

# TRAFFIC DEPARTMENTS MERGE OCT. 15

A DECIDED departure from standardized solicitation activities on American railroads was announced October 16 by Frisco Lines, in the unification of the solicitation efforts of the passenger and freight departments. Effective October 15, all passenger and freight agents were merged into one large traffic department, with jurisdiction over both freight and passenger business.

"This movement is intended to solidify our solicitation efforts into one large department, and obliterates all departmental lines between our freight and passenger units," Mr. J. R. Koontz, vice-president in charge of traffic, said in announcing the move.

"We believe this will materially strengthen our business getting strength, as well as greatly simplify the many ramifications of railroad solicitation work."

The merge of the departments places a St. Louisan, Mr. S. S. Butler, at the head of both freight and passenger departments with the title of general traffic manager. Mr. Butler's former title was general freight traffic manager.

Mr. J. N. Cornatzar of St. Louis, passenger traffic manager and director of development, was made assistant vice-president.

The position of passenger traffic manager was awarded to Mr. John W. Nourse, St. Louis, who has held the position of general passenger agent. That position has been abolished.

The traffic department has divided its on-line solicitation into four large districts, each presided over by a traffic manager.

Mr. George F. Macgregor, Kansas City, Mo., heretofore executive general agent at that point, was promoted to traffic manager of the first district, with jurisdiction over Western Missouri, Kansas, Colorado, Minnesota and Western Iowa. His assistant, Mr. J. R. Coulter, becomes assistant traffic manager.

The second district, comprising Oklahoma and Western Arkansas, is in charge of Mr. J. W. James of Tulsa, formerly executive general agent at that point.

Mr. R. E. Buchanan, now traffic manager at Pensaco-

## Freight and Passenger Solicitors Unified in One Department—Many Changes in Titles and Duties



J. N. CORNATZAR



S. S. BUTLER

la, Florida, goes to Memphis, Tenn., as traffic manager of the third district, comprising Frisco's Mississippi Valley territory, including Mobile and New Orleans. His assistant is Mr. P. Matthews, now assistant general passenger agent at Memphis.

The fourth district, comprising all of Alabama and the Southeast, is in charge of Mr. D. F. McDonough, now executive general agent at Memphis. Mr. McDonough's title is traffic manager with headquarters at Birmingham, Ala. His assistant is Mr. J. E. Springer, now division freight agent at Birmingham.

Among the inter-district changes to be made in line with this unification program, General Traffic Manager Butler announced the following:

Mr. F. J. Lawler, who has been division freight agent at St. Louis, comes assistant general freight passenger agent, retaining his St. Louis headquarters. Mr. Harrison W. formerly division passenger agent, comes division freight and passenger agent at St. Louis.

Five new on-line general agents were appointed as follows: Mr. M. Forrester, commercial agent at Springfield, becomes general agent at that point. Mr. T. H. Banister, commercial agent at Memphis, becomes general agent there.

Mr. W. H. Crowe, division freight agent at Pensacola, becomes general agent in that city. Mr. H. Reid, who has been commercial agent at Tulsa, comes general agent at that point. Mr. F. R. New, who has been division passenger agent at Joplin, Mo., to Kansas City, Mo., general agent. Mr. Payne, passenger agent at Tulsa, becomes assistant general agent at Tulsa.

Off-line agencies were changed as follows: Mr. B. Morrow, who has been general agent, passenger department, at Atlanta, comes general agent at that point. Mr. C. C. Mosley, division freight agent at Jacksonville, becomes general agent there, and Mr. Chas. ... general agent at Atlanta, goes to Minneapolis, Minn., with the same title. Mr. H. L. Morrison, who has been commercial agent at ...

### Traffic Officers Who Received Promotion



Top row, left to right: G. F. Macgregor, J. W. James, D. F. McDonough. Center: John W. Nourse, passenger traffic manager. Bottom, left to right: R. E. Buchanan, A. P. Matthews, and J. E. Springer.

Chicago, and Mr. M. D. Riggs, who has been district passenger agent at Chicago, both become assistant general agents in Chicago. Mr. A. S. Owen district passenger agent at New York City, becomes assistant general western agent there. Mr. J. C. Midyette, district passenger agent at Jacksonville, becomes district freight and passenger agent in that city.

Three on-line division freight and passenger agencies were created as

follows: Mr. J. R. McGregor, district passenger agent at Birmingham, becomes division freight and passenger agent in that city. Mr. G. H. Windsor, division freight agent at Poplar Bluff, becomes division freight and passenger agent there and Mr. J. G. Weaver, division freight agent at Ft. Smith, becomes division freight and passenger agent in that city.

