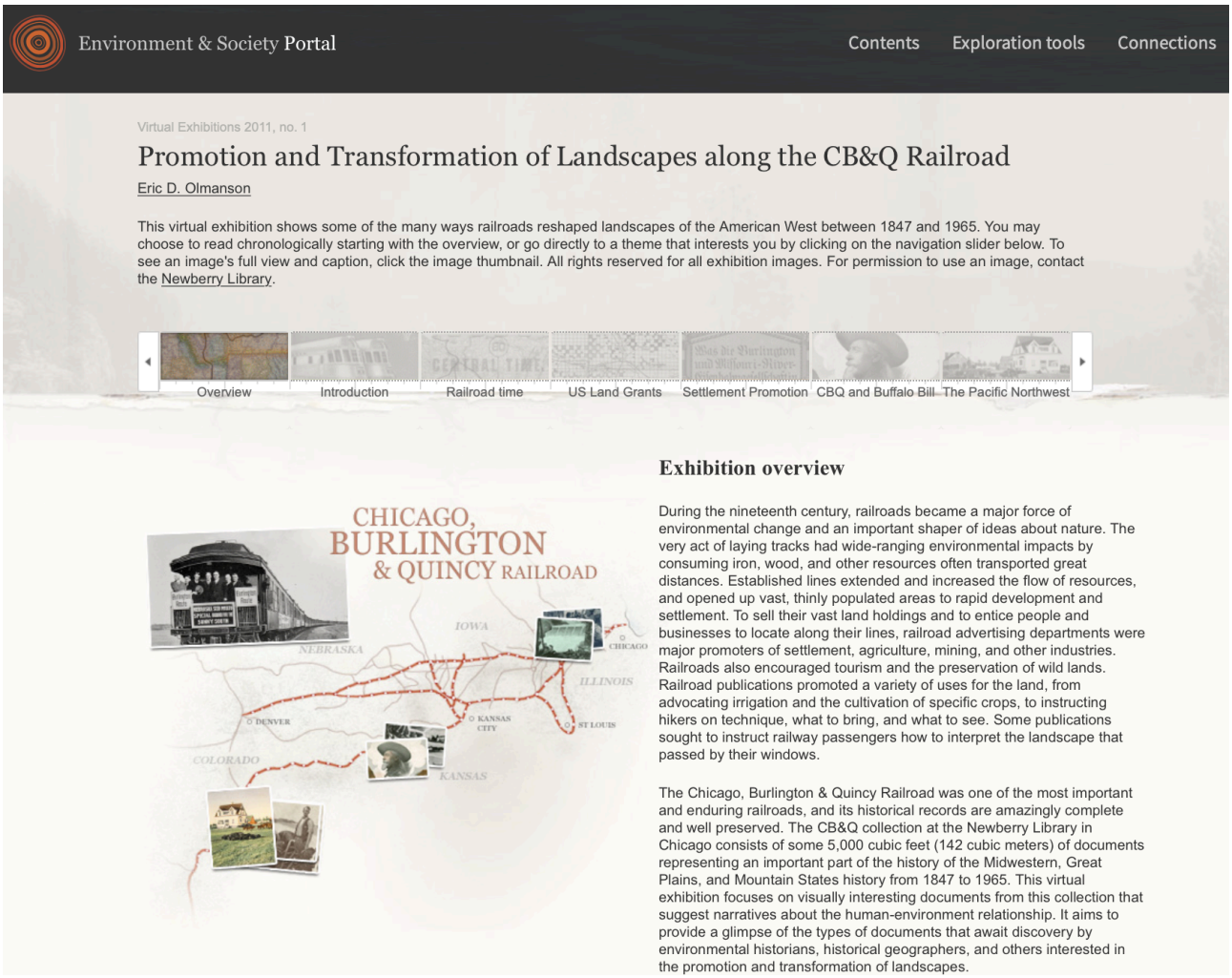
Promotion and Transformation of Landscapes along the CB&Q Railroad

Eric D. Olmanson

The virtual exhibition shows some of the many ways railroads reshaped landscapes of the American West between 1847 and 1965. You may choose to read chronologically starting with the overview, or go directly to a theme that interests you by clicking on the table of contents below.

This is a compiled PDF of version 1 of the virtual exhibition, published in 2011 by Eric D. Olmanson. The exhibition was updated in May 2020 to make it responsive and archivable, with only minor changes to the presentation. You can find version 2.0 here. (www.environmentandsociety.org/exhibitions/cbq-railroad)



Olmanson, Eric D. "Promotion and Transformation of Landscapes along the CB&Q Railroad." Environment & Society Portal, *Virtual Exhibitions* 2011, no. 1. Rachel Carson Center for Environment and Society. https://doi.org/10.5282/rcc/7853.

PDF created on 1 June 2020

Table of contents:

To cite from the exhibition:

Olmanson, Eric D. "Promotion and Transformation of Landscapes along the CB&Q Railroad." Environment & Society Portal, *Virtual Exhibitions* 2011, no. 1. Rachel Carson Center for Environment and Society. https://doi.org/10.5282/rcc/7853.

ISSN 2198-7696 Environment & Society Portal, *Virtual Exhibitions*

Olmanson, Eric D. "Promotion and Transformation of Landscapes along the CB&Q Railroad." Environment & Society Portal, *Virtual Exhibitions* 2011, no. 1. Rachel Carson Center for Environment and Society. https://doi.org/10.5282/rcc/7853.

PDF created on 1 June 2020

Map created by Aline Neumann. Courtesy of Newberry Library. Used by permission.

Exhibition overview

During the nineteenth century, railroads became a major force of environmental change and an important shaper of ideas about nature. The very act of laying tracks had wide-ranging environmental impacts by consuming iron, wood, and other resources often transported great distances. Established lines extended and increased the flow of resources, and opened up vast, thinly populated areas to rapid development and settlement. To sell their vast land holdings and to entice people and businesses to locate along their lines, railroad advertising departments were major promoters of settlement, agriculture, mining, and other industries. Railroads also encouraged tourism and the preservation of wild lands. Railroad publications promoted a variety of uses for the land, from advocating irrigation and the cultivation of specific crops, to instructing hikers on technique, what to bring, and what to see. Some publications sought to instruct railway passengers how to interpret the landscape that passed by their windows.

The Chicago, Burlington & Quincy Railroad was one of the most important and enduring railroads, and its historical records are amazingly complete and well preserved. The CB&Q collection at the Newberry Library in Chicago consists of some 5,000 cubic feet (142 cubic meters) of documents representing an important part of the history of the Midwestern, Great Plains, and Mountain States history from 1847 to 1965. This virtual exhibition focuses on visually interesting documents from this collection that suggest narratives about the human-environment relationship. It aims to provide a glimpse of the types of documents that await discovery by environmental historians, historical geographers, and others interested in the promotion and transformation of landscapes.

Introduction

"Quite a chapter in the history of the West"

Map of the Burlington Route. Creator: Rand, McNally & Co. (1892).
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

This map shows the extent of the Burlington Route during a mythic moment in American history. In 1893, the historian Frederick Jackson Turner presented his influential essay "The Significance of the Frontier in American History" at a meeting of the American Historical Association in Chicago, during the World's Colombian Exposition. Turner's essay was prompted by a statement in the Superintendent's Bulletin of the Census for 1890 declaring that the frontier line that had marked the advance of settlement westward until the 1880 census was no longer discernible and would stop appearing in the census reports. Turner wrote:

> *Up to our own day American history has been in a large degree the history of the colonization of the Great West. The existence of an area of free land, its continuous recession, and the advance of American settlement westward, explain American development.*

While Turner's essay worked at a large geographic scale, it broke down quickly upon closer examination. The power of Turner's thesis lay not in its accuracy or ability to explain or predict, but rather its rhetorical brilliance articulating what many people believed at the time. The end of the frontier created an existential crisis for Turner and influential Americans, including future president Theodore Roosevelt. It helped ignite a national passion for

experiencing and preserving what was left of the "wilderness." The railroads would capitalize on this, and were strong advocates and promoters of national parks and wilderness. Of course, people would have to travel by train to get there. Ironically, the railroads also played a leading role in developing the vast lands along their tracks, radically transforming the landscapes people would soon seek to escape.

Meanwhile, the emigration patterns had shifted from western and northern Europe to eastern and southern Europe. Since there were fewer opportunities on the agricultural frontier, the newer immigrants settled in the cities. Large ethnic enclaves in cities seemed to confirm the belief that the frontier experience had fostered assimilation. What Turner and others overlooked was the overwhelming evidence of rural ethnic enclaves that persisted well into the twentieth century in many areas. Indeed, the Burlington railroad encouraged colonies from Europe to emigrate and settle together because they believed strong communities increased the likelihood of success. The iconic yeoman farmer striking out on his own was less likely to stay on the land. The Burlington even helped establish churches, often vitally important in maintaining ethnic group identities.

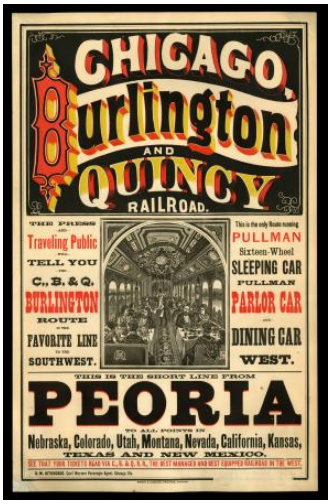
Another sign of the vanishing frontier was the Wounded Knee Massacre at the Pine Ridge Reservation in South Dakota on 29 December 1890. This tragic event symbolized the end of the long and often bloody conflicts as treaty makers, the US Army, and waves of European and American settlers forced Native Americans from their lands onto reservations. Note the remnant of Indian Territory on the 1892 map that would soon become part of Oklahoma.

While Turner, Teddy Roosevelt, and others fretted that the crucible of the Frontier would no longer be forging strong, manly, and uniquely American characters, and Native Americans were forced into poverty as settlers claimed their best lands, the readers of the Burlington Route map probably saw something more hopeful—a chance to escape from where they were, permanently, temporarily, or even imaginatively. Tourists saw a route to adventure, a chance to glimpse and possibly participate in what was left of the frontier. Potential settlers saw a road to a farm of their own, or the chance to be part of a growing new city. The rails transported people and goods further westward, beyond the Great Plains where the frontier line broke apart, to Denver, Cheyenne, and Sheridan, to California and the Pacific Northwest, "the land of opportunity now" (as the advertising department dubbed it). Railway brochures assured readers that they could still get to the promised land on a train.

The federal government offered large swaths of the public domain lands to railway companies to encourage them to lay tracks through sparsely settled regions of the country. The first land grant was made to the Illinois Central Railroad in 1850. Subsequently, grants were issued to the Hannibal & St. Joseph Railroad to build a line across Missouri, and the Burlington received land grants in Iowa and Nebraska. To realize profits the railroad company needed to not only sell the land but also encourage its settlement and development. Toward this end, the Burlington aimed their advertisements toward ambitious people, regardless of race, class, or religion. Railway publications, promoting places to tourists and settlers, make up an important part of the booster literature of the nineteenth and early twentieth centuries. The genre helped shape the way people perceived and experienced the land.

The development of railroads and the placement of rail corridors were vitally important to the establishment and growth of cities. The 1890 census revealed that Chicago had become the second largest city in the United States with over one-million inhabitants. More than any other American city, Chicago was built by the railroads.

Between 1840 and 1850 the population of Chicago increased from 9,000 to almost 30,000. The town was booming, in part because of the completion of the Illinois and Michigan Canal in 1848 linking the Great Lakes seaway with the Mississippi River and the Gulf of Mexico. While water transportation was important, lakes and rivers tended to freeze in the winter. Furthermore, early roads were virtually impassable in the spring and during wet weather. For Chicago, railways offered the promise of year-round transportation. Railroads turned Chicago from a city into a metropolis, connecting it to Northwoods lumber, midwestern and Great Plains grain and livestock—transforming Chicago into the center of lumber, grain, and meat processing. The production, processing, and transportation of these commodities profoundly shaped the landscapes of the American Middle West and Far West.



Advertisement poster for CB&Q Railroad. Created by Knight & Leonard, n.d..

The Chicago, Burlington & Quincy was formed in 1855 from the Aurora Branch Railroad, and was directed by Boston financier John Murray Forbes and managed by Charles Elliot Perkins. The name suggested its westward focus, aiming two roads across the Mississippi River: one at Burlington, Iowa, the other to the south at Quincy, Illinois. The Burlington & Missouri River Rail Road was formed to build tracks across southern Iowa to eventually span the Missouri River and carry on into Nebraska. The road at Quincy connected to the Hannibal & St. Joseph Railroad, which cooperated with the CB&Q and was eventually absorbed into its system. While the B&MR RR was still seeking investors, the H&StJo obtained a land grant and built a road across northern Missouri. One of its Hannibal backers was John M. Clemons. Clemons's son later went by the pen name Mark Twain.

The CB&Q was usually simply called "the Burlington." The company itself referred to its system as "the Burlington Route." The company's corporate history is complex, the Burlington was an often amorphous entity, pieced together methodically over time, forming alliances and absorbing other companies. Even when railroad baron James J. Hill acquired controlling interest in the company in 1901, the Burlington maintained a distinct identity as a Granger Railroad—strongly associated with farmers and ranchers in the American agricultural heartland, while enjoying the transcontinental reach of Empire Builder Hill's Great Northern Railway and Northern Pacific, which extended the Burlington Route into the Pacific Northwest. In 1908 the Burlington gained control of the Colorado & Southern Railway, extending the system through Texas to the Gulf of Mexico. In a testament to the durability of the Burlington brand, when the CB&Q, Great Northern, Northern Pacific, and Spokane, Portland & Seattle railroads merged in 1970 they became the Burlington Northern.

