

NEWS of the FRISCO CLUBS

Enid Employe's Club Entertains 150 Shippers at Banquet, June 9

MANY and varied are the activities of the sixty-three Frisco Employes' Clubs on the lines of this railroad. Dedicated to the purposes of better acquainting themselves with each other and with the problems and aims of the company which employs them, the members of these clubs have made a remarkable record in the four years of their existence.

One of the most productive of employe club meetings held in the history of these organizations, occurred in Enid, Okla., on the evening of June 9, when 100 members of the club entertained 150 shippers and business men of Enid at a sumptuous banquet in the ball room of the Youngblood hotel.

The banquet guests were seated promptly at 6:30 p. m., and following the flashlight picture, enjoyed a splendid five-course dinner, with spring chicken as the entree.

The toastmaster for the evening, W. L. Huggins, Jr., chairman of the central committee on personnel, St. Louis, was then introduced by President Bob Worthington, and in turn presented Mayor J. A. McGill of Enid, who cordially welcomed the visitors.

Mr. Edmund Frantz, of the Enid Vitrified Brick & Tile Co., a pioneer resident of Enid, was the first speaker on the evening's program, and made an interesting talk, describing the efforts attending the campaign of twenty-five years ago to bring the Frisco rails to Enid.

"It was a job in those days," Mr. Frantz said, "and we went clear to the House of Morgan in New York City in an effort to secure the necessary financial backing. We finally got it through the St. Louis Union Trust Co., and I will never forget the mass meeting held on Enid's public square when we returned from St. Louis with the news that the Frisco was coming to Enid. Since the building of the road we citizens of Enid have come to take its benefits for granted, and in so doing we make a mistake, I believe. I cannot imagine what this city would do without the railroads. We must awaken to the fact that without rail transportation we would be lost. We old timers who remember what life was like in Enid

in the days before the railroads, realize what great benefits they bring. And we should preach these benefits to the younger business men of our city in order that they will give proper support to our splendid railroads."

J. L. McCormack, superintendent of freight loss and damage claims for Frisco Lines at Springfield, Mo., was the next speaker, and referred humorously to earlier days in the railroads' history when a freight claim agent was not an acceptable member of society frequented by railroad shippers.

"Those days when a freight claim agent was considered popular when he was called nothing more damaging than a 'robber' or a 'common crook' have passed on, fortunately," Mr. McCormack said, "and I for one, am glad of it. Enid has been a particularly pleasant place to do business with from my department. I cannot recall an instance of claims in which we have not been able to settle satisfactorily and in full in a very short time."

An address on the "Transportation Problem," the feature talk of the evening, was made by S. S. Butler, general traffic manager of the Frisco, St. Louis.

The speaker called attention to the slogan of the Associated Traffic Clubs of America: "Shipper and Carrier Cooperation in Transportation," and referred to it as not only a slogan but the basic principle of American business progress.

"It has accomplished three important results," he said, "first: realization that good service means more to an industry than any other transportation factor, second: establishment of means for anticipating with intelligence and accuracy the transportation needs of industry, and third: common sense co-operation in ironing out difficulties that arise in connection with that service.

"Since 1922 the railroads have spent seven billions of dollars on improvements in carrying out their plans for more efficient and more economical performance. I have never known a time when railroad management gave more earnest study and thought than it does today to the scientific advancement of transportation and the practical improvement of its service to the

public."

Mr. Butler devoted the large portion of his address to the serious phases of today's transportation problems, with particular reference to regulation and equalization of all forms of transportation.

"We are working under the Transportation Act of 1920, which instructed the Interstate Commerce Commission to fix rates which would permit the roads to earn a return of five and three quarters per cent on their valuation. They have never earned it, however. The railroads last year, in fact, earned an average of 3-1-3 per cent on their investment although they reduced their operating expenses almost six hundred million dollars as compared with 1929, and reduced the employes to the smallest number in more than twenty years.

"While we believe that the present serious situation of the railroads is due largely to the business depression, the Interstate Commerce Commission said in its recent annual report that a different and more threatening financial difficulty confronts the railroads, in the effect of competition from other forms of transportation.

