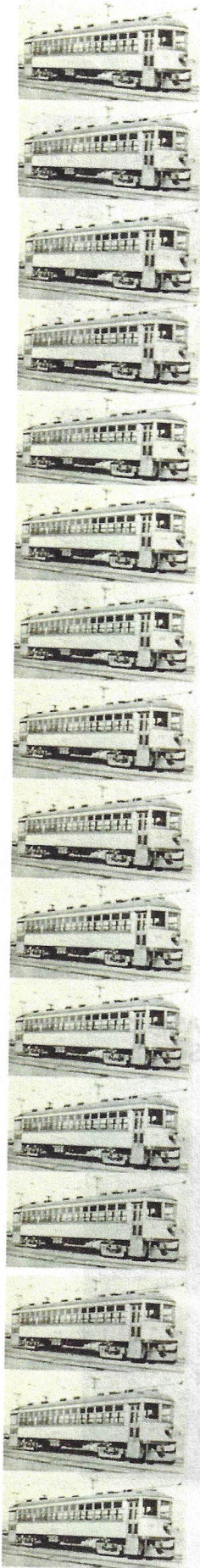


AROUND THE LOOP

A Publication of the National Museum of Transportation
 JULY 2018
 Trolley Volunteers

RAIL & RUBBER – PART 3 OF A SERIES



good news for shoppers!

Special 25-cent roundtrip fare

Accepted Retailers of St. Louis

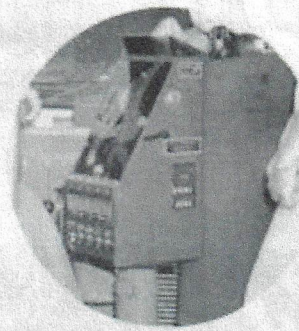
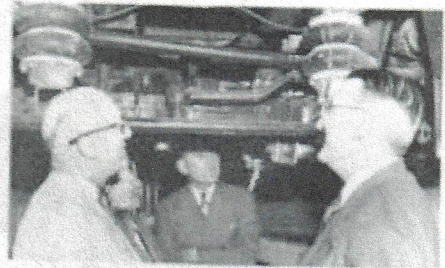
Above: More than 40,000 shoppers took advantage of the special 25-cent roundtrip fare offered jointly by Public Service and the Associated Retailers during the month of June.

Below: "Downtown Day" — major retail sales events staged in April and November — featured a free return-ride ticket for transit-riding shoppers. As in other cooperative Public Service-Associated Retailers reduced-fare promotions, both the stores and the Company shared financial support of the venture and each contributed advertising and publicity.

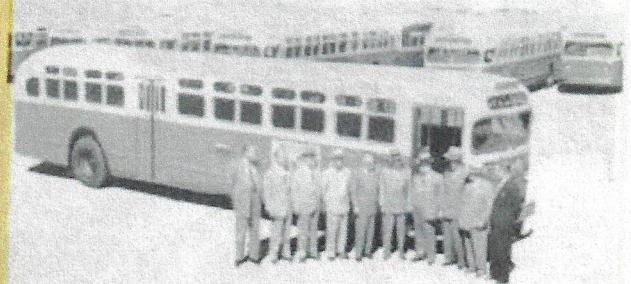
St. Louis Public Service

Sumnerfield Downtown Day FREE RIDE HOME

Sumnerfield Downtown Saturday only DAY SALES



One hundred new 50-passenger buses, costing \$2.2 million, were added to the Public Service fleet during the year. Below, City of St. Louis officials gather for an inspection ride. Above, Company and city officials look at the doughnut-like bellows which are a part of the "air suspension" system — most dramatic feature of the new buses which provides an improved transit ride. Also above, new all-electric fully-automatic fare boxes were introduced in the Public Service fleet during 1952.

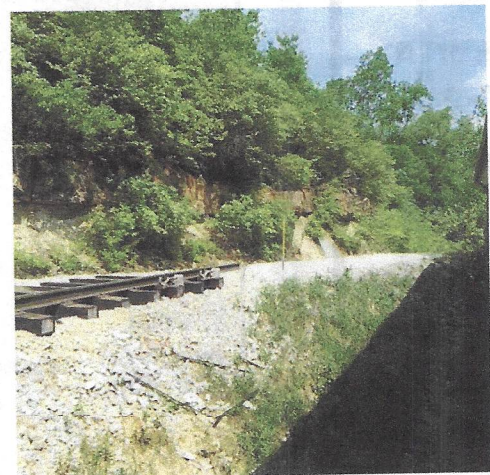


COULD THIS BE THE "NEW" NATIONAL MUSEUM OF TRANSPORTATION?



