

Round House Employees, Chouteau Avenue, St. Louis.



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SAINT LOUIS, MO.

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"EFFICIENCY IN SOLICITATION"

J. A. Middleton, Freight Traffic Manager

"Efficiency in Solicitation" means the adoption of the best methods of securing the maximum of profitable tonnage, either in carloads or less quantities, with the minimum of cost, and the avoidance of duplication or lost motion.

Under the New Agency Plan, each Agent holds the position and assumes the duties of a Salesman for the Company, and it is our ambition and desire to build up the very best organization of Salesmen that is possible. We have the talent in our ranks—service that is attractive to the shipping public—and with the proper and systematic effort on the part of our Salesmen in educating the shipper and receiver of freight to specify *on his order* "VIA FRISCO" *when his goods are ordered*, a long step will be made in the direction of greater tonnage and a great deal of unnecessary work will be dispensed with.

Do not overlook the importance of cultivating the Traveling Salesman. He can be of the greatest assistance in furnishing information as to business moving and often can assist in securing the routing.

It is an established fact that the greater part of the freight solicitation of the present day is on business that is *already* bought or sold, and under the present method it requires the services of two Transportation Salesmen to secure an order—the Agent or Salesman at point of destination learns of an order that *has been* placed in the territory of the General Agent or Salesman representing that territory—Salesman No. 1 immediately sends Salesman No. 2 an "Advice" or "Information" Letter and asks him to secure, and with prompt action and good work a great deal of business is secured—but if Salesman No. 1 could have anticipated a few days and could have induced his customer to specify routing "VIA FRISCO" *when the order was placed*, the services of

Salesman No. 2 would not have been necessary in any way on this particular movement, and his time could have been devoted to the securing of other business. This is especially true in the purchase and movement of so-called "Season Goods" such as Agricultural Implements, Canned Goods, Beans—and various other commodities that could be named.


The Merchandise Salesman is not satisfied with securing promises from his customers to purchase from his firm at some time in the future, but uses his best efforts in securing the order *then and there*. In the same way, the Traffic Salesman should endeavor to educate his customers to route "VIA FRISCO" *on his orders* instead of sending subsequent routing orders which may be delayed, lost or ignored.


This company has gained a very enviable reputation for the team-work between its representatives, and its value cannot be over-estimated, but if this is supplemented by individual effort, intelligently directed, even better results will follow—duplication will be avoided—and more time given to all of our Salesmen.

Routing orders require team-work—*routing on orders* represents individual work—the first is good but contains a "perhaps"—the second is better—practically assures us the tonnage and represents the refinement of "Efficiency in Solicitation."



Station at Blue, Okla., Agent G. H. Turner at left and Pumper G. D. Wilcox at right.

	PROSPECTIVE TRAFFIC
	Date.....
Name of Shipper or Passenger.....	
Address.....	
Remarks:.....	
.....	
.....	
.....	Conductor,
Let us have an opportunity to demonstrate to you that we can handle your carload and L. C. L. business to your entire satisfaction. Our service is strictly first-class.	

	ST. LOUIS AND SAN FRANCISCO RAILROAD
	R. D. GRIFFIN, CONDUCTOR
	AMORY, MISS.
It will always be our desire to make your trip comfortable and pleasant on a Frisco train.	

A supply of individual business cards and prospective traffic cards have been furnished all passenger conductors on the Frisco, with a view to having them assist in the solicitation of business.

The individual cards bear the motto, "It will always be our desire to make your trip comfortable and pleasant on a Frisco train." The prospective traffic cards bear the motto, "Let us have an opportunity to demonstrate to you that we can handle your carload and L. C. L. business to your entire satisfaction. Our service is strictly first class."

The purpose of these cards is obvious. This plan of soliciting business is being tried out, based on the well known fact that passenger conductors are well acquainted with a large number of shippers and receivers of freight and are adding to their acquaintance daily.

