

# Carolina Conductor



Volume 12 Number 05

Monthly Newsletter of the Carolina Railroad Heritage Association, Inc.

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## Preserving the Past Active in the Present Planning for the Future

Web Site: [hubcityrrmuseum.org](http://hubcityrrmuseum.org)

Facebook: Carolina Railroad Heritage  
Association & Hub City RR Museum

### Hub City Railroad Museum and SOU Rwy Caboose #X3115:

Spartanburg Amtrak Station

298 Magnolia Street

Spartanburg, SC 29301-2330

Wednesday 10-2 & Saturday 10-2

### Meeting Site:

Fountain Inn Presbyterian Church

307 North Main Street

Fountain Inn, SC 29644

Third Friday of the Month at 7:00 p.m.

### Officers:

**President:** Raymond "Bo" Brown -

[president@hubcityrrmuseum.org](mailto:president@hubcityrrmuseum.org)

**Vice President:** Bob Klempner -

[vice.president@hubcityrrmuseum.org](mailto:vice.president@hubcityrrmuseum.org)

**Secretary:** Pat O'Shields -

[secretary@hubcityrrmuseum.org](mailto:secretary@hubcityrrmuseum.org)

**Treasurer:** Marv Havens -

[treasurer@hubcityrrmuseum.org](mailto:treasurer@hubcityrrmuseum.org)

### Directors:

**Steve Baker -**

[bod@hubcityrrmuseum.org](mailto:bod@hubcityrrmuseum.org)

**Bruce Gathman -**

[newsletter@hubcityrrmuseum.org](mailto:newsletter@hubcityrrmuseum.org)

**David Winans -**

[museum.info@hubcityrrmuseum.org](mailto:museum.info@hubcityrrmuseum.org)

### Mailing Address:

Carolina RR Heritage Association

Suite #129 2123 Old Spartanburg Road

Greer, South Carolina 29650-2704

### Newsletter Editor:

**Bruce Gathman -**

[newsletter@hubcityrrmuseum.org](mailto:newsletter@hubcityrrmuseum.org)

Articles can be submitted anytime.

## Southern Rwy Advertisements

In this issue we take a historical view of the advertisements used through the years by the Southern Railway. *Ed.*

**The SOUTHERN'S  
PALM LIMITED**

**A GREAT TRAIN**

Quickly uniting New York, the metropolis of America and the historic town, St. Augustine. Entire trains run through without change, composed of Dining Club Compartment, Drawing and Stateroom Sleeping Cars, Library and Observation Cars, also carrying Pullman, Drawing and Stateroom Sleeping Car New York to Aiken and Augusta. Dining car service unexcelled. Meals served from Southern Railway Dining Cars equal to high class hotel service.

**New York Offices, 271 and 1185 Broadway,** A. S. THWEATT, Eastern Passenger Agent.  
W. A. TURK, Pass. Traffic Manager. — Washington, D. C. — S. H. HARDWICK, Gen'l Pass. Agent.

Southern responded to the intense competition with the Atlantic Coast Line and Seaboard by introducing the *Palm Limited*, between New York and Jacksonville/St. Augustine, on January 11, 1904. This was the first truly evocative name in the Florida corridor. Though competitively equipped, it took about an hour longer, 26-2/3 hours instead of 25-2/3, to get from New York to Jacksonville than the Atlantic Coast Line or Seaboard trains.

An evocative name wasn't enough as Southern dropped out of the New York-Florida market after 1915. This may have been due to wartime considerations, but it did not come back after the war. The Southern focused

Continued on Page 3 - Ads



# Museum Happenings



This is what happens when you have old people doing projects.



Display under the new lighting at the museum. It shows how brakemen used to apply the hand brakes on a freight car.



The car mover display explains how employees could move a railroad car without a locomotive.



This is NS #243 that goes by the museum daily. It carries BMW motors and parts from Germany to the factory in Spartanburg.

## Wanted—Articles for the Carolina Conductor

Submit an article of 200 words or more with some photos and captions and see them in print. Every one of us has some unique railroad experience that would make interesting reading for our membership. Your editor always needs more contributions of railway history and news.



instead on service between Florida and Midwestern cities such as Chicago and Cincinnati.

