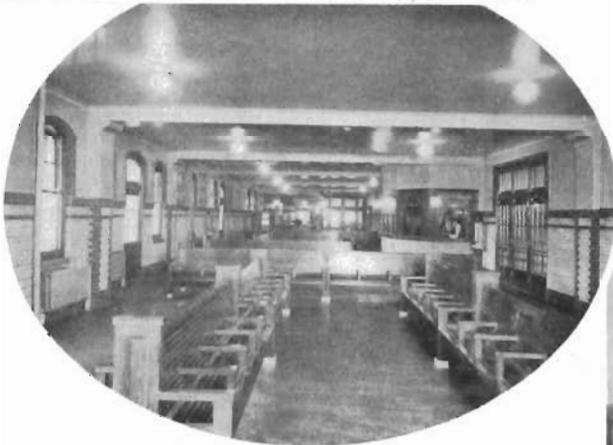


Springfield Mo., Station Views

Two views of new station at top. At left center, the Harvey House dining room, and above, the kitchen. Lower left, a view of the spacious waiting room, and below, the well stocked commissary room in the Harvey House.



Famous Ozark Country Is "The Second Promised Land," Hon. James W. Armstrong Says

Pulaski County Representative Praises Frisco's Territory in Radio Address Over Station WOS, Jefferson City, on Feb. 7

MY theme tonight will be of my own choosing, "The Ozarks, a Hill Country, or the Second Promised Land".

So much has been said and written of the natural beauty and wondrous climate of the Missouri Ozarks, that some have been led to the conclusion that the locality from which I come is made up almost entirely of big springs of clear and cold water, roaring rivers, babbling brooks, cool shades, restful nooks, and rugged scenery. Our Ozarks have been rightly called "The playground of the Middle West", and on account of this appellation, the impression has gone out that we live in a land that has no other claim than that of gorgeous scenery and unmatched climate.

Tonight, at the risk of being tedious, I shall attempt to disabuse your minds of an error that may exist.

In the very dawn of Christian history, and modern civilization, the Great Jehovah promised His people that He would give them a goodly land, which He would show them. He called forth Father Abraham and placed him in the land that He afterwards directed Joshua to divide among his descendants.

It was a rough country, but of God's own choosing, and it was described by Joshua as "a land that floweth with milk and honey". It was this same hill country that produced the giant Anaks, that seemed so formidable that the children of Israel were deterred for forty years from taking possession of the Promised Land. It was from this hill country that the spies returned with a cluster of grapes that required two men to carry on a staff between them.

The fact is, this first land of promise, with mountain peaks, desert places, and lack of adequate water supply was, and is, far inferior to the Second Land of Promise—the Missouri Ozarks.

Our hills He filled with iron, lead and zinc, some with coal, others with granite, onyx, and almost every grade of building stone.

We are the greatest producers of lead and zinc in the whole wide world.

Our water sheds were made precipitous to rapidly carry away the super-abundant flow of our wonderful springs, and furnish opportunity to harness their flow. Some have already been put to the uses for which they were divinely intended, and when great corporations cease to quarrel over charter rights and accomplish the building of power plants proposed, power

will be furnished to light and heat every home in this state, give power to every engine, and turn every wheel of commerce. No such possibilities could exist in a land less rugged and favored, above ever other less fortunate in natural resources.

Our water power is only partially developed, but those outside of our border are losing more than we, because our "White Coal" is not active as it is destined some day to be. This is not an invitation to adventurers to attempt to exploit our natural resources. We invite only citizens of the best kind who are willing to become a part of us and assist in bringing about the fruition of our ultimate hopes.

But let no one get the idea that we are quietly content in contemplation of our potential possibilities. We are not waiting, as some suppose, to be exploited by capital, but are even now contributing a very substantial part to the prosperity and advancement of our great state. Do not make the mistake of thinking that we are lying dormant. Progress is in evidence everywhere.

The surplus products of our factories, mines, fields and forests are on the markets of the world, and hold a high place by virtue of superiority of quality, abundance and reliability of constant supply.

I have no exact figures for the year 1926, just closed, but desiring to be well within the facts, I shall use the figures as compiled by the Frisco Railroad alone, and for carlot shipments from the Ozarks for the year 1926, and assuming that all other railroads serving this section in their combined loadings, equal that of the Frisco, alone. This seems to be ultra-conservative, considering that we are served by the Missouri Pacific Railroad along our northern border;

The now famous American audience of "invisible millions" reached by the radio broadcasting stations of the nation, heard an eloquent eulogy of the radiant Ozark country on the evening of February 7, when the Hon. James W. Armstrong, representative from Pulaski County in the Missouri Legislature, broadcast an address on the resources of "The Missouri Ozarks—a Second Promised Land".

