

Air Conditioning Program Agreed Upon by Western Rys.

THE western railways have decided to air-condition the club cars, dining cars, lounge and observation cars on all of the principal through passenger trains operated in western territory, according to an announcement made by H. G. Taylor, chairman of the Western Association of Railway Executives. Final details of the plan have not yet been completed, but it is estimated that it will include the installation of air-conditioning equipment in at least 300 cars, in addition to those cars now so equipped. These new air-conditioned cars will be available for service in the late spring.

The program for air-conditioning equipment on Frisco Lines has been under way for some time and it is practically completed at this time. Most of the lounge and observation cars, dining and club cars have been air-conditioned, and all will be ready for early spring travel. Large electric fans have also been added to the equipment in coaches, which makes for delightful travel in that class of equipment.

"The decision of the western railways to air-condition the dining, club, lounge and observation cars on their principal through trains," said Mr. Taylor, "is a further step in the concerted drive of the western lines to regain their lost passenger traffic. The first step was taken late last fall when, effective December 1, the Pullman surcharge was abolished on the western railways and the basic fare of 3.6 cents per mile was cut to 2 cents a mile for day-coach travel, and to 2 cents for a short-limit round-trip, $\frac{1}{2}$ cents for longer limit round-trip, and 3 cents per mile for one-way travel in Pullman equipment. These reduced rates were made effective for an experimental period of six months.

"The second step was taken on January 2, when day-coach passenger fares were still further reduced to 1.8 cents per mile for round-trip journeys with a ten-day return limit. After lowering the cost of rail passenger service to the public the western lines, through their air-conditioning program, are now devoting their efforts towards increasing the comfort of passenger travel. With lower prices and improved quality of service, the western railways are highly hopeful of attracting a sub-

stantially increased volume of passenger traffic to the rails.

"Complete statistics of rail passenger travel are now available only through October, 1933, but these figures form a substantial basis for optimism. Disregarding commutation or suburban traffic, the number of passengers carried by the western railways in August, September and Oc-

BOYS ENJOY FIRST TRAIN RIDE

An interesting incident is recorded in the Carl Junction (Mo.) Standard of February 2.

"Two well-known grandmothers in Carl Junction took their young grandsons to Joplin last Saturday. This is not much of a news item in itself, but to add to the interest, this trip was made by train—the first train ride the boys had ever taken. All went well until, as they were boarding the train the conductor said, 'Now, be careful'. One of the boys, being a little nervous over the great event, almost spoiled the whole trip by declaring he would just wait for the bus. However, he was finally persuaded to go. When the time came to take the bus to return home, this same boy declared: 'No more bus for me—hereafter I'll wait for the train.' But, after all, who enjoyed the train ride most—the boys, or the grandmothers?"

The boys and their grandmothers returned home by train. It might also be added that since the two cent fare has been in effect, there has been a noticeable increase in travel, Carl Junction to Joplin and return.

tober, 1923, showed an increase over the corresponding months of 1922. From October, 1923, to August, 1933, however, there were only two months in which the number of long-haul passengers carried by the western lines showed an increase over the same month in the preceding year. The low point was reached in March, 1933, and the gravity of the traffic losses is best illustrated by the fact that from March, 1923, to March, 1933, the number of long-haul passengers carried by the western railways fell from 13,309,000 to 1,726,000, a drop of 87 per cent.

"In March, 1933, the number of long-haul passengers on the western rail-

Frisco Has Number of Lounge, Observation, Dining and Club Cars Completed

ways fell 35 per cent below March, 1932. Gradual but irregular improvement then occurred, and July showed a loss of only 6 per cent under 1932. Finally August showed a gain of 6 per cent, September a gain of 7 per cent and October a gain of 21 per cent over 1932 in the number of long-haul passengers carried by the western lines. This record of three consecutive months of improved passenger business, after a ten-year downward trend, gives rise to substantial hope that the reduced-fare and air-conditioning programs of the western railways will still further stimulate their passenger business."

