

CLUB PRESIDENTS MEET IN PENSACOLA

ASSEMBLED for their second annual convention, sixty presidents of Frisco Employees' Clubs met in the Frisco's newest city, Pensacola, Florida, on February 25 for a three-day session of business and pleasure.

Coming from all points of the far flung system lines the club presidents, some of them accompanied by their wives, met in Memphis, Tenn., Sunday, February 24, and departed on the Frisco's famed "Sunnyland" at 9:40 Sunday night for Pensacola, occupying three special Pullmans.

Accompanying them to join in the program and help in any way possible to see that the men directing the activities of the various clubs enjoyed themselves, were several general officers of the railroad, including Messrs. S. S. Butler, general traffic manager; J. W. Nourse, passenger traffic manager, and E. H. Bunnell, comptroller, all of St. Louis; H. L. Worman, superintendent of motive power; J. K. Gibson, his assistant; and C. J. Stephenson, assistant to the general manager, of Springfield.

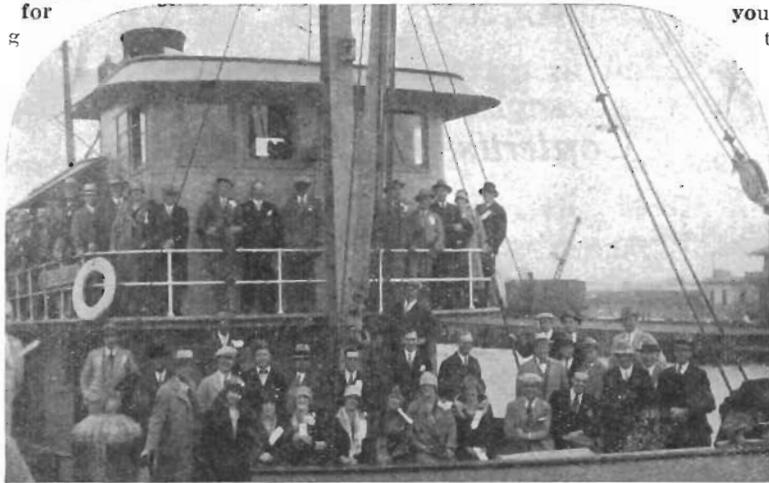
When the "Sunnyland" pulled into the Frisco's handsome new station at Pensacola at 12:15 Monday afternoon, the club presidents got an immediate taste of Pensacola's famed hospitality. Through arrangements made by President C. C. Shaw, of the Frisco Employees' Club of Pensacola, and W. H. Crowe, general agent at that point, the train was met by automobiles owned by Pensacolians and the club presidents were escorted to the hotel San Carlos, scene of convention activities, in an impressive parade.

There they signed the roster of attendance, registered into the hotel, and inspected with some amazement the convention programs handed them by Mrs. W. H. Crowe and Mrs. Jack Crenshaw, who had charge of the registration.

Business sessions each day were listed, of course, but in addition the club presidents were surprised to see that a dance at Sanders Beach, a

Second Annual Convention Held at Frisco's Gulf Port Feb. 25-26-27—Sixty Presidents Attend

boat ride on Pensacola Bay, anti-aircraft gun drill by the U. S. Coast Guard artillery and a dress parade by the same unit, an automobile tour of



This photograph was taken just before the tugboat "Jenkins" left its pier for a three-hour inspection trip over Pensacola Bay. Sixty presidents of Frisco clubs are on board.

Pensacola, a banquet, and airplane flights at the Naval Air Station for all who wished to take them, comprised the entertainment part of the three day session.

"Business before pleasure" was the order, however, and following lunch, the delegates assembled in the ball room of the San Carlos where the first business session of the convention was called to order promptly at 2:00 p. m. by W. L. Huggins, Jr., chairman of the central committee on employees' clubs.

