

DAIRIES ARE PROSPEROUS

Growth of Dairy Industry in the Ozarks Bringing Large Rewards

By J. H. LIVINGSTON,
Milk Traffic Agent

IT is legend that there came a time in the history of Denmark when as a nation, poverty and seemingly unsurmountable indebtedness stared her in the face. The one great problem was that of restoring national solvency, which was brought about through the dairy industry.

It is not legendary, however, in the United States. In the state of Wisconsin where for many years wheat was the main crop, the land gradually became worn and less productive, until wheat could not be grown profitably. Neither could other farm crops be successfully raised during the short season between the frost periods. With these conditions before them, the Wisconsin farmers decided to try dairying. The wisdom of their decision cannot be questioned, as Wisconsin now markets more dairy products than any other state in the union and has the undisputed right to her name, "The Denmark of America."

The dairy products marketed from the state of Wisconsin during the year 1924 brought to the farmers more than three times the value of the marketed wheat crop from the same territory.

It is not necessary, however, to refer to the legendary Denmark or to go to Wisconsin to find first class conditions for the dairy industry. The territory known as "The Ozarks," which includes a portion of the states of Missouri, Arkansas, Kansas and Oklahoma, principally served by the Frisco Railroad is ideal for dairying which can be carried as a side line to other farming or fruit growing industries.

In the Ozark country, winters are mild and short, plentiful springs insure a supply of good drinking water at all times, all kinds of grasses can be grown and in many sections blue grass grows in abundance without seeding.

The dairy industry in the Ozark territory started several years ago and progressed very slowly until about five years ago when it took on new life and has increased rapidly, but as yet is in its infancy when compared to what the country can be made to produce.

The following points in Ozark territory, located on Frisco Lines, are now producing large quantities of milk and shipping cream to market or manufacturing it into butter at the producing point: West Plains, Mansfield, Neosho, Mt. Vernon, Marshfield, Salem in Missouri, and Rogers, Springdale and Fayetteville in Arkansas. Many other stations ship quan-

"Thanks for the Buggy Ride," Says Robert Warfield, Tulsa



"Heave ho, for the life of a wheelbarrow," said Robert Warfield, when the radio flashed to a waiting world the news that Jack Dempsey had forfeited his heavy-weight crown to the battling marine, Gene Tunney. Warfield, a timekeeper in the mechanical department of Frisco Lines at Tulsa, Oklahoma, had picked Tunney to win. Jack Drake, a machinist for the Frisco at the same shop, thought Jack was undefeatable. The loser is paying his bet in the above picture, while a crowd of Frisco folks crows with joy. Drake wheeled Warfield clear across the Arkansas River bridge and back.

tities of cream to the creameries, several of which are located on Frisco Lines. The creameries and cheese manufacturing plants are all reported in a prosperous condition.

There are also condenseries on the Frisco Lines, two of which are located in the heart of the Ozark country, one at Mt. Vernon, Mo., which manufactures condensed milk and ships on an average of one car load per day, the other at West Plains, Missouri, which manufactures various dairy products, and also ships sweet milk and sweet cream in car load lots to Illinois, Florida and Texas points via Frisco baggage service.

The estimated value of the cream and milk shipments handled by the Frisco Lines during the first nine months of the year of 1926 will exceed \$7,000,000.00.

There are great opportunities in the Ozark country for real dairymen, fruit and vineyard farmers.

AN OLD, OLD WISH!

Christmas again! How short a time it seems since last we wished our readers a merry one! As time has a way of doing, the year rolled by swiftly and now once more our heads are whirling and our minds bewildered by the joyous thrill of the holiday atmosphere. Christmas again, with its stinging snows and scarlet berries; with its hearty greetings and wealth of fragrant memories!

Merry Christmas sounds trite, but one casts about in vain for unique wishes or novel ways in which to couch them. There can be nothing new about the Christmas festival nor aught unusual in its message. In its oldness lies its value and its charm.

And so, the old, old wish—A Merry Christmas!

