

Frisco Strawberry Movement for 1927 Totals 1,950 Cars



Harvesting the Frisco's giant strawberry crop each spring is a job in itself—but the proper transportation of this highly perishable product presents many problems. Below is pictured the ice sheds of the Frisco at Monett, Mo., with the busy workers working at top speed to ice the fast-scheduled strawberry specials. In center, an example of the right way in picking a berry, pinching off the stem above the berry, without touching the fruit itself. At right a loading shed scene in the fields, where the berries are picked, boxed, crated and loaded into the iced cars for rapid movement to more than half the states in the Union.

WHEN the last car of Frisco-grown strawberries moved on June 10, Frisco officers and employees heaved a sigh of relief in the knowledge that every car of the most highly perishable commodity handled by this railroad had moved safely, surely and swiftly to market.

Each spring, almost before the last snow has melted, W. L. English, supervisor of agriculture, and his assistants begin making plans for the movement of strawberries. Each year the crop is bigger than the year before, and each year more money from the berries flows into the Ozark country, more sheds must be constructed, more refrigerator cars secured to move the crop, more ice for icing the cars, more men to handle the job.

Probably most important of any of the many arrangements, is the positive necessity that the "strawberry specials" which are run each year,

must go through on time and on a fast schedule.

The crop for 1927 was handled without a hitch of any kind and delays were unknown.

The season just past was another record breaker in strawberries. A total movement of 1,949 cars at an estimated value to the growers of \$2,750,000, was handled via Frisco Lines.

At Monett, Mo., centralization and icing point for a large part of the through movement, 1,387 cars were handled over the ice docks in charge of Charles Baltzell, and a record for speedy and efficient icing was made, officials at that point aver.

The price for berries fluctuated to from \$2.00 to \$4.95 a crate with an average price of about \$3.25 a crate for the entire season. Two hundred cities and towns in 27 states received Ozark strawberries in carload lots, the agricultural department reports.

and ninety-two car loads were sent to Canadian points.

Sarcosie, Mo., was the largest individual shipping point this year with 260 cars shipped, Springdale, Arkansas, was second with 256 cars and Monett was third with 110 cars.

An adventure into statistics concerning the strawberry crop revealed that on a basis of 1,949 cars of 420 crates each the Frisco shipped 81,858 crates of berries, and that on a basis of 120 dishes to the crate a total of 98,229,600 dishes of Ozark-grown strawberries had been placed before diners in the twenty-seven states and Canada to which the berries went. With 60-foot long express cars to haul the crop, the cars of berries if placed in a single train would reach 22 miles, and if the berries were placed side by side in a single line, the luscious lineup would stretch for 15,000 miles over the countryside.

AGENCY CHANGES FOR JUNE

Effective June 1, C. E. Graff was installed permanent city ticket agent, Kansas City, vice P. W. Wilson.

A. W. Arnett was installed permanent city ticket agent, St. Louis, Mo., vice J. M. Ward, June 1, and effective same date, C. & E. I. withdrew from joint agency and C. R. I. & P. became an interested carrier in this joint agency.

W. J. Ludwig installed temporary agent, Pocahontas, Ark., June 2.

O. L. Haddan installed temporary agent, Wellston, Okla., June 3.

C. A. Pfunder installed permanent ticket agent, Lake Hill, Mo., effective June 4.

C. Alden installed permanent agent, Alrich, Mo., effective June 4.

A MUSICAL WINNER

Chas. Linn Woodside, Jr., shown in the accompanying photograph is the son of C. L. Woodside, fireman on the northern division of the Frisco lines, working on the Greenfield Branch out of Aurora, Mo.

Charles is a violinist of much promise and carried off first honors at the Southwest Missouri High School Music Festival at Teachers College, Springfield, Mo., on April 14, winning the gold medal in class B for a violin solo.

CHAS. WOODSIDE, Jr. Just now he is conducting his own five piece orchestra, and has been most successful in gaining engagements.



