

with that man just because he is a friend.

"The same theory holds good with the railroads of this country. They are dependent upon each individual employe's friends and acquaintances for their tonnage and passengers. When that employe has impressed his friends that he is a 14-karat, dyed-in-the-wool worker for his railroad, it has amazing and lasting results.

"Remember, that the friends and acquaintances of our employes include a great multitude of people, and exercise your personality and good nature not only to make friends for yourself, but to make them for your railroad as well."

Mrs. McGowen found a direct and particular suggestion for getting more business, and she was awarded the prize for the most specific letter, as Mr. Sanderson was awarded his prize for the best general letter.

#### JUST ASK FOR IT

Mrs. McGowen's letter:

"One morning early in June, one of our patrons called up and ordered a car placed at his plant for loading via the L. & N. to New Orleans. It is my job as secretary to the superintendent of terminals to take all such messages, and I immediately asked him if he could not route this car via Frisco to Aberdeen and I. C. to New Orleans. He hesitated a moment, but told me he would call up in a few minutes and let me know. When he called, he said this particular car was part of a shipment which had been routed L. & N. and it would be inconvenient to change it. BUT—he promised us his future business whenever he could give it to us. And he has already done so to quite an extent.

"Many times a man calls up and orders a car for shipment via other lines. We immediately find out where it is going. If it can be handled over our lines, I ask him for the business. I have had an unusual amount of success in this way, and I am certain that if it were not for this little personal solicitation many car-lot shipments would travel other rails than

those of the Frisco—something none of us want."

One of the hardest jobs the judges had was to decide against S. G. Wood, agent at Sasakwa, Oklahoma. Agent Wood's feat for the Better Service Contest was a highly valuable one and he received high commendation and honorable mention.

One June second, Mr. Sanborn received a letter from Mr. Wood to which he attached a list of names comprising every business man in the City of Sasakwa. These business men had signed the following petition, presented to them by Agent Wood:

"Upon the request of the agent of the St. Louis and San Francisco Railway Company, we the undersigned merchants and business men of Sasakwa, Oklahoma, agree to request and demand if necessary, that each and every wholesale house and milling company and other companies from whom we purchase goods, deliver and transport such goods over the Frisco Lines instead of delivering to and transporting by trucks that are now operating between Holdenville and Sasakwa, Oklahoma. In this manner we will give the Frisco the business to which it is rightfully entitled between the above mentioned points."

The petition was signed by twenty-one merchants, and is 100 per cent for the City of Sasakwa.



MRS. NELLIE McGOWEN,  
Women's Winner in Better Service Contest for July.

#### HONORABLE MENTION TO ELEVEN

Honorable mention was enthusiastically given by the judges to E. L. Reese, painter, Ft. Smith, Ark.; Bert Irwin, conductor, 1009 West Randolph St., Enid, Okla.; S. C. Wood, agent at Sasakwa, Okla.; William Walpert, machinist, Monett, Mo.; I. J. Russell, agent, Springdale, Ark.; H. D. Bentley, operator, Neosho, Mo.; F. S. Brown, cashier, Blackwell, Okla.; C. O. McCain, agent, Paris, Texas; L. S. Baney, baggage agent, Joplin, Mo.; J. E. Flaherty, traveling auditor, Enid, Okla., and J. Sauer, agent, Valley Center, Kans.

"I am highly pleased with the interest shown by the loyal employes of the Frisco in the Better Service

(Continued on Page 27.)

# Frisco Girl Chosen One of Six Most Beautiful Girls at University of Missouri in Recent Contest

*Miss Marybelle Newman, Daughter of Frisco Division Passenger Agent Selected Queen by Cecil B. DeMille, Movie Director and Producer*

**I**F the pretty head of Miss Marybelle Newman, 19 year old daughter of Frank R. Newman, Frisco division passenger agent at Kansas City, Mo., is not a wee bit haughty these days, Miss Marybelle is indeed an unusual girl.

And the several thousand girls at the University of Missouri, who stood impatiently by and watched this beautiful Frisco girl walk away with a beauty contest prize, are not running true to feminine form if they are not a bit envious of her handsome face and figure.

For Miss Marybelle is ravishingly beautiful. And the authority on the matter is none other than Mr. Cecil B. DeMille, one of the best known and most successful moving picture directors and producers in that rapidly growing industry.

