

HERALDRY OF RAILROADS

Origin of Signs Emblazoned on Printing and Rolling Stock.

THEY SERVE A USEFUL PURPOSE

Romance of Coats of Arms, Flags and Monograms Which Distinguish Many Lines—The Union Pacific Shield.

Coats of arms, monograms, flags and other emblems observed on railroad time tables, posters and rolling stock have a purpose other than ornamentation. Most of them are distinctive of the route and are better known than the corporate name.

Shortly after Mr. E. L. Lomas, general passenger agent of the Union Pacific railroad company, entered the service of that road at Omaha, as assistant general passenger agent, the late Mr. J. J. Potter, the vice president and general manager of the Union Pacific, asked him to get up a trade mark for the Union Pacific railroad that would convey an idea of patriotism association with the government.

Mr. Lomas, during his search for something suitable, saw a shield on an old freight car which was altogether different from anything that he had ever seen in the shape of a shield, and it occurred to him that, with proper changes, a good trade mark could be worked out of it.

He had about a hundred sketches of different forms of shields drawn, and finally selected one that did not conflict with any other shield, national or otherwise, which he could get a record. He had the upper corners cut off and the body widened and a point drawn at the bottom and thirteen stripes, alternately red and white, shown in the body, and a blue background with white letters at the top. This was at once approved and adopted.

Later Mr. Lomas wanted to work in the words, "The Overland Route," as that was the old name of the Union Pacific, and this was done in the shape of a legend at the bottom and outside of the shield, but, later, he concluded to show this in the center of the body of the shield within a narrow parallelogram and a ring. Then he added, at the bottom of the shield, "World's Pictorial Line," which was later eliminated.

When the shield was first worked out, the parallelogram extended diagonally through the middle of the shield from the right at the top, to the left at the bottom. This, however, was changed later to run from left to right.

The time consumed in working out the various changes, in accordance with ideas which occurred from time to time, was in the neighborhood of one year.

Swastika of the Rail. In glancing through the field of railroad heraldry, the first place historically must be given to the emblem of the St. Louis, Rocky Mountain and Pacific Railway company. This emblem has practically gone unnoticed, or, at least, is not generally known, except by our spike-staking friends, beaten all the way round the world, when it comes to age.

The main ground of this device is a swastika, the swastika was doubtless invented by some friend of the great-grandfather of the gentleman, who built the cheops pyramid or the smiling sphinx or the hanging gardens of Babylon or the tower of Babel. Anyhow, it seems to have been found in every part of the world, and at every time that history can put a tag on; and some that it cannot, even if it does not admit it.

The swastika on a black flag, with a circle surrounding it, bearing the words, "The Rocky Mountain Route," is the emblem of this road. It probably typifies the age-enduring strength and richness of the country through which the road passes, as well as hints at its history, the swastika having been one of the earliest decorative designs of the American Indian tribes.

An Emblem and a Religion. There is so much to say about the Northern Pacific's peculiar trade mark that the difficulty is in selecting things to be said in the short space we wish to occupy so as to give a full idea of the large meaning of the symbol. For antiquity this trade mark runs the swastika a pretty good second.

As nearly as can be traced, it originated, as a symbol, in the abstruse mind of a young Chinese named Chou Lien Ki. This young man was an ardent lover of nature, and in the course of his rambles he discovered a cave of peculiar formation.

He used a modification of the outline of this cave to illustrate a system of philosophy established by Fuh Hi, a Chinese philosopher, who lived some 3,000 or 4,000 years before Christ. The symbol, which at first seems very complicated, is in reality exceedingly simple.

If you describe a circle and rule a line through the diameter, then describe two semi-circles, having the center one-quarter of the distance and the circumference touching the center of the larger circle, the semi-circles facing in opposite directions, you will have the simple outline of the Great Monad. The system of philosophy is stated as follows: "The Illimitable produced the great extreme; the great extreme produced the two principles; the two principles produced the four figures." And from the four figures were developed what the Chinese call the eight diagrams of Fuh Hi, in 823 B. C.