Part of the problem may have been that the Southern didn't have its own route from Savannah, Georgia to Jacksonville, Florida. Instead, it relied on the Waycross Short Line, which after 1902 was in the hands of rival Atlantic Coast Line. Southern did have a route from Atlanta to Jacksonville via Valdosta and that's the route its trains took from the Midwest.

Southern Railway offered four trains: the *Royal Palm* from Chicago via Cincinnati; the *Kansas City-Florida Special* from Kansas City; the *Ohio Special* from Cincinnati; and the *Suwannee River Special* also from Cincinnati with through cars from Detroit and Cleveland.

**No Winter Weather Here!**

THE ATLANTIC AND GULF STATES OF THE SOUTH OFFER A choice of climates equalled by no other section of the world. The Land of the Sky in Western North Carolina has the brisk, dry, yet mild climate of a mountain region thousands of feet above the sea. Farther South there is the balmy air and atmosphere of June amid the verdure and foliage of the tropics.

Thus the South deals lavishly with the winter vacationist—the golfer, the rider and driver, the motorist, the seeker after health as well as those who desire a brilliant social life.

Scores of resorts—rich in history, scenic beauty and the modern appointments of living—appreciated by the tourist—comprise this inexhaustible region of recreation, sport and health. There's Asheville, in the Land of the Sky; Augusta, Aiken, Charleston, Camden, Columbia, Summerville, Savannah, Brunswick, and farther South the numerous points on the Florida Peninsula. On the charming Gulf Coast there is Pass Christian, Biloxi, Gulf Port, Mobile and New Orleans—all delightful resorts.

**SOUTHERN RAILWAY**  
Premier Carrier of the South

*Excellent investment opportunities in farming, fruit-raising and manufacturing.*

Our illustrated Southern travel literature is a true aid to the tourist. Sent upon application to any of our representatives or those of connecting lines.

New York: 264 Fifth Ave.  
Philadelphia: 828 Chestnut Street  
Boston: 333 Washington Street  
Washington: 705 Fifteenth St., N.W.  
Chicago: 56 West Adams Street  
St. Louis: 719 Olive Street

1914 ad touting the weather.

**The SOUTHERN'S PALM LIMITED**

ST. AUGUSTINE  
ORMOND  
PALM BEACH  
MIAMI  
NASSAU  
HAVANA  
SAVANNAH  
JACKSONVILLE  
AIKEN  
AUGUSTA

*Southern Railway via Washington*

Over  
Pennsylvania R.R.  
Southern Railway and  
Florida East Coast R.R. **TO**  
**FLORIDA**

H.B. SPENCER, GENERAL MANAGER.  
W.H. TAYLOR, GENERAL PASS AGENT.

S.H. HARDWICK, PASSENGER TRAFFIC MANAGER.

**Where To Go This Summer?**  
Where the sky is blue  
The air is pure  
The climate salubrious

**The Land of the Sky**  
Southern Appalachian Mountains

ILLUSTRATED BOOKLETS  
Mailed Free to any address  
"Golf In Wonderland"  
"Summer Resort Folder"  
"Boys' Camps and Girls' Camps In The Mountains"

**Southern Railway System**  
The Double Track Trunk Line between Washington, D. C. and Atlanta, Ga.  
The Pioneer Through Route between Cincinnati-Louisville and Florida  
The Short Line between New Orleans and Cincinnati

The Southern Serves the South

W. A. BECKLER, Passenger Traffic Manager, Cincinnati, Ohio  
W. H. TAYLOR, Passenger Traffic Manager, Washington, D. C.

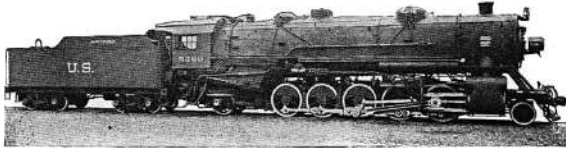
1923 ad for "The Land of the Sky."



