

# Famous Ozarks of Missouri and Arkansas Have Made Remarkable Progress in Agriculture —President Kurn

*Frisco Head Surveys Ozark Accomplishment in May 10 Executives' Magazine  
—Great Strides in Dairying, Horticulture and Poultry Raising*

A COMPREHENSIVE survey of the agricultural and horticultural growth of the Ozarks of Missouri and Arkansas, written by Mr. J. M. Kurn, president of the St. Louis-San Francisco Railway Company, appears in the May 10 issue of *The Executives' Magazine*, nationally known business and industrial publication. In his article, the Frisco's president reviews the growth of the Ozarks from a comparatively obscure agricultural beginning in unproductive "straight crop" farming, to the present eminence held by this section as a foremost producer of horticultural and dairy products.

His article will be of particular interest to Frisco employes and follows, in full:

It is not particularly unusual for agricultural "empires", such as we know them in America, to hesitate a bit in early development before they find the proper crops for their soil, climate and region.

It is unusual, however, for such an agricultural empire to make the stride within a very few years from a comparatively poor farming section to a section that produces, from within the borders of its 50,000 square miles, fifty million dollars worth of perishables in a single season.

Such is the remarkable progress made by the famous Ozark country of Missouri and Arkansas, served by the St. Louis-San Francisco Railway Company.

The territory known as the Ozark Uplift comprises the major portions of the south half of Missouri and north half of Arkansas. Until recently, this territory has not been looked upon as an outstanding one from the standpoint of agricultural production.

### *Proud of Ozarks*

There may have been some justification for pointing the finger of derision at the Ozarks of twenty years ago, but today that deriding finger has been changed to a pointing finger of pride. Ozark people are accomplishing great things. They are in their stride, and although the peak of their accomplishment is not yet in view, they have done such great things in agriculture and horticulture that their neighboring agriculturists on the north, south, east and west are proudly admitting that the Ozark country is indeed fertile in the proper fields.

The first great accomplishment in the Ozarks was in convincing her residents that the Ozark land was not suitable to straight crop farming. Land that would grudgingly yield a poor crop of corn or wheat or oats,

was found to be extremely adaptable to the production of strawberries, grapes, apples, dairy and poultry products. Farmers who could not make a living in straight farming, found that poultry, butter and eggs would pay large dividends and pay them regularly.

Today, the City of Springfield, Missouri, situated in the geographical center of those 50,000 square miles, known generally as the "Ozark country", is the second largest butter producing center of the world, second only to Omaha, Nebraska. Incidentally, Missouri holds the distinction of being the eighth state in the Union in point of butter production, and one-half of the State's entire butter output comes from a few counties of the Ozarks.

So large has the poultry business become around Springfield that that city has become the largest primary poultry market in America.

### *Great in Strawberries*

Every man who reads these words has, or should have, eaten a justly famous Ozark strawberry. That crop has added to the laurels of the Ozarks, and today that territory is the largest strawberry-producing center of the world, and the Ozark berry fixes the standard for this crop in the United States. In 1923 the shipments of strawberries amounted to 906 cars; in 1926, 1,665 cars. It is estimated that the movement in 1927 will run close to 2,500 cars. These figures are for the Frisco Lines alone and other railroads of the section also move this crop in considerable volume.

Apples have been grown in large quantities for a great many years and this fruit was the first to attract the attention of horticulturists to the section. The annual movements of apples on the Frisco amounts to over 5,000 cars.

Government statistics reveal an amazing growth of the grape industry in the Ozarks, whence come the famous Moore's Early and Concord varieties. Beginning with the shipment of 48 cars in 1923, the shipments increased to 248 cars in 1924; 442 cars in 1925, and 1,511 cars in 1926.

The dairy industry is one of very great importance to the Ozarks, not alone for the ten million dollars or more that it brings to the dairy farmers annually, but because the dairy cow is a most potent factor in building up the fertility and productiveness of the soil. By her aid many of our Ozark farms have been made to produce from two to five times as much per acre as

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# Frisco Increases 1926 Net Operating Income \$916,471 Despite \$309,320 Decrease in Gross

## Annual Report of May 18 Shows Excellent Results of Operating Economies—Property Maintained at High Point During Year

*Frisco employes can point with pride to the accomplishment of their railroad in 1926, as revealed in the annual report to the stockholders. In every department of operation the Frisco excelled. Obviously, such excellence could not have been attained without the loyal support and hearty co-operation of the 30,000 employes who work daily for and with Frisco Lines. The men who compose the board of directors of this railroad, realizing this fact, close their report with the following sentence: "The acknowledgments of the Board are renewed to the officers and employes for faithful and efficient service."*

—W. L. H., Jr.

