

# THE FRISCO EMPLOYEES' MAGAZINE

Vol. XII

FEBRUARY, 1934

No. 2



**C. W. SCHANK BIDS GOODBYE TO BUDDIES**  
*(See Page 7)*

## FEATURES IN THIS ISSUE

CLUBS REPORT 7,590 INCREASE  
IN LCL SHIPMENTS  
*(Page 3)*

JOPLIN CLUB SPONSORS  
BIG MUSICAL PROGRAM  
*(Page 4)*

MONETT JUNIOR  
C OF C ENTERTAIN FRISCO  
EMPLOYEES AND OFFICIALS  
*(Page 6)*

H. D. WARREN TAKES OFFICE  
*(Page 15)*

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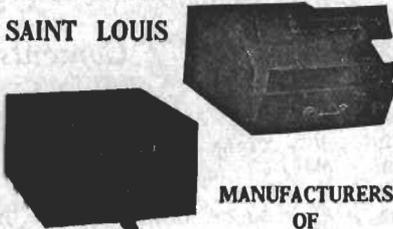
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The FRISCO EMPLOYEES' MAGAZINE

ROOM 835 FRISCO BUILDING :: ST. LOUIS

JOHN W. NOURSE, General Passenger Agent
In Charge
MARTHA C. MOORE, Editor

Vol. XII

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A STRANGE CARGO ARRIVES

Many interesting cargos are brought in the harbor at Pensacola, Fla., but Captain Glenn D. Tibbetts created a great deal of interest recently, when he brought his little two-masted schooner into Pensacola harbor after a voyage from Jamaica.

A sailing ship, barring fishing smacks, is fast becoming a rarity in not only the Pensacola harbor, but in any other American port. This little two-master which flew the British flag and which proudly displayed the words, "Vera P. Thornhill" on its stern, brought a cargo of quassia logs from Falmouth on the Jamaican Island. The logs are used in the manufacture of quinine and were shipped via Frisco Lines northward.

This little schooner was not much larger than the average fishing smack and was formerly in the fishing business off the coast of Nova Scotia. She had a crew of seven, not counting the skipper who thinks nothing of sailing the Gulf of Mexico or other waters in a vessel that would resemble a floating cork in comparison with a modern ocean liner.

Pensacola Harbor is a busy place, and interesting stories are told of foreign vessels which come into the docks under their own power, and many are the stories told of the voyage from foreign lands to Pensacola.

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Contents of This Issue

Table with 2 columns: Article Title and Pages. Includes items like 'Clubs Report 7,590 Increase in Number of LCL Shipments' (3), 'Joplin Club Sponsors Big Musical Program' (4-5), 'Women's Traffic Club Organized in St. Louis' (5), etc.

THE FRISCO EMPLOYEES' MAGAZINE

The Frisco Employees' Magazine is a monthly publication devoted primarily to the interests of the active and retired employes of the Frisco Lines. It contains stories, items of current news, personal notes about employes and their families, articles dealing with various phases of railroad work, poems, cartoons and notices regarding the service. Good clear photographs suitable for reproduction are especially desired, and will be returned only when requested. All cartoons and drawings must be in black India ink.

Employes are invited to write articles for the magazine. Contributions should be typewritten, on one side of the sheet only, and should be addressed to the Editor, Frisco Building, St. Louis, Mo.

Distributed free among Frisco Employes. To others, price 15 cents a copy; subscription rate, \$1.50 a year. Advertising rate will be made known upon application.

MEMBER



The KELLOGG GROUP

# Clubs Report 7,590 Increase in Number of LCL Shipments

IN LOOKING back over the year which has just passed, it is interesting to note the work done by the various Frisco Employe Clubs in the way of solicitation. The record of 3,358 carloads, 12,392 LCL shipments and 1,424 passengers is indeed commendable, since this business was secured through the personal solicitation of employe-solicitors. In both carload and passenger business, the record of the clubs falls short of that made in 1932, but the total LCL shipments secured were 7,590 above that of 1932. It is not possible to estimate the pounds or tons which this figure represents, since it is figured in number of shipments received, and not in weight.

Eight of the clubs have kept no record of business secured, but this does not mean that members of clubs in these respective towns have not been hard at work making a record for their club and in turn for the railroad. In many of them the members hold no club meetings and it is most difficult to get reports from all sources, however the advice of the president of the club is that their efforts are bent toward solicitation, rather than in attendance at meetings.

The most commendable work of the year, insofar as a solicitation and advertising program is concerned, was sponsored and carried on by the members of the Frisco Employes' Club of Monett, Mo. Inspired by the campaign staged in November to present J. M. Kurn with a birthday gift, the president and secretary of that club, C. J. Kunz and Pearl Lewis, respectively laid out a most intensive campaign. The time was ripe for such effort and as a result, members of that club secured through solicitation, 1,124 LCL shipments and 6 passengers in ten days. The result of this work was highly praised by Mr. Kurn and through the newspapers and magazines, and it seems as if members of this club feel that it should not have been terminated after the gift had been made, and so they are continuing it in the most vigorous manner and in this report it will be noted that that club has secured 23 carloads, 3,203 LCL shipments and 71 passengers during the year 1933, with most of this business having been secured in the last three months. The work done by this club may be held as an example of what can be done with a well outlined program.