Mrs. Marion Harrison, wife of Frisco Brakeman Marion Harrison of Sherman, Texas, is one of the Frisco's happiest wives just now. A few days ago Mrs. Harrison embarked for her native land, France, accompanied by her small son, Marion, Jr., for her first visit since the war. Mr. and Mrs. Harrison met and were married while Harrison was serving in France with the A. E. F., in the quartermaster department. Mrs. Harrison and her son will return to America shortly.

Employes of the disbursements office, St. Louis, wish to express deep regret at the death of Mrs. D. Tiffany, wife of "Bert" Tiffany, terminal accountant, Birmingham, Ala., who died Sunday, June 5.

Mrs. Tiffany was known to practically all of the traveling force and to a number in the office. Her sudden death was, indeed, a shock to all and Mr. Tiffany is tendered deepest sympathy.

NEWS of the FRISCO CLUBS

NINETEEN girls, representing every department and point in the general offices, St. Louis, met at 3:30 p. m. in the publicity department, Frisco office building on June 3, for the purpose of forming a girls club.

This is the first time that the girls of the Frisco offices have ever been organized into purely a girls organization, and this meeting was a most enthusiastic one.

Martha C. Moore of the publicity department acted as chairman and explained the purposes of the club, namely, to organize the girls into a unit; to have one meeting a month of one hour and a half duration, when the girls will attend a luncheon, and a program both educational and social will be followed. Following the organization, a questionnaire will be sent to each girl and she may select her special hobby in the way of athletics, music, or dancing. Different branches of the club will be formed which will furnish entertainment for all Frisco affairs and for the benefit of the club. At each meeting it is hoped to have a representative from the various offices who will give a short address on many of the items on Frisco Lines which may aid the girls in the solicitation of freight and passenger business.

At the first meeting of the club, Loretto A. Connor, of the executive department was unanimously elected as the club's first president. She immediately took charge of the meeting. An executive committee was appointed which consists of the following girls; C. Lucille Kerr, chairman, architect's office; Ella Eckelkamp, treasury department; Lucy V. Goode, accident prevention department; Lydia Peterson, vice-president traffic department; Margaret Cowan, chief purchasing officer's department; Agnes M. Larkin, secretary to general agent, 7th Street Station and Katherine L. Tiffin, engineer's department.

This committee elected a nominating committee of five girls, namely; Sylvia Rachota, chairman, freight accounting department; Catherine M. Barrett, 7th Street Station; Ada Husbands, comptroller's department; Julia Kitts, auditor's office, and Estelle Hilton, passenger accounting department.

These five girls nominated ten girls for the office of vice-president, six for the office of secretary and five for the office of treasurer.

On Friday, June 17, a combined luncheon and business meeting was held at the Jefferson Hotel, and 231 enthusiastic girls met.

The meeting was opened with community singing which preceded the luncheon. Peppy parades on popular



MISS LORETTA A. CONNOR

songs caused no end of merriment. Following the songs, Martha Moore welcomed the girls to the organization and outlined the plan to be followed by the club members and explained the organization which had already been started. The representative from each department was introduced, and each girl responded by rising to her feet.

Miss Moore introduced the newly elected president, and turned the club over to her. Miss Connor made a fitting response, and pledged her aid and her time and asked that the girls respond to all future meetings with the same enthusiasm as they had to the first one.

A ballot, containing the names of girls from which the members were to select their other officers was then passed around and each girl voted for her candidate. The following officers were elected: Agnes King, freight accounting department and Katherine Kenney, auditor's office, first and second vice-presidents; Ella Eckelkamp, treasurer's office and Kate Ratchford, comptroller's office, secretary and assistant secretary; Adele Heilman, treasurer's office, treasurer.

In order to place some money in the treasury, the girls voted unanimously to give a boat trip on the Steamer St. Paul within the space of a week or so, and authorized the president to make all arrangements and each girl pledged her aid in selling tickets.