"The roads have demanded other means of transportation in competition with them be required to pay adequately for the use of highways and other public property and be regulated as the railroads are, or else the regulation on the railroads should be lessened and modified. As conditions are at present the railroads are in serious danger of being ruined by government policies under which they are strictly regulated and not subsidized, while their competitors are subsidized and not strictly regulated. It is grossly unfair and unsound for national and state governments to permit this discrimination which is depriving many thousands of railroad men of their employment and confiscating the investments of American citizens.

"The bus and truck on the public highways, the pipe lines, the government-built and operated Panama canal, the government-maintained and subsidized inland waterways system, all are tending to seriously impair the earnings and thus the service and even the future of the railroads



The above photograph was taken in the ballroom of the Youngblood Hotel at Enid, Okla., as 250 Frisco employees and shippers were seated for the banquet on June 9.

of this nation.

"My view, in conclusion, is that the busses and trucks should be regulated and properly taxed for the use of our highways, that the Government should withdraw from inland water transportation and turn this business over to private enterprise, and the railroads should be allowed more latitude in meeting these competitive conditions."

Prior to the speaking program vocal solos were given by Misses Edith Barnard, Bebe Fisher and Maurine Morrow, and "Billy Hunter and his Playboys" furnished orchestra music during the dinner.

The next day following this highly successful affair, President Worthington and other officers of the Enid club were highly complimented on the banquet by many prominent shippers in the city. Another meeting of a similar nature is planned for the near future.

It is hoped that other clubs on the railroad will follow the splendid example set by Enid, in gathering together with shippers over the railroad for similar meetings.

Sherman, Tex.

A review and discussion of the business given Frisco Lines by local merchants was the chief matter before the meeting of the Sherman Frisco Employees' Club held June 1 with about forty members in attendance.

It was decided that the club should write to each merchant who had favored the Frisco, thanking him for his patronage and that letters of solicitation should be written business men who failed to use Frisco service. The writing of these letters was placed in charge of C. V. Montgomery, president

of the club. K. C. Winebrenner reported having called attention of the highway department to a heavily overloaded truck, causing the trucking company to be penalized for violation of highway laws. The session was concluded, following a general discussion.

Tulsa, Okla.

The first part of the meeting of the Tulsa Frisco Employees' Club, held May 15, was devoted to reports on business and tips secured since the last session of that organization. Approximately thirty-five members were in attendance.

The large number of instances of solicitation announced in this assembly evidenced the activity of the club in that activity and following the reports, a change in the by-laws regarding the election of officers was voted on and unanimously passed. A letter from J. W. James, traffic manager, was read to the meeting. This communication requested that employees furnish the traffic manager's office with the amounts they and their families spend with Tulsa merchants each month in order that the information might be summarized and used to an advantage by the traffic department in solicitation. Particular stress was placed upon this portion of the letter. It also urged that each employe and his family take an active interest in the Frisco Employees' Club and asked all who were not members to join.

C. J. Quinn, president of the club, called attention to an editorial in a recent issue of the Tulsa Tribune which in substance said that every freight truck and passenger bus which is observed at any time occupying more than its share of a public highway should be reported. The editorial

invited the public to report such cases to the bus and truck editor of the Tribune. These reports will be filed by the paper and used in an effort to persuade the next session of the Oklahoma Legislature to pass restrictive legislation.

An advertising sticker used by the Wichita Ship-By-Rail Club was exhibited in this session and it was decided that 500 similar stickers should be ordered for use by the Tulsa group. In order to induce greater attendance at meetings, it was agreed to offer an attendance prize of \$1.00 at each session, the member drawing the winning number to be required to attend the succeeding meeting to secure the prize.

Ft. Worth, Texas

An entertaining program featured the business and social meeting of the Fort Worth Frisco Employees' Club, held June 4. Seventy-three were in attendance.

A quartet comprised of Miss Margaret O'Donnell, pianist; Billie Knox and Jimmie Spicer, known as the "Harmony Pair"; and Miss Mary Bess Smith, violinist, gave several very pleasing numbers, following which Frisco song books were distributed and Miss Leda Belle Durrett led the meeting in group singing.

