

NEW SOUTHERN RAILWAY TRADEMARK.

Herewith is shown the new trade mark adopted by Southern Railway which will be used on all Southern Railway advertising matter and will soon be known throughout the South and wherever Southern Railway service is advertised.

The design "S. R." is symbolical of the name of the road and the motto, "The Southern Serves the South," is suggestive of the strategic position of the lines of Southern Railway and the excellent facilities it has for moving the freight and passenger business of the Southern States.

This trade mark has also been used in the production of a very attractive button which has been distributed to all Southern Railway employees and is being very widely worn.



PROMO

J. C. Austin has been promoted to trainmaster on the Gulf Coast office at Wilton, Ala.

Jay T. Hellman has been promoted to passenger and ticket agent on the Nooga, Tenn., for the Cent Route.

L. R. Gardner has been promoted to freight agent for the Cent Route at San Antonio, Tex.

Yard Clerk G. I. ... has entered the service as a call boy has been promoted to chief clerk of Spartanburg, S. C.

Frank F. Forth, Jr. has been promoted to passenger and ticket agent on the Crescent Route at New Orleans, La.

W. M. Duffourc has been promoted to traveling freight agent on the Crescent at New Orleans, La.