



The beautiful photograph above was taken during Christmas week, and shows the striking appearance of our Springfield passenger station with its Yuletide lighting arrangement. The Frisco flower garden and park and the Fred Harvey dining room are included in the photograph.

Maplewood. This prize was a cigarette lighter and case donated by the I. Joseph Jewelry Company. Mr. Chapman, of the Lindenwood roundhouse, won second prize, which was also a cigarette lighter and was donated by the Schermer Jewelry Company. Third prize was won by John Abbott, of the Lindenwood roundhouse. This prize was a box of cigars donated by Charles Eiman, a restaurant owner.

Mrs. Tice, wife of Ben Tice, switchman, won the first prize for women. This was a fountain pen and pencil set, which the R. P. Wiggins Jewelry Company donated. Second prize for women was a mesh bag and it was won by Mrs. Schwind, wife of John Schwind, car inspector. The B. Biswell Dry Goods Company donated this prize.

In addition to the contests, there was dancing, and refreshments were served shortly before the close of the party.

Arkansas City, Kans.

"Our interest and enthusiasm are at a higher pitch than ever before," were the words with which Charles N. Keele, vice-president of the Frisco Employees' Club of Arkansas City, Kans., opened his talk which launched the helpful discussion, featuring the meeting of that club held December 13. Mr. Keele presided over the meeting in the absence of the club's president, J. W. Siverd, who was unable to be present. Eleven members and visitors were present.

"And I am just optimistic enough," Mr. Keele went on, "to believe that we are going to have a still greater

club. In fact, within the last few days there have been some half dozen or more tips turned in. One resulted in three tickets to New York, the revenue amounting to \$180. Another resulted in freight moving from Wichita to Arkansas City when the shipper had contemplated, using other means of transportation. Another resulted in securing a routing order on freight from Chicago. There are several others that I feel sure will materialize in due course of time.

"I am very sorry, indeed," Mr. Keele continued, "that Mr. Siverd could not be here and preside over the meeting, but I want to thank you boys for coming out. It shows that you have the interest of the club at heart—that you are interested in that great organization known as the Frisco. As far as I am concerned personally, it is the greatest railroad in the world, because I get my bread and butter from it and because I am a part of it. A man said to me yesterday, 'It seems unusual to hear you talking so much since you came back from St. Louis. You have been talking your head off. What's the matter with you?' Since attending the convention of club presidents and hearing so many real human and inspiring talks from the officials and others, I suppose I am a bit intoxicated with enthusiasm. After all the hospitality shown there, you come home with something that sticks for a long time, and I just wish it were possible for each and every employe to attend one of these meetings."

Mr. Keele then gave a complete report on the proceedings at the con-

vention of club presidents which was held in St. Louis November 25 and 26. A general discussion followed this with nearly all present taking active part.

Herman Spratt talked on solicitation work. "I think we should put forth more effort and secure more tips," he said. "It seems we talk Frisco service when we have a chance and solicit business, but we do not bother with details, that is, we don't fill out tip cards daily. We should find out where merchants are getting their goods and how often they receive shipments, then turn in tip cards in order to check whether or not we are getting our share of the business."

June P. Sheets also emphasized the importance of systematizing solicitation work. He suggested that in making purchases, employes have valuable opportunities to solicit business from the merchants.

F. C. Gow, assistant superintendent, of Enid, Okla., urged the members to widen their circles of acquaintances as much as possible and to be friendly and courteous to all. "Shippers will feel this interest and will appreciate it and take an interest in you," he said.

"I know that Frisco employes are in the minority here," he continued, "but personal contact will secure a lot of business. That is why we want you to get acquainted and let people know where you work. People appreciate loyalty. If you want to boost yourself, be loyal to your employer. The way to look at this is from the viewpoint of us owning the Frisco and going after business as if you



George Roop, new president of the Springfield Men's Club

J. A. Moss, clerks; F. B. Shedd, maintenance of way employes; A. K. Waters, car department; W. P. Myers, mechanical department.

An entertainment and reception committee was appointed. It is comprised of the following men and their wives: F. S. Ellis, R. O. Hopkins, L. A. Pruitt, C. A. Moody, R. S. Nance, H. A. Rooney and M. W. Bell. Mrs. F. S. Ellis was appointed chairman.