As the *Magazine* goes to press, announcement comes from the office of

General Traffic Manager Butler of the retirement on November first of Mr. M. J. Conley, division freight agent at Joplin, because of disability. Mr. Conley will be succeeded by Mr. W. L. Coleman, now commercial agent at Kansas City, Mo. In line with other changes, Mr. Coleman's title at Joplin will be division freight and passenger agent. A complete story of Mr. Conley's forty-one years' service with Frisco Lines will appear in the December issue.

#### C. T. ARTHUR DIES OCT. 17

C. T. Arthur, who has been associated with the Frisco Hospital at 4960 Ledade Avenue, St. Louis, for twenty-two years, succumbed to an attack of heart trouble on Kingshighway, St. Louis, on his way home at 5:30 p. m., October 17.

Mr. Arthur began his services as a clerk in the offices of the hospital in 1906. He has held the position of

chief clerk for the past twelve years.

A native of Des Moines, Iowa, he went to New York with his parents at an early age. He came to St. Louis forty years ago. According to his two daughters who survive, he had not been ill a day since he settled in St. Louis and walked between the hospital on Laclede and his home at 6021 McPherson Avenue winter and summer, even in the most inclement weather.

Mrs. Lillian Arthur Sum, a married daughter, and Miss Margaret M. Arthur, who has kept house for him since the death of his wife, survive.

Funeral services were held from the Mullen Chapel, 5165 Delmar Avenue, St. Louis, at 3:30 p. m., October 20.

**Have you gotten YOUR Passenger?**

# FRISCO BUILDS PENSACOLA STATION

**T**HE new passenger station, now under construction at Pensacola, Florida, will be a thing of beauty to welcome patrons and employes at the new southern terminus of Frisco Lines.

It is designed in Spanish Mission with rough stucco exterior walls, and has a Mission tile roof, in variegated colors. At the corner of the building there will be a square tower, terminating into a round dome extending above the roof. On either side are the two main entrances constructed of semi-glazed terra cotta product, the base being of polychrome effect with various ornament and decorative features in bright, attractive colors.

There will be a large general waiting room, men's smoking room, waiting room for colored, women's rest room and necessary toilets in conjunction. Exit to trains from these various waiting rooms will be out to a covered concourse on the west side of the building leading to the train shed, which will be approximately 650 feet long and will serve the passenger trains.

The ticket office is so situated as to serve both colored and white waiting rooms and the baggage will be checked at the baggage room on the south end of the building, entrance under the protected concourse.

The train shed and concourse will be paved with concrete and the floors of the various rooms within the building will be of a decorative composi-

## *New Structure of Spanish Mission Style to Be Completed Shortly*

tion flooring and tile.

With the exception of the general waiting room, the interior of all other rooms will be treated with a wall surface of rough brick in a blended buff and grey finish, harmonizing with the decorative color scheme.

The building and surroundings will be electrically lighted.

The facilities will be heated by vacuum return steam system with ample size heating units in each room. The steam supply will be obtained from a new type combination steam boiler with a rubbish burner connection which will obtain heat by the installation of an oil burner, automatically controlled, thereby insuring an even temperature at all times.

This boiler unit will be placed in the baggage room where it will be under the personal supervision of an expert attendant, insuring the comfort of the traveling public.

Ice water facilities will be provided for the waiting rooms, having its source of supply from a refrigerating unit placed in the baggage room.

The baggage room will be approxi-

mately 20 x 50 feet with rail platforms. Access for receipt and delivery being on the east and south sides.

Electric clocks will be placed in the waiting rooms and each room will be provided with handsome heavy marble base settees of a design in keeping with the structure.

The facility as a whole will be modern and complete in every respect and the design has been laid out with a view of providing a convenient facility in every respect for patrons of the road.

Don B. Fellows, Frisco florist, will landscape the space laid out with flower beds in colors of pleasing attractive designs.

