



# Not How Many MILES But How Many HOURS

The modern traffic manager wants to know, "How long?"—not "How far?" And Frisco usually answers his question with a minimum number of hours. For Frisco freight service has set a new standard of speed and promptness.

The dependability of Frisco service is made possible by Frisco's super-roadbed—a roadbed soundly constructed and maintained to meet every exacting requirement of fast, *sure* schedules.

The next time, try the Frisco on its merits—and you will find a new degree of railroad satisfaction and economy.

S. S. Butler  
General Traffic Manager, Frisco Lines  
St. Louis, Mo.



To and Thru  
MISSOURI  
ARKANSAS  
OKLAHOMA  
TEXAS  
KANSAS  
TENNESSEE  
MISSISSIPPI  
ALABAMA  
FLORIDA