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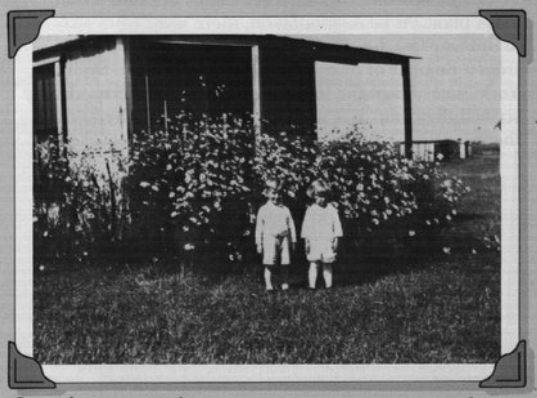
# Essie Dunham, 1930s and '40s

Essie Dunham and daughter, Beverly, 1940s.

House at Burkett camp, 1930s.

Essie Dunham and children, James and Beverly, 1940s.



Dunham children, James and Velma, early 1930s.

> It had built up with Phillips.... There were, I think, fifteen houses. It was just kind of headquarters there at Phillips.

As Mrs. Dunham recalled, Burkett, as a Phillips-owned camp, was at its peak in the 1940s. Oil field activity had declined by the 1950s, and in 1958 the camp was broken up.

**Verna Beeman: Seeley Camp**

The Seeley camp six miles northeast of Burkett, previously mentioned by Mrs. Dunham, was the home of Verna Beeman for more than thirty years. Verna was born in Missouri, and when she was two years old her parents went to Oklahoma. Ten years later the family came to El Dorado, Kansas, when the "boom was on." She and Vonie Beeman, married in 1922, later came to Greenwood County to help his parents, the E. P. Beemans, run a grocery store and boardinghouse in the St. Louis oil field camp north of Virgil. After a year, both couples traveled to Idaho in their Model-T car and truck, camping along the way, to buy "cheap, cut-over land" they had heard about. Not caring for the Idaho land, they started back to Kansas the day after their arrival in Idaho—after doing the family wash. Back in Kansas, Vonie Beeman went to work for the Cities Service company, with which he was to stay for thirty-eight years. Most of those years were spent in the Seeley camp where the Beeman family also had a grocery store from 1924 to 1937. Verna worked in the store and helped manage it too.

Seeley was one of the larger camps because it had a gas plant. At peak population, there were from sixty to seventy-five houses in Seeley, housing employees from a number of oil companies: Cities Service, Skelly, York State, Magnolia, Phillips, and others. Verna described the camp and neighboring camps as she knew them:

> At one time there was another store there at Seeley, it was down by the schoolhouse a mile south of us, but it burned down. When the field started, there was a cafe right there across from the store.... It was kind of like a little town, you know, because there was so many people there. But it [the camp] just began ... going down when the Phillips moved their camp over ... by Teterville. They called that the "Green" field. At one time, Teterville ... had a store and post office.... They had a lot of people over there....[But] when one field went down, why production went down ... [then] they'd find somewhere else [to drill]....

The "Green," as Verna explained, was the name given to the new Phillips camp:

> And it was [called] the "Green" field because there was three sisters that owned ... all this land, and they [people] called it the "Green." And they had a schoolhouse over there, and they had a schoolhouse up at Teterville, and it was not very far from the "Green." They had a big schoolhouse up there [at Teterville].... About every place where there was a big camp ... they had a schoolhouse. Burkett ... had a nice schoolhouse.

Seeley had a nice school, too. During highest enrollment, about sixty pupils attended the school, as most Seeley families had four or five children during that period of the 1920s and 1930s.

Recalling Seeley housing, Verna thought of it as "pretty nice." The houses, constructed by company builders, were usually three rooms and rented for four and five dollars a month. Although three-room houses were more numerous, there were larger ones. The Beeman family lived in a four-room house with bath. Verna described housing at Seeley and nearby camps:

> The Phillips had nice houses. A four room house and they [each] had [a] bath, 'cause they had water ... and inside toilets. But, a lot of them had outside toilets, and they [the toilets] were W.P.A. projects. That was when the W.P.A. was workin' lots of men ... and they would put up those toilets outside. They were real nice. But a lot of the camps—they were alright. The York State camp—they were all modern houses ... had their water and everything.

Asked if some of the oil firms built better houses than others for employees, Verna replied, "Well, some of them, but they were all pretty much the same."

Water, in short supply, loomed as one of the foremost problems for nearly all of the women who lived in the camps. Farm and ranch women, too, belonged to the sisterhood of women who kept house and reared families without plenty of water. For Verna, however, water was not too much of a concern. As she said:

> We didn't have too much trouble because we had cans to haul it in, you know, and ... had plenty of drinking water because we'd go to the schoolhouse. You see, the schoolhouse had a big cistern, and we got a lot of water there. And then there was a house on up north that had a good well, and we'd get water up there. It was well water. But we never ... really had any trouble with it, because we had plenty of river water....

River water, she explained, had been piped to each house in Seeley by "the company," for household use; farm families along the line used water from it too.

Verna did her washing once a week on a washboard, using water heated outside in boilers. She got her first

Verna Beeman, 1930s

Verna Beeman with husband, Vonie.

Women's Club at Seeley camp, early 1930s – Verna Beeman, far left, front.

Verna Beeman, Seeley camp, 1930s.

Beeman home on Seeley lease.

washer, gasoline powered, in 1933 and changed some years after to an electric washer. Cooking was done with gas because of the plentiful supply from the company gas plant. Although there was electricity in the camp, ironing was done with gas irons or those heated on a stove.

Thinking back on her experiences as a storekeeper, Verna believed that they stocked their store with about the same basic supplies as seen in our stores of the 1980s. In the early years, a large icebox in the store kept perishables cold. When electricity came into rural areas, Beemans used electrical refrigeration for keeping meats and produce.

They did not buy fresh vegetables and fruit from nearby farmers, but did "take in" eggs which were then crated and sold to a produce business in Madison. Very few eggs were sold through the store because most families had a flock of chickens, including the Beeman family that had turkeys, too, which they sold.

The family had milk cows, bottling milk and cream to sell in the store. Taking care of milk and cream, washing and scrubbing milk buckets, separator parts, and bottles was no small task. Verna had that responsibility except for help in the summer when her high-school-age sister came to spend school vacation with the Beemans.

Besides groceries, Verna stocked a few dry goods: sheets, pillow cases and hose, and customers could buy chunks of ice for iceboxes and get gasoline from the pump by the store. However, there was no livestock or poultry feed kept on hand. Seeley folks, including the Beemans, bought most of their feed in Madison. Although the Beemans did not buy local produce, Verna did recall one instance when a farm woman came into the store wanting to sell apples:

> A farm lady . . . came in one day and said she had some apples, wanted to know if I wanted some apples. I said, "No, I have apples . . . we get them from the wholesale house [in] Emporia." She said, "Well, I've got lots of them." And I said, "Well, if somebody comes in [and] wants some, I'll tell them you have apples for sale." She said, "I don't want no oil field people." . . . I said, "Well, alright." But I never did tell anybody (chuckles) 'cause I was oil field people too. But, that was kind of the way they felt. After a lot of them [oil field families] left, why they [farm folks] kinda got friendly with the ones that was left there. And they were nice people, too, the farmers were. I don't know, seems as though they [had] thought oil field people was tough, following the camps, you know. But, then . . . [there] was a lot of tough people otherwise. But . . . everybody was nice—we thought.

A few of their customers did try to get out of camp without paying their grocery bills which by custom were paid monthly. A few never did pay bills, but the majority of people were honest and dependable customers.

Along with storekeeping chores and responsibilities, were the good times too. Some incidents brought good laughs when those concerned had a sense of humor. Verna chuckled about the unfortunate, but funny, plight of one of their customer friends:

> One of our neighbors came in one morning. He had to come and get his milk every morning . . . they didn't have an icebox. So he wanted a half gallon of syrup. So I got it for him . . . they had those old half gallon cans, you know, with a bail on it. . . . When he got ready to go out, he picked this syrup up and the bail came off of it [the can]. I just had to laugh. I just laughed and laughed. He said, "Just for that, you can clean it up." I said, "Well, it's really worth it to see the look on your face."

Sometimes there were also worrisome experiences:

> There was a store on up north from us . . . about two miles north and a mile east on the corner, and it was robbed one night. We was always afraid, you know, that it [would be] us [next]. But we never had any trouble. But one evening there was some fellow came in . . . and he was an awful looking fellow. Jack Garrison, he . . . worked for the Phillips down there. He was in that evening. He stayed with me. He stayed for, oh, about two hours, and this fellow left.

After the suspicious-looking fellow left, Jack told Verna that although he had wells that he was to "hook off" after stopping at the store, he was not going to leave her alone with the man because, as Jack said, he did not know "what the fellow might do."

The Beemans' store was one of the gathering places in the Seeley camp. Because the family lived in the back of their store for some years, customers and friends came at all hours to buy something or to visit and play cards. Verna recalled card games played during the evenings:

> Nearly every night, there would be somebody come in to play pitch. Sometimes until eleven o'clock. And I'd worked all day and I was tired. But, then we did, we played pitch nearly every night [as] someone would come to play. . . .

Card playing was a popular pastime either as a casual gathering at the store or in a friend's home or in two card clubs. One club met during the day and the other met in the evening when both men and women could attend. Seeley people enjoyed other entertainments as well:

> They had a P.T.A. down at the schoolhouse, and then, during the war . . . if any of the boys [service men] came home, we would have a dinner for them.

> And if they wanted to dance, they could. We always had a dinner for the boys who came home on furlough. Our boy [Vonie Beeman, Jr.] came home and we had a real big doings down at the schoolhouse.
>
> We had our ice cream parties and things in our yard after we moved out of the store. Then, Birtciel's Garage, that was the main place for entertainment.... It was just up the hill from the store... and in the wintertime they had this stove [which burned gas] to keep them warm. [On] Halloween, we'd always decorate the garage with corn shocks, kafir corn, all kinds of leaves and things. And there would be a big crowd there. Some would come dressed in masks.... We always had a good time up there. And they had these suppers, soup suppers, chili suppers. Then they danced. They had Denny Cassel [now of Madison]. He played out there. He had several [that] played with him.... [If] somebody decided they wanted a party, they'd just tell Jack [Birtciel] they was gonna [have one]. That was it. There'd be a big crowd.... That's the way we did our entertainment. We didn't get in the car and take out somewhere.

The Seeley schoolhouse was another community center, and Verna talked about social events there too:

> That's where they had the carnival, down at the schoolhouse. It was real nice too. Lots of people came. The clubs would have... penny supper[s] down there ... and that's the way we made our money. The clubs would clean the schoolhouse and the school board would pay them for that. So we always had plenty of money for the bridge club and [other] clubs around 'cause we got out and did those things.

The P.T.A. put on many programs at the school, including plays which were exchanged with Burkett and other neighboring communities.

Seeley residents welcomed opportunities for a party. Verna remembered their yard as one of the popular summertime gathering places. It was kept mowed by her children, and it had lights for social events after dark. One time they had a "turkey sandwich" party when their neighbor's errant turkey kept getting out of its pen, usually coming to Beemans'. After the neighbor, Mr. Cassel, had gotten his turkey out of the Beeman yard numerous times, his exasperation inspired him with the party-making idea:

> So he said one day, "I'm going to kill that turkey ... and why don't we have sandwiches." So he killed it and we had sandwiches out in the yard, [with] covered dish. So things like that would come up... [and that's] what we did. Everybody was willing.

### Alice McKnight Long: Teterville Camp

Six miles west of the Burkett camp, up in the Flint Hills, and about ten miles southwest of Seeley was another oil field camp, called Teterville. It was not really a camp as far as having a cluster of buildings in one small location. It was more of a scattered community of family dwellings, oil field buildings, and a store on the Teter pasture lease.

Alice McKnight Long, former librarian at the Eureka library, lived at Teterville as a child during the 1920s. Her father, Carl L. McKnight, was "farm boss," in charge of all the work on the lease. She recalled, often humorously, childhood experiences and impressions of Teterville.

