

THE ROCK ISLAND

Rock
Island

at the

CHICAGO

1948
RAILROAD FAIR.



1852

ROCK ISLAND LINES

1948

The Road of Planned Progress ...

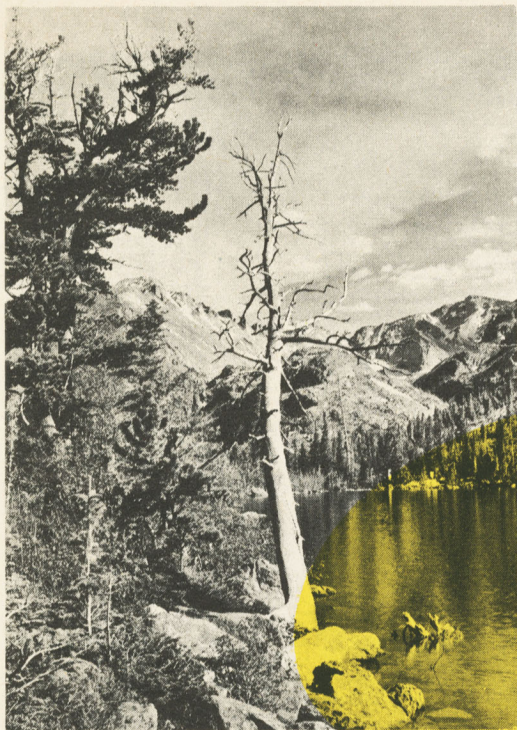
The Rock Island Lines' participation in the Chicago Railroad Fair highlights the energy of a great railroad now in its 96th year of historic service. Its unique program of Planned Progress over the past decade was inspired by the determination to provide transportation second to none—and to protect the interests of:

1. *The public* in general and particularly passengers and shippers on Rock Island Lines.
2. *Security holders* who have invested their money in our 8,000 miles of track, 28,000 freight cars, 700 passenger cars, 800 engines, buildings, shops and equipment.
3. *Employees.* 25,000 of them, hard-working men and women trained and experienced in the many crafts necessary to move people and products with speed and safety.

We of Rock Island welcome you to our exhibit in the same cordial manner we would receive you as a passenger or shipper on our line. The Rock Island will continue its growth as a great railroad. And we are ever ready, each day of the year, to provide the finest in transportation service.



J. Harrington
President



The Winning of the West ...

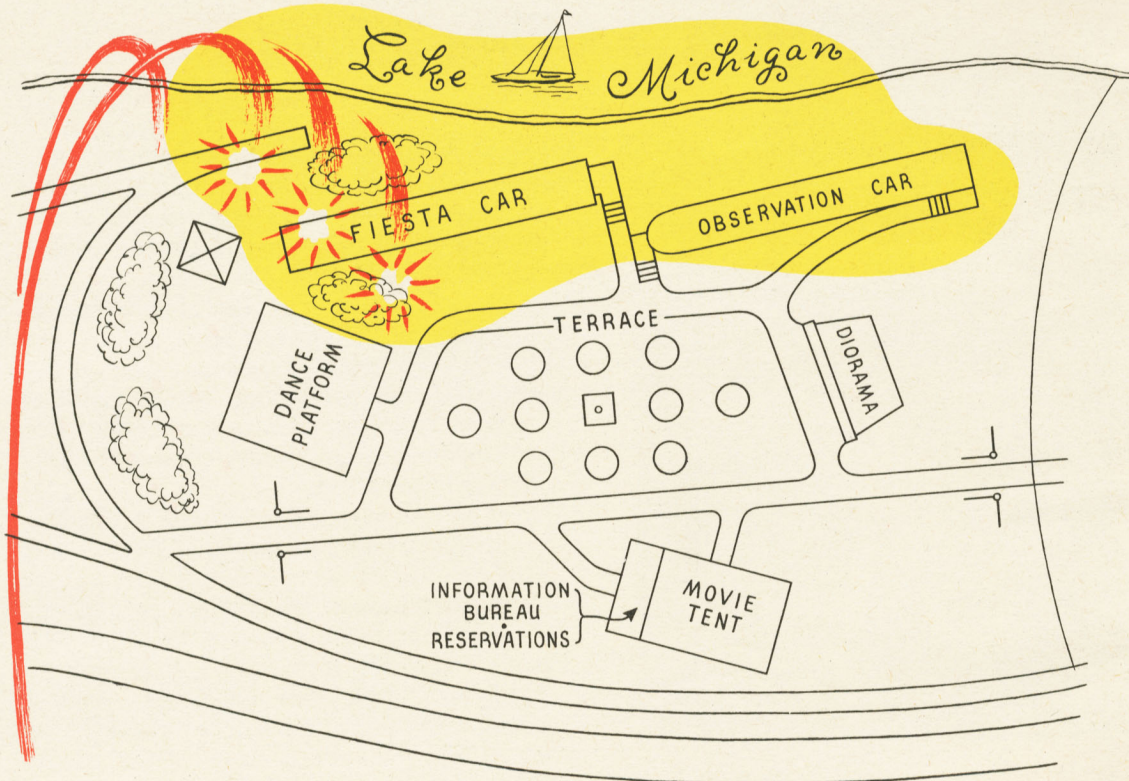
A century ago the American railroads set out to conquer the West. The Rock Island, having been chartered in 1847, began operation of its first stretch of railroad between Chicago and Joliet on October 10, 1852.