Those involved in the early development of the Chicago, Burlington & Quincy Railroad were aware of their role in transforming the American heartland. Attached to a bundle of documents representing the final report of the CB&Q's land department, railroad historian Richard C. Overton found a memo dated 8 January 1906 from W. W. Baldwin to Charles E. Perkins. The memo began:

> *This closes quite a chapter in the history of the West. I wish I had time to write a history of the two Burlington Land Grants and discuss them from the standpoint of the public good, as compared with probable conditions if the lands had been subject to homestead entry and private sale. It is a large subject, and one on which there is much general misinformation.*

Beneath this, Perkins wrote: "You ought to write a history of it for sure—even if only a brief one." But, as Overton wrote in the introduction to the first of his two major books on the CB&Q, *Burlington West: A Colonization History of the Burlington Road* (1941, 3), neither man lived long enough to write a history of the road. The exchange between Baldwin and Perkins reveals their confidence not only in the importance of the history of the road, but also that such a history would present the company in a positive light.

In 1936 the company began to make its historical records available by depositing about six tons of documents in the Baker Library at Harvard, later adding material from the Hannibal & St. Joseph Railroad. In 1943, they deposited ten tons of documents at the Newberry Library, in Chicago. In 1946 the company moved its files from the Baker Library to consolidate the CB&Q collection at the Newberry Library. In his 1941 book, Overton referred to this collection as an "overwhelming mass of material." Today, it is even larger. With subsequent additions, the CB&Q collection at the Newberry consists of some 2,760 linear feet (840 meters) of documents representing an important part of the history of the midwestern, Great Plains, and Mountain States history, from 1847 to 1965. Most of the collection has not yet been processed; many bundles are still wrapped in string tied by CB&Q employees several decades ago.

Stack of CB&Q advertising posters.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

This virtual exhibit aims to provide a tiny glimpse of the types of documents that await discovery by environmental historians, historical geographers, and others interested in the promotion and transformation of landscapes. It represents merely a few ounces out of several tons of documents—not even the tip of the tip of the iceberg—so it is by necessity selective, focusing on visually interesting materials that represent topics relevant to the promotion and transformation of landscapes. With few exceptions, such as Cronon's use of the collection for his seminal environmental history *Nature's Metropolis: Chicago and the Great West* (1991), the collection remains underused by environmental historians. This is unfortunate, because directly and indirectly railroads were arguably the most important engine of environmental changes during the second half of the nineteenth century and well into the twentieth century. Documentary evidence to address key questions of environmental history awaits discovery and analysis.

An aisle of the CB&Q archive at the Newberry Library, 2011.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

A well organized company, the Burlington kept meticulous records of all aspects of its business. Land survey records corrected and augmented original Public Land Surveys, while carefully documenting ecological and cultural features before massive settlement. They maintained records of flooding and water levels of rivers traversed by their trains. As the companies laid track, built bridges, and ran their trains they consumed massive amounts of iron, steel, coal, and timber. The company acquired and operated coal mines, leaving maps and daily records of the operations. Land commissioner records contain volumes of correspondence regarding the company's effort to sell and settle their landholdings, and their programs to build lasting communities and agricultural economies connected to distant markets by their rail lines. The company diligently recorded what was carried over their tracks, as grain, cattle, ore, and other products moved east, and manufactured goods moved west. Just as railroad publications informed and shaped views of the lands they settled, they also promoted tourism and travel. The Burlington hired popular authors, painters, and photographers to contribute to publications meant to promote tourism to national parks, and to inform and shape the experience of passengers as they traveled these routes.

"The sun will be requested to rise and set by railroad time"

> *Railroad time is to the time of the future. The Sun is no longer to boss the job. People—all 55,000,000 of them—must eat, sleep and work as well as travel by railroad time. It is a revolt, a rebellion. The sun will be requested to rise and set by railroad time. The planets must, in the future, make their circuits by such timetables as railroad magnates arrange. People will have to marry by railroad time, and die by railroad time. Ministers will be required to preach by railroad time - banks will open and close by railroad time - in fact, the Railroad Convention has taken charge of the time business, and the people may as well set about adjusting their affairs in accordance with its decree. ... We presume the sun, moon and stars will make an attempt to ignore the orders of the Railroad Convention, but they, too, will have to give in at last.*
>
> — Indianapolis Sentinel, 21 November 1883

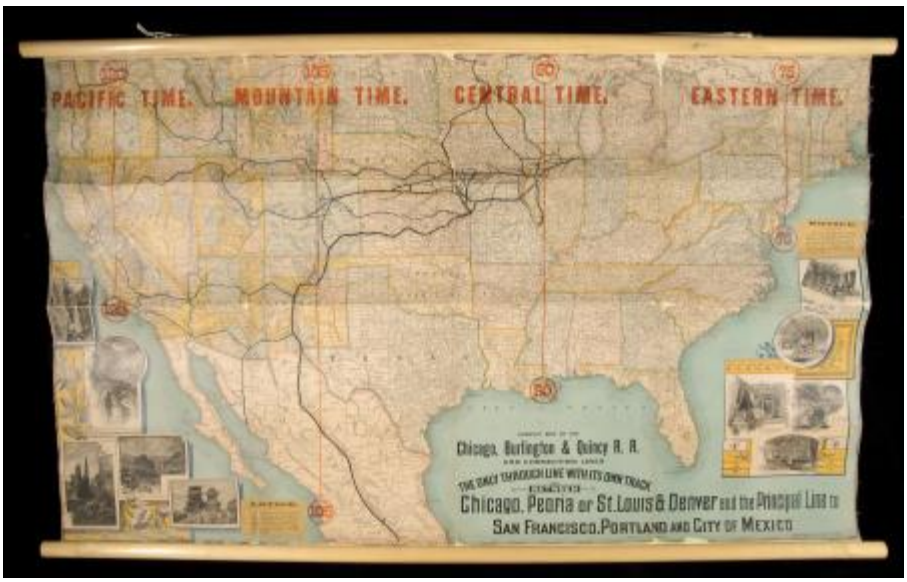
Just as the General Land Office surveys ordered the land into rectangular townships and sections, the railroads imposed a new spatial and temporal order based on where their tracks were laid and the arrival and departure times of trains. Before the railroads, travel times beyond a day's hike were slow and often unpredictable. It might take a farmer several days to bring his produce to a market. A lame ox or horse, a broken wheel, or wet weather that transformed roads to mud could turn those days into weeks. Since travel by water took so long, there was little incentive for a prompt departure. Indeed, it was prudent to wait until the ship was full and the weather was favorable. In the late fall, missing the boat could mean waiting until spring until the next one. On the other hand, for trains punctuality and regularity increased efficiency and profits. By speeding up travel and decreasing time spent waiting, trains caused people to perceive time as more valuable than they had before.

An equally dramatic way in which the railroads influenced the way people perceived time was by getting together in 1883 to establish four time zones based on the 75th, 90th, 105th, and 120th meridians. The first map, dated 1880, shows the CB&Q system before the implementation of the railroads' Standard Time System. The second map, dated 1885, boldly declares the new time regime.

Map of Chicago, Burlington & Quincy Rail Road (c. 1880).

The 1880 map shows Chicago as a crossroads of transportation, with rail lines radiating out in all directions except where Lake Michigan represents its shipping lanes. The map depicts the early heart of the CB&Q, from northern Illinois through southern Iowa and northern Missouri, with Chicago at the center of the map. The inset shows the "short route to California," via the CB&Q, Hannibal & St. Joseph, and Kansas Pacific railroads. Although the CB&Q was not a transcontinental railroad and did not really aspire to become one, it still held a strategic position as a link between the Atlantic and Pacific coasts (click on the map to see a more detailed view of the inset).

Between 1850 and 1880 the population of Chicago increased from less than 30,000 to more than half a million. It was the center of a vast and growing rail and shipping network. Building materials, manufactured goods, and settlers traveled west along the rails. While agricultural products—grain and animals—and raw materials were sent east to Chicago. Railroads had defied seasons and annihilated space, but had not yet standardized time.



Map of the Chicago, Burlington & Quincy R.R. and connecting lines (1885).
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

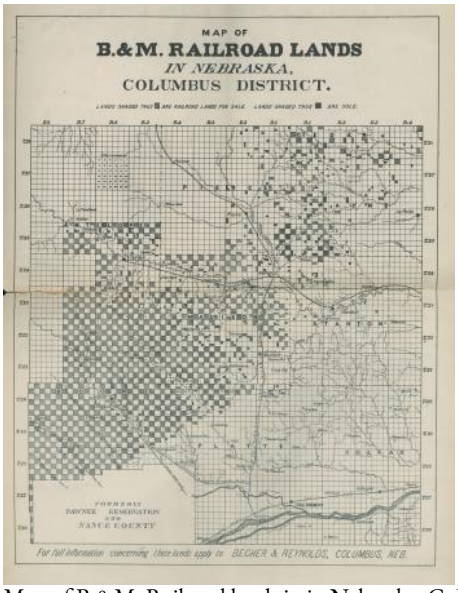
In 1883 the US railroads called a General Time Convention to develop a more coordinated and orderly system. In October of 1883 delegates met at the Pacific Hotel in Chicago and on 11 October 1883 adopted the Standard Time System which went into effect on 18 November 1883. Although the US Congress did not officially recognize the Standard Time System until 19 March 1918 when it passed the Standard Time Act, cities, states, and the federal government began using the system soon after the railroad implemented it. This map shows the four time zones agreed upon by the railroads.

US Government Land Grants: "A pleasure to break the wild prairie"

As railroads sought to expand westward into sparsely settled regions, they faced a serious dilemma: until the lands around the tracks were settled, passenger and freight traffic would be too small for the railroad company to survive. Furthermore, without rail connections, settlement was bound to continue at a slow and gradual pace. The solution came in 1850 when Congress voted to grant more than two million acres to the state of Illinois to aid the construction of a north-south line. Over the next two decades, more than 129,000,000 acres (about 7% of the continental US) was ceded to eighty railroad companies. The awarding of grants led to sectional conflicts, abuses, and continual arguments over whether or not the grants were too generous to the railroads, but in 1872 *Poor's Manual* stated that "no policy ever adopted by this or any other government was more beneficial in its results or had tended so powerfully to the development of our resources by the conversion of vast wastes to all uses of civilized life." While the land grants may not have been all bad, most scholars take a more negative, or more nuanced, view.

The railroads that would become the Burlington system received more than 3.5 million acres of federal land grants: 600,000 to the Hannibal & St. Joseph in 1852; about 300,000 to the Burlington & Missouri River Rail Road in 1856; and about 2.5 million acres to the B&M RR in Nebraska. The successful land promotion and settlement policies developed by the Hannibal & St. Joseph were later adopted by the Burlington & Missouri River company as they surveyed, built, and actively promoted settlement on their land along the route from Burlington, Iowa, to the Missouri River, and then from the Missouri to Kearney, Nebraska, where they connected to the Union Pacific railway.

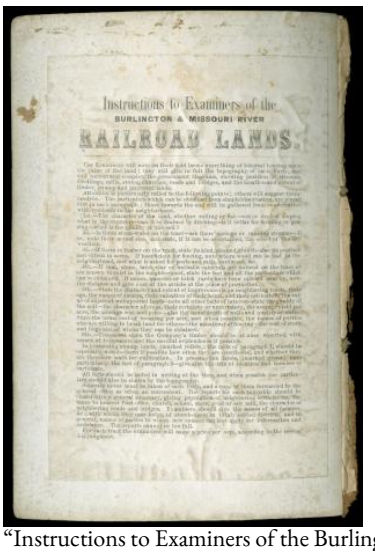
The railroad grants helped companies raise the capital they needed to build lines into sparsely settled areas like Nebraska. In exchange, the railways agreed to carry the mail at rates set by Congress and to transport US soldiers and freight without charge. If they failed to complete their lines within a certain time-frame, the lands would revert back to the government. In order for the railroads to develop and sustain profitability, they not only had to sell their lands, but also help to ensure that the settlers farms, towns, and businesses along their lines continued to grow and thrive.



Map of B.&M. Railroad lands in in Nebraska, Columbus District (1880). (CB&Q 769.8.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

Railroad land maps like this one were created to attract settlers and aid them in selecting their land. Typically, the federal government gave the land to the states. The states were to transfer land to the railroads upon the completion of each twenty-mile section of track. The railroad company would then receive alternate sections (a square mile each), six miles on both sides of the track. The price for the alternate sections kept by the government were doubled. If the lands adjacent to the tracks had already been occupied or claimed, the company could make up the full amount by selecting alternate parcels from lieu lands up to fifteen miles on either side of the track. In Nebraska it was necessary to allow the company to go beyond the 15 mile limit to obtain all of the land to which it was entitled.

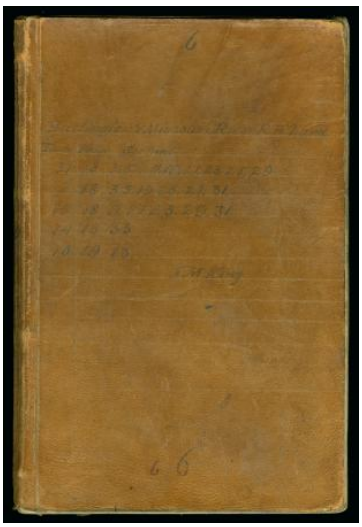
The lands had previously been surveyed by the US government, and divided into townships, each containing 36 square mile sections. The numbering system is illustrated in the upper left corner of the map. The lower left corner of the map shows what had been the Pawnee Reservation.


Instructions to Examiners of the
BURLINGTON & MISSOURI RIVER
RAILROAD LANDS.