> Whatever was in Teter land at the time was called Teterville.... There was another camp west, and they were probably a half mile west of us. And then the store was probably a half mile north of us, and then there was a row of houses down the hill from the store. The Empire camp which was on over,... it must have been a mile or more from our house. But then... after that, things filled in rapidly. They were developing more all the time.
>
> This must have been about 1920. My mother had died and we had been living with an aunt and uncle in Oklahoma, and [with] my grandparents, and around. And daddy decided he wanted all of us together again so he hired a housekeeper, an elderly lady from Matfield [Green]. I was three at the time, I guess.... And then daddy met and married my stepmother. She was cooking in... a boardinghouse.
>
> We didn't have any trees. We could see the creek about five miles east of us, maybe, and there were trees there. But that was the only trees that we could see.
>
> And when we first lived in Teterville, we lived in one of the shotgun houses, you know, a living room, a bedroom, and a kitchen, all in a row. And that's where we were living when mother [Alice's stepmother] and daddy were married. We didn't live there very long. Mother had a daughter, also, who was my age, so that made four children. And we moved once into a larger house. Not much larger, but I can remember having Christmas there and it was pleasant. So it must have been a nice little house. But then we moved into one of the nicer houses—in lease houses. And this one had a ... screened porch, and a front bedroom, and a living room, and a dining room—of all things—and the kitchen. Then it had... what we called a playroom and it had us kids' beds and all our toys and playthings.
>
> And in the kitchen, somebody had installed an old wood range with gas burners in it, and that's what we cooked on. Well, I thought it was a wonderful thing.... You didn't have to carry in wood; you didn't have to carry out ashes and so forth.
>
> But it [the range] had its drawbacks too.... For example, mother got badly burned. One time she was washing daddy's clothes and had the boiler on the stove and the grease [from the clothes] boiled out onto the stove and caught fire and burned mother's face and she

# Alice (McKnight) Long, 1920s

Teterville camp, 1921 -- left to right, Alice McKnight Long; a friend; Eunice McKnight, Alice's sister; a friend; Laverne McKnight, Alice's brother; Opal McKnight, Alice's stepsister.

Teterville, shotgun house, 1920s.

Tool house, south end of Teter Hill, 1920s.

Teterville, 1921 -- left to right, Laverne McKnight; two friends; Eunice McKnight, on wheel; Opal and Alice McKnight, standing.

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started out the back door. And just then daddy came in and caught her. Otherwise she probably would have died of the burns, you know. But he caught her and put the fire out, brought her to town and she got along all right. She always laughed and said, "Well, that was one way to get rid of freckles." It burned her face so badly that the new skin was not freckled.

We were lucky in that we had a cistern, and if it rained we had water and didn't have to haul it. And if it didn't rain—everybody hauled water from a big spring that was over west of Teterville somewhere. I couldn't locate it now. It was good water, and we just took milk cans and hauled water. But most of the time we had cistern water and it was right there. We also had a washhouse which was, you know, something special out there.

I remember my brother [her older brother Laverne]...well, he was always talking me into doing something foolish. (chuckle) It was just when we had heard about parachutes and he talked me into going up on the roof of the washhouse with mother's umbrella and jumping off. Luckily it wasn't very high.... I always followed him around—dogged his footsteps. And we ...walked to school, which was...probably a mile and a quarter. But I always went with Laverne and left Eunice and Opal [sister and stepsister] to tag along behind. Laverne and I went across the pastures and hit all the wells and so forth and went in all the engine houses and got warm, waded all the deep snow drifts.

He had made a sled, at one time, and I was "allowed" to ride it down the hill for the try out, you know. Bumped into a snow bank and cut my lip. I guess that was just a part of growing up.

And we had a swing set made of pipe in the ell of the house. This playhouse [or playroom] was built onto the house. It made an ell. In the afternoon, we had a little shade there.... We had two swings and two tetertotters built on the pipe. That was our shady place to play. And we didn't have a sandpile, but we had soft dirt which made lovely roads and so forth.

The first year we went to school, the schoolhouse was over toward the Empire camp and it was a one-room school [called Teterville].... And then they moved the schoolhouse over quite aways east, on top the hill, and added onto it. And it became a two-room school. And Anna Hoffman and Vivian James taught the two rooms. That was my third grade. We had come to town [Eureka] when I was in the second grade. Daddy had decided we didn't learn much in the first grade, so he moved mother and we kids to town, and we went down to Random School. It was the second year that it was open.... And then we went back out to the country the next year because daddy had developed ulcers batching. And we went back out, and this two-room school was much nicer than the little one-room school had been. We had a lot more kids by then. Two years had made quite a difference in the oil field in those days. And there were a lot of them coming from away up north...Shambaugh, and those other leases up in there by then.[14]

And the teachers stayed at our house, which was quite important to us, we thought. I don't know that it mattered to anybody else. But we thought it was wonderful.

Teterville was about twenty-three miles from Eureka, and Alice remembered that as part of her father's duties, he had to make daily trips to Eureka and back with "time and gauges." The roads were "terrible," she said. Before rock crushers were in general use in the county, river gravel was used on the road between Teterville and Eureka. The hard and sharp Flint Hills gravel took its toll on vehicles and tires. Alice thought that her father must have traded cars often because of his daily trips to Eureka over those rough roads.

She spoke of the wooden derricks used in the early years by the oil industry:

> When I was there [at Teterville], everything had a wooden derrick. Every well had a wooden derrick, you know. But you could see where all the wells were. There was one close to the house—made a lot of noise. I don't remember the noise bothering, but anytime at night when the thing stopped, it woke you up.

Like most oil field families, Alice's family heated their house with natural gas supplied by the company. She remembered that the colder the weather, the less gas pressure there was for heating. She recalled that a time or two, she stayed in bed all day to keep warm.

She reminisced about company garages and tool houses, buildings that as a child she found fascinating:

> The company garage had a pipe up in the middle. It had two stalls to park company vehicles, and this pipe up in the middle. And they lit the gas in it—a torch, you know, so that the company garage was warm most of the time. It was built onto the tool house. And tool houses are one of those things I remember because they were like nothing else. They were...large storehouses with... a loading area built out round them. And, oh! I loved to go in there and go through all the pipe fittings and the waste bin, you know, and all those things.
>
> Did you ever see "waste" like they used to use? Well, they used it in place of rags, and it was just threads and lint and so forth, all mixed together, mostly threads and

14. Shambaugh was a good-sized oil field along the Greenwood/Chase County line. Located in portions of Sections 1 and 2, Township 23 South, Range 9 East, Greenwood County, the area was later listed on county maps as being owned by Leota Roby, a daughter of the Shambaughs.

it was—just came in wads. And they'd pull out a wad, you know, clean their hands and machinery.... And they wasted it. They wiped their hands and threw it down, made a mess.

But I remember the tool house over at this Empire camp. It was a big building. I remember going to a dance over there once. I don't know how they cleared it enough to have a dance, but they did. We had a wonderful time.

### Conclusion

By the late 1950s, oil field camps were being broken up as oil production declined and petroleum firms closed down certain fields and operations. The better company housing was sold to individuals for homes. Some were moved to town and others to farm or ranch sites.

Employees moved to town, driving back and forth to the oil fields, and others found housing for their families near the leases by renting empty farm homes. Yet other employees moved to farms they had bought or to rented acreages to combine their oil field work with farming or ranching; the majority of these men and their wives had come from farm backgrounds to which they had wanted, eventually, to return.

Two of the three women whose interviews are presented here left the oil field camp life in the 1950s when the camps were closed. The third had gone in the 1930s when she went away to college and, later, to teach school in Greenwood County. Today Essie Dunham lives in Madison, Kansas, and does professional hand quilting, an art she began as a young woman when she made her first quilt in 1932 for her mother-in-law. Essie is active in church and club work, and she enjoys the Madison Lecture and Concert Series each season. After the Beemans sold their store in 1937, Verna and Vonie combined farming with Vonie's work as a pumper. Verna was a busy farm woman, a good neighbor, and one interested in her community—Seeley and, in later years, nearby Willow Valley where she made her home on the family farm until her death in January 1986. Alice Long worked for twenty-two years at the Eureka Carnegie Library, and on December 31, 1981, she retired as head librarian. Since retirement, she enjoys helping people through her volunteer work in the community and giving special caring interest to family and friends. She likes cultural and domestic arts, and she and her husband, Howard, enjoy camping.

With few exceptions, camp sites once bustling with family and community life returned to quiet pasture scenes. Only remnants remain to signify former human habitation: an occasional abandoned shotgun house, perhaps an enameled kettle—chipped and rusting in the grass—or broken pieces of dishes scattered here and there. And certainly old beds of iris and hardy old-fashioned roses speak of one-time family life from another Kansas era. KH

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# The Gospel of Better Farming According to Santa Fe

*by Constance Libbey Menninger*

....Several hundred people were standing in the station yard on the banks of Pipe Creek when the train pulled into town and stopped on the siding.

The P.A. system was set up. The county agent introduced the visiting experts who each gave a short talk. The agronomist talked about the latest wheat varieties—Kanred, Blackhull, and Tenmarq—which are the grandparents of our current varieties. The soil scientist talked about the advantages of early plowing and whether shallow or deep plowing gave the best yields. This was before herbicides or commercial fertilizers were used in this area. The entomologist talked about avoiding Hessian fly by planting after the fly free date and looked ahead to developing new varieties in a few years which would be able to resist this damaging pest.

Then the doors to the coaches were opened and the people filed through looking at the exhibits that had been set up. This was an example of using showmanship and modern technology—the train—to bring education to the people.[1]

SHORTLY AFTER THE turn of this century, the Atchison, Topeka and Santa Fe Railway Company began preaching the gospel of better farming to farmers along its route. The preachers of this ministry were agricultural experts from the state agricultural colleges; their pulpits were aboard special agricultural demonstration trains showcasing state-of-the-art livestock exhibits—testimony to the message of diversified farming. The spoken word was enhanced by the written word, a special bible called the *Earth*, an agricultural newspaper put out by the Santa Fe. J. Frank Jarrell was the editor.

Records of the first known trains of this kind in Kansas are to be found at Kansas State University, and date back to 1905. These records show that "Farmers' Institute" trains, as they were called by the agricultural college, were run in cooperation with several railroads, the Atchison, Topeka and Santa Fe among them. They were more simply organized than the trains run after World War I by the Santa Fe, which this paper focuses on, but they contained the same elements: a Grand Island train in 1905 made a four-day tour staffed by three professors from the college's extension department, the five-car train (one lecture car, three exhibit cars, and one Pullman) made short stops in each town for a total of seventy-two lectures given by the faculty to dairy farmers. Complete schedules of this and other such "missionary" trains appeared regularly in the *Industrialist*,[2] and special trains, concentrating on single aspects of farming that ranged from alfalfa, corn and wheat, to poultry, are found in the records at Kansas State for the remainder of the decade, including dairy trains over Santa Fe lines in 1906 and 1909. But it is not until 1912 that the first missionary train promoting the gospel of diversification makes its appearance in these records of the agricultural college.[3] The records in the Santa Fe Collection at the Kansas State Historical Society contain only passing reference to the 1912 train and to

Constance Libbey Menninger, *Santa Fe Project archivist at the Kansas State Historical Society, received her B.A. in economics from Stanford University and an M.A. in historical administration and museum studies (MHAMS) from the University of Kansas. This article is based on the Santa Fe records currently being processed by the Historical Society under a grant from the Santa Fe Southern Pacific Foundation.*

Unless otherwise indicated, all sources cited are from the original records and correspondence of the Agricultural Development and Publicity Department of the Atchison, Topeka and Santa Fe Railway Company Collection in the Manuscripts Department of the Kansas State Historical Society. The Agricultural Development and Publicity Department records are found in the series RR 393-419; Santa Fe Collection records cited here but not in this series are so noted.

1. Joe Jagger, "Railroad Reminiscences," *Pipe Creek Shirts Newsletter* 10 (winter 1986-87).

2. *Student's Herald*, April 20, 1905, p. 381. Sources held at Kansas State University indicate that "Farmers' Institute" trains were operated as early as 1905 by the Santa Fe; Rock Island; Union Pacific; Missouri Pacific; St. Louis and San Francisco; and Grand Island railways. For schedule example see, *Industrialist*, February 19, 1906, p. 334. For reference to early Santa Fe "Farmers' Institute" trains see, *Industrialist*, March 5, 1906, p. 367, and June 9, 1906, p. 583.

3. *Kansas State Agricultural College, 18th Biennial Report, 1910-1912*, 45-46.


*The agricultural demonstration trains ran in several states. Area farmers, townspeople, and local entertainment turned out at every stop. Pictured is the Lorenzo Band prepared to entertain for a 1923 demonstration train stop in Texas.*

a 1916 train labeled the "Hessian Fly Special."[4] The first train to promote the mission of diversification, for which there are records in the Santa Fe Collection, is the "Cow and Hen Special" run by the Santa Fe in March 1917.