It was decided that the club's annual all-day picnic should be held June 21 at Lake Worth near Casino and that the Sherman club and employes from Denison to Menard, inclusive, should be invited. Elaborate plans for entertainment and refreshments were made and a large number of company officials invited.

A report by the finance committee showed the club to have a sizable balance in its treasury; however, the

committee was urged to secure additional funds. In the drawing for an attendance prize of \$2.50, J. I. Stephenson of the accounting department, held the winning chance. A report on solicitation disclosed that 156 tips had been secured, a few less than during the preceding month.

Blytheville, Ark.

Approximately 150 Frisco employes and their families gathered at Luxora the evening of June 5 for the annual fish fry of the Blytheville Frisco Employes' Club. This affair, which was one of the most enjoyable held in that section recently, drew a large number of visitors, among whom were J. L. Mumma, assistant superintendent; J. S. Meldroth, road foreman of engines; Ben Fowler, H. G. Harmon, Mr. and Mrs. Bert Williams, S. J. Frazier, superintendent, and a number of employes and others from Steele, Yarbo, Burdette, Luxora, Osceola, Wilson, Bassett and Leachville.

To Mrs. Bond, wife of F. M. Bond, agent at Luxora, goes much of the credit for the success of this outing. She purchased all the food and supervised its preparation in addition to looking after other arrangements. Following the meal, S. Mosley, president of the Blytheville club, took charge of the meeting and after a short talk, called upon Mr. Frazier, who made an interesting speech. The pastors of the Methodist and Baptist churches of Luxora were guests at this meeting and were called upon to return thanks preceding the meal.

The meeting of the Blytheville Frisco Employes' Club, held May 19, was given over chiefly to planning a fish fry for June 5. Brief talks on solicitation were made by J. R. Holland, general agent, and E. F. Blo-meyer, agent.

Chaffee, Mo.

Solicitation and other matters in connection with the variety of activities which the Chaffee Frisco Employes' Club sponsors occupied the greater portion of the session of that club, held May 28, with ten members in attendance.

W. J. Ferguson, president of the organization, suggested that the club consider the matter of giving a free show at a local theater for the unemployed. It was decided in this meeting that several committees should be appointed to solicit business among local business men.

After a number of reports on solicitation, there was a lengthy discussion of the Educational Tours to Pen-

FOOD CO. FAVORS FRISCO

The Joplin Frisco Employes' Club has undertaken an extensive letter writing campaign to shippers, and is receiving some splendid results from that activity. A recent communication from E. C. Nettles, general traffic manager of the General Foods Corporation, Battle Creek, Mich., in response to a letter written on club stationery, thanking him for his patronage of Frisco Lines during May, follows: "I beg to acknowledge and thank you for your letter of May 28 with reference to the business of this company routed in connection with Frisco Lines.

"I can assure you it has been a great pleasure to us to favor your company with a good share of our tonnage and we sincerely hope business will soon pick up, making it possible for us to do even a larger business than we have in the past.

"We may say that traffic officials of the Frisco Line are very good friends of ours and the service rendered has been exceptionally good."

sacola, Fla., which Uncle Charlie Baltzell is conducting. It was announced that these tours are open to adults as well as boys and that a few passes will be honored when there is a sufficient number of revenue passengers. A number of members reported that they had secured prospects for the tours.

It was decided that the club should sponsor a baseball team to be known as the Frisco Ball Club, and financed by voluntary contributions. The club donated \$16.35 for baseballs. A general discussion concluded the meeting.

Wichita, Kan.

That members of the Wichita Frisco Employes' Club have been very active in solicitation is evident in the minutes of that group's meeting, held June 10, which show that the greater part of the session was given over to relating instances in which business or tips had been secured. Twelve members were in attendance at the meeting.

Following reports on solicitation, those present entered into a discussion of switching, and A. L. Milligan, agent at Augusta, made an interesting talk in which he told of the business done at his station and of improved service to St. Louis which he said was resulting in additional business from that city and eastern points. S. B. Ramsey, car foreman, also spoke briefly, and C. Depew, conductor of Neodesha, gave several valuable suggestions on solicitation. E. J. Immler, chief clerk, made a short talk, fol-

lowing which it was suggested that the club have stationery printed carrying a Frisco emblem letterhead and possibly information concerning taxes and other information pertinent to shippers and the public generally, and plans were made for securing this stationery.