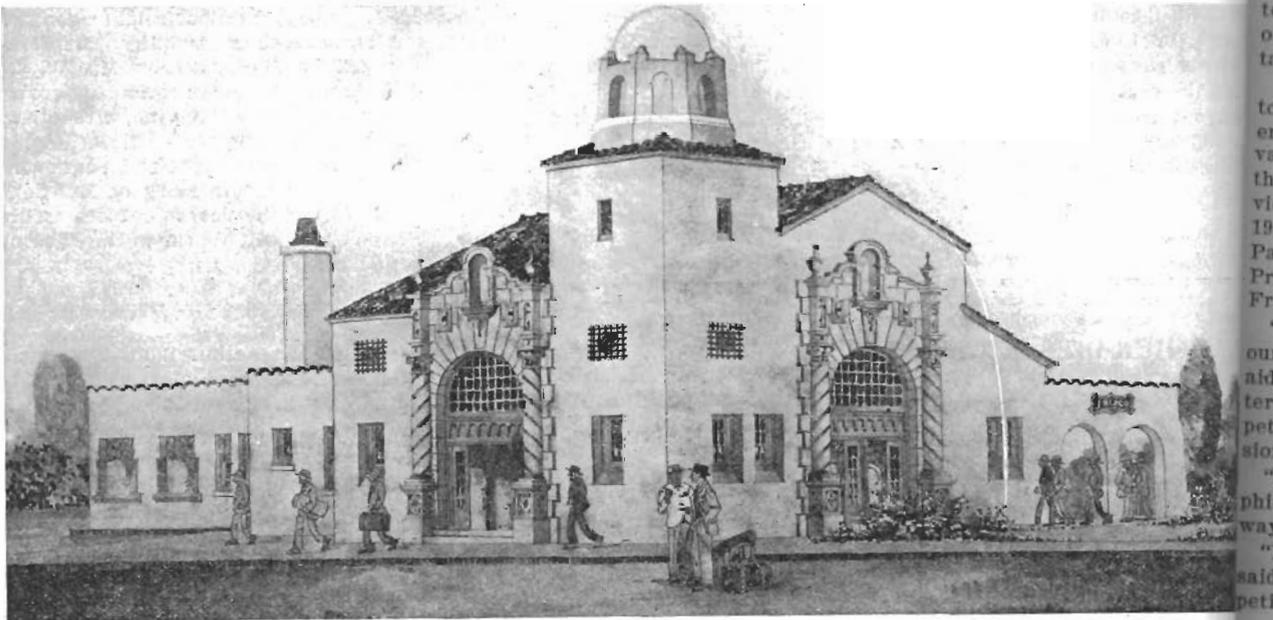
## NOW IT'S FRISCO CITY, ALA.

The City Council of Jones Mill, Ala., held an election recently for the purpose of deciding whether the name of the city should be changed to Frisco City, Ala.

The vote was four to one in favor of the change. Frisco officials were then consulted and on October 15 a bulletin from the office of J. J. Nourse, general passenger agent, advised all concerned that the name of Frisco City, Ala., would be placed on station and time cards of the Frisco line.

There are two other stations named in honor of the line, Frisco, Texas, and Frisco Junction, Okla.

*Below: Architect's drawing of our new passenger station at Pensacola, Florida*



# EMPLOYEES REQUEST BUS REGULATION

EVERY employe of Frisco Lines by the time these lines are read, will have seen the petitions addressed "To Our Senators and Representatives in Congress," which are being circulated through the mediums of the 65 Frisco Employes' Clubs, asking Congress for a "just and fair" regulation of bus and truck companies in interstate traffic.

This article is not intended to review the provisions of that document, but rather to tell the story of how this employe effort in behalf of the company, termed by many railway men as "the most remarkable instance of co-operation between company and employes in the annals of American railroading," came about. The petition itself is not printed in this issue, because of space.

To William Marsh, veteran dispatcher for Frisco Lines at Memphis, Tenn., goes the credit for originating the petition. For years Mr. Marsh, in his duties as a dispatcher has watched traffic slowly dwindle on his beloved Southern division. The decrease has been almost imperceptible at times, but dispatchers notice these decreases, and Mr. Marsh was perturbed.

"I have lain awake many nights wondering what could be done about it," Marsh said. "I knew the buses and trucks were taking the difference. I knew our officers were doing everything in their power to combat this new competition, and I knew it was a serious task because a bus or a truck had no regulatory body to tell it how to operate, or to safeguard the users of that particular method of transportation."

Last June Dispatcher Marsh went to Springfield, Mo., to attend the Veterans' Reunion. There he was elevated to the position of president of that famous organization, from the vice-presidency he had held during 1927. During the picnic at Doling Park, Mr. Marsh had a talk with President Kurn, and in that talk the Frisco's president made this remark:

"It would be a very fine thing if our employes could do something to aid the company in bringing the matter of this unregulated bus and competition forcibly before the next session of Congress."

"Bill" Marsh went back to Memphis with the firm resolve to find some way for employes to help.