No sooner had the 1917 train made its run than World War I intervened and the activity was suspended for the duration. In fact, it was not resumed until well after the railroads were denationalized after the war. The first such Santa Fe demonstration train to run in the postwar era was the 1922 "Cow, Sow and Hen Special," more elegantly referred to by William Allen White as "The Lady Special." This special train, only a few cars in length, featured representatives from the U.S. Department of Agriculture as well as state agricultural officials. Together they brought the good word to farmers along the Santa Fe, preaching the doctrine of better farming—diversified farming.

Conditions were favorable for a heavy volume of freight traffic during the 1920s, more than offsetting the decline in passenger revenue during the same period. A significant portion of the freight volume was the direct result of such careful cultivation as carried on by agricultural demonstration trains from 1922 to 1937. With these trains, agricultural experts were able to directly inform farmers of the latest techniques in farming, as well as emphasize the advantages of diversification from adding cows, sows, and hens to their farming operations. As the farmers' productivity increased, so too did the railroad's tonnage of farm products. Welcoming this increased demand for its services, the Santa Fe improved loading facilities systemwide and offered faster shipping of livestock. The railroad's agricultural department was the primary conduit for all this activity: it had been organized in 1910 to promote the growth of farming all along the Santa Fe by helping farmers learn new scientific methods of farming.

The central figure in this rural drama was editor Jarrell. By the fall of 1919 he anticipated the end of federal control of the railroads, and made arrangements to leave his job of over two years with the United States Railroad Administration (USRA). At the same time, he began negotiations with E. J. Engel, vice-president of the Santa Fe in Chicago, to regain his old job in publications. Demonstrating his resourcefulness, he offered to obtain for Engel the lists of those who had inquired about farm opportunities in the states served by the Santa Fe. These were on file in the agricultural section of the USRA, and could form the basis for a mailing list if the Santa Fe's agricultural publication the *Earth* was revived. He made Engel an offer he could not refuse; before leaving the USRA Jarrell copied the list and sent it to Engel.

Before December was half over, Jarrell learned from C. L. Seagraves, supervisor of agriculture for the Santa Fe, that Engel was indeed contemplating reinstatement of the *Earth.* It was only a question of when control of the railroads would return to the private sector. Two months into the new year, Jarrell was able to tell a friend that he was returning to the Santa Fe to be editor of the *Earth;* in addition, he would be in charge of publicity for the entire system (now operating in thirteen states). He would be headquartered in Topeka.

4. *Dodge City Daily Globe,* December 14, 1916; New York Executive Files, 1912, Santa Fe Collection, RR 9.8.


*The Brownfield, Texas, band met the "Cow, Sow and Hen Special" with this banner in 1923.*

Two years later Jarrell had accumulated the following statistics on the job: he had seen 522 editors and 137 county agents, visited 9 state universities and agricultural colleges, made contact with 211 chambers of commerce, given 134 talks, written 3,241 items, had 972 items about the Santa Fe in newspapers in the several Santa Fe states, and amassed 5,885 clippings of publicity for the railroad amounting to over 250,000 lines of reading material.[5] The biggest single publicity project of a local nature during this period was the 1922 "Cow, Sow and Hen Special" demonstration train in Kansas. The resulting files of stories on that train alone made a file one-foot thick.

Anticipating the resumption of such demonstration trains, H. M. Bainer, agricultural and industrial agent for the Santa Fe in Topeka, described, in his official report to Jarrell in 1921, "The Lady Special" of 1917.[6] That train ran during the second week in March, in cooperation with the extension department of the Kansas State Agricultural College (KSAC). Two speakers and four cows were provided by the college—one speaker each on "Dairying" and "Farm Poultry," and the cows were featured in the livestock exhibit. The college paid the professors and fed the cows; the railroad picked up the rest of the tab.

According to Bainer, "the train [of 1917] was run at an opportune time." Poor crops and decreasing yields during recent years were making Kansas farmers think. He declared that a 1922 special would do much to "hurry around" a change in farming methods that would in turn demand more and better dairy cows, more hogs, and more hens. He felt Kansas could be "brought back to a higher state of fertility" and at the same time provide better markets for her products. "Dairying," he said, "is at the point where it is about to force itself on Eastern Kansas farms and many farmers realize it."[7]

The "Cow and Hen Special" of 1917 was made up at Newton, with one Santa Fe horse car for the four cows, one flat car for demonstration purposes, one baggage car for poultry, three coaches for meetings in case of bad weather, and one business car to accommodate the speakers and attendants. Escorting the four cows (a Holstein, an Ayrshire, a Guernsey, and a Jersey named Canary Bell, Sultana's Tipsy, Flower of One Fontaine, and College Daisy) was an Ayrshire bull. The thirty-one exhibits (lent by twenty-nine farmers and breeders) included twenty-two varieties of poultry, turkeys, and ducks. Jarrell had been involved in this train, and according to him, the publicity for the train was the best ever (it is unclear what he used for comparison). One hundred nine stops were made, with an average attendance of 366 per stop for a total attendance of nearly forty thousand train visitors.[8]

To add fuel to the argument for a postwar revival of the demonstration trains, F. P. Cruice, manager of the agricultural and industrial development department of the Santa Fe, learned that the New York Central Lines had run a successful "Better Sire & Dairy Demonstration Train" over its territory in Michigan during the summer of 1921. Their agricultural agent, W. H. Hill, gave Cruice a full accounting of the train—its purpose,

5. Jarrell to Edward Chambers, February 2, 1922.
6. H. M. Bainer, Report, April 1921.
7. Ibid.
8. Frank Jarrell, Report, April 1917.

*When the demonstration train stopped in Dighton, the Boys and Girls Wheat Club (youngsters in foreground) had a front row view.*

its equipment, its personnel. The state agricultural college had furnished all the lecturers and subject matter, in accordance with established policies; the railroad had the more straightforward task of simply keeping the train on schedule and providing for the lecturers' comfort. In addition, the New York Central operated demonstration trains in Ohio and Indiana dealing with conveniences for the farm home.[9]

Early in 1922, the president of KSAC expressed his eagerness to run a similar demonstration train in cooperation with the Santa Fe. He declared the college would "go the limit of its resources to bring to the attention of the Kansas farmers the importance of keeping more milk cows, brood sows and poultry. Running a train two weeks over a selected territory, talking face to face with the farmers of perhaps one hundred localities, would be worth millions to Kansas. It would be the natural thing for the Santa Fe railroad to start the movement."[10]

Jarrell was reminded that when the Santa Fe ran the 1917 train, the college handled the advance publicity and the railroad was responsible for the publicity on the train. Carrying the New York Central idea one step further, Jarrell proposed to Cruice that Santa Fe run a train promoting the "farm side-line trinity—the cow, the sow and the hen."[11] E. W. Houx, president of the Kansas City Livestock Exchange, also encouraged Dr. C. W. Campbell at KSAC to support the idea of a "Better Sires Train," proposing the involvement of local banks to help with financing in much the same way that the New York Central had found so successful.

9. Hill to Cruice, December 29, 1921.
10. Jarrell to Chambers, January 12, 1922.
11. Jarrell to Cruice, January 13, 1922.

An initial meeting between college and railroad officials was held in Manhattan towards the end of January in 1922. Afterward, Dean Harry Umberger of the extension division forwarded to Cruice an outline of suggestions made at the meeting: the college would furnish the exhibit and demonstration material (including the cost of new material up to $200) and it would provide five regular employees and up to three additional part-time men to accompany the train. As before, the college would send advance men, where feasible, to spend as much time as necessary to put over the purebred sire exchange plan to the farmers on the proposed route.

By the middle of March the demonstration train had the approval of Edward Chambers, director of the division of traffic in Chicago. Jarrell was also thinking of printing up three or four leaflets summarizing the points to be made in the lectures, reinforcing the spoken word with the printed gospel of the "farm side-line trinity." It had become apparent some time earlier that it would be better to delay running the train until early May with its better weather. Jarrell arranged for the necessary cars to be in Topeka by late April so that they could be properly fitted out as exhibit cars—the cars would even have electric lights. The lighting engineer who worked on the cars volunteered to send a man along on the run to look after the recharging of the special Delco batteries. As in 1917, the Public Utilities Commission in Kansas granted Santa Fe the authority to run the train without charge, since the train was "in the public interest." Again, the railroad's application to the commission included the presence on board of a few newspapermen from time to time, reinforcing its goodwill status.

A chef was obtained from Fred Harvey to prepare meals on Business Car 23 for the college staff and


*View of the crowd that gathered for a train stop in Ulysses.*

railroad personnel, as well as the train crew. Arrangements were made for food supplies to be obtained as needed through any Harvey House enroute. There would be no need to order milk and cream—it would be amply supplied by the exhibit on board! With little regard for details, Harvey House official H. L. Benjamin in Kansas City assured Jarrell that he had written the appropriate managers on the line and they would "take care of your wishes."[12] No questions were raised about cost.

With the arrival of May, the train embarked on its run. A flurry of activity took place in many of the towns on the itinerary prior to the arrival of the train. Agents in El Dorado, for example, had been concerned about blocking the street so that there would be adequate parking where the train stopped. Whatever the extent of the preparations, each town turned out in force to greet the train and those on board: President W. M. Jardine, Dean Umberger, four professors, two extension specialists, a supervisor from KSAC's extension department, three stock car attendants, two publicity men, two county farm extension agents, and one secretary of the State Board of Agriculture, J. C. Mohler.

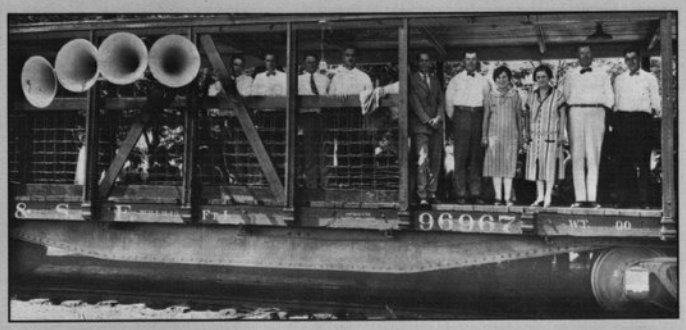
Advance public relations work had included the placement of newspaper advertisements in every one of the seventy-eight newspapers along the route. These advertisements, fourteen column inches each, cost the Santa Fe a total of $327.60. Coverage of the event at each town resulted in 43,256 lines (all free) of articles about the train. An advertising man to the core, Jarrell figured these were conservatively worth nearly sixty-five hundred dollars. Division freight agents, as well as station superintendents, had been requested to be with the train while it was stopped at their station. A letter had gone out from the Santa Fe to every chamber of commerce in the towns scheduled for a visit, while flyers and circulars had been sent to every station stop in mid-April.

Reflecting back, Cruice later told Jarrell that "future trains should be scheduled to reach the small communities as far as practicable and omit the larger towns, unless for special reasons it is desirable to stop. The farmer is less self-conscious in smaller places and feels freer to ask questions than when in larger places where he is surrounded by so-called city folk."[13]

The crowds exceeded everyone's expectations—Cruice telegraphed back to Topeka "crowds are double our estimate. Five thousand took literature yesterday."[14] At Elkhart, a group of farmers had come from a distance of sixty-five miles. Despite a bit of bad weather, total attendance by May 7 was 18,127, with a high of 1,214 at Garnett and a low of 311 at Lyons. Weather was a mixed blessing: too much rain created muddy roads, making it difficult for farmers to get to the depot (at Great Bend nearly two inches of rain had fallen in the two hours prior to the train's arrival; a diarist for the trip noted that "some came in Fords, some in horse drawn vehicles and some had to abandon their cars and rode horseback").[15] Good weather, on the other hand, found the farmers in the fields planting crops, necessity taking precedence over a social, albeit educational, outing. Attendance for the second week (12,882) was considerably under that of the first week as additional bad weather was encountered.

12. Benjamin to Jarrell, April 21, 1922.

13. Cruice to Jarrell, memo in trip diary, May 1922.
14. Cruice to M. K. Lannon, May 2, 1922.
15. Cruice, trip diary, May 8, 1922.