Taken from the Korean Flag. This is the origin of the symbol, but it is not from this source that the Northern Pacific adopted it. To quote from the history of the trade-mark as published by the company: "The design was discovered and adapted to its present use in 1881. Mr. E. H. McHenry and Mr. Charles S. Peck, then, as now, the chief engineer and general passenger, respectively, are principally to be credited with its discovery and adoption.

The Northern Pacific was in search of a trade-mark. Many designs had been considered and rejected. Mr. McHenry, while visiting the Korean exhibit at the World's fair, was struck with a geometrical design that appeared on the Korean flag.

It was simple, yet effective—plain, yet striking. At once the idea came to him that it was just the symbol for the long-sought-for trade-mark. With but slight modification it lent itself readily to the purpose."

P. V.," or, to quote the full title of the preliminary reminder by its initials of the phrase, "First Families of Virginia." In this section of the country before, and shortly after, the civil war the term was so much used, and it had so much meaning, that the abbreviation "F. V. V." was quite common.

When wishing to attract the attention of the public to the first solid vestibule, electric lighted dining car, sleeping car and coach through train operating between the east and the west, Mr. H. W. Fuller, then general passenger agent of the road, decided that the surest method was to use some form which would abbreviate into those famous initials "F. V. V."

The emblem of the Wabash railroad consists of the word "Wabash" in white characters on a black square on a red flag, intended to carry the conviction to the observing eye that the Wabash is the shorter road. The emblem at first was shown in the glare of headlights, instead of on the banner, but as the Wabash grew older and began to look around and see what a big sized boy it was becoming, it decided that it could just about show its tail lights to anything on the line. So it laid the headlights out and became the Banner Road.

The Domestic Katy. The emblem of the Missouri, Kansas & Texas is also in the form of a nickname, "Katy," and is doubtless better known among railroaders as "Katy" than by its longer and more significant appellation. The name springs from the fact that the Missouri, Kansas & Texas, was, prior to 1887 operated as part of the Gould southwestern system, being known at the time as the Kansas and Texas division. This among trainmen was naturally abbreviated to "Katy," and thus it is "K-C-T-D" and therefrom, by this easy step, into the touching, homelike, and affectionate common, "Katy." It is very domestic.

The "Keystone System." Of course, everybody knows why the Pennsylvania railroad adopted the trade mark of the keystone, and, of course, everybody is wrong, at least, they are in the little story of facts. The Keystone, as an emblem of the Pennsylvania, is the result of a westward movement among emigrants and among the presidents of the state of Pennsylvania in 1877.

Mr. Thomas E. Watt, who was at that time district passenger agent at Pittsburgh, in preparing some advertising for the purpose of influencing the business, suggested the use of the keystone. His suggestion, as carried out at that time, included with the keystone the headlight of a locomotive, and the rays of light from the headlight illumined the reading matter on the flyer.

Mr. L. P. Farmer, then general passenger agent, was struck by the effectiveness of the idea and suggested that the keystone would be most suitable as the regular emblem for the Pennsylvania railroad.

Canada's National Railway. One of the most distinctive of railroad trade marks is that of the Canadian road, the Intercolonial railway. This device is a moose head looking through a double circle, on which appears the words, "The Past Line, The People's Railway." This was first used in 1881, and in 1887, with the word "Canada" in a large part of the device, indicating the government ownership of the railway.

The moose head was adopted by this railway because no other railway in the country passed through such an extensive stretch of country so definitely recognized as the home of the moose. Both the moose head and the coat of arms appear on the folder, but the moose head is the recognized trade mark of the road.

Santa Fe's Repeated Moods. Perhaps no railroad has changed its trade mark as often as the Santa Fe. The trade mark adopted in 1880 is described in the Santa Fe employee's Magazine as looking like a cake of soap, with the words "Santa Fe Route" across it.