The sharp rap of the gavel had hardly died away when President J. W. Seabough of the Men's Club of Springfield took the floor and presented Chairman Huggins with a beautiful Ball watch, chain and knife, a gift from the combined employees' clubs of the system.

"In presenting you with this token of friendship and esteem," Seabough said, "we hope as the hours, days and years go by you will often be reminded of the gang who met with you in Pensacola in February of 1929. This

present does not come from one or two or three clubs, but from the entire club family over the system. We hope you will consider it as indicative of our appreciation for the good work you are doing in uniting us into a closer family of workers and friends for the betterment of ourselves and our railroad."

In accepting the gift, Chairman Huggins said: "I cannot tell you how greatly I appreciate this splendid surprise. Association with you in the organization of these clubs has been the most pleasant part of my job with this railroad, and I am very proud of the friendships which have ensued from our work together. Please accept my heartfelt thanks for this beautiful gift."

The chairman then read a letter from President J. M. Kurn who was unable to attend the meeting.

The letter said in part:

"There has been nothing in my more than forty years of railroad service which has given me more

pleasure and gratification than the results obtained by the activities of our employees' clubs. The whole-hearted cooperation you have given the management has brought us all a new lease on life, and I want to tell you very frankly that it has added impetus to the entire official family and demonstrated to us what it means, in the handling of this great institution, to have the undivided support of all of the employees. To think of doing otherwise in the future presents a picture bordering on catastrophe. The close relationship as between capital and labor, so-called, is no longer mythical, or even paradoxical—it is a fact, and it is only due to this condition that we can bring about this excellent spirit of co-operation.

"The first law of man is self-preservation. The destructive influence bearing on our livelihood, which are constantly knocking at our very doors are: Reductions in rates, increased cost of materials, loss in passenger and freight traffic due to bus and truck invasion, increased taxes,



Above appears the official picture of the convention taken in front of Frisco office in San Carlos Hotel. Top row, left to right: M. H. Stubblefield, Chaffee; J. F. Neal, Cape Girardeau; G. C. Dakon, Fayetteville; Gordon Robertson, Memphis; E. H. Bunnell, St. Louis; C. G. Lamont, St. Louis; R. L. Schoenberg, Tulsa; W. E. Davis, Carrier; H. Benecke, Enid; L. Booker, Carbon Hill, and Earl Calvert, Wichita.

Second row: H. M. Cloud, Neodesha; C. V. Montgomery, Sherman; E. P. Olson, Hugo; J. R. Needham, Kansas City; Mrs. W. A. Mills, Oklahoma City; Mr. W. A. Mills; A. C. Miller, Ft. Scott; L. W. Caviness, Ft. Smith; Harry Rogers, Barti; N. L. Chamblee, Dora; C. F. Staton and Mrs. C. F. Staton, Vernon; Mrs. F. K. Shrock, Carrier, and Mrs. Murl Calvert, Wichita.

Third row: F. A. McClaren, Henryetta; Harry Miller, Thayer; H. C. Fryar, Jonesboro; A. H. Lawson, Birmingham; J. A. Charles, Monett; J. H. Constant, Winfield; W. O. Moore, Ft. Worth; J. J. Hood, Dacula; son of W. Estes, Muskogee; Mr. and Mr. Leonard Wright, Sapulpa; Mrs. Vertise Banner, Blackwell; Cleatus Price, Poplar Bluff; L. S. Bancy, Joplin; B. L. Estes, Oklahoma City; O. F. Nowlin, Madill; W. Estes, Muskogee; Murl Calvert, Wichita; J. W. Seabough, Springfield.

Front row: T. T. Cowley, Drumwright; J. E. King, Okmulgee; W. L. Huggins, Jr., St. Louis; F. K. Shrock, Carrier; Mrs. Shrock; Miss Marie Arnold, Springfield; Miss Martha Moore, St. Louis; Miss Loretto Connor, St. Louis; Mrs. D. L. Ester, Oklahoma City; A. T. Laney, Clinton.

