

# CONSIDER



# the FREIGHT

## Then Consider What Frisco Offers!

Serving the less-than-car-lot buyer promptly—delivering perishable merchandise *on time*—meeting emergency shipment requirements on the dot—that's the way the Frisco freight train keeps pace with traffic demands.

Wheels of Frisco trains run swiftly to keep the wheels of business running smoothly—one reason why traffic managers, out of their own experiences, *rely* on Frisco freight service.

They aren't disappointed! Frisco trains speed over a super-roadbed built sturdily to meet fast freight schedule requirements safely. And Frisco *keeps* that pace with an army of vigilant maintenance men throughout its 6,000 miles.

The next time, try the Frisco—on its merits!

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

