

The FRISCO EMPLOYEES' MAGAZINE

Published on the Fifteenth of Each Month

By the

St. Louis-San Francisco Railway

Edited by FLOYD L. BELL

645 Frisco Building

St. Louis, Missouri

This magazine is published in the interests of and for free distribution among the 25,000 employes of the St. Louis-San Francisco Railway. All articles and communications relative to editorial matters should be addressed to the editor.

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Vol. 1**SEPTEMBER, 1924****No. 12****Our First Birthday****ONE Year Old.**

The Frisco Employes' Magazine with this issue completes the first year of its existence, a year that has been filled to the brim with interesting events in its brief but thrilling period.

When, one year ago, the executives of the Frisco Lines conceived and put into being the idea of an employes' magazine, the infant was born with every indication of becoming a lusty member of the railway magazine family. And its parents, then as now, were modestly proud of it. We believe that in the first year of its life the Magazine — Your Magazine — has proven its right to live, has proven also that a real place existed for it.

One year ago the magazine was brought forth with 48 pages and about a dozen correspondents. Today it comes to you each month with 64 pages and with scores of live wire correspondents. The editor of the magazine cannot express his grateful appreciation of the interest shown not alone by recognized reporters but by officials and employes in every department.

The year just passed has been a most interesting one. Whether or not improvement has made itself manifest since the first issue of the magazine we leave entirely with our readers. Candidly, we ourselves believe the lisping infant of a year since has become a youthful prodigy—but the love and affection of a father for his child oftentimes blinds us to his faults.

But that the child has faults we admit—though perhaps they are more obvious to the reader than to the editor. We believe that a child needs correction—not corporal always but a bit of mental and moral suasion now and then. And so if you have noted faults of this, the child of the Frisco, never hesitate an in-

stant to call them to the attention of the foster father.

In the year to come, we hope that the Frisco Employes' Magazine may make a great stride forward, that it may become more than ever truly representative of the great Frisco Family and that its improvement may be constant and marked.

In the meantime the solitary candle on the birthday cake glows brightly and to us it symbolizes a year of achievement and of progress. To you it must also mean that the infant has passed from the swaddling clothes stage to at least the point where we may deck it in rompers and permit it to "cross the street by its 'lone.'"

Our Thanks to These

TO THE St. Louis Post-Dispatch, St. Louis Star, St. Louis Times, St. Louis Globe-Democrat, "Greater St. Louis," Springfield Republican and the Webster Groves News go our earnest and sincere thanks for the compliments paid by these papers on our July issue—the St. Louis number.

The fact that these publications carried to a total of more than 700,000 subscribers the news that the Frisco Employes' Magazine was in existence, is in itself a compliment not to be despised.

Watch the Little Things

SO OFTEN has it been repeated that, "it's the little things that count," the saying has become trite. And yet it is always true and always worth while remembering.

In every issue of this magazine are contained brief accounts of little acts of courtesy on the part of Frisco employes. In each instance some passenger or shipper has written to the company calling attention to these acts. They delight and please all.

In the little courteous acts of life are reflected the true character of a man or woman. And what a difference it does make to the wearied passenger to find the train crew always eager and anxious to please. And the man who remembers always to treat every passenger as though he were a personal friend or a near and dear relative is the man who is going to succeed where some fail.

Getting the News In Early

IT IS unfortunate that a magazine cannot be published as is a newspaper—that is, that

the "forms" may be left open up to the very day of publication. But unfortunately this cannot be done. A magazine must be bound, folded, each page printed in its order and many other details which take time.

A magazine printed on the 15th of the month must have its forms closed to news about the first of the month. This makes it necessary that all articles and news shall be in the hands of the editor several weeks in advance. If you were to visit the offices of one of the nationally circulated magazines you would find that to day, in August, the material for the Christmas issue is in type.

Therefore, when you send in copy later than the 25th of the month please remember it cannot be used, unless of an extreme emergency nature, until the second issue following. We would like very much to print everything that is sent us in the month when received. But it just cannot be done.