It continued its growth in a land of broad prairies, picturesque mountains, and fertile valleys watered by great rivers. This was a land of tremendous future possibilities, but at that time produced little more than buffalo, beaver pelts, and other furs of many kinds. It was the home of war-like Indian tribes.

Soon Chicago was connected with the Mississippi, a river first bridged by the Rock Island. Early outposts were started even farther west and the Rock Island assisted the pioneers in following their trail to build new homes, to better their estate, and to win the west.

This great Central West, replete with scenes of historic and national interest, is now served by the Rock Island with its many miles of railroad and the finest in transportation.

Lake Michigan



FIESTA CAR

OBSERVATION CAR

DANCE
PLATFORM

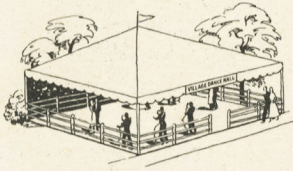
TERRACE

DIORAMA

INFORMATION
BUREAU
RESERVATIONS

MOVIE
TENT

The Rocket Village...



We of Rock Island hope that our exhibit will be among those you will long remember—and that the memory of it will recall to you the happy hours you spent at the Chicago Railroad Fair in 1948. For ready reference, we outline here the features of the Rock Island exhibit.

THE DANCE PAVILION—for your enjoyment. The colorful square dance has proved to be one of the most lasting means of relaxation and entertainment in America. It is yours to enjoy and typifies the atmosphere that Rock Island travelers enjoy while vacationing in the West.

THE MOTION PICTURE TENT—here is featured, by color and sound, today's luxurious journey on the Rocky Mountain Rocket to the mountain fastnesses of Colorado. It is but one of the many vacation trips made possible by the diversity of Rock Island service.

THE DIORAMA—a highly illuminated presentation of the Rock Island Lines at work.

THE TERRACE—the colorful tables, with their umbrellas and chairs, invite you to rest and relax or to secure the beverage of your choice.

THE PASSENGER CARS—two are on display. They are the latest marvels of the car-builders' art.





The Diorama ...

THE ANIMATED MAP—tells the Rock Island story in dramatic form. The combination of fluorescent lighting and “black light” is intriguing in its appeal. It features the railroad and the territory it serves. The moving lights tell the story of its routes, while the background points out the products of the fields, the factories and the country’s resources.