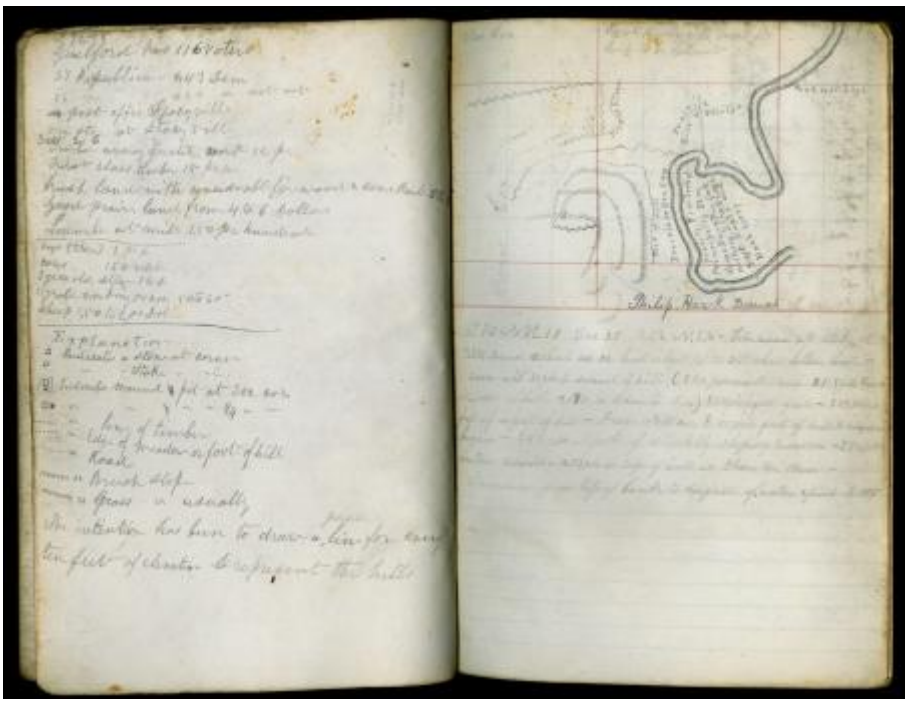
"Instructions to Examiners of the Burlington & Missouri River Railroad Lands" (1860). (CB&Q 755.1, vol.#2.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

Once railroads had established and surveyed the route for their lines, they then commenced a thorough survey of their land grant holdings. The Instructions to Examiners were based on a memo prepared by Berhardt Henn in 1859 that would, according to Overton, form the "basis of all subsequent examinations." Henn advised that as soon as the General Land Office provided a "clear list" for the grant lands, the company should appoint at least one examiner. The examiners were to be surveyors who could write legibly and knew how to judge the quality of the land. They were provided with a supply of blank books in which they recorded the results of their detailed examination of each 40-acre parcel in their assigned district. The examiners were expected to make a record of everything of use for valuing the land, and describing it for potential buyers. They were to name a price per acre based on their judgment in the field.

The Examiners found problems with the General Land Office surveys, including poorly marked corners. Agents were instructed to talk with neighbors, discover where lodging could be found, and gather names of people with whom potential buyers could correspond.



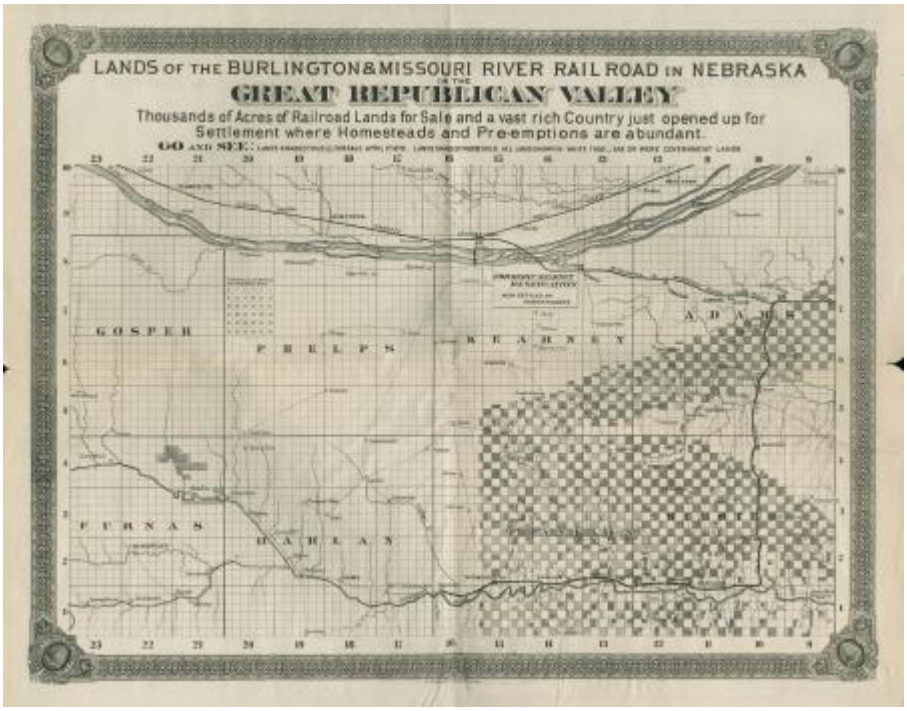
Notes of Railroad Lands Examiner J. M. King (1860). CB&Q 755.1.



Notes of Railroad Lands Examiner J. M. King (1860). CB&Q "Notes of Railroad Lands Examiner J. M. King," vol. 6. p. 1v–2r, 755.1.

These pages from J. M. King's survey of the company's Iowa lands in 1860 show how detailed the Examiners

books could be. King even drew contour lines for every ten feet of elevation. He listed the number of voters and how many were Republican and Democrat. He showed the neighbors' holdings, drew in buildings, a fence, and natural features, where the line was between timber and prairie, and even listed the species of trees in a heavily forested area inside a bend of the river.



CB&Q map of Great Republican Valley showing lands of the Burlington & Missouri River R.R. in Nebraska (1879). CB&Q 769.8. Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

Fort Child was established after 1842 to protect the Oregon Trail. It was renamed Fort Kearny in 1848 to honor General Stephen Watts Kearny. The fort was not barricaded and mainly served as a way station and post office for immigrants. Kearney Junction (now just Kearny) was where the B&MR Railroad joined the Union Pacific Railroad. A branch of the B&MR road goes through the Republican Valley. The shaded squares show section granted by the US General Land Office to the B&MR Railroad to sell to settlers to help fund the building of roads. The lighter squares were "for sale, April 1st 1879" suggesting that the map must have been printed before that date. The darker squares represent B&MR lands that have already been sold. Near the bend in the B&MR branch line is the town of Red Cloud, founded in 1871 and named for the Oglala Lakota (Sioux) leader. Oddly enough, in Jules Verne's 1873 novel, Around the World in Eighty Days, a train under attack by the Sioux stopped and sought help from soldiers at Fort Kearny. Note some of the place names westward and up the Republican River from Red Cloud: Pleasant Ridge, New Era, Freewater, Scandinavia, Green View, Graft. Although Fort Kearny was more a way station than a fort, the succession of fort to settlement symbolizes the passing of the frontier.

Detail from map of B. & M.Railroad Lands: View of Elm Creek in Webster County, Nebraska (1880). CB&Q 769.8.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

The back of the land grant maps contained relevant information on local climate, soils, successful crops and illustrations probably intended to entice and reassure potential settlers as well as inform them. This scene shows a gentle pastoral landscape, and seems to invite the viewer to see the land from the eyes of a couple surveying their domain.

Back of Columbus District map showing Elkhorn Valley at Oakdale, Antelope County (1880). CB&Q 769.8.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

While the Burlington had no incentive to deceive potential settlers, the text surrounding this scene suggests that they were not above putting the best possible spin on their land: "It is a pleasure to break the wild prairie, for there are no obstructions in the way of the happy plowman." The horseman in the illustration seems relaxed as he easily herds his healthy cattle. The orderliness of the scene suggests that the fire in the background is a

controlled fire, perhaps to prepare the ground for plowing. Wildfires, often set by cinders from the stacks of steam engines, were common in some regions, and a profound force in vegetation change.

Chapter 3

"Room eno' for all": Promotion of Settlement in Iowa and Nebraska

As the Burlington prepared to sell its Iowa grant lands they laid the foundations for what Overton said "would ultimately become their most important work, the advertising and sale of its lands." Although some of the Burlington's Iowa lands sold in the 1860s, most of the company's lands in Iowa and Nebraska were sold between 1870 and 1880. This was due to an aggressive sales campaign that began in 1870 as hundreds of thousands of advertising pamphlets printed in English, German, French, Welsh, Bohemian, Norwegian, Swedish, and Czech were distributed in the United States, Canada, and Europe. More than 250 land agents sought settlers from east of the Mississippi and north of the Ohio rivers. Land offices were opened in England, Scotland, Germany, and Sweden.

CB&Q brochure cover: "En million acres för salu" brochure (in Swedish), c. 1879. CB&Q +769.8 #66-1, Brochures.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

CB&Q brochure cover: "Schweizerische Colonisation" brochure (in German), c. 1879. CB&Q Brochures.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

CB&Q brochure cover: "En million akers til salgs" brochure (in Danish), c. 1879. CB&Q +769.8 #66c, Brochures.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

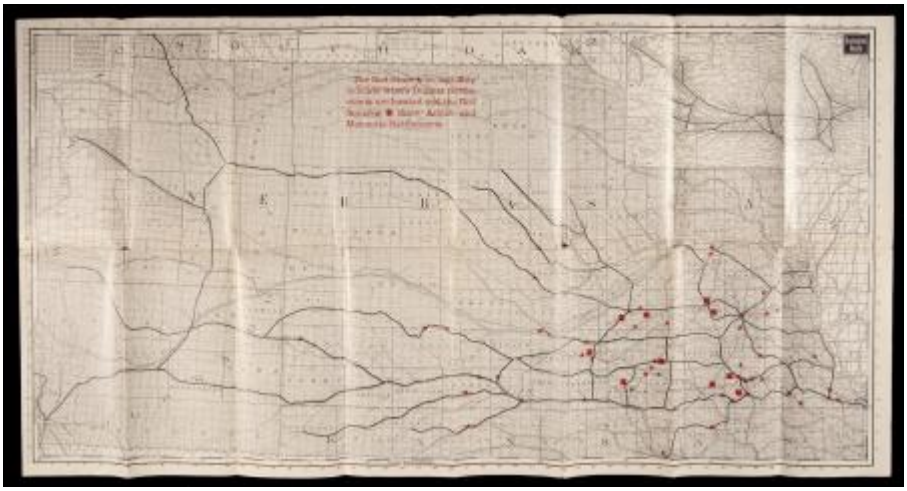
CB&Q brochure cover: "Jeden milion akrů na prodej" brochure (in Czech), c. 1879. CB&Q +769.8 #66-2.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

In an effort to get prospective buyers to visit the lands, the Burlington offered exploring tickets to Iowa and Nebraska. At first the tickets were full fare, but fare for the portion of the trip in the state where land was purchased could be credited against the purchase price. When land sales policies were liberalized in 1873, the company offered discounted fares for exploring tickets. Those buying land in Iowa could receive free fare from Chicago, and those buying land in Nebraska received half-price fare through Illinois and Iowa, and free fare west of the Missouri River. Discounts were also offered for family members and for freight.

CB&Q broadside poster "The Last Excursion! Through Southern Iowa" (1876. CB&Q Poster CB&Q 769.8.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

The CB&Q established two emigrant homes, one in Burlington and the other in Lincoln, where prospective buyers and their families—and even colony groups—could stay free of charge while looking for land.

Feeling part of a community was an important factor in whether or not settlers stayed on their land. Recognizing this, the Burlington encouraged immigrants to form colonies that could travel together to the land grant regions. Many of these groups came under the leadership of a pastor. The company even offered land to congregations to help establish churches. These efforts not only helped build durable communities, they also fostered good will for the Burlington brand. Furthermore, the company did not tolerate religious discrimination. As Colonel John W. Ames put it, "there is room eno' for all—the B. & M. do not propose to favor one sect more than the rest."



CB&Q map showing Dunker, Amish, and Mennonite settlements in Nebraska (c. 1900). CB&Q Brochures.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library .

This remarkable map shows Dunker, Amish, and Mennonite settlements in Nebraska.

The other side contains typical promotional information aimed at attracting Dunkers to settle on Burlington lands. The Dunkers trace their history to 1708 in Schwarzenau, Germany, where they called themselves *Neue Täufer* (New Baptists) in order to differentiate their group from older Anabaptist groups, such as the Mennonites and the Amish. They were also called Brethren. They emigrated to America in the early eighteenth century, settling mainly in Pennsylvania, New Jersey, Maryland, Virginia, and North and South Carolina. They

were called "Dunker" by outside groups, not always kindly, in reference to their practice of adult immersion baptism.

AWAY FROM THE SOUTHLAND.

J. W. Speese is a well-to-do farmer of Custer county, who has tilled the soil with most profitable results. The story of his success reads like a fairy tale, but it is a true statement of facts. He and his wife came to Nebraska from North Carolina in 1881, so poor that they had to stop in the eastern part of the state and work one year before being able to reach the land they now own. He has 240 acres of good farm land, fenced and cultivated, a house, a good supply of stock, et cetra, and he does not owe a cent. He would not take $20,000 for his farm with its improvements. He has given his sons the advantages of good education, and has a right to feel proud over what he has accomplished.

SCENES NEAR RAVENNA, NEB.—A GLIMPSE NATURAL HAYFIELD AND ITS SCENES AND SURROUNDINGS.

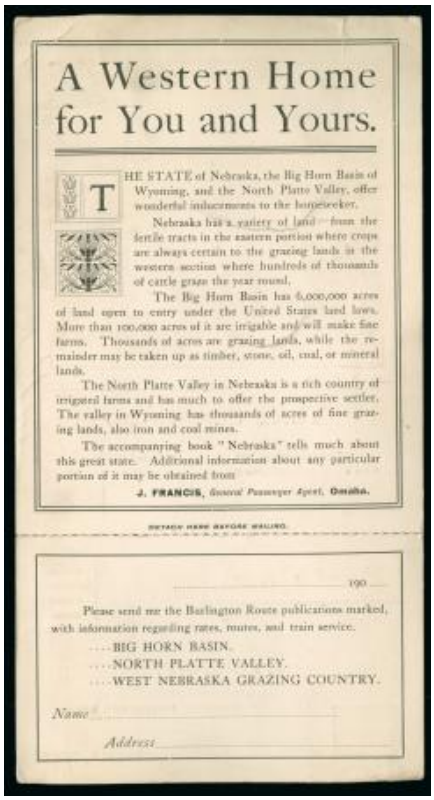
WESTERVILLE, NEB.—In 1881 myself and wife came to Nebraska from North Carolina with such experience as poor colored people could obtain in that benighted land. We had hardly enough money to reach the eastern part of the state. There we worked upon a farm for one year. Then we came to Custer county, homesteaded, and afterwards bought a timber claim adjoining. Today I am out of debt, and it is with pride that I point to 240 acres under cultivation, and my whole farm is under fence. I have fifteen acres of very fine alfalfa, fifteen acres of timber, and three acres of orchard eight years old, which bears an abundance of fruit, for which the climate seems admirably adapted. I have thirteen head of milch cows, from which I sell the milk and feel a profitable business selling calves. I have 184 head of hogs, and have built me a frame house, 24x30, two stories high, a barn, granbs, with granaries and corncribs. I have ample farm implements, and live within five miles of the great Burlington railroad. I have refused $2,500 for my farm and improvements, and $10,000 would not buy them. What a poor colored man can accomplish every man can do, with vim, economy, and integrity.