Miss Connor announced that there would be three prizes given, one for the best name for the club, a second

one for the best motto, and a third one for the best song.

The meeting adjourned promptly at 1:20 p. m. enabling the girls to return to their desks by 1:30 p. m.

A meeting was held in the office of E. H. Bunnell, comptroller St. Louis, on May 25. Officers under the direct supervision of Mr. Bunnell and also officers from the various departments were in attendance.

In his address to those assembled, Mr. Bunnell said, in part: "We have nothing to sell but transportation, it must come by solicitation or by general advertising, so if we can keep before the public to 'Ship via Frisco' and 'Travel via Frisco,' it will become impressed on the public mind, and increased business will follow and continue to grow when satisfied patrons pass the news along."

The Oklahoma City Chapter held a picnic on May 27, at Belle Isle Park. This was one of the largest affairs the Oklahoma City Chapter has ever given.

The picnic was preceded with a big parade, led by a motor cycle police squad. The parade consisted of 102 floats and automobiles of Frisco employes at Oklahoma City. A prize of \$5.00 was donated to the employee having the best decorated car, and Chris Seal, a freight conductor collected the money.

The "Friscoettes," eight small daughters of Frisco employes and so named because they represent each state through which the Frisco runs, occupied a prominent place in the parade.

The Frisco Booster Club Orchestra, "The Frisco Tantalizers", attracted a great deal of attention with their rag time tunes.

The parade ended at Belle Isle Park where the Frisco group spread basket lunches. The movie people made pictures of the event, and the pictures were shown at the Orpheum Theatre, Oklahoma City the following week, and the Frisco received some fine advertising from the affair.

A meeting of the Birmingham, Alabama Chapter was held on the evening of May 31, at Greenwood Cafe.

The chapter was re-organized and the following officers were elected: J. E. Rucks, general chairman; Harry Brown, vice-general chairman; A. P. Carden, secretary; E. L. Deadman, chairman entertainment committee; W. W. Lane, committee on arrangements and F. M. Packard, formulating committee.

Plans for an all-day outing and picnic were discussed, and a committee was appointed to seek a suitable place

to hold it. Very interesting addresses were made by J. E. Rucks, C. J. Thompson, J. R. McGregor and J. W. Skaggs, members of the chapter.

The Joplin chapter held a meeting on May 13, with seventeen members present. The meeting was held at 7:30 p. m.

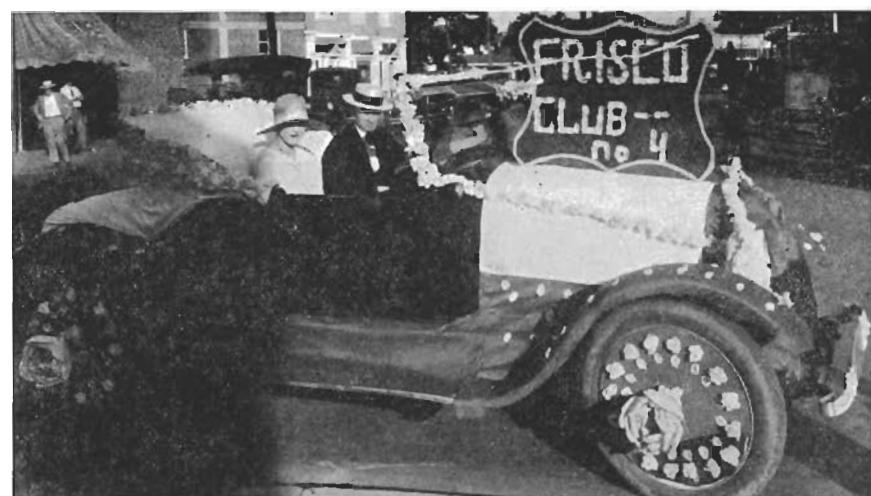
Reports were made by the various committees and a number of suggestions were made as to methods of securing both freight and passenger business for Frisco Lines.