**N**OTWITHSTANDING a decrease in gross revenue of \$309,320 due to the falling off in passenger business occasioned by heavy bus and truck competition, the annual report of the St. Louis-San Francisco Railway Company made public May 18, shows an increase of \$916,471 in net operating income due principally to economies in operation which resulted in reduced transportation cost. The report, prepared by President Kurn for the stockholders, shows a splendid accomplishment in transportation service by Frisco Lines in 1926.

The Frisco's surplus, after interest and taxes in 1926 was \$7,546,153.97 or an increase of 5.4 per cent over 1925. The excellence of this accomplishment is further enhanced when it is known that in 1925 the Frisco was able to show a surplus after interest and taxes of 18.8 per cent over 1924.

The road's operating revenues for 1926, the report shows, were \$94,406,054.28, a decrease of \$309,320.43 or 0.3 per cent less than 1925. Operating expenses were decreased also, however to \$65,921,909.98, or \$7,036.21 less than in 1925.

Net railway operating income totaled \$23,238,575.16, an increase of \$916,470.60, or 4 per cent over 1925.

Railway tax accruals totaled \$4,842,387.63, a decrease of \$250,736.84, or 4.9 per cent compared to the previous year. Despite this decrease, records of the company show that its taxes have increased from \$896,958 in 1907 to \$4,842,388 in 1926, or more than 440 per cent. The report states that although the company's mileage increased 10 per cent from 1907 to 1926, the increase in taxes paid for 1926 over 1907 is equivalent to a dividend of 6.65 per cent on the entire capital stock of the company.

### Many Operating Economies

The Frisco made a remarkable record in effecting operating economies during the year, the report shows. Included in the economies set forth in the report is the increase in gross tons per train mile and net tons per train mile, which were boosted to a new high

record. For July, 1926, gross tons per train mile were 1,466 and net tons per train mile 623—the highest record in the company's history. The company received a net credit of \$1,666,196 for per diem on freight cars interchanged during the year, as compared with a net credit of only \$765,526 for the previous year. After providing payment for mileage of tank, refrigerator and other private line cars, there remained a net charge to Hire of Equipment for 1926 of \$80,247.00, compared with \$1,121,423 for 1925, and \$439,322 for 1924. The pounds of fuel consumed on the Frisco per 1,000 gross ton miles was 176 in 1926 as compared with 187 in 1925.

Full dividend of 6 per cent on the preferred stock and 7 per cent on the common stock for the year 1926 was paid in quarterly installments. A quarterly dividend of 1¾ per cent on the common stock was declared payable January 1, 1927, to all stockholders of record December 15, 1926. Dividends of 6 per cent were declared in advance for the year 1927 on the preferred stock in quarterly payments.

New equipment put into service on the Frisco during 1926 included twenty-five new locomotives, fourteen new passenger coaches, 2,500 50-ton box cars, 1,000 50-ton automobile cars and 500 55-ton gondola cars. New equipment built in the company's shops during the year included 950 freight cars and several baggage cars and in addition, 1,341 freight cars were reconstructed, 3,217 given general overhauling, 7,199 painted and 339 passenger cars overhauled and painted.

### 195 Miles New Rail

The principal roadway improvements during the year as shown by the report, included the laying of 168 miles of new 100-pound rail, and 27 miles of new 90-pound rail, a total of 195 miles; five highway grade separations were effected, and 675,986 cubic yards of ballast applied. A total of 1,785,573 ties were renewed and 10.28 miles of trestle bridges were renewed.

"Substantial progress was made during the year in the rehabilitation of the line of railway of the Muscle Shoals, Birmingham & Pensacola Railroad Company, extending from Pensacola, Florida, north to Kimbrough, Ala.," the report reads. "It is expected that the work will be completed, except for ballasting, in the spring of 1927.

"The construction of a connection between the Muscle Shoals Lines and the system of this company is the most important project planned for 1927. This

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# "Colonel" Sam A. Hughes Appointed Colonization Agent May First

*Widely Known Officer Returns to St. Louis After Seven Years in New Mexico for Frisco—47 Years With Company*

THE appointment on May 1 of Sam A. Hughes as colonization agent for the Frisco Lines, with headquarters at St. Louis, Mo., brought this grand old silver-haired veteran back from Albuquerque, N. M., to friends in St. Louis and on Frisco Lines who know and love him, and to whom he is known as "The Colonel."

