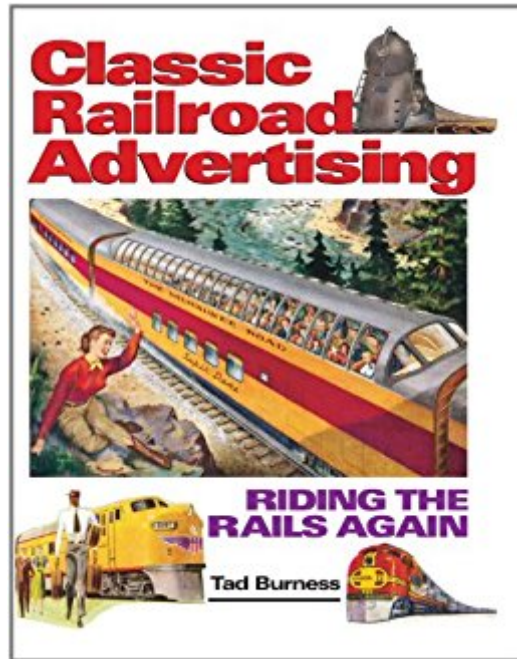


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# Railroad Advertising: Riding The Rails Again



## Synopsis

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 diesel 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.

## Book Information

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## Customer Reviews

An interesting book of over two hundred passenger train ads that appeared in mass-market magazines. Each one fills a page with an informative caption. None of them would have won any design awards, mostly they follow the predictable format of illustration, headline, text and small pictures and as these are train ads, the little route map. However, within this predictable (and successful) format you will see some great artwork, page 17 shows a 1945 American Locomotives ad with a stunning painting of a railroad yard with five streamliners, pages 52-53 has two Leslie Ragan paintings for the Budd Company. The Shell ad on page 186 looks like it was straight out of something painted by Bruce McCall (it wasn't) and there are thirteen pages of great New York Central ads that all feature cut-away illustrations. As well as great art don't forget the copy. I'm pleased to see included the New Haven RR's 'The Kid In Upper 4' one of the most famous ads of the war years, read it and appreciate copywriting at its creative best. I never knew what the term 'highball' meant until I read the copy in the Pennsylvania RR ad on page 169-169. I would have given this book five stars but like so many pictorial books the publishers have not taken the presentation seriously enough. Here the none of the ads have a definable edge, they just float in the white space on each page, easily solved by running a very thin black line round the ads original size or better still use a grey vignette drop shadow behind them. The typography of the title, contents, index pages etc is very bland and unimaginative. There are five ads that run across spreads but they don't, each has a thick white margin either side of the middle of the book, doing this is as bad as not correcting typos. If you like railroad advertisements have a look at 'All-American Ads 40's' by Jim Heimann, a massive 764 page book that has (in color) thirty five of them in the chapter on travel.

What a beautiful book! Hardcover and full of the most delicious information. Mr. Burness has compiled, from his own collection of original railroad advertising a real time travel to explain us in the words of the railroads themselves (and some related industries-even Lionel), the evolution, successes and problems of American rail industry. The ads are sorted in alphabetical order by company name. From the 20's and 30's going through that heroic period of WW II and the postwar years and coming to Amtrak, you will witness the introduction of dome cars, the new trains like the California Zephyr, new technical achievements and so on. Reading this book you will feel the fallen

flags so alive that is difficult to realize that most of them disappeared 30 or 40 years ago. And it is not only the trains. Reading these ads you will be back in time in the United States of yesterday. The problems, the people and their fashions, etc. You will really enjoy this book.

This is a fascinating book for those interested in the transition era of railroading and the advertising that was created in this era. The book is a collection of nearly 200 classic print advertisements that appeared in magazines during the 1940's, 50's and 60's. The ads range from railroad specific ads, with extensive coverage of the Union Pacific, Pennsylvania, New York Central and Great Northern railroads. Most other major railroads are represented with some pages in the book. In addition to railroad specific ads, this book has lots of ads from the manufacturers of railroad equipment, including EMD and Pullman, along with others. If you are interested in railroad art, or are interested in the transition era of the railroads, this is a book for you. This book is a quality publication and the reproduction effort is quite good. This book is a welcome part of my library and covers a neglected area of railroad history.

This is a brand new, 2001 hardback 224 page library volume that will please every railroad and advertising fan. It features 224 pages with 212 outstanding color photos of train ads of every description. The photos look as good or better than the originals. This covers the period of 1920s through the 1950s. There is an emphasis on how the passengers in the postwar period enjoyed the delight of train travel. Plenty of interesting text is provided. A delightful work.

As a model railroader I found the color and style shown in this book gave an idea of the sort of period feel I want to recreate. My railroad, based on the S.P. is meant to generate an idealization of the time and place, not a slavish adherence to prototypical realism. This book has given me some great modeling ideas. I highly recommend it.

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