The trade mark adopted in 1884 is very gorgeous, but is a product of the very worst pun that man was ever compelled to survive under. The main portion of the device in the western hemisphere, with a lion standing on top of the words "Santa Fe Route" scrolled beneath.

We are asked to appreciate the significance of this work of art as "the Big Lion's Lion." The present trade mark of the company was devised in 1902, on train No. 1, going into Chicago. Mr. Davis, then industrial commissioner, and Mr. J. J. Byrne, at present assistant passenger traffic manager, used what they said was a silver dollar, but what was doubtless a poker chip, to draw a circle, and within the circle they drew a cross. This device is not so ornate as the one of 1884, but it sits up less amiably against the designers.

First Railroad Trade-Marks. But the Santa Fe pale goes into insignificance in the matter of ornate design when compared to the old trade mark of the Chicago Northwestern. It was, perhaps, the first design adopted by any railroad as a trade mark.

The company, therefore, had nothing to guide it, and the result looks like Halley's comet striking a palm tree. The only thing that leaves whole is a map of the Northwestern route, and about the only thing we can be sure of is the statement set forth and only slightly damaged by the company's own history, that the Northwestern penetrates the richest and most attractive portions of Illinois, Iowa, Nebraska, Wyoming, Wisconsin, Minnesota, Dakota and northern Michigan." Evidently the penetration was very effective.

One is prepared to forgive even the Northwestern, however, for turning to a simplicity just as pronounced and effective as that of the Santa Fe. The trade-mark now used is a circle with a diagonal hand across in black, with the words "Northwestern Line" in white, and a square of black with the words "Chicago and Northwestern Railway" in white relief.

The maple leaf of the Chicago Great Western railroad has an origin all the more interesting because the man who designed it received one hundred dollars for the job. In 1889 Mr. Buschbark, general passenger and ticket agent of the Chicago, St. Paul and Kansas City Railway, as the road was then called, offered a prize of one hundred dollars to any ticket agent in the United States who could suggest the most appropriate trade mark for his company.

The result was that Mr. R. G. Thompson, who is now ticket agent for the Wabash at Fort Wayne, Ind.—or was, some time ago—sent in the maple leaf design, with the Chicago, St. Paul and Kansas City railway system sketched into the veins of the leaf. The road has carried this design ever since.

Yet, in railroad emblems or trade marks can boast of a better known or more distinguished designer than that of the Atlantic Coast line. In January, 1871, Colonel A. Pope, who was then located at Wilmington as general passenger agent, devised the present emblem, a double circle, with the words "Atlantic Coast Line" in red in the center and the names of the states through which it passes between the circles.

trade mark to have been designed by such a famous railroad man as Colonel Pope.

Is it a Clever Leaf? The emblem of the Toledo, St. Louis and Western railroad, properly known as "The Clever Leaf," is a standing monument to the native states of Indiana and Ohio. This Irishman, Mr. James M. Quigley, was the president of the road in 1886.

When the truck was being changed from narrow gauge to standard the company wanted an emblem, and the president suggested the shamrock. The directors held their hands in indignation and Mr. Quigley beat a strategic retreat, and smilingly suggested a clever leaf.

The result is that till this day nobody knows whether the original emblem was a shamrock or the clever leaf. The writer has friends who say they know the difference, but as he does not know himself he does not believe them.

In the matter of headlight, the Chicago and Alton goes the whole hog. The company's design is a real dyed-in-the-wool, medieval heraldry. The basic design is a shield surmounted by a very uncomfortable looking helmet, which is, in turn, surmounted by an electric headlight with wings. It is very awe-inspiring.

On the shield are three links placed triangularly, and indicating the fact that the Chicago and Alton links the three great cities of the middle west—Chicago, St. Louis and Kansas City. Surrounding all this design is the railroad, known as "The Salt Lake Route" and "The Arrow Head Line."

The design is taken from the phenomenon on the Arrow Head mountain, near San Bernardino, Cal., one of California's geological wonders.