In Retrospect

ONE year ago the Frisco Employes' Magazine was just about to appear. The first announcement had been made by President J. M. Kurn of its approaching publication. Departmental heads were becoming interested and now and then a stray bit of correspondence filtered in to the desk of the editor asking for information about the new publication.

With some trepidation, despite a cordial expression of good will from many, the moulding together of the contents for that first issue was begun. It was just a bit of a tedious job for most of the work for that first issue fell upon the shoulders of three or four persons.

There were cover designs to be considered; size of pages, quantity of pages, quality of paper, the letting of the contract for the printing; the arrangement of the contents such as they were; the placing of departments in the magazine; the preparation of material to fill that first issue. These and many other details. All interesting but all experimental in a large measure.

It was the belief of our president that the employes would welcome a publication calculated to bring them into closer relationship with one another and with the executives of the road. His belief has been justified in the results of this first year. A week's mail brings no less than 100 letters from employes from

every part of this great system. And all show their interest by sending in notes, suggestions, friendly criticism and even now and then a bit of a compliment.

Mistakes have been made. Of course there have—many of them. We presume that would have been true even had the magazine been a much older institution. It probably will continue to be true. But the mistakes have been those of the head and not the heart, for our earnest desire has been at all times to give to the readers the very best possible magazine and just how far we may have fallen short of that goal remains only with you to say.

And yet we cannot but feel that some improvement has been made during the year. We hope that we are right in this thought and that you may agree with us.

The correspondents throughout the year have been faithful and loyal, they have given their honest and sincere efforts. Officials and department heads have written many articles and have co-operated to the fullest possible extent.

In the coming year we hope to make a much greater improvement. We hope that when the second volume is complete it may be the privilege of the editor, whether it be us or another, to honestly say that the Frisco Employes' Magazine is many steps nearer the goal, that it is without question the peer of any railroad publication. With your continued co-operation and support we are sure this happy condition can come to pass.

"Comanche Chief" Has Golden Birthday

THE "Comanche Chief," published in Comanche, Texas, recently celebrated its fiftieth anniversary with a splendid special edition, a credit to the city, to the territory and more especially to the enterprise of the staff which labored hard, we are sure, to make this issue the great success it was.

The issue was filled with interesting reminiscences by old time residents of Texas, a few of whom at least have been readers of the paper since it was first launched in 1873. More power to the "Chief" and may its future be blessed with all that is good and nothing that is bad.

May our second year find each of you with a bit more contentment, prosperity and happiness than ever before.

The Man on the Cab Seat

By LISLE B. KELLOGG, Tax Accountant

Our wonderful magazine is one year old this month and is far ahead of them all. Therefore, a few remarks from the head-end may not be out of order.

Don't try to beat the train to the crossing with your auto. REMEMBER you have only ONE car to stop, while I may have from ten to fifty and the odds are against you.

When approaching a crossing you look down the track and see a train a mile away, REMEMBER that a train traveling at forty-five to sixty miles per hour will be on you in A MINUTE.

Count the cars in a train before crossing the track, otherwise the undertaker may be counting the pieces of your anatomy.

It is better to be two minutes late than never to arrive.

Don't think of yourself alone, think of my responsibility for the lives in the coaches.

The engineer is human and may suffer terrible mental agony as the re-

sult of a crossing accident, which he is powerless to prevent. Therefore, do your part at the crossing to prevent your physical suffering and the engineer's mental suffering.

Instead of waving a challenge to the engineer as you barely cross in front of the engine, WAIT, and wave a greeting to the conductor in the caboose as you cross after the train has passed.

Don't try to fool the boss. He usually knows more than you give him credit for.

Be courteous and always respect the wishes of the traveling public. A courteous employe and a satisfied patron are the railroad's best assets.

Don't tax the equipment beyond capacity. The railroad's tax burden is almost unbearable now.