EMPLOYEES SHOULD HELP

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charge": "At a time when whatever capacity railroads may have for rate reductions be utilized for the benefit of other forms of traffic, we ought to scrutinize with great care any proposals to collect less revenues from those who ride in sleeping cars or from those who are able to afford the luxury of parlor cars. They ought to meet the full cost and value of the service furnished and a reasonable return on the property value. *The record does not show that they are paying any more.*"

The "other forms of traffic" referred to by the commission are travel in day coaches, and freight business. Since the commission made its decision its Bureau of Statistics has compiled figures which show that the total expense incurred by the railroads in transporting all their passengers is much larger in proportion to the earnings derived from them than is the case with freight business. In 1925, as these figures show, the operating expenses and taxes of the railroads as a whole chargeable to freight business, were 78½ cents for each dollar of earnings they got for handling freight, while for passenger service their operating expenses and taxes were more than 91 cents for each dollar earned. These figures show that passenger business as a whole is relatively much less profitable than freight business.

The showing on the western railroads alone is much worse for passenger business. In 1925 the operating expenses and taxes chargeable to the freight service of western railroads were 76.2 cents for each dollar they earned from freight business. On the other hand, the operating expenses and taxes chargeable to the passenger service of western railroads were almost \$1.01 for each dollar of earnings they derived from it. *The western lines actually failed by about 14 million dollars to get enough earnings from their passenger business as a whole to pay merely the operating expenses and taxes chargeable to it.* They earned this much less than any "net return" at all from passenger business.

The passenger business of the railroads being already, as these figures show, unprofitable as compared with their freight business—and the passenger business of the western railroads, as a whole, being actually handled at an operating loss—it seems clear, first, that if any reduction in railway earnings is justifiable, it should not be made first in passenger earnings, and, secondly, that if no reduction in total railway earnings is justifiable there should not be made a reduction in passenger charges which would have to be offset by an advance in freight charges. The abolition of the surcharge would, of course, be a reduction of passenger charges. *Should the western farmer be asked to pay higher rates on his grain in order*

that those who enjoy the luxury of sleeping and parlor cars may travel cheaper?

It may be said that if passenger business as a whole is comparatively or actually unprofitable, the railroads should raise all their passenger rates instead of making an extra charge for travel in sleeping and parlor cars. But this would not be just or practicable. It would not be just, because the passenger who rides in a day coach should not be charged the same rates for transportation as the passenger who rides in a sleeping or parlor car. Sleeping and parlor cars are heavier than day coaches, and the passenger in them is given much more room in which to ride. On many trains he has the use not only of the car in which his seat or berth is located, but also of a club car, an observation car or both. It costs the railroads more to carry him, and the service he gets is better. For both of these reasons he ought to pay more.

It would not be practical to make an advance in all regular passenger fares because of the competition of automobiles and motor buses. Within recent years the automobile and motor bus have taken away a large part of the day coach business of the railroads. An advance in the regular passenger fare, which would apply in day coaches would simply cause the railroads to lose more of their day coach business.

The "surcharge" has been attacked upon the ground that it keeps people from riding in sleeping and parlor cars. The facts disprove this. Between 1921 and 1925, travel in day coaches declined twenty per cent. This was due to automobile and motor bus competition. Between the same years travel in sleeping and parlor cars, on which the extra charge was applicable, increased twenty-two per cent. This increase in travel in sleeping and parlor cars is still continuing, it having been nine per cent greater in the first half of 1926 than in the first half of 1925.

Each year more people deliberately choose to ride in sleeping and parlor cars, rather than in day coaches, because they believe the parlor and sleeping car service is worth the entire additional amount it costs, including the ten per cent extra charge for transportation. They are proving that the Interstate Commerce Commission was right when it said in its "surcharge decision," "The issue here is whether those who ride in Pullmans should pay the same amount or more, mile for mile, for transportation than those who ride in other equipment, even down to 'Jim Crow' cars. There seems to be only one logical reply. The railroads in effect furnish two kinds of passenger cars, differing very materially in comfort, convenience and safety, and passengers may take one kind or the other, as they choose, at the different charges provided. It is said that when a passenger has paid for his railroad ticket and also for his Pullman ticket he has paid for everything he receives. But if he wants a drawing

room to himself he must pay two railroad fares, or if a compartment one and one-half fares, in addition to the Pullman Company's charges. The principle is not different when, in effect, one and one-tenth passenger fares are collected from the passenger who has the reserved right to exclusive use of a designated arm chair in a parlor car. The rail carrier undertakes to do and does more for him than it does for the passenger in the day coach, and the difference in the value of the service abundantly justifies the difference of one-tenth in fare."