*Personnel aboard the 1925 "Opportunity Special" included H. R. Sumner, agronomist, KSAC; R. I. Throckmorton, agronomy department head, KSAC; E. G. Kelly, entomologist, KSAC; H. M. Bainer, director, Southwestern Wheat Improvement Association; Sam Pickard, school of journalism, KSAC; D. R. Porter, plant pathologist, KSAC; Vada Watson; Mrs. Woody Hockaday, Miss Watson's chaperone; J. Frank Jarrell, train manager, Santa Fe; E. Stockdyke, farm economist, KSAC.*

Nonetheless, Cruice remained enthusiastic, declaring, "we did not encounter in the whole two weeks a scoffer or agitator... rather the speakers were given earnest attention and pamphlets containing the synopsis of the several talks... eagerly taken. I have never personally experienced quite the condition of mind that we found";[16] this despite a disappointing crowd of only a little over four hundred people at the final stop, Topeka. Cruice credited the joint cooperation of bankers, chambers of commerce, and newspapers in making the train a success. Pointing to Sylvia as a case in point, all business in town was suspended so that everyone could visit the train, townspeople as well as farmers. William Allen White, having given the train its "Lady Special" name, visited the train when it stopped at Emporia. Total attendance for the two weeks was about thirty-one thousand—an average crowd of 563 at each stop.

Considerable effort and discussion went into the taking of pictures at stops. When the agicultural college's extension editor came up with the idea of taking a picture of the crowd at every station, Jarrell was enthusiastic, only cautioning the editor that neither he nor Cruice knew how to operate a camera. The editor responded that he had had some experience with "cameras and kodaks," though not enough to guarantee the quality of his work. The results speak for themselves, providing special documentation of the local interest created by the special train at each stop. Not visible in the pictures is the fact that the train's success was happily unmarred by accident or serious delay, much to Jarrell's great relief. Jarrell made a point of having as many newspapermen as possible come on board for a day or so while the train was in their territory—this and the pictures assured good coverage for the train. Unfortunately, no pictures of this 1922 train were to be found in the Kansas State Historical Society or Kansas State University photograph collections.

Following this train's successful run, Chambers told Jarrell that the meat-packers of Los Angeles wanted a livestock demonstration train in California, and the American Hereford Cattle Breeders' Association in Kansas City was requesting information on demonstration trains of this sort. A press release datelined Topeka, March 18, 1922, correctly predicted that the train would show "that farms which include in their operation milk cows, brood sows and chickens have done a good deal better during the period of depression than have the farms without these features." To the degree that farmers managed better, thanks to Santa Fe's promotion of diversification, and fared better, so too did the railroad fare better in having more produce to haul. The *Winfield Daily Courier* underscored the railroad's efforts, warning on May 3, 1922, that "Russia Will Come Back in Wheat Some Time and Kansas Must Go To Cattle."[17]

Some newspapers even went so far as to headline the train as a "new feminist move in Kansas" while William Allen White's paper extolled the virtues of "The Lady Special" in a verse appearing in the issue of May 11:

> The helpful hen, the milkful cow,
> the hamful and the pigful sow,
> tomorrow will be here to show
> the farmers how they all can grow,
> when treated kindly and with care,
> and fed on clean and wholesome fare.
> The farmer and his kids and wife,

16. Cruice to Chambers, May 15, 1922.

17. Santa Fe Railway Company, press release, March 18, 1922. *Winfield Daily Courier*, May 3, 1922.


*In conjunction with the wheat theme and the presence of Kansas Wheat Queen, Vada Watson (front left), counties organized local contests. Pictured with Miss Watson are candidates for Harper County's wheat queen.*

are asked to leave their daily strife
with wind and weather, drought and rain,
to see this festive female train.
It's free to all, for none can pay.
You'll find it at the Santa Fe.
So pack your family in the bus
and come, and have this show on us.
You'll learn to beat the farmer game—
You'll be darned thankful that you came.[18]

Based on the success of this Kansas train, one of a similar nature was run in Texas by the Santa Fe the following spring. With the farm outlook continuing to improve, preparations were begun early in 1923 for another demonstration train to be run in Kansas later that spring, a "Safer Farming Special." The safety concern was not that of farm accidents, but the economic safety to be gained by diversified farming. The train was to run for one week in early June with a schedule designed to cover these lines: Attica to Wellington, Mulvane to Coats, Englewood to Medicine Lodge, Dodge City to Garden City, Scott City to Great Bend, and Jetmore to Great Bend. The program would include talks on the importance of diversification, emphasizing the relationship between livestock and wheat. In addition to the usual appropriate exhibits, time would be allowed at each stop for local farmers to consult individually with extension specialists. This was a new feature of the ongoing relationship between the railroad and the agricultural college and was a major improvement over previous trains.[19]

This and other refinements came about as the result of input from a variety of people. Typical was the extension engineer who voiced his feelings to Dean Umberger on the importance of good farm buildings in which to house animals and store grain. He felt that the increased production which resulted from the previous year's campaign was offset by losses caused by inadequate housing for animals and storage of crops on many farms. Instead of simply making room on the program for a short talk on this aspect of farming, Umberger decided that small models of desirable farm buildings and equipment would be displayed and referred to by the speakers at appropriate points in their talks.

Technological improvements were included in the refinements—for the first time, broadcasting apparatus was part of the train's equipment. Although Jarrell fretted that radio might prove distracting to the program, Dean Umberger assured him that radio broadcasts from the train would be an added attraction and would not spoil things. The dean was right.

Less than a month before the "Safer Farming Special" departed, Jarrell wrote to Gov. Jonathan N. Davis of Kansas that "a train like this is similar to a revival. We

18. *Emporia Gazette*, May 11, 1922.

19. Jarrell to Chambers, April 24, 1923.

*When the demonstration train stopped in Ness City in 1926, more than one thousand farmers—many seated "comfortably in their automobiles"—heard the lectures through loudspeakers mounted on the train.*

all know how wicked we are, and it is our intention to reform, but often we do not start the reformation until an evangelist comes along and stirs us up. Of course, this observation is not applicable to your good self, but I have experienced it a good many times and I feel that it is a common error of man."[20] Armed with this gospel philosophy, evangelist Jarrell was not worried about having a few extra people on board from time to time, declaring, "we will stow them away somewhere. There will be plenty of food, and that, perhaps, is the main thing."[21]

In addition to looking after the train's entourage, Jarrell frequently found himself in the position of having to respond diplomatically to a host of problems, such as the one which arose when a small town would discover it had been left off the train's itinerary. Leading citizens and the local editor would write Jarrell with great forcefulness, urging the town be included. If at all possible, the omitted town would be accommodated, but at times it was impossible to stray very far from the carefully wrought schedule. In such cases, Jarrell would suggest that the farmers in that area drive to the closest town where the train would be stopping. In most cases this involved a distance of less than ten miles.

Hometown enthusiasm abounded for this train as well. Roy C. Moore, secretary of the Protection Community Club in that south-central town, offered to help with the train's stop in Protection. Jarrell urged him to encourage farmers to attend the meeting, utilizing not only the newspaper, but the rural telephone and a personal word here and there as well. Al Gard, secretary of the Anthony Chamber of Commerce communicated that "we have planned to make it a big day and use your train as one of the features. We will meet you on your way down from Harper and escort your train by two airplanes. We will have out the band and we are running full pages in the papers to try to make the folks anxious to come."[22] Jarrell responded calmly to his plans, saying, "the airplane stunt I am sure will help as it will be a new and novel feature, and getting the band out will also attract attention."[23] He urged Anthony not to forget the women and children as he felt that the program would be interesting to them as well.

In the town of Alexander, with no newspaper of its own, Santa Fe freight agent George W. Smith relayed to Jarrell his homegrown publicity efforts: "Two oil tank wagons delivering from this place are carrying painted cards advertising this train. Have made a slide and having it shown on the screen at Alexander, McCracken and Nekoma [theaters] this week and next. Arrangements have been made with Telephone Central to give a general call on all country lines the day before train is due to arrive here."[24] Smith's only problem was whether the advertised time of arrival was central or mountain time!

The "Safer Farming Special" was not a spectacular success in terms of attendance, for rainy weather minimized the turnout at many stops. Nonetheless, personal effort got out the best farmers everywhere. Thus, the faculty was pleased and to a man felt that they had never seen greater interest in diversified farming or

20. Jarrell to Davis, May 11, 1923. Jarrell was not the first to compare this work to a revival. Sources held by Kansas State University on the "Farmers' Institute" trains referred to those trains as "doing effective missionary work among the farmers." See Willard Scrapbook, p. 840, Kansas State University, and *Industrialist*, April 15, 1905, p. 460.
21. Jarrell to Umberger, May 11, 1923.
22. Gard to Jarrell, May 18, 1923.
23. Jarrell to Gard, May 21, 1923.
24. Smith to Jarrell, May 28, 1923.

*So that farmers would not have to travel great distances, trains were scheduled to stop at as many towns as lecture and exhibit time would allow.*

heard so many questions asked about it. Total attendance for the forty-six meetings was only 13,628—this translated into an average of not quite three hundred people per stop.

In addition to Mohler, special visitors aboard the train included H. G. Randall, president of the Southwestern Wheat Improvement Association (SWIA) and vice-president and manager of Midland Flour Milling Company. Randall was much impressed with the train's work and complimented the Santa Fe for putting on such trains to help people farm more intelligently. He was undoubtedly aboard at the urging of H. M. Bainer, director of SWIA. Clyde M. Reed, chairman of the Public Utilities Commission, congratulated Jarrell later, declaring the train a success in spite of the crowds being held down by inclement weather.

An article in the *Topeka Daily Capital* of June 17, 1923, emphasized the role bankers played in the success of the train: "Kansas farmers are for balanced farming, they recognize its necessity, and they not only welcome banker leadership and direction, but ask for it.... One-crop or grain-crop farming is played out in Kansas.... Farming as a 12-months' business is the objective of banker-farmer cooperation." Santa Fe's Chambers in Chicago responded saying, "This is very encouraging. It does seem as though Kansas, Oklahoma and Texas were waking up to what is to be gained by better farming methods. The result is bound to be of great benefit to our traffic."[25] Later, Chambers also cheered Rock Island's adoption of a better farming program, declaring that "all this helps us. Whatever is done to improve the conditions in Oklahoma and Kansas cannot but be beneficial to our business."[26]

With each successive train, the relationship between the railroad and the agricultural college was renewed. Dean Umberger noted in late June of 1923:

> Unless one has undertaken a project of this kind involving cooperation between the personnel employed by an educational institution and that employed by a railroad company they cannot understand some of the problems which come up and which may be sometimes hard to handle. Consequently I would like to say that the relationship which we have enjoyed with the Santa Fe through your office has been exceptionally happy, notwithstanding that there is always present the possibility such as I mention above....I trust that our present friendly relationship will continue.[27]

In turn, Jarrell felt that KSAC "sent out men who made for the best relationship between them and those cooperating with them. There wasn't anything for us to do but succeed. Our people feel mighty good about the train."[28]

In January of 1925, Bainer suggested to Jarrell that the SWIA would like to put on a better seed wheat campaign in the coming fall. Towards this end, his organization wanted the Santa Fe to haul the improved seed wheat at one-half the regular rate to make it economically feasible for every farmer to afford top-grade seed wheat with which to plant the next crop. Better seed would mean better yields with better tonnage for the Santa Fe, to say nothing of the enormous publicity generated by such a campaign. However, R. C. Merrick, general freight agent, pointed out that legally the Santa Fe could not offer a reduced rate for such purposes.

Jarrell suggested an alternative for accomplishing nearly the same objective—run a special demonstration

25. *Topeka Daily Capital*, June 17, 1923; Chambers to Jarrell, June 21, 1923.
26. Chambers to Jarrell, June 21, 1923.
27. Umberger to Jarrell, June 1923.
28. Jarrell to Umberger, June 27, 1923.

train promoting the use of better seed wheat. The agricultural colleges and state boards of agriculture in Kansas, Texas, and Oklahoma would cooperate with the Santa Fe in a program designed to bring to the farmers' attention the importance of better seed, as well as better soil preparation. As before, the colleges would be responsible for furnishing the best speakers obtainable (at least three for each meeting), with the Santa Fe responsible for publicizing the meetings and any attendant advertising. In addition to a business car, Santa Fe would furnish an exhibit car, but both cars would be moved around on regular trains. The wheat region in Kansas could be covered in about three weeks.

