

# THE FRISCO EMPLOYEES' MAGAZINE

827 FRISCO BUILDING :: ST. LOUIS

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### THE FRISCO EMPLOYEES' MAGAZINE

The Frisco Employees' Magazine is a monthly publication devoted primarily to the interests of the more than 30,000 active and retired employees of the Frisco Lines. It contains stories, items of current news, personal notes about employees and their families, articles dealing with various phases of railroad work, poems, cartoons and notices regarding the service. Good clear photographs suitable for reproduction are especially desired, and will be returned only when requested. All cartoons and drawings must be in black India drawing ink.

Employees are invited to write articles for the magazine. Contributions should be typewritten, on one side of the sheet only, and should be addressed to the Editor, Frisco Building, St. Louis, Mo.

Distributed free among Frisco employees. To others, price 15 cents a copy; subscription rate \$1.50 a year. Advertising rates will be made known upon application.

# President Kurn Issues Appeal to All Employees for Joint Effort Toward Increased Business

*Frisco Clubs Organized at Kansas City, Sherman, Oklahoma City and Fort Scott, and Others Following—"Greater Traffic" Is Slogan*

THE Frisco railroad launched into a new era of co-operation among employes during the month just passed, when first steps were taken toward joining the 30,000 workers of this railroad into a concerted effort for a greater Frisco, from a standpoint of loyalty, friendship, and increased business.

In a circular letter to all employes under date of January 27, President James M. Kurn urged all employes to take cognizance of the influence which they might exert on traffic and to perfect some organization which might advantageously serve toward that end.

Addressed to "All Frisco Employes", Mr. Kurn's letter follows:

"Having, as we do, on our rolls close to 30,000 employes, and feeling that there should be a much closer contact as between us, wish to take you into my confidence to the extent of indicating that, while we have met with very satisfactory results in the operation of our property, there has been during the last six weeks a noticeable let-up in traffic. For reasons of which am fully apprised, conditions in the territory as served by our property have contributed somewhat to a lessening of this traffic insofar as our proportion is concerned; but realizing that there is a tremendous strength, if wholeheartedly exerted, in an army of 30,000 employes, am personally appealing to each and every one of you to join with me and the Officers of our Company in an effort to materially increase our gross business. Every possible economy has been employed to produce net results, and while do not admit that further economies cannot be accomplished, do feel that the continued satisfactory operation of our properties can only be had by an extraordinary and continuous drive to in-

crease our gross results.

"Believe you will agree that our property has been brought up to a very high state of physical efficiency and that we have splendid power and equipment, and will say that we have in you, employe for employe, as

fine a group as any railroad in the United States. It goes without saying that diminished business means diminished employment, and naturally increased business is the reverse thereof,—so that, from a selfish standpoint, it can be said that you are, with myself and the Officers of the Company, interested in attracting every pound of freight or every passenger that can be secured.

"We are particularly anxious to have the very highest degree of salesmanship exerted in attracting business for our Company, and to that end, am soliciting expressions or suggestions as to ways and means to accomplish what inspires this message to you. If you have in your community, or if you know someone or some firm who is not doing business with your Company, can you not exercise an influence which would result in securing the influence of the party who may be adverse to us and at the same time secure the business which he may have to offer for transportation over our lines? If you learn or know of any one who is likely to take a trip, can you not use your personal influence to secure for our Company the passenger business which might be involved?

"One of our principal foes in the diminished passenger business has been the bus and the privately owned automobile. Oftentimes feel that for distances of 150 miles or under the privately owned automobile is used more frequently than would be the case if some one would in a manly way discuss the possible expense incident to such operation versus the cost of

## HIGH LIGHTS FROM PRESIDENT'S MESSAGE

*"Realizing the tremendous strength in an army of 30,000 employes, I am personally appealing to each of you to join with me in an effort to materially increase our gross business."*

\* \* \*

*"Continued satisfactory operation of our properties . . . can only be had by an extraordinary and continuous drive to increase results."*

\* \* \*

*"One of our principal foes in the diminished passenger business has been bus and privately owned automobile . . . feel that employes might well take an active interest to return part of business which has been lost."*

\* \* \*

*"If each of you would often secure a pound or a ton of freight it would mean a great increase in our revenues."*