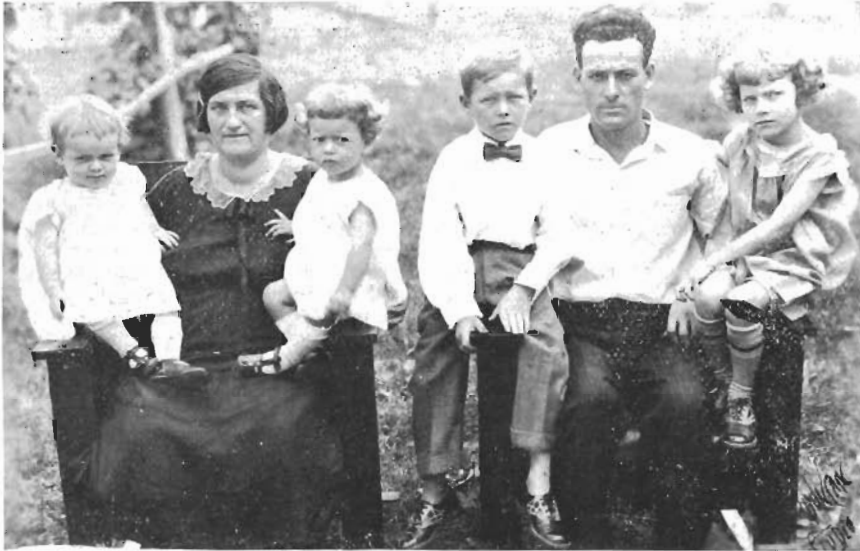
One of the most objectionable features of the campaign that has been carried on against the surcharge has been the attempt made to get Congress to pass a law abolishing it after the Interstate Commerce Commission has upheld it. The people of the country gave Congress a mandate to create the commission to regulate rates because they did not believe that Congress ever could have the knowledge of railway affairs and the freedom from political influence that should be possessed by any body that should directly regulate the railroads. The Commission has done all the regulating of rates that has ever been done by the federal government. The passage of a law abolishing the surcharge would involve the direct fixing of rates by Congress. If Congress is to pass a law to change passenger charges fixed by the commission, why should it not pass laws changing other rates fixed by the commission? Once a precedent for rate-fixing by Congress has been established, nobody can tell how far it will go in directly regulating railway rates and other railway matters. Congress is subject to political pressure from various classes and territories. The amount of influence these different classes and territories can exert is constantly changing. If it began to fix railway rates by law, how long would it be before it would begin to fix railway wages by law? It already fixes wages in the postal department by law, and postal employees do not like the results.

When differences between the railroads and their employes regarding wages arise that cannot be settled by direct negotiations, they should be settled by impartial arbitration boards and not by political legislation. Likewise, when differences between the railroads and their patrons arise regarding rates they should be settled by a commission which is not subject to political influence, as Congress is.

The Interstate Commerce Commission has held that the passenger surcharge is a reasonable charge. All the facts support its decision. The railroads need the money derived from the surcharge to help pay reasonable wages and other operating expenses, and returns to the investors in their securities. They should be supported by the employes in opposing its abolition, because in the long run the railroad industry will not be able to pay reasonable wages unless it is able to get reasonable rates.

South Shops at Springfield Boast of Twin Record

By EMERY HAGUEWOOD



These two families are the pride of the south shops at Springfield, Mo., since each of the fathers is employed there. The McGarrah family is shown above—Mr. and Mrs. McGarrah and the two sets of twins. The Maybee family is below. Three other children of the Maybee's are not in the picture.