For several years he has been in Albuquerque, N. M., as vice-president of the New Mexico and Arizona Land Company, a Frisco interest, but on May 1 he returned to his former home, St. Louis.

"Colonel" Hughes has had a remarkable career of 47 years' continuous service with this company. He was born in Effingham, Ill., on February 23, 1860, and entered the service of the old Vandalia Line, now the Pennsylvania, in April, 1877. Two and one-half years later he came with the Frisco in St. Louis as telegraph operator. He served at many points before he finally chose the position of clerk in the auditor's office at St. Louis, later holding the positions of clerk in the general passenger office, city ticket agent, city passenger agent, chief clerk general passenger office, general agent passenger department, and in 1900 he became immigration agent of the system.

This appointment was followed by those of efficiency agent, general service agent, and colonization agent.

On August 1, 1920, he was placed in charge of the old Atlantic & Pacific land grant, consisting of 1,151,000 acres in the states of New Mexico and Arizona, known as the New Mexico and Arizona Land Company, incorporated under the laws of Arizona.

"The history of this piece of land in New Mexico and Arizona is most interesting," he said. "Under an act of Congress in 1866 there was ceded to the Atlantic & Pacific Railroad Company every odd section of land within twenty miles of the proposed railroad in states, and forty miles in territories, starting from Springfield, Mo., to the Pacific Coast. However, the Atlantic & Pacific Railroad was never completed between Albuquerque and Oklahoma, but was completed from Albuquerque to Los Angeles when it came into

its grant. The Atlantic & Pacific Railroad Company when it went out of business, deeded to the Frisco and the Santa Fe, a large acreage of its lines in New Mexico and Arizona in settlement for money borrowed from the above named lines with which to operate. A corporation known as New Mexico and Arizona Land Company has patents for over a million

acres, and the lands are now in process of drilling for oil and it is thought by men who have given this section of the country personal investigation that large oil and gas deposits underlie these lands."

Colonel Hughes was one of the pioneers in the building of the Ozark farm lands, and it was concerning his duties as immigration agent in 1900 that some of his most interesting work was performed.

"I considered my duties in the capacity of colonization agent to get good substantial farmers in the territory adjacent to the Frisco Lines, where they could build up the land and later on ship their products to the markets via our road," he said.

"Accordingly we planned to bring from Switzerland and from the Canton (meaning state) of Zurich, a group of Swiss farmers to till the soil. We sent a Swiss over there from Elmira, New York, to work up the movement of this colony, but he was unable to do it, due to political enmity, and so I

was delegated to go over there and interview the President of the Republic and the Commissioner of Immigration and move the people. Under the laws of the Republic of Switzerland I was unable to carry on the work without the consent of the Government, and only then in restricted numbers, so all I was able to bring back was four families who formed a little colony at Brandsville, Mo.

"However, after these first four families had come over, others followed, for this movement brought much publicity. Our plan proved very successful, for after these people had worked with the Ozark soil around Brandsville for a time, its value increased from \$15.00 to \$65.00 an acre."

In 1905 Baron Des Planches, Royal Italian Embas-  
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"COL." SAM A. HUGHES

# Ozark Strawberries Honored in May Fourth Fete at Van Buren, Arkansas

*Second Annual Strawberry Festival Attended by 10,000—Frisco Float,  
Girls and Officers Prominent in Ceremony*

A BEAUTIFUL day, plenty of strawberries, gay music, and a laughing, jostling crowd of 10,000 merry-makers and celebrators combined to make the second annual strawberry festival at Van Buren, Arkansas, a great success on May fourth.

From the time the first train pulled into the station, early in the morning, until the last one left late that night, merriment prevailed.

Frisco train No. 5 from St. Louis, arrived on schedule and brought down a representative group of Frisco officials, headed by J. E. Hutchison, vice-president, who were met at the train by W. A. Steel, chairman of the reception committee of the Van Buren festivities.

At 10:30 a. m., the visitors from the Frisco and other railroads were driven in cars to the berry fields, where they watched the pickers, busily engaged in gathering the crop. At 12:00 o'clock they were the guests of the Methodist Church ladies at a luncheon.