MERITORIOUS SERVICE

RIVER DIVISION

January 23—Ike Woods, engineer; F. Slayden, fireman, and R. G. Stackhouse, brakeman, volunteered their services in handling engine after it was fired up, and assisted in re-railing motor car on January 14, when car was derailed at Hoxie, Ark. Delay to motor car was thereby greatly reduced and the record of each man was credited with ten merit marks.

CENTRAL DIVISION

January 25—J. F. Dummitt, brakeman on Extra 1309 South, while inspecting train discovered SF 86865 with about 18 inches of rim broken off of wheel R-2. He had car set out. For his alertness, although in line with his regular duty, his record was credited with ten merit marks.

January 30—P. O. Dodd, crossing flagman, when water pipe serving yard office at Ft. Smith burst, secured a piece of pipe from the store room and made the necessary repairs. In appreciation of his interest and prompt handling, a letter of commendation was placed on his personal record file.

SOUTHERN DIVISION

January 12—Wood Smith, conductor on Extra 4130-4134 south, while at

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Insurance Group Travel Frisco



MANAGERS of the Mutual Life Insurance Company, of New York, and their wives recently made up a party and traveled via Frisco Lines, from Kansas City and Memphis to Augusta, Ga. The group pictured above boarded the train at Kansas City and included: Fred C. Hathaway and wife, from Los Angeles; J. F. Trotter and wife, Kansas City; Hiram W. Moore and wife, To-

peka, Kans.; Chas. E. Brown, Des Moines; Carson E. Bechtel, Billings, Mont.; Chas. F. Barrett, Salt Lake City. This group was joined by the following men at Memphis: J. T. Thompson, Little Rock, Ark.; J. Frank Hall, Memphis, Tenn.; E. Guy Owens, Oklahoma City; J. F. Hathaway, St. Louis.

They report a most pleasant trip, Kansas City to their destination.

CASUALTIES SHOW INCREASE

The comparative statement of all personal injuries, showing percentages of increases and decreases in total killed and injured, January, 1934, compared with January, 1933, also the year to date, compared with the same period last year, shows increases in the report of all employes, all non-employes and total all casualties.

The transportation department shows increases for both the year and the period; the maintenance of way shows an increase of 167 reportable to the I. C. C., and a decrease of 17 under the head of "minor" during January. The report is the same for the year to date. In the mechanical department the report shows a decrease of 24 per cent reported to the I. C. C., with 143 increase under the heading of "minor".

The total of all casualties shows an increase of 44 reportable to the I. C. C. for January, and an increase of 83 minor. The report is the same for the year to date.

LOUIS WILSON RECALLS EARLY RAILROADING

(Continued from Page 3)

The branch is forty miles long and Mr. Wilson made the round trip each day.

Looking back over his forty-nine years of railroading he remembers the first electric headlight which he saw on engine 609; he remembers when there was only a steam jam on the engine and no automatic brakes. He can recall when there were no regular hours, and sometimes he would be on the road for 27 hours, and after returning home, with but a few hours of sleep, would be called to take his train out again.

Yes, he's glad that he is now retired and can leisurely enjoy the years which are before him, for although he is 70, he is in robust health, is especially interested in hunting and fishing, and according to the boys at the roundhouse, he's an A-1 pinochle player.

Mrs. Wilson, who was secretary of the Ladies' Auxiliary of the G. I. A. Division 446, died several years ago.

