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IT'S PERFORMANCE—dependability from start to finish that marks the thoroughbred. As surely as the pedigreed horse in the paddock can be relied upon to take honors in his class—so can you rely upon Frisco to provide, at all times, the finest of modern transportation facilities.

Motive equipment with power to spare and well-kept roadbeds enable Frisco to maintain fast schedules. Well located terminal facilities with the latest modern equipment, speed shipments and insure dependable on-time delivery. And an enthusiastic Frisco personnel constantly strives to serve you better.

From, to or through Frisco-land, ship and travel "via Frisco" and enjoy a service that is outstandingly fine—a service that shortens your journey and saves "time in transit" on your shipments.

S. S. BUTLER
General Traffic Manager
Saint Louis