At the luncheon the various Frisco guests were introduced by J. N. Cornatzer, passenger traffic manager, and included: J. E. Hutchison, vice-president; S. S. Butler, freight traffic manager; J. B. Hilton, industrial commissioner; S. A. Hughes, colonization agent; J. H. Livingston, milk traffic agent; C. B. Michelson, farm marketing agent, all from St. Louis, and F. H. Shaffer, general manager; M. M. Sisson, assistant general manager; W. L. English, supervisor of agriculture; J. H. Doggrell, superintendent of transportation; D. E. Eicher, horticultural agent; A. J. McDowell, dairy agent; R. E. Bagent, assistant supervisor of refrigeration, all of Springfield, Mo., and S. T. Cantrell, superintendent; J. D. Heyburn, master mechanic; J. G. Weaver, division freight agent, all of Ft. Smith, Ark. G. O. Gilbert of the Frisco Lines at Talihina; F. R. Newman of the Frisco Lines at Joplin, and C. H. Morrill of the accident prevention department, St. Louis, were also present.

Mr. Hutchison, in a short address, expressed his delight at the prospect of a great crop of strawberries and said he believed that the last of the crop would be better than the first, with the forecast of ideal weather conditions to ripen the fruit.

After luncheon the guests were escorted to the reviewing stand, where they viewed one of the most beautiful parades that has ever been assembled in the Ozark country. Decorations of artificial strawberries formed the central idea for many of the floats.

Just before the parade formed, a special train, carry-

ing 180 members of the famous Boy Scout Band and 32 members of the Girls Drum Corps of Springfield, Mo., under the direction of R. Ritchie Robertson, arrived in Van Buren as guests of the Frisco Railroad. Two large banners, carrying the Frisco insignia, and the words "Serve the Ozarks," preceded these two divisions of the parade.

The Frisco float was one of the most attractive in the parade. It was designed and built in the shop at Ft. Smith, Ark., under the direction of J. D. Heyburn, master mechanic and designed by A. D. Harcrow, car foreman and H. M. Booth, Jr., assistant engineer of the central division.

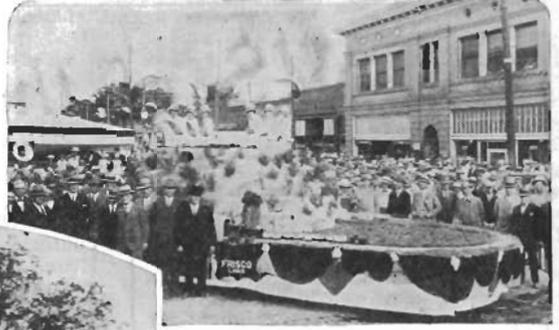
The float represented a typical Ozark scene. A mountainous land, constructed of cement and rich dirt with growing wild ferns and trees, formed the largest part of the picture. Down the side of the mountain trickled a stream of water, and at its foot was an Ozark farm scene with a strawberry patch covered with red berries. Two tunnels on either side of the float made an opening for two Frisco trains carrying strawberries in refrigerator cars to market. The tunnels were representative of those on the central division. Atop the miniature mountain sat six of the Ozark's famous beauties—girls from the offices of the master mechanic and superintendent at Ft. Smith. They were Pauline Smreker, Grace Heyburn, Irene Woestman, Kathryn McMahon, Margaret Kriener and Johann Ruge. They were dressed in white, with white hats and scarlet bands. A scarlet ribbon with Frisco insignia painted on it was flung over one shoulder and tucked in at the waist. The Frisco colors, red and white, harmonized beautifully with the entire strawberry festivals.

The Alma float won first prize, the Rena second and the Mulberry float third. The parade ended at Blakemore Playground, where the coronation ceremonies took place, and where Governor John Martin crowned Miss Norma Cate of Concord, Ark., the 1927 queen of the festival. A beautiful pageant in three parts, "The Passing of Time," "Season's Offer Gifts" and "Spring Gifts" was beautifully presented to the 10,000 spectators, while Fox and Pathe news cameramen, in an especially built box, recorded the more impressive numbers.

At 4:00 p. m. crowds gathered at the Berry Booths, where the best crate of strawberries from the surrounding fields was to be judged, and auctioned. Henry Fort was awarded first prize, C. C. Newlon second and J. H. Whittington third. At the auction the prize



Center: Governor John Martineau, of Arkansas, crowns Miss Norma Cate, of Concord, Ark., Queen of Van Buren Strawberry Festival



Above: The Boy Scout Band, and the Girls' Drum Corps, Springfield, Mo., High School, directed by R. Ritchie Robertson, of Springfield, as they appeared at Van Buren as guests of the Frisco Lines.