52 RAILWAY AGE January 10, 1919

## United States Railroad Administration

### Standardized Santa Fe Type Freight Locomotives




For Southern Railway Company

Fifty of the above Standardized Locomotives are being put into service on the above road fired by

## DUPLEX STOKERS

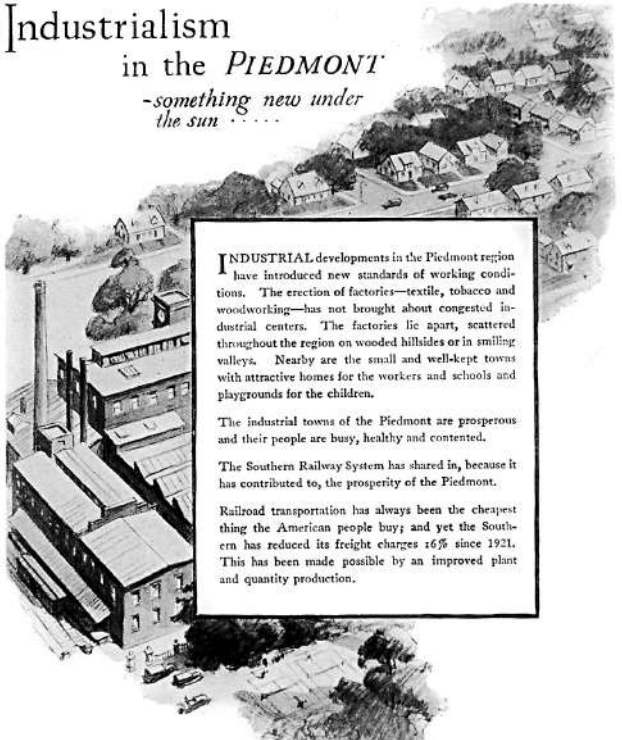
These engines Stoker fired use the same Lump Coal as is used on hand fired engines. The Duplex Stokers require no preparation of the coal—no alteration of the grates—no change in the fire door. They fire the locomotive to Full Capacity at High Economy and Low Maintenance Cost.



**Locomotive Stoker Company**  
Main Office and Works, Pittsburgh, Pa.  
Railway Exchange Chicago 50 Church Street New York

## Industrialism in the *PIEDMONT*

*-something new under the sun . . . .*



**I**NDUSTRIAL developments in the Piedmont region have introduced new standards of working conditions. The erection of factories—textile, tobacco and woodworking—has not brought about congested industrial centers. The factories lie apart, scattered throughout the region on wooded hillsides or in smiling valleys. Nearby are the small and well-kept towns with attractive homes for the workers and schools and playgrounds for the children.

The industrial towns of the Piedmont are prosperous and their people are busy, healthy and contented.

The Southern Railway System has shared in, because it has contributed to, the prosperity of the Piedmont.

Railroad transportation has always been the cheapest thing the American people buy; and yet the Southern has reduced its freight charges 16% since 1921. This has been made possible by an improved plant and quantity production.

# SOUTHERN

## RAILWAY SYSTEM

*The Southern serves the South*

↑ 1919 ad promoting SOU 2-10-2 locomotives. Helper 2-10-2 shown below assaulting the Saluda grade. ↓



1926 ad promoting Industrialism.

## USE THE DEPENDABLE TRIO

FAST, CONVENIENT SCHEDULES  
"ON-THE-DOT" DELIVERIES



### FAST FREIGHT SERVICE FROM FLORIDA ON PERISHABLE TRAFFIC

THROUGH SCHEDULES GIVING PROMPT DELIVERY OF CITRUS FRUITS AND VEGETABLES AT NORTHERN, EASTERN, SOUTHERN AND WESTERN MARKETS

On the right end of your telephone wire is a Traffic Representative of the Southern Railway—in all of the principal cities.

This service affords third morning market delivery at Cincinnati and Louisville, and fourth morning market delivery at New York and Chicago on perishables from Florida down-state origins.

E. R. OLIVER,  
Vice President  
WASHINGTON, D. C.

## SOUTHERN RAILWAY SYSTEM

1931 ad for SOU Fast Freight service.

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The volume of freight traffic which the railroads of the country were called upon to handle between 1914 and 1920 increased 75 per cent. In the same period the freight traffic which the Southern Railway System was called upon to handle increased 49 per cent.

