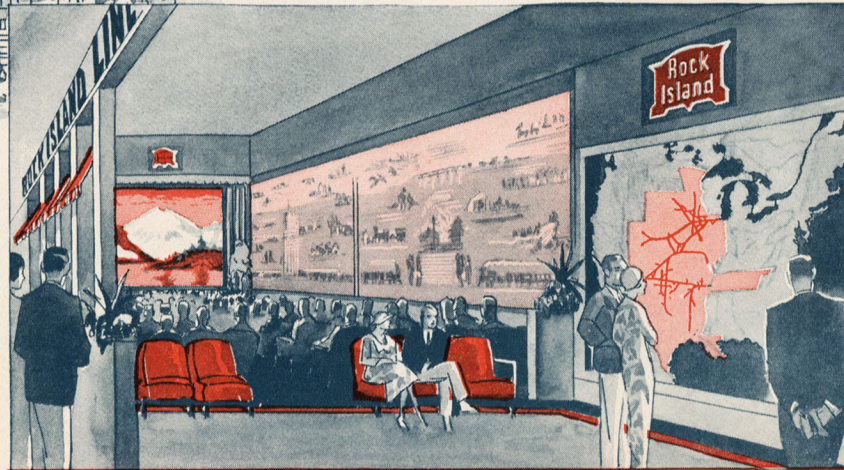




**Rock
Island**

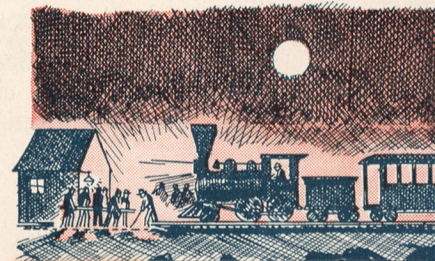
AT THE WORLD'S FAIR

THE ROCK ISLAND EXHIBIT
AT THE WORLD'S FAIR IS
LOCATED IN THE TRAVEL
AND TRANSPORT BUILDING



THE ROMANCE OF A RAILROAD

On the east wall of the Rock Island Theater at the World's Fair is an impressionistic mural painting which pictures the old West and the new. You see the land of the pioneers, the boundless storehouse of dormant riches, the home of the Indian and the trapper. You see the Rock Island Lines replacing the covered-wagon trail with shining lines of steel, reducing months and weeks of travel to days and hours, forcing back the nation's western frontier mile by mile before the advance of the farmer, the merchant and the industrialist. You see the people of the Rock Island Lines advancing like an army with banners, inspired by an ideal which has made this vast transportation system more than a railroad; which has made it a living force in the winning of the west.





THE WINNING OF THE WEST

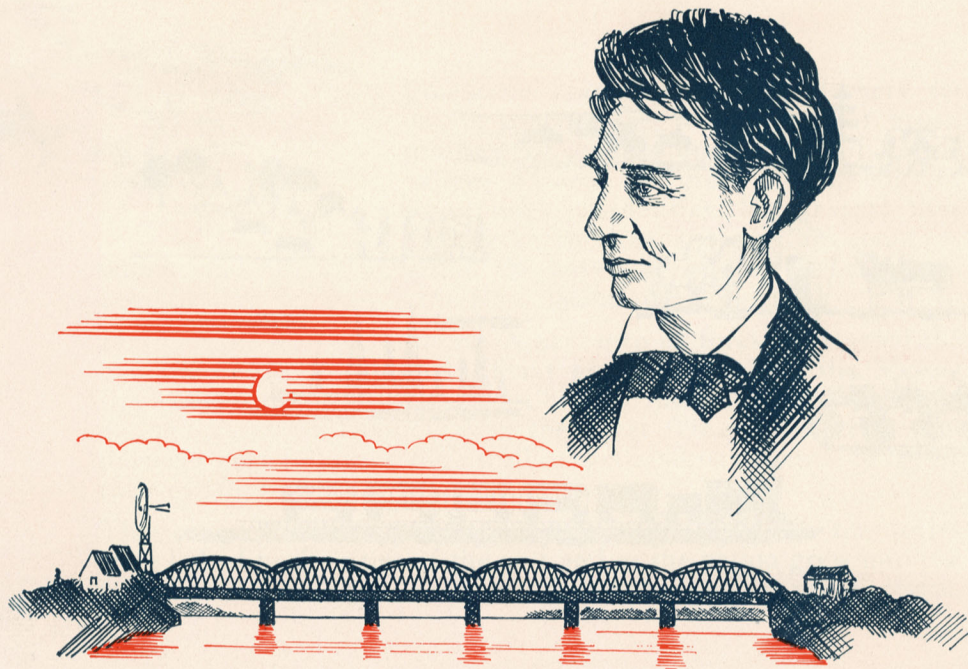
Fourscore years ago our forefathers set out to conquer the West,—land of broad prairies, of sublime mountains, of fertile valleys watered by great rivers, land of tremendous possibilities; but at that time nothing more than a source of countless

buffalo and beaver pelts and the haven of war-like tribes whose activities are depicted in the Rock Island mural painting.