Bainer thought the proposed plan excellent, except that with the current outlook for wheat it would be a good year to work the wheat situation to the limit. He felt that it would take a special train to get around the proposed territory in the short period between harvesting and planting. By April of that year Jarrell had met with the college professors, gaining their approval to run the train from the last week in July to the first of August. Each stop would consist of about sixty-five minutes of four talks, followed by an hour and a half of viewing time for the exhibits. The train would be at each stop for two and one-half hours.

This train would require one day coach (for meetings in case of bad weather), one flat car with canopy top, one baggage car for exhibit material, one stripped coach outfitted for exhibits, and a business car. There would be ten KSAC staff members, with an additional three people if the Kansas Wheat Queen and her sponsors came along as had been suggested. The extension division would contribute $500 worth of publicity with an additional $200 for this purpose coming from the Kansas Crop Improvement Association; between $500 and $700 would come from SWIA for exhibit preparation. Urging support of the train, Jarrell wrote Chambers in Chicago that President F. D. Farrell of KSAC believed good seed would be more difficult to find this year because of the presence of the Hessian fly and the chinch bug—hence, drastic action was necessary before fall planting.[29]

The train came to be called "The Opportunity Special," signifying to farmers that this was a special opportunity to improve the quality and yield of their wheat crop. It ran from mid-July to the beginning of August, making forty-three stops. Whatever doubts Santa Fe may have had about the wisdom of running the train were dispelled when it learned that the college faculty felt so strongly about the urgency of reaching farmers with the message of better seed wheat that they would even resort to using trucks if Santa Fe would not run the train. In addition, arrangements were made to use motion picture films in place of charts to illustrate the talks, and for the first time, a demonstration train of this sort was equipped with a public address system. Those in charge envisioned broadcasting music and other entertainment as the train pulled into a town.

A very special feature of this train was the presence of the Kansas Wheat Queen, Miss Vada Watson. Railroad and college alike were quick to sense the promotional possibilities of such a personality in attracting a large crowd at each stop. The possibility of the young lady actually driving the locomotive as it pulled into each town was even discussed, although neither Jarrell nor his counterpart Sam Pickard at the agricultural college was sure that the railroad would allow this. They would not, it turned out. However, railroad officials did arrange for a picture of her, waving out of the engine cab window, to be used in publicity releases to the newspapers. Jarrell sent two pictures to Pickard for his use, noting that the one showing a good view of the engine was unfortunately not good of Miss Watson. There is no indication which view was chosen for publicity purposes, though one suspects the one selected rather favored Miss Watson.

"The Opportunity Special" was billed as the last word in demonstration work, its purpose being to produce more and better wheat per acre. The relation of wheat to other crops and livestock was a primary lecture topic; diversification, soil preparation, crop rotation, pure seed, insect control, and treatment of plant diseases were other educational offerings. Previous experience suggested fewer but longer stops were needed to fully cover this many subjects satisfactorily. Two cars were given over to exhibits (one on the wheat plant disease known as smut and the other on the Hessian fly); space also was given to agricultural economics and agronomy. Additional exhibits featured the results of important experiments made recently at the State Experiment Station. Since the exhibits would be used at state fairs in the fall, the college was willing to spend $1,000 to put them together.

When asked for advice regarding what sort of remarks Jarrell might make at each stop, Chambers suggested that Jarrell's comments might include something along the following lines: "Santa Fe's interest is to increase production and better the quality along its line, in which both the farmers and the railroad are benefitted; that the Santa Fe is always ready to do its part as it promotes distribution and better price." Furthermore,

29. Jarrell to Chambers, April 29, 1925.

he had in mind that Jarrell would say in his "usual careful way something that will indirectly indicate that while we are always looking after business for our railroad, we are at the same time always ready to do our part in building up the communities along the lines."[30]

For the first time, a preliminary budget was drawn up: SWIA would contribute $700; the extension division of KSAC, $500 (evidently in addition to the $1,000 exhibit money promised in anticipation of state fairs); the Kansas Crop Improvement Association, $200. Expenses such as advance publicity and circulars, pamphlets for distribution on the train, advertising service, and general operating expenses came to $1,150; this did not include those expenses borne by the Santa Fe.

Towns along the route anticipated the train's visit with great spirit. A gentleman from the Garden City Chamber of Commerce inquired of Jarrell if the train would be stopping overnight there, for if so, "we might open a keg o' nails."[31] To this Jarrell responded "what I want the Garden City Chamber of Commerce to do in addition to furnishing 'nails' is to round up about 1,000 farmers for the meeting."[32] The Abilene Commercial Club arranged with the telephone people for rural calls, promoting the event at the proper time.

In late June, Jarrell enlisted the assistance of local chambers of commerce in arranging for a local farmer in each town to donate about ten bushels of wheat to be used in demonstrating the seed-treating machine. The farmer was then to plant the treated seed separately in order to compare it with untreated seed when both sprouted. This was but one piece of the extension department's advance work in the towns. Pickard reported to Jarrell that "in our wake we are leaving a trail of publicity with towns planning the biggest agricultural events in their history."[33]

Meanwhile, the railroad's general freight and passenger agents increased their support for the special train, responding favorably to Jarrell's request to place division officers on board the train while it was running over their division. In retrospect, Jarrell felt that this contributed much to the importance of the enterprise. The Topeka shops continued to do their part in outfitting the cars. To H. H. Stephens, superintendent of shops, Jarrell wrote, "I want you to know I appreciate the cooperation I have had from your department. If you ever run for office, I will vote for you in all the states in which I travel."[34] Jarrell was equally complimentary about the work of the electrician A. E. Voight, declaring him to be "all wool and a yard wide" when it came to doing what was needed with dispatch.[35]

A week into the tour, Jarrell enthusiastically reported to Chambers that the attendance at the first twenty-one meetings of this "farm college on wheels" totalled about fifty thousand.[36] At the end of the tour, total attendance had swelled to 117,000—a figure the Santa Fe would equal but never surpass. In Jarrell's words it was

> by far the largest audience that ever assembled for any railroad's demonstration trains in the Southwest. The crowds were so large that it was impossible to put all the people through the exhibit cars. . . . Miss Vada Watson, the Kansas Wheat Girl, spoke at every one of the forty-four stops, and her cooperation did more to bring the farmers and their families to the meetings than any other one feature. Through her we were able to get up contests for county wheat girl in most of the counties visited. These contests were of immense value in arousing interest in the train. I think we had twice as many farmers at our meetings as we ever had before.[37]

Bainer felt that the train reached one-third of Kansas' wheat growers as it traveled through not quite one-third of the state's counties. Further, many more were reached by means of the coverage in the large dailies and county newspapers. The loudspeakers were a notable success: speeches could be heard as much as two blocks away. Extension plant pathologist, D. R. Porter, reported that "every mail has been full of inquiries regarding wheat seed treatment, even from localities which the train did not visit."[38] Chambers was especially positive in his feedback to Jarrell, feeling that this train had done more good in every way to promote friendly relations and cooperation with the farming and commercial interests than any other work that could be done at the time.

Not every Santa Fe official was pleased with the operation, as evidenced by the comment of one in an article about the upcoming train in a *New York Times* edition dated June 23, 1925: "Considering that the Santa Fe finances the trip, there is but little glory in this." Annoyed by this, Jarrell was further irritated when another Santa Fe official commented that the Santa Fe should get more advertising out of this project. Jarrell hastened to put the comments in perspective to Chambers, reminding him that not only did this story appear a month before the train ran but also that the train

30. Chambers to Jarrell, May 22, 1925.
31. R. E. Stotts to Jarrell, June 7, 1925.
32. Jarrell to Stotts, June 12, 1925.
33. Pickard to Jarrell, July 9, 1925.
34. Jarrell to Stephens, July 18, 1925.
35. Jarrell to Purcell, July 22, 1925.
36. Jarrell to Chambers, July 26, 1925.
37. Jarrell to Chambers, August 2, 1925.
38. Porter to Jarrell, August 8, 1925.

*In 1932 the audience at Courtland took in the livestock exhibit and heard a lecture on feed crops.*

in question was not run as an advertising enterprise. Rather it was a solution to the original request to ship premium seed wheat at half the regular rate, thereby saving the Santa Fe from a rate controversy. In fact, it generated a considerable amount of friendly publicity as it brought better farming methods to the attention of farmers throughout the state. As reported in a July 1925 issue of the *Kansas City Times*, Kansas growers, "unable to control prices they receive, were eager to hear the gospel of better grain and more to the acre" from those on board the "'school on wheels.'"[39]

The *Barber County Index* of July 23, 1925, used superlatives in describing the train as far surpassing "anything ever attempted in the whole world in this line. It is a complete state fair and a college course concerning wheat culture, all rolled into one, and offers an opportunity that does not come very often." Great Bend featured a big "Opportunity Carnival" the day of the train's visit. Abilene declared a holiday, closing the stores "while 2,500 stood in the rain to hear Vada Watson and other wheat experts." Evidently the presence of Miss Watson more than compensated for the rainy weather. Hutchinson held a gala all-day picnic around the train's visit.[40]

In other towns, such as Sublette and Finney, newspapers reported that it looked as if the entire county had turned up at the station. T. B. Honea, a Santa Fe conductor on the special, also had been a conductor on the train which carried the late President Harding on his western trip; he thought the crowds were bigger than they were for the Harding Special. At Garden City over six thousand attended "Wheat Festival Day" held in conjunction with the train's visit. To celebrate the "Opportunity Special," Pratt conjured up an elaborate scheme which featured a contest to determine which of the town's twenty-four red-haired girls' hair most closely matched the plumage of the town's Rhode Island Red rooster. The prize, won by Mrs. Edna Nichols of Cunningham, was a ten dollar gold piece and the rooster! Additionally, the Pratt *Tribune* devoted its entire front page to the train.[41]

Early in 1926, Santa Fe's general counsel, Samuel T. Bledsoe, wrote in the *Santa Fe Bulletin* that the Santa Fe "does not want to be considered solely as a transportation agency. The Santa Fe believes it is, and wishes to be considered, an integral part of the civic and business life and an important contributing factor to the material prosperity of every community which it serves."[42] Quoting from a September 1925 issue of the *Chicago Evening Post*, he added:

> A railroad is a building factor at every point where it erects a station. All along the thousands of miles that lie between its terminals it is an agency for promoting growth. Its expenditures are spread over a vast territory; its investments are scattered up and down the land; it is interested in the creating and utilization of opportunities, not in one city but in scores or hundreds. The service it renders cannot be estimated in terms of freight or passenger traffic. It is so vital a part of our modern civilization that we no longer regard it as a purely private enterprise. The Nation cannot exist without it.[43]

39. *New York Times*, June 23, 1925; *Kansas City Times*, July 15 1925.
40. *Barber County Index*, Medicine Lodge, July 23, 1925; *Topeka Daily Capital*, July 19, 21, 1925; *Hutchinson News*, July 30, 1925.
41. *Hutchinson Herald*, July 24, 25, 1925; *Hutchinson News*, July 27, 1925; *Garden City Herald*, July 3, 1925; Jarrell to Chambers, August 5, 1925.
42. *Santa Fe Bulletin*, January 1, 1926.
43. *Chicago Evening Post*, September 14, 1925.


*Jarrell, always the energetic public relations man, led this group at Hale Center, Texas, in a rendition of "America." Note the canvas which could be raised or lowered on the train's side.*

That same year KSAC embarked on an ambitious five-year program for the wheat belt. Its faculty felt that the Santa Fe was such a potent factor in the previous year's successful seed wheat campaign that this proposed program would feature the cooperation of three other railroads: Union Pacific, Rock Island, and Missouri Pacific. (The Burlington also was considering a similar train in Nebraska.) Responding to the need as stated by the college, Chambers promised Santa Fe's support, and planning began for a "Wheat Festival Special" demonstration train that summer; this would kick off the KSAC five-year program.

Jarrell was looked upon as the expert in these matters; his advice was much sought after by agricultural agents for other railroads. Arthur W. Large, a Rock Island agent, requested information about the layout of the business car; Jarrell willingly supplied a floor plan. In addition, private enterprises of various sorts beseiged Jarrell with requests to be on board the train. These he stoutly resisted, knowing the train's purpose would be defeated if such pressures were allowed to prevail.