Watch the little things in connection with your work. The railroad is a large institution and a number of little things amount to a great deal when taken as a whole.

Always do your duty as though the "Old Man" was riding with you.

view of our present surroundings and opportunities.

Ten cars of cattle was a reasonably good train for the small locomotive pictured above. The prices of cattle varied greatly in the early days, but the best information I have been able to secure was that \$10 per head was a conservative average at the time the shipping was the greatest and on this basis an entire train load would have a valuation of not exceeding \$3,000. Within the last few weeks Comanche has shipped out dressed poultry in car load lots and the value of a single car was greater than TWO TRAIN LOADS of cattle on the above basis.

During the year 1923 there has been shipped from here eight cars of live poultry and fifteen cars of eggs, each car load having a value equal to or greater than a train load of cattle at the prices prevailing most of the time in the early days.

However, this is still a good shipping point for livestock as our records reveal the fact that for the past ten years we have averaged shipping two hundred cars per year. It was not all cattle, however, but included horses, mules, hogs, sheep and goats. The movement now is not spasmodic, but continues steady throughout the year.

Greater Variety of Products

When the Fort Worth and Rio Grande first came to Comanche our outbound shipments consisted almost entirely of cotton and cattle. Now we ship in addition to this, oats (as many as 300 cars in one year), peanuts (as high as 200 cars in a season), maize, corn, barley, cotton seed, peacans, watermelons, fruits, berries, butter and cream.

The 20,000-bale cotton crop then had a value of possibly \$700,000 as compared with a conservative valuation of \$1,000,000 on our present crop of 7,000 bales.

It might also be interesting information to many to know that Comanche has averaged shipping out her products for the last ten years over both railroads, at the rate of two car loads per day for every day in the year.

So closely has this company been allied with the development and progress of Comanche and Comanche County that we feel that our interests are very much in common. We enjoy prosperity and meet with adversity alike. The change in conditions within the last fifty years has brought before us possibly a keener realization of the fact that it is our business to serve. Our welfare is dependent upon creating and retaining the good will and confidence of whom it serves. To that end it is the present policy of the Frisco to insist on its employes assuming their full responsibility in the local affairs of their home town that are instituted for its advancement.

Co-Operation in Good Work

Through taxation and otherwise the Frisco has aided in the building good roads because it realizes what is of

Frisco Agent at Comanche, Texas, Writes Entertainingly of His Town

By G. W. JESSUP

It is with a degree of pride that the average railroad employe who has spent a major portion of his life at his chosen profession refers to the progress made in railroad transportation, so clearly illustrated in the above picture. He has a feeling that possibly his own personal efforts may have had some part in this achievement.

Some of the pioneers of Comanche can recall when the quickest means of transportation from Ft. Worth was by horseback, consuming a period of about three days, sleeping out in the open, possibly to be awakened in the early morning hours by an attack from the Comanche Indians. Many of those same citizens, who through great personal sacrifice were instrumental in bringing the first railroad here, find that their efforts and achievement are rewarded in the fact that today they may board a Pullman in Ft. Worth, retire in a comfortable berth and after a few hours reach their destination, refreshed, ready for a day's work, having enjoyed the comforts and conveniences equal to a modern home.

In Touch with the World

There was a time when the citizens of Comanche depended on wagons and teams to bring their supplies from Fort Worth, a distance of 112 miles, requiring from three to four days' time. Today the Frisco Lines coming through Comanche forms a part of that great network of transportation systems that make it possible for

Florida to supply us with fresh tropical fruits and Washington and Oregon to furnish us with apples, potatoes, etc. It enables us to serve on our tables today, seafoods taken from the Gulf of Mexico yesterday. Through this same system, Mexico City and San Francisco, Calif., have within the last few months served fresh eggs from Comanche on their breakfast tables as palatable as the day they were gathered from our farms. Also through this efficient service, many a fine fat hen, singing contentedly in our own back yard one week has graced the tables of the most aristocratic of New York City the next.

