried him
to many bases, including Australia. He
is stationed in Washington.

Baggageman Nicholas, who runs on the
New Orleans Rebel, watches activity on
Lake Pontchartrain as the Rebel steams
across the lake. He’s standing at the door,
enjoying a cooling breeze, as the telephone
poles fly by. Mr. Nicholas resides in Jack-
on, Miss.

Field, Fla., team, he ran up what is
considered in baseball circles as a
remarkable record by slamming out 13
consecutive hits and keeping his batting
average above the .500 mark over a
period of weeks. Prior to entering the
Army, Sgt. Patterson attended Missis-
issippi State College, where he also
starred in baseball.

Three Employes In
Services Have Outstanding Records

Three sons of Electrician A. D. May
of Iselin Shops are contributing their
share to winning the war. All three
are former employes.

John T. May, USNR, an Electrician
Apprentice at Iselin, was sent to sea
shortly after he joined the Navy and
made such a commendable record he
was chosen to enter the V-12 college
training program. Sent to Tulane Uni-
versity in New Orleans, he was made
d Battalion Commander and was com-
mended by Captain Forrest U. Lake,
commanding officer of the Tulane unit,
for outstanding work. He will be com-
missioned an ensign upon completion of
midshipmen’s school.

Jack R. May, Machinist Apprentice
when he joined the Navy, is Seaman
First Class and stationed at Vero Beach,
Fla., taking gunnery. He completed
machinist school in Norman, Okla., and
served his boot training at Great Lakes
Training School in Chicago.

Wallace L. May, Machinist Appren-
tice, is in the Marines and has been in
the South Pacific 20 months. He took
part in the capture of Guam, and in
the Bougainville and Gilbert Island
invasions. A machine gunner, he has
been in the thick of the fighting against
the Japs.

Lt. Platten, Killed
In Action, Mourned

We were sorry indeed to learn of the
death of youthful Lieutenant Tom Plat-
ten, who was killed in action in a mis-
ion over Yugoslavia, July 9.

Lt. Platten, whose full name was
Thomas Viele Platten, was the grand-
son of J. W. Platten, who for many
years was chairman of our Board, and
the son of Homer Platten, who worked
on the GM&N. Lt. Platten was 24 years
old. He is survived by his widow and
a son; his parents, and three brothers.

His death brings home to us once
again the grief and sorrow of this war
and there is little we of the Railroad
might say to his family except that we
are thinking of them in their sorrow.

KEEP IT TO YOURSELF

It looks as though European Victory
isn’t far off, but this is no time to let
up on transportation secrets . . . such as
troop train movements, special ship-
ments of war material . . . remember,
the Pacific war is just developing into
big scale operations.
LOOKING AHEAD
By George S. Benson,
(President of Harding College, Searcy, Ark., and Nationally Known Educator)

FREIGHT

Years before I ever saw an ocean, pictures of Oriental places and people interested me. Distinctly I remember one decorative drawing of a Chinese boy. He wore wooden shoes and broad-brimmed hat. His queue seemed to wave sportily behind him as he walked with a wooden yoke on his shoulders. The yoke helped him carry two buckets that hung by cords, one from each end of the yoke.

Later I saw such men in real life, many of them. I was old enough then to wonder what was in the buckets and why people had to lug them. The first such “common carrier” I patronized had kerosene in his buckets, five gallons at each end of the yoke. His daily job was to walk ten miles and carry ten gallons, for which labor the local oil dealer paid him ten cents a day.

A SHARP CONTRAST

Oil consumers had to pay 1¢ a gallon for ten miles of over-land transportation, which is exhorbitant. The dealer had to content himself with a speed of one mile per hour in transit, which is ridiculous. The poor Coolie worked ten hours a day for a penny an hour $8 a month, which is preposterous. Such was the Orient when I was there and it hadn’t changed much in a thousand years.