The Development Service of Southern Railway System, Washington, D.C., will gladly aid in moving industrial locations, farms and home sites in the South.

## Eggs in many baskets

Thanks to the variety of Southern soil and the favorable climate, probably no other similar area on earth can show a greater range of products.

Cotton, it is true, is the South's largest crop, but the value of cotton and corn need amount to only 25 per cent of the total value of Southern agricultural products, which last year exceeded three and one-half billion dollars. There are also corn, tobacco,

wheat, and a wide variety of fruits and vegetables—all east of the Mississippi and south of the Ohio.

The average farm in the South is one of about 70 acres. On this the Southern farmer can plant cotton, grow grain and raise tobacco, fruits, vegetables, and dairy herds and poultry.

This diversity yields him a stable income—he has his eggs in many baskets.

**SOUTHERN**  
RAILWAY SYSTEM

THE SOUTHERN SERVES THE SOUTH

## 1927 ads promoting the South.



The Southern Railway System, serving some of America's most fertile regions, is the only one that connects the Atlantic, Gulf and Pacific coasts of the South. It is the only one that connects the South with the rest of the country.

The Development Service of Southern Railway System, Washington, D.C., will gladly aid in moving industrial locations, farms and home sites in the South.

## "HAPPY," I said, "whose home is here"

When winter comes, with sleet and slush—when bleak March winds make spring remote . . . fortunate those who live in the South, where others come for sunshine and health.

Here the farmer is not subjected to the rigors of Northern winters. He and his family and his crops do well where the outdoor months number twelve.

Industry also profits from the blessings of the climate. In the thriving factories of the South people work in the sunshine—and they live in well-kept, healthy communities.

Strong of stature, healthy and energetic, the Southern people the year round reap the benefits of a moderate climate.

**SOUTHERN**  
RAILWAY SYSTEM

THE SOUTHERN SERVES THE SOUTH



Traffic on the Southern Railway System has increased 75 per cent in the last seven years. To handle this growth more efficiently, the Southern, in the same period, spent \$17,000,000 for new equipment and for enlargements and improvements in its 10,000 miles of lines serving the greatest section of the Mississippi and south of the Ohio.

The Development Service of Southern Railway System, Washington, D.C., will gladly aid in moving industrial locations, farms and home sites in the South.

## "To Shape and Use"

" . . . Not as idle ore, but iron dug from central gleam . . . to shape and use." Tennessee knew that behind the creation of wealth lies the intelligent use of natural resources.

Beneath the surface of the Southern states lie great seams of coal, easily accessible and cheap to mine. In the same areas, and almost at the doors of the furnaces, are gigantic deposits of iron ore and limestone.

Here pig iron and finished steel are produced in steadily growing volume for use in many parts of the world. And much of it is used in building the rapidly growing South.

The natural advantages and the growth of the Alabama steel industry are typical of all Southern industry—the resources of the South are being used to build a great industrial empire.

**SOUTHERN**  
RAILWAY SYSTEM

THE SOUTHERN SERVES THE SOUTH



The Southern Railway System is converting the forests of the South into a great source of wealth. It is the only one that connects the South with the rest of the country.

The Development Service of Southern Railway System, Washington, D.C., will gladly aid in moving industrial locations, farms and home sites in the South.

## Woodland Wealth

A soft green mantle of great forests clothes the rugged backbone of the Appalachian Range and the coastal plains of the South. Almost one-half of the nation's lumber supply is furnished by the South.

The South values her trees among her most precious possessions. No longer do men slash away whole forests here, with no thought of the morrow. The Southern States and Southern lumber companies are cooperating to carry out not only conservation policies but also reforestation programs.

The value of Southern forest products and the output of the Southern woodworking industries total more than \$600,000,000 yearly. And each year the Southern lumber industries find an ever widening demand for their products.

Timber is one of the South's great natural resources. But this rich heritage is being conserved and developed for future generations as well as contributing its share to present prosperity.

