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MTC

Cross Ties *Plus*—

Plus—

That security which has its foundation upon the ownership in fee of thousands of acres of standing timber—

Plus—

A stock of cross ties always on hand, assembled with foresight and held in preparedness for those who depend upon us—

Plus—

The ownership and absolute control of treating plants where value is added to the natural product, not only through the mechanical and chemical processes involved, but also through the experience, care and business integrity that are an integral part of the seller's obligation—

Plus—

A warranty that the product bearing this brand is delivered in accordance with the terms and spirit of our promises and that this warranty survives acceptance by the purchaser—and last, but greatest of all—

Plus—

The pride and ambition of all the men who stand back of this brand eager to carry on the good name of a business founded over forty years ago and to make this brand truly a present-day symbol of their very best efforts.

T. J. MOSS TIE CO.

SAINT LOUIS

THE FRISCO EMPLOYEES' MAGAZINE

827 FRISCO BUILDING :: ST. LOUIS

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VOL. III

FEBRUARY, 1926

No. 5

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THE FRISCO EMPLOYEES' MAGAZINE

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

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

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

Frisco's New Seaport of Pensacola, Florida, Described in 1765 as "A Place Intended by Nature for Seat of Commerce"

George Johnstone, First Governor of West Florida, Proved Prophet in Forecasting Beautiful City and Bountiful Land—Remarkable Growth Due to Unusual Natural Resources

By J. B. MORROW

BACK in 1765, during the English occupation of Pensacola, West Florida's governor, George Johnstone, made a report to the Government of Great Britain, which I quote as the basis of the story I want to present to the readers of the *Frisco Employes' Magazine*.

Governor Johnstone's report was published in the London Chronicle under date of February 5, 1765, and follows in part:

"His excellency, George Johnstone, Esq., Governor of West Florida, has just published here his Majesty's instructions for the speedy and effectual settling of that province; to which the Governor has prefixed an ample detail of advantages which settlers may derive from the situation, soil, etc., of West Florida. After giving a geographical description of the situation of the province, he observes, "That the soil is rich, capable of producing wine, oil, silk, indigo, tobacco, rice, and all the fruits of southern climates, together with those of more northern latitudes, and even on the sea coast, by far the most sterile part of the province, these commodities may be raised. The produce of the country in its present state of nature is valuable. Live-oak, cedar, pines of the best kind cover the banks of every river and bay, and these can, with great advantage be transported to all the West Indies, and some of our northern colonies."

"He next enlarges on its numerous bays, commodious harbours, and facility of navigation along the coast, and adds, "That nature seems to have intended to place the seat of commerce on this bay; within a

few days' sail of the richest cities in the world (The Havana, Merida, Campeachy, La Vera Cruz and Mexico), and Pensacola bids fair for a considerable share in their commerce. Now that New Orleans is ceded to the Spaniards, it must further serve as a means to introduce our commodities to the Spanish dominions

without a rival, and so, in a manner, deliver to us the key of the wealth of Mexico.'

"To the objection made by some that the soil upon the banks of Pensacola is too sterile for the situation of a great town, Mr. Johnstone replies:

"Cities do not so much depend upon the produce of the ground immediately around them, as upon easy water communications to where the necessaries and luxuries of life grow. Pensacola, in a few hours can receive the produce of a circumference of 150 miles around; such is the width and so numerous are the branches of its commodi-

Frisco employes and many others who read the Frisco Magazine, were intensely interested in the story of Pensacola and the Muscle Shoals, Birmingham and Pensacola Railroad, which was printed in the January number. The editor received many letters from varied sources, commenting upon the article. Many of them contained requests for further information on Pensacola—the city.

Although the Magazine has discontinued stories on Frisco cities, we feel an exception should be made in the case of Pensacola, important southern terminus that it is, and J. B. Morrow, director of publicity and industrial commissioner of the Pensacola Chamber of Commerce, kindly consented to present the virtues of his remarkable metropolis for the information of the 30,000 Magazine readers.

A splendid idea of the attractions of this wonderful state which have caused a veritable pilgrimage of northern, eastern and western folks to its boundaries, is contained in Mr. Morrow's story of the beautiful West Coast city of Pensacola—seaport of the Frisco Lines.—W. L. H., Jr.

ous bay.'