Once each year, the students of the University of Missouri, located at Columbia, Mo., hold a beauty contest, in connection with the publication of the university year-book, the "Saviter", in which every girl student of the University is eligible.

By a popular vote the students select twenty-five co-eds from the school's hundreds, as the most beautiful of the lot.

Miss Marybelle was one of the twenty-five in this year's contest.

According to the custom of years, pictures of the twenty-five girls are sent to an internationally famous beauty judge or portrait painter, and he is asked to pick the most beautiful six from the beautiful twenty-five.

The six are then acclaimed the "Saviter Queens",

and given a prominent place in the picture section of the University year-book.

This year Mr. DeMille was chosen as the presiding judge of the final contest, and his first choice for the most beautiful girl at the University of Missouri unerringly found Miss Marybelle.

Her picture, together with the pictures of the five other girls picked by DeMille, appeared in feature positions and roto-gravure sections of many newspapers throughout America.

This lithe-limbed athletic Frisco girl is one of the all-round girls you often hear about, but seldom see.

Her family lived in Joplin until three years ago, where Mr. Newman was division passenger agent for the Frisco before his promotion to Kansas City, and Miss Newman was graduated from the Joplin High School with the class of 1923. She learned the art of toe-dancing while in high school and took a prominent part in many local entertainments during her residence there.

Her ability as a swimmer is attested by the fact that she recently passed the rigid tests of the Red Cross Life Saving School, and became an accredited member of that organization.

Miss Marybelle entered the University of Missouri in September, 1924, and her popularity and vivacious beauty secured

her an invitation to the Kappa Alpha Theta sorority, national college women's organization, of which she became a member. She finished her sophomore year at the end of the spring semester this June.



—Courtesy St. Louis Times

**MISS MARYBELLE NEWMAN**

who was chosen by Cecil B. DeMille as one of the six most beautiful girls at the University of Missouri in a recent contest.

# Sixteen Hundred Cars of Strawberries via Frisco to North American Points This Year

## Record Crop on Frisco Lines in Missouri and Arkansas Brings Top Price at Market

THAT the beautiful Ozark Mountain section of America, centrally situated with respect to the nation, like a perfect center-stone in a cluster of jewels, should give not only mountain scenery and health-giving coolness to vacationists, but a wealth of luscious fruits to the entire North American continent, seems

souri and Arkansas, and distributed among practically every state in the Union, as well as supplying the leading markets of Canada.

Ozark grown strawberries seem to have been especially favored by the Divine Providence. Grown on stony upland, they are firm in texture, rich in color and



A representative group of pickers at Monett, Mo.

A typical scene at berry-time—waiting to unload

almost too good to be true.

But that is what the Ozark section, traversed thoroughly and adequately by Frisco Lines, is noted for.

Soil and climatic conditions are largely responsible for this condition but when location is taken into consideration, surrounded, as it is, by the principal consuming markets of the United States, it seems that this particular district is indeed fortunate.

Apples with the Ozark flavor are well and favorably known throughout all of these markets and this is also true of peaches, cherries, grapes and other fruits.

The acme of perfection, however, seems to have been reached in connection with the production of Ozark strawberries.

Fifteen hundred and seventy-five carloads of this most delicious of all fruits have been produced this year in the territory along the Frisco Railway in Mis-

carry to the market in far better condition than berries grown elsewhere. They are never sandy and come at a time when the season seems to be just right for the consumption of this delicious fruit.

The harvest this year started in the vicinity of Van Buren, Ark., the latter part of April, extending northward as the season advanced, including the towns of Rudy, Fayetteville, Farmington, Lincoln, Prairie Grove, Johnsons,

Springdale and Lowell, constituting the district where the Klondyke strawberry is commercialized and concentrated upon. As an early producing berry, the Klondyke variety is favored by the markets and seems to grow to perfection adjacent to the above towns.

It is a splendid preserving berry and the Welch Grape Juice Co., which maintains a large preserving plant at Springdale, Ark., has utilized about thirty carloads of Klondyke berries in connection with the

A crate of the finest Ozark berries

manufacture of "strawberrylade" this year. Springdale, Ark., is the largest producing point along the Frisco in Arkansas.

#### AROMA GROWS TO NORTH

Commencing north of Springdale, including the towns of Lowell, Rogers, Hiwasse, Avoca and Garfield, Ark., the growers concentrate on the Aroma variety, which is somewhat larger and a little later than the Klondyke variety. The Aroma berry has an enviable reputation throughout the entire country, especially when this variety is grown in the Ozarks. The Aroma is grown exclusively as the commercial variety in the Missouri territory.