Kneeling on sidewalk, to right: Mrs. J. B. Wood, Pawnee; J. C. Graylee, Amory; C. E. Wright, Hobart, and J. B. Wood, Pawnee.

major portion of which are assessed amount good roads which are used by buses and trucks.

"Want you to know that as President of the great Frisco system am using all of the energy at my command to combat these influences, but it is a hopeless task unless we all put our shoulders to the wheel—and this how you will do. While we all, more or less, must at sometime use defensive tactics in order to preserve ourselves, the offensive plan is always the better of the two. The offensive plan in our case is increased business, additional cars of freight and additional passengers. So let us be on the offensive constantly.

"Want to again express regret at my inability to be with you, and to take this opportunity of thanking you and through you each and every member of Frisco employes clubs over the entire system, for your interest and support in the past, cherishing the hope that this spirit will be constant-

ly demonstrated throughout the years to come."

Great applause greeted this message from the Frisco's president, and a motion was immediately made, seconded and passed unanimously, instructing the chairman to telegraph President Kurn assuring him of the whole-hearted support and co-operation of the clubs of Frisco Lines in all matters pertaining to the betterment of the Frisco.

With these preliminaries over, the delegates settled down to a serious discussion of ways and means to increase traffic for Frisco Lines through employe solicitation.

The discussion was lead by President Seabough of Springfield, who described in detail the manner in which the two Springfield clubs have organized into four traffic teams, each with a captain, and entered into a spirited contest for tips on business. Mr. Seabough urged the adoption of a resolution by the presidents endors-

ing the plan as standard for all clubs on the railroad.

In the discussion which ensued President L. W. Caviness of Fort Smith advocated the plan of his club, in which tips were handled in the same manner as in Springfield, but the actual business secured from these tips was traced, and reported.

"We are not satisfied with tips alone," Caviness said. "Our club members want to know if their tips have resulted in business actually moving over our railroad. In order to give them this information we have asked the traffic department to give us a report. If we do not follow up in this manner we are in the same position as a duck hunter who fires often at his game but does not bother to pick them up."

Following the discussion the chairman appointed a committee to draw up a resolution setting forth standard practices to be observed in employe solicitation, with President Sea-

bough as chairman, and Presidents Schoenberg, Tulsa; Lamont, St. Louis; Estes, Muskogee, and Calvert, Wichita, as members.

The committee's recommendations were: that a standard form be adopted and printed to be used by the entire club family, "to take care of and provide ample evidence that our employes are taking an interest in this most important campaign of traffic solicitation. All forms are to be prepared in carbon, original sent to traffic department, and carbon copy to club president for permanent record and such acknowledgment as he may determine. Club presidents will handle locally the development of record of such tips that have been realized into actual traffic, such data to be sent to Central Chairman Huggins for the annual report on club activities."

Thus all tips on freight and passenger business will be followed through to a conclusion, and the record will clearly show the actual amount of business secured through tips from employes.

The first meeting adjourned promptly at 5 o'clock, and the delegates took advantage of the three hours before their evening entertainment to get their first look at Pensacola.

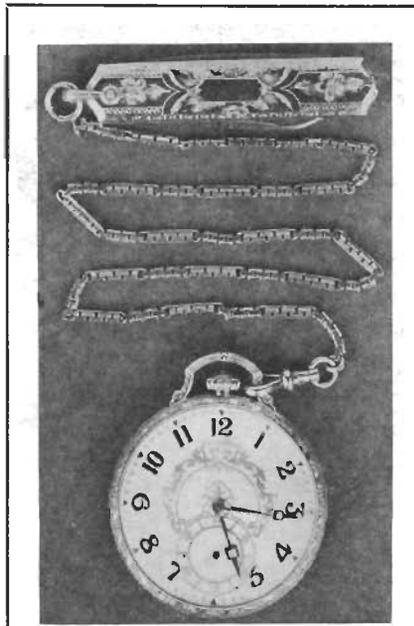
At 8:30 Monday evening, the club presidents together with members of the Frisco family in Pensacola assembled at Sanders Beach pavilion for the dance which had been arranged by the Frisco Employes' Club of Pensacola in honor of the visitors. The program was broadcast over Radio Station WCOA, Pensacola's municipally owned station.

