

original

THE ATCHISON, TOPEKA AND SANTA FE RAILWAY COMPANY  
RR 393 - 419

Agricultural Development and Publicity Department

The Agriculture and Publicity Department Papers are a diverse collection of materials from a department headed by John F. Jarrell, 1866-1941. Jarrell joined the AT&SF Railway Company in 1910 to supervise the newly created press bureau. By 1916, he was head of the Santa Fe publicity office and a pioneer of railroad publicity work in the United States. When the U. S. government returned the railroads to private control in 1920, the Santa Fe consolidated several offices under Jarrell's management. He assumed the responsibilities of director of publicity, manager of agricultural development and editor of THE EARTH.

These papers reflect the various duties John Jarrell assumed and the diverse functions and services of the offices he managed. The agricultural development and publicity offices published THE EARTH and CROP REPORTS as well as distributed EVERYMAN'S ALMANAC throughout the Santa Fe system. Jarrell's responsibilities also included working with the state agricultural colleges in coordinating the operation and scheduling of special agriculture trains. These demonstration trains provided thematic (Cow, Sow and Hen; Safer Farming; Lime Special; Better Wheat; etc.) educational, informational and entertainment opportunities for citizens of towns along the scheduled route. For the railroad's involvement in the operation of the special train, they received a large amount of publicity. Another function of the office included providing trips to national meetings for members of the 4-H Clubs and National Congress of Vocational Agricultural Students. The publicity office also printed and distributed addresses, statements and special advertisements from the administration offices. Jarrell compiled the newspaper clipping volumes which chronicle the travel and activities of various demonstration trains, the Kansas Press Association Dinner (1925) and the Railroad Week Celebration (1936).

The papers of the Agricultural Development and Publicity Department are arranged in four major series: General-Publications, General Files, Demonstration Trains, and Clippings. Oversized materials which include advertising posters for demonstration trains and several blueprints have been removed. Photographs taken during the operation of several demonstration trains have been removed and catalogued in the Photograph Collection.

General - Publications

**EVERYMAN'S ALMANAC:** General correspondence and distribution statistics are contained in the papers, 1927-1939. The files are arranged chronologically by year and provide a detailed insight into the mechanics of how the almanac was distributed throughout the Santa Fe network.

**CROP REPORTS:** There is a complete set of reports, 1924-1939, arranged chronologically by month. These brief one page reports provide a summary of existing and predicted crop and weather information in the agricultural regions served by the Santa Fe.

**THE EARTH: THE EARTH** resumed publication after WWI (1920) under Jarrell's direction. There are general files outlining the reorganization of the office, it's policies, personnel and administration.

### General Files

Groups of records contained within this series are:

**Miscellaneous Celebrations and Openings:** These are files of correspondence and memoranda concerning the various activities in which the publicity department was actively involved. In addition to ceremonial openings and formal meetings with civic groups, these files contain information on such items as The Screenland Special (1927), the opening of the new Santa Fe office building in Topeka, Kansas (1925) and files on the Kansas Press Association Dinner (1925) sponsored by the Santa Fe.

**Loss and Damage Prevention Meetings:** These records (1925-1929) chronical the activities and formal agenda of company sponsored meetings for employees to promote greater safety and service by Santa Fe employees.

**4-H Club (1935-1937) and Congress of Vocational Agricultural Students (1927-1937):** The files contain general correspondence concerning the Santa Fe's sponsorship of county competitions whose winners are awarded free trips by the railroad to national conventions of the 4-H Club and National Congress of Vocational Agricultural Students. The files deal largely with the determination and announcement of the winners and the logistics of their transportation and accommodations to and from the national conventions.

### Miscellaneous

These files include H. M. Bainer's Wheat Seed Files (1912-1916) which contain the accounts of sales of seeds and grains by Bainer in Oklahoma. Other files included are miscellaneous accounts and vouchers which were created by members of Jarrell's staff.