The principal producing points in Missouri are as follows: Exeter, Cassville, Avoca, Purdy, Monett, Pierce City, Neosho, Seneca, Joplin, Carthage, Sarcxie, Wentworth, Aurora, Marionville, Logan, Billings, Republic, Humansville, Ozark, Chadwick, Marshfield, Niangua, Lebanon, Seymour and Cape Girardeau. Sarcxie, Mo., is the largest individual shipping point in the district, handling two hundred and seventy-five cars of berries this year. Monett is the second largest shipping point in Missouri, with one hundred and eighty cars and is in the center of the strawberry producing area.

Ozark strawberry growers are successful because of the fact that they know how to co-operate. Local associations have been formed at every shipping point in the territory and these local associations are affiliated for the purpose of establishing satisfactory marketing connections. One of the oldest, co-operative marketing organizations in the United States, namely, the Ozark Fruit Growers Association, with headquarters at Monett, Mo., during the shipping season, handles a large portion of the Ozark strawberries. Mr. P. A. Rogers, sales manager, and Mr. J. W. Stroud, secretary, were selected to handle the affairs of this organization when it was formed over twenty years ago and are still in the harness pulling better than ever, a unique organization record. Mr. W. D. Cowherd of Purdy, Mo., is sales manager for a group of associations in Southern Missouri, and Mr. W. W. Stevens handles the marketing for the associations at Sarcxie and Carthage, Mo. Both Mr. Stevens and Mr. Cowherd co-

operate in connection with Mr. Rogers in connection with marketing Ozark berries.

#### MONETT NIGHTLY AUCTION

During the season just passed, there was such a keen demand for Ozark berries that an auction was held each evening at Monett, where all the berries loaded during the day were sold to the highest bidder. There were over sixty carlot buyers in the territory this year and as a result the bidding was very spirited at times. The market demand was good and as result, berries brought high prices, selling from \$4.50 to as high as \$5.90 per crate. Ten hundred and four freight refrigerator cars and five hundred and seventy-one express refrigerator cars were required to handle the crop. Four hundred and twenty crates containing

twenty-four quarts each constitute a minimum load for freight car, and four hundred and forty-eight crates for express refrigerator car.

Special strawberry trains were operated daily from the Frisco's central division, splitting at Monett for movement east through St. Louis and north through Kansas City. These trains were operated on a top-speed schedule.

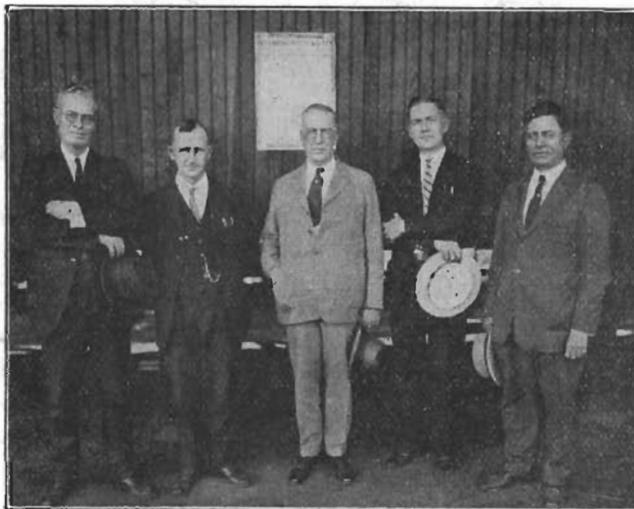
When you sit down to a dish of delicious strawberries of deep crimson color, unless you are familiar with the straw-

berry industry, you could not possibly know the different steps from the field to the dish.