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AGENCY CHANGES

The following permanent agents were installed at the stations which follow their names:

Rosy A. Phillips, Bokhoma, Okla., January 9; Louis C. Stewart, Eureka, Mo., January 15; George W. Francis, Chester, Ark., January 17; George E. Moore, Kenoma, Mo., January 18; Mrs. Lucinda Haynes, Kosoma, Okla., January 22; Henry M. Bader, Benton, Mo., January 23; Charles M. Neal, Norge, Okla., January 25; Wm. C. Harris, Sedgwick, Ark., January 31; Everett V. Wilkes, Phillipsburg, Mo., January 31; Robert D. Eberdt, Burdette, Ark., February 1; Homer J. Houghland, Schulter, Okla., February 3; Howard H. Thomas, Townley, Ala., February 5; Arno W. Wasson, Pickensville, Ala., February 5; Leslie E. Thompson, Garnett, Okla., February 6; George W. Hicks, Holland, Mo., February 6; David A. Atkins, Morrisville, Mo., February 6; Alfred H. Hughes, Kennett, Mo., February 7; Carl E. Aldrich, Arcadia, Kans., February 12; Calvin Powell, Lake City, Ark., February 12; George K. Patterson, Senath, Mo., February 13.

The following were installed temporary agents at the stations which follow their names:

Earl H. McClure, Benton, Mo., January 8; Jasper E. Wimberley, Kennett, Mo., January 15; George E. Mills, Illmo, Mo., January 22; Robert E. Layman, Kennett, Mo., January 22; Stephen B. Nichols, Schulter, Okla., January 26; Wyeth W. Norwood, Mound Valley, Kans., February 9; Elijah A. Osborne, Portia, Ark., February 9.

The stations at Cedar Gap, Mo., Franks, Mo., Jerome, Mo., and Quick City, Mo., were closed on January 19th. Station at Robertsville, Mo., was closed on January 17th, and station at Hutton Valley, Mo., was closed on the 20th. Stations at Brandsville; Mo., Hallett, Okla., and Pascola, Mo., were closed on January 29th and station at Pearl, Mo., was closed on January 31.

FAST HANDLING

J. H. Doggrell, superintendent of transportation, feels that the handling given MP 52068 is worthy of special mention. That car, containing mules from St. Louis, arrived at Caruthersville, Mo., at 8:00 a.m., February 7. The car was unloaded and moved out of Caruthersville at 9:10 a.m., the same date, for movement home, being at the point of consignment only 1 hour and 10 minutes.

All Aboard for Pensacola!!!

Members of the Frisco Veterans' Association, their wives and families, who attended the reunion at Pensacola, Fla., in 1933, voted while there to return again in 1934.

Accordingly plans for a return trip to Pensacola are being tentatively made. THESE PLANS ARE NOT DEFINITE AT THIS TIME, but are only given through the magazine in order that the pensioners may be advised that work is being done and full and complete announcement will be made later.

So many requests have come that the veterans be allowed to spend one more day in Pensacola, that it has been suggested that the week of May 14 would be ideal for the trip. The veterans will go by special train (if same can be arranged), the same as last year, groups leaving St. Louis and Springfield and combining forces at Memphis and moving on to Pensacola by special train, arriving there the morning of May 14.

It has been suggested that the first day be given over to the business meeting of both the Veteran Association and the Old Timers' Club.

On Tuesday and Wednesday there will be scheduled boat trips and sightseeing trips, and dinners on both days or one day (whichever is preferred) at the big Casino. This will give the veterans a breathing

spell and enable them to take an afternoon off for a big fishing expedition—or to go to the harbor and view some of the activities thereabouts.

It is suggested that the party leave Pensacola on the night of Wednesday, May 16, returning as far as Memphis by special train and the St. Louis group leaving the train at that point and journeying to St. Louis, while the balance will go direct to Springfield and from there to their respective homes.

The officers of the Association have talked with hundreds of the veterans and there have been no dissenting voices as to the place. It is felt that that time of the year would be ideal, and the allowance for one more day at Pensacola comes by popular demand.

Remember these plans are just suggested ones. If you, a veteran, have any suggestions to make or any questions to ask, address them to J. L. McCormack, secretary of the Association, care of Frisco Building, Springfield, Mo., or to J. W. Morrill, president, at Pacific, Mo.

DEFINITE PLANS WILL BE ANNOUNCED BY PERSONAL LETTER TO ALL MEMBERS OF THE ASSOCIATION, and through the columns of the April issue of the Frisco Employees Magazine.