The Enid, Okla., greater traffic club held a meeting in the office of the superintendent, Saturday, June 13.

The meeting was called to order by J. J. Bernard, president. There were ten men in attendance. It was decided that every business concern in the City of Enid would be called upon and the head of the concern asked to patronize the Frisco. S. J. Frazier stated that the efforts of the Enid Club had helped materially in stimulating business at the smaller stations. A motion was made and seconded that this club take out a \$25.00 membership in the Enid Chamber of Commerce.

Those whose names appear below, have been particularly active in the solicitation of both passenger and freight business for Frisco Lines, and although this list does not contain the names of every employe who deserves special mention, it carries the names of a representative group:

C. R. Hazard, switch engine foreman, Joplin, Mo.; J. H. Pearson, switch engine foreman, Joplin, Mo.; Ed Wagner, water service repairman, Wichita, Kans.; A. L. Milliken, agent, Altamont, Kansas; Frank D. Schneider, operator, Carthage, Mo.; W. C. Dennis, chief yard clerk, Pittsburgh, Kans.; Geo. E. Patterson, car department, Wichita, Kans.; W. D. Welch, warehouse foreman, Memphis, Tenn.; W. A. Moore, route clerk, Memphis, Tenn.; C. A. Berry, roundhouse foreman, Thayer, Mo.; W. A. Koch, Seventh St. Station, St. Louis, J. L. Ward, Greater Traffic Committee, Ft. Worth; R. D. Ward, Greater Traffic Committee, Ft. Worth; H. M. Dowling, demurrage clerk, Seventh Street Station, St. Louis; Mr. Boughna, car accountant's office, Springfield; T. E. Mahan, car accountant's office, Springfield; C. E. Bissell, fuel inspector, Pittsburgh, Kans.; D. O. Etter, J. H. Cheshier, Joe Moorman, N. L. Law, local freight office, Ft. Worth; John Purtle, mechanical dept. Kansas City, Mo.; R. K. Stoneberger, section foreman, Rosedale, Kans.; Herman C. Wilson, revising clerk, Kansas City, Mo.; A. H. Bauer, rate clerk Oklahoma City, Okla.; D. L. Johnson, Greater Traffic Committee, Ft. Scott, Kans.; Michael Hanbeck, scale clerk, Seventh St. Station, St. Louis; C. E. Sillman, warehouse foreman, Birmingham, Ala.; Dan E. Cruder, dispn. clerk; John Beverly, brakeman, Springfield; W. G. Pafford, passenger brakeman, Okla-



Conductor Chris Seal, Oklahoma City, at wheel of his car which won first prize for "best decorated car" in Frisco Club parade there May 27.

