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KANSAS CITY

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UNIFORMS

Mention us when writing to Advertiser, it will help us both.

Vol. III, No. 4

Telegraph

With a limitation — average commercial
oral public struggles
convey what it does
this space.

Perhaps the greatest
and certainly the
gram, is said to right
be found in the first
first chapter of God
when, who and what
in the creation of it.

Indeed, the entire
all time as a model

cidity.

At the same time
be laid upon the low
given an effort toward
need for explanation
and expel the
exaggerated by a poor
in the first instance.

An instance is re-
porturism, friend of
becoming widespread
of the Sea, repugnant
point to wise the q
to issue transportation
slack-handled firm.
Telegraphic Brevity Spells Economy.

With a limitation of ten words in the average commercial message the general public struggles and often fails to convey what it deserves to express in this space.

Perhaps the greatest story ever written, and certainly the most ideal telegraph, is told in eight words. This can be found in the first sentence of the first chapter of Genesis, and repeats when, who and what were the agencies in the creation of the world.

Indeed, the entire chapter serves for all time as a model for brevity and utility.

At the same time, due stress should be laid upon the loss occasioned by too great an effort towards brevity as the need for explanation, causes more delay and expense than would have been occasioned by a more complete message in the first instance.

An instance is related where an impecunious friend of a railroad official becoming stranded at a distant portion of the line, requested the agent at that point to wire the official for authority to issue transportation in favor of the slack-kneed friend. The official in question having become worn out by frequent calls made by his friend replied as follows:

"Don't let John walk."

In transmission the comma was dropped and the stranded friend received his transportation. This is an instance of brevity gone mad, but it is safe to assert that in ninety-nine out of one hundred cases the words in an ordinary railroad message can be reduced from thirty to fifty per cent, and rather increase than decrease clearness.

In December, 1908, 240,415 railroad telegrams were sent and received at the relay offices of the Frisco; namely, Springfield, Memphis, Fort Scott, Sapulpa and St. Louis. With the local messages sent over the wire between points on the different divisions in that period, the total was at least 340,000 messages.

An analysis of these messages will prove that genetically 100,000 were unnecessary. Further, that carefully edited or recast, ten per cent of the words used in these messages were unnecessary.
It is obvious, therefore, that a very important economy can be affected by a proper regard for the telegraph service, both in the use of the wire and in the brevity of the message.

It should be kept in mind that the telegraph service should not be used as a convenience, but for an emergency. Further that the transmission of a carelessly written, long-worded message frequently delays important ones.

In addition to this the fact should be recognized that telegraphy becomes careless and frequently destroys the sense of the message.

Curtness is rarely good, but brevity is certainly demanded in a telegram, and when it is necessary that instructions should be sent by wire, only in very rare instances should these instructions be followed by reason therefor.

The following is an example of a telegram:

"At 9 a.m. today at - station switch engine 0999 Condonate. Light was preparing to make stop of three cars and white backing up to the crossing just north of the depot at a speed of about two or three miles per hour. He struck two horses driving a two horse delivery wagon which was not seen by the switch engine operator as he was engaged in shoving two other cars. The man was immediately taken to the hospital, but it was not possible to save the lives of the two horses. It is believed that the accident was caused by the switch engine operator.

This message could have been written as follows, and be just as satisfactory:

Switch engine 0999 struck two horses.

Another example is:

"While attempting to cross our tracks at 1:30 p.m. today we were struck by a two horse delivery wagon driven by a forty-five year old man who is a livery man at this point. The man was thrown under the lead car and one leg will be lost and possibly both. Man not fatally injured.

Examples of unnecessary reasons for instructions:

I am alarmed at the delay some of the cars shown on the list to me today. Please do not order cars for only one day supply in advance and get this equipment cleared out, you have cars at which have been ordered for only one day supply. I want you to load the old cars before ordering another supply. We need keep on even with the above and unless you help us out on this we cannot do this.

(Condensed.) - Cans are delayed entirely too long. Order for days supply only and get even.

Please issue instructions to your yard at - to bill all hopper bottom coal cars to - and move on through trains.

(Herewith some telegraphic verbiage.

Trucks are proper names and ad

Forty-one empty for division 22 report expected being loaded today to be set off line. Cross up.

(Condensed.) - Forty-one report as expected. Cross up.


Your wire of the foregoing in regard to the bridge approaches a answer that they are hesitating on account of the heavy rains of a few previous days. If you can get your men in we will assist you.

(Condensed.) - We are in the process of changing our supplies.

Examples of unnecessary reasons for instructions:

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