The next club meeting was set for January 16.

Mountain Park, Okla.

The meeting of the Frisco Employes' Club of Mountain Park, Okla., held December 14, is an ideal example of co-operation between an employes' club and the persons in a community who deal with the Frisco. This meeting was attended by two business men of Mountain Park and the county commissioner who discussed with the members such matters as were to the interest of all and considered their mutual problems. William Barnes, mill and elevator operator, C. D. Parsons of Parsons Brothers Granite Company, and DeRoy Burns, county commissioner, were the visitors who participated in the discussion. Seven were present at the meeting.

J. C. Clevenger, president of the club, opened the meeting with a brief talk on solicitation. He called attention to the fact that Frisco Lines got

all of the cotton traffic there in 1929, and stressed the importance of watching the details in order to keep this business.

Mr. Barnes pointed out that the railroad was a big asset to the town, that it is a big tax payer and a part of the community. "Certain it is," he said, "that the railroads want to make money the same as other business concerns, but it comes to our community as a helper in all of our enterprises." He went on to say that he found Frisco Lines his best friend in the mill and elevator business.

Mr. Burns expressed his approval of the opinions voiced by Mr. Barnes and took up the matter of improving the crossing at Broadway in Mountain Park. After a brief discussion of this matter, Mr. Clevenger stated that this improvement would be made shortly after the beginning of the new year. Following this, there was a general discussion of solicitation, in which B. W. Carley, agent, and J. O. Tyler, section laborer, made brief talks.

Chaffee, Mo.

The Frisco Employes' Club of Chaffee, Mo., is evincing exceptional interest in club work, by the unanimous decision of that club at a meeting held January 7 to meet twice each month instead of once as had been done theretofore. The meeting nights of the club henceforth are the second and fourth Thursdays of each

were in business for yourself."

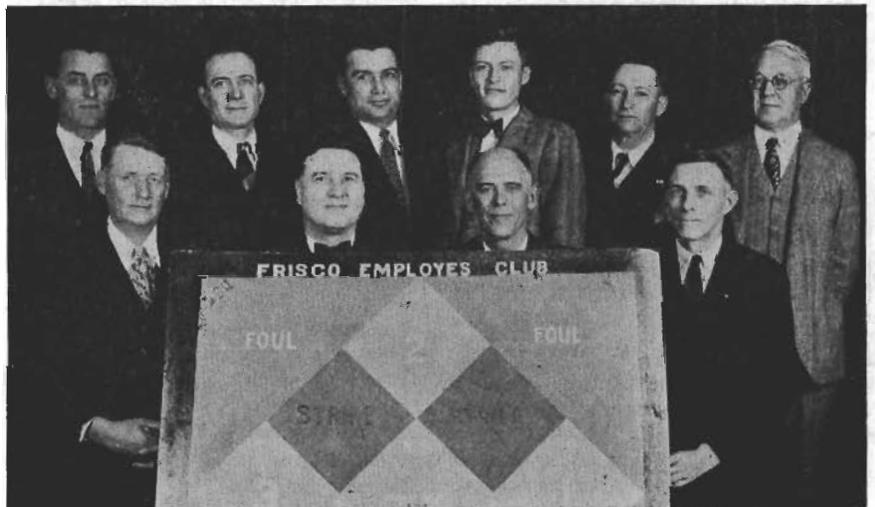
Acting on the suggestions made to systematize the solicitation work, a committee was appointed to list the business firms located in Arkansas City and to furnish each member with a copy of the list at the next meeting.

Oklahoma City, Okla.

The Frisco Employes' Club of Oklahoma City, Okla., is all set for a successful year, having recently filled the places of the retiring club officers with another group of enthusiastic officers, who are already handling their new duties like veterans in the game.

The new officers were elected in a meeting held December 17, however, P. C. Crosby, who was elected president at this meeting declined to serve and this necessitated another meeting to elect a president. The second election was held December 29 and A. B. Smith, engineer, was chosen for the presidency. The following were elected for the ensuing year in the election held December 17: C. A. Moody, active vice-president, G. K. Hornung, treasurer, Miss Alma A. Williams, secretary, and R. G. Martin, master of ceremonies.

