



CHAPTER XIX

Frisco-land

Its Men and Its Rails

BRAINS and brawn and steel—these are the raw materials that make a railroad. The quality and quantity of these ingredients measure the ability of a railroad to serve its patrons and its territory.

If you or your goods must move from, to or thru Frisco-land, the Frisco Lines offer a highly efficient transportation unit big in manpower, big in its thousands of miles of gleaming rails. An army of 25,000 employees and 5800 miles of road serve your needs. Here is one of America's greatest railroads—conspicuous in size but most favorably known because of its reputation for fast, courteous, dependable transportation service. Be sure that you specify "via Frisco Lines."

S. S. Butler, General Traffic Manager

Frisco-land

includes—

- Texas
- Oklahoma
- Missouri
- Kansas
- Arkansas
- Tennessee
- Mississippi
- Alabama
- Florida