A program had been arranged prior to the dancing, and the first order of the evening was an address of welcome by Hon. Harvey J. Bayliss, mayor of Pensacola. In his address Mayor Bayliss stressed the earnest desire of Pensacola to show the visitors the "time of your lives," and urged the club presidents to ask for anything they wanted and did not see.

"We have long since abandoned the custom of turning over the key of the city to our visitors," Mayor Bayliss said. "There is no key to Pensacola. This splendid gulf port city is always open to our friends and our allies—the Frisco Employes."

Chairman Huggins made the response on behalf of the club presidents, and thanked the Mayor and the people of Pensacola for their splendid reception of the Frisco visitors.

"Of all the cities on Frisco Lines, the club presidents preferred Pensacola for their 1929 meeting, because it is here that the 79 year old dream of Frisco Lines to reach tide-water



To All Members--Frisco Employes' Clubs

Dear Folks: This is the only way I have to thank you all for the beautiful watch, chain and knife which you presented to me through your club presidents at our meeting in Pensacola last month. Need I tell you that they have become my most valued possessions? With the engraved bit: "To W. L. H., Jr., from Frisco Employes' Clubs—1929", they will always serve as a reminder of many pleasant associations and friendships. I earnestly hope that my duties as chairman of the central committee on employes' clubs will continue to merit the whole-hearted support you have given so readily.

*Yours sincerely,
W. L. HUGGINS, Jr.*

was realized," he said. "Pensacola means a great deal to the Frisco. It is through this splendid gulf port that the 25,000 employes whom these club presidents represent hope to send thousands of cars of freight for export, and receive more thousands of cars of import in the northern cities from which they came to enjoy the hospitality of your wonderful city on this occasion."

Following several excellent vaudeville acts, the visitors and their friends danced until a late hour to the music of Johnny Frenkle's nine-piece orchestra.

Passenger Traffic Manager Nourse was first on the program of Tuesday morning's meeting, in a talk outlining effective passenger traffic solicitation for employes.

"We are today in the most critical period ever experienced in railway

passenger service," Mr. Nourse said. "This is due, as you know, to an increase in the number of automobiles and to the steady increase in the good roads in our territory. We have no quarrel with the automobile—it is here to stay, but possibly we have a right to feel dissatisfied with the methods and tactics of many of the competing bus lines. They are taking an unfair advantage as we see it in operating over public highways built from public funds to which they have contributed but a very small amount. In many cases they have no established fare or charges when in competition with the railroad. It is toward these competitors as well as those rails I feel we should direct our solicitation efforts primarily. Of the millions of people in this country even one is a potential customer for the passenger man and our problem is to find him. That is where you can help us. Often-times you hear a casual conversation in which a trip is mentioned. A timely word from you might secure a passenger fare. I urge you to put in that timely word, since this is the fundamental basis of passenger traffic solicitation."

Following Mr. Nourse's address, Mr. C. J. Stephenson, assistant to the general manager at Springfield, was introduced.

"Throughout this very interesting discussion to which I have listened attentively, I have had one word running through my mind—that word 'Courtesy,'" he said. "It is of paramount importance to our company and to ourselves, that in all of our dealings with the public we be courteous and kind. A smile from the train conductor as he takes up the ticket is one of the biggest advertisements we have. In our office at Springfield we receive many, many letters commending conductors, station employes, yard men and others for courteous treatment. These letters come from patrons of the road and in many instances they are from very responsible individuals—many times from men who control the routing of large amounts of traffic."

