

THE PENNSYLVANIA RAILROAD SYSTEM

Broad Street Station
PHILADELPHIA, PA.

July 24, 1913

Pennsylvania Station
PITTSBURGH, PA.

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The Pennsylvania Railroad Farmers' Instruction Train



THE FIELD PRODUCTS CAR

Displayed in this car are 582 specimens of fruits, vegetables, grains, hay, cotton and tobacco, grown along the lines of the Pennsylvania Railroad

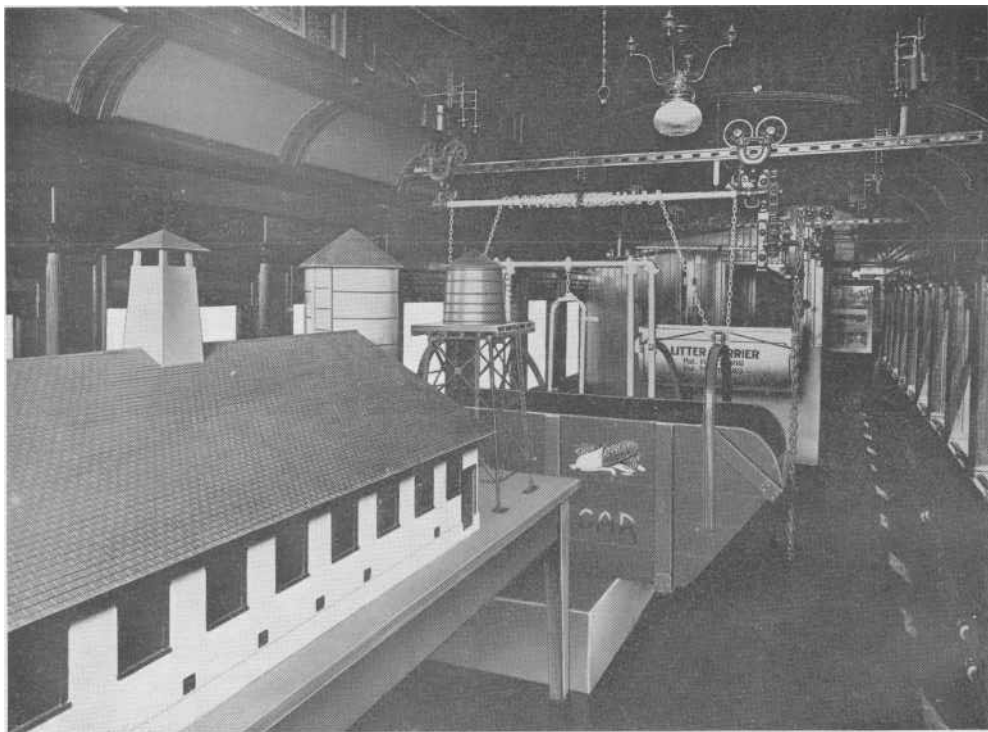
An Agricultural Instruction Train has been put on the road by the Pennsylvania Railroad Company. It will be sent to every division of the System East of Pittsburgh and Erie for stops of two days or more at each of the principal towns.

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Railroads must not only carry traffic—they must create it. That is how they have built themselves up in the past. It is also how

THEY HAVE HELPED BUILD UP THE COUNTRY.

To make two blades of grass grow where only one previously flourished is a well-developed policy of railroad traffic managers. This policy has taken the form of specialized activity. The Industrial Agent, the Milk Agent, the Railroad Demonstration Farm and the Agriculturist, the Forester and the Farmers' Instruction Train, are all typical illustrations of the



HOW TO PLAN A MODEL DAIRY

This car contains a model of a modern dairy barn, a full size sanitary stall, and a completely equipped dairy house

“intensive” theory—not more territory to be covered with light loads and long mileage, but “density” developed and encouraged to the limit—more grain, more fruit and produce, more milk, more timber, and more manufacturers per mile of road.

The railroad teaches the farmer how to cheapen the cost of production, raise the standard of product, increase the yield per acre, and gain access to the most profitable market. The farmer’s gain from such efforts is obvious. The railroad benefits from the increased business it thus obtains.