In America, where there are railroads and the economy of volume applies in transportation as well as in other things, one cent pays for moving a gallon of kerosene over-land 100 miles, not ten. Speeds in transit are rarely below 200 miles a day. Trainsmen who do the work get $175 a month, not $8. The difference is that railroad investment exceeds $20,000 per employe.

EVERYBODY’S ASSET

Total railway investment in the United States exceeds 26.5 billion dollars. In a recent address in Florida, Thurman W. Arnold of the U. S. Court of Appeals charged the railroads with trying to throttle competition to make their investments safe. I do not know the specific accusation, but I know two things: (1) Real competition can’t be throttled and (2) investments ought to be protected.

Whose investment is it? Railroads don’t belong to the officers of the company. They don’t belong to their mere million of stock and bond holders. There are dozens of millions of people who own insurance policies and have bank accounts who are the real investors in railroads. A government with the interest of its citizens in mind would help protect their accumulated labor; their investments.

RAILWAYS ARE AMERICAN

Railroads, more than any one thing, made America what it is today. They are partially responsible for the difference between the United States and China. America is superior because its interior is developed. Railroads penetrated the wilderness and brought its wealth to market. Then venturesome pioneers hurried inland from both shores to seek personal gain and the interior developed by economic law.

Railroads like other industries are sending young men to war. Railroads have their manpower shortage and it’s acute. But with less equipment than they had in World War I, railroads are doing about 50 per cent more actual work than they did under Federal bunglement. Our only route to still higher American efficiency after the war is through protecting and encouraging liberal investment of private capital in the tools of production.

Miss Laverne Meyer, left, Secretary to Division Passenger Agent Barnard at St. Louis, and her sister, Miss Fern Meyer, were Mobile vacation visitors during the month. They made a tour of the Deep South, going to New Orleans and taking the Little Rebel home.

BUS AGENT AND WIFE

Our Gulf Transport Agent at Chatom, Ala., is Jesse L. Jordan, who is shown with Mrs. Jordan. Mrs. Jordan helps with the ticket sales.

Employee’s Daughters are Farmerettes

Miss Margaret Stonecypher, 15 years, shown on tractor in top photo, has cultivated 60 acres of corn and soybeans this year, pitching in and helping out with the manpower shortage. Miss Mary Stonecypher, 17, is shown cultivating a Victory garden which was planted with seed furnished by our Agricultural Dept. The two farmerettes are daughters of Sectionman Houston Stonecypher of Tamms, Ill.
Take an Hour to Say... "No"

Because of its timeliness and the practical business points it contains, The Rebel Route News prints the following article by copyright permission. The article, written by Elmer Wheeler, nationally known author of "Tested Sentences That Sell," "Sizzlemanship," and other books, is reproduced in part through arrangement with the publishers, Prentice-Hall, Inc., 70 Fifth Avenue, New York, and Mr. Wheeler.

By Elmer Wheeler

I have a little black book. In this book I am carefully listing all discourtesies, insults, impoliteness, and bad service rendered me by business today under the excuse of "There's a war on."

When the war is over I plan to take out my little black note book to see whom to do business with—what tailor, laundry, hotel, grocery store, restaurant and so forth. Where I was high-hatted, or otherwise insulted around under the guise of war time conditions, then I plan to transfer my business elsewhere.

There must be thousands of people such as myself keeping little black note books which when "judgment day" comes after the war might spell ruin for many people doing flourishing business with war workers.

I gotta live, too!

I got the idea from a taxi driver. We were outside a large Houston hotel. The doorman put a woman into the cab with me. She had two suitcases and the doorman said, "Twenty cents, please." She advised him she paid the check room. He said, "This 20 cents is for me, lady. I only make 60 cents an hour and gotta live, too."

The woman paid reluctantly and all the way to the train we discussed this high-jacking. Finally the taxi driver turned to us and said, "Pardon me for busting in. I jest couldn't help hearing you, and let me tell you I have a little black book here just for guys like that. I plan to get even with them after the war is over."