Fort Scott, Kan.

Furtherance of the interests of Frisco Lines was the subject upon which discussion centered in the meeting of the Fort Scott Frisco Employes' Club, held June 12, with 18 members present.

E. E. Swafford, president of the organization, opened the session with a brief talk, following which E. A. Miller, general agent, outlined local business conditions and made a report on the number of traffic tips which had been secured since the last assembly of the club. Considerable business had resulted from efforts of members, his report brought out. Rex C. Gill, car clerk, a new member of the club from Wichita, spoke to the meeting, telling of the activities of the Employes' Club there. T. W. Moreland gave a summary of business conditions, pointing out that he felt that prospects were brighter. He reported a good wheat crop on the division and said that Frisco Lines was in a better position to furnish equipment for the movement than other roads.

J. W. Asbill, agent at Kenoma, Mo., made a report on business at his station since he had been installed there, stating that the prospects for securing livestock shipments which formerly moved by truck exclusively, were improving and that he had three cars of stock promised for the near future.

Mr. Miller explained the new carload rate on automobiles and W. I. Kipp, dispatcher, made an interesting talk. The matter of having a picnic at Fort Scott was discussed and it was definitely decided that it should be held shortly after the middle of July.

Joplin, Mo.

The meeting of the Joplin Frisco Employes' Club, held June 4, and attended by about forty members and visitors, was opened with reports by the various club committees.

It was announced by the finance committee that there was an outstanding indebtedness of \$10 for letters sent by the club to shippers and receivers of freight and a motion was passed authorizing the paying of that bill from the treasury. During the time allotted for the report of the entertainment committee it was suggested that a social event be arranged for the near future and Mrs. H. B.

Wilson and J. H. Douglas were placed in charge of plans. The publicity committee announced that it would make a complete report at an early date.

A report on solicitation, by C. H. Hobart, showed that members had been especially active in that line of activity. Following this report J. E. Springer made a brief talk and a number of communications to the club were read. Among them were letters from J. R. Koontz, vice-president in charge of traffic, and G. F. Macgregor, executive general agent, commending the club on its action in mailing letters to shippers and receivers of freight. A letter from W. L. Huggins, Jr., chairman of the Central Committee on Personnel, in regard to a general picnic was read and upon a motion by J. H. Douglas, general agent, it was decided that the entertainment committee should work out details and report to the club at a later date. It was decided also that the club should order fifty club song books which the Central Committee furnishes.

A. L. Franklin called the attention of the meeting to a clipping from the editorial page of the Joplin Globe in defense of railroads and S. R. Landrum, president of the club, was delegated to convey the appreciation of employes for this sort of newspaper expression. O. G. Moul, building manager, made a short talk on different professions represented by the tenants of the Frisco Building and urged members to patronize these lessees. The acting secretary of the club read a few lines of verse which aptly expressed the attitude of welcome of the members toward Mr. Springer and Mr. Springer made a pleasing response. The meeting was closed with a few general remarks by W. H. Bevans, superintendent, in which he stressed the importance of co-operation and securing every possible pound of freight. Mr. Bevans heartily endorsed the efforts of the club in securing business and said that he knew of no club on the division making a better showing along this particular line than the Joplin group.

Henryetta, Okla.

F. A. McClaren, president of the Henryetta Frisco Employes' Club, opened the session of that organization, held June 9, with a talk on store door delivery. Six members were in attendance.

H. G. McKinstry, agent, spoke on solicitation, urging members to be courteous to the public at all times and also touched on pickup and delivery service, pointing out that a considerable increase in merchandise business should follow inauguration of

MARY WILLHOITE HONORED



Miss Mary Helen Willhoite, daughter of George F. Willhoite, Frisco conductor, of Monett, Mo., was signally honored when she was elected Grand Worthy Advisor of the Order of Rainbow Girls, at its State meeting in Monett, Mo., June 13-15. Her photo appears above.

this convenience. The next meeting was set for July 14.