SOME enterprising statistician has announced that twins occur only once out of 13,497 births. Whether the gentleman's figures are correct will always be a matter of conjecture. At any rate the south shops of the Frisco Railroad at Springfield, Mo., can boast of two workers who, as heads of their respective families, are the proud fathers not only of twins, but of two sets of twins each. Bruce McGarrah, pilot maker at the

south shops, who resides at 1612 West Pine Street, Springfield, Mo., has a companionable home life, indeed, for beside Mrs. McGarrah there are Marie and Maxine, two years old on August 10, 1926; and Bernice and Barnard, who were six years old on February 4, 1926. Mr. and Mrs. McGarrah are both natives of Arkansas and have been married twelve years.

Eugene Maybee, south shops blacksmith, maintains a family on a par

DIRECTORS INSPECT FRISCO

Headed by Mr. E. N. Brown, chairman of the board of directors, of New York and President J. M. Kurn, a six-car special train containing compartment Pullmans and business cars, left St. Louis at 8:00 a. m., Tuesday, November 16, for a five-day inspection of Frisco Lines. Twenty-one directors and officers of the Frisco accompanied the train.

The Frisco cities visited included Memphis, Birmingham, Springfield, Oklahoma City, Sherman, Sapulpa, Kansas City and Fort Scott. The special returned to St. Louis at 4 p. m. Saturday, November 20.

The following men composed the party:

Directors: C. W. Michel, vice-president of the Frisco, New York; David P. Bennett, Pittsburgh Steel Products Company, Pittsburgh, Pa.; Frederick H. Ecker, vice-president Metropolitan Life Insurance Company, New York; Walter S. Franklin, vice-president of the American Trading Company, New York; George C. Fraser, lawyer, New York; Jesse Hirschman, retired capitalist, New York; Grant R. McCullough, banker, Tulsa, Okla.; Theodore G. Smith, vice-president of the Central Union Trust Company, New York; Festus J. Wade, president of the Mercantile Trust Company, St. Louis; R. E. Lee Wilson, planter, Wilson, Ark.; H. P. Wright, broker, Kansas City.

Albert Straus of J. & W. Seligman & Co., of New York and Ford Harvey of the Fred Harvey System, Kansas City, are guests on the trip.

Frisco officers: F. H. Hamilton, vice-president and secretary-treasurer; J. R. Koontz, vice-president in charge of traffic; J. E. Hutchison, vice-president in charge of operation; E. H. Bunnell, comptroller; F. G. Jonah, chief engineer, all of St. Louis, and H. L. Worman, superintendent of motive power, and F. H. Shaffer, general manager, both of Springfield, Mo.

with that of his friend McGarrah, at 644 North Catalpa Street, Springfield, Mo. Maybee's family consists of Mrs. Maybee and Fay and Ray Maybee, both two years old on March 19, 1926; and Burrell and Murrell Maybee, who celebrated their fifth birthday on June 30, 1926. The Maybee's claim Nixon, Mo., as their home and have been married fourteen years. Besides the two sets of twins the Maybee's are the parents of three other children, Clinton, 12; Velva, 7; and Leo, a delightful little chap two months old.

For Men Only

It's a wonderful thing for women
The popular permanent wave,
Now it's up to some struggling inventor

To get out a permanent shave.

—Penn. State Frotn.

MISS BESS TOON MARRIED

Widely Known Frisco Employee Weds Magazine Reporter

MISS BESS TOON, who for several years has been in charge of the files in the President's office, at St. Louis, has resigned the position she so ably filled there in order to enter woman's traditional sphere as Mrs. Ralph C. McBride.



MISS BESS TOON

"Mick," as the lucky groom is known among the boys, is Assistant Chief Clerk in the Purchasing Department at St. Louis, and a reporter for the Frisco Magazine. The wedding took place on November 23.

"Bess" as one of the most popular of the Frisco girls, has been the recipient of a number of showers and has been extensively entertained.