Following the policy that is in use by a number of clubs on the system, a vice-president was elected from each department to represent the employes in that department in all matters pertaining to club affairs. The following vice-presidents were elected to represent respectively the groups that follow their names: Sam Kelsey, conductors; L. B. Carter, trainmen; F. S. Ellis, engineers; R. G. Martin, firemen; G. A. Minick, telegraphers;



The coterie of dart ball enthusiasts shown above comprises the team of the Frisco Employes' Club of Neodesha, Kans. Reading from left to right, back row: George Archer, fireman, J. H. Smith, dispatcher, A. Malmgren, fireman, George Harbin, cashier, L. Lanning, engineer, E. E. Carter, assistant superintendent. Front row: A. Lane, conductor, H. M. Cloud, dispatcher, Charles Ayars, engineer, E. D. Egan, operator.

This team is a member of the dart ball league of Neodesha, which is comprised of the teams from the following: Standard Oil Company, Neodesha business men railroad clerks, Christian Church, Baptist Church, and the team shown above. The club team has played two games, winning one from the Standard Oil Company and losing one to the Christian Church.

month. Sixteen were present and, in addition to deciding upon meeting nights, the club elected officers for the ensuing year at this meeting.

Mr. H. Hopkins was elected president and Mr. E. Prosser was elected vice-president. Mr. W. J. Essner was re-elected secretary. Miss Ila Cook was elected to act as reporter for the club.

Mr. J. A. Moran, superintendent of the River division, made a brief talk. He was enthusiastic about the club and promised his continued co-operation. He made a few remarks on the prospects of a baseball league over the Frisco system, saying he thought the chances for this good.

Mr. J. S. Meidroth also spoke. He promised to attend every meeting of the club that he possibly could and encouraged the club to make every effort to get the train and engine men to attend the meetings.

Mr. G. McKenna suggested that a horseshoe pitching league be formed, and quite a bit of favorable comment was made on this suggestion. The matter was deferred, however, until a later meeting.

Mr. Hopkins told the club that he intended to do everything in his power to make 1930 a successful year for the club and asked all to give him their support and co-operation.

It was decided that the next meeting of the club would be held January 23 and would be a dinner. A committee comprised of the following was appointed to attend to the details: H. H. McGarvey, chairman, Clifford Preacher and W. J. Ferguson.



W. H. Stiles, who is Pensacola's new club president.

Thayer, Mo.

In an election held December 19, the Frisco Employes' Club of Thayer, Mo., chose a president whose record for interest in the club makes him unusually well qualified for the office. T. E. King, engineer, the newly elected president of the club, has not missed a meeting of the club in the last two years, except when he was out of town on his run.

But interest reflected in attendance is a feature of the Thayer club. H. W. Miller, cashier, retiring president, who was elected vice-president at this election, has a record of missing but one meeting in the last two years and that was because of sickness. The club's energetic secretary, T. H. Edmundson, clerk in the assistant superintendent's office, was re-elected at this meeting. Fifteen members were present.

Following the election of officers, a brief outline was given of what the club had accomplished during the past year and talks were made by nearly all present on what they hoped the club could achieve during the coming year. At the conclusion of these talks a motion was made and carried to assess a membership fee of fifty cents, beginning January 1.

Mr. King made a brief talk in which he urged all present to make special effort to increase the membership.

The next meeting of the club was set for January 10 and each employe was asked to allow nothing to prevent his attending if he was in town and to bring at least one more employe with him.

Thomas, Okla.

A number of very fitting suggestions as to how more business could be secured were made in the talks which were devoted entirely to traffic solicitation at the meeting of the Frisco Employes' Club of Thomas, Okla., held December 6. Six members and five visitors attended.

A. L. Dobbs, section foreman, made the first talk. The importance of notifying the agent of prospective business was the point he principally stressed. A talk by Henry Gossett, pumper, followed. Service was the topic he discussed. Ralph Rowland, engineer, made a brief talk on livestock shipments.

Fort Worth, Texas

The esteem in which the Frisco employes of Fort Worth, Texas, and their families hold W. O. Moore, recently retired president of the Frisco Employes' Club there, and Mrs. Moore, is eloquently attested by the affairs given in their honor just prior to their departure for St. Louis where



Mrs. J. B. Gould, president of Ladies' Auxiliary, Ft. Scott Club.

they are now living. Mr. Moore was appointed chief clerk to President Kurn on January 1.