The flow and ebb of light reflects the continuous change that distinguishes the Road of Planned Progress . . . the spirit to change and grow . . . an ideal of officer and employee alike to provide the finest in transportation service.



The Fiesta Car...

The "El Cafe" is assigned to the *Golden State*, which operates from Chicago through Kansas City and serves the resort areas of Southern

Arizona and California en route to Los Angeles. In this "diner that's finer," meals are served at the Chicago Railroad Fair in the same social atmosphere you would enjoy when riding on this finest of trans-continental trains.

Meal service is arranged on a reservation basis. For those who may not have an opportunity to dine in the "El Cafe," we wish to point out that this car is Mexican throughout. From floor to ceiling it is modeled after the patio of an old New Mexico Inn. Its furniture and other wood appointments were hand-carved from weathered oak in the old Spanish Mission Style. There is a bar, a lounge, and a spacious dining section. Individually controlled radio permits selective listening.

Rock Island dining car service provides the "Best Meals on Wheels," with a varied selection of menus to suit every taste. Courteous personnel typifies the finest in railroad dining service.





The Observation Car...

The "La Mirada" is an observation, lounge, and sleeper—with buffet and barber shop. It is colorful and inviting with its charming Californian atmosphere.

There are three private rooms, two bedrooms and one drawing room, all with the latest conveniences for sleeping car travel. In the observation lounge, bold color accents are emphasized by a large, colorful mural transparency of a typical California scene. The smart lounge effect of the car is completed by modern curved sofas, chairs and decorative tables, and live plants in Lucite "pots."

An excellent beverage and buffet service makes you feel you're in an exclusive country club. Barber and valet service helps you to keep looking your best.

This car will go into service between Chicago and Los Angeles on the *Golden State*.



Route of the Rockets...

Rock Island takes justifiable pride in the modern service afforded by its many colorful, ultra modern streamlined Rockets. Pulled by giant Diesel-electric locomotives, the cars are of stainless steel and have luxurious, deep-cushioned seats. They are air-conditioned for complete comfort and are equipped with roller bearings to glide smoothly over Rock Island's modern right-of-way.

Twenty trains compose Rock Island's famous Rocket fleet

ROCKY MOUNTAIN ROCKET	2 trains	DES MOINES ROCKET	1 train
Chicago-Denver-Colorado Springs		Chicago-Des Moines	
TWIN STAR ROCKET	3 trains	PEORIA ROCKET	1 train
Minneapolis-St. Paul-Houston		Chicago-Peoria	
CHOCTAW ROCKET	2 trains	ZEPHYR ROCKET	2 trains
Memphis-Amarillo		Minneapolis-St. Paul-St. Louis	
TEXAS ROCKET	2 trains	CORN BELT ROCKET	2 trains
Kansas City-Oklahoma City-Ft. Worth-Dallas		Chicago-Omaha	
GOLDEN STATE		5 trains	
Chicago-Arizona-California			
(Extra Fine-Extra Fast-Extra Fare)			



Best in Freight Service

Huge Diesel-powered Rocket Freights, that haul long trains of latest-design freight cars at express speeds, are just part of Rock Island's fine physical equipment. 8,000 miles of improved right-of-way serve the freight-transport needs of 14 great states. And fine water terminals at Houston, Texas City and Galveston give fast through-service to export and import shippers.

Rock Island provides essential transportation service for the farmers and the processors of the grains of the field, for the live stock raisers and the live stock markets, and for industry—all producers of those things so necessary to the American way of life.

Thousands of industries are enjoying prosperity along the Rock Island Lines. Industrial surveys and practical help are available through railroad representatives. Agricultural Agents, co-operating in agricultural production, assist in developing crops and markets.

Rock Island has 272 Freight Representatives, whose experience totals 3,620 years, strategically located in 71 cities. In addition to giving you information on rates, routes and schedules, they are experts on packaging, marking and stowing methods. They can give you money-saving suggestions.

Ship
and
Travel...



ROCK ISLAND LINES

The Road of Planned Progress...