



Railroad Advertising: Riding the Rails Again

Tad Burness

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Relive the glory years of American railroading

Return to an era when passenger trains represented the height of luxury and riding the rails was the only way to travel. *Classic Railroad Advertising* covers nearly a century of memories - of powerful steam locomotives and elegant streamliners, of the brute force of diesel power and the patriotic effort to keep America on the move during a tumultuous world war.

During their heyday, railroads employed the top ad agencies and some of the era's best-known illustrators to create compelling magazine advertising. The ads are a wonderful time capsule into a different era, a time when travel meant less about speed and economy and more about comfort and style. Through these ads you'll watch technology advance as railroads embrace streamlined designs and diesels locomotives; ride along as America fights a war, with railroads at front and center of the effort; witness a long, slow decline as passenger trains nearly succumb to competition from automobiles and airplanes, only to re-emerge with a new revitalized role in the guise of Amtrak.

Join us for a great railroad journey in print - one that you won't soon forget.

- **Enjoy nearly 200 color advertisements** and authoritative commentary

- **Remember America's greatest railroads:** Pennsylvania, Santa Fe, New York Central, Southern Pacific, and many more

- **Experience the finest passenger trains**, including the Super Chief, 20th Century Limited, California Zephyr, Broadway Limited and others

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