"The Governor concludes with observing, 'Above all, that which recommends West Florida, is the healthfulness of the climate. No country on the face of the earth possesses so pure, serene and temperate a sky, visited with the agreeable vicissitudes of seasons, but none of them in extreme. The heat of summer is moderated by never-failing breezes, which blow in the morning from the land, and from the sea after the sun is up; and the winter is confessedly more pure and enlivening than in any other latitude. Upon the whole, whether we regard the situation or the climate, West Florida bids fair to be the emporium, as well as the most pleasant part of the new world.'"

Praise Deserved Today, Also

Pensacola and West Florida were in the making back in those days, but it is an interesting fact that the statements about Pensacola and West Florida's advantages and resources are today couched in practically the same language, albeit that we have largely capitalized the gifts of nature which the Governor so clearly describes.

Nature does not change, so we may conclude that the same bays and harbors and the same climate are now present in Pensacola and West Florida as they were in 1765.

What has Pensacola done to capitalize these natural assets? How well has she builded and prospered and what does the future hold?

Pensacola Bay, to which Governor Johnstone refers as the bay where nature intended to "place the seat of commerce", is recognized by all shipping men as one of the greatest natural deep water harbors in the world.

With thirty-two feet at mean low tide through the entrance channel, waters of a depth ranging from 36 to 50 feet are available in the inner harbor, which has an anchorage basin of seven and a half square miles.

Moreover, there is, tributary to Pensacola, three hundred and fifty square miles of landlocked waters which make possible water communication to a wide area of coastwise territory.

Always recognized as a premier port for the exportation of lumber and naval stores, within the past few

years, Pensacola has become a port of export for a great variety of miscellaneous cargo, such as cotton, tobacco, agricultural machinery, etc., and has shown a steady increase in all lines of export articles.

As a port of import, Pensacola has long been an important point in the importation of mahogany and other precious wood, fertilizer materials and essential oils.

Perhaps one of its most important activities is the immense business done in exporting coal and in its bunkering of ships. In this regard, the coal-handling devices in Pensacola are among the best at any port in the country and especially fine are those of the Frisco Railroad, which have a capacity of loading twelve hundred tons of coal per hour.

There are almost three miles of pier space, permitting of five and seven-tenths miles of berthing space. Of this about 9,115 lineal feet of pier space are available at railroad wharves, of which at present the Frisco Railroad controls 2,725 lineal feet. Water depth at these piers is thirty feet.

In addition to pier spaces, ample and commodious railroad car and open storage are available at all water terminals. The trackage on railroad piers is in excess of fifteen miles.

The distinctive feature of the water terminals at Pensacola is the facility for quick dispatch of cargoes.