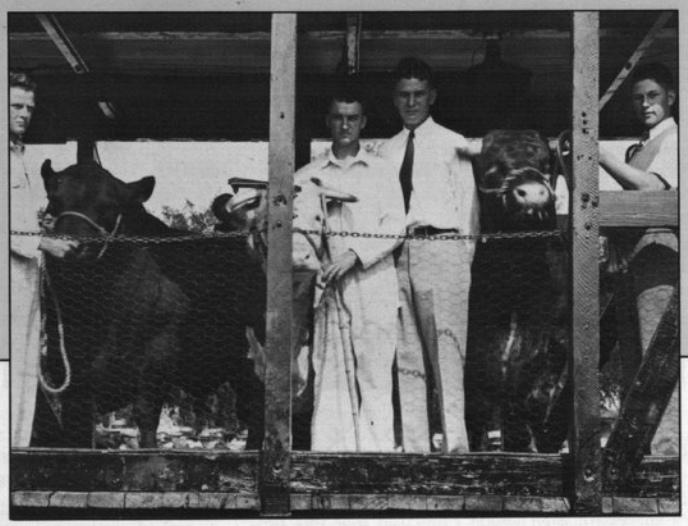
The success of the previous year's train demanded a return engagement of the Wheat Queen. Fortunately, Vada Watson was able to accommodate, and accompanied the train that summer. Besides Miss Watson and her chaperone, two champion bread makers were added to the female entourage, necessitating a second business car for their comfort, as well as additional provisions from the Fred Harvey people.

Jarrell invited Arthur Large to visit the train for a day or two on its run, but Large declined, protesting he was too busy. However, he was appreciative of all that Jarrell had done to help the Rock Island, acknowledging that "we [the Rock Island] are not as fortunately situated with respect to funds, force, equipment, etc., as our great and prosperous neighbor."[44] Jarrell's assistant, A. M. Hove, did spend two days on board and reported:

> The better and safer farming program that the Santa Fe has sponsored the last few years is beginning to show results. At no time have I seen so much land prepared for wheat at this time of year in Kansas, western Oklahoma and northwest Texas as now.... There is also a very marked increase in the amount of cream, poultry and eggs going to market. It is naturally a slow process to change people's ways of farming and it takes time to get farmers to see the advantage of improved methods.... But the way the older farmers looked for information at the meetings of this train and the improvement in preparing wheat land so apparent now, I think all the work has been worth while [*sic*].[45]

The "Wheat Festival Special" finished its run with a total attendance of 90,500 for thirty-six meetings. This meant an average attendance of 2,514 per stop, compared to the previous year's average of 2,660 per stop. The faculty felt that while both total and average attendance per stop declined, more farmers were present. An article in the *Kansas Citian* boasted that Kansas wheat was now worth $154,000,000. This represented new wealth added to Kansas City's trade territory. The paper further noted that "Dodge City only a few years ago was known nationally for its lawlessness and as the center of a cattle country. Today it is known as the center of a hard wheat section second to none."[46] Santa Fe's demonstration trains had even lifted Dodge City up by its bootstraps, giving it a new image as it witnessed

44. Large to Jarrell, July 28, 1926.
45. Hove to F. A. Lehman, July 29, 1926.
46. *Kansas Citian*, August 3, 1926.



*As the years went by, 4-H received more recognition on the train's programs. These 4-H Club members took part in a train's livestock judging exhibition in 1932.*

its own county's champion wheat grower compete against the champions from other counties visited by the special train.

The "Wheat Festival Special" ran for three weeks in Kansas, the first two over Santa Fe tracks and the last through the Rock Island's territory, stopping at twenty-three towns along the way. Much to Jarrell's delight, Sen. Arthur Capper spent an entire day aboard the train during its Santa Fe run, writing a most enthusiastic letter afterwards to Santa Fe president William B. Storey. Capper declared the train a permanent advancement in soil improvement and tillage and successful crop growing, as well as intelligent and business-like methods of farm management.[47] Total attendance for the trip reached 158,300—the Rock Island attracted some sixty-eight thousand during its one-week run. The college people thought that this remarkable turnout resulted from the train operating in virgin territory. J. C. Mohler of the Kansas State Board of Agriculture again congratulated Jarrell, stating that "these wheat trains are certainly the most efficient means of spreading the gospel of better farming."[48]

The extension division's follow-up investigation determined that "farmers who followed the program presented by the college men from the lecture car on the train have made satisfactory wheat yields, even in the poor years, while those who follow other methods often have not been so successful."[49] The five-year wheat belt program was off to a good start. At each stop, professors had discussed a range of concerns: quality in Kansas agriculture; production costs and market trends; higher yields per acre; control of the Hessian fly, cut worms and other pests, as well as smut disease. Demonstration trains such as these were indeed outstanding public relations on the part of the Santa Fe.

The railroad quite rightly felt that it was doing its level best to improve the lot of the farmer in its territory. No farmer received more attention from the Santa Fe than did the Kansas farmer. While the records of the Santa Fe Collection may be incomplete, nearly half of the demonstration trains run by the Santa Fe during this period appear to be accounted for. Of these two-dozen, ten were run in Kansas, five in Texas, three in Oklahoma, two each in Colorado and New Mexico, and one each in California and Missouri. The Santa Fe could easily claim that Kansas farmers received more than their fair share of attention from the railroad. While there are no records of the 1927 train, it is more than likely that it ran as planned, what with Santa Fe's deep commitment to KSAC's five-year program.

The "Lime Special" train of 1928 was a response to the growing concern that Kansas soil was becoming increasingly sour—the college's agricultural experts urged the addition of limestone to the soil as a restorative.

47. Capper to Storey, August 10, 1926.
48. Mohler to Jarrell, August 13, 1926.
49. Santa Fe advertising folder, 1926.

Indeed, more than seventy-five percent of the soil in the Kansas growing area was found to be acidic to a significant degree. Those knowledgeable about soil demonstrated that over the past fifty years soil deterioration had caused the per-acre yield of crops in eastern Kansas to drop between thirty and fifty percent. The Santa Fe realized that not only would the railroad benefit by improved productivity from better soil, it would also gain by hauling all that limestone. It was decided to avoid the Fourth of July and start the train's run on July 9. Since the run was scheduled for nineteen days, this would still be well ahead of wheat meetings scheduled in early August in both Kansas and Missouri.

The "Lime Special," under the supervision of E. B. Wells, KSAC associate professor in soils, proved to be a great success, partly because Frank Jarrell had been given an assistant, Charles Lane. This public relations team, the first of its kind for the Santa Fe, corresponded frequently as they went about the state setting up the advance publicity. They planned for the "Lime Special" to visit some fifty-eight towns in eastern Kansas. Agricultural commissioner George W. Catts made a point of communicating his enthusiasm for the project to an official of the Federal Reserve Bank of Kansas City. He pointed out to Gov. W. J. Bailey that the importance of maintaining soil fertility through the use of ground limestone in the soil would be emphasized, as well as the importance of growing alfalfa, sweet clover, soybeans, and other leguminous crops.[50]

Catts proclaimed, "the train will be equipped with a loudspeaker which makes it possible for the lectures to be heard at a great distance from the train. The train is being well advertised and with favorable weather conditions there should be large crowds and much interest."[51] The specific involvement of the Kansas City Chamber of Commerce as a cooperating agency in putting on the train was a reflection of spontaneous support given previous trains by local chambers of commerce. At each stop it was planned that the program would start with a general agricultural talk by some recognized authority (not necessarily from the college), such as W. J. Bailey.

Organizing the "Lime Special" was not without incident. Arkansas City, upon learning that it was not on the itinerary, enlisted the help of the Cowley County Farm Bureau as well as the Winfield Chamber of Commerce in its efforts to be added to the schedule. The Arkansas City boosters were told the town would be on the itinerary for the next two demonstration trains scheduled to run as part of the five-year program—an alfalfa special in 1929 and a dairy special in 1930. Dissatisfied with this response, a special committee was formed to press the town's case with the Santa Fe; committee members threatened to come to Topeka if a favorable reply was not forthcoming. Finally, newspaper publisher Oscar Stauffer intervened, persuading Arkansas City proponents to wait for the next train since there was not enough time for a meaningful stop even if the town was added to the schedule.

Final statistics for the "Lime Special" demonstrate its success—in spite of being a strictly scientific train (meaning no Wheat Queen razzle dazzle). Actually, it did have an attractive young lady on board, Marie Antrim from the town of Spivey in Kingman County. She was the 4-H "girl health champion" of the nation. She certainly did not hurt the attendance figures: 97,099 for the fifty-seven stops in twenty-six counties, an average of 1,707 per stop. This time, perhaps because of its more scientific approach, the train drew fewer townspeople and attracted many more farmers. This greatly pleased the faculty, for they were sure that "a group of farmers in every locality visited [would]...put the soil improvement program advocated into effect at once."[52]

Jarrell and Lane saw to it that the Santa Fe freight traffic department was advised of the newly created demand for agricultural limestone in the territory traversed by the "Lime Special."[53] The Portland Cement Association had been heavily involved in promoting the train, with an obvious eye to shipping limestone to farmers. In recognition of this support, the Santa Fe authorized its district freight agents to grant temporary leases for storage of limestone on the railroad's right-of-way. Advertisements placed in eighty-six newspapers urging readers to "build prosperity on a lime foundation" were reinforced by editors such as William Allen White, who wrote Jarrell "whatever you want for your soil building train the *Gazette* will give you. Shoot it along."[54]

In August of 1927 Jarrell received clearance from F. B. Houghton with Santa Fe in Chicago to reaffirm to Dean Umberger the railroad's continued support of

50. Catts to Bailey, May 22, 1928.
51. Ibid.
52. E. B. Wells to Chas. Lane, July 31, 1928.
53. It was standard operating procedure for the traffic department to be kept current on changes. Starting in 1922 and continuing into the 1940s, the Santa Fe president's office issued a weekly Condition and Operations Report on agricultural and rail conditions in all states serviced by the railway. These reports touched on every condition—weather, growing time, rail damage, etc.—which might affect the company. For example, the report of April 28, 1930, included such information as the continued harvesting of rice along the Gulf, the good condition of cantaloupe in Arizona, and the "excellent condition in eastern Kansas" of winter wheat.
54. White to Jarrell, June 6, 1928.

the five-year program. Santa Fe promised to operate a demonstration train each year for the next three years. There is no documentation in the records that they did so, but it is more than likely that they honored their commitment. Local newspaper records for the period would no doubt verify this reasonable presumption.

In the fall of 1929 a conference was held at the college in Manhattan to determine how best the 1930 train could serve as a fitting climax for the five-year effort. An ambitious program and itinerary to reach into more than half the counties in Kansas was planned. The route would differ from the 1927 schedule in that those towns which had morning stops before would now be given an afternoon or evening stop, with the train starting from the southwestern part of the state.

Once again, county wheat queen contests would coincide with the train's visit in each of the fifty-nine counties as a sure-fire promotional feature. Several towns would have a demonstration train visit for the first time: at Salina, the last stop, the train would be turned over to the Rock Island to run over that road's northwest territory, winding up at Hutchinson for the big statewide Wheat Queen Festival and Float Parade (backed by about three thousand dollars from the Hutchinson Chamber of Commerce).

Before the 1930 train could take place, however, the October crash of 1929 hit Wall Street. In the Santa Fe's *Crop Report* dated December 1, 1929, it was noted that "merchants report that few of their farmer customers were caught in the speculation jam. Town folks as a rule were the losers. Farmers are buying heavier on the retail market now than they did a year ago. Stock market losses, while causing disappointment, did not bring about unusual hardships. Savings were reduced... but jobs were not disturbed."[55] The 1930 train ran as scheduled.

More women were involved in the 1930 "Wheat Special." The basic program at each stop started with a talk on the railroad's object in running the train, followed by a wheat champion's talk on "How I Grow Wheat," and a wheat belt talk of a more general nature followed that. A wheat belt kitchen demonstration, followed by a 4-H Club presentation, completed the program. Rock Island's Arthur Large was not happy about the Kansas itinerary for "it eliminated a number of points where we are doing an immense business, and where I am of the opinion we would probably have had as good or better attendance than at some of the points listed."[56] But inasmuch as he was not at the February conference in Manhattan, he was in no position to press the point.