Mr. Stephenson concluded his remarks with praise for the splendid activity of the two Springfield clubs and credited President Seabough of the Men's Club and President May Arnold of the Girls' Club with a large part in the success of the clubs there.

Mr. J. K. Gibson, assistant to H. L. Worman, spoke briefly following Mr. Stephenson, and told the presidents of his desire to assist them in all ways possible.

General Agent Crowe, of Pensacola, in a few words told the club presidents something of the Frisco's pro-

ness and progress in Pensacola, and urged them to study the map of the extension into Pensacola and thoroughly familiarize themselves with the territory.

Pensacola is not a mere seasonal resort. The temperature here last summer was never more than 92 degrees. Remember that, and tell the folks up north about this splendid hotel and urge them to pay us a visit in Pensacola. Our plans now contemplate running an excursion every two weeks from Memphis to Pensacola, and if you'll help get the traffic, we'll do it," he concluded.

The principal address at the morning meeting was by Mr. S. S. Butler, general traffic manager, and developed several phases of traffic solicitation.

"After listening to your splendid discussions here this morning and yesterday, I am more thoroughly convinced than ever before, that these clubs are a powerful force for good on the Frisco Railroad," Mr. Butler said, to a rousing applause. "We know on Frisco Lines that we have a service as good and in most instances a great deal better than our competitors. Today our freight trains run on schedules almost like passenger trains. When a man orders an LCL shipment within a few hours that shipment will be delivered to him. We have only one thing to sell—transportation—and we should all look upon ourselves as salesmen and saleswomen of that commodity. We should look upon our job as our best friend. After all it is, you know. It clothes us and feeds and takes care of the comfort and education of our family. Smile at your job men, and it will smile back at you. Jobs are responsive, and if you are good to your job it will be good to you."

"I believe that the splendid organization of these Frisco Employes' Clubs has had a great deal to do with developing that spirit on the Frisco Railroad. And it has occurred to me many times that we should have a better organization, a sort of directing head, for these clubs. I have always been interested in traffic club work and I think one of the finest things ever formulated in this country is the Associated Traffic Clubs of America—an organization of all the traffic clubs throughout the continent, with one central head.

"Why can we not have that sort of organization right here on Frisco Lines? Why not link all of these clubs into a solidified, well functioning central organization? I do not mean that any individual club should use its individuality or its name. What I sug-

gest is the setting up of a head body through which all of the clubs might function for the good of the clubs as a whole.

"I wish to leave that thought with you in conclusion, and I'd like to suggest that by forming such an organization you will make the Frisco Railroad a better railroad, make your clubs better clubs and secure more business and make more friends, through just such an organization."

Mr. Butler's suggestion was enthusiastically discussed by the delegates, and after discussing the matter from all sides, motion was made that the organization be formed.

In the election which followed the "ayes" carried by a large majority, and the election of officers was next in line.

Chairman Huggins was elected by acclamation to serve as President of the Associated Frisco Employes' Clubs, J. W. Seabough of Springfield was chosen vice-president in a close race with R. L. Schoenberg of Tulsa, and Miss Martha C. Moore of the publicity department in St. Louis, was unanimously elected secretary-treasurer.

The chair then appointed a committee to draft by-laws governing the Associated Frisco Employes' Clubs, consisting of Estes, Oklahoma City, chairman; Charles, Monett; Lamont, St. Louis; Caviness, Ft. Smith, and McClaren, Henryetta.

The by-laws, read and adopted by the delegates by unanimous vote are as follows:

(1) This organization shall be known as the Association of Greater Frisco Employes' Clubs.

(2) Its personnel shall consist of a President, Vice-President, Secretary-Treasurer, to be elected annually at the convention of Club Presidents.

(3) Its object is to weld a closer friendship one with another, keeping in mind at all times a desire to assist the St. Louis and San Francisco Railway Company in any and all of its undertakings where possible to do so without injury to ourselves or our interests, it being understood this club does not now or at any time conflict with other organizations.