MERITORIOUS SERVICE

(Continued from Page 4)

Cedar Gap for water and while checking train found broken bolster on SF 86393, loaded with chats, and had car set out for repairs. A letter of commendation for his alertness was placed on his personal record file.

January 17—H. L. James, brakeman on train 135, while making inspection of train at Mountain Grove, found broken arch bar on NATX 1528, car of company oil for Yale, and car was set out for repairs. A letter of commendation was placed on his personal record file.

January 23—D. Moore, brakeman, while on train 232 ordered car SF 88956 set out at Black Rock because of missing flange. This defect was found while Mr. Moore was inspecting train and in appreciation of his alertness, a letter of commendation was placed on his personal record file.

SOUTHWESTERN DIVISION

January 26—J. B. Robinson, agent at Bryant, Okla., when flagging train 540 for a passenger, discovered brake

beam down on TIDX 145. He reported the defect to the conductor and brake beam was repaired. A letter of commendation was placed on his personal record file.

January 6—W. O. Dodd, brakeman, found a broken arch bar in train 531. In appreciation of his alertness, his record was credited with five merit marks.

February 4—Monroe Chestnut, brakeman, while inspecting train 436 at Warwick, found NATX 1968, gasoline for Kansas City, leaking. He secured a wrench and stopped the leak. In appreciation of his good work his personal record was credited with five merit marks.

February 6—J. M. Hix and B. H. Hagen, switchmen, discovered brake beam down on NATX 7050, train 531 at Okmulgee. Train was stopped and brake beam was removed. The personal record of each man was credited with five merit marks.

GET A PASSENGER FOR FLORIDA DURING MARCH!

GARDEN HINTS

Zinnias were favorites in old-time gardens. The colors were brilliant, but the petals of the flowers were hard and stiff. Gradually the double flowers displaced the old single form and still these were not all that might be desired.

Florists have been working for many years, gradually by patient work, improving the forms. Finally we now have robust, bushy plants three feet high.

The great, fluffy flowers often measure four inches in depth and six inches or more in diameter. They are all colors, purple, white, red, yellow, pink in various shades. The flowers cover the plants throughout the season, even after the first light frosts.

The flowers are borne on long stems and keep well when cut. As fast as flowers are cut, others appear, so the garden is brilliant with color throughout the entire growing season and there are plenty for house decoration and to give to friends.

The seeds may be sown in well prepared beds in the open ground as soon as the weather is settled, danger of frost passed and the ground somewhat warm.

Seed may also be started in pots or boxes in the house, but should not have much heat. A temperature of seventy degrees is sufficient to start the seed in. After the plants are well up and large enough to handle, they can be set out in other boxes about an inch apart. When they crowd, transplant again, setting them two to three inches apart. Keep them cool to keep them sturdy—a temperature of about sixty-five degrees.

Plants started early inside will flower very shortly after they are set out in the garden. Give them a sunny location. Do not let them suffer for water and when growing well, a little fertilizer may be given in the form of commercial sheep manure.

In contrast with the great beauties, small flowers are often wanted for special purposes. This has led the plant breeders to develop miniature flowers, beautiful round balls, perfectly double in form, on plants not more than two feet high. They are perfect little counterparts of their big relatives. The colors are quite as varied and brilliant.

The Pompon or Lilliput Zinnias are particularly fine to mix with other flowers in bouquets and where flowers are wanted for small vases, corsage bouquets and boutonnieres. They are excellent also for beds and borders.

Employees along the Frisco who desire to secure a generous packet of Delight Zinnia seeds or a packet of Lilliput Zinnia seeds may obtain same by filling out the coupon carried below, enclosing six cents in stamps for each packet desired, and mailing the request to Edward C. Vick, horticulturist, Department F., 205 Elwood Ave., Newark, N. J.

