



Chesaparagraphs

September 11, 1959
Vol. IV, No. 44

Please do not release for outside distribution:

HOW WELL CAN YOU SPEAK?

Talk is cheap, perhaps, but not under certain circumstances. Certainly not when you talk back to a traffic cop, or when you raise the bid at an auction.

Talk isn't cheap, either, when you may have the opportunity to speak in behalf of your company or the railroad industry and miss the chance because you have not been trained, or even worse, do talk and say the wrong thing in the wrong way.

What this all leads up to is the announcement by Bob Dale, of the Canton Railroad Company, newly installed chairman of the Railroad Community Committee of Baltimore that a college course in public speaking and community relations is being offered this fall to railroad people in our Region FREE OF CHARGE.

It is the third such course to be given, and will be under the direction of Professor Elton Mears, of the Johns Hopkins University. It will consist of twelve three-hour sessions on Thursday afternoons, 3:00 to 6:00 P.M., at the Homewood campus of the Johns Hopkins University at Baltimore. The Railroad Community Committee will pick up the cost, including a \$5.00 text book which will be provided each participant.

The course is directly devoted to Railroad Public Relations public speaking, and railroad topics will be assigned throughout. Anyone on the region is eligible to apply, and a memo to the Department of Public Relations, Room 204, Pennsylvania Station, Baltimore, is all that is necessary. Since the class is conducted by the Railroad Community Committee, it will have the right to allot numbers of places to each of the member railroad companies.

The committee uses these training courses to build up a speakers bureau, which has been highly successful in presenting the railroad story to all kinds of audiences--schools, service clubs, business groups, parent-teacher units and church organizations.

Professor Mears is a faculty member of McCoy College, the Johns Hopkins evening university establishment which conducts courses principally for adults. There will be no college credits given for the speakers course, but it is a real opportunity for advancement in self-improvement by those willing to devote the time to the purpose.

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Baseball Night

Railroaders finally had their baseball night, and you know the result of our Birds against Cleveland. Regional Manager J. D. Morris threw out the first ball, retiring Chairman Rene Gunning, Western Maryland, of the Railroad Community Committee presided at the microphone when Gene Woodling was announced as most popular player, and given a bond. Manager Joe Gordon of the Indians received a miniature

bell and Paul Richards was given some golf balls.

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Railroad Community Committee

A new administration of the Baltimore Railroad Community Committee has been installed. It is headed by Robert Dale, Canton Company, chairman; Elmer R. Norris, Pennsylvania, vice-chairman; William Reynolds, Baltimore & Ohio, treasurer. C. L. Robbins, Wn. Md, Secretary.

Mr. Dale is a former Pennsylvania man who is no stranger to administration. He has been co-chairman of World Trade Week in Baltimore for two years, and most recently was named to head up a sectional tennis association in this area.

The Railroad Community Committee of Baltimore has been in existence for approximately five years. In that time it has become one of the outstanding committees among the twenty-five or more established by the Eastern Railroad Presidents' Conference, according to Scott Bailey, field man for Carl Byoir assigned to work with this and other committees.

Among the Baltimore group's accomplishments have been four rail tours of the Baltimore port, a tour of Cumberland industry, presentation of the railroad story in four of the Industry, Business, Labor, Education workshops of the school teachers of Maryland, participation in events such as World Trade Week, Boy Scout activities, Y.M.C.A. drives, four Railroad Baseball Nights, and provision of hundreds of speakers and many news items for press and broadcast dissemination. Most recent among these was the 11-segment series "Great American Railroads" which Baltimore radio station WCAO broadcast as a public service.

Two of the past chairmen are now outside the industry. Joseph L. Stanton is executive director of the Maryland Port Authority and Jacob Hay is associate editor of the National Geographic Magazine.

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Retired Men to Meet

The Retired Men's Association No. 1 of the Pennsylvania Railroad will gather at Delmar on Saturday, September 26, with Lieut. Governor David P. Buckson of Delaware as the speaker, according to John C. Bell, of the Philadelphia veterans' group.

The Delmar Fire Company Auxiliary will serve a turkey dinner at noon to the 200 expected to attend.

Delmar is a particularly suitable place, as both its mayors (it is a bi-State town) are P.R.R. people, one of the main streets is Railroad Avenue, and the railroad actually is the cause of the town's existence. The original highball signal was placed on Railroad Avenue during the recent centennial celebration, and just opposite is a bench on the street known as "Retired Railroaders'" bench.

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For Carload Only

Less-carload freight service will be discontinued on September 20 at Woodsboro, Md., which will become an agency carload station and at Le Gore, Md., which will become a nonagency carload station, according to D. J. Moynihan, Manager Freight Sales & Services.

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