This is something of the progress made in the transportation to and from Comanche within the memory of many of our present citizens and since the time the Comanche Chief was first established.

An Interesting Comparison

We listen with interest and possibly with a degree of amazement to the stories told of the early days when cattle were shipped from here in train load lots, and it was not an unusual occurrence for Comanche to produce a 20,000 bale cotton crop. So vivid are their pictures of "Big Business" that we almost begin to wish for a recurrence of those good old days.

A little comparison of conditions along that line taken from actual figures may also be of interest to the citizen of today and even have the effect of giving us a more optimistic

benefit to the people along its line is beneficial to them. It has encouraged the building of churches, because history teaches us that Christianity has preceded all civilization and nothing worth while can have a healthful development without it. It has contributed to the support of schools and colleges because ignorance is the greatest foe to development and progress. It has built and encouraged the building of hospitals because health and human happiness are essential to the welfare of any institution, corporation or community.

The Frisco is now glad of the opportunity to rejoice with Comanche in the strides made in the fifty years past, and wishes now to put the past behind us and unite together in increasing our efforts for a greater achievement for the half century to follow.

St. Louis Chamber of Commerce Thanks the Frisco Magazine

Mr. A. B. Hendry, publicity director of the St. Louis Chamber of Commerce, has the following kind message to the Frisco Employees' Magazine:

"The St. Louis Chamber of Commerce is deeply appreciative of and grateful for the splendid July issue of your magazine, a large part of which is devoted to St. Louis. I believe that the double page spread in the center of the magazine, showing St. Louis views, is the most artistic and comprehensive I have ever seen. The Frisco Employees' Magazine is one of the few publications coming each month to our desk which is actually read from cover to cover. You are doing a great work in promoting better relations between employer and employe and the magazine is editorially, artistically and typographically almost perfect. I want to congratulate you upon the splendid showing you are making with this publication and to assure you that it has at all times my own best wishes and those of the Chamber of Commerce of St. Louis."

Frank Fowler, Jr. Is Electrocuted (Snyder, Okla., News)

Fire destroyed the old Taylor house, on East Boundry, Tuesday evening about 6:00 o'clock. The origin of the fire is unknown. It was one of the landmarks remaining from the early days. The house stood almost under the electric line that ran from the light plant to the city well, and the fire burned one of the lines in two. The wire dropped upon a telephone line which was connected with an adjoining wire fence. This threw the heavy voltage into the fence wire.

Frank Fowler, Junior, was leaning against this fence and was killed instantly. He, with many others, was watching the old home burn. He fell forward clinging to the wire. Wallace Violet grabbed him and pulled him loose from the fence.

He was the youngest son of Frank Fowler, Senior, who has been employed by the Frisco railway for over twenty years.

The Magazine Speaks "My First Birthday"

By Eddie Bernard

Ho! Hum! My gosh! How the time does fly. Here 'tis my first birthday an' I'm a whole year old. By gollies, I wunner wot I'm goin' to git for my birthday? Been into a powerful lot of homes an' 't seems to be the reg'lar thing fer young uns ta git birthday presents, all 'cept the step kids an' they allus git left out in the cold. By gosh! They ain't gonna leave me out in the cold, 'cause they ain't got no right 'cause I'm the Frisco Magerzeen, an' I belong to the Frisco Employes, an' I ain't no step kid neither, an' furthermore they can't step on me. I got rights and I'm goin' ta have 'em.

Now alla you Frisco Employes I belong to you and ain't no step kid noway, so come on thru the raspberries with somethin' real fer my berthday and EVERY DAY.

You shure oughtta know by this time that I can't git big an' strong without your support, course I know I consume an awful amount of stuff and it keeps Floyd busy feeding an' preparin' stuff fer me, but I need it an' if Floyd ain't got it I don't git it. Come on, now, alla you, an' kick in with somethin' fer me. I know it! A 'hole lotta you are doin' your best to keep me filled up an' you know I can consume all you give me, but that's neither here nor yonder. I gotta have stuff to fill up on an', 'cause I ain't a step kid I gotta have good stuff. Stuff that's fitten fer a reg'lar magerzeen like I am.

