

St. Louis Traffic Club Members Break Attendance Record for "Frisco Day" Luncheon

Event Honoring Frisco and Ozark Strawberry Draws 641 Members and Guests, May 24—President Kurn Speaks

AN attendance of 641 members and guests which broke all records of the St. Louis Traffic Club since its inception 20 years ago, greeted President James M. Kurn, Vice-President J. R. Koontz and the Frisco Lines at the "Frisco-Strawberry Day" luncheon of the Traffic Club at the St. Louis Chamber of Commerce May 24.

The meeting was the last of the year and its dedication to Frisco Lines, included also the Frisco's famous crop, the "Ozark Strawberry."

Strawberries were on the menu card, with the appropriate slogan—"Nature might have made a better berry than the Ozark strawberry—but didn't" and the guests were served with strawberry cocktail, strawberry sherbet and strawberry short cake as a part of the luncheon.

Vice-president Koontz acted as toastmaster and introduced other Frisco officials attending, including Vice-presidents F. H. Hamilton, J. E. Hutchison, B. T. Wood; E. T. Miller, general solicitor; F. G. Jonah, chief engineer; S. S. Butler, freight traffic manager; J. N. Cornatzar, passenger traffic manager, and H. L. Worman, superintendent of motive power; and called upon all members of the Frisco's freight department present to rise for their introduction. They were given a generous applause by the members of the club.

President Kurn delivered the address of the meeting, on "Our Duty As We See It."

The address follows:

"Mr. President and Gentlemen of the St. Louis Traffic Club:

"It has always been a pleasure to me to know that certain members of our organization have taken a very active interest in the affairs of your club. I have regretted that our participation in such activities could not have been more nearly representative of 100 per cent of our efficiency than it has been; but, the many duties imposed upon us require so much of our activities outside or beyond our St. Louis headquarters. This has many times prevented our participation to the extent which I have so earnestly desired, but I can say to you that we are going to try for more complete participation in the future than we

have had in the past in the activities of your club.

"It is needless for me to say that today is a pleasurable event, and the honor which you do the Frisco is accepted by me as an honor to our organization rather than to any particular individual or group thereof.

"It has always been recognized as a comparatively easy undertaking for a man to address himself to a subject which has been so graciously assigned him by others, but if I had spent weeks I probably could not have selected a subject which would be more fitting for the occasion than the one which has been assigned to me—"Our Duty As We See It." To me this covers a sufficiency of territory, and, considering that I should not attempt to take up a great deal of your time, it might be well at the outset to emphasize that we have an exceptionally important duty to perform when each and every one of us tries to render 100 per cent efficiency in our services to the public. That not only means the proper operation of our train service, but it means that every officer or employe connected with the conduct of transportation has a relation with those who make possible our existence, which relationship unless properly understood and maintained will involve the entire operation of the transportation machine. In the last analysis, what you expect from the hands of transportation is a prompt and proper delivery of that which you pay for—service. In order to accomplish this, it may be fitting for me to remark that an organization has to be properly keyed up to the importance of this duty.

"We have for this purpose what is generally recognized by the public as operation, but the operation does not merely mean the forces necessary to the maintenance of the road and the handling of the train service; it does not mean necessarily the forces incident to selling of transportation, which is conducted through the Traffic organization; it does not mean the Treasury or the Accounting Departments, which are the collectors and the custodians of our funds; it does not mean the Legal Department, whose function generally by the public has been accepted as meaning someone to tell us how far we can go and when we

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Five Brother-Doctors Attend Wants of Frisco Patients at Fort Worth, Texas

The Woodward Brothers Are Grandsons of Pioneer Texas Physician—Father Also a Doctor

WHEN a Frisco employe in the Fort Worth, Texas, offices or shops cuts a finger, has mumps, catches the measles, develops a sore throat, mashes his toe—or suffers any of the thousand and one minor injuries to which all mortals are heir, there is just one thing to do.

"Go see the Woodwards!"

The Frisco medical family of Woodwards in Fort Worth numbers five brothers, all sons of a doctor, and grandsons of a pioneer Texas doctor, who came to Cass County when the sovereign state was still in its swaddling clothes.

Each of the five brothers has pursued a separate branch of the specialized medical profession, and they occupy joint offices in the Farmers & Merchants Bank Building and daily wait on Fort Worth employes who seek their services.

Dr. S. A. Woodward, the eldest brother, has had a long and extensive career in medicine. He was born in 1872 and grew to manhood in Cass County. He graduated in medicine from the Hospital Medical College in Memphis, Tenn., in 1894, and began the practice of medicine with his father, the late Dr. M. M. Woodward, at Carthage, Texas. He served for twelve years in the house of delegates of the Texas State Medical Association, and also on the board of medical examiners and the board of health of Fort Worth, Texas. During the war he was commissioned a captain in the Medical Corps at Camp Logan. In 1916 he was made a Fellow in the American College of Surgeons.