Hard on the trail of the Forty-Niners men of foresight started the building of the Rock Island. Their first objective was the Mississippi. Soon they had connected Chicago, the early outpost of the nation's far west frontier, with the great father of waters. And pioneers were following their trail to carve out new homes, to better their estate, to win the west.

That conquest underwrote the nation's future. Vast new territories were linked to the cities of the east and as the nation grew into the fullness of her strength, Rock Island Lines became a giant in service.





ABRAHAM LINCOLN'S PROPHECY

Midway of their advance westward the Rock Island engineers encountered the turbulent floods of the Mississippi—a wet blanket across their pathway. Never before had a bridge spanned the Mississippi. To build such a bridge was a daring venture, subject to criticism and to the active objections of the owners of the river steamers, who sensed a conqueror in this thin, new line of steel.

Abraham Lincoln, then a fiery young attorney, represented the Rock Island in this controversy and prophesied that the day would come when traffic crossing the Rock Island bridge would far exceed the commerce of the river beneath it. Wiseacres of the times laughed in derision; and even the most prophetic vision could hardly have foreseen how amazingly true was that prophecy. Today Rock Island Lines transport a large percentage of the things you eat and wear, across this very bridge.



Now . . . ONE NIGHT TO COLORADO

Today's luxurious journey to the mountain fastnesses of Colorado would seem a miracle to the pioneer of covered-wagon days. Gone is the plodding journey of weeks when every slow mile of travel meant difficulties and dangers overcome. Instead the passenger boards one of Rock Island's luxurious Chicago-to-Colorado trains and is whisked to Denver or Colorado Springs. Modern air-conditioned cars which afford the comforts of a fine club or hotel make this short journey a pleasantly restful one.

At journey's end vacation diversion in infinite variety, as depicted in the colored talking pictures of the Rock Island World's Fair Exhibit, awaits the vacationist. New low fares place a Colorado vacation within the reach of everyone of average means and the Rock Island complete travel service bureaus in all principal cities offer a wide choice of vacation plans to meet the need of every holiday seeker.





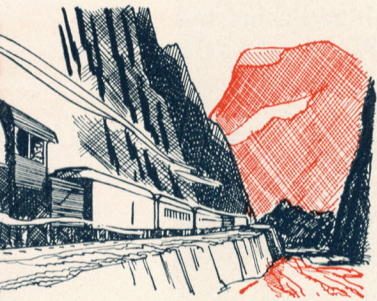
THE LURE OF THE GOLDEN STATE

Land of golden dreams fringed by the waters of the blue Pacific and dotted with countless world-famous beauty spots, California is a country like no other; with a golden lure alike for those who seek a playground or a place to win fame and fortune.

And to all the delightful spots which are shown in Rock Island's colored talking pictures at the World's Fair the Golden State Limited is the open sesame. This deluxe train between Chicago and Arizona-California via Rock Island and Southern Pacific is modern from locomotive to observation car and affords every convenience, refinement and comfort to its guests. Here are the appointments of a fine hotel or club; air conditioned in club, dining, observation and certain sleeping cars—valet, barber, maid and manicure service, men's and women's lounges and showers, "meals the best on wheels," served with quiet care and courtesy.