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The Agricultural Revival

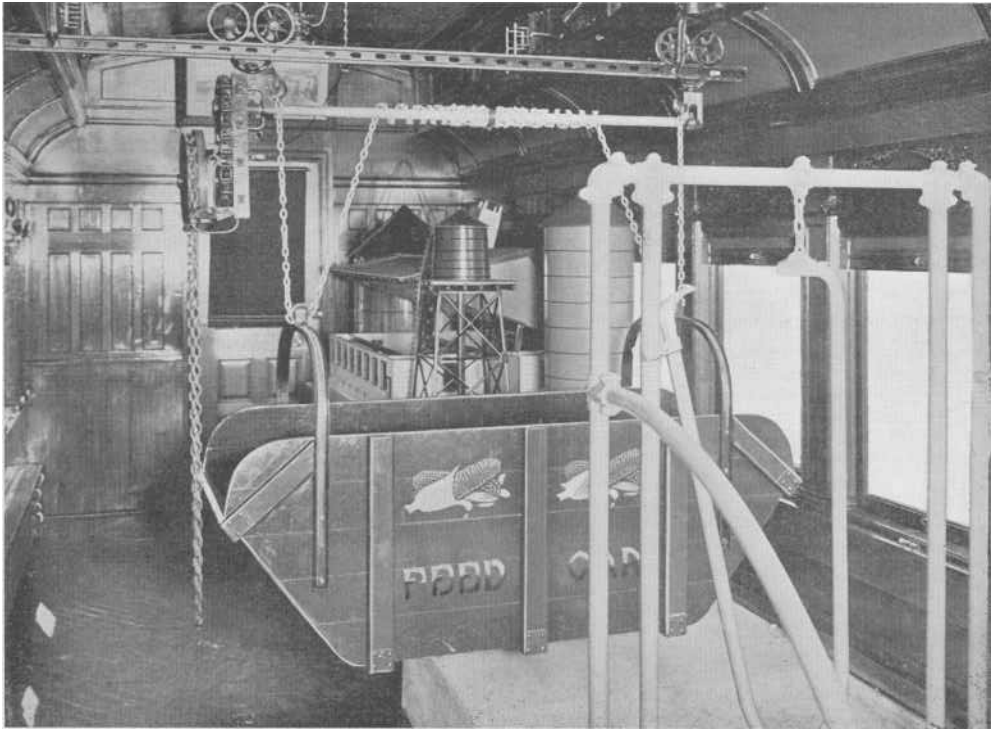
The first systematic action taken by the Pennsylvania Railroad System toward improving the agricultural development of the territory traversed by its lines was in 1905, when two plots of land were purchased on Long Island and turned into experimental and demonstration farms. Following this, with the co-operation of the State Agricul-

tural Colleges, special educational trains and steamboats were run through various sections of the country. Station Agents were sent to the Experiment Station that they themselves might become thoroughly acquainted with the principles of scientific agriculture and return to their homes enthusiastic missionaries in the cause of good farming.

The Field Products Car

And now comes the Demonstration Car—perhaps not the last word in creative effort, but certainly up to the present the most effective plan devised for carrying the gospel of improved methods to those who till the soil.

This car, in charge of the Pennsylvania Railroad Agriculturist, is a magnificent demonstration of the farming possibilities of the East—an instructive illustration of the fertility and adaptability of the but partly developed farming sections in the North Atlantic States. It is unique and attractive in the fact that no particular section or commodity is specially exploited, but, on the contrary,



THE DAIRY EXHIBIT

The most up-to-date and economical methods of modern dairying are exemplified in this car

the 582 specimens of fruits, vegetables, grains, hay, cotton and tobacco here displayed were contributed by growers at various points from the Chesapeake Capes to the shores of Lake Ontario, and from the New Jersey Coasts to the Buffalo frontier.

Its message to the farmer is not only one of exhortation—"go thou and do likewise"—but more than that, it shows the producer the character of the competition he will have to meet, and spurs him on to the attainment of even better results.