I have rarely seen this state equaled, and never surpassed, for agriculture and grazing. The surface is smooth and rolling, gently sloping to the east. The broad bottom lands of the many streams are of a deep black mold of great depth and fertility. Blue-joint and buffalo grasses are abundant, and are eagerly sought by ranchmen from Texas, Colorado, and Kansas. Their cattle are fed and fattened here in the winter, giving us an excellent local market for our corn.

J. W. SPEESE.

CB&Q brochure "Away from the Southland" (1899). CB&Q Brochure.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

The Burlington's openness policy also extended to African American settlers. This is one of several letters from successful settlers to Nebraska printed in a brochure titled "The Truth About Nebraska." The author/subject of this one is an African American couple who migrated to Nebraska in 1881 "from North Carolina with such experience as poor colored people could obtain in that benighted land." As the framing header states, the story "reads like a fairy tale, but is a true statement of facts." Presumably, this success story was aimed at attracting other African Americans who, like J. W. Speese, sought to escape the limitations imposed in other sections of the country to a land where "even" a black man could become a successful farmer and provide "his sons the advantage of good education."



A Western Home for You and Yours.

THE STATE of Nebraska, the Big Horn Basin of Wyoming, and the North Platte Valley, offer wonderful inducements to the homeseeker.

Nebraska has a variety of land — from the fertile tracts in the eastern portion where crops are always certain to the grazing lands in the western section where hundreds of thousands of cattle graze the year round.

The Big Horn Basin has 6,000,000 acres of land open to entry under the United States land laws. More than 100,000 acres of it are irrigable and will make fine farms. Thousands of acres are grazing lands, while the remainder may be taken up as timber, stone, oil, coal, or mineral lands.

The North Platte Valley in Nebraska is a rich country of irrigated farms and has much to offer the prospective settler. The valley in Wyoming has thousands of acres of fine grazing lands, also iron and coal mines.

The accompanying book "Nebraska" tells much about this great state. Additional information about any particular portion of it may be obtained from

J. FRANCIS, General Passenger Agent, Omaha.

DETACH HERE BEFORE MAILING.

....., 190....

Please send me the Burlington Route publications marked, with information regarding rates, routes, and train service.

....BIG HORN BASIN.
....NORTH PLATTE VALLEY.
....WEST NEBRASKA GRAZING COUNTRY.

Name.....

Address.....

Advertisement with postcard: "A Western Home for You and Yours" (1900). Chicago. CB&Q 769.8.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

Three Sure Crops.

This picture of hay, winter wheat, and alfalfa, taken from a photograph, shows three products which grow wonderfully well in Nebraska.

DETACH HERE BEFORE MAILING.

Post Card

PLACE ONE CENT STAMP HERE

J. FRANCIS,

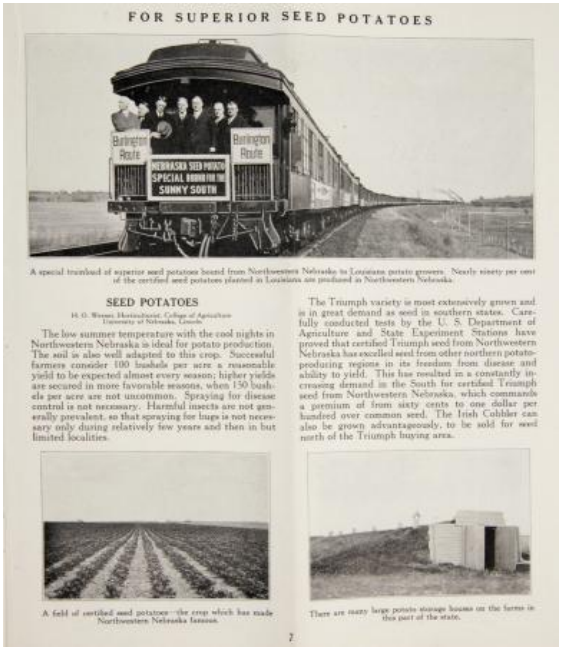
GENERAL PASSENGER AGENT,

Burlington Route

OMAHA, NEB.

Advertisement with postcard: "Three Sure Crops" (1900). Chicago. CB&Q 769.8.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

This postcard illustrates the Burlington's advertising savvy and their emphasis on attracting families in their effort to establish stable communities and a steady, growing freight and passenger business.


FOR SUPERIOR SEED POTATOES

Burlington Route

Burlington Route

NEBRASKA SEED POTATO SPECIAL BOUND FOR THE SUNNY SOUTH

A special trainload of superior seed potatoes bound from Northwestern Nebraska to Louisiana potato growers. Nearly ninety per cent of the certified seed potatoes planted in Louisiana are produced in Northwestern Nebraska.

SEED POTATOES

H. O. Werner, Horticulturist, College of Agriculture University of Nebraska, Lincoln

The low summer temperature with the cool nights in Northwestern Nebraska is ideal for potato production. The soil is also well adapted to this crop. Successful farmers consider 100 bushels per acre a reasonable yield to be expected almost every season; higher yields are secured in more favorable seasons, when 150 bushels per acre are not uncommon. Spraying for disease control is not necessary. Harmful insects are not generally prevalent, so that spraying for bugs is not necessary only during relatively few years and then in but limited localities.

The Triumph variety is most extensively grown and is in great demand as seed in southern states. Carefully conducted tests by the U. S. Department of Agriculture and State Experiment Stations have proved that certified Triumph seed from Northwestern Nebraska has excelled seed from other northern potato-producing regions in its freedom from disease and ability to yield. This has resulted in a constantly increasing demand in the South for certified Triumph seed from Northwestern Nebraska, which commands a premium of from sixty cents to one dollar per hundred over common seed. The Irish Cobbler can also be grown advantageously, to be sold for seed north of the Triumph buying area.

A field of certified seed potatoes—the crop which has made Northwestern Nebraska famous.

There are many large potato storage houses on the farms in this part of the state.

7

Advertisement for seed potato train in "Northwestern Nebraska" (1926). CB&Q Brochure, Misc. Bx. #4.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

Booster literature was a genre produced by state governments, land companies, newspaper editors, and railroads that was intended to promote particular places or regions to encourage economic development through investment, settlement, and creation of industries. Burlington lands booster literature—as all booster literature—sometimes made exaggerated claims, but the company made serious efforts to make their optimistic predictions come true. In addition to cooperating with state university and federal experiment stations, the company promoted and printed research from agriculturalists and provided seed to farmers. In addition to potatoes, the Burlington helped promote alfalfa, corn, cotton, grains, grapes, hops, sorghum, sugar beets, and tomatoes. They collected crop samples to display at agricultural fairs around the country and in Europe. The Omaha Daily Herald reported that Nebraska crops, "together with an elk head and horn" were popular exhibits in Derby and at the opening of Sefton Park, in Liverpool by Prince Arthur in 1872.

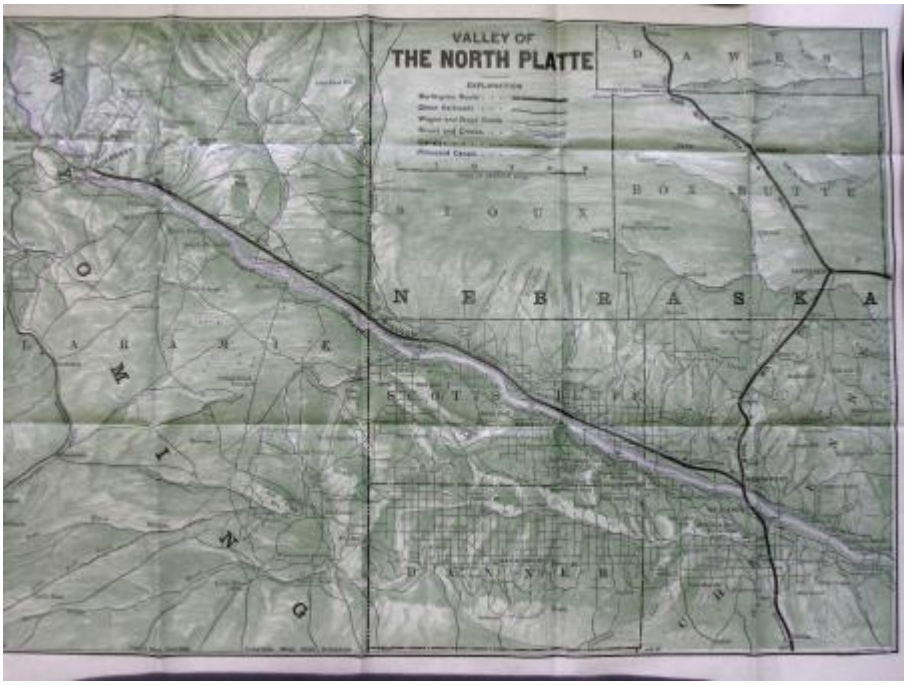
Chapter 4

The CB&Q, Buffalo Bill, and the Development of Wyoming

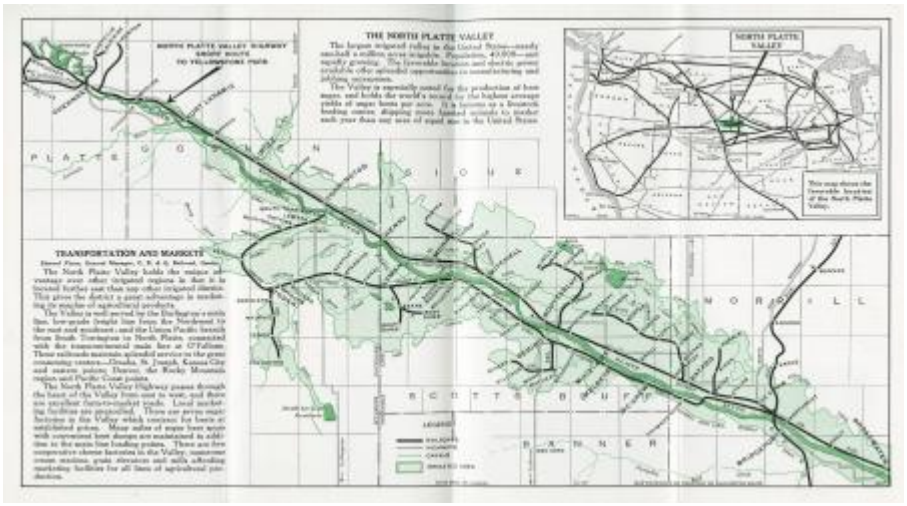
William F. Cody (1846-1917) was one of the most colorful characters of late nineteenth and early twentieth century America. In the late 1860s, Cody purportedly killed more than four thousand American bison for the Kansas Pacific Railroad. The near extermination of bison is an important environmental story, and railroads are important to that story. However, while Cody was slaughtering his bison the CB&Q was still east of the Missouri River. Indeed, by the time the company laid tracks into Nebraska, most of the bison were already gone.

After participating in the near extermination of bison and the native peoples who depended on them, Cody gradually came to celebrate both. He drew upon his early experience as a scout for the US military and a bison hunter to build a career as a showman beginning with his stage debut in Chicago in 1872. As "Buffalo Bill," Cody started his show "Buffalo Bill's Wild West" in 1883. The show toured throughout the United States and Europe, making Cody an international celebrity. Essentially a vaudeville circus, Cody employed Sitting Bull and Sioux warriors to reenact frontier conflicts. In some shows Cody played General Armstrong Custer and his Last Stand at the Little Big Horn. After the massacre at Wounded Knee, Cody's show began to focus less on conflicts with Native Americans and more on reconciliation. In 1893 he renamed the show Buffalo Bill's Wild West and Congress of Rough Riders of the World and featured an international cast of performers. Cody was a major customer for the railroads: in 1896 alone his show traveled ten thousand miles and made 132 stops.

During these journeys, Cody was "a favorite and frequent guest" in the business car of Charles Elliot Perkins. Perkins had worked his way up from a cashier to being president and director of various Burlington companies. He was a hands-on administrator, spending much of his time going over the property himself. According to Overton (1965, 241), in addition to Cody, Perkins entertained a "Who's Who of the West" including "judges, politicians, literary men, and 'local characters.'" They played poker and presumably made business deals.

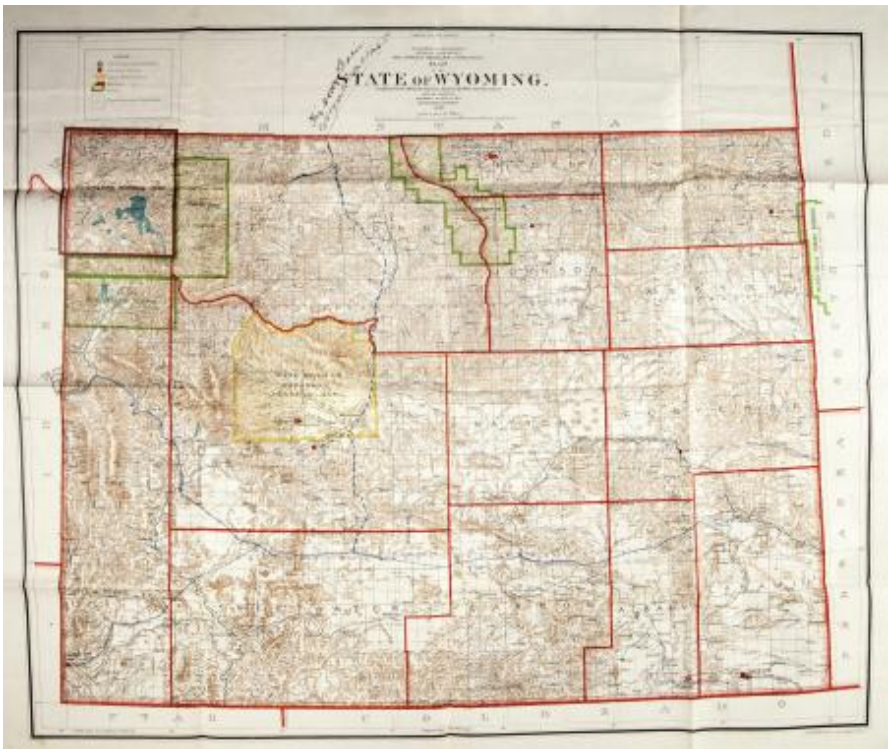


Map of North Platte Valley, Nebraska (1930). CB&Q Misc. Bx. #4.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.