(4) Items brought to the attention of individual clubs or the President of the Greater Club, for the benefit of the organization as a whole, shall be submitted to the clubs as a whole for their action, and vote must be taken within thirty days and decided by a two thirds vote of the majority of the clubs.

(5) The constitution and by-

laws shall be voted upon by the individual clubs over the system, and adoption or changes can be determined only by a two thirds vote of the clubs.

(6) This constitution and by-laws shall become effective after adoption by a two thirds vote of the Associated Clubs.

The meeting adjourned at 11:30 in order that the delegates might have time for lunch prior to gathering at the foot of Palafox Street pier, to embark on the boat ride arranged for them that afternoon. The tug boat "Jenkins," loaned by Col. H. L. Butler, commanding officer of the Coast Guard Artillery unit at Pensacola, left the docks promptly at 1:00 p. m. with the club presidents aboard.

The trip as planned, contemplated disembarking at Fort Pickens for an inspection of the coast guard defense guns, and a dress parade at Fort Barrancas. But Jupiter Pluvius decided to arrange the party himself, and sent a drenching rain which kept up the entire afternoon, necessitating cancellation of the inspection and parade plans. The "Jenkins" returned to the Palafox street pier at 5 o'clock, and the presidents returned to their hotel to dress for the banquet which was scheduled for 7 p. m.

One hundred persons, including club presidents and their wives, out of town Frisco officials and officials in Pensacola, Pensacola shippers and business men, were guests of Frisco Lines at the banquet.

An entertainment program arranged by Johnny Frenkle, Pensacola's favorite songster, included song numbers by himself, piano selections by Miss Sybil McNair, several southern melodies by the Star Quartette, negro songsters, and a reading by Miss Martha C. Moore. L. S. Baney, president of the Joplin club and composer of "Songs of the Frisco Clubs" led the banquet guests in three of the club songs.

Seated at the speakers table were Mayor Bayliss, Col. H. L. Butler, commanding officer of the Coast Artillery at Pensacola; Commander W. G. Child, U. S. N., in charge of the Pensacola Naval Air Station; Hon. E. R. Malone, president of the American National Bank of Pensacola and Mr. S. S. Butler, general traffic manager. Chairman Huggins presided as toastmaster.

Mayor Bayliss repeated his welcome, and urged the Frisco visitors to return soon again for another visit in Pensacola.

Col. Butler, in a short address, told the banqueters he was more sorry than they that the afternoon's rain had prevented a fulfillment of the pro-

gram he had arranged at Forts Pickens and Barrancas.

"Come back again, as Mayor Bayliss has requested, and I'll promise to make up to you what today's downpour prevented today," he said.

A series of short and highly humorous stories gleaned from his twenty three years' service in the United States Navy was Commander Child's contribution to the evening's entertainment.

Mr. Malone, in a serio-humorous address, stressed the importance of company loyalty such as was manifest by the meeting together of men in the interests of themselves and their company, and praised highly the initiative of the club presidents in fostering and organizing this highly important work.

Mr. Butler's introduction by the toastmaster limited him to humorous remarks, and that "limitation" seemed to suit the diners. The large variety of stories and anecdotes possessed by the Frisco's general traffic manager is legendary on the Frisco, and for forty-five minutes he kept his hearers in gales of laughter over the caperings of "Mose and Mandy," famed southern negro characters who may be mythical, but whom Mr. Butler located around Murphysboro, Tenn., where he was born.

The banquet ended at 10:30 and with only one more short business session the next morning, the presidents' visit to Pensacola would end.

A paper packed with illuminating statistics concerning the "Frisco Dollar—Where It Comes and How It Goes", was read to the delegates at the business session the next morning by Mr. E. H. Bunnell, comptroller of Frisco Lines, St. Louis.