"I thought about it for days," Marsh said, "and one day the idea of this petition came to me. I drafted and

## *Frisco Workers Petition Congress for "Just and Fair" Law for Motorized Competition*

re-drafted it before I was satisfied. Then I discussed it with several Frisco employes in Memphis and they enthusiastically agreed to help me. We started out after the signatures of em-



WILLIAM MARSH

ployes, and within a few days we had signed 450 of them. Then I was convinced I'd hit upon the right idea."

One September afternoon the writer of these lines was seated in the office of Mr. A. P. Matthews, then assistant general passenger agent, at Memphis, in the Shrine building. "Bill" Marsh came off his trick at 3:30 p. m. and dropped into Matthews' office on his way to the Shrine billiard parlors for his afternoon game. During the course of the ensuing conversation Marsh pulled the well-worn petition from his pocket.

Two days later in St. Louis President Kurn read the petition for the first time and enthusiastically endorsed it.

"Let's follow through with Mr. Marsh's idea and send these petitions to all Frisco clubs," he said. "I hope

every employe of Frisco Lines will sign one. This will be of tremendous help to us in bringing our request for regulation of buses and trucks before Congress this winter."

As fast as the printer could turn them out, the petitions were printed and mailed to the presidents of Frisco Employee Clubs. The presidents were asked to offer all employes within the jurisdiction of their respective clubs a chance to sign the petitions and return them to the central committee chairman in St. Louis not later than November 15. Then the number of signatures will be tabulated, the petitions separated as to states, and groups of petitions forwarded to the proper senators in Washington.

Copies of the petitions will be made for presentation to public service commissions in the states through which Frisco Lines operate.

But the effort to convince Congress of this much needed regulation of buses and trucks did not stop with the petitions to be signed by employes.

Another petition, very similar to the first was drawn up to be signed by "friends and patrons" of Frisco Lines.

Following the first petition within a few days, two box crates of the second "edition," each containing 1,500 petitions, were sent from St. Louis to Mr. F. H. Shaffer, general manager at Springfield. Mr. Shaffer distributed them among division superintendents and each agent on the Frisco got one or more of the petitions, depending upon the size of his town, with the request to secure as many signatures from townspeople as possible.

And so the effort of securing "just and fair" regulation of buses and trucks has been doubled and trebled on Frisco Lines.

A full and complete report of the success of these petitions on the railroad among employes and friends and patrons, will be printed in the December issue of the *Magazine*.

### ALFRED BALL WEDS

Miss Billie Keen, daughter of Mr. and Mrs. W. J. Keen, 1534 West Olive Street, Springfield, and Alfred A. Ball, son of Mrs. F. W. Wilmes of Springfield, and secretary to J. M. Kurn, president of Frisco Lines, were married on October 27, in Springfield.

The young couple left immediately for a honeymoon in Havana, Cuba, and expect to return to St. Louis November 12, where they will make their home.

# NEWS of the FRISCO CLUBS

## Sunnyland Club, Kansas City, Mo.

APPROXIMATELY 250 members of the Frisco Sunnyland Club, of Kansas City, members of their families and friends, attended the dinner-dance held by the club at the Eastgate Masonic temple the night of October 15.

The dinner was served by women of Eastgate Masonic lodge. After the dinner the assemblage went to the dance hall of the temple where a program was presented, as follows: Piano solo, Miss Geraldine O'Brien; song by assemblage; talk, Mrs. John Patterson, in behalf of the Kansas City annual charity drive; song by assemblage; vocal solo, Mrs. Walter Medlock; song by four Frisco girls; song by assemblage. The music for the dancing was furnished by "The Bats," an orchestra composed of six young men of the University of Kansas.

## Sunnyland Auxiliary Club

The Auxiliary to the Frisco Sunnyland Club was the guest of Mrs. George Sleightholm at an elaborate luncheon at her country home October 8. The business meeting immediately following the luncheon was cut short to allow time for cards.

The prize for the highest score was won by Mrs. Roy Clark and the second prize went to Mrs. Edmonson.

The goodfellowship card parties given by this auxiliary have become so popular, it was announced, that it is likely the parties will be continued through the winter.

Plans were made for a benefit card party to be held November 9, at 3212 Main Street. Mrs. Sleightholm will conduct the party.

## Joplin, Mo.

The Frisco Employees' Club of Joplin, Mo., in business session October 16, set October 26, as the date for a social program.

H. B. Wilson, assistant superintendent of the Northern division, spoke of the purposes of the club and of motor truck competition.