homa City; A. W. Lawson, yard clerk, Jonesboro, Ark.; E. D. Ware, conductor, Amory, Miss.; M. S. Camp, extra gang foreman, Amory, Miss.; M. Owens, Greater Traffic Committee, Bassett, Ark.; C. S. Smith, Greater Traffic Committee, Sulphur, Okla.; R. C. Mills, general agent, Oklahoma City; C. L. Hord, Greater Traffic Committee, Frederick, Okla.; J. W. Marling, agent, Enid, Okla.; J. N. Babb, agent, Chickasha, Okla.; J. E. Kerr, agent, Clinton, Okla.; F. O'Halloran, agent, Cordell, Okla.; W. L. Osborn, agent, Thomas, Okla.; Edw. J. Immele, revision clerk, Wichita, Kans.; Chas. Moore, conductor, Oklahoma City; Leo Decker, car inspector, Oklahoma City; P. N. Davis, Greater Traffic Committee, Ft. Worth; Don Howard, Sherman, Texas; E. G. Huggett, Sherman; Clyde Ford, roundhouse clerk, Sherman; J. H. White, Sherman; Arnold Allen, Frisco Bldg., St. Louis; Frank N. Jewell, Frisco Building, St. Louis; D. E. Creedon, disposition clerk, Memphis, Tenn.; Miss Bernice Jennings, telegraph department, Springfield; Miss Agnes Larkin, secretary Seventh St., St. Louis; Gladys Horton, Ft. Worth; Miss Cammie Adkins, expense and abstract clerk, Birmingham; Chas. Waddle, car inspector, Oklahoma City; J. B. Wood, agent, Pawnee, Okla.; F. J. Westerman, foreman, store department, Kansas City; J. E. Patterson, car repairer, Wichita, Kans.; Robt. L. Stevenson, car clerk, Amory, Miss.; J. C. Crouk, storekeeper, Jonesboro, Ark.; T. B. Heflin, platform clerk, Tupelo, Miss.; R. F. Livingston, agent, Willow Springs; Jno. A. Ladd, uncollected clerk local freight office, Memphis; A. C. McCabe, conductor, Memphis; P. E. Pender, agent, Steele, Mo.; C. A. Robertson, cashier, local freight office, Memphis, Tenn.; Leon Rohrbough, demurrage clerk, Memphis; O. F. Donaldson, agent, Hardy, Ark.; J. N. Hargrove, car department, Wichita, Kans.; P. N. Davis Greater Traffic Committee, Ft. Worth, Texas; W. S. Hutchison, Greater Traffic Committee, Ft. Worth; L. T. Hatcher,

Greater Traffic Committee; Dan E. Creedon, disposition clerk, Memphis; L. S. Baney, B. M., Joplin, Mo.; O. R. Gearhart, freight cashier, Miami, Okla.; C. W. Goodman, claim clerk, Joplin, Mo.; C. D. Moxton, chief clerk, Joplin; J. C. Niswander, Asst. bill clerk, Joplin; Frank Reha, special officer, Joplin; Wallace Carlisle, chief clerk, Interline Dept., St. Louis; Genevieve Hutchinson, typist, St. Louis; A. H. Wallheimfechel, clerk, St. Louis; Eleanor Huske, office of Aud. Pass. Accts., St. Louis; H. F. Bohn, clerk, Aud. Pass. Accts., St. Louis; Herbert W. Wingerter, clerk, St. Louis; John J. Daly, relief investigator, St. Louis; Margaret Madden, clerk, Aud. Pass. Accts., St. Louis; Conductor Ware and Mr. Camp, extra gang foreman, Southern Division.

Bernice Jennings, only woman relay operator on Frisco Lines located at Springfield, is an ardent Frisco booster. She recently made a trip to Havana, Cuba, in a tour sponsored by Whiting Davis Tours.

Miss Jennings found this company so reliable and their guides made the trip so interesting that she wrote the manager of the company that she would recommend his company, if he in turn would recommend the Frisco.

So far, by actual record, she secured one party of 15 tourists, which travelled via Frisco Lines from Oklahoma to Birmingham, enroute to Cuba, and also as a result of her solicitation she has the assurance of a general tourist agent and the director of a large tourist agency in St. Louis, that the Frisco will be favored whenever possible.

She has made several pleasure trips to St. Louis from Springfield since the better business campaign started, and during these trips she has called on from one to four St. Louis concerns, soliciting business for Frisco Lines.

Our New Vice-President



E. T. MILLER

An impending "deadline" on Magazine copy prevented this publication from carrying the photograph of Vice-President and General Solicitor E. T. Miller in the June issue. Mr. Miller's promotion to the vice-presidency was announced by President Kurn on May 23. He is a veteran of Frisco Lines, and came to the company in 1908 as an attorney, and was made general solicitor May 15, 1925. The Magazine announced erroneously in its June write-up of Vice-President Miller that he had entered Westminster College at Fulton, Mo., in 1877. Since Mr. Miller was not born until 1871, this was obviously a mistake. It was not until 1887 that he became a Westminster College student, graduating in 1889.