Special attention is called to the records of the various other clubs included in the record. Each and every one of them is worthy of the finest

## Record for Year Shows Less Car Loads and Passengers Than in '32

Many of the clubs which report splendid records do not have club meetings, a number of them which report "No Record Kept" have secured a representative number of cars, LCL shipments and passengers, but were unable to estimate the results.

The record of 12,392 LCL shipments secured is indeed a splendid one since it shows an increase of 7,590 over the previous year. However, there were 1,422 less carloads secured in 1933 than in 1932 and 5,062 less passengers.

It is obvious that the greatest work may be done in the solicitation of carload shipments and passengers. Particular attention is directed to the advertisement on the back cover of this magazine. The reduced fares now offered by Frisco Lines should prove a splendid talking point for each and every club member. The rates are such that it is much cheaper to ride the train than to drive an automobile. The various classification of rates, the one way tickets good in chair cars; one way tickets good in sleeping or parlor cars; round trip tickets good in chair cars, and round trip tickets good in sleeping cars, as well as the long limit tickets, all bear different and much lower rates than heretofore. Besides this, sleeping and parlor car rates have been reduced one-third.

Special campaigns should be planned by the clubs to induce more people to become "train minded" again. This, of course, with no let up, but increased effort put upon the campaign for more carload business and more LCL business.

Paragraphs, and, in fact, pages could be devoted to the workings of each and every club. The members are attempting a plan of co-operative meetings with the merchants of their respective towns; checking back on records to find where the Frisco might have secured a longer haul on a car; sponsoring programs at Christmas time and in many other ways attempting to both advertise Frisco Lines and secure new contacts which will open up avenues of solicitation. Meetings are held regularly, and there is a spirit of co-operation which has furnished the incentive for members of these

(Now turn to Page 7, please)

RECORD OF BUSINESS SECURED			
by the			
Frisco Employes' Clubs			
January, 1933—January, 1934			
	Car Load	LCL	Pass.
Amory, Miss.	(No Record Kept)		
Afton, Okla.	158	1,338	179
Arkansas City	6	10	3
Black Rock, Ark.	(No Record Kept)		
Blackwell, Okla.	18	31	3
Birmingham, Ala.			
(Colored Club)	—	—	2
Cape Girardeau, Mo.	62	188	45
Clinton, Mo.	25	971	8
Chaffee, Mo.	71	208	156
Dora, Ala.	78	7	4
Drummond, Okla.	—	—	2
Dacoma, Okla.	30	120	6
Enid, Okla.	21	18	34
Eagle City, Okla.	(No Record Kept)		
Ft. Worth, Tex.	32	22	59
Ft. Smith, Ark.	26	31	9
Ft. Scott, Kans.	27	—	16
Hayti, Mo.	42	—	5
Hugo, Okla.	(No Record Kept)		
Jermyn, Tex.	(No Record Kept)		
Joplin, Mo.	23	906	21
Kansas City			
Sunnyland Club	162	497	42
Kansas City Auxiliary	3	—	—
Lebanon, Mo.	217	1,359	—
Lawton, Okla.	4	10	3
Monett, Mo.	23	3,203	71
Memphis, Tenn.	85	224	25
Mountain Park, Okla.	4	6	5
Muskogee, Okla.	(No Record Kept)		
Newburg, Mo.	—	200	—
Neodesha, Kans.	64	30	10
Ozark Club	(No Record Kept)		
Okeene, Okla.	12	15	20
Oklahoma City, Okla.	*65	*104	*14
Okmulgee, Okla.			
(Colored Club)	—	—	5
Okmulgee, Okla.	(No Record Kept)		
Springfield Men's Club	617	1,663	222
St. Louis Men's Club	18	—	4
St. Louis Terminal Club	366	97	134
Sherman, Tex.	367	5	7
Sapulpa, Okla.	35	160	10
St. Louis Colored Club	—	3	4
St. Louis Girls' Club	11	1	12
Springfield Girls' Club	282	842	21
Thomas, Okla.	77	(x) 5,120	9
		(Pounds)	
Tulsa, Okla.	105	72	42
Thayer, Mo.	*93	—	*200
Vernon, Tex.	14	—	—
Wichita, Kans.	103	31	7
North End Beaumont			
Sub.	*12	*20	*5
Totals, 1933	3,358	12,392	1,424
Totals, 1932	4,780	4,802	6,486

\* Denotes estimated business.  
(x) 5,120 pounds, L. C. L. shipment not included in total.

praise and one may be assured that the business reported was not secured without effort of time, and a complete knowledge of rates and connections.