## Birmingham, Ala.

The Frisco Employees' Club of Birmingham, Ala., held a dinner-dance September 18, in the ballroom of the Axis Club. The attendance was more than 125 employes and members of their families. Several shippers also were present.

The principal speaker was Judge H.

M. Ambercrombie, a prominent attorney of Birmingham. Short talks were made by G. B. Perkins, auditor; G. D. Eddy, valuation engineer, and J. W. "Uncle Bill" Morrill, accident prevention agent, all of St. Louis and all with the Frisco. J. E. Springer, assistant traffic manager, known by many Frisco employes as "Jingling Gene," recited a poem he wrote entitled "Bits and Tidbits," which dealt humorously with various employes and visitors at the dinner-dance.

The program included the following: Calling of meeting to order, by C. J. Thompson, acting for M. A. Jennings, president of the club, who was unable to attend; invocation, J. J. Cummins, local agent; singing by the assemblage, led by W. A. Drago, yardmaster, and accompanied on the piano by Mrs. Drago; vocal solo by Miss Evangeline Williams, accompanied on the piano by Charles McGowan, the son of Mrs. Nellie McGowan, secretary to J. W. Skaggs, superintendent of terminals. Mr. Skaggs was toastmaster. Dinner music was furnished by a phonograph loaned by the Broyles Furniture Company. The music for the dancing was furnished by Eddie Greenwell's orchestra.

## Hugo, Okla.

Election of V. A. Dufour, trainmaster's clerk, as secretary of the Frisco Employees' Club of Hugo to succeed F. T. Shannahan, who resigned because he could not attend regularly meetings of the club, and talks on traffic solicitation comprised the principal business of the club at its meeting October 9.

Speakers included L. C. Beazley, assistant superintendent of the Southwestern division; Shird Kelton, dispatcher; O. Olson, dispatcher; J. O. Dick, agent; P. Yaw, engineer; Wash Cook, colored section laborer; Mr. Dufore; C. M. Sasser, president of the club; Mr. Shannahan.

## Ft. Scott, Kan.

More than 200 persons attended the dance given by the Frisco Employees Club of Fort Scott, Kan., October 3. This was the first dance of the season by the club.

Music for the dancing was by the Frisco broadcasters, directed by Ed. Knox. Eugene Peters sang refrains. Accordion duets were played by Miss Leah Drake and Mrs. A. B. Konantz.

Mrs. Floyd King, formerly Miss Fred Harris, sang several "blues". During intermission sandwiches and coffee were served under the direction of Clarence Wheaton.

## Springfield, Mo.

### Men's Club and Girls' Club

Approximately 400 persons attended the dance given by the Frisco Men's Club and the Frisco Girls' Club, both of Springfield, Mo., September 26, at Fasnicht Park, Springfield.

Music for the dancing was furnished by the Blue Bird Dance and Singing Orchestra, composed of employees of the Frisco storeroom at Springfield. Vocal numbers were presented by Thomas Bentley, of the Martin Music Company and Ted Trapp, of Trapp Cafe. The committee which arranged the program was: L. E. Sullivan, T. Soper, O. P. Raney, Helen Yarnall, Helen Murray, Gertrude Crowe and Loretta Henry.

Members of the four teams which members of the Frisco Men's Club and the Frisco Girls' Club, both of Springfield, are grouped for month-long competition in traffic solicitation turned in 590 tips during September securing 126 carloads, 147 less-than-carloads and two permanent orders. The membership of the four teams totals 711.

Standing of the teams for September was: First, Captain A. B. Sherwood; second, Captain W. W. Shafford; third, Captain F. L. DeGard and fourth, Captain K. T. Walter.

Those turning in tips which resulted in obtaining carloads, and the number of carloads were: A. B. Sherwood, 10; L. G. Lamb, 10; L. D. Anderson, 9; M. Barry, 6; F. H. Masters, 18; Howell, 7; R. D. Gilbert, 10; J. L. Ingalls, 8; C. W. Gardner, 4; J. W. Berry, 3; R. Patrick, 2; W. W. Shackelford, 1; R. A. Pearson, 1; Miss M. E. Pearson, 1; W. O. Wise, 1.

Those whose tips resulted in obtaining of less-than-carload orders, and the number of these orders obtained from these tips were: A. B. Sherwood, 2; J. W. Kastler, 1; Miss B. Jennings, 36; L. G. Lamb, 1; F. M. Barry, 19; W. A. Warden, 1; W. Burns, 1; R. A. Pearson, 1.

Those whose tips resulted in obtaining of permanent orders, and the number of permanent orders obtained from these tips were: Heins, 1, and W. I. Christopher, 1.