On the face of this mountain, overlooking the whole of San Bernardino valley, stands out in startling clearness an immense arrow head, caused by a formation geologically distinct from the rest of the mountain. It consists chiefly of disintegrated white granite, and light gray granite, and is covered by a carpet of short white sage and weeds. This lighter vegetation shows up in sharp contrast to the dark green growth of surrounding chaparral and grasswood.

By actual measurement the arrow head is 145 feet long and 48 feet wide, covering an area of seven and one-half acres.

Evolution of the Rio Grande. The trade-mark of the Denver & Rio Grande was composed and evolved, as the writer is informed by its evolver, after much cutting and pasting and printing, and the exercise of considerable art and more ingenuity from a number of designs submitted by railway printing houses, at his request.

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That the employees of the railroad appreciate this work is indicated by their constant cooperation with the worker stationed at the Union station, Mrs. Clara Mead. Indeed, the Traveler's aid work is a measure supplementary to the station people's and the railroad people throughout the country appear to appreciate this fact.

Many women who have never traveled before and are puzzled by the ways of the traveling public, people whose friends fall to meet them and who are thereby entirely bewildered and uncertain where to go, are a few of the cases which look to the worker for aid.

It is estimated that about 15,000 people come and go from the Union station every day. In six months she has been stationed there, Mrs. Mead has given assistance to this assistance varies from requests for directions to more intricate service such as locating friends for distant foreigners. Back of the worker is the employment department of the association, and the information department, in the absence of an association, being taken care of, keeps a list of places to which the inquirer may be sent. It is hoped that before long the association may have the much needed boarding home, place to accommodate the transient and also the stranger who comes to Omaha to work.

While the Traveler's Aid assists people passing through, her work primarily is to assist the people coming to the city, either for a short time, or seeking work here.

An advertisement in the Omaha papers and the papers throughout the state is one of the ways in which the department reaches the public which needs its assistance.

The first summer camp of the Social Settlement will open its tent at Tyson lake tomorrow. Arriving to present plans the first camping party of a dozen boys from the settlement chaperoned by Miss Clara Schaefer, superintendent of the settlement; Miss Waterman and Emil Krebe, will leave Omaha Monday morning, journeying to Blair by train and from there by wagon to Tyson lake. Some of the camp kit has already been sent on and the rest the campers will take with them.

This first day is to include the actual fun of "pitching camp," and there is great excitement among the "pitchers," other boys will join the party later in the week, and still others come out for Sunday. The boys are to have the camp two weeks and then the girls of the settlement will have possession for two weeks.

The Woman's Suffrage club will meet Wednesday afternoon with Mrs. Ida Ginsberg, 1208 South Twenty-sixth street. The Commission Plan of City Government will be the topic of discussion.

Miss Blanche Sorenson, leader of the music department of the Women's club, left last week for an extended western trip. She will go to the coast by way of the Canadian Pacific road, visiting various cities and points of interest in Manitoba and British Columbia, visit the coast states through which it passes between the circles.

The route is well known in its advertising as "The Scenic Line of the World." Most of the designs submitted were, curiously enough, formed by the head of a locomotive boiler, some with one kind of ornamentation, and some with another. The combined result of all these designs is the front end of a locomotive boiler, with the words "The Scenic Line of the World" on a banner beneath it, a mountain scene on the steam chest, and the name of the company surrounding the view.

One of the greatest railroads of the continent, the Canadian Pacific, uses one of the simplest but most effective of emblems. It is a beaver couchant above a black shield, with the words "Canadian Pacific Railway" in red. The beaver is, of course, emblematic of Canada, while the shield is an artistic pattern of leaves, and surmounting the whole in a cloud of steam, evidently coming from behind the light, are the words, "The Only Way."

These words, "The Only Way," from the advertising slogan suggested by Henry Deekens, "Two Great Cities," and called "The Only Way."

From such small beginnings do great things come.

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with Mrs. J. H. Gantz, forty-ninth and Hickory streets.