**SOUTHERN**  
RAILWAY SYSTEM

THE SOUTHERN SERVES THE SOUTH



The Development Service of Southern Railway System, Washington, D.C., will gladly aid in moving industrial locations, farms and home sites in the South.

## Under the Southern Sun

First the blossoms, then the fruit—mile upon mile—under the Southern sun.

People of the farm live to good purpose here, for soil and climate work with them. Fruit grows and ripens eagerly, and green vegetables sprout early and stay late—in the South.

The crops of Southern orchards fill a third of America's yearly fruit dish, and a quarter of our national vegetable supply comes from south of the Ohio and the Potomac.

Each year the demand for Southern fruit and vegetables grows—the national consumption of fruit increases about 14% a year, the population only 1 1/4%. And each year Southern farmers profit by satisfying the taste of an appreciative nation.

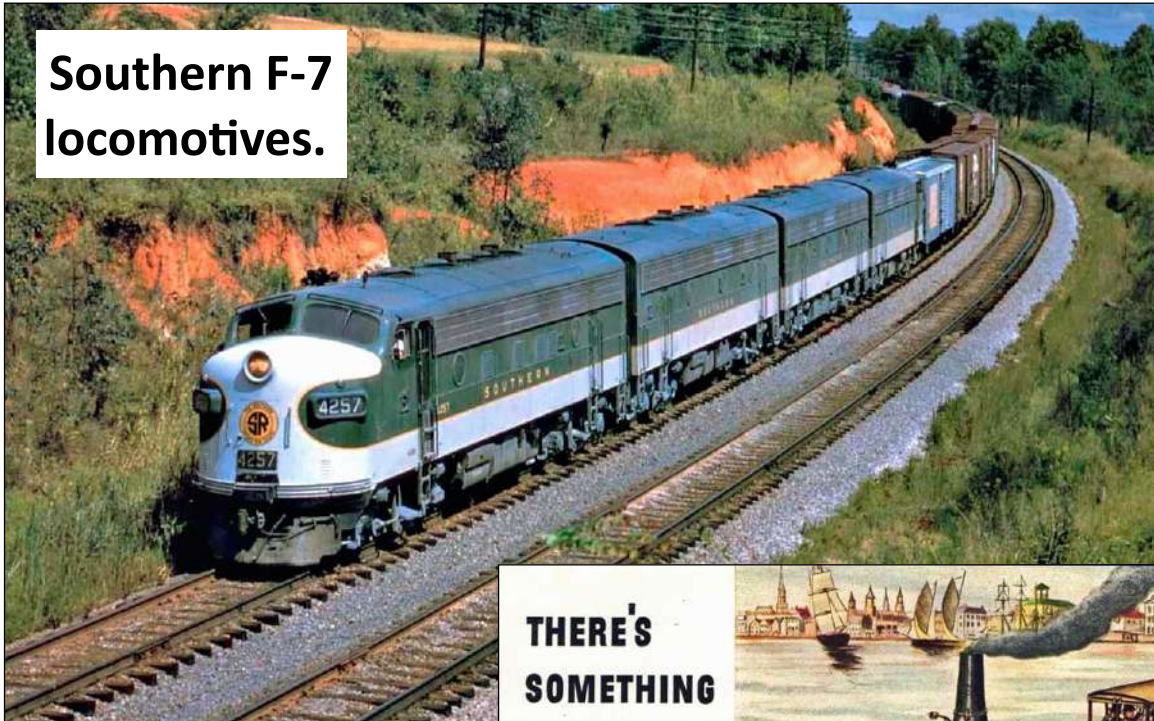
The Southern Railway System, in the best seat possible, handles 60,000,000 bushels of fruit from and to the South.

**SOUTHERN**  
RAILWAY SYSTEM

THE SOUTHERN SERVES THE SOUTH



## Southern F-7 locomotives.



## Ad from 1948



### SEE AMERICA FIRST CLASS

TO see America first class, here is the important thing to remember:

Pick out the trains with a General Motors Diesel locomotive up ahead.

Then, regardless of the ticket you buy, you'll travel everywhere — first class. For these General Motors locomotives give a smoother ride. Trains start and stop without annoying jolts or jerks.