Thayer, Mo.

The meeting of the Thayer Frisco Employes' Club, held June 8, was devoted principally to planning a baseball game with the Yale Frisco team, to be held either July 4 or Labor Day. Twenty-five members and the following visitors were in attendance: S. J. Frazier, P. B. Peck, F. Reed, J. E. Whalen and Mr. Hogan, of the Dierks Tie Company.

T. H. Edmundson, secretary of the club, called attention to a communication from Yale asking for the game and after a discussion it was decided that Labor Day would probably be the best date as Thayer was in a tie with two other teams for first place in the Ozark League for the first half of the season and it was likely that the ties would have to be played off on July 4.

After talks by several members and visitors the matter of the Frisco Lines All-Expense Educational Tours to Pensacola, Fla., was taken up and a committee was appointed to handle this work. The following were appointed to comprise it: H. W. Miller, F. C.

Lark and T. E. King. Mr. Edmundson and the committee agreed to get in touch with Uncle Charlie Baltzell and get further information from him.

Fayetteville, Ark.

The meeting of the Fayetteville Frisco Employes' Club, held May 13 and attended by about 35 members and visitors, was opened by an interesting talk by L. J. Price, president of the organization, who stressed the importance of employes working together, both in securing business and rebuilding the club.

F. E. Brannaman, assistant superintendent, who was a visitor, talked on unfair competition and brought out a number of interesting facts in comparing the conditions under which railroads and busses and trucks operate. E. A. Morsani, agent at Lincoln, Ark., spoke on ways and means of regaining lost business. Others making talks in this session were D. G. Lehn, agent, Fayetteville; Key Browning, agent Fayette Junction, Ark.; J. M. Jett, section foreman, Lincoln; J. W. Cox, route agent, Tulsa; W. W. Claypool, general car foreman, Fort Smith; J. W. May, agent, Elkins, Ark. Following a call for suggestions by Mr. Price the meeting resolved itself into a general discussion and a number of helpful ideas were brought up. It was decided that committees should be appointed on publicity, solicitation, entertainment, attendance and topics. It was agreed also that each member should be assessed a small amount to cover the cost of the hall where the meetings are held. The second Wednesday of each month was set as the club's regular meeting date, and each of those present announced his intention of attending the next meeting and doing his utmost to bring at least one other employe with him. At the close of the business section of the meeting, those present were entertained by the Frisco String Band under the direction of F. A. Roberts, express clerk.

Girls' Club, St. Louis, Mo.

The luncheon of the St. Louis Frisco Girls' Club, held at the Jefferson Hotel, May 26, was attended by 142 and was featured by interesting talks and an entertaining program.

Several officials, who were guests at this affair, made talks. Among them were F. H. Hamilton, S. S. Butler, F. X. Natchtmann, L. E. Martin, W. L. Huggins, Jr., A. F. Free and Col. F. G. Jonah. Mrs. Louise Gibson presided and music was furnished by Bob Anslyn's Frisco Orchestra. Miss Ruth Hallenberg of the treasurer's office gave a dance and Miss Gladys

Meyerodt gave several readings. Both were heartily applauded. Mrs. Gibson announced that Miss Mary Pitcher of the freight traffic department was leaving June 1 to be married. She also extended a welcome to several former members of the club, who were visitors at the session.

Rogers, Ark.

Dr. W. J. Curry, who has served Frisco Lines as local surgeon for 35 years, was the chief speaker at the meeting of the Rogers Frisco Employees' Club, held May 19. The session was well attended and a large part of the discussion was given over to solicitation. Committees were appointed to make arrangements for a public meeting of the club to which business men would be invited. Plans for an employees' picnic to be held some time this summer were considered also.

Pensacola, Fla.

Members of the Pensacola Frisco Employees' Club proved themselves splendid hosts on the evening of June 10 when they gave a dance and entertainment in honor of the group which was visiting their city on the first of the Frisco Lines Educational Tours. Approximately 100 persons attended.