"You have been discussing various ways and means of increasing the number of dollars in the Frisco treasury," Mr. Bunnell began, "now, let's find out where that dollar goes after it is earned, as well as seeing from whence it comes." (Editor's note: Readers will find charts and explanatory article of this address on page 7 of the March, 1929, *Frisco Employes' Magazine*).

"From our analysis of that average Frisco dollar," Mr. Bunnell continued, "we find that we receive 73.48 cents of it from transportation of freight, 12.79 cents from passengers, and the remainder from miscellaneous sources.

"In the disbursement of that dollar we find that 66.15 cents of it goes for railway operating expenses, of which amount 42.22 cents goes for labor. Taxes take 5.71 cents; materials and supplies 12.42 cents; and fuel 6.24 cents. Interest on bonds takes 17.43 cents, leaving for dividends and surplus 9.29 cents out of each dollar.

"Now, it is the prime duty and responsibility of the accounting department to account for the dollar, and since the company's business is operated on a budget basis it is necessary that at the beginning of each year we prepare a forecast based on anticipated number of carloads of freight, passenger earnings and so forth.

"Right at this time we find that the problem before us is to get the business before June first. At that time the crops start moving, and our problem will be lessened. But until June, please remember that every passenger and every LCL or carlot shipment will help. Our fixed expense for operation of trains will permit us to add on many carloads and passengers without increasing that expense. In this respect, you may greatly help us."

Chairman Huggins read telegrams from Mayor W. C. Dean of Oklahoma City, and Mr. Ed. Overholser, president of the Oklahoma City Chamber of Commerce, inviting the club presidents to hold their third annual convention in that city.

On motion of D. L. Estes of Oklahoma City, the presidents voted to meet in Oklahoma City in 1930, contingent upon the approval of the company's officers.

The remainder of the morning session was given over to a pointed discussion of club activities in cities where meetings were held irregularly. The chairman called on several club presidents to explain their troubles, and following each report, various other presidents offered suggestions tending to help iron out the difficulties presented.

Motions were passed instructing the chairman to convey the thanks of the presidents to the Mayor and through him to Pensacola's citizens for the wonderful reception, to thank the manager of the San Carlos for the splendid service of the hotel, and to thank the Frisco Employes' Club of Pensacola and General Agent Crowe for their part in the entertainment of the presidents.

The final business session closed at 11:30 o'clock in order that the presidents have time in which to take a short motor tour of Pensacola, and inspect the Frisco terminals and dock facilities prior to 2:00 p. m., the hour at which their train left for the North. The nearness of train departure and unseasonable weather made necessary the cancellation of the airplane flights at the Naval Air Station.

That "this is the finest meeting I ever attended", seemed to be the sentiment of each club president, and the

"CUTEST" AT AUSTIN



MISS HELEN MORGAN

The Frisco family of Sherman triumphed in recognition from students of Austin College, at Sherman, Texas.

Miss Helen Morgan, daughter of Mr. W. A. Morgan, general foreman of the car department, was elected by the student body as the "cutest" girl in school, and you will note from the accompanying photograph that the students "knew their onions".

In addition to the "cutest", Amy Adrian, of Denison, was selected as the most popular, Miss W. Fincher, of Albany, the most representative, and Miss Lucile Callahan, of Denison, the most beautiful. Photographs appeared in the *Friscan*, Denison, Dallas, Fort Worth and Houston papers. Miss Louise Fuller, daughter of L. C. Fuller, general foreman of the roundhouse, was selected one of the five most beautiful of the year.

Miss Helen Morgan first entered school at Neodesha, Kans., later graduating from grammar school at Sacred Heart School at Springfield. Last year she graduated from St. Joseph's Academy at Sherman, Texas. She entered the freshman class at Austin College this term.

interest displayed at the business sessions surely indicated that the percentage of traffic by employes will be "not too heavy" during the months ahead. 1929.