### Demonstration Trains

These files contain information concerning the planning, scheduling and operation of special agricultural demonstration trains operated by the Santa Fe in cooperation with state agricultural colleges in Kansas,

Oklahoma, Texas, Missouri, New Mexico and California. The files containing information on trains date from 1917 to 1937 and are arranged by state in chronological order. Jarrell's offices were deeply involved in the operation of these trains--planning, arranging schedules, generating publicity, outfitting the rail cars and governing the overall activity of the train while it was in operation--and the correspondence and records reflect this activity.

### Clippings

These papers are newspaper clipping volumes that were compiled by Jarrell and chronicle some of the major events in which his offices were involved. The clippings books were compiled from local newspapers throughout the Santa Fe territory as the special demonstration trains traveled through the area. In addition, clippings volumes were compiled on the Kansas Press Association Dinner (1925) and the Railroad Week Celebration (1936).

BOX INVENTORY

General - Publications

Box 1      Everyman's Almanac, 1927 - 1938 #2  
RR 393

Box 2      Everyman's Almanac, 1938 #3 - 1939  
RR394  
Crop Reports, 1924 - 1939

Box 3      The Earth, General Files  
RR395      "      "      Office Furnishings  
            "      "      Leaves of Absence Policy  
            "      "      Requests for Subscriptions, 1938-1939  
                                    (only samples retained)  
            "      "      Transfer of C. W. Lane Office  
            "      "      Employee: M. A. Koontz  
            "      "      Employee: M. J. Russell  
            "      "      Employees: Temporary Payroll

General Files

Box 4      Miscellaneous F. J. Jarrell Correspondence  
RR396      Fruit Growers Organization, California  
            Fort Madison, IA - Bridge Opening, 1927  
            Abilene, KS - Station Opening, 1927  
            Arkansas City, KS - Santa Fe Day, 1927  
            Cushing, OK - Chamber of Commerce Meeting, 1927  
            Pawhuska, OK - Opening of New Line, 1927  
            Screenland Special, 1927  
            New Building Opening, April 18, 1925  
            Office Space in New Building, 1925  
            Kansas Press Association Dinner, 1925  
            "      "      "      "      "      (Inventions Accepted)  
            "      "      "      "      "      (Invitation Regrets)

Box 5      Loss and Damage Prevention Meeting, Fort Worth, 1925  
RR397      "      "      "      "      "      Tulsa, 1927  
            "      "      "      "      "      Topeka, 1927  
            "      "      "      "      "      Denver, 1928  
            "      "      "      "      "      Pittsburg, 1928  
            "      "      "      "      "      Fresno, 1928  
            "      "      "      "      "      Houston, 1929

4-H Clubs, 1935 - 1937 #2

Box 6 RR398	Federal Board for Vocational Education: Policies National Congress of Vocational Agricultural Students, 1927 - 1929 #2
Box 7 RR399	National Congress of Vocational Agricultural Students, 1930 - 1933 #2
Box 8 RR400	National Congress of Vocational Agricultural Students, 1934 - 1937

Miscellaneous

Box 9 RR401	H. M. Bainer Seed Wheat File: Correspondence, 1912 " " " " " " 1913 " " " " " " Oklahoma Towns " " " " " " Collection of Oklahoma Notes, 1915 - 1916
	Expense Account - Mr. Lane, 1938 - 1939 " " Mr. Hubbard, 1938
	Expense Vouchers (Jarrell, Hubbard & Ater Accounts), 1935 - 19

Demonstration Trains

Box 10 RR402	1917: Kansas "Cow, Sow & Hen Special" 1922: " " " " " " (Equipment & Operation) " " " " " " (Advertising)
	1923: Kansas "Safer Farming Special" #1 - #2 1925: Kansas "Opportunity Special" #1 - #2
Box 11 RR403	1926: Kansas "Wheat Festival Special" #1 - #2 " " " " " " (Advertising) " " " " " " (Publicity)
	1928: Kansas "Lime Special" " " " " " (College)
	1930: Kansas "Wheat Festival" #1 - #2 " " " " " (Publicity)