Map with detailed view of North Platte Valley, Nebraska (1930). CB&Q Misc. Bx. #4.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library .

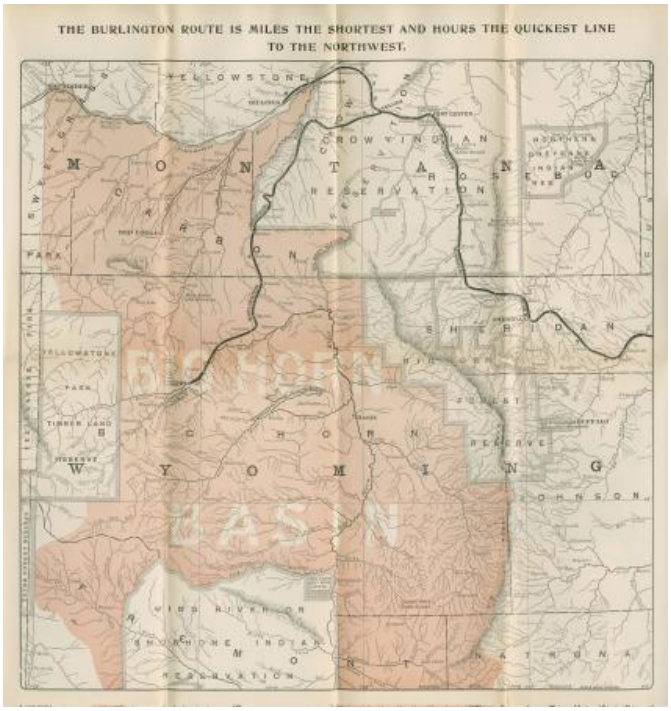
After most of the Burlington's land grant parcels were sold, the company turned its attention to promoting the development of lands further west. Even if the company was no longer in the real estate business, increased settlement and development would expand their freight and passenger business. Irrigation began soon after settlement in the North Platte Valley, and local interests built water wheels and canals to help increase the productivity of their agricultural lands. After Wyoming Senator F. E. Warren helped pass the National Reclamation Law, the federal government stepped in and developed ambitious dam and irrigation projects, which brought water to over two hundred thousand acres by the mid-1920s.



U.S. Department of the Interior General Land Office, map of Wyoming (1900). CB&Q Railroad 3 H5.18, George Harris, Letters, Bx.#9 Fl.263.

This map suggests a "new frontier" with military posts, US land offices, US Surveyor General office, and unsurveyed lands ready to be developed. At the same time, the newly established forest reserves show evidence of efforts to preserve wild lands. Note the road sketched in through part of the Shoshone Wind River Reservation, and the solid line showing a road to the newly established town of Cody.

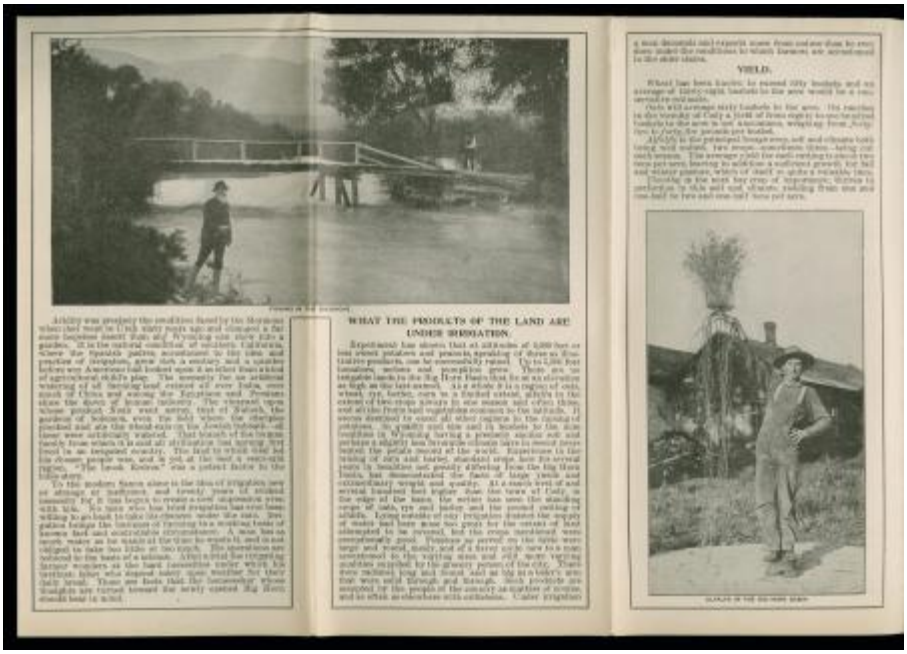
William F. Cody claimed that after describing the wonders of the Big Horn Basin to CB&Q President C. E. Perkins, Perkins told Cody that if he would help settle the Basin, Perkins would build a road to it. According to Cody historian Robert E. Bonner, in reality it may have been the other way around. Bonner argues that the CB&Q recognized the agricultural and mineral potential of the region and the possibility of a line into Yellowstone along the north fork of the Shoshone River, and observed that they could capture this traffic by extending a line from Montana.



Map of Big Horn Basin, Wyoming (1902). CB&Q, Brochures.

This map is featured in the brochure "The Big Horn Basin Wyoming—Burlington Route." In the original document the map is flanked by two columns of text on the left and right.

The left column bears the heading "Government Land" followed by sections on "Laws providing for the acceptance, reclamation, and disposal of arid lands," such as the Cary Law. It provides a brief description of the Big Horn Basin Development Company and the Shoshone Irrigation Company, the later based in Cody, Wyoming, founded in the mid-1890s by W. F. Cody, and incorporated in 1901. The two columns to the right of the map are dominated by a letter from Buffalo Bill promoting the Shoshone Irrigation Company dated 17 December 1901, with a picture of Colonel Cody in the snow holding a gun.



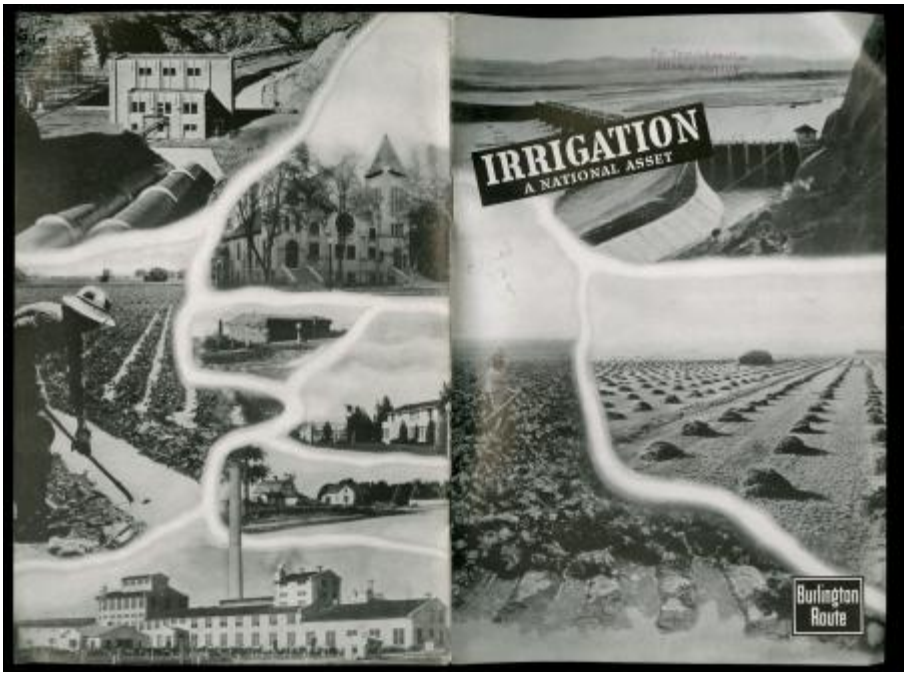
WHAT THE PRODUCTS OF THE LAND ARE UNDER IRRIGATION.

YIELD.

Detail, CB&Q brochure promoting Big Horn Basin (1902). CB&Q Brochures.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

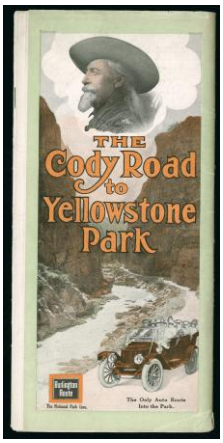
Three of sixteen panels on the other side of the (previous) map/brochure extol the virtues of irrigation. The text suggests several crops which might be grown in the irrigated lands of Wyoming, including sweet potatoes, peanuts, tomatoes, melons, and pumpkins, as well as the proven crops of wheat, rye, barley, corn, and alfalfa.

It reads: "under irrigation a man demands more from nature than he ever does under the conditions to which farmers are accustomed in the older states."



Front and back cover, CB&Q brochure promoting "Irrigation a National Asset" (1945). CB&Q 32.92.

This Burlington publication, published at the end of World War II, is another example of how the company promoted the transformative powers of irrigation, illustrating how profoundly irrigation altered the environment. The Burlington collection documents the company's involvement in promoting irrigation to increase the productivity of arid lands.



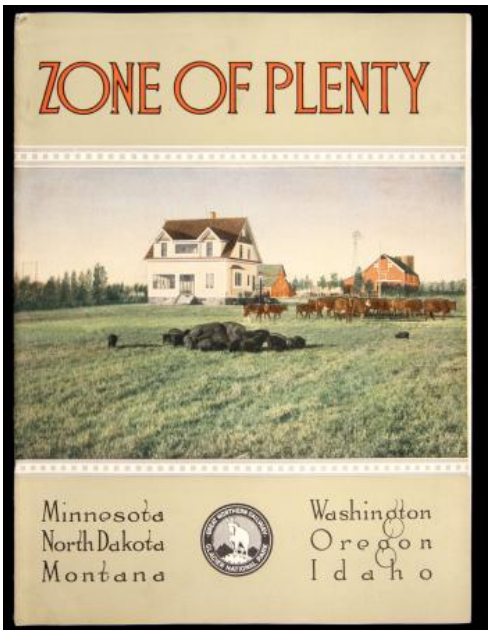
Cover, CB&Q "Cody Road to Yellowstone Park" brochure (1916). CB&Q Brochures.

The brochure illustrated with this map begins: "there is a new way into Yellowstone Park—a way with a rugged charm all its own, and with advantages that must commend it particularly to those who prefer to be leaders of the general tide of travel, rather than followers after it." The road was built through the Forest Reserve and maintained by the US government, covering 96 miles from Cody to the Lake Hotel in Yellowstone. Cody is accessible via the Burlington from 1 June to 1 September.

Chapter 5

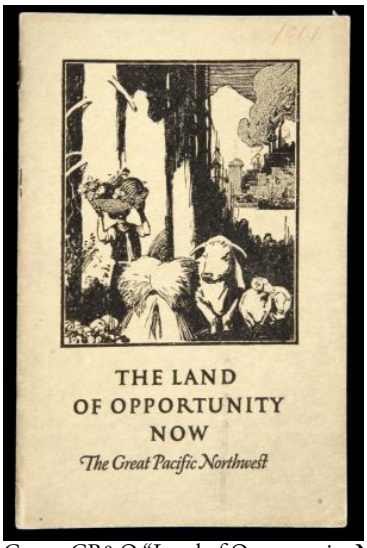
The Pacific Northwest:
"Most people are captivated and captured on their first trip"

James J. Hill's Great Northern Railway was the only successful transcontinental road to be built without land grants. Hill acquired controlling stock in the CB&Q in 1901, in effect making the Burlington a transcontinental route. Between 1923 and 1924 a series of finely produced booster pamphlets was published jointly by the Chicago, Burlington & Quincy Railroad, the Northern Pacific Railway, and the Great Northern Railway. This selection of covers from the brochures suggest a coherent vision of the Pacific Northwest as a forward looking frontier, full of mineral wealth, a gateway to international trade, yet a home for humble tillers of the soil and raisers of chickens. They draw on archetypes of yeoman farmers, inexhaustible resources, and dramatic landscapes to portray a benignly optimistic vision of Manifest Destiny.



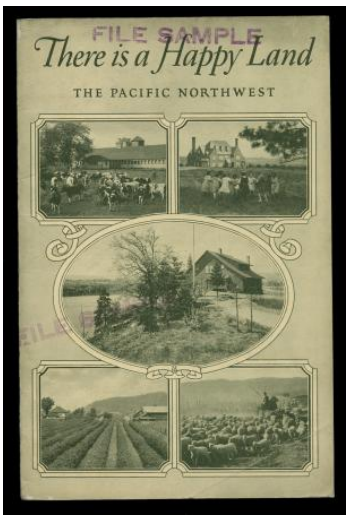
Cover, CB&Q "Zone of Plenty" brochure, which covers Minnesota, North Dakota, Montana, Washington, Oregon, and Idaho (1920). CB&Q Misc. Bx. #4.

This brochure defines the "Zone of Plenty" as the northern tier of states from Minnesota to Washington and Oregon, Hill's original railway empire. Fat hogs and cattle grazing in lush grass in front of a well-ordered new house, a barn, a windmill, and out buildings adorn the cover. No grains or vegetables are depicted.