PROGRESS IN THE WORKS!

TROLLEY EXTENSION LINE PASSES PLATFORM CONSTRUCTION SITE!



THE HORSE CAR ERA – PART ONE

The semi-centennial anniversary of the opening of the first street railroad in the City of St. Louis came in 1909. The Fourth of July of 1859 was the day, Olive Street was the scene. The inaugural trip took place at ten o'clock in the morning and was attended with great enthusiasm. The first horse car was described as a "beautiful vehicle, light, elegant, and commodious, built with fifteen others of the same style for the Missouri Railroad Company." The place of manufacture was Philadelphia and the cost \$900 per car.

Plans for this gala opening nearly miscarried owing to the delay in the arrival of the car. On the morning of the 3rd of July the Ohio & Mississippi railroad agent sent word to the street railroad people that the first car was in East St. Louis. In those days the task of getting a streetcar down the bank of the Illinois side, upon a ferry boat and then up the St. Louis Levee was formidable. But the man who drove the first omnibus in St. Louis was at the head of the street railroad enterprise. The horse car was on the track at Fourth & Olive Sts. Before ten o'clock the morning of the Fourth. The directors of the company took the seats. President Erastus Wells stood on the front platform holding the lines over the crack team, hitched to the pole, "which," as one reporter explained in his description of the car, "*can readily be shipped to either end of the car.*"

Only the newspaper account of the first trip of the first streetcar seen in St. Louis, published at the time, can properly present the scene.

"Mr. E. Wells, president of the road, then took the reins, and after a jerk or two the first car moved slowly but steadily up the track, amidst loud shouts and cheers from the crowd. Troops of urchins followed in its wake, endeavoring to hang on, and we fear unless this is prevented in the future serious accidents may occur. The center of the track, or foot path, being macadamized, and not sufficiently settled, small pieces of rock being detached constantly by the horses feet, and falling upon the track materially retarded the progress of the car, in several cases throwing it from the track. The switches, or turnouts, too, require some alteration, as they do not entirely answer the purpose intended. Several times the car failed to run upon the track intended, and a general backing out was found necessary before the car could proceed. But after serious delays of this nature the car arrived at Tenth St., the track having been cleared of stone only that distance. The horses were then attached to the other end, and the return trip progresses, and after but few delays, the track being much improved by the first trip, the pioneer car arrived at Fourth St., where it again was greeted by a large crowd of persons, each waiting an opportunity for a free ride. During the progress of the car through the streets, its presence was greeted by hundreds of fair faces beaming from every window and every door, while shouts of joy from scores of urchins heralded its approach. The first trip proved the enterprise a complete success, and at each subsequent trip, which was made with the car crowded to repletion, fresh laurels were won, as the horses pulled the enormous load without apparent 'effort.'"

The first street railroad which received a franchise from St. Louis did not build. Quite apparently the promoters gave to their enterprise the title of the "Laclede Railroad Company." The terms of the franchise serve to recall the time when St. Louis was an aggregation of separate communities. By the ordinance the stockholders of the Laclede company were "authorized to construct their railroad in the City of St. Louis, from the City of Bremen, on Ninth St., from Howard St., or Cass Avenue, to Seventh St., thence on Seventh St., to Carondelet Ave., and thence on Carondelet to the southern limits of the City of St. Louis, with a double track for the entire distance.

The southern limit of the city was then a short distance below the arsenal. This ordinance was approved in the winter of 1856. The road was not built. Three years later, when the epidemic of horse railroad construction came, franchises for routes were granted without regard for the Laclede.

The Missouri Railroad Company, which built the first street railroad in St. Louis, had been authorized by act of the legislature in 1855, but the company was not formed until 1859, when the ordinance passed the city council. At the time there were two sides to the question of permitting street railroads in St. Louis. Omnibuses were considered good enough by many people. Just as there had been those who doubted if it was quite the thing to patronize omnibuses in 1844, so in 1858-9 opposition to streetcars was manifested. People who lived within easy walking distance of the business district urged that horse cars were not needed. They further contended that the narrow streets might become blockaded, that property fronting on streets occupied by the tracks would become damaged, that the noise would prevent sleep at night and would wear upon the nerves during the day. The opposition to street railroads even became a subject of action by mass meetings. Citizens of the Second and Third wards were especially active, and declared in resolutions against the movement to grant occupation of the streets by railroad tracks.

