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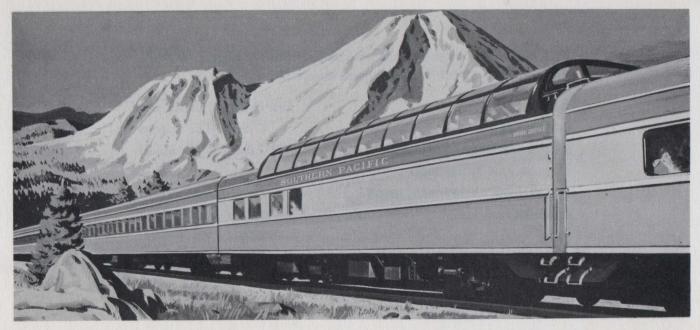
We'll hope to have lots of your customers aboard the Shasta Daylight this year-also on S.P.'s other famous streamliners:

## IMPORTANT NEWS

... for your patrons traveling between

SAN FRANCISCO  $\Longrightarrow$  PORTLAND

## S. P.'s "Shasta Daylight" will CONTINUE DAILY SERVICE between SAN FRANCISCO and PORTLAND



"Shasta Daylight" gives passengers hours-long view of majestic 14,161 ft.-high Mt. Shasta

## Dear Mr. Ticket Agent:

In December we announced our plan to place the Shasta Daylight on a tri-weekly schedule starting January 15.

Under this plan, tri-weekly service would have been provided during periods of light travel, but with daily service for the vacation and holiday heavy travel seasons.

This change has been postponed and the Shasta Daylight will continue to operate daily until further notice.

So we'll appreciate your telling your customers about the daily <u>Shasta Daylight</u> and its route ... one of the most scenic trips in America. They may leave any morning on the <u>Shasta Daylight</u>, arrive the same night. Reserved seat, streamlined Chair Cars, Coffee Shop and Dome Lounge add to the enjoyment of a trip on the <u>Shasta</u>. Parlor Car service. too.

Cordially,

Southern Pacific