The program which preceded the dance was comprised chiefly of numbers by children of employes and the songs and dances which these tots gave drew hearty applause both from the visitors and members of the club. George Villar, Jr., was master of ceremonies. Following the program, the greater portion of those in attendance spent the rest of the evening dancing. Tables were provided for those wishing to play bridge and refreshments consisting of ice cream and cake were served.

Neodesha, Kan.

The entire discussion at the meeting of the Neodesha Frisco Employees' Club, held June 4, reflected enthusiasm on the part of members. This session was attended by seventeen members and the following visitors: C. S. Underwood, traveling freight and passenger agent, Wichita; Fred Rustenback, agent, Fredonia, and Mr. Dearoff, Fredonia.

The club has been soliciting business actively, a report on that line of work showed. Mr. Rustenback of Fredonia made an interesting talk and J. M. Hall, vice-president of the club, urged everyone to put forth his best effort to secure traffic. Mr. Underwood spoke to the meeting expressing the belief that the present business depression was coming to an end be-



H. E. Smith, section foreman, who was recently elected president of the Frisco Employees' Club at Madill, Okla.

fore a great length of time. A. Malmgren, president of the club, read a letter from H. M. Cloud, the organization's first president, who is now at Joplin and the members expressed deep appreciation in learning of their former chairman's interest in the club. Mr. Underwood praised the splendid work of J. A. Miller, Jr., agent. Talks by E. N. Walker and Frank Venn followed.

Colored Club, Birmingham, Ala.

The Frisco Colored Employees' Club of Birmingham, Ala., held an enthusiastic meeting June 8 at the Colored Presbyterian Church there. A number of those in attendance were given tickets to sell for the picnic which this organization has scheduled for July 18 at Cordova. Reports in this meeting showed members to be taking part in solicitation work.

Kansas City, Mo.

The Frisco Employees' Sunnyland Club of Kansas City, Mo., has been having its usual success with the dances which have given it a wide reputation as an organization that stages truly worthwhile social affairs. The club has given two of these parties recently. On May 29 this live group gave a benefit dance at the Pla Mor ballroom for the Kansas City baseball club. A splendid attendance marked this gathering and considerable money was raised for the team. The dance which this club gave May 9, at Wolfe's Winter Garden ballroom, was attended by approximately 350

employees and their families and was featured by moonlight waltzes.

St. Louis Terminals

Reports on business and tips secured by members of the club since the last session was the chief feature of the meeting of the St. Louis Terminals Frisco Employees' Club, held May 28. Reports brought out that many members had been taking part in this activity and considerable business had been secured. Visitors at this meeting were J. A. Moran, superintendent; J. P. Lyons, president of the Frisco Men's Club of St. Louis; George Malone, freight solicitor; P. W. Conley, superintendent of terminals, and E. W. Miller, agent.

Arrangements for the club's annual picnic were announced in this session. This affair will be held at Pevely Farm, Crescent, Mo., July 19, and will be open to members, their families and friends. The attention of members was also called to the boat excursion in which the club planned to join with the men and girls' organizations of the downtown offices and all were urged to take this excursion. It was pointed out that it would help raise money for the picnic.

Mr. Moran made a brief talk in which he called attention to means by which employes could secure business. He emphasized the necessity for all being constantly on the watch to obtain traffic. He also asked for suggestions from employes at any time in connection with improvements on his division. The next assembly of the group was set for June 25.

Madill, Okla.

Interesting talks and a discussion of plans for the annual picnic occupied the greater part of the meeting of the Madill Frisco Employees' Club, held June 5. Twenty-five members and visitors were in attendance. Among the visitors were G. L. Sneed, county judge; Jas. Hutchison, assistant superintendent; Dick Hanna, traveling engineer, and R. L. Poole, express agent.

It was agreed that the club's annual outing should be held the evening of July 16, near Randolph. Mr. Hutchison made an interesting talk, dealing chiefly with store door delivery. He emphasized that it would be necessary for every employe to exert a great deal of effort in solicitation to increase the volume of business sufficiently to make this plan a success. Mr. Hanna called attention to the need of securing more business, saying that it is the courtesy and interest of employes that puts a road ahead of its competitors. Judge Sneed commended the club and stressed the need of loyalty to the company. Mr. Smith, president of the club, announced that