\* \* \*

*"If each employe made a friend for the Frisco railroad at least once each month it would build up a tremendously effective machine for us in a short time."*

\* \* \*

*"Please work individually and collectively toward accomplishment of this single thought: Increased efficiency and increased business."*

\* \* \*

*"Study the situation: Have no hesitancy in submitting suggestions: do not fear that you may trespass upon the rights of others."*

\* \* \*

*"Kindly submit any constructive criticisms to me at any time."*

\* \* \*

*"Increased business . . . means more and better employment for each and every one of you."*

# Frisco Entertainers

## At Kansas City Meeting



*These dainty and accomplished Frisco misses entertained the crowd of Frisco employes at the Kansas City "Sunnyland Club" meeting in that city on February 7. They are, left to right: Miss Irene Barbee, vocalist; Miss Helen Bobbitt, premier danseuse; Miss Doris Louise Johnson, toe dancer; and Miss Geraldine O'Brien, pianist.*

passage over our railroad. The details of this can be very readily figured out, and it can be, and possibly should be used in the direction of trying to bring back to us a part of the local passenger business which has disappeared. Our through passenger business has been fairly good—our loss in passenger revenues (which has been tremendous) is directly attributable to the loss of our local passenger business, and feel that so long as we continue the operation of certain local passenger trains the employes might well take an active interest in seeing what can be accomplished to have returned to us a part of the business which has been lost.

"In our freight activities there is, as view it, a tremendous possibility of increasing same if we would but understand each other, get busy, and each of you get out and secure a pound or a ton of freight—it would mean a great increase in our revenues. There is no reason why each and every employe should not make a new friend for the Frisco Railroad, say at least once a month, and if each one undertook this accomplishment it would be a tremendously effective machine for us in a very short time.

"Study the situation; have no hesitancy in submitting suggestions—do not for a moment think that you are liable to trespass upon the rights of the other; eliminate any form of antagonism which might come from jealousy, and please work individually and collectively for the accomplishment of but a single thought—increased efficiency, and resulting therefrom increased business for the Company of which you are such an

important part. This means, naturally, if properly handled, more and better employment for each and every one.

"In carrying out this plan it is my purpose to have a supervisory committee to work with each and every individual activity that might be created among the employes for the accomplishment of the purpose of securing increased business and better efficiencies for our Railroad. This naturally must be an enthusiastic, voluntarily established working arrangement. Am, through the persuasive channel, asking for your 100 per cent co-operation. Kindly submit any constructive suggestions to me at any time, and we shall, under the organization, see that due acknowledgment is made thereof, and if it is a suggestion that means an improvement, assure you it will be put into effect, and due credit will be given for any such suggestion.

"The Committee in immediate charge of this activity will be a representative of the Traffic Department, a representative of the Operating Department, and a representative of our Publicity and Public Relationship work, and have decided that Mr. H. F. Sanborn, Assistant to the Vice President in charge of Traffic, Mr. C. H. Baltzell, representing the Vice President in charge of Operation, and Mr. W. L. Huggins, the Editor and Director of Publicity, will undertake to put into effect the organization which might be the outgrowth of this special appeal to you.