One unique shower of gifts from the "Palace of Varied Industries" given by the girls of the general offices literally "floored" the recipient. The gifts were numerous and useful and occasioned much hilarity. Those participating were:

Misses Cecil E. Allen, Helen Ansbro, Rose Benks, Cora Brackemeyer, Lillian Boehm, Mary Blanck, Margaret Byrne, Wilsie Cawthon, Margaret Cowan, Ella Eckelkamp, Mollie Edwards, Blanche Ebanues, Gabriel Gorman, Loretto Connor, Mary Grady, Lucie V. Good, Eleanor Huske, Leola Hughes, Catherine Hughes, Ruth Hallenberg, Berthe Hahn, Ann Hart, Mabel Hart, Minnette Juhlin, Martha Kisro, Marie Kratky, Kathryn LeHoullier, Emily Lehr, Ethel Lincoln, Grace McEvoy, Helen McHale, Lyola McLaughlin, Marge Madden, Gladys Marshall, Nelle Keller, Lucille Meyer, Hilda Melchoir, Kathryn Nann, Florence O'Brien, Mary Picher, Lydia Peterson, Sylvia Rachota, Ethel Richter, Augusta Riegel, Viola Zykan.

Mrs. Hoerber, Mrs. A. Heilman, Mrs. Hilton, Mrs. Van Liew, Mrs. Young.

Another delightful surprise miscellaneous shower in which a number of Frisco girls also participated, was given by Mrs. Frank Durfield of Theodosia, Avenue, St. Louis.

Miss Nelle Keller of the President's office, entertained at her home in honor of the bride with a dinner

TO BESS AND MICK

By Loretto A. Connor

Yes, dear reader
Once more Cupid
Winged his shafts
Within our ranks;
And the wanton,
Merry love God
Busy still at
Old time pranks,
With his little
Bow and arrow
Mid our number
Hurled his darts
Then with wicked
Aim unerring
Claimed his toll
In Frisco hearts.

Hail the bride then!
You all know her,
Our own Bess whose
Radiant ways
So endeared her
To the Frisco
That none named her
Save to praise.
Who's the bridegroom?
Can't you guess it?
Mick's the envy
Of the boys—
Yet they join in
Ardent wishes
For a life that's
Blessed with joys.

Mick's the gainer
We're the losers;
Dearest reader
You must know
That the joy her
Presence gave us
Makes us loathe to
See Bess go.
We will miss her
Hearty greeting;
We will crave her
Cheery smile;
All the old, gay
Camaraderie
That made life seem
More worth while.

But—the best of
Luck be with you
Bess and Mick through—
Out the years;
May your days be
Bright and happy
Free from all that
Blights and sears.
All life's choicest
Good be yours then,
Health and wealth,
We wish you too
Happiness but
Over aught else
Love that shall be
Always true.

dance. This was a strictly Frisco affair and will linger as a pleasant memory for many a day in the minds of those who were fortunate enough to be numbered among the guests.

A number of other luncheons and entertainments are being planned and the lucky couple have received many handsome gifts, tributes to their well-deserved popularity.

FLORIDA "DIAMOND BACKS"

Frisco Wire Chief Explores Wild Parts of Peninsular State

DURING a recent trip to Florida, made for the purpose of locating some relatives in the storm area, E. E. Swafford, manager and wire chief for Frisco Lines at Ft. Scott, Kans., made an unusually interest-



E. E. SWAFFORD

ing snap shot for the Magazine, which proves that there are still some "wild" spots in America rarely visited by tourists.

"I found my relatives all well, and so I took the opportunity to go bass fishing and see some of the interesting points in Florida while I was there," he writes.

He visited Indiantown, Florida, so far in the jungles that the bobbed hair craze had not yet reached the natives, and none of them had heard the song, "Yes, We Have No Bananas."

"I had heard in my early days the custom of the Indians to bury their dead in a peculiar manner, however, I did not believe such a custom still existed in a civilized country like ours, until I ran across an old Indian grave," his letter continued. "Among the bones were all kinds of small articles of personal property which had belonged to the dead Indian. Near the grave was the carcass of a horse which the deceased had owned, and which had been brought to the grave, killed, and left with the body of its owner, to take with him to the 'Happy Hunting Ground'".

The picture shows Mr. Swafford with a diamond back rattler, a species which is quite common in Florida.

"Our party killed five of them during our stay there, and the natives said that 'it wasn't a very good week for them, either'" Mr. Swafford said.