If a conductor meets a prospective shipper on any of his trips, he is to hand him one of his business cards, also one of the prospective traffic cards to fill in—or the conductor may fill in the prospective traffic card for the shipper—after which it is to be mailed to the superintendent of the division on which the conductor is employed. The superintendent in turn will forward it to the proper traffic official or agent, but it is necessary that the

cards be mailed promptly at the end of each trip.

When additional cards are needed a requisition on the office of Superintendent will bring a new supply promptly. A record of the number of cards turned in by each conductor is to be kept for comparative and other purposes.

The Frisco interests are surely our interests and it is hoped that each conductor will be a "booster" and an ardent solicitor of business for the Frisco. This can have but one result—*Increased Revenue.*

Let us give our hearty co-operation and sincere support to this plan that it may be a success.

Springfield Workout.

At one of the most interesting and enthusiastic meetings of Frisco men, Springfield, Mo., January 20 and 21, which was largely attended by representatives of all departments, important matters pertaining to transportation, operation and traffic on the Frisco were gone into thoroughly, and suggestions made by many were discussed.

Approximately 150 were present, including W. C. Nixon, receiver and chief operating officer; and W. B. Biddle, receiver and chief traffic officer.

Promotions and Appointments

W. C. Nixon, receiver and chief operating officer, announces the resignation of W. T. Tyler, general manager, effective March 1. Mr. Tyler will be succeeded by E. D. Levy, assistant general manager.

Assistant General Manager Levy announces the following promotions, effective March 1.

T. B. Coppage, superintendent, Northern Division, Fort Scott, Kans., is appointed superintendent transportation, with headquarters at Springfield, Mo.

O. H. McCarty, superintendent, River and Cape Division, is promoted to Northern Division as superintendent, succeeding T. B. Coppage, promoted.

C. H. Claiborne, assistant superintendent, River and Cape Division, is appointed superintendent of that division, succeeding O. H. McCarty, transferred.

J. H. Doggrel, superintendent freight loss and damage claims, is appointed assistant superintendent transportation.

G. E. Whitlam, chief clerk to assistant general manager, is appointed superintendent freight loss and damage claims.

A. W. McElvaney, assistant superintendent freight loss and damage claims, is appointed chief clerk to general manager, succeeding G. E. Whitlam, and office of assistant superintendent freight loss and damage claims is abolished.

J. F. Frazier, night chief dispatcher, Chaffee, Mo., is appointed assistant superintendent of the River and Cape Division, succeeding C. H. Claiborne, promoted.

F. E. Brannaman is appointed assistant superintendent, in charge of the Lebanon, Clinton and Springfield

Subdivisions, with headquarters at Springfield, Mo., succeeding C. T. Mason, promoted, effective February 15.

Passenger Traffic Manager Hilton, announced, effective February 1, the appointment of John N. Cornatzar, formerly assistant general passenger agent at Memphis, Tenn., to position of general passenger agent.

Mr. Cornatzar will retain his headquarters at Memphis and succeeds to the position made vacant by the promotion of Mr. Hilton to passenger traffic manager.

Our new general passenger agent has been in the service of the Frisco since 1898, and in railroad service had worked up through many positions in the passenger department. He has had the distinction of being President of the Business Men's Club of Memphis and is now a director of the Tri-State Fair.

C. A. Redden is appointed commercial agent, with office at Jacksonville, Fla., effective January 16.

J. M. Williams is appointed traveling freight agent, with office at Charlotte, N. C., effective January 16.

The following changes in the operating department became effective February 15:

C. F. Hopkins, superintendent at Francis, Okla., is appointed superintendent at Sapulpa, Okla., succeeding S. T. Cantrell, resigned.

J. M. Chandler, superintendent at Enid, Okla., is appointed superintendent at Francis, Okla., succeeding C. F. Hopkins, transferred.

C. T. Mason, assistant superintendent at Springfield, Mo., is appointed superintendent at Enid, Okla., succeeding J. M. Chandler, transferred.

J. H. Doughty, general agent at Birmingham, Ala., is appointed acting superintendent at Birmingham, vice J. H. Jackson, resigned.