Mrs. H. M. Bushnell of Lincoln has been appointed chairman of the General Federation legislative committee, succeeding Mrs. George Watkins of Chicago. Mrs. Bushnell is an ex-state president of the Nebraska Federation and is now General Federation state secretary. The chairmanship to which she has been appointed is an important one, especially so since the ruling of the recent National convention, that no legislation should be undertaken by any General Federation chairman until such legislation had first been passed on by either the president of the General Federation or the chairman of the legislative committee.

At the meeting of the Frances Willard Woman's Christian Temperance union, which is to be held Wednesday afternoon at Hancock park, George Corbett, who was the union's delegate to the prohibition convention, will give a report of the convention. Rev. Frank High and others will speak at the meeting.

Mr. Frank B. Pond, formerly with Miller, Stewart & Beaton, Takes Up New Duties at Once.

Mr. Frank B. Pond, advertising manager for the firm of Miller, Stewart & Beaton, today announced his resignation and simultaneously comes the announcement that the Orchard & Wilhelm Carpet Company have secured his services as the manager of their advertising and mail order department.

She made herself the woman she is today and brought about the wonderful change in her face in a single night. For removing wrinkles and developing the bust, her method is truly wonderful.

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held its annual meeting Saturday afternoon at 3 o'clock at the public library. At this meeting, the annual election of officers will be held and the delegate to the International Esperanto Association, meeting which is held at Washington, D. C. August 12, will be chosen. Dr. E. H. Brunsing is now president of the state association. Rev. Charles T. Lang of Blair, the secretary.

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No More Wrinkles BEAUTIFUL BUST

Let this woman tell you true, everything she agrees, follow her instructions, then if you are pleased, recommend her wonderful methods to your friends.



The World's Greatest Beauty SHE LOOKS LIKE A GIRL OF 18

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Leading Omaha Teachers Enthused Over Huntington "Club" Piano Offered by The Bennett Co. Read What They Have To Say: Mrs. Edith L. Wagoner, Omaha's Leading Lady Pianist, Voices These Words of Approval: "The Huntington Piano offered by you in the Huntington 'Club' is without doubt one of the best values that I have seen offered to the piano buying public. The advantages of the special price, together with the rebate plan of payment through being a 'Club' member, brings not only the price but the terms within reach of all. My opinion is that you will quickly fill the entire club of 150 members." Very truly yours, MRS. EDITH L. WAGONER. Mr. Joe Stumpp, Orpheum Pianist, Also Knows the Merits of This Piano: "I have given the Huntington Piano a thorough and severe test and find it to be a first class instrument in every respect. The scale is even and Treble and Bass are well balanced, creating a wonderfully rich, full tone. I pronounce the 'Huntington' to be the greatest bargain; well worth the price asked for it; an instrument far above the average." With best wishes for continued success. Yours truly, JOE STUMPP, Pianist, Orpheum Theater. Miss Blanche Sorenson, Popular Voice Teacher, Says: "I have had occasion to examine the Huntington Piano as advertised by The Bennett Co. in their special Huntington 'Club' and I feel that I can say it is undoubtedly an instrument of superior merit and worthy of the claims made for it. Any one contemplating the purchase of a piano should look into The Bennett Co.'s Huntington 'Club' plan. Yours truly, BLANCHE SORENSON, Teacher of the Voice. Mr. Henry Lotz, Most Able Teacher and Pianist, Says: "I had the pleasure of inspecting the Huntington Piano offered by the Bennett Co. in their special Huntington 'Club' and unhesitatingly say it is a piano of superior grade, embodying general high character in construction and total quality. With reference to the Bennett 'Club' would say it is unusual and that the price and advantages make it the greatest buying opportunity ever offered to those contemplating buying a piano." Yours truly, HENRY LOTZ, Pianist and Teacher. A \$325 Piano For \$244.50 Join the "Club" at once. Receive the numerous privileges that are accorded to "Club" members only. Call at the store and have the plan with its new "money-back" rebate feature fully explained to you. Piano Dep't The Bennett