I'm kinda new in this worl' but 'ears to me like everybody is proud of their own and does their best to make their's better than anybody else's; they want their own kids to be bigger an' stronger than t' others an' better lookin'. I'm jest gittin' my growth an' when I do, oh! boy! look out fer snakes, 'cause I'm gonna make this old knock-kneed worl' stan' on its head. But, I gotta have the stuff to do this an' you know where I gotta git it. I GOTTA GIT IT FROM YOU! So come on, now, snap outta the hop an' give me your support like you do anything else wot belongs to you.

Two Unusual Runs for Water

Engine 1,285, Engineer Dobbs and Fireman McNeal handled one baggage car, one diner and six sleepers—eight cars in all, train 2/106, Amory to Memphis, June 13th. Departed Amory 3:28 p. m.; arrived Central Station, Memphis, 11:42 p. m.; delayed New Albany 7 minutes for water—waited 6 minutes for 103; elapsed time 3

hours, 14 minutes—Time in motion 3 hours, 1 minute. Used 8,865 gallons of water at the rate of 8.74 gallons per passenger car mile. Included in the water consumption is water blown out of the boiler enroute to keep the dissolved solids below the foaming point. The engine was blown out enough so that the dissolved solids at the end of the trip were nearly the same as at the start of the trip.

On June 1st, engine 1,282, Engineer Strader and Fireman Keith handled a 6-car Shriners' Special, Amory to Memphis without taking water between terminals. Total water consumption for the trip being 6,600 gallons at the rate of 8.68 gallons per passenger car mile.

Hello! Hello!! Hello!!!

Is the telephone your friend or your enemy? For it is one thing or the other, you know, depending on how you use it. Particularly is this true in the matter of the telephone voice. Women sometimes, in a hurry, shriek into the transmitter in a way that is most distressing to the person at the other end of the wire. The discourtesy and the pain in his eardrums tends to antagonize him. She may be all that is gentle and sweet and beauteous, but if her telephone voice is scratchy or querulous a woman doesn't "get away with it." On the other hand, a pleasant voice works magic. A low-pitched, friendly tone, with the words distinctly pronounced, will usually bring you the best cuts of meat from the hardest-boiled of butchers. A dulcet voice will fetch even the haughty plumber. The telephone is yours to command; but keep the command out of your voice. Coo, if it is your nature to coo, and if you aren't a cooing person, purr in your best manner.—Beauty.

Railroad Editors Meet

The conference of Railway Magazine Editors recently met in St. Louis, almost every railway publication in the United States being represented. It was a great meeting and if the other fellows got as much out of it as did the editor of this magazine it was well worth while. They are a splendid bunch of men and women and we sincerely believe each is doing a splendid work. Of course such a gathering was helpful in many ways to each of us, and new ideas and the exchange of some not so new were mutually beneficial. St. Louis railway men enjoyed entertaining these writers and editors, and it is a sincere hope that they will see fit to return one of these days. Editor Van Sant, of the Baltimore & Ohio Magazine, was elected president for the current year, Editor Pulcifer, of the Central Division Pennsylvania News, was made vice president, and to George Flatow, of the Long Island Railway News, went the distinction of being re-elected secretary. The retiring president, Howard Elliott of the Union Pacific Magazine, was given a vote of thanks.



BOBS

By W. E. Meek

A picture bright we'll keep in mind,
Of her when she was IT.
'Cause we loved her.
But since that day she's not the
kind,
That's made with us a hit.
It now seems a blur.

A girl we loved with hair so long,
But it's now bobbed.
It seems unfair.

For we admired her beauty in song,
But that's been robbed.
It's style, so there.