Delight, the seeds which bloom into beautiful 3 ft. high Giant Dahlia Flowered Zinnias, with double flowers in crimson, salmon, red, rose, golden yellow, pale cream, orange, white and purple. Bloom from early spring till frost. Cut them freely. The plants will always be covered with flowers.

There are three separate and distinct classes of Zinnias in each packet, including varieties not obtainable elsewhere. Also complete instructions for planting.

Mr. Edward C. Vick, Horticulturist, Dept. F., 205 Elwood Avenue, Newark, New Jersey

Enclosed find.....cents in stamps to cover expense of handling and mailing, etc., the following:

.....A packet of Delight Zinnia seeds.
.....A packet of Lilliput Zinnia seeds.

(Send 6 cents in stamps for each packet wanted. Mark cross in the blank space above for either one or both packets wanted. Seeds will be mailed to your home.)

Name
Street and
No. of R. F. D.
City..... State.....

CONGRATULATIONS!

It is most encouraging to note the re-organization of four Frisco Employe Clubs on the system, which have been inactive for some months, namely, the club at Pensacola, Fla.; Birmingham, Ala.; Fayetteville, Ark., and Hayti, Mo.

Definite plans are being made for the election of officers, the appointment of meeting dates and entertainments. This news is indeed encouraging and it is hoped that each and every employe in these various cities will co-operate to the fullest extent with those attempting to revive activities of the club.

Exaggerated

Exaggeration. — "What did they teach you at school today, sonny?"

"Oh, teacher told us all about Columbus, who went 2,000 miles on a galleon."

"She did, did she? Well, don't believe all she tells you about those American cars, my boy."

—New Zealand Decorator.

Florida Travel Increased 50 Per Cent

TRAVEL to Florida points via Frisco Lines has increased approximately fifty per cent, this year over last. A great deal of the increase may be laid to the splendid and extensive advertising program instituted by Frisco Lines in Kansas City, under the direction of the traffic offices there. This program consisted of circulars, letters and folders mailed to all prospective customers, newspaper advertising and "spot" advertising over stations WDAF, WHB and KMBC.

One letter which attracted unusual attention had attached to it a small envelope containing white sand from Miami Beach. The first paragraph of the letter said:

"This small envelope of sand is all of Miami Beach that we can bring to you. But—for only \$61.50 we can take you from Kansas City to Miami Beach and return—on the only direct line between Kansas City and Florida—the Frisco."

It was an unusual bit of advertising and struck the fancy of hundreds of prospective patrons.

A second advertisement to cause favorable comment was a folder containing what appeared to be a regular railroad ticket, but which proved to be just an advertisement. In appreciation of this folder, C. A. Reynolds, general sales manager of the H. D. Lee Mercantile Company wrote E. G. Baker as follows:

"We are just writing to tell you that I think the advertisement just received, that is, where you show a folder that looks like a railroad ticket, is about as clever a piece of advertising as I have ever seen, and I should like to have you convey this opinion to the man who is responsible for it.

"As you probably know, we do a very large business on your road, and we also enjoy a very nice business from the Frisco, which we want you to know is appreciated and we make every attempt to reciprocate.

"I am going to place this particular piece of advertising in a

PRAISE LETTERS

From J. O'Donnell, vice-president, middle western division, The Great Atlantic & Pacific Tea Company, Kansas City, Mo., to E. G. Baker, assistant general passenger agent, Kansas City:

"Pardon my tardiness in expressing my sincere satisfaction of the wonderful courtesies and consideration given Mrs. O'Donnell and myself by your agents and personnel on our trip to and from Miami Beach recently.

"We had a most delightful time and one of the best vacations I ever enjoyed, and the service of your railroad made our trip a real pleasure.

folder that I use for selling ideas. My guess is that this will influence considerable business for your road, that is, if it had the same effect on other people as it did on me."

A second letter in appreciation of the folder-ticket idea, came from W. R. Tate, assistant cashier of the Commerce Trust Company, of Kansas City. He wrote as follows:

"Thanks for the tickets to points in Florida. A most clever piece of advertising and I am quite sure it will be very effective. The "Sands" letter was also good, but I think this about one of the best I have ever seen."