Don't you fall into the classification where people are marking you and your business in a little black book, whether real or imaginary.

You might have to ration tices, steaks, butter, nylon and certain prewar services, but don't ration courtesy, patience, politeness or attention.

4 to 1 odds

Today you may have only one item to sell and five customers. One customer goes away satisfied. Four go away disgruntled. If in addition to not receiving what they wanted they were dealt with gruffly and with impoliteness, the chances of you being in business after the war are 4 to 1 against you!

One customer boos you—four cuss you out!

I arrived in Cleveland the other day and tried to get a suit pressed "within the hour," since I had an important engagement. Did the tailor explain he was too busy? No. He yelled, "Hey, Abe, look. The guy doesn't know there is a war on."

And me, just out of uniform two days! An eye for an eye...

Speaking of stealing your competitor's business by net rationing goodwill, I have been dealing with one laundry in Dallas for nearly 7 years. The other week my shirt came back with no top button. When I called this to the attention of the driver he snapped back, under the stress of a heavy load of laundry, "Heck, Wheeler, you should be glad you got the shirt back!"

Maybe so. Anyway I tried another laundry. Several. Then suddenly I found a colored woman who not only gives me 3-day service but folds my shirts short enough to fit into my particular type of suitcase for my lecturing tours.

After the boom

So, when the boom is over and the war workers leave Dallas, and this laundry man of 7 years standing again comes back with the smile on his face and the empty laundry wagon, I'll thank him and stick with my colored washwoman.

Don't let your chances be 5 to 1 against your being in business after the war. After good years come lean years—always. Take your feet off the desk, and give the public "attention" if you can't give them goods or peace time service.

No speech or article is worth much unless it gives you the "sure" for the trouble it points out, so here is my current recommendation for those of you who want to stay in business after the boom:

Trick 1: "Take an hour to say no"

Don't be too quick to shout, "No, I'm all out of that!" Instead, show things you DO have. Take an hour before you shout, "No, we don't deliver any more." Instead, show how to make a small self-carrying parcel.

Take an hour before you holler, "What—three day laundry service! That's impossible." Show them where all laundries are now giving 7 day service so as to keep up good workmanship.

He's in my book

I asked a hotel clerk in a leading Philadelphia hotel what time I had to leave my room since my train did not leave until close to eleven thirty. He shouted at me, "SIX O'CLOCK!!!"

I asked him politely if I could stay a little longer and not be charged for an extra night, and he stuck out his finger and yelled, "Say, where do you suppose those other guests will stay if everybody keeps his room until midnight? Huh?"

So I began yelling how about me, where was I supposed to stay, in the lobby? We both ended up in a useless argument. I didn't keep the room. He didn't keep a traveler of 10 years standing in his hotel.

The following few nights found me at the Hotel Roosevelt in Pittsburgh, and hesitatingly I asked the room clerk there what time I had to leave my room since again I was catching a late train. Did he shout? Nope, he said, quietly:

"Captain Wheeler, the usual time is six o'clock. (Boy, he used my name!) But if we aren't rushed at that time you can
stay on longer. Why not check with me around six to see how things stand?"

I did. We found I could remain until about 8 o'clock. Swell. I'll go back to the Hotel Roosevelt after the boom is over.

So, point number one to maintain good will despite war time strain is, "Take an hour before you shout no to people." Take a moment to be nice.

**Trick 2: Don't ration patience**

Patience should never be rationed. For example, when I had a supper menu suddenly thrust in my face on a Pullman recently, I naturally could not make up my mind quickly what to eat.

The waiter had no patience. He saw others in line, other quarter tips! He began to tap his pencil nervously on the table. I got nervous. I ordered something which I immediately regretted, but it was too late.

I bolted down my food, then reached for the thinnest dime I could find. I had a bad meal. He got a bad tip. We both glared at each other.

