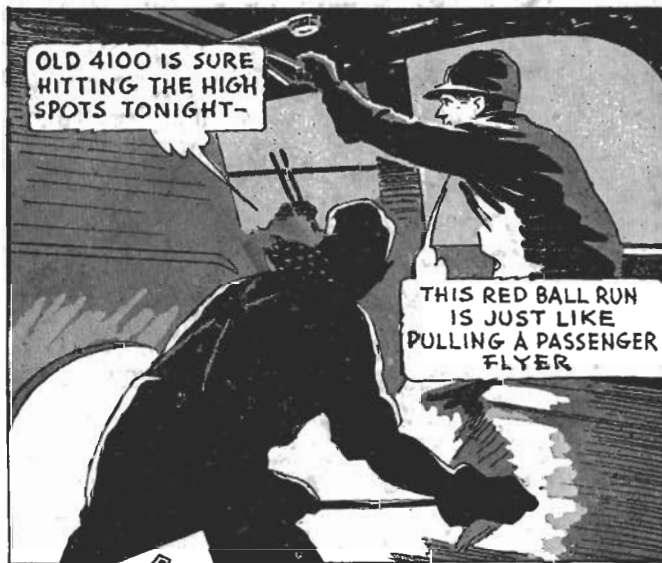


# RED BALL DOES THE TRICK



ANOTHER EXPERIENCE FROM THE FILES OF THE FRISCO LINES



AS USUAL, Red Ball came thru. Here's what the consignee wrote when his perishable shipment arrived. "Your cooperation as a representative of the Frisco is very valuable to perishable dealers and I assure you that such service will mean additional business from all concerned for the Frisco."

Frisco Red Ball service provides extra fast delivery thruout Frisco-land.

And in addition, a special reporting system keeps the Frisco representative posted on the progress of your shipment while in transit permitting you to divert or re-consign without delay. When you ship or travel from, to or thru Frisco-land, remember the routing of extra service is "via Frisco Lines."



S. S. BUTLER  
General Traffic Manager  
Saint Louis