You'll make your time count, too,

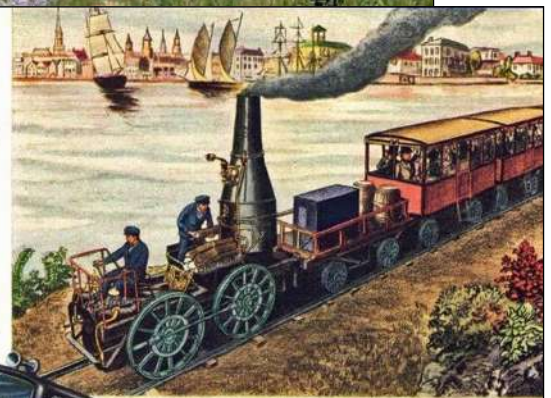
because of faster "on-time" schedules. And you'll see more because no smoke or steam will mar your view.

That's why General Motors locomotives are heading 197 of the nation's fastest, finest name trains.

And why smart travelers say, "Better trains follow General Motors locomotives."



## THERE'S SOMETHING NEW IN THE PICTURE



The "Best Friend of Charleston" was the first locomotive entirely built in this country—for the South Carolina Railroad, now part of the Southern Railway System.

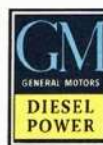


Daily movement of a staggering quantity of oil from New Orleans to the Eastern States is the No. 1 war job of the Southern Railway. The Southern assigns its fleet of General Motors Diesel freight locomotives as the key motive power to expedite this important flow.



There will be something new in the farm and industrial pictures too. For there will be GM Diesels ready to serve wherever America needs power.

OUT of every war has grown a new era in transportation. This one is no exception. The pattern of that new era had been set, even before this war, by the General Motors Diesel Locomotive. And its Leadership in the Peace to come is forecast in the way this locomotive is today meeting the challenges of war.

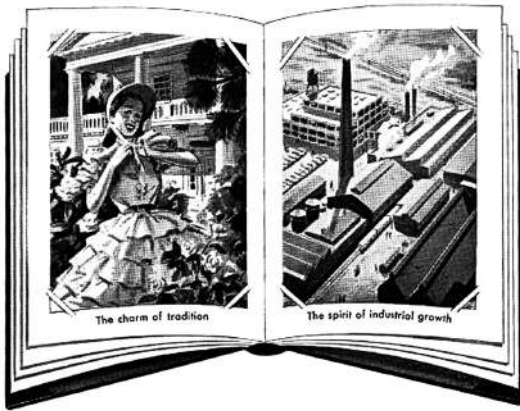


LOCOMOTIVES.....ELECTRO-MOTIVE DIVISION, La Grange, Ill.  
 ENGINES...150 to 2000 H.P....CLEVELAND DIESEL ENGINE DIVISION, Cleveland, Ohio  
 ENGINES.....15 to 250 H.P....DETROIT DIESEL ENGINE DIVISION, Detroit, Mich.

## Ad from 1943

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### Which is the South? Both are!

Perhaps you picture the South as a land of magnolias and romance...mellow tradition and courteous people...charming plantation homes and quaint streets...or as a scenic wonderland.

If so, that picture is a delightful reality today just as it was yesterday. And it has an irresistible fascination for vacationists.

It's the other picture that gives you a jolt of surprise. For the busy factory scene symbolizes the dynamic industrial giant that has leaped into life throughout the territory served by the Southern Railway System.

The Southland has an irresistible attraction for industry, too, because of a unique

combination of vital advantages found nowhere else...temperate climate, which permits economies in construction, operation and maintenance...low-cost power and fuel...plentiful raw materials and water supply...ample reserves of skilled and unskilled workers...populous and prosperous consumer markets...and the reliable, economical transportation service of the Southern Railway System.

"Look Ahead—Look South"...for an ideal vacationland...and for a land offering new and greater opportunities for your factory and business.

Ernest S. Norri  
President



**SOUTHERN RAILWAY SYSTEM**  
The Southern Serves the South

## Ads for 1946.



### "Look, Daddy, trees with whiskers"

No wonder the youngster is excited, for his exploring eyes have just discovered that curiosity of nature...trees bearded with Spanish moss.