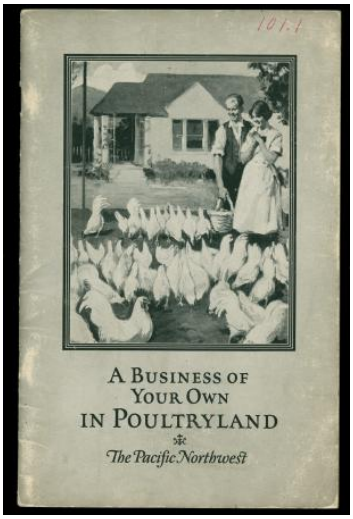
Cover, CB&Q "Land of Opportunity Now" brochure (1923). CB&Q Misc. Bx. #4.

This busy scene depicts a cornucopia of economic activity, with grain and livestock in the foreground, a man carrying a basket of produce, and in the background tall timber ready for the mill, and a factory across the water. Smoke may symbolize progress, and the ship distant markets for both timber and produce.



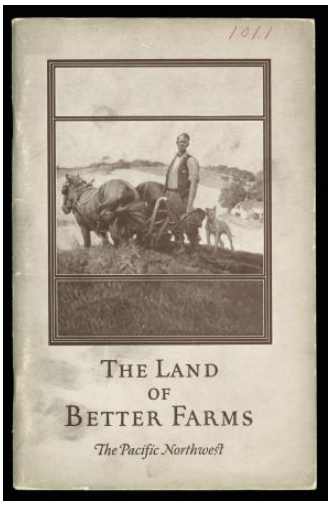
Cover, CB&Q "There is a Happy Land: The Pacific Northwest" brochure (1923). CB&Q Misc. Bx. #4.

This cover displays vignettes of order. In the center is a large, sturdy, modern home scenically situated on an overlook. Clockwise from upper left: a healthy herd of cattle in front of a modern barn; schoolgirls dancing in front of a new schoolhouse; a horseman herding sheep; and weed-free rows of vibrant crops.



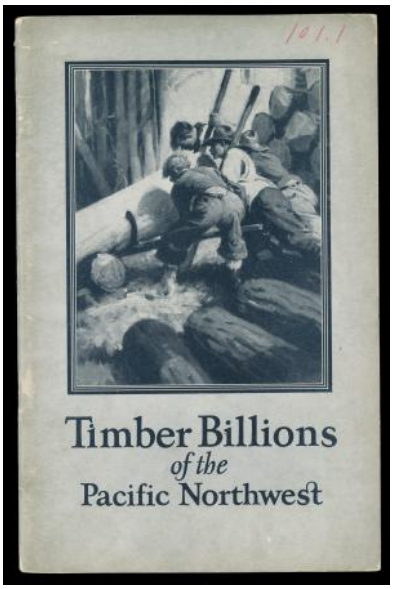
Cover, CB&Q brochure, "A Business of Your Own in Poultryland: The Pacific Northwest" (1923). CB&Q Misc. Bx. #4.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

In this domestic scene, a happy couple oversees the key to their prosperity: chickens. It is an image of agrarian bliss that contrasts sharply with Grant Woods's famously dour painting seven years later, "American Gothic" (1930).



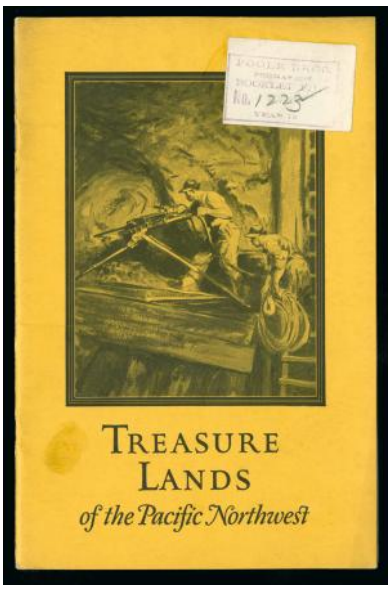
Cover, CB&Q "The Land of Better Farms" brochure (1923). CB&Q Misc. Bx. #4.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

While the covers of other pamphlets depict modern farms, this scene shows a stern-looking yeoman behind a horse-drawn plow breaking virgin soil on a hilly field above his house. It may have been aimed at would-be settlers who wanted to escape from more urban and industrialized parts of the country to experience the Jeffersonian ideal of being a small-farmer land owner dependent only on his wits and labor.



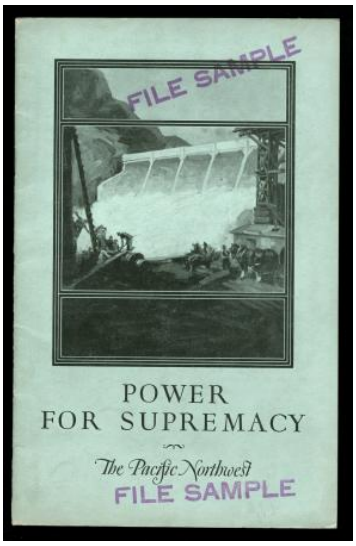
Cover, CB&Q "Timber Billions of the Pacific Northwest" brochure (1923). CB&Q Misc. Bx. #4.

After lumber companies moved through the northern forests of Michigan, Wisconsin, and Minnesota, they left the cutover lands and moved to the Pacific Northwest. The scene suggests abundant jobs for hardworking men.



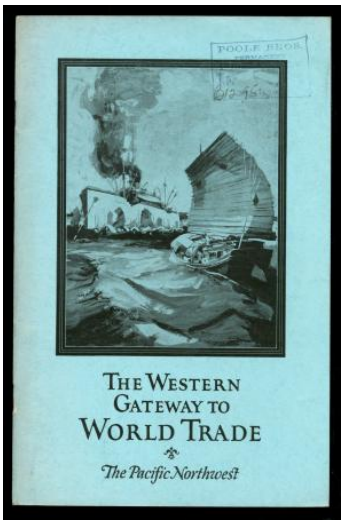
Cover, CB&Q "Treasure Lands of the Pacific Northwest" brochure (1924). CB&Q Misc. Bx. #4.

The text inside the brochure begins: "on the basis of wealth of immeasurable billions in mineral treasure a mighty industrial edifice is rising in the Pacific Northwest. To picture this vast wealth, to measure its power and to explain what it means to the man, in whatever line of business, who builds his future in this Land of Opportunity is the purpose of this book." The brochure goes on the describe the treasure to be unearthed, not merely gold and silver, but even more valuable mines of copper, lead, coal, oil, and zinc to help supply a growing demand: "An electrified nation demands more copper."



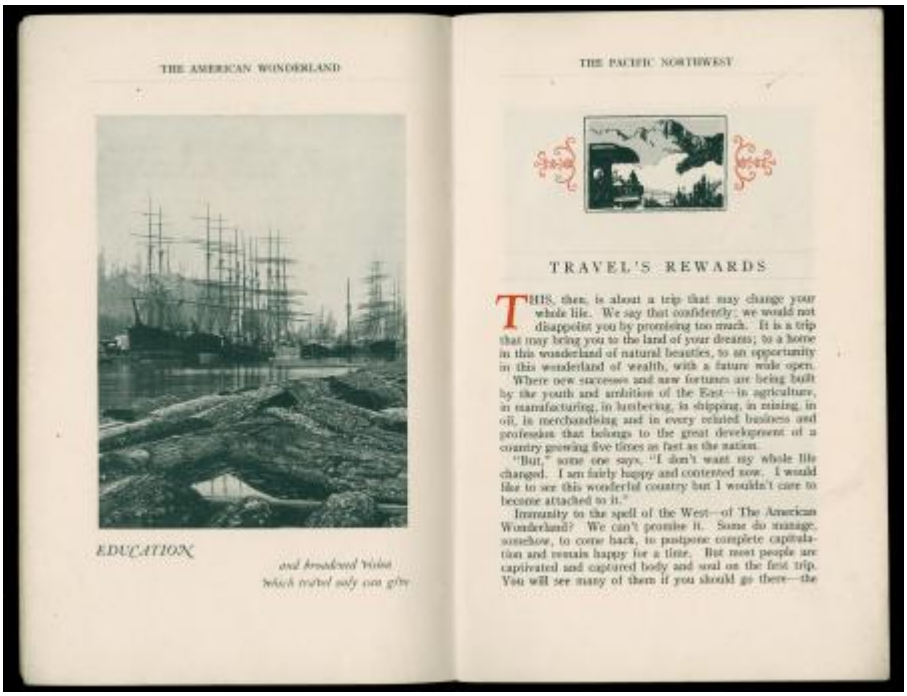
Cover, CB&Q "Power for Supremacy" brochure (1923). CB&Q Misc. Bx. #4.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

With pictures, maps, and persuasive rhetoric, this brochure essentially argues that cheap power is the key to industrial growth and the "Great Builder" bestowed upon the Pacific Northwest more than half of the water power resources of the country. In a remarkable section titled "The Immortal Horses" it argues that "coal is burned and destroyed" and its "supplies ... are slowly but inevitably diminishing; they are not inexhaustible"; and oil reserves "too will one day dry up; for neither are oil supplies unlimited"; and as for wood, "vast forests, once thought inexhaustible, are rapidly depleting" suggesting that "as a source of economic industrial power it cannot be relied upon. But for the horses of water power the future holds no threat of extinction."



Cover, CB&Q "Western Gateway to World Trade" brochure (1923). CB&Q Misc. Bx. #4.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

The brochure begins dramatically; you can almost see the increasing brightness: "it is morning in the Pacific. The nations of its far-flung countries, feeling the strength of rapid growth, arise in new might. Ancient empires, potentially the most powerful of the earth, throw off the sleep of lethargy. The powers gird for fresh conquests of trade. Twelve hundred millions of people, the world's great majority—white, yellow, brown, black—look out upon the broad Pacific and behold a vast new realm of commerce, a new theatre of world events." Maps and figures help build the case for the important role the Pacific Northwest is destined to play on the dawning new world stage.



"Travel's Rewards," in CB&Q brochure, "Through the American Wonderland: The Pacific Northwest," pp.4–5 (1923. CB&Q Misc. Bx. #2.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

The opening passage of this brochure argues that not only landscapes were transformed, but so too were the adventurous people who traveled the rails to destinations like the Pacific Northwest and beyond: "this, then, is about a trip that may change your whole life." Whether seeking a new home or merely a temporary escape, a ticket on the Burlington offered not only transportation from point A to point B, but an opportunity for travelers to reinvent themselves in a new place.

Chapter 6

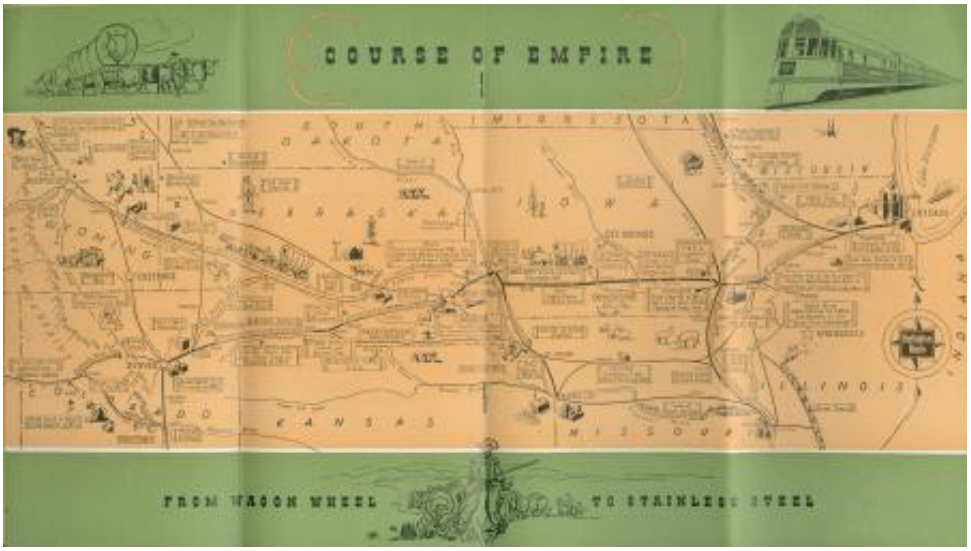
Scenic Route Guides:
"Something worth seeing every hour of the journey"

While some passenger guides focused on the destination, others emphasized the journey. By 1906, the Burlington had begun producing guides for select routes that featured scenic and historic points of interest. The earliest of three examples found in the CB&Q collection is a series of guides for the Mississippi River Scenic Route from 1906 to 1937. These seem to have been the prototype for the two guides for western routes produced in 1945. All of the guides featured here are a place-by-place guide of the route, setting present places in their historic contexts. They situate the Burlington in the history of western expansion and at the pinnacle of the progress of transportation. The two western guides feature a progression from Indian Trails and Wagon Wheels to Stainless Steel Rails, from the romantic to the streamlined and modern.

The guides shaped the travelers' experience, identified what was worth seeing along the route, described it, and interpreted its significance.

Cover, CB&Q "From Wagon Wheel to Stainless Steel" brochure (1945). CB&Q Misc. Bx. #3.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

This brochure has a larger scope than the other two examples from the CB&Q collection. Indeed, it contains part of the Mississippi River Scenic Line up to La Crosse, and all of the Kansas City-Omaha-Lincoln line. The cover juxtaposes the past (wagon trains headed west) with the future (shiny new Zephyrs), while the back cover shows a fleet of Zephyrs below a broken wagon wheel and the bleached skull of an oxen in the desert. The text begins: "Not so many years ago, covered wagons snailed their way Westward—fifteen miles per weary day." This is contrasted with the Zephyrs which could make the run from Chicago to Denver in one day, averaging more than 77 miles per hour, with assurances of "equally dramatic advancement in the years to come."