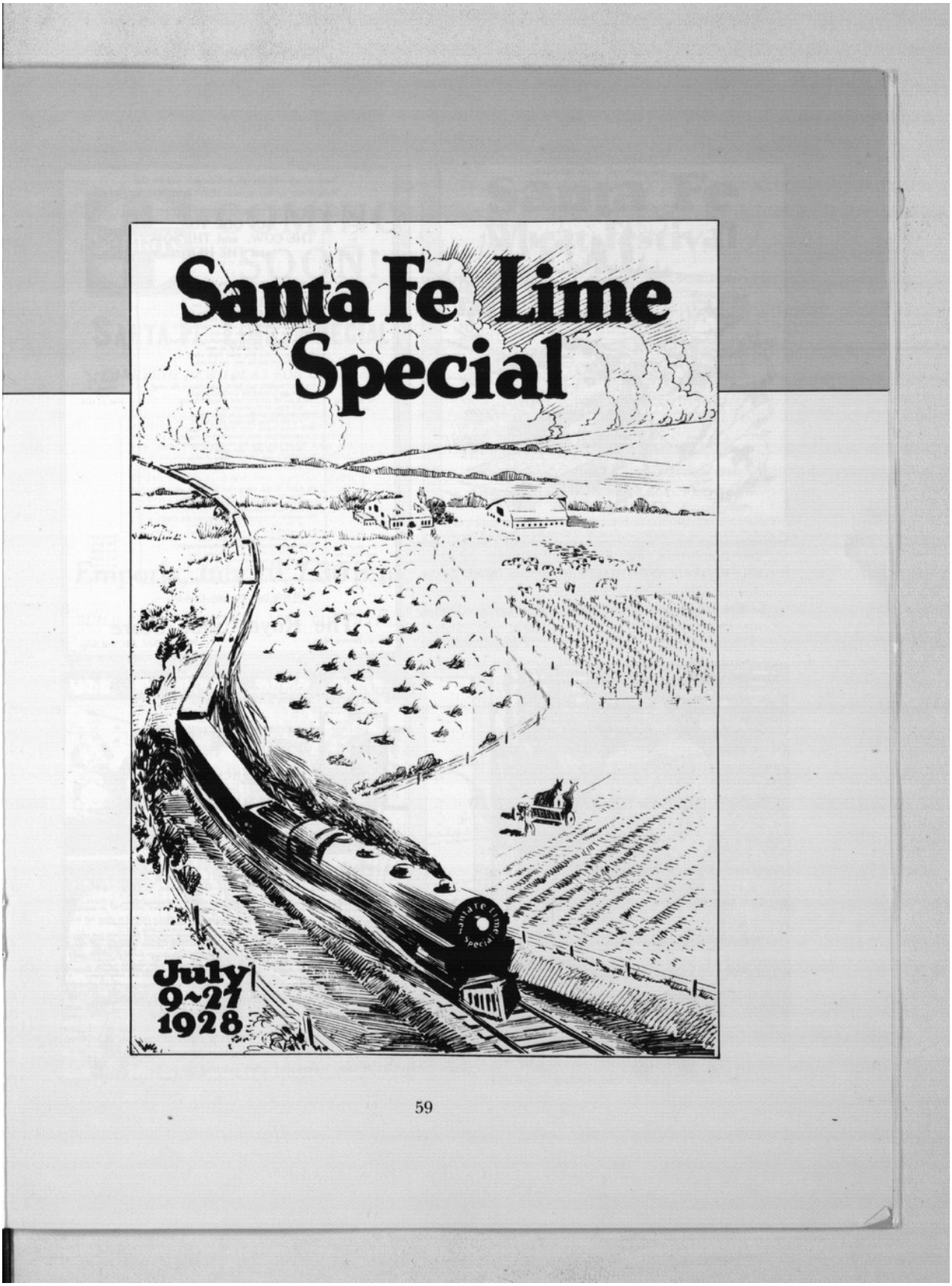
Considerable discussion ensued about having the Union Pacific move the demonstration train from its endpoint at Salina, after its Santa Fe run, to Manhattan where the exhibits would be transferred to the Rock Island cars. Large assumed this would present no problem, as he noted to Jarrell that "it is the customary practice for the various roads to handle same for each other without charge."[57] The Rock Island would have some men at Manhattan to help the professors switch the exhibits.

In April, Jarrell had an exceedingly difficult time rounding up cars to make up the train. Business Car 19 was not available since it was being sold to the 101 Ranch. Jarrell asked Houghton in Chicago whether the Santa Fe would consider using a Pullman car in addition to the business car (Car 19 had been an old "superintendent's car"), pointing out that this was what the Rock Island was doing. Houghton tried to discourage Jarrell from using a Pullman; it was more expensive (Santa Fe rented those by the day from Pullman). In late June, Car 19 was made available by Houghton. In a letter to one of the professors, Jarrell noted that it was not easy to route a crowd through an exhibit successfully, claiming that up to that point he had an accident-free record for forty-seven demonstration trains.[58]

In June the possibility of cancelling the train because of economic retrenchment was first mentioned.[59] Jarrell, concerned that a cancellation would harm the cause for which the train was to be operated, reminded Houghton that the Missouri Pacific was operating a demonstration train just before the Santa Fe's that summer and the Rock Island would be operating one immediately afterwards. He felt that the Santa Fe should cancel only if the other two roads did also. While he voiced appreciation of the current company policy of reducing expenses as the mainstay of its retrenchment policies, he felt the work of such a train was more important than ever to farmer morale.

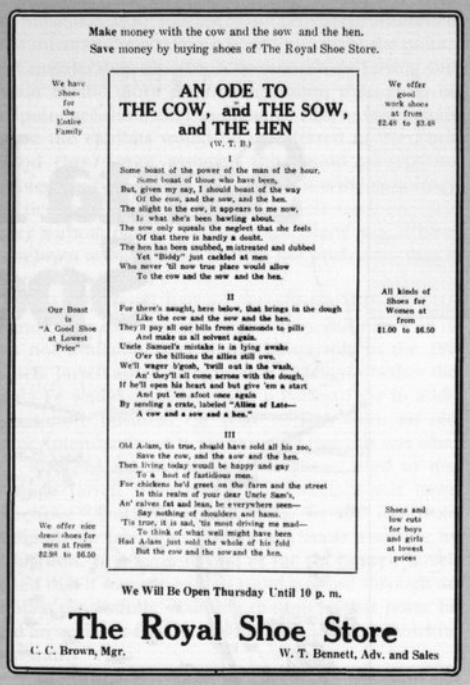
Houghton had the final say, and much to Jarrell's relief, he supported continuing the train. It ran as scheduled, bringing a final message to Kansas farmers to upgrade the quality of their wheat crop as well as diversify. (Since 1928 Kansas had been producing about

55. *Crop Report*, December 1, 1929.
56. Large to A. L. Clapp (KSAC crop specialist), February 18, 1930.
57. Large to Jarrell, March 11, 1930.
58. The number of trains includes those Jarrell organized on Santa Fe lines outside Kansas.
59. F. A. Lehman, general manager, Topeka, mentioned cancellation as a possibility. See Jarrell to Houghton, June 3, 1930.




News Note: The "cow and hen" train, which is devoting a month to touring Eastern Kansas, is for the purpose of warning the farmers to better farm preparedness, through the use of more poultry and dairy cows.

*Above: In preparation for the 1917 demonstration train, this cartoon was distributed to newspapers by the Santa Fe and featured the cow, sow, and hen as defenders against economic catastrophe.*



**Make** money with the cow and the sow and the hen.
**Save** money by buying shoes of The Royal Shoe Store.

We have Shoes for the Entire Family

**AN ODE TO THE COW, and THE SOW, and THE HEN**

(W. T. B.)

I

Some boast of the power of the man of the hour.
Some boast of those who have been,
But, given my say, I should boast of the way
Of the cow, and the sow, and the hen.
The slight to the cow, it appears to me now,
Is what she's been bawling about.
The sow only squeals the neglect that she feels
Of that there is hardly a doubt.
The hen has been snubbed, mistreated and dubbed
Yet "Biddy" just cackled at men
Who never 'til now true place would allow
To the cow and the sow and the hen.

II

For there's naught, here below, that brings in the dough
Like the cow and the sow and the hen.
They'll pay all our bills from diamonds to pills
And make us all solvent again.
Uncle Samuel's mistake is in lying awake
O'er the billions the allies still owe,
We'll wager b'gosh, 'twill out in the wash,
An' they'll all come across with the dough.
If he'll open his heart and but give 'em a start
And put 'em afoot once again
By sending a crate, labeled "Allies of Late—
A cow and a sow and a hen."

III

Old Adam, tis true, should have sold all his zoo,
Save the cow, and the sow and the hen.
Then living today would be happy and gay
To a host of fastidious men.
For chickens he'd greet on the farm and the street
In this realm of your dear Uncle Sam's,
An' calves fat and lean, be everywhere seen—
Say nothing of shoulders and hams.
'Tis true, it is sad, 'tis most driving us mad—
To think of what well might have been
Had Adam just sold the whole of his fold
But the cow and the sow and the hen.

We offer good work shoes at from $2.48 to $3.48

Our Boast is "A Good Shoe at Lowest Price"

All kinds of Shoes for Women at from $1.00 to $6.50

We offer nice dress shoes for men at from $2.98 to $6.50

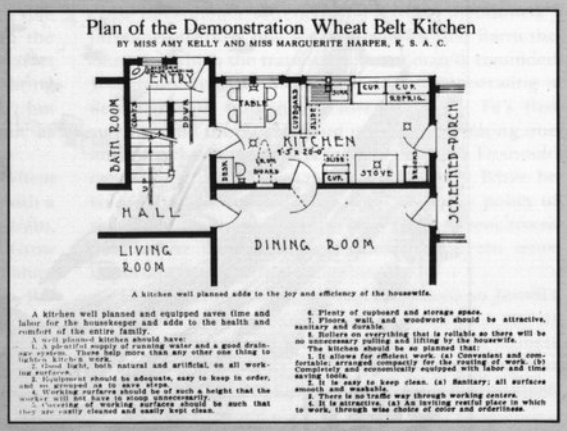
Shoes and low cuts for boys and girls at lowest prices

We Will Be Open Thursday Until 10 p. m.

**The Royal Shoe Store**

C. C. Brown, Mgr. W. T. Bennett, Adv. and Sales

*Right: Local merchants took advantage of the unique advertising opportunities provided by the demonstration trains. Pictured is a 1922 advertisement.*




*Above: Literature handed out to visitors of the "Wheat Festival Special" included this kitchen design with a list of what "a well planned kitchen should have."*

*Left: Vada Watson, the daughter of a Kansas wheat farmer, related to the crowds her family's farming experiences, often quoting her father.*

Santa Fe

# COMING SOON!

## SANTA FE LIME SPECIAL

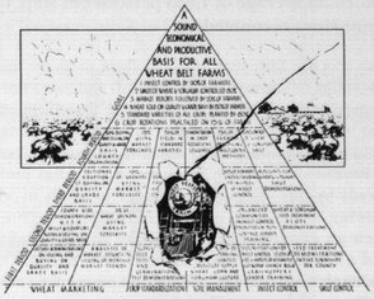
*CARRYING NEW IDEAS FOR GREATER FARM PROFITS*

AN EIGHT CAR TRAIN WITH FULL STAFF OF SPEAKERS, EXHIBITS AND DEMONSTRATIONS FOR THE FARMERS, HOMEMAKERS AND 4-H CLUB BOYS AND GIRLS OF EASTERN KANSAS, SPONSORED BY THE KANSAS STATE AGRICULTURAL COLLEGE, WITH THE KANSAS STATE BOARD OF AGRICULTURE, THE KANSAS CROP IMPROVEMENT ASSOCIATION, THE KANSAS CITY CHAMBER OF COMMERCE AND THE SANTA FE RAILWAY, CO-OPERATING.