Now he can hardly wait to thrill the kids next door with stories of what he has seen along the 8,000-mile Southern Railway that "Serves the South"—King Cotton reigning over large domains...fields green with growing tobacco...famous resorts and friendly people...landmarks of history—and a Southland vastly different from the one he read about in his school book.

Mild climate...agricultural might...a wealth of raw materials...and the depend-

able, efficient mass transportation of the Southern Railway System. Yes, they're still here.

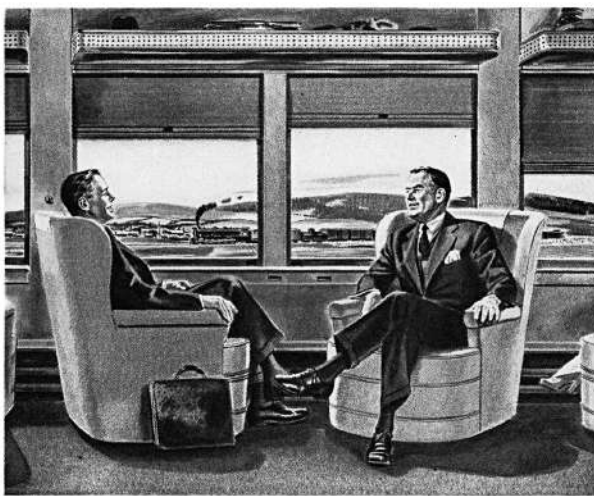
But there's more, too—cheap power and fuel...skilled workers...a huge, expanding consumer market...and inspiring industrial growth. Vacant fields are sprouting busy factories galore, as forward-looking managements "Look Ahead—Look South."

Thus, when business or pleasure brings you to the Southland, you'll find a fascinating land of greater opportunity...and you'll be as excited as the lad who sees, for the first time, a tree with "whiskers."

Ernest S. Norri  
President



**SOUTHERN RAILWAY SYSTEM**



### "How can we tell when we get to the South?"

By friendlier smiles? By warmer handshakes? By charming tradition and gracious living? Naturally!

But there's another way you can tell when you get to the South these days...by the way business is booming...by the number of new factories being built...by the tremendous industrial activity...by the contagious optimism of Southern industrialists.

In this fast-growing industrial region,

new factories are springing up day after day all along the 8,000 miles of the Southern Railway System that "Serves the South." And new plants and old are expanding and prospering...heading toward a still greater, more productive future.

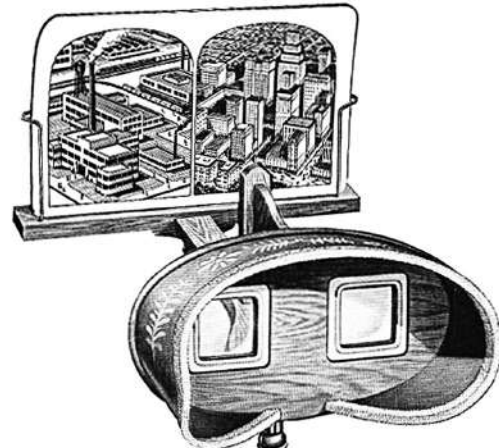
Would your business thrive in this industrial opportunity-land? Definitely!

"Look Ahead—Look South!"

Ernest S. Norri  
President



**SOUTHERN RAILWAY SYSTEM**  
The Southern Serves the South



### Grandmother Never Saw This!

Years ago, when Grandmother looked through her stereoscope at the scenes of the Southland, she didn't see views of modern industries and large cities like these.

For Grandmother's South was the land of song and story...of picturesque plantations and broad fields...of moonlight and wisteria...of romance and beauty. It was also the land of opportunity for industry and business...although she never guessed it.

Since Grandmother's day, huge industries have grown up in the Southland. And they're still growing...fed

by nearby sources of limitless raw materials...nourished by rich, expanding markets close at hand...manned by skilled workers...and favored by a mild climate, abundant power and fuel—and the efficient, dependable, economical transportation of the Southern Railway System that "Serves the South."

No, Grandmother never saw these unlimited industrial advantages. But others did. And you will, too, if you "Look Ahead—Look South."