The "spot" radio advertising consisted of short announcements between programs. Two of them appear below:

"Only Florida offers that delightful combination of mild June-like days, alluring sub-tropical beauty and diversity of recreation—The Frisco Railroad speeds you to Florida in thirty-five hours without change of cars—The price is surprisingly low—For details call or write Frisco ticket office, Eleventh and Baltimore."

"Dig your toes into the warm sand of Florida! Frisco Railroad—the only direct route to Florida—speeds you there in 3½ hours. Frisco fares are the lowest in years, Pullmans reduced, living expenses cheap. Take your Florida vacation now. Call the Frisco ticket office, Eleventh and Baltimore."

Reports show that this year was one of the largest recorded for Florida vacationists. W. M. Johnson, Frisco pensioner at St. Petersburg, Fla., writes that 35,000 tourists have vacationed in St. Petersburg this winter, and this is only one of the Florida cities generously patronized.

March is a treacherous month in most of the states through which the Frisco runs, and it is believed that there will be a great deal of travel to Florida during this month. Employees of Frisco Clubs throughout the system are interesting their friends in such a trip.

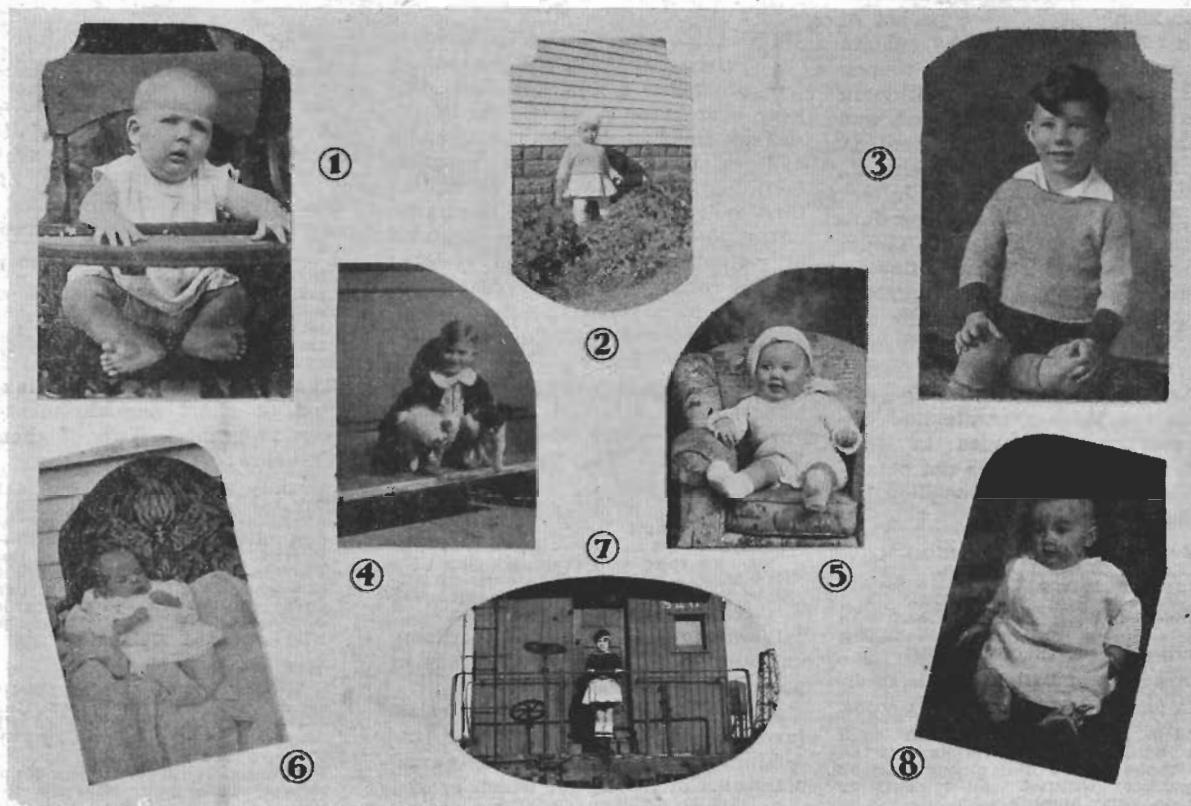
"Thank you for your interest and courteous consideration."