"I'll have no bob," we've heard her
shout,

"It means so much to me,"
But that's all bosh.
For just you wait 'till she steps out,
A hair cut you will see.
And say, oh! gosh!

You may go strolling down the street,
A barber shop to find.
And walk a mile.
Then never find a shop to greet,
Without the feminine kind.
In single file.

We must admit it is a shame,
To cut the best of hair.
We know it's wrong.
But hair will win for one no fame,
So give us what is fair.
While locks are long.

Now it's a bob that keeps them weary,
Because they do not know.
Shall I one get?
And it's the bob that keeps us leary,
'Cause we admire them so.
And lose our bet.

But now the girl she changeth not,
It's just the hair you see.
And all the rage.
But let her think she is the tot,
Same as she used to be.
Forget her age.

More Frisco Names

By Ben B. Lewis

The Colors are Represented by
Amber, Okla.
Blue, Mo.
Blackwell, Okla.
Brownwood, Mo.
Dunn, Mo.
Gray, Okla.

Greenbrier, Mo.
Neutral, Kan.
Redd, Mo.
White Oak, Okla.

And Lovers' Leap Places by
Bluff, Mo.
Brink, Okla.
Cliff, Mo.
Hill, Ark.
Knobview, Mo.
Mounds, Okla.

In Nature We Find

Appleby, Ark.
Arbor, Mo.
Ash Grove, Mo.
Bay, Ark.
Birch Tree, Mo.
Bois d'Arc, Mo.
Cedar Gap, Mo.
Cedars, Okla.
Cherryvale, Kan.
Cypress, Ark.
Grove, Okla.
Hickory, Okla.
Lone Oak, Kan.
Mountain Grove, Mo.
Mountain Park, Okla.
Mulberry, Kan.
Oakland, Okla.
Old Orchard, Mo.
Olive Branch, Miss.
Peach, Ark.
Pine City, Mo.
Poplar Bluff, Mo.
Shade, Mo.
Walnut Grove, Mo.
Walnut Ridge, Ark.
White Oak, Okla.
Woods, Mo.
Woodville, Okla.

Among the Interesting Indian Names

Arapaho, Okla.
Bokchito, Okla.
Catawissa, Mo.
Catoosa, Okla.
Chickasha, Okla.
Koshkonong, Mo.
Kullituklo, Okla.
Oklahoma City, Okla.
Okmulgee, Okla.
Quapaw, Okla.
Tahlequah, Okla.
Tallipoosa, Mo.
Upalika, Mo.
Vinita, Okla.
Weleetka, Okla.
Wetumka, Okla.

Ogeeches, Okla., is peculiar, but for

the most peculiar name on the Frisco System we recommend: Peculiar, Mo.

If you need a drink after reading all this, try Bourbon, Mo., or Brooks, Kan.—Take your choice!

JUST THOUGHTS ON THINGS

By John L. Godsey

Our National Menagerie

Golf Lynx
Hot Dogs
Blind Pigs
Teddy Bears
Lounge Lizards
Radio Bugs
Fox Trots
Jazz Babies
Oil Sharks
Political Goats
Society Lions
Human Flies
Poor Fish
Owl Cars
Jail Birds
Old Crabs.

"Yes, children," said mother, "you may go and play on the railroad tracks, but be sure to keep off the streets or the autos will get you."

Health Hints for Motorists

1. Always give a woman driver room enough to change her mind, and then some.
2. Avoid trying to beat the fire truck to the fire—picking, you up may delay the fire fighters.
3. Don't use a rubber tire when you want to chip a chunk off the curb-ing.
4. Don't crowd a heavy truck to the curb—you may be a truck driver some day yourself.
5. Always try to beat the engineer of the limited train to the crossing—its sort of livens things up.

Lyre Byrd

Wife—"A little bird told me you were going to buy me a new auto for my birthday."

Husband—"It must have been a little cuckoo."

Leon—"Barber, have you ever shaved a crazy man?"

Barber—"No, but climb in the chair I'll do my best."