H. M. Goode, formerly in the auditor of freight accounts' department, now pensioned, and who was recently confined to the Frisco hospital, received a call from Miss Florence Connor, formerly a Frisco employe of St. Louis.

Her visit cheered him greatly and when she had gone, he composed the following poem for her:

Florentino of the dark eyes,
Is a merry, gay colleen;
Florentino is her "pen" name,
For she's an Irish Queen.

Her face is fair to look upon,
Her nature's pure and sweet,
She's a lady, born to the home spun,
But oh, she's passing neat.

She has the merriest laughter,
In this, her coyness lies,
She's a bonny Irish lassie,
And her soul shines thro' her eyes.

—H. M. G.

Payments by Metropolitan Life Insurance Company to insured officers and employes of the Frisco Lines for the month of May, 1927, totaled \$18,253.10.

This amount was divided as follows; supervisory group, death claims \$7,000.00; total and permanent disability, \$1,909.04.

The shop group was divided; death claims, \$3,000.00; total and permanent disability \$969.76 and health claims, \$2,661.44.

The clerks group was divided; death claims, \$2,000.00; total and permanent disability, \$712.86.

IT'S LINDBERGH, ALA., NOW

Name of Coal Creek Station Was
Changed in Flyer's Honor

THE world-famous "Ace of the Atlantic", Col. Charles A. Lindbergh, will have his name perpetuated in Frisco railway circles, with the re-naming of Coal Creek, Ala., to "Lindbergh, Ala.", the general offices in St. Louis announced on June 16.

Coal Creek, located twenty miles west of Birmingham, has been the home of a family by the name of Lindbergh for many years. All of them are relatives of the now famous flyer. Years ago when the Frisco built its line through to Birmingham, a pumping station was established at Coal Creek and Augustus Lindbergh, an uncle of the aviator, became an employe of the Frisco in charge of the Coal Creek station. He served until his death in 1909, and then his son, Oscar A. Lindbergh, then fourteen years old, took the job. A member of the Lindbergh family stayed on as pumper at Coal Creek until a few years ago when the pump was moved to another location.

A few days after the amazing jump of Col. Lindbergh from New York to Paris in his "Spirit of St. Louis", J. R. McGregor, district passenger agent at Birmingham received a letter from August F. Lindbergh, son of the original Coal Creek pumper, now an attorney in Birmingham, requesting that the Frisco change the name of the station from Coal Creek to Lindbergh in honor of the ocean-spanning birdman. The request was relayed to the executive offices in St. Louis and immediately granted.

Hereafter it is Lindbergh, Alabama.

More than 2,200 persons from throughout the Frisco territory were transported on special trains and additional equipment of regular trains to St. Louis on June 18-19 for the reception in St. Louis to Col. Lindbergh. Popular-priced excursion fares were in effect. Two of the four special trains came off the eastern division, one from Memphis, the other from Southeast Missouri. No. 6 was run in two sections on June 17 and again on June 18, to accommodate the Lindbergh "fans" from Springfield, Joplin and other Arkansas and Missouri points.

On the night of June 19, following the St. Louis Lindbergh ceremony, two sections of Nos. 5 and 7 were necessary to carry the outgoing excursionists, and extra cars were handled on every Frisco train leaving the St. Louis terminals.

A Problem in Transportation

Mother: "Billy, are you making your little brother cry?"

Billy: "I am not. He's dug a hole and he's crying because he can't bring it into the house."—St. Louis Globe-Democrat.

WEDDING BELLS

One of the most unusual happenings to be recorded in the Frisco family during the past month, was the wedding of Louise Lawson of Lepanto, Arkansas, and Henry E. Shumate, freight brakeman, southern division, which took place in the office of E. E. McGuire, superintendent of terminals.