A special meeting of the Frisco Employes' Club of Fort Worth was held in the office of G. L. Oliver, December 30, in honor of Mr. Moore. This meeting came as a surprise to Mr. Moore as did the presentation of a sixty-five piece dinner set from the club as a token of appreciation of his work during his incumbency of the office of club president.

Mr. Steele presented the dinner set and on behalf of the club thanked Mr. Moore for his services and wished him well in his new position. Mr. Moore responded by extending invitations to the members of the club to visit him and Mrs. Moore in St. Louis.

Another function honoring Mr. and Mrs. Moore was an open house which was given by the club in the home of Mr. and Mrs. Harry Granger, Sunday afternoon, December 28. Mr. Granger succeeded Mr. Moore as president of the club. Miss Mary Bess Smith, accompanied on the piano by Miss Rose Durett, entertained with several violin numbers. Miss Annetta Granger presided at the table which was decorated in keeping with the holiday season, a miniature Santa Claus and his reindeers gracing the center. One hundred and fifty were included in the invitation list.

A special business session of the club was held December 27 for the purpose of electing officers, the election being necessitated at this time because of Mr. Moore's resignation. Twenty-nine attended.

H. A. Granger was elected presi-

dent of the club for the ensuing year and James Spicer was elected vice-president. Miss Leda Belle Durrett was re-elected secretary.

Following the election there were several talks dealing principally with traffic solicitation and Mr. Granger made a brief talk, pledging his time and effort in managing the club during 1930 and thanking the members for the confidence they had placed in him. Mr. Spicer, newly elected vice-president, made a similar talk.

The club held its Christmas party December 21 in the Masonic Hall. The 200 that attended, in coming into the hall, found themselves in the midst of a scene that allowed no mistaking of the season of the year. Numbers of Christmas bells and wreaths were hanging in all parts of the hall and crepe paper in holiday colors was draped in various places. The approach to the stage was a large bank of drifted snow. And climaxing it all was the tree which stood on the stage and glittered spectacularly with icicles, lights, gifts and tinsel.

The program began with the singing of a Christmas carol by the club sextette, which was comprised of Misses Ethel Freeman and Leda Belle Durrett, and Messrs. H. A. Granger, W. O. Moore, Malcolm Killian and James Spicer. Following this, little Misses Patsy Pledge, Jean Marie Moore and Jane Abbott gave a dance, reading and piano solo, respectively. Misses Lucille Bonnar and Eugenia Gullledge gave dances and Miss Francine Reed a violin solo. This program was concluded by the appearance of Santa Claus in person, who presented the children with gifts from the tree.

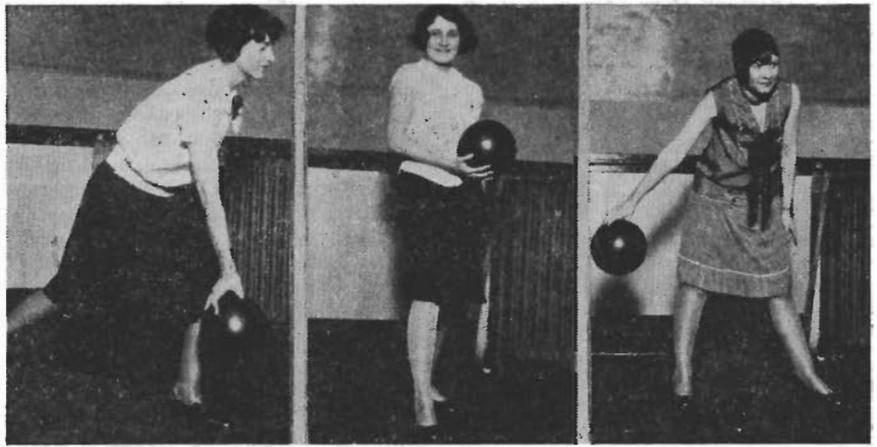
The grand march followed with Mrs. O. H. McCarty and Dr. Valin Woodward leading. Santa Claus remained at his post after the grand march started and gave the dancers horns and other noise makers as they passed him. The music was furnished by Polly's Peptonians.

A business meeting devoted entirely to discussion of traffic solicitation was held by the club, December 16. A number of traffic representatives attended and addressed the meeting. About forty members were present.