How I hate that waiter. In fact, I hate the whole train. By gosh, I don't even like the president of the railroad who tolerated such goings-on with the excuse, "Well, you know how hard it is to get help these days."

Yeh, sure I do, but I know too how easy it is to train green help to smile and be nice! I don't expect to get steaks any more, Mr. President, but I do expect courtesy.

Can't give it to me under present conditions? Statler Hotels still do. When they are out of rooms today, they phone other hotels and pay your cab bill to them. I'll be back, Mr. Statler.

Stouffer Restaurants do, Mr. President. They have one hostess who does nothing but walk up and down the line of people waiting to be served, kidding them, talking with them, to make the time seem shorter.

The airlines do, all of them, Mr. President—all give courtesy, and when you are bumped off a plane because some General suddenly decides to make a trip and gets your seat, the airline vice president writes you a "so sorry" letter.

Moral: Take a minute today to be nice, so you'll have customers left after the war to be nice to you.

**Trick 3: “Look for familiar faces”**

I like waiters who say, "Will you have black coffee now, sir?"

Some waiters can wait on you for years and still ask, "Like sugar and cream?" They are the dime-getting waiters. The quarter-getting waiters remember familiar faces and their likes and dislikes.

This is hard in war times with so many strangers in town. But when a familiar face does get into your vision, give 'em the works!

Look for familiar faces and cater to them.

Custom tailor your good will for the familiar face.

He deserves a little thicker steak; a special trip to pick up his busted radio; a little extra attention on his automobile; a little attention, super-special from your hotel.

There are enough familiar faces you do business with today to keep you healthy during the next depression. 

Moral: Look for the familiar face, and give 'em the works! Too many businessmen today have two desks—one for each foot—while they sit back, smoke their cigars, and say, "Sorry, sold out! Come back next month!"

The customer walks away and makes a note in his little black book not to come back a month hence.

Even if you are "sold out," stand up on both feet. Don't appear snug with your temporary war time business rush. Instead, take out a large crying handkerchief.

Pretty soon the stranger will feel sorry for you. He will say, "Henry, I know things are tough for you. But buck up. The war won't last forever, but I will. I'll be back. Cheer up, son." 

Moral: Don't high-hat the custom, weep with him!

I never like to a haircut on Saturday because you sit in a long line until some barber hollers, "NEXT!" and you leap into his chair.

Before you can tell him just how you'd like that bump on the back of the head cut, he whips a sheat over you, yanks something around your neck and away he goes as if to a fire.

Before you realize it, he hollers, "NEXT!" and you find yourself out on the street, feeling of your head, wondering what happened. Maybe that rush Saturday haircut was just as good as on Monday, but boy I like Monday haircuts and here is why.

The barber isn't rushing you. And when he gets through, and he has your hair all smeared down, he backs away from you, looks a long minute at his handiwork, then steps up with some professional scissors and begins to click them around your ears.

What he is doing I don't know, but boy, that clicking sounds good.

In your own business find that same psychology that makes people feel they are getting super-special service, despite war time rush. Click the scissors around their ears.

A Stouffer Restaurant waitress the other day, when I asked for apple pie, took down one piece. Shook her head. Took down another. Shook her head. Took down the third piece of apple pie, smiled, and gave it to me.

**And give 'em a smile!**

Boy, I thought it had the name "Elmer" written on it! She took a moment in that busy Detroit restaurant to give me service, to click the scissors around my ears.

So, take a moment to listen to that regular customer. Don't be too quick to tell a fellow you can't get to his radio until next month; have patience with the man whose watch is broken.

Tell the man which train he might get a lower on, instead of just shouting "All filled up," and even if you are bothered in a retail store, restaurant, or hotel with green help, at least teach them to have patience and smile, Smile, SMILE!

That's how to keep your name out of the public's little black book.

How? Click the scissors around their ears! Make them feel you aren't rationing courtesy, patience, attention, smiles or good will!