Ernest S. Norri  
President

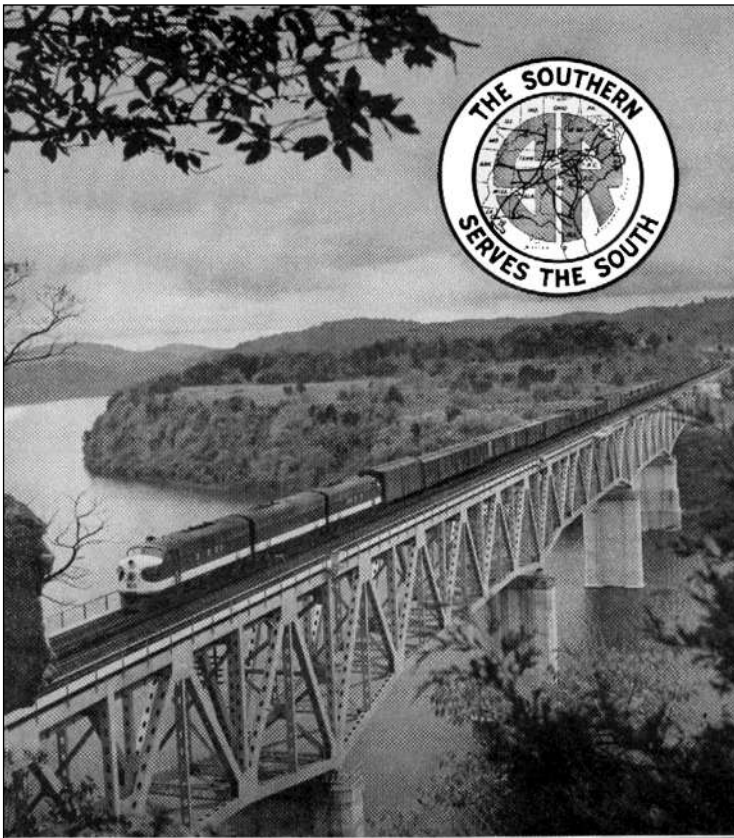


**SOUTHERN RAILWAY SYSTEM**  
The Southern Serves the South

Continued on Page 8 - Ads



## Ad from 1952



**MORE THAN A PRETTY PICTURE** — Our new \$3½ million bridge spanning the Cumberland River near Burnside, Kentucky, is only a small part of a larger, "prettier picture" of the Southern Railway System today — a system-wide picture of modern power, rolling stock and roadway, of new yards and terminals, of improvements and betterments of every kind that mean faster, safer, more dependable service for freight shipped via the **SOUTHERN RAILWAY SYSTEM**.



### Times have changed

Old and new rub elbows in the South these days.

Modern factories rise but a stone's throw from scenes of storybook charm and tradition all along the 8,000-mile Southern Railway System.

And there's a reason . . .

Business men who view the future realistically have discovered that the

South is an "opportunity-land" beyond belief...with every factor favoring industrial growth and prosperity.

In this fastest-growing industrial area you'll find new opportunity for your business, too...in these changing times...when you "Look Ahead — Look South."

*Ernest E. Harris*  
President



**SOUTHERN RAILWAY SYSTEM**

*The Southern Serves the South*

## Ad from 1947



CHECK OUT THE CRHA:  
[WWW.HUBCITYRRMUSEUM.ORG/CAROLINA-RAILROAD-HERITAGE-ASSOCIATION](http://WWW.HUBCITYRRMUSEUM.ORG/CAROLINA-RAILROAD-HERITAGE-ASSOCIATION)  
[WWW.FACEBOOK.COM/GROUPS/CRHA/INC/](http://WWW.FACEBOOK.COM/GROUPS/CRHA/INC/)



CHECK OUT THE HCRM:  
[WWW.HUBCITYRRMUSEUM.ORG](http://WWW.HUBCITYRRMUSEUM.ORG)  
[WWW.FACEBOOK.COM/HUBCITYRRMUSEUM/](http://WWW.FACEBOOK.COM/HUBCITYRRMUSEUM/)