Dr. M. L. "Lee" Woodward, the next in line, is the bachelor of the group and his brothers good-naturally refer to him as "the old family doctor", since he practices internal medicine. Dr. Lee was born in 1885 in Cass County and educated at San Angelo. His academic training was at Texas Christian University and he graduated from the medical department of the University of Tennessee in 1922. He served as house surgeon in the Baptist Memorial Hospital in Memphis for a year and came to Fort Worth in 1923 to become associated with his brothers. Before he took up medi-

cine in earnest, Dr. Lee was a druggist and worked as such for twenty years.

Dr. Valin R. Woodward was born in 1890 in Cass County, but was reared in San Angelo. He, too, attended Texas Christian University and holds a Bachelor of Arts degree from that institution. He received his medical education in the Fort Worth School of Medicine, absorbed in 1918 by Baylor University. Dr. Valin is the eye, ear, nose and throat specialist of the "Woodward Brothers", and has done post-graduate work in this field at Chicago.

Dr. C. Smith Woodward is the X-Ray and Radium expert of the firm. He was born in 1894 in Panola County, Texas, and graduated as a boy from the Moore High School, a private school of San Angelo. In common with Valin and Lee he attended "T. C. U." until he received his Bachelor of Arts degree in 1919, and at the same time he was graduated from the Medical College of Baylor with an M. D. degree. He has been connected with St. Josephs' Infirmary at Fort Worth, General Hospital at Philadelphia and the Baptist Memorial Hospital at Memphis, coming to Fort Worth in 1923 to join his famous brothers.

The youngest of the brothers, Dr. Lewis O. Woodward, was born in 1896 in Panola County, Texas, moved with his family to San Angelo and graduated from the Moore High School only two years after C. Smith. After finishing college at "T. C. U.", he went to the University of Tennessee for his M. D. degree and served as interne in the Baptist Memorial Hospital at Memphis for a short time. Later he practiced in Eldorado, Kansas, but followed Smith and Valin and joined his brothers in Fort Worth in 1924.

Even with this interesting quintette, Fort Worth folks have other splendid doctors.

"You mustn't let people think we're all the doctors there are for Frisco employes here," Dr. S. A. Woodward said to the reporter. "For instance, there's Dr. W. R. Thompson, oculist; Dr. Tom R. Bond, X-Ray; Dr. T. C. Terrell, bacteriologist and pathologist; not to mention several of the prettiest and most efficient nurses in the profession."



DR. S. A. WOODWARD



DR. M. LEE WOODWARD

*The Five
Brother-Doctors
of
Fort Worth*



DR. C. SMITH WOODWARD



DR. LEWIS O. WOODWARD



DR. VALIN R. WOODWARD

Berry Season Closes on Frisco Lines

FIFTEEN hundred and forty-five cars of strawberries with a value of approximately \$1,200 a car, were shipped from the Ozark strawberry country of Arkansas and Missouri via the rails of Frisco Lines during the season just closed, figures of the agricultural department show.

The total value of the shipment to the growers approximates \$1,854,000.

Frisco Lines handled more than half the total shipment of strawberries from the entire Ozark territory, it is shown in a recent compilation in which 2,800 cars was the total shipment of all railroads serving the Ozark country.

The Frisco's total shipment equals, in other words, 648,900 crates of berries, each crate containing 24 quarts, or a total of 15,573,600 quarts. Since the average "individual" strawberry shortcake calls for a pint of strawberries, a grand total of 31,147,200 shortcakes of the "juicy" individual kind could have been

made from the Ozark output moved via Frisco Lines alone.

While a severe and prolonged drouth in the midst of the harvesting season cut the Frisco's estimate from 2,513 cars to 1,545 actually shipped, figures from the agricultural department show that 615 cars were moved from Arkansas points, as compared to an estimate of 645 cars, and 981 cars from Missouri points as compared to an estimate of 1,868. The Arkansas acreage was picked ahead of the drouth at most points and the greatest damage was done in Missouri fields.

Springdale was the heaviest loading point in Arkansas with a total of 201 cars as compared to an estimate of 160, while Sarcoxis was the largest loading point in Missouri with 207 cars as compared with 395 estimated prior to the drouth.

The berries were shipped to all sections of the United States and parts of Canada, where an increased duty did not hamper their ready sale.

Six St. Louis Rail Presidents Request 900 Ministers for Aid in Safety Campaign

Movement Originated by H. W. Hudgen of Frisco Endorsed by Other Roads — May Reach 500,000 Persons Through Pulpit Appeals

FRISCO LINES again has taken the lead in an enterprise which will bring the message of safety and accident prevention to more than a quarter of a million people in St. Louis, Mo., and may spread to hundreds of other cities on Frisco Lines, through the influence of the pulpit.