Above: The Frisco float, with the delegation of Frisco officers and employes grouped on either side.

crate brought \$59.00, the second \$30.00 and the third \$30.00.

At 6:00 o'clock the special guests again assembled for a banquet at the Wood Memorial Christian Church where W. A. Steel presided as toastmaster. The Queen of 1927, as well as Miss Marjorie Carney, queen of

1926 were introduced to the guests. Governor John Martineau made the principal address of the evening.

Following the banquet, two open air dances on down town streets concluded the day's festivities. Two orchestras furnished the music, and the crowd danced until a late hour.

### First Quarter Shows Good Reduction in Rough Handling Report

THE first four months of 1927 continued to show a decided reduction in car damage by rough handling, compared with 1926 and 1925.

Springfield, Birmingham and St. Louis Terminals continue to hold the same positions they held in 1926 and 1925, and Tulsa advanced one position over 1925.

The divisions show more change in the relative standing than the terminals. Western division heads the list, while central dropped from first place in 1925 and 1926 to fourth place this year.

The comparative statement of division and terminal standings appears below:

DIVISION or TERMINAL	NUMBER CARS DAMAGED			AMOUNT DAMAGE			NUMBER CARS HANDLED			PER CENT DAMAGED TO TOTAL HANDLED			STANDING DIVISION OR TERMINAL		
	1927	1926	1925	1927	1926	1925	1927	1926	1925	1927	1926	1925	1927	1926	1925
<b>TERMINALS</b>															
Springfield	4	5	4	\$ 770.00	\$ 780.00	\$ 365.00	245,898	260,392	252,381	.0016	.0019	.0016	1	1	1
Birmingham	10	13	24	658.50	2,520.00	1,151.00	255,955	290,775	235,351	.0039	.0045	.0102	2	2	2
St. Louis	25	14	29	366.00	424.00	1,306.00	240,545	245,916	243,885	.0104	.0057	.0119	3	3	3
Tulsa	31	75	75	2,703.00	1,429.00	2,482.00	255,793	281,598	270,913	.0121	.0266	.0277	4	4	5
Memphis	52	130	58	1,898.00	5,386.20	3,420.50	293,434	393,578	409,736	.0177	.0330	.0141	5	6	4
Kansas City	54	66	71	1,154.50	2,393.00	1,800.00	222,455	225,840	225,158	.0243	.0292	.0315	6	5	6
Total	176	303	261	\$ 7,050.00	\$ 12,932.20	\$ 10,524.50	1,514,080	1,698,099	1,637,424	.0116	.0178	.0159			
<b>DIVISIONS</b>															
Western	—	3	10	—	\$ 35.00	\$ 163.00	80,490	75,365	74,200	—	.0039	.0134	1	2	6
Southwestern	3	81	38	\$ 125.00	2,077.50	1,354.00	362,735	366,114	373,986	.0008	.0221	.0102	2	7	5
Eastern	8	14	2	556.00	265.78	145.00	269,811	282,403	265,624	.0030	.0049	.0007	3	4	2
Central	6	1	0	420.00	15.00	—	130,491	136,433	127,684	.0046	.0007	—	4	1	1
Southern	19	16	19	879.00	723.00	2,560.00	309,666	341,109	305,039	.0061	.0047	.0062	5	3	3
River	17	18	39	767.00	559.00	1,104.00	132,581	151,326	147,380	.0128	.0119	.0157	6	6	7
Northern	45	18	28	1,204.00	304.00	878.25	313,847	352,485	339,081	.0153	.0051	.0083	7	5	4
Total	101	151	136	\$ 3,951.00	\$ 3,979.28	\$ 6,204.25	1,599,621	1,705,235	1,632,994	.0063	.0088	.0083			
Texas Lines	2	3	18	75.00	50.00	387.50	39,476	48,701	60,382	.0051	.0062	.0298			
To. System	279	457	415	\$ 11,076.00	\$ 16,961.48	\$ 17,116.25									

1927 Compared with 1926

Per cent decrease in number of cars damaged.....	38.9	Per cent increase in number of cars handled per	
Per cent decrease in amount of damage.....	34.7	car damaged.....	49.6
		Per cent decrease in amount of damage	
		per car handled.....	23.52

From the office of Operating Department Statistician, Springfield, Missouri, May 7, 1927.