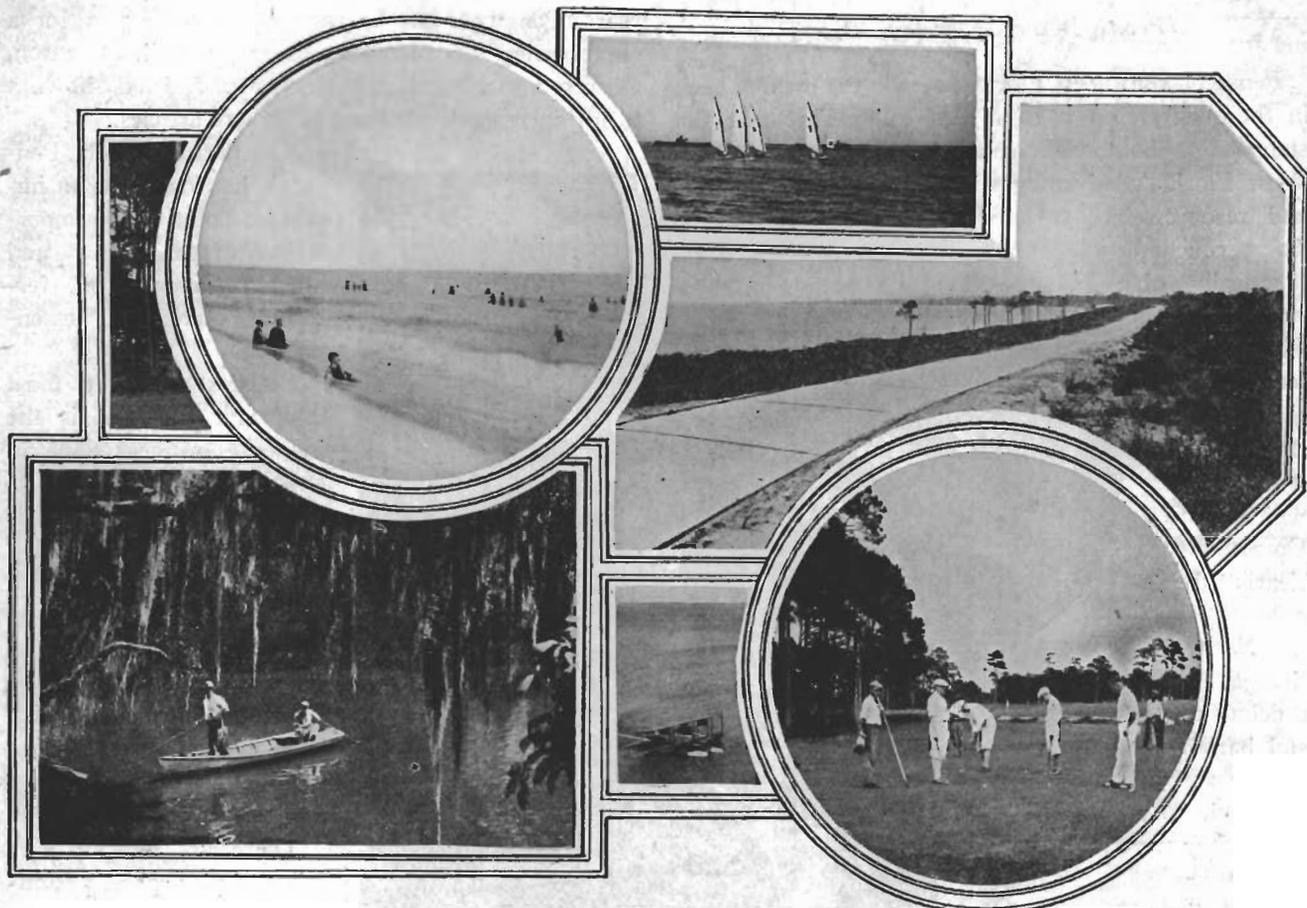
All export and import car-

goes having the facility of ship side delivery, a great essential in the handling of ships' cargoes.

Moreover, all wharves are contiguous to the commercial and wholesale districts of Pensacola, thus avoiding long truck hauls for package cargoes.



A Pensacola Sunshade Bathing Beauty



In the above picture a stretch of the famous gulf beach at Pensacola is shown in the upper left hand corner, Pensacola Bay with its picturesque fishing vessels at top, a river scene in the lower left hand corner, a seaplane landing at the air station, and at the extreme right, a happy foursome on the Pensacola Golf Links. A stretch of the famous Gulf Beach Highway is shown at the right center.

The Beautiful City of Pensacola

The charm of Pensacola as a city appeals strongly to all. One of its attractions, undoubtedly, lies in the contour of Pensacola and its surrounding country. The city rises from the waterfront in gently sloping streets to the residence sections, giving an altitude that offers a view of the sea spaces and makes possible the beautification of nature's assets.

Beautiful homes, surrounded by flowering plants and semi-tropical vegetation, enchant one. Delightfully shaded streets, wide walk-ways and well paved thoroughfares, of which Pensacola has more than sixty miles in an area of only nine square miles, constitute a splendid civic development.

Throughout the city are innumerable parks and park-ways. There are more than a score of such beauty spots, delightful neighborhood park spaces, many of which have been equipped for playground purposes for both young and old.

It must be remembered that Pensacola's city limits are bordered on three sides by beautiful waters. Majestic Pensacola Bay stretches for miles along the city's

southern frontage; delightful Bayou Texar forms the eastern line and Bayou Chico, the western confines of the city. More than nine of the twelve miles forming the limits of the city border on the crystal clear, blue waters of Pensacola Bay and her bayous.

The public buildings of Pensacola are striking in architectural beauty and front upon well-kept, palm-bordered parks and parkways.

Streets in all sections are well lighted and clean. The municipality, heedful of the health and comfort of its people, has provided modern and adequate sanitation equipment which is largely aided by the natural drainage of the city. The city is well guarded by modern, motor-driven fire apparatus, and the deep, artesian wells of the municipal pumping station, piped to all parts of the city, furnish what has been pronounced by expert analysts to be the purest water in the country. All this tends to the comfort and health of the community.

Pensacola is extremely fortunate in its religious environment. All denominations are represented, and many are housed in edifices of great architectural