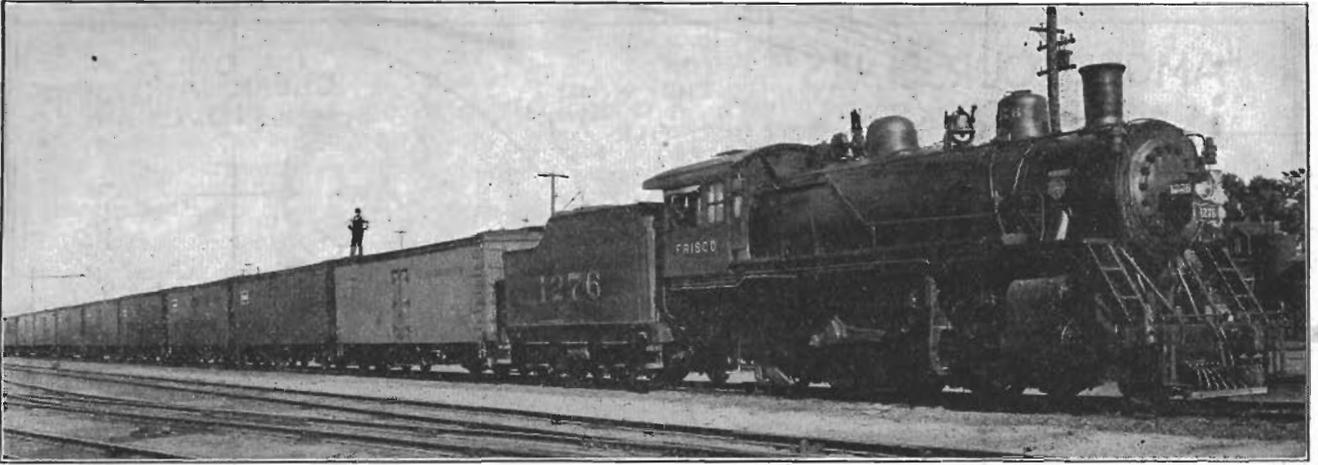
#### FROM FIELD TO DISH

Unlike many field crops, strawberries are not harvested the same year they are planted. Commercial berries are produced on two-year old beds; however, these beds will continue to produce the third, fourth and sometimes the fifth year. A production of one hundred crates to the acre is a very fair average, much depending upon weather conditions. The grower enlists the services of his entire family in picking the crop and where he has more than three or four acres, it is necessary to hire outside help. One person can pick from one hundred twenty-five to one hundred fifty quarts a day. In order to harvest the heavy crop this year, it was necessary to advertise for transient pickers. Posters advertising for strawberry pickers, naming the number needed and the producing points, with probable date of movement were gotten out by

#### A Co-operating Group at Monett



Left to Right—E. A. O'Dwyer, Secretary, Monett Fruit Growers' Association; Wm. Davis, Secretary, Monett Berry Growers' Union; J. N. Cornatzer, Passenger Traffic Manager, Frisco Lines; Chas. E. Mansfield, President, Monett Commercial Club; John P. Davis, Secretary, Monett Commercial Club.



A SOLID TRAINLOAD OF BERRIES LEAVING MONETT, MO.

the Frisco and posted in all the depots. This, together with local publicity, brought in many families from the surrounding territory, and during the berry season, after dusk, camp fires in woods and pasture indicated where these transient pickers were temporarily located.

In every berry field, the grower has a temporary building used for culling and grading the berries. The picker carries a small tray in the field, containing about eight boxes which are brought to the shed when filled. Here they are carefully graded and placed in crates to be hauled to the market at sundown.

#### EACH GROWER HAULS BERRIES

Each grower hauls his berries to the loading shed at the railroad shipping point where they are received by the manager of the local association, providing they come up to proper grade. Each crate is very carefully inspected and must be stamped showing the grower's name. As soon as inspected, the crate is immediately loaded into an iced refrigerator car.

During the height of the strawberry season at Monett, for perhaps a mile you will see Fords, wagons, buggies, trucks, in fact every conceivable carrier loaded

to the brim with filled berry crates waiting their turn for unloading.

The United States Department of Agriculture maintains an office at Monett, Mo., during the berry season, publishing a daily bulletin containing market news. This indicates exactly what berries are selling for in the leading markets of the United States and this market bulletin is mailed to every grower, free.

The strawberry industry has been very profitable to growers in Frisco territory this season and while the average acreage per individual is from two to three acres in berries, it is interesting to note that Krehmeier Bros., operating eighteen acres of berries near Monett this season, picked 2,304 crates.

Mr. J. W. Sapp, secretary of the Exeter Berry Association at Exeter, Mo., turned over to his thirteen year old boy, an acre of up-land during 1924. The boy planted the acre to Aroma strawberries. He cultivated and handled this strawberry patch himself, doing all his own work. As a result of his efforts, he harvested this season, from his one acre of berries, over two hundred crates, his average returns amounting to approximately five dollars per crate and his gross returns approximately one thousand dollars.



BERRY PICKERS IN A FIELD ON FRISCO LINES