## Emporia, July 10, 7:30 p.m.

*BUILD PROSPERITY ON A LIME FOUNDATION*

# Santa Fe Wheat Festival




THE KANSAS WHEAT BELT PROGRAM
1925 ~ 1930

*Above: Attractive pamphlet covers were designed for the literature of each subject presented by a demonstration train. This literature, passed out at each stop, reinforced what the farmers had heard from the speakers or seen in the exhibits.*

*Left: The Santa Fe provided newspapers with press releases and suggested promotional advertisements for each demonstration train.*



*Above: This newspaper drawing was based on the publicity photos of the Kansas Wheat Queen "piloting" the "Opportunity Special." Such illustrations were good publicity, although Miss Watson actually never was allowed at the throttle.*

*Left: The* Iola Farm Bulletin, *in keeping with the Santa Fe's push for better farming methods, carried this cartoon of the consequences of choosing between "scrub" and "pure bred" stock.*

two-thirds of the winter wheat crop in the country, though drought made the 1929 crop yield one of the worst in history. Acreage planted in 1930 was greater than in 1929 but less than what was planted in 1928.)[60]

Total attendance for the 1930 "Wheat Special" was 66,000, or an average of 1,833 persons per stop. Jarrell's assistant Hove recounted:

> This was the fifth year of the College program for the wheat belt to improve the production and lower the cost of production of wheat. At the same time the College also stressed the importance of diversified farming, including dairying, poultry and hog raising and feeding of livestock for market. Southwest Kansas has profited greatly by this campaign for better methods in wheat growing and in other activities of the farm... there has been an enormous increase in the cultivated acreage and a remarkable change to better farm methods from the haphazard ways of sowing and caring for crops in earlier years.[61]

By this time the costs of running special agricultural demonstration trains had begun to come into focus. The Santa Fe Middle Division in Kansas reported cost for the 1930 train was $507.99 for the five days, the bulk of that sum being wages for the engine and train crews. After all these years, Jarrell was required to submit a financial report on a demonstration train! He included cost figures from the shop electrician and carpenter for work done to outfit the cars. Carpentry costs came to a little over four hundred dollars while the electrical costs were slightly more than one hundred dollars. The Panhandle Division's bill was $269.81, while the Western Division's came to $595.47 and the Little River Division's was $152.80. Jarrell figured the total cost at $2,951.60, or $210.86 for each of the fourteen days, or $80.94 per stop. The Santa Fe had by then operated forty-two demonstration trains in eleven states.

Dean Umberger summed up the results of the five-year program in a letter to Houghton dated August 19, 1930:

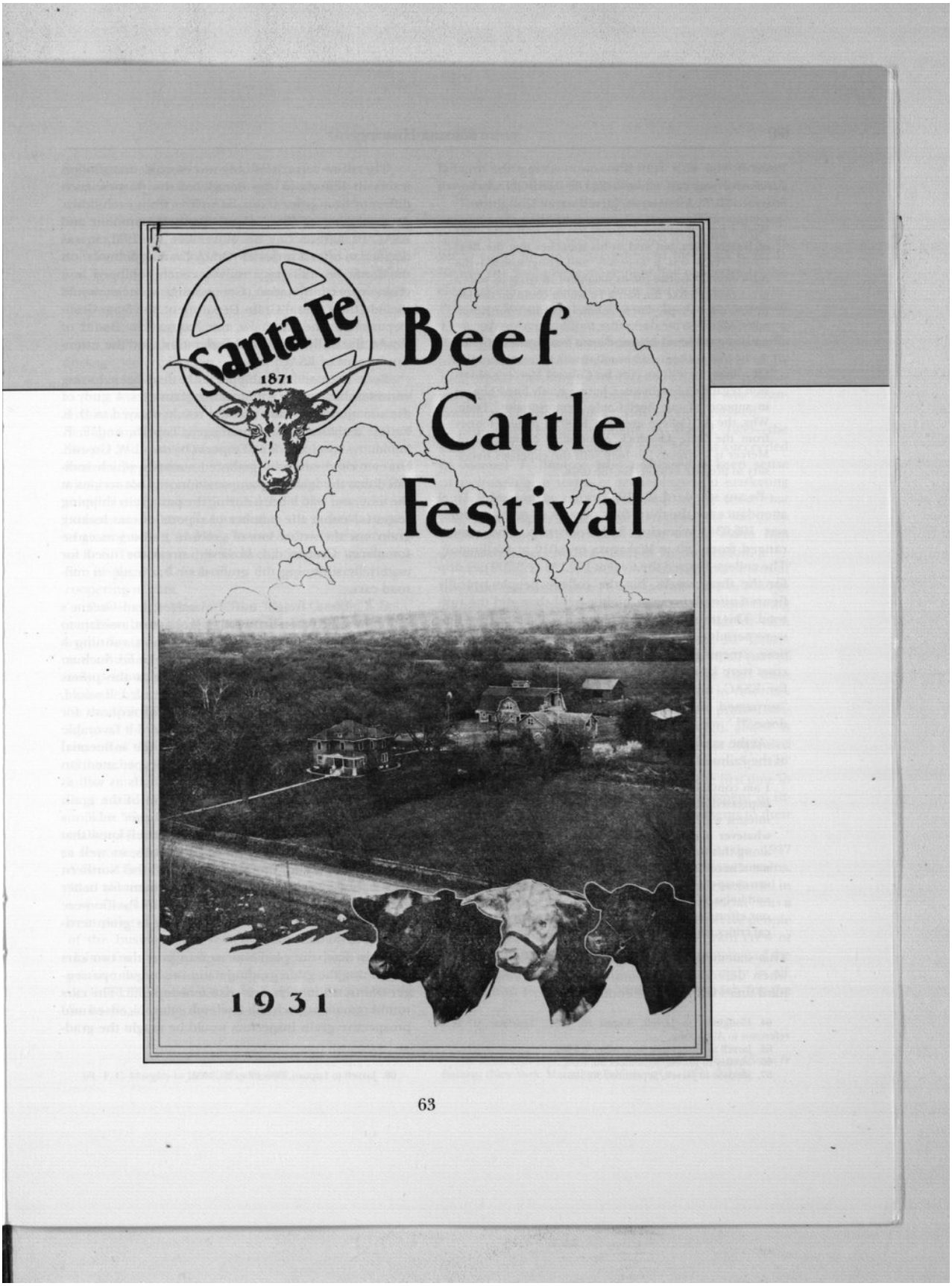
> Prior to the organization of the program, an average of about 200,000 bushels of good seed wheat changed hands annually, while during the four years the program has been underway, there has been an average of about 500,000 bushels change hands each year. Furthermore, the acreage of land summer fallowed or partially fallowed in 1929 was about three times as much as in 1926. The acreage on which smut control was practiced was more than fifteen times as great in 1929 as it was in 1925. In 1929, Kansas farmers practiced insect control on almost three times as many acres of wheat as in 1926.[62]

At the same time that livestock raisers were reducing expenses through improved methods, the results of diversification were showing up in an increased volume of dairy and poultry products, despite a nationwide drought that year, a drought unbroken until September of 1930. Thanks to the diversification plan promoted by the agricultural college and the railroad, no part of the Santa Fe territory in Kansas suffered a complete failure. As a further aid to its farmers, Santa Fe reduced by one-third the freight rates on livestock and feed in emergency cases, thus helping to save livestock.

Early in 1931 it was decided to run a "Beef Cattle Festival Special" in late August and early September for about two weeks. The agreement for the 1931 train was similar to that of previous years: Santa Fe would furnish the train, transportation and meals for the college and train crew, as well as be responsible for placing advertisements in newspapers of towns on the itinerary ($400), displaying some fifteen thousand posters at the stations ($35), and printing thirty-five thousand lecture pamphlets ($330) for distribution. For its part, the college would be responsible for exhibits, faculty, advance publicity by county farm agents, and a series of illustrated newspaper articles about the train for distribution to all Kansas newspapers. The total outlay for Santa Fe was thus nearly twenty-three hundred dollars while the bill for the college amounted to about two thousand dollars. This train consisted of nine cars (somewhat longer than previous trains): a baggage car, two horse express cars, three coaches, one flat car, and two business cars.

There was some unhappiness, however. Joseph H. Mercer, secretary of the Kansas Livestock Association, declared to Umberger in August of 1931 that the Santa Fe could be of more help to farmers by reducing freight rates.[63] Mercer felt that the college made a mistake in cooperating with the Santa Fe. His distress reflected a national concern by livestock associations that freight rates were too high. Umberger responded by inviting Mercer on board the train for the last two days of its run. Learning of this, Jarrell was frantic—could Mercer behave himself and not discuss freight rates? Houghton's reply was diplomatic: "Mr. Mercer appears to have a single track mind. He cannot avoid the subject of reduced freight rates for more than a minute or two.

60. Umberger to Houghton, August 19, 1930.
61. Hove to J. R. Hitchcock (general manager, Amarillo, Texas), August 4, 1930.
62. Umberger to Houghton, August 19, 1930.
63. Jarrell to Houghton, August 12, 1931.




63

Possibly you can win him over during the trip. If successful you can make a BLUE RIBBON worker of Scarface Al."[64] Afterwards, Jarrell wrote Houghton:

> Well, I have qualified. Colonel Joe not only kept clear of freight rates, but said in his speeches that the Beef Cattle Train was a necessity and congratulated the Agricultural College for its judgment in tying in with a great railroad like the Santa Fe which could do the job in first class shape. Then Colonel accepted our hospitality. Although on a strict diet, he put away three square meals a day for two days, and upon leaving the train told me he had not enjoyed himself so well for many months. Of course, there is no cure for Colonel Mercer's obsession regarding freight rates, but we surely lined him up in support of our Beef Cattle Demonstration Train. Why, the Ag College even got $300 in regular money from the State Livestock Association of which Col. Mercer is sec[retary] to help with the expenses necessary to prepare exhibits for the train.[65]

By any standard, the 1931 train was successful. Total attendance for the thirty-four stops in as many counties was 106,034, averaging 3,118 per stop. The crowds ranged from 700 at Wakarusa to 5,010 at Wellington. The college figured the total at 109,135 or 3,209 per stop for the three weeks, but the college people typically figured attendance at a higher level than did the railroad. This train featured "creep-fed" calves—calves that were permitted to fatten on milk and grain at the same time, creeping to the grain from the lots where the cows were kept. J. J. Moxley was in charge of the train for KSAC, and afterwards told Jarrell that the train "surpassed any other extension work which we have done."[66]

At the same time, Samuel T. Bledsoe, then chairman of the railroad's executive committee, wrote Jarrell:

> I am convinced that it is desirable to keep the farmer impressed so far as possible with our community of interest with him and our desire to make his business whatever it may be more profitable. Constant efforts along this line tend to create a favorable public sentiment in ordinary times and to retard criticism when we are compelled to retrench and ask for increase in rates, and helps to cause the farmer [to] judge our service and our efforts upon its merits rather than upon what radical critics may say about us.[67]

This statement summed up the Santa Fe's philosophy when defending the running of such trains even as hard times fell upon the country.

There are records of only two more demonstration trains in Kansas in the decade of the thirties, each different from prior trains, as well as from each other. At a meeting of the Federal Grain Department and KSAC in Kansas City on November 19, 1931, it was decided to offer a series of "Grain Grading Schools" on the Santa Fe, utilizing a railway coach equipped as a grain inspection station. Cooperating agencies would include the Federal Grain Department, the State Grain Department, the Santa Fe, the Kansas City Board of Trade, the Millers National Federation, and the extension service of KSAC.

Both railroad and shipper alike had been having considerable trouble with leaking grain cars. A study of the situation was made and the results relayed to D. S. Farley, assistant general manager, Topeka, and F. E. Summer, superintendent, Emporia, by one L. W. Greene. Greene cited carefully gathered statistics which indicated that the leaking grain situation was not serious at the time, nor had it been during the past grain shipping season. Neither the number of reports of cars leaking grain nor the actual loss of grain in transit was cause for alarm. Greene did, however, stress the need for materially stiffening the grain door barricade in railroad cars.

C. C. Dana, freight traffic manager, had Greene's report in mind when he urged G. W. Lupton, assistant to the vice-president in Chicago, to support running a "Grain Grading School" train on the Santa Fe. Such an effort would insure greater uniformity at the points where grain was officially sampled and graded. It would, hopefully, thereby lessen the number of requests for reinspection. Furthermore, it would afford a favorable opportunity to attract a large share of the influential grain shippers to interior points to give proper attention to the inspection and coopering of the cars as well as the economical and efficient installation of the grain doors. Most of all, it would engender better relations between all the cooperating agencies. Jarrell knew that the Rock Island and Union Pacific roads, as well as the Illinois Central, the Milwaukee and the Northern Pacific, had already helped in the movement for better grain grading. Santa Fe and the Missouri Pacific were the only railroads operating extensively in grain territory yet to do their part.[68]

This time, the plan was to transport the two cars containing the grain grading station via regular passenger trains, without charge, on a ten-stop tour. The cars would remain at each site one entire day. Licensed and prospective grain inspectors would be taught the grad-

64. Houghton to Jarrell, August 16, 1931. "Scarface Al" is a reference to Al Capone.
65. Jarrell to Houghton, September 7, 1931.
66. Moxley to Jarrell, September 30, 1931.
67. Bledsoe to Jarrell, September 30, 1931.
68. Jarrell to Lupton, December 24, 1931.