H. W. HUDGEN

Mr. H. W. Hudgen, director of accident prevention of Frisco Lines is the father of the idea and originator of the movement.

During Hudgen's administration of the safety and accident prevention work on this railroad, which began January 1, 1925, more than a quarter of a million persons on Frisco Lines have had safety brought to them by word of mouth and the printed page through Frisco employes. With a staff of ardent accident prevention workers covering the system each month, it was possible to reduce personal injuries to employes 7.5 per cent during 1925 over 1924. Hudgen anticipates a further reduction in 1926.

The request to St. Louis ministers for aid in the campaign is a direct outgrowth of the safety work conducted on Frisco Lines.

"A large part of our safety work through Frisco territory has been carried on with the support of ministers who helped us in reaching our employes and

our patrons," Director Hudgen said. "Several of our largest meetings have had the enthusiastic support of ministers in established churches and evangelists. Every employe of the Northern Division will remember the meeting in the Reyburn Tabernacle at Pittsburg recently when 6,500 persons packed the tabernacle to its walls to attend our accident prevention meeting."

The plea for support from St. Louis ministers, while originating with the Frisco, spread even further than that.

The letter was signed by Presidents James M. Kurn, of the Frisco; H. E. Taussig, of the Wabash; L. W. Baldwin, of the Missouri Pacific; C. N. Whitehead, of the Katy; Daniel Upthegrove, of the Cotton Belt, and Henry Miller, of the Terminal Railroad Association (St. Louis). Approximately 150,000 employes are represented by their presidents in the endeavor to bring a powerful sermon of safety before church goers of St. Louis.

If the request brings the expected response in St. Louis it is entirely probable that a similar request will be made in every town on Frisco Lines.

"We already have the assurance of several St. Louis ministers that they will be glad to co-operate with us in this move," Hudgen said, "and we are confident that a majority of our pastors of all faiths will join hands with us in this humanitarian effort."

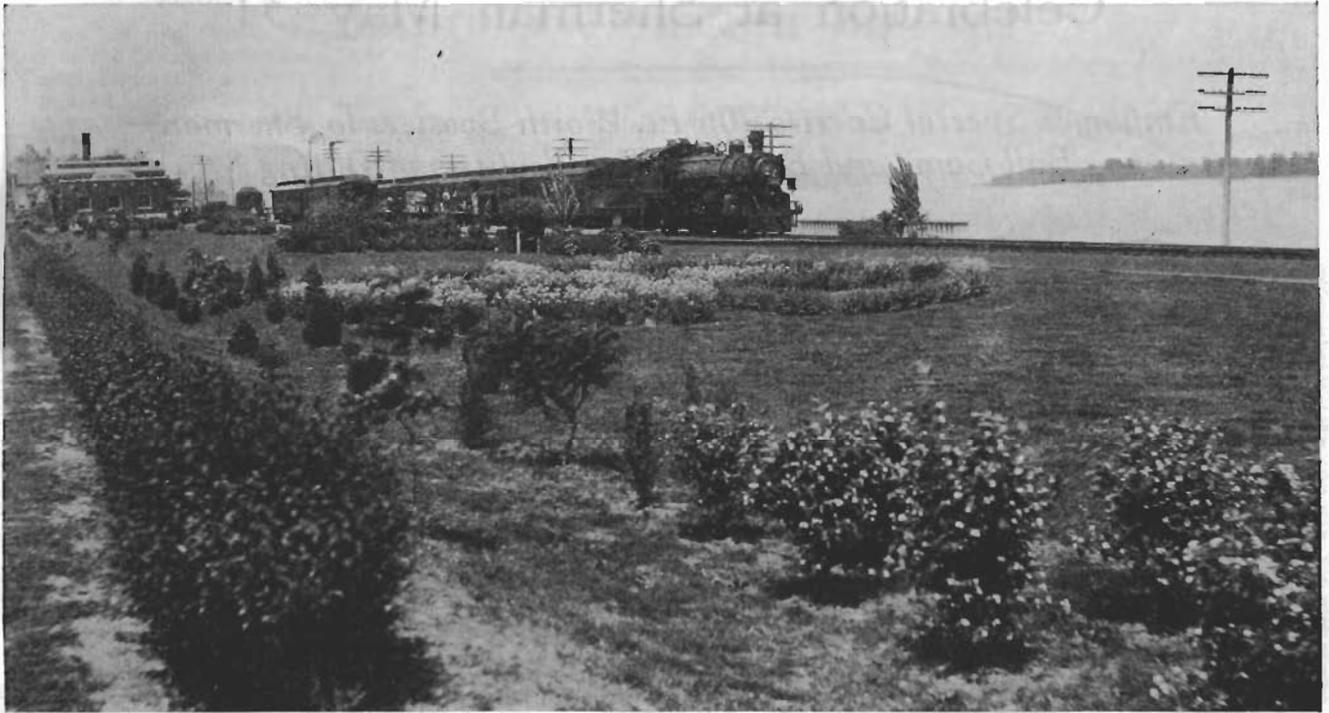
The letter, signed by the presidents of the six railroads having their home offices in St. Louis, follows:

"As Presidents of the railroads entering St. Louis we wish to make a collective appeal to you and your fellow ministers in the 49th State, for aid in a three months' safety campaign which is under way at this time. This campaign is a part of a continental movement and the railroads of North America are making this request upon the ministers of every church in the communities served by their respective lines.

"In the daily press we read constantly of accidents of this and that sort, but the frequency of the reports is prone to leave many of us without a proper realization of the tremendous toll of life and limb which

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A Mid-Summer View of Frisco Station Grounds, Cape Girardeau



Citizens of Cape Girardeau, Mo., in particular, and employes of Frisco Lines in general, may truthfully boast of the beautiful station and grounds provided by the Frisco and supervised by Agent J. G. Hulehan. Passengers over the river division are enchanted with the beauty of the grounds lying along the banks of the Mississippi River at one of its most lovely spots. The scene in the photograph above is a typical one at Cape Girardeau. Train No. 801 has just come in and the station force is loading and unloading baggage. To the right the Mississippi is rolling peacefully on its way to New Orleans. A large and well kept bed of purple and lavender flags in full bloom is in the center of the picture, and small green shrub trees and rose bushes aid greatly in the attractive landscaping. The station is at the upper left.

Chicago Passenger Club Members Tour Ozarks

MEMBERS of the Chicago Passenger Club accompanied by wives, sweethearts, sisters and mothers, enjoyed a two-day outing through the verdant Ozarks on Sunday and Monday, May 30 and 31, which included a tour of Arkansas and Missouri replete with boat trips on Lake Taneycomo and automobile tours through the fruit section in the Rogers-Springdale vicinity of Arkansas.

The outing is a semi-annual affair with the Chicago passenger men and one is taken over Decoration Day and the other on Labor Day. Approximately 200 persons were in the party.

The special train of six pullmans, two diners, observation car and a baggage car equipped as a moving picture studio, left St. Louis at 10:00 p. m. May 29th via Missouri Pacific, and arrived at Branson, Mo., the next afternoon. At Branson the passenger men and their guests were taken for a boat trip on the lake to the power dam at Forsythe, Missouri, and returned to Hollister for a dinner at Ye English Inn at 7 o'clock.

Frisco Lines received the special at

7 o'clock the morning of May 31 at Aurora, Missouri, for the trip to Rogers, Arkansas.

Citizens of Rogers, Springdale and other towns in the Ozarks met the special with automobiles and the tour over the fruit section was begun. The Chicago visitors were driven to beautiful Bella Vista, Monte Ne and other summer resorts, then to Springdale where they inspected the fruit section which is rapidly gaining fame in America. The party boarded the special again at Springdale and at Fayetteville they were again placed in automobiles for a drive over the famous city of seven hills. The tour also included Mount Sequoyah.

The special left Fayetteville at 1:30 p. m. May 31, one hour and ten minutes behind schedule due to the long automobile trip, but made a splendid run with the passenger men, the train arriving in St. Louis at 11:09 p. m., thirty-six minutes ahead of schedule time.

"When the Chicago folks departed on their special train for their homes they were enthusiastic for Frisco service and Ozark scenery," E. G.

Baker, division passenger agent said. Baker was formerly attached to the Frisco's Chicago office.

"The hospitality of the people at Fayetteville, Springdale and Rogers had a great deal to do with the success of the trip. They served refreshments to the crowd, gladly drove them over the surrounding country, and showed them things about the rapidly growing Ozark country that many of them were unfamiliar with."

The officers of the Chicago Passenger Club are: Phil Flohr, president, Pennsylvania Lines; R. E. Jamieson, first vice-president, C. S. S. & B. Electric Line; A. F. Blomquist, second vice-president; International Mercantile Marine Company; and R. F. Martin, secretary-treasurer, New York Central Lines.

M. D. Riggs and Ralph Bowden, Frisco passenger men of the Chicago offices, were "hosts" of the occasion, and accompanied by E. G. Baker of the St. Louis offices, made the entire trip over both roads. They were joined at Rogers, Arkansas, by J. N. Cornatzar, passenger traffic manager; J. W. Nourse, general passenger agent; J. C. Lovrien, assistant general passenger agent and W. B. Wells, general agent at Chicago.