So spirited was the controversy over horse cars that Dr. Adam Hammer in addressing a mass meeting of the First ward criticized the citizens of the Second and Third wards, ascribing the dissatisfaction there to the influence of "a few politicians who had axes to grind". The resolutions, adopted by a large vote, demanded the "granting of a right-of-way for one track on Carondelet Avenue, and on Seventh St., and such other necessary facilities to the city railway companies as will contribute to the speedy completion of the roads, limiting them, however, to the passenger traffic alone, and surrounding them with such proper and wholesome restrictions as will insure the safety and convenience of the public."

The associates of Erastus Wells in the incorporation of the Missouri railroad were William M. Morrison, Marshall Brotherton, Dr. William VanZant, James H. Parker, and Alfred A. Henry. The original franchise consisted of two routes, one on Olive St., and the other on Market St. The Olive Street track began at Fourth and ended at Seventeenth St. The Market St. line began also at Fourth and first reached Twelfth St. Expansion of the system continued until the Olive St. line reached Boyle Ave., eventually finding its way over that street to Maryland Ave, and thence west to Kings Highway. The Market St. line adjusted its route as follows: commencing at Fourth and Market Sts., thence west of Market to Sixth St., north on 6th to Chestnut St., west on Chestnut to Twentieth St., south on Twentieth to Market, west on Market to Manchester Avenue west and southwest on Manchester to Manchester road, west and southwest on Manchester road to Tower Grove Ave., and south on Tower Grove to Magnolia Ave. Total mileage of the Missouri Railroad reached 26.21 miles of track, of which 9.60 miles was cable and 16.61 miles was electric. When the consolidation was affected, the Missouri had united with the Forest Park, Laclede & Fourth Street Railroad Company, to form the Missouri System. The outstanding mortgage of the system was \$792,000, of which some \$700,000 worth of debts belonged to the Missouri. Interest on the Gold Bonds was five percent, retireable March 1, 1901, the date of maturity being March 1, 1906. Erastus Wells held the presidency from the beginning, through his ten years in Congress and until 1881, when he disposed of his control.

The Forest park, Laclede & Fourth Street Railroad Company was incorporated July 30, 1884 and was sold to the Missouri Railroad June 26, 1890. The route was Commencing at Kings Highway and Laclede Ave, then east on Laclede with a double track to Twenty-eighth Street, thence east on Laclede with a single track to Market Street, and east on Market to Twentieth. From this point the railroad used the tracks of the Missouri Railroad (Market Street Line) to Fourth and Market streets. On the return trip it did not join with its own line at Twentieth street, but continued over the Missouri Railroad to the terminus of its double track (Laclede and 28th Street)

Though it was the Missouri that was the pioneer of horse cars in St. Louis, the line merely reflected the personality of the spirit behind it, that of old Erastus Wells. St. Louis was one of the first American cities to introduce horse cars. Even before that the omnibus lines of Mr. wells on Olive and Market streets were considered to be among the best equipped with respect to rolling stock and horses in the country. Able was said to be a model. In 1882, when horse cars ran on 119 miles of track, the city was so well provided with street railroad facilities that several of the companies were in the hands of receivers and not half of the mileage was paying a fare per cent on the money actually invested. It is said (no records exist for this era) that during the period of horse car operation in St. Louis only one line continuously paid dividends, and that the Olive Street Line of Erastus Wells. Stockholders in some of the other lines tried to give away their shares. One day the porter of a mercantile establishment came into the Lindell office at twenty-second and Washington and presented an order for the transfer of a block of stock to himself. The order was signed by the man's employer. The matter was referred to the executive officer of the road who sent back word to the stockholder that if he would look at the by-laws of the company he would discover stock could not be transferred as long as there was an assessment unpaid. Those were days that tried street railroad men's bank accounts. One John Scullin ran a street railroad in St. Louis at a loss of \$100 dollars a day for twelve months. The receipts not only did not pay the interest on bonds or dividends on stock but fell \$100 a day short of meeting the operating expenses.

(To be continued.)



National Museum of Transportation Trolley Volunteers Cal Blanksteen and Ray Witthaus at work in the Restoration Shop. They are pondering the puzzle of the pesky horn that just does not want to give a "toot". It appears that our CTA car #44 just maybe getting a new horn in the near future.

In other news, work continues on the track and new platform for the trolley line extension.