Rev. P. O. Freeman, a minister and also an engineer for the Frisco officiated. Everybody attending, and all those officiating were members of the Frisco family, with the exception of Miss Lawson, and she became a full-fledged member when Rev. Freeman pronounced the words that made her the wife of this Frisco brakeman, of seventeen years service.

Mr. Shumate is an intimate friend of Mr. McGuire's and he desired, above all things to have a "quiet" wedding. Instead of a church, his own home or the home of the bride, he chose the office of the terminal superintendent.

But news travels fast, and this message of his marriage was transmitted with radio speed, and just as Rev. Freeman pronounced the final words of the marriage ceremony, the bride and groom were showered with rice and Mr. Shumate's many Frisco friends and co-workers piled in to shake his hand and kiss the bride.

Their honeymoon was spent in Thayer, Mo., and later they went to San Francisco for a visit.

A Slogan

A butcher in a certain town had read a good deal about the "Milk from contented cows," and wanting to keep up with the times, he placed this sign in his window: "Sausages from pigs that died happy."—The Independent.

Oliver and Thorburn to New Positions



GORDON L. OLIVER

TWO important changes in the official roster of the traffic department of Frisco Lines were announced from the general offices June first.

Charles Thorburn, who has been soliciting freight agent in the St. Louis territory, has been promoted to the position of traffic manager of the Muscle Shoals, Birmingham & Pensacola Railroad Company, a Frisco subsidiary, with headquarters at Pensacola, Florida.

Thorburn succeeds Gordon L. Oliver, who has been traffic manager of the Muscle Shoals road for the past year. Oliver has been promoted to traffic manager of the Frisco's Texas Lines, with headquarters in Ft. Worth, Texas, succeeding W. C. Preston, who resigned from the service.

Charles Thorburn is a native St. Louisian. He entered Frisco service in 1900 as a rodman in the engineering department, and had become assistant engineer in 1917. He enlisted in May, 1917, in the 128th Field Artillery, and was discharged in 1920 with



CHARLES THORBURN

the rank of captain of engineers. He saw service in France with the 35th division, 110th engineers, and after his return to America in September, 1919, was assigned to Mexican border duty with the Ninth Mounted Engineers. He resumed his work with Frisco Lines as assistant engineer, following his army service, but transferred to the traffic department on November 1, 1925, as soliciting freight agent, a position he held at the time of his promotion.

Gordon Oliver came to Frisco Lines April 15, 1926, from the Fort Smith & Western Railroad, where he had been traffic manager. He was immediately sent to Pensacola, Florida, as traffic manager of the Frisco's newly acquired Muscle Shoals, Birmingham & Pensacola Railroad. Oliver was born in Scotland and educated in Loretto College in Edinburgh. He came to America in 1903, and in 1911 became connected with Frisco Lines at St. Louis in the traffic department. He left the Frisco in 1913 to enter the service of the Ft. Smith & Western.

FRISCO RACES AT TULSA

The horse races on Thursday, June 2 at Tulsa, Oklahoma were given over to the employes of the Frisco Railroad company by the Western Thoroughbred Association. The feature race was a mile and one-sixteenth run, carrying the name of the railway company. It carried a guaranteed value of \$600.00.

J. W. James, executive agent was the guest of the management in the stewards' stand and Miss Marjorie O'Brien, private secretary to the general agent was chosen to place the floral wreath around the neck of the winner.

As many of the employes at the Tulsa Frisco offices as possible were given the day off, and six of the events were named in honor of the following Frisco employes; Miss O'Brien, J. W. James; A. W. Arnett, passenger agent; P. E. Buesse, city passenger and ticket agent; O. H. Reid, commercial agent and F. A. Connell, traveling freight agent.

A Miss

Preacher (at the reunion meeting): "I have only one regret—I miss so many of the old faces I used to shake hands with."—London Weekly Telegram.