The following made talks: G. L. Oliver, traffic manager, J. E. Steele, general agent, W. T. Minor, chief clerk to traffic manager, H. A. Granger, traveling freight and passenger agent and N. L. Law, soliciting freight and passenger agent.

Poplar Bluff, Mo.

The type of initiative that is bound to get business for Frisco Lines was manifested in the method of getting good will innovated by the Frisco Em-



The Springfield Girl Club bowlers caught in characteristic poses. (Pictures courtesy Springfield Leader.)

Reading from left to right—Miss Frances Gustin, of the Air Line team, who holds a high score average of 110.

Miss Frances Rhoades, a member of the Friscoettes team, ready to shoot one down the alley.

Miss Helen Dryden, of the High Line team, holder of one of the high individual scores.

ployes' Club of Poplar Bluff shortly before Christmas. This innovation was a letter of Christmas greetings and New Year wishes which the club sent to patrons and prospective patrons. It read as follows:

"The same spirit that prompts thoughtful consideration and courtesy during the holiday season, prevails throughout the year on the Frisco at Poplar Bluff.

"A cheerful effort to add to the pleasure and comfort of its patrons is, and always will be, an outstanding feature of Frisco Service.

"To those who have favored us with their patronage in the past, and those whose patronage we shall strive to merit in the future, we extend cordial Christmas Greetings and Best Wishes for the New Year.

"We are at your service.

*Frisco Employes' Club of
Poplar Bluff*"

A strictly business session was held by the Poplar Bluff club, January 8, in which election of officers for the ensuing year was the chief business.

R. T. Hardy, claim agent, was chosen for the presidency and E. Zimmerman, agent was re-elected vice-president. W. F. Bryant, section foreman, was chosen treasurer and J. A. Robinson, operator, was re-elected secretary.

J. W. Claiborne, assistant superintendent, was a visitor at the meeting. A vote of thanks was extended to the retiring officers. The next meeting of the club was set for February.

St. Louis Men's Club

Wit and fun dominated the speeches at the Christmas banquet of the St.

Louis Men's Club held December 19 at Hotel Claridge, although some of the speakers had serious moments in which they touched upon business conditions. About one hundred attended.

Martin J. Collins, president of the Graham Paper Company, was the principal speaker. Speeches were also made by F. H. Hamilton, vice-president, secretary and treasurer of Frisco Lines, R. V. Cooper, and J. H. Livingston. R. L. Schoenberg was toastmaster. In addition to the speeches, the members were entertained with a vaudeville act.

Mr. Collins spoke on general industrial and commercial conditions of the country and interspersed his remarks generously with humor. Mr. Hamilton called attention to the prosperity of Frisco Lines and the prospect for greater prosperity.

Mr. Cooper's talk, which was entirely humorous, was a startling expose of the methods used by a certain commercial photographer who advertises that he will photograph fish, making them of any size desired, so that those wishing to do so may authenticate their fish stories. Following the speeches, there were several acts, consisting principally of dancing and singing, by the professional entertainers who had been engaged for the evening.

Joplin, Mo.

In the interest of greater efficiency in the administration of club affairs, the Frisco Employes' Club of Joplin, Mo., created the office of assistant to the club president and added it to the roster of club offices at an elec-

tion held January 2. L. S. Baney, retiring president, was elected to the new office in recognition of his faithful work during his term of office. The meeting was attended by sixteen members and visitors.

A. L. Allison, engineer, was elected president for the ensuing year. A change in the club's policy was also made in the matter of electing vice-presidents. Instead of electing first and second vice-presidents as has been the custom, seven vice-presidents were elected, one from each department. This was for the purpose of allowing them to work among the employes of their respective departments and makes it possible for each department to have an official representative at every meeting of the club. The following were elected, each to represent, respectively, the department that follows his name: T. E. Foster, car department; Roger Fletcher, mechanical department; Sam Landrum, freight department, Charles Ferdein, trackman; C. R. Hazard, switchmen; Port Carruthers, trainmen; C. V. High, station forces.

C. H. Hobart was elected to the office of secretary. He succeeds A. W. Webber in this office. O. E. Hackworth was re-elected treasurer.

Following the business session, the men retired to the assembly room and engaged members of the Ladies' Auxiliary in a hard-fought two-board game of dart ball. The men were victorious in the finals.