From Mrs. Ethel Cottrell, of Washington, D. C., to Harrison Will, division freight and passenger agent, St. Louis, regarding the trip made by her nine-year-old son, Floyd T. Cottrell, Jr., Oklahoma City to Washington, D. C.:

"I surely thank you for assisting my son on his trip from Oklahoma City, Okla., to St. Louis and on through to Washington, D. C. He arrived here all right on the morning of December 21 and had a splendid trip. He told how nice the conductors, doctor, etc., were to him. He made friends with all of them."

"I appreciate the assistance you (Now turn to Page 21, please)

FRISCO CHILDREN



1—Anna May, daughter of Roy Stone, machinist, Springfield, Mo.; 2—Ruth Louise, daughter of Ray Holman, machinist, West Tulsa; 3—Wayne Lee Lance, son of Felix Lance, yard clerk, Tulsa Terminal; 4—Vincent Roepke, son of B. H. Roepke, air man, Birmingham; 5—Carole Hall, granddaughter of Harry E. Hall, blacksmith, West Shops, daughter of Gene Hall, Carthage, Mo.; 6—Jo Ann Shrylock, daughter of Harry Shrylock, granddaughter of J. P. McKenna, Memphis, Tenn.; 7—Edith Blanche, daughter of switchman, Sherman, Tex.; 8—Joan Collette Jedlicka, granddaughter of J. F. Jedlicka, freight traffic department, St. Louis, Mo.

SCHOOL CHILDREN ARE CAUTIONED

This little story is to all the school children along Frisco Lines. It is directed to the children of Frisco employes, who in turn may pass the story on to their little classmates.

During the past ten years 1,730 boys and girls under 14 years of age were killed and 2,277 seriously injured while trespassing on railway property. An additional 2,652 boys and girls between 14 and 21 were killed, and 5,496 seriously injured in the same manner.

An alarming situation is disclosed in the statistics which have been compiled on accidents, injuries, and deaths, to school children trespassing on railroad property, and these statistics show an increase since 1929 in this class of accidents when the best record in accident prevention on the railways was made during the past ten years.

In comparison with this increase, the injuries to passengers were reduced from 5,985 in 1923 to 3,960 in 1929, and to 1,939 in the year of 1932.

Injuries to railway employees declined from 179,097 in 1923 to 83,703 in 1929 and to 18,321 in 1932.

Persons injured in highway crossing accidents increased from 7,175 in 1923 to 5,088 in 1932. While the number of boys and girls injured while trespassing on railway property came down from 1,501 in 1923 to 993 in 1929, the years since that time show rapid increase and all gained in seven years of hard educational work is now lost. WE ARE BACK WHERE WE WERE IN 1923.

C. H. Baltzell, director of accident prevention, is covering every school along the Frisco, but his task of addressing the school children is a tremendous one. Let's put a shoulder to the wheel and aid him in educating the children to the dangerous practice of trespassing on railroad property!

A word to these children may save a life. The editor of this magazine would like to have a pledge from every boy and girl who reads this article that he or she will tell this story to some other girl or boy.

Fill out the attached blank and send it in. Do your part and save a life!

I promise to tell some of my schoolmates about the dangers of trespassing on railroad property. I promise to do my part in warning my schoolmates of the hazards of crossing tracks, playing on the right of way or otherwise placing themselves in danger of receiving a serious injury or accident.

Name

Address

City

School

(Mail this to Editor, Frisco Employes' Magazine, and be enrolled in the Frisco Accident Prevention Club for School Children.)