\$585 A DAY FOR FIRE

Frisco Has Low Ratio of Fire Losses—Reduce It Further

By G. L. BALL, Supt. Insurance

IT is well to consider at this holiday time of year, a problem of vital importance to us all—fires.

Railroad fire losses cover a wide range. A "red-ball" train may carry dynamite, gasoline, strike anywhere matches, cotton, hay or straw. A shop building may be of a character designed to protect both life and property but the very nature of many operations in this structure are in themselves a menace, especially if lax housekeeping methods prevail. Oily rags and papers, rubbish, waste paper, and other easily combustible materials in basements, attics, cupboards and dark corners are an invitation to fire. A careless man tossing away a lighted match or a cigarette butt is only needed and often at hand.

The management of this railroad always has given intelligent and careful consideration to fire protection for its property, but in freight houses where boxes are piled high in front of fire hose connections, fire extinguishers and water barrels they may or may not interfere with a man reaching the hose nozzle, the fire extinguisher or fire pail at water barrel quickly in an emergency. Obstructions to ready access to your fire protection equipment are almost certain to make trouble when an attempt is made to run the hose out; to carry the extinguisher to a fire, or apply water from the barrel.

Fire losses for 1925 on eighty-five railroads representing a mileage of 215,450, aggregated \$7,397,435.00. Seven thousand eight hundred and sixty-six fires produced this loss: average loss per fire, \$968.40; average loss per day \$20,266.85; average loss per hour \$844.46 and average loss per minute \$14.07.

The Frisco is a "Mile a Minute" road. It stands in the railroad world where the Cardinals stand in the baseball world. It is not, however, a \$14.07 per minute fire loss producer. The Frisco's average per day in 1925 was \$585.24; per hour \$24.38 and per minute 41 cents. The annual per capita fire waste in the United States is approximately \$5.00, in Europe it is 33 cents, so you will readily observe our railroad is pure Scotch in the business of producing fire loss as compared with other Class 1 railroads reporting annually to the Railway Fire Protection Association. To be first in everything always has been the spirit of Frisco men and women and our per minute fire loss record of 41 cents must be brought down to 30. Then Europe with its 33 cents per capita fire loss will be just a close second to the St. Louis-San Francisco Railway Lines.

Causes of fire loss for the year 1925 on eighty-five railroads, representing a mileage of 215,450, are especially

Flood Damage at Arkansas City



WHEN the flood waters of October were keeping Frisco superintendents from their well-earned rest, and section gangs and extra gangs were helping the boys of the bridge and building department "keep the line open", there were some lively times on the western division.

The Arkansas River went on a rampage that made high-water history in the cities along its usually peaceful banks, and at Arkansas City many houses were submerged and great damage done. F. C. Gow, assistant superintendent of the western division, forwarded the *Magazine* the accompanying photographs.

The picture at the top was taken from the middle of the Frisco bridge over the Arkansas River and looks toward Arkansas City. The drift is on the north side of the bridge. The force of the waters had swept the bridge twenty feet out of line when the picture was snapped, and all the structure under the deck of the bridge had been washed out. The bridge was later cut, and swung to the bank by means of a long cable anchored ashore. Had it not been cut, the water would have taken it down the



river, probably washing out other bridges below the city. The photograph at the right is a view at the north end of the bridge where a stretch of track was washed away. Some of the inundated houses may be seen in the distance.

informative, and definitely disclose that a large proportion of railroad losses are from preventable causes. In fact, practically all of the reported causes are known as preventable and this emphasizes the importance and necessity of constant vigilance in discovering and eliminating hazards that may result in fires. This also emphasizes the importance and necessity of maintaining vigorous and intelligent fire fighting forces at terminals to minimize the possibility of conflagration.

The continued co-operation of officers and employes is essential to successful fire prevention effort. A penny saved is a penny earned and a fire

prevented will save dollars and may save our jobs. Fire under proper control is alright and necessary: an automobile under proper control is a comfort and a joy, but both fires and automobiles uncontrolled are a menace to life and property.

Or Dozen?

"Where is father?"

"I don't know. Down in the cellar taking his daily unconstitutional, I guess."—The Doctor.

However, the styles would indicate that it's woman, and not man, who wants but little here below.—Arkansas Gazette.