Birmingham, Ala.

The dance given by the Frisco Employes' Club of Birmingham, Ala., at the Axis Club there, December 16, drew a crowd of 200 employes and their families as well as a number of out-of-town visitors.

The music was furnished by Art Fraser and his Music Makers. Among the visitors from out of town were: B. G. Gamble, master mechanic, W. T. Clark, car foreman, and J. M. Walker, division storekeeper, all of Memphis, Tenn., J. W. Skaggs, superintendent of terminals at Kansas City, Mo., formerly superintendent of terminals at Birmingham, and Mr. and Mrs. B. F. Elliott of Springfield, Mo.

Sherman, Texas

The history of the Frisco Employes' Club of Sherman, Texas, is replete with instances of large attendance at club affairs, but the attendance of 280 Frisco employes and their friends at the party which that club gave January 3 is one of the largest, if not the largest ever recorded for a function of the club. A large part of the attendance was from Sherman, but in addition to that, numbers of em-

ployes were in attendance from Denison, Bonham, Fort Worth and Dallas, Texas, and Madill, Okla.

The greater part of the evening was spent in dancing to the music of Shell's ten-piece orchestra. The dancing was preceded by a program of entertainment. A piano solo by Miss Doris Matlock was first on this program. Song and ukulele numbers by Ed and Ellen Tunk followed. Miss Monette Smith gave a reading. A



R. M. McBride, new Men's Club president in St. Louis

violin solo was given by Miss Naomi Washburn. Her mother, Mrs. Tom Washburn, accompanied her. A piano solo by Miss Dorothy Montgomery and a vocal solo by Miss Ozell Smith concluded the program. Miss Smith was accompanied on the piano by George Garner.

The Sherman club had a business meeting January 1 for the purpose of discussing various means of getting business. Nineteen members were present. After brief discussion the meeting was adjourned until the meeting chronicled above.

Memphis, Tenn.

The message contained in President J. M. Kurn's recent circular to employes, entitled "The Value of a Smile", was adopted as a motto by the greater traffic committee of the Frisco Employes' Club of Memphis, Tenn., at a meeting held January 8. This club has an exceptionally good record for securing traffic during 1929 and with the inspiration of Mr. Kurn's message, which they have adopted to guide them during 1930, the

chances are that great things will be accomplished.

Twenty-five members attended the meeting. In addition to passing the resolution mentioned, traffic solicitation was discussed and business and tips secured were reported. Business tips, or both were reported by the following: Mrs. Lella Lenihan, steno, J. L. Fazzi, inbound delivery clerk, B. C. Scruggs, assistant cashier, W. F. Billings, yardmaster, and D. E. Creeden, disposition clerk.

W. F. Corkery made a brief talk in which he asked for suggestions from members as to how more business could be secured during this year. He requested everyone to have a report on solicitation at the next meeting. The next meeting was set for the second Wednesday in February.

Avard Sub-Division

Acting upon the suggestion that the best way to create interest in club affairs is to increase attendance, members of the Frisco Employes' Club of the Avard Sub-Division decided in a meeting held January 4 that they would do all in their power to make 1930 a banner year in attendance and interest. This meeting was attended by seven members and five visitors.

Officers for the ensuing year were elected at this meeting, J. J. Hood being chosen for the presidency. W. R. Wilson as re-elected vice-president and F. K. Shrock was elected secretary.

Following the election, there was an open discussion, the principal participants in which were J. H. Hannegan, agent, Hopeton, Okla., James E. Egan, section foreman, Avard, Okla., R. C. Canady, assistant superintendent, Enid, Okla., and F. K. Shrock.

Mr. Hood spoke briefly on his plans for the club during 1930, stressing particularly the importance of good attendance at meetings. Following Mr. Hood's talk, the club extended a vote of thanks to C. A. Thornton, retiring president, for his faithful service during his term of office. The business session was then adjourned and refreshments were served.

Springfield, Mo.

The Frisco Men's Club of Springfield, Mo., has taken an important step forward, carrying out its work along systematic lines during 1930 by appointing thirty-eight committeemen, each to represent his department in all matters pertaining to the club. These men are in daily contact with the men in their respective departments and it will be their work as committeemen to keep those in their department interested in club