Pennsylvania Railroad Dairy Development

Closely allied with agriculture—in fact, a most important department of farm management—is the dairy. The Pennsylvania Railroad Milk Department, organized to develop the dairy industry along its lines, has arranged a companion car designed to demonstrate modern methods of economical dairy farm operation. Perhaps in no branch of farming is it possible to operate at so comfortable a profit or discouraging a loss as in dairying—all depending upon the methods employed.

One element to be overcome is that of distance from one's market. If the dairyman 500 miles from New York or Philadelphia can put his morning milk into the cities in good condition in time to have it pasteurized, bottled and delivered to the consumer the following morning, the impediment of distance from the market is eliminated, and he is placed in a position of fair competition with every other producer working under similar conditions.

Realizing the possibilities of development along this line, the Pennsylvania Railroad has inaugurated a special service to carry milk in refrigerator cars from northwestern New York and Pennsylvania to the great seaboard cities of New York, Philadelphia, Baltimore, Washington, and other important markets. Further, by means of its tunnels under the Hudson and East Rivers and Manhattan Island, the Pennsylvania Railroad has established an *all-rail* milk service to the populous and rapidly growing portions of Greater New York on Long Island, Brooklyn and Long Island City, and is the *only railroad* able to accord this service.

But the Pennsylvania Railroad does more than provide the transportation service. Through its Milk Department it undertakes to direct the attention of city dealers to available sources of supply, and interest them in the location of sanitary milk shipping plants, to which the dairyman can bring his milk, sell it at point of shipment, and thus be relieved of unnecessary responsibility.

In its pamphlet just published, entitled "Your Dairy Farm—Does it Pay?" the Pennsylvania Railroad says:

"It is a well-known fact, supported by Government statistics, that there are fewer dairy cows in proportion to population in the United States than formerly. * * * The city of Greater New York increases in population about 18,000 per month; Philadelphia, Baltimore, Washington, and other places of more or less importance, are also adding to the number of their residents annually. All these communities require an increasingly large quantity of milk. * * * Thus the operation of the law of supply and demand, now and in all probability always in favor of demand, is the dairyman's opportunity."

What, then, is essential? Economy in production—Facility in disposition—Ability to guarantee a pure and satisfactory product.

The Dairy Exhibit

This is the object of the Dairy Car. As you enter there is a working model of a silo—economy in production. Next a modern dairy barn in miniature—economy, facility and purity combined. Then a sanitary concrete stall, equipped with stanchion, feed car and litter carrier, with continuous water and feed trough—facility and purity and not lacking in economy, feeding and cleaning

considered. Finally, a complete dairy house, with practical but inexpensive equipment for weighing, testing and cooling the milk and washing tinware—again economy, facility and purity.

How the Cars Carry Their Message

The Exhibit Cars will systematically traverse the entire lines of the Pennsylvania System East of Pittsburgh, Erie and Buffalo, remaining two days, or longer if necessary, in each locality visited. There are no set series of lectures. The cars will be open during the day and evening, and be in charge of the Company's Agriculturist and Dairy Representatives. They will generally be accompanied by a representative of the Department of Agriculture, who will gladly welcome an opportunity for personal talks on pertinent topics.

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In addition to the pamphlet on "Your Dairy Farm—Does It Pay?" the Pennsylvania Railroad Company has issued, at its own expense, some most instructive literature concerning improved farming. The titles of these booklets suggest their scope, as follows:

THE ESSENTIALS OF SOIL FERTILITY,
ORCHARD PRIMER,
POTATO CULTURE,
CORN CULTURE,
SEED GRAIN SUGGESTIONS,
BEEF PRODUCTION,
USE OF DYNAMITE ON THE FARM,
FARMING POSSIBILITIES OF THE DELAWARE-
MARYLAND-VIRGINIA PENINSULA,

copies of which may be obtained free by those interested.



THE AGRICULTURAL EXHIBIT TRAIN

The purpose of the railroad is to teach the producer to cheapen the cost of production, raise the standard of the product, increase the yield per acre, and secure the most profitable market