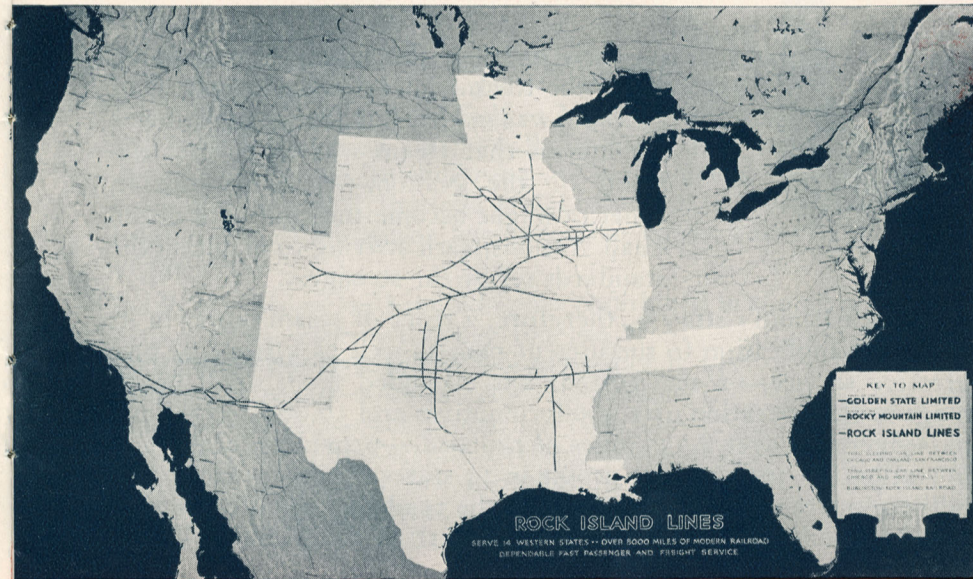


THE ANIMATED MAP



The story of Rock Island service in a flash. The visitor sees a very large, very handsome map of the United States. Then a line of colored light starts at Chicago and travels westward to Arizona-California on the route of the famous Golden State Limited. At the same time rays of light indicating connecting service flash on, and join with the main line as the "train" reaches each junction point. In similar fashion the route of the Rocky

Mountain Limited to Colorado is defined, and between the flashing on and off of these famous routes, the entire Rock Island system blazes up in glowing lines of fiery color. Watching this amazing map one senses the character and the service of a mighty railroad which for more than eighty years has kept in perfect step with the boundless advances of science and invention.



KEY TO MAP
—GOLDEN STATE LIMITED
—ROCKY MOUNTAIN LIMITED
—ROCK ISLAND LINES

TRAIL CLOSING: CAL LINE BETWEEN
CHICAGO AND OREGON; SAN FRANCISCO
TRAIL CLOSING: CAL LINE BETWEEN
CHICAGO AND OREGON; SAN FRANCISCO
BURLINGTON AUTO TRUCK RAILROAD

ROCK ISLAND LINES

SERVE 14 WESTERN STATES • OVER 8000 MILES OF MODERN RAILROAD
DEPENDABLE FAST PASSENGER AND FREIGHT SERVICE



ROCK ISLAND RAILROAD

As early as 1823 the survey of the route, which the Rock Island now follows west of Chicago, was made. But at that time, it was not known that steam was to be the life-blood of the Nation,—that, without it, America might become the land of a dozen small Nations, each striving to maintain the standards set by the strongest.

The Rock Island's story is, therefore, a story of steam power in its increased application to the uses of man as well as a story of progressive service,—a service that has expanded from small beginnings to the operation of 1,500 locomotives and 50,000 freight and passenger cars over 8,333 miles of railroad,—providing local transportation for 36½ million people in 14 states over a territory of a million square miles. And today it is the road that usually offers an important advantage, no matter what part of the Middle West is to be crossed in reaching a travel or shipping destination.

PASSENGER AND FREIGHT SERVICE

With three Transcontinental Gateways,—Chicago, St. Louis and Memphis,—and a Mid-Continent service between Minneapolis-St. Paul on the North and the Gulf of Mexico at Houston on the South, the Rock Island is an asset to all America. For its efforts are not devoted exclusively to the bread-and-butter needs of its immediate communities. As a through freight line it is most strategically located, and as a vacation line, it reaches all the noted outing places of the West.

Its Rocky Mountain Limited—air-conditioned in dining and observation cars,—carries summer tourists from all parts of the East to the cool playgrounds of the Colorado Rockies. And its Golden State Limited,—air-conditioned in club, dining, observation and certain sleeping cars,—follows the route of low altitudes to that most colorful of American winter gardens,—Arizona's Garden of Allah,—the direct comfortable way to Southern California.



THE Rock Island is more than just a railroad; to its own people it is an ideal and will be until transportation is no more. This is the spirit which makes the Rock Island Lines great. In acknowledgment the Rock Island Lines offers its chapter in A Century of Progress with honest pride.

ROCK ISLAND LINES

"The Road of Unusual Service"