



MORNING AFTER MORNING the rooster sounds his cheery reveille to the sun. The same *dependable regularity* for which the chanticleer of fiction is famous, is characteristic of Frisco Service. For year after year spent in successfully meeting exacting schedules has given the Frisco an enviable reputation for being ON TIME!

Thundering freights and sleek passenger flyers speed thru storm and sunshine, guided and guarded by a personnel proud and eager to maintain an ever-improving record of non-delay service.

Excellent motive equipment, superior terminal locations and facilities, well-maintained roadbed and rolling stock supply the physical needs to match the pride of this enthusiastic service personnel.

Whether you ship or travel to, through, or from Frisco-land, specify "via Frisco." Enjoy a service that is dependable and direct—a service best known for its reputation of bringing you and your shipments through ON TIME.

S. S. BUTLER  
General Traffic Manager  
Saint Louis