Box 12	1931:	Kansas	"Beef Cattle Special"		
RR404	1932:	Kansas	"Grain Grading School" #1 - #2		
	1937:	Kansas	"Better Farm Homes" #1 - #3		
	"	"	"	"	(Advertising)
	"	"	"	"	(Publicity)
	"	"	"	"	(Form Letters)
Box 13	1926:	California	"Cow, Sow & Hen Special"		
RR405	1932:	California	(Proposed)		
	1927:	Colorado	"Crop Rotation Special" #1 - #2		
	"	"	"	"	(Publicity)
	1929:	Colorado	"Farm & Home Special" #1 - #2		
	1923:	Oklahoma	"Safer Farming Special"		
	1925:	Oklahoma	"Better Wheat Special"		
	1927:	Oklahoma	"Greater Farm Profits Special"		
Box 14	1924, 1927, 1928:	Missouri	(Proposed)		
RR406	1926:	Missouri	"Better Farm Profits Special" #1 - #2		
	1924:	New Mexico	"Cow, Sow & Hen Special" #1 - #2		
	1930:	New Mexico	"Farm & Home Special" #1 - #2		
Box 15	1923:	Texas	"Cow, Sow & Hen Special"		
RR407	"	"	"	"	(Publicity)
	1924:	"	"	"	"
	1925:	Texas	"Better Wheat Special"		
	1928:	Texas	"Farm & Home Special" #1 - #2		
	"	"	"	"	(Publicity)
	1932:	"	"	"	#1 - #2
	"	"	"	"	(Acco Press Article)

### Clippings

Box 16	1917:	Kansas	Demonstration Train	(Folders 1 & 2)
RR408	1922:	"	"	(Folders 1 - 3)
Box 17	1923:	Kansas	Demonstration Train	(Folders 1 & 2)
RR409	1925:	"	"	(Folders 1 - 3)

Box 18	1925:	Kansas Demonstration Train	(Folders 4 & 5)
RR410	1926:	" " "	(Folders 1 - 3)
Box 19	1926:	Kansas Demonstration Train	(Folders 4 & 5)
RR411	1927:	" " "	(Folders 1 - 3)
	1931:	" " "	(Folder 1)
Box 20	1931:	Kansas Demonstration Train	(Folders 2 - 6)
RR412			
Box 21	1931:	Kansas Demonstration Train	(Folders 7 - 9)
RR413	1937:	" " "	(Folders 1 & 2)
Box 22	1937:	Kansas Demonstration Train	(Folders 3 - 5)
RR414			
	1926:	Missouri Demonstration Train	(Folders 1 & 2)
Box 23	1924:	New Mexico Demonstration Train	(Folders 1 & 2)
RR415			
	1923:	Oklahoma Demonstration Train	(Folder 1)
	1927:	Oklahoma Demonstration Train	(Folders 1 - 3)
Box 24	1923:	Texas Demonstration Train	(Folders 1 - 3)
RR416	1924:	" " "	(Folders 1 & 2)
Box 25	1924:	Texas Demonstration Train	(Folder 3)
RR417	1928:	" " "	(Folders 1 - 4)
Box 26		Kansas Press Association Dinner, 1925	(Folders 1 & 2)
RR418			
		Railroad Week Celebration, 1936	(Folders 1 & 2)
Box 27		Railroad Week Celebration, 1936	(Folders 3 - 5)
RR419			

Oversized Materials

Demonstration Trains Advertising: Kansas  
California  
Colorado  
New Mexico  
Oklahoma  
Texas

Hillsboro, KS, Wheat Festival Broadside, 1927

Blueprints: (4), Railroad car floorplan and vestibule construction