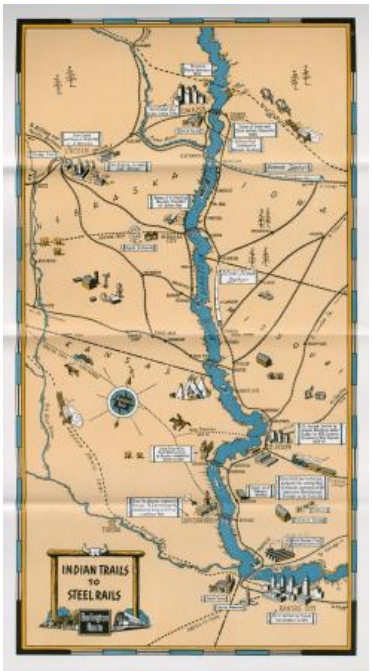


Cover, CB&Q brochure, "Course of Empire: From Wagon Wheel to Stainless Steel" (1945). CB&Q Misc. Bx. #3.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

This is the Burlington's "Course of Empire" map. While alluding to Manifest Destiny and the American Empire, it could also refer to the company's railway empire stretching from Chicago westward to Yellowstone National Park, Glacier National Park, and the Pacific Northwest. The map is neatly framed by a shiny new Zephyr diesel engine and the City of Chicago in the east (right) and a wagon train, Buffalo Bill Cody, and the Rocky Mountain range in the west (left). In this busy map, Buffalo Bill's Wild West of battles, massacres, and colorful personalities meets the more sedate agricultural frontier of Frederick Jackson Turner as waves of plain hardworking people conquered prairie and forest to create productive farms and small towns. The route of Lewis and Clark, Mark Twain's birthplace, the Mormon Trail, the Pony Express, literary references—"Spoon River, made famous by Edgar Lee Masters in his 'Spoon River Anthology,'" the geographical center of the United States, and the dividing line between Central and Mountain Time: all are interwoven with the history of the Chicago, Burlington & Quincy Railroad.

Cover, CB&Q "From Indian Trails to Steel Rails" brochure (1945). CB&Q Misc. Bx. #3.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

This guide for the Kansas City-St. Joseph-Omaha-Lincoln route seems to have a similar template to the Mississippi River Scenic Line guide. The front cover shows a new Silver Streak Zephyr speeding along the plains, with the ghostly figures of Plains Indians superimposed over the background.



"Indian Trails to Steel Rails" map (1945). CB&Q Misc. Bx. #3.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

The similarity of this map to the MRSL map is striking. For most of the route from Kansas City the road hugs the eastern bank of the Missouri River until it crosses westward to Omaha and Lincoln. The map shows the Oregon Trail, the Pony Express route, and the Mormon Trail, but no Indian trail.

Mississippi River Scenic Line brochures, 1906-1937

Probably the earliest and most popular of the Burlington scenic lines was the Mississippi River Scenic Line (MRSL). The company completed its line from Savanna, Illinois, to St. Paul, Minnesota, in 1886, connecting the Twin Cities with Chicago, and passenger lines began running that same year. Although the Burlington route from Chicago to the Twin Cites was twenty-five miles longer than the competing Milwaukee and the North Western lines, the Mississippi River route had a smoother grade and more spectacular scenery. The company soon called it the Mississippi River Scenic Line and produced a series of brochures designed to enhance the passenger experience. The Burlington's 1906 guide to the route begins:

> *By those who know its charm, the Burlington Route between Chicago, St. Paul and Minneapolis has been titled for nearly twenty years 'The Mississippi Scenic Line.' The significance is readily understood when one comprehends that for 286 of the 431 miles between Chicago and St. Paul the rails are within sight of the majestic Father of Waters, with a broad, island-dotted expanse on the one hand and bluffs – real, heroic heights – on the other. For many miles the tracks are so close to the river's edge that a child might easily toss a pebble from the car window to the water.*

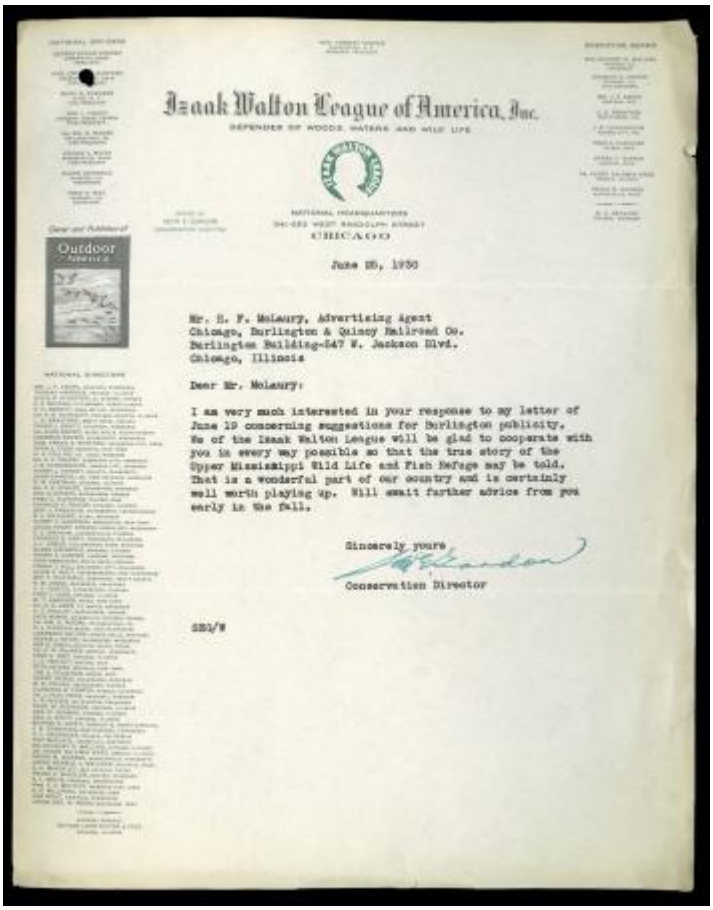
The lavishly illustrated guide describes the history and geography of the route. Traveling by rail was physically passive, but, as John Stilgoe has noted, watching the scenery go by from a passenger train could be a cinemagraphic experience. The guides were designed to shape the traveler's experience of the landscapes they passed through. "Not only is there this magnificence of scenery, but every mile is replete with historic and legendary interest." and on the next page: "Altogether, one may be sure of seeing something worth seeing every hour of the journey, and if he should be so fortunate as to meet an old inhabitant, great will be his interest in the Indian legends and the tales of pioneers." Wisconsin was an important destination for European immigrants during the nineteenth century, and well into the twentieth century ethnic enclaves were common in rural as well as urban areas. The 1906 guide stated:

> *A further charm is found in the quaint villages along the river, many of them founded years and years before the advent of the railroad. The pioneers of some were Italians, of others Germans, and of other, Yankees, with the result that one sees here an old-world touch and there New England spruceness. The occupations of many of the villagers are unique, a large number being engaged in the pearl fisheries, an important industry.*

The longest section, "About the River and its Environs" provides descriptions of each of the quaint villages along the route, the legend of Maiden rock, a center page photo collage showing scenes like Wolf Den Rock, Palisades, Great Spirit Bluff, and Minnehaha's grave (neglecting to explain why a fictional character would need a grave), and information pertaining to points of interest, lodging, theaters, dining, in St. Paul and Minneapolis.

The MRSL guides were revised several times. The CB&Q collection contains a collection of historical and other background material used to make the guide, as well as extensive correspondence regarding what should go into the guide. Chambers of commerce saw it as an opportunity to boost their towns.

Burlington officials followed with keen interest the efforts to create an Upper Mississippi Wildlife and Fish Refuge. In 1927, B. W. Wilson, General Agent for the CBQ passenger department, was invited to attend a meeting in La Crosse, Wisconsin with their local agent, a couple representatives of the La Crosse Chamber of Commerce, and the editor of the La Crosse Tribune to discuss the Refuge. On February 26, Wilson wrote to H. F. McLaury, advertising agent for the CB&Q, that "anything you can do to feature this Refuge in connection with the Chicago-Twin Cities services, should be of mutual benefit to our many friends at La Crosse and ourselves." An advertising counselor from St. Paul sent McLaury an article from the Pioneer Press that predicted the Refuge would be of great interest to tourists. The counselor stated that the Refuge would "become more nearly your exclusive property as a showplace than any other road, apparently there will be no paved highways paralleling your tracks to cut in on the sight-seeing possibilities."



Izaak Walton League of America, Inc.
DEFENDER OF WOODS, WATERS AND WILD LIFE
CHICAGO

June 25, 1930

Mr. H. F. McLaury, Advertising Agent
Chicago, Burlington & Quincy Railroad Co.
Burlington Building-547 W. Jackson Blvd.
Chicago, Illinois

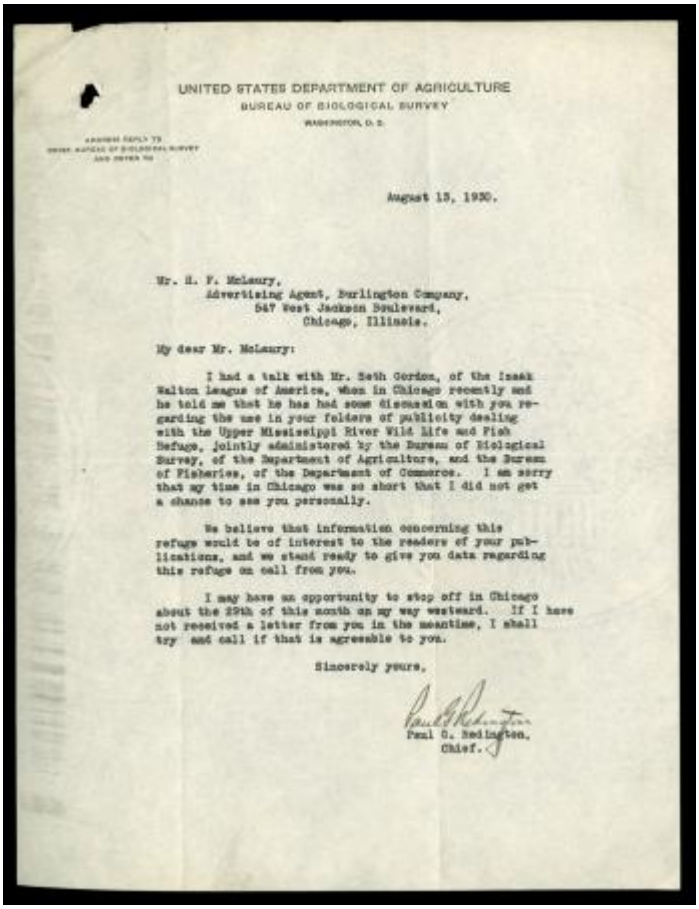
Dear Mr. McLaury:

I am very much interested in your response to my letter of June 19 concerning suggestions for Burlington publicity. We of the Izaak Walton League will be glad to cooperate with you in every way possible so that the true story of the Upper Mississippi Wild Life and Fish Refuge may be told. That is a wonderful part of our country and is certainly well worth playing up. Will await further advice from you early in the fall.

Sincerely yours
Seth Gordon
Conservation Director

SEG/H

Letter from IWL Conservation Director Seth E. Gordon to CB&Q Advertising Agent H. F. McLaury, June 25, 1930. CB&Q Misc. Bx. #3, Mississippi River, Correspondence.



UNITED STATES DEPARTMENT OF AGRICULTURE
BUREAU OF BIOLOGICAL SURVEY
WASHINGTON, D. C.

August 13, 1930.

Mr. H. F. McLaury,
Advertising Agent, Burlington Company,
547 West Jackson Boulevard,
Chicago, Illinois.

My dear Mr. McLaury:

I had a talk with Mr. Seth Gordon, of the Izaak Walton League of America, when in Chicago recently and he told me that he has had some discussion with you regarding the use in your folders of publicity dealing with the Upper Mississippi River Wild Life and Fish Refuge, jointly administered by the Bureau of Biological Survey, of the Department of Agriculture, and the Bureau of Fisheries, of the Department of Commerce. I am sorry that my time in Chicago was so short that I did not get a chance to see you personally.

We believe that information concerning this refuge would be of interest to the readers of your publications, and we stand ready to give you data regarding this refuge on call from you.

I may have an opportunity to stop off in Chicago about the 29th of this month on my way westward. If I have not received a letter from you in the meantime, I shall try and call if that is agreeable to you.

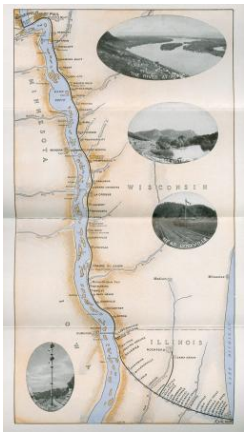
Sincerely yours,

Paul G. Redington,
Chief.

Paul G. Redington to H. F. McLaury, regarding conversation with Seth Gordon (Izaak Walton League), August 13 (1930). CB&Q Misc. Bx. #3, Mississippi River, Correspondence.

Creation of the Refuge was a major victory for the Izaak Walton League. Correspondence between H. F. McLaury, Seth Gordon, and Paul Redington shows cooperation between the League, the Biological Survey of the US Department of Agriculture, and the CB&Q to publicize the Refuge. In an earlier letter, Gordon wrote to McLaury about taking the MRSL to the Twin Cities. Impressed with the route he suggested that the line should pass out postcards about the Refuge rather than the Cody route. McLaury replied he thought he could do better than that, by including the Refuge in a revised MRSL guide.

Judging by the correspondence, Burlington officials were always busy, waiting for things to quiet down so they could work on the new guide. By 1931 they had contracted with an author to go "over the ground foot by foot" and delve "into the history of each town and city," but they were not entirely happy with his work.



Map from *Mississippi River Scenic Line b*rochure (1934). CB&Q Misc. Bx. #3.

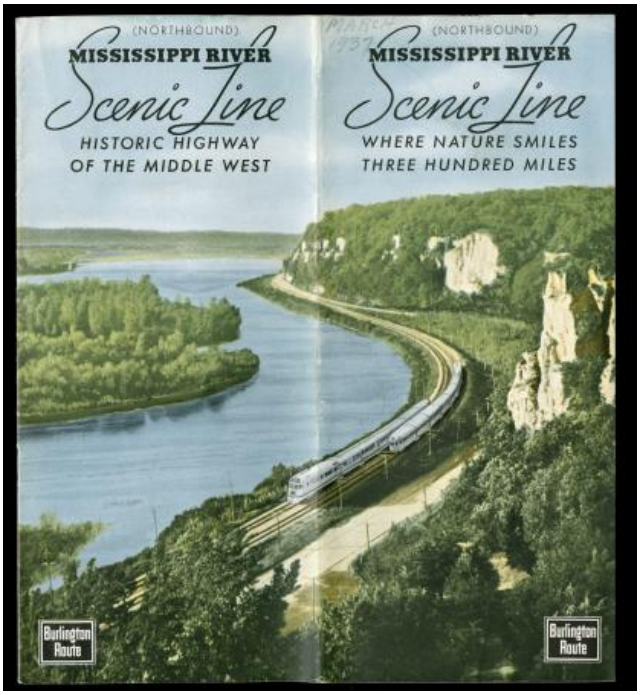
Despite plans to significantly revise the Mississippi River Scenic Line passenger guide, the 1934 printing was not radically different from the 1907 guide. At least in the northbound, Chicago-Twin Cities version, there is no mention of the Upper Mississippi Wildlife and Fish Refuge and the text is essentially the same as the previous several versions.