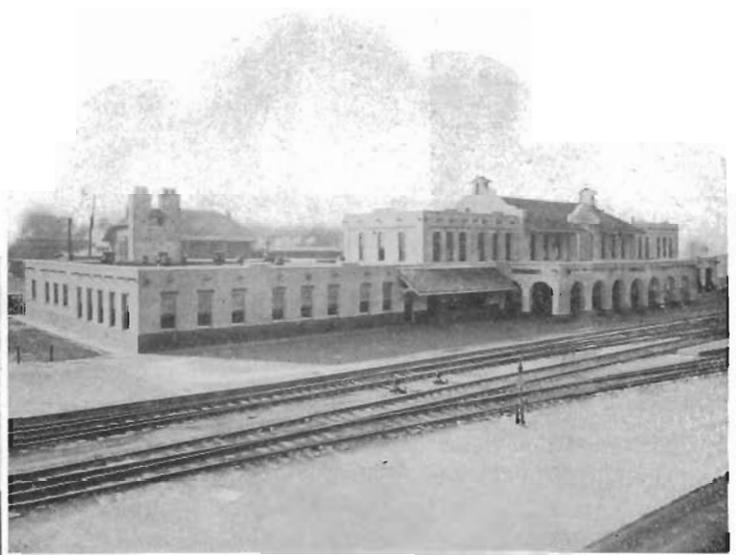
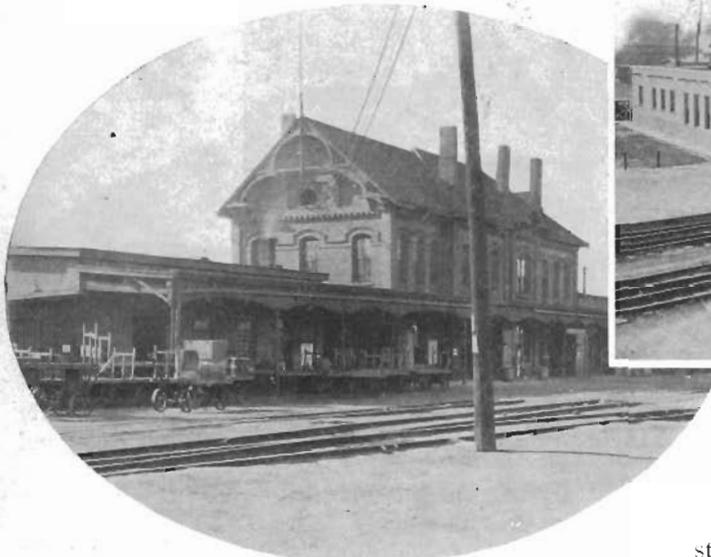
Yours very truly,  
 J. M. KURN, President."  
 (Now turn to Page 25, please)

# New Frisco Passenger Station Opened at Springfield, Mo.

*Luxurious Spanish Mission Style Building Welcomed by Springfieldians—  
Replaces 45 Year Old Depot*

**I**T was a touching event, but not a sad one, when the old Frisco Lines station at Springfield, Mo., which had housed waiting passengers in that Missouri city for forty-five years, passed into oblivion recently.

Springfieldians were not sorry to see the



*A view of the old and new in station facilities at Springfield, Mo. The old station served for 45 years.*

rather majestic frame building come down, bit by bit, under the methodical and systematic razing of the carpenter crews. The old station that reared its magnificent and be-curlieued mansard roof to the sky way back in 1882 had outlived its usefulness. The cramped quarters of its baggage and express rooms, its waiting rooms and ticket offices, no longer gave the luxurious appointments that is standard on Frisco Lines, and old residents of Springfield who once praised the old station as "one of the finest depot structures on Frisco Lines, suh", now referred to "that blankety-blank old eyesore pile of old lumber down by the tracks."

There's nothing left of the old station today.

Spread spaciouly over 13,550 square feet of ground, a beautiful Spanish mission style of modern railroad station, with port cochere front and back, and snow white stucco gleaming in the Missouri sunlight,—that is the Frisco Lines station in Springfield, Mo., today. From its high center portion a roof of variegated color Spanish tile completes the picture of mission style, and in a garden on the east end that will later bloom with grass and flowers, a fountain plays merrily.

While the Fred Harvey section of Springfield's new station was opened to a hungry public on November 4, the completed station was not ready for general use before December 24. From front door to rear door the new structure is modern and up-to-date in every respect.

The east wing of the structure is given over to the Fred Harvey service, with a spacious dining room, kitchen and bake shop, store room, managers' office, refrigerating department, and storage yard. The Harvey quarters alone occupy 6,393 square feet of floor space. The Fred Harvey interior is polychrome, light coffee-brow effect. Ivory ceilings add greatly to the color scheme. The tops of the counter and tables are of Verde antique marble, and the counters are fitted with a special toe piece effect in place of the old-fashioned rail, and with easy backed chairs. The counters are laid in double horseshoe, and in the center of each horseshoe is a walnut stained woodwork display case, with mechanical refrigeration. The Harvey kitchen has a floor of hard vitrified brick with white enamel walls and ceiling and all modern equipment. The bake shop, too, is modernly fitted and the spacious store room at the west end accommodates eight mechanical refrigerators to keep the food

*(Now turn to Page 28, please)*