Frisco employes can take pride not only in the fact that the Hon. Armstrong referred to the Frisco as a strong development agent in the Ozark territory and quoted figures from the Frisco's agricultural, development and statistical departments to bring out his argument, but that the speaker himself is from Richland, Mo., on the Frisco's main line, where he is interested in banking, farming and stock-raising.

Representative Armstrong is several-times representative from Pulaski County and politically prominent in the state and especially in Southwest Missouri. His address was broadcast from Station WOS, the Missouri Capitol, at Jefferson City, Mo. It is a privilege to print it in these pages.

—W. L. H., Jr.

also, important branches through the very heart of our very best and most productive territory; also, the Rock Island, that traverses our territory from east to west, and the Iron Mountain through our southeast territory. Certainly, it is fair to assume that all of these roads carried as much of our products as did the Frisco.

We shall first call your attention to dairy products, of which the Frisco in 1926 carried 958 cars of butter alone, and 490 cars of condensed and other concentrated milk products. If all other roads carried an equal amount, only, this would amount to 2,896 carloads. If this represented an average of 4 per cent butter fat in the whole milk, it would have required a train 560 miles long to carry the milk alone. Much more was shipped by express and in less than carlot shipments. Thousands of carloads were used on the farms and in our own cities and towns. The solemn fact is, there was enough milk produced in the Missouri Ozarks, in 1926, to load a solid train reaching from St. Louis to New York.

Of eggs alone, we shipped 5,726 cars, and 3,930 cars of live and dressed poultry. Now, is it any wonder you hear much talk about the dairy and poultry industry in the Ozarks?

Before we get down to the big shipments, such as wheat, hay and other grains, and the really predominant industry of livestock, such as cattle, hogs, sheep, horses and mules, let me cite you to the fact that in 1926, we shipped out 3,192 cars of strawberries, and 3,020 cars of grapes, as well as 8,910 cars of apples, and still, this was called a short crop. To this let me add a little matter of 6,000 carloads of canned goods, and a little shipment of 400 cars of miscellaneous garden products.

Lime and cement account for something more than 9,000 cars, and flour alone for 4,584 carloads, and of feedstuff, 9,240 cars. The list is long, but I will leave out much of importance. I know figures are cold and not interesting to the mass of my hearers, but they are mighty important, when it comes to dealing with the actual output of a section that is supposed by some to be only a great big playground.

I think I have referred to enough to convince you that there would be an actual shortage in the nation's food supply if we should cease our shipments only a part of any year.

I made only casual reference to our shipments of meat products which are in reality the greatest of all. Do not forget that we shipped this last year more than 20,000 carloads of meat products.

No better hogs live and grunt anywhere than we produce right down here in the Ozarks. I might say we raise better hogs and cite the fact that a single hog in my own county of Pulaski, the celebrated Poland China boar "Liberator", owned by Mr. Casey,

sold for \$10,000.00 for breeding purposes, and a lady in the adjoining county, Mrs. Gladys Hornsinger of Laclede, recently sold a single turkey for \$1,000.00.

We are pre-eminently the dominant beef cattle section of the state, and no better cattle go to the market than from our hill and valley pastures of blue grass and white clover, and other so-called tame grasses, though they grow voluntarily in the Ozarks, and they show more clear profit to the livestock farmer than in any other section of the country.

Any cattle feeder can tell you the vast difference in profit in favor of the Ozark farmer, with his rich pastures. A four hundred pound gain is the rule here, placed on the grass in April, and marketed as fat steers during the season.

We produce all this and still have much room for parks, fishing resorts, game preserves, and playgrounds for the weary from less favored sections.

I do not want to be tedious and have given figures only to dispel a possible error in believing the Ozarks only a big piece of scenery, without real commercial importance. I believe you will agree that any section of any state that produces enough surplus food products in one year to load a solid train reaching from the Statue of Liberty to the Golden Gate, and is gaining fast in production, is worthy to be seriously considered.

If you want to verify these statements with your own eyes, go out to Pulaski County, and we will show you scenery to equal your fondest dream, furnish you fishing beyond compare, feed you on home-grown vegetables, rich milk, and honest-to-goodness cow butter, fresh eggs and yellow-legged chicken, home-cured ham with buttermilk biscuits and egg cornbread.

If you stay awhile, and show yourself congenial, and entirely worthy of our lavish hospitality, we will lend you a squirrel dog that will enable you to have wild meat for both supper and breakfast. If you should stay until the season opens, and show yourself capable of real enjoyment, we will grant you permission to accompany a reliable bird dog that has more real sense and a superior scent to anything you have ever known. We will guarantee the dogs to show you the quail, but will not be responsible for your waste of ammunition.

We have numerous club houses, hotels and resorts, that entertain and minister to the wants and desires of the world-weary city people. If you are as adept with the rod and reel as you tell your friends you are, you may choose your own menu—black bass, rainbow trout, goggle eye, crappie, jack salmon, perch, channel cat, or any other game fish you may choose. We have them in abundance. If you do not fill your creel, it is your fault; it is only because you are a poor fisherman.

(Now turn to Page 28, please)



HON. JAMES W. ARMSTRONG

Nine Changes in Passenger Department Announced by Vice-President Koontz February 1st

A. P. Matthews and E. G. Baker Promoted to Assistant General Passenger Agents at Memphis and Kansas City, Mo.—Other On-line Changes

EFFECTIVE February 1, nine changes were made in the traffic department and announced by Mr. J. R. Koontz, vice-president in charge of traffic, and Mr. J. N. Cornatzar, passenger traffic manager.

A. P. Matthews, formerly division passenger agent at Memphis, Tennessee, was appointed assistant general passenger agent at the same place.

E. G. Baker, formerly division passenger agent at St. Louis was appointed assistant general passenger agent at Kansas City, Missouri.

F. R. Newman, division passenger agent at Kansas City was appointed division passenger agent at Joplin, Missouri.

R. C. Gentry, formerly traveling passenger agent out of Kansas City, took E. G. Baker's former position at St. Louis, Missouri.

M. J. Conley, formerly general agent at Joplin, Missouri, was appointed division freight agent at the same point.

R. N. Brooke, R. E. Kurtz and H. F. De Lozier were appointed traveling freight agents at Joplin, Missouri, St. Louis, Missouri, and Oklahoma City, Oklahoma, respectively.

L. A. Fuller, formerly passenger and ticket agent at Springfield, Missouri, was made traveling passenger agent at Kansas City, Missouri.

F. E. Clark, formerly division passenger agent at Joplin, was transferred to Springfield, Missouri, as passenger and ticket agent.

W. L. Pendleton, formerly chief clerk to executive general agent at Tulsa, Oklahoma, was appointed soliciting freight agent, same point.

A. P. Matthews was appointed assistant general passenger agent for the Frisco at Memphis, Tennessee, by J. N. Cornatzar, who by coincidence, was the last man to hold that rank at Memphis. Mr. Matthews has been at Memphis since 1918, going there from the position of division passenger agent. He entered the service of the Frisco Lines at Kansas City on June 23, 1900, as a stenographer in the mechanical department and held the following positions: stenographer and clerk, operating department; secretary to general passenger agent, St. Louis; chief clerk to assistant general passenger agent, Memphis; city passenger agent, Birmingham, Alabama; traveling passenger agent, Atlanta, Georgia; district passenger agent, Atlanta, Georgia; passenger service agent, St. Louis; division passenger agent, Memphis, and on February 1 was appointed to his new position. Mr. Matthews has a wide acquaintance in Memphis and throughout the territory served by the Frisco Lines from St. Louis and

Kansas City on through the south.

E. G. Baker entered the service of the Frisco Lines on January 1, 1914, as assistant Union Station passenger and ticket agent, St. Louis, and on April 1 of the same year was transferred to Cincinnati as city passenger agent, where he remained until March 1, 1918, when he was transferred to a like position in Kansas City. He became a train auditor out of St. Louis on April 20, 1918, and served in that capacity until he joined the Liberty Loan organization as office manager in St. Louis, with a leave of absence from the Frisco. On January 4, 1920, he rejoined the Frisco Lines, was sent to Tulsa, and soon transferred to Kansas City as station passenger agent. In April of the same year he became a clerk in the advertising department of the Frisco Lines in St. Louis, where he served until made city passenger agent in Chicago in September, 1920. His next appointment was to that of district passenger agent and then to division passenger agent at St. Louis on January 5, 1925. He served in that capacity until his new appointment on February 1. Mr. Baker is not a stranger to Kansas City and its people and organizations, and he found a hearty welcome awaiting him when he assumed his new duties.

Frank R. Newman began his Frisco railroad service on November 5, 1903, as assistant city ticket agent at Memphis, Tennessee. He served at Birmingham, Alabama, as city passenger agent and also held this position at Memphis, Tennessee. In 1910 he served as division passenger agent at Denver, Colorado, and later held the same position at Joplin. In 1922 he was made division passenger agent at Kansas City, Missouri, where he has been serving until his transfer to Joplin, Missouri. Mr. Newman leaves a host of friends, but he will be welcomed in Joplin by his former associates with whom he served for many years.