On the cover a steamboat and steam engine race around a bend in the river and the road toward the viewer. The steamboat conjures images of Mark Twain and an idyllic past; the steam-powered train would soon be overtaken by the new diesel engines. Perhaps that is why the Burlington waited for a full revision of their brochure. The slogan, "Where Nature Smiles Three Hundred Miles" may have been a nod to the wildlife refuge.

Cover, CB&Q*Mississippi River Scenic Line* brochure (1937). CB&Q Misc. Bx. #3.

The map in the 1934 Scenic Line brochure distorts the perspective, making Wisconsin and Illinois too narrow and too long, with the effect of shortening the distance between Chicago and Savanna, Illinois, and emphasizing the river and the Mississippi River Scenic Line route. Photo insets show a panoramic view of the river

emphasizing islands, the "Three Sisters" bluffs, and a couple points along the track. Using the map a passenger could identify villages, and islands in the river. Points of interest include Black Hawk's statue, near Oregon, Illinois; the "ruins" of Fort Crawford, near Prairie du Chien; the "grave" of (the fictional) Minneheha; and the "Victory Battlefield" near Victory, Wisconsin. Otherwise known as the "Battle of Bad Axe," it marks the massacre of about 150 Sauk and Meswaki Indians, the tragic end of the Black Hawk War in 1832. Indian Mounds Park, St. Anthony Falls, and Minnehaha Falls are shown in the Twin Cities area.



Cover, CB&Q brochure for the Mississippi River Scenic Line, "Where Nature Smiles Three Hundred Miles" (1937). CB&Q Misc. Bx. #3. Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

The main theme of the revised version of the MRSL guide is progress, but in historic context and in the wilderness setting of the recently established wildlife and fish refuge. The verdant cover features two Twin Zephyrs passing each other on a bend in the river, one heading north, the other heading south towards the viewer. Inside there is an essay by award-winning Chicago travel writer Lucia Lewis. The old paddle wheel boat from the previous version is gone, but Mark Twain is mentioned on five of the six pages of Lewis's essay. The three hundred thousand acre Upper Mississippi Wildlife and Fish Refuge, protected by a law signed by President Coolidge in 1924, is mentioned several times:

> *Though we pass many interesting towns and cities on the Burlington Route, vast spaces of the river's territory are and always will be unspoiled wilderness. Threatened for a time by a plan to drain the famous Winnesheik Bottoms along the Wisconsin shore, the area was saved by the efforts of the Izaak Walton League.*

The Burlington's promotion of preservation complicates the image of railroads' role in regional development. While in the next section Lewis wrote about a massive government lock and dam project, and the eleven dams visible between Savanna and St. Paul, which created popular fishing and hunting spots, this is followed by another reminder that "the past can be recalled without any effort by the Mississippi traveler because the Upper Mississippi Wildlife Refuge preserves much of the land as it was known to the original Indians and early explorers."

There is a sympathetic account of the Blackhawk tragedy, and a skeptical mention of Minnehaha's grave. Lewis also wrote of Old World influences: the village site "chosen by German settlers because the Mississippi scene reminded them of their beloved Rhine"; Genoa, the "colorful town reminiscent of the Mediterranean"; and how "the Indian, the French, the British, the Americans and all the nationalities making up our country left their mark upon this beautiful land, which remains beautiful in an age of often ugly industrialism."

Following the Lewis essay is the familiar point-by-point guide, starting with Aurora—the birthplace of the Burlington company—and ending with the Twin Cities. The guide is updated, expanded in parts, and includes a section on the Wildlife Refuge.

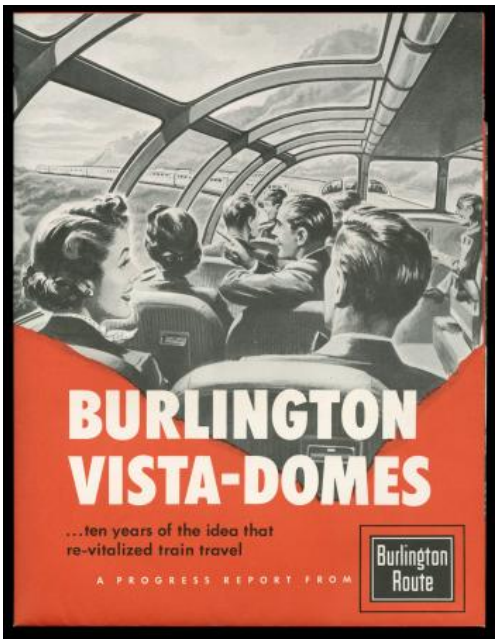
Map of Mississippi River Scenic Line (1937). CB&Q Misc. Bx. #3.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

Technically and aesthetically, the 1937 map is an improvement over the relatively crude 1934 map. It adopts the same distorted perspective to effectively emphasize the river route. Note the inset, "The March of Transportation Along the Upper Mississippi," which boldly traces the progress from the birch bark canoes of the explorers Marquette and Joliet in 1670 to 1935 when "the first Burlington Zephyr on the Twin Cities route brought Diesel power, streamlining and high speed to the banks of the old Mississippi."

Chapter 7

Burlington Vista Domes

Although conservatively managed, the CB&Q was an innovative company. It was the first railroad to use a printing telegraph, the first to use radio, and the first to employ centralized traffic control. The most famous and visible innovation was the Zephyr line of diesel engines that marked the gradual phasing out of the steam engines. The Burlington was also the first passenger line to take full advantage of the passing scenery with the Burlington Vista Dome which debuted in 1945.



Cover, CB&Q brochure, "Burlington Vista-Domes ...ten years of the idea that revitalized train travel" (1955).
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

Looking out the window of the train was a popular pastime while traveling. John Stilgoe compared it to watching a movie or television.

The Burlington first enhanced this experience by producing guides to educate passengers about the historical

significance of various sites along the route. The Vista Dome took it to a new level, by thrusting the passengers above the other cars and encircling them with windows, creating a more visceral experience and making the viewers feel almost part of the landscape. Demand immediately outpaced supply, and the Burlington files are full of correspondence with groups—from Masons to Girl Scouts—seeking to book group fares in the Vista Domes. When the railroad booked a group, such as the Girl Scouts, they would notify newspapers along the route when the Vista Dome would be passing by, garnering free advertisement, and allowing mere pedestrians to imagine themselves in the dome.

A brochure introducing the "Vista-Dome," from which passengers could behold the surrounding landscapes, 1955. CB&Q Misc. Bx. #6.

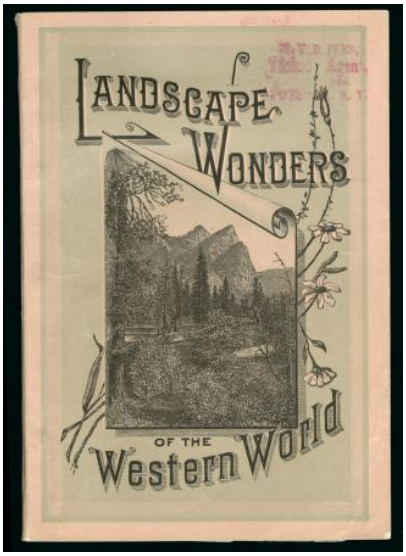
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

Not only did people like to look out the windows from the Vista Domes, but people in small towns along the way flocked to see them pass by. These images are from a brochure published in 1955 which included views from the inside and the outside of the domes.

Chapter 8

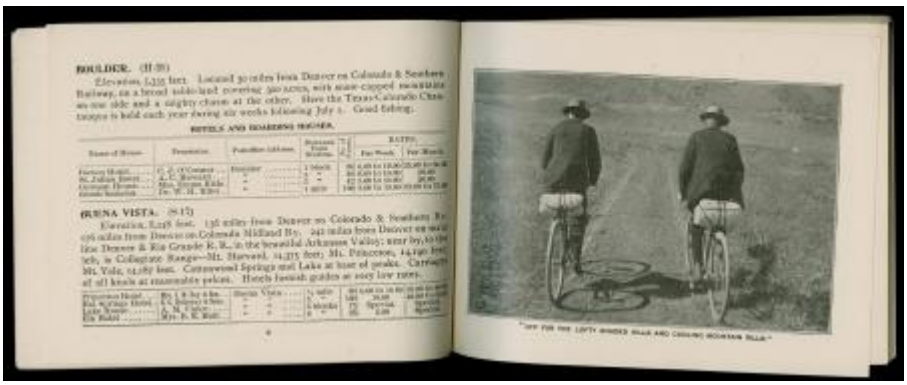
Western Tourism

When CB&Q rails reached Denver, Colorado in 1882, it became the first railway to provide a connection between Denver and Chicago on the lines of a single system. It also positioned the CB&Q as part of a transcontinental route through rail connections in Denver.

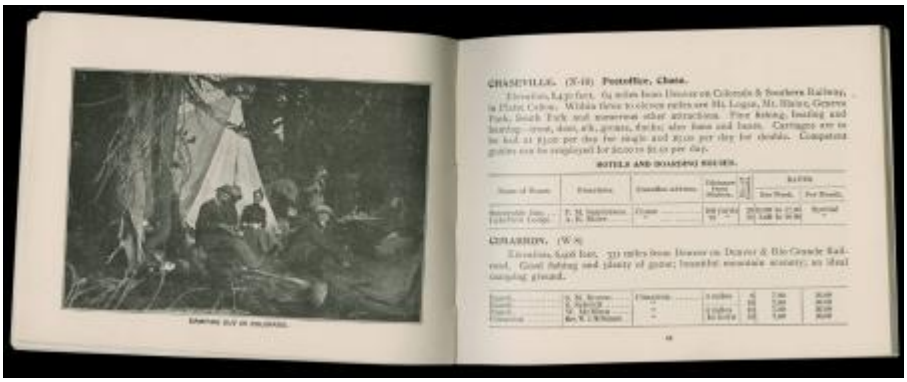


Cover, "Landscape Wonders of the Western World" brochure (1883). Ayer F595 L25.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

This is an example of the type of literature produced to entice tourists to see America via the Burlington Route. Beautifully illustrated inside as well as out, the book sets the Burlington Route in a global context, with a folding map showing routes stretching out around the globe from the Burlington lines. The text and pictures convey what it is like to travel the Burlington Route to California and the Pacific Slope.



"Off for the Lofty Shaded Hills and Cooling Mountain Rills" advertisement, *Handbook of Colorado*, pp. 8–9 (1897). CB&Q Misc. Bx. #1.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.



"Camping Out in Colorado" advertisement in *Handbook of Colorado*, pp. 14–15 (1897). CB&Q Misc. Bx. #1.

While scenic tours and overland excursions represented a passive tourist experience, much of the Burlington's tourist literature promised a more participatory and active experience. Bicycling, camping, hiking, and other activities were becoming popular pastimes in the 1890s.

CB&Q "Summer Resorts of the Black Hills" brochure, p.3, Deadwood and Lead City (1899). CB&Q Brochures.

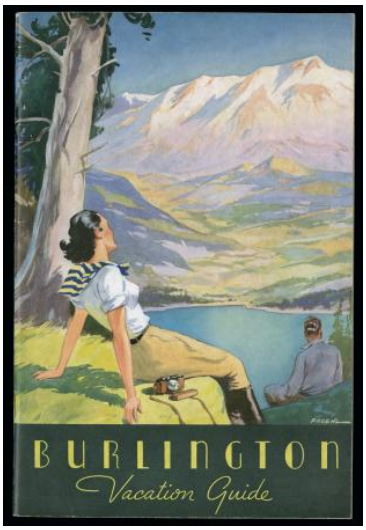
In the nineteenth century, the dichotomy between nature and industry was not as clear. Future metropolises (and would-be future metropolises) often promoted smokestack industries at the same time they extolled the natural escapes their towns provided. Apparently lacking any sense of irony, the illustration shows one of two waterfalls at Spearfish Canyon that "Americans would flock to Switzerland to see." Only in America could you park a steam engine right at the top of the falls!

Approaching Spearfish Canyon, photograph from "Little Journeys in the Black Hills" brochure (1900). CB&Q, Brochures.

This image is rich with examples of landscape transformations along the railroad to Spearfish Canyon. There is evidence of erosion near the tracks, and deforestation in the left foreground in what looks like a homestead, lumber camp, or possibly barracks for railroad workers near a road traversing the valley below.

Image in CB&Q brochure of Avalon, Santa Catalina Island, four hours by rail and . boat from Los Angeles (1902). CB&Q, Overland Excursions Brochures.

This brochure offers the opportunity to escape from the mainland to a romantic island getaway. Catalina Island has an interesting natural and human history. At the time the picture was taken, it had been open to tourists for about a decade. Avalon was established as a resort, the name inspired by Alfred, Lord Tennyson's poem about King Arthur.



Cover, illustrated by Paul Proehl, CB&Q "Burlington Vacation Guide" brochure (1937). CB&Q Misc. Bx. #2.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

A common motif in Burlington booster literature is a man and woman together admiring a beautiful scene. This cover is illustrated by Chicago commercial artist Paul Proehl (1887-1965). Proehl was a prolific artist whose work appeared in national publications. In addition to the Burlington, he produced posters and calendars for the Illinois Central and the Chicago & Northwestern railroads. In 1940 he produced a poster for United Airlines that shows a route that looks very much like the Burlington route—more foreshadowing of the changing transportation landscape.

LITTLE JOURNEYS IN THE BLACK HILLS

THE GOLF LINKS

What is there to do at Hot Springs?