Richard C. Gentry comes to the St. Louis passenger department from Kansas City. He entered the service of the Frisco Lines June 17, 1910, as city passenger and ticket agent at Ft. Smith, Arkansas. In 1911 he was made traveling passenger agent out of Pittsburgh, Pennsylvania, and in 1912 appointed to the same position at St. Louis. He served as district passenger agent, Indianapolis, Indiana, and passenger agent at Tulsa, Oklahoma, prior to his service in the U. S. Army in 1918. January 1, 1919, he was appointed passenger agent for the Frisco at Tulsa, and in 1920 general agent, passenger department at Atlanta, Georgia. In 1926 he was made traveling passenger

agent at Kansas City and from there he came to his present position in St. Louis. Mr. Gentry is not a stranger to the Frisco folk and business men of St. Louis, and he has assumed his new duties with old friends.

M. J. Conley, former general agent at Joplin, Missouri, has been with the Frisco since September 17, 1887, when he entered the service as a night operator at Joplin. Practically all his service has been on the northern division, in and around Kansas City in the following capacities: Cashier, Joplin; agent, Altamont; operator, Monett; cashier, Pittsburg; city passenger agent, Kansas City for the KCF&M; agent, Clinton, Missouri; relief agent and agent, Claremore. On the consolidation of the Frisco-Memphis line in 1900 he was made soliciting freight agent at Joplin, and in 1902, assistant agent from which position he climbed up to general agent in 1912, which position he held until his new appointment.

R. N. Brooke was formerly traveling live stock agent. Most of his service has been in the transportation department, as traveling adjuster, specializing on live stock claims. He began his service in 1910 at Springfield, Missouri. In August, 1919, he was appointed traveling live stock agent in which capacity he served until his present appointment as traveling freight agent.

R. E. Kurtz came to the Frisco from the M-K-T railroad on January 1, 1918. He served with the industrial department, and was appointed traveling industrial agent. On February 1, 1927, he received his appointment as traveling freight agent out of St. Louis, Missouri.

H. F. DeLozier entered the service of the Frisco Lines on September 1, 1894. He served a number of years in the live stock department, and at the time of his new appointment was assistant general live stock agent at Oklahoma City. His new work, that of traveling freight agent, will be centered in and around that city.

F. E. Clark began his Frisco service in May, 1891, as clerk in the freight office at Springfield, Missouri. He also served as cashier at the same office. In September, 1899, he was appointed clerk, ticket office at Springfield, and in 1901 ticket stock clerk at St. Louis. From that position he went to traveling passenger agent at Atlanta, Georgia, and from there to division passenger agent, Wichita, Kansas. From 1918 until 1927

At right: A. P. Matthews, appointed assistant general passenger agent at Memphis, Tennessee, and W. L. Pendleton, appointed soliciting freight agent at Tulsa.



A. P. MATTHEWS



W. L. PENDLETON

he served as city ticket agent, Springfield, division freight and passenger agent at Wichita, and division passenger agent, Joplin, when he was transferred on February 1 to Springfield to assume his new

duties of passenger and ticket agent, that point.

W. L. Pendleton entered Frisco service September 9, 1911, as baggageman at Ada, Oklahoma. He also served as bill clerk and yard clerk at the same point, and in 1917 was made cashier at Claremore, Oklahoma. November, 1923, he was made chief clerk in the offices at Ada, and on August 24, 1925, transferred in the same capacity to the offices at Okmulgee. Since November 25, 1925, he has served as chief clerk to the executive general agent at Tulsa, Oklahoma, and on February 1, assumed his new duties. W. B. Baxter, rate clerk in the office of executive general agent, succeeded Mr. Pendleton.

Last Minute News of Employee Organizations

AS the *Magazine* goes to press (February 24) information from various Frisco cities indicates that the employe-solicitation movement is progressing with great strides. Too late to be included in the general story in this month's *Magazine*, comes word of "Greater Traffic Committee" organizations of employes in the following Frisco towns: Clinton, Missouri; Wichita, Kansas; Memphis, Tennessee; Springfield, Missouri; Enid, Oklahoma; Joplin, Missouri; and Fort Smith, Arkansas. The April issue will contain complete information on these organizations.

The Editor wishes to know of all organization work

in this connection, in order that the Frisco Clubs and "Greater Traffic Committee" workings may be properly presented in each issue of the *Frisco Magazine*.

"We are meeting a splendid response at every point where this new movement has been approached," said H. F. Sanborn, assistant to Vice-President J. R. Koontz, and chairman of the general committee on "Greater Traffic." "Before many weeks have passed we expect to have 'Greater Traffic Committees', composed of employe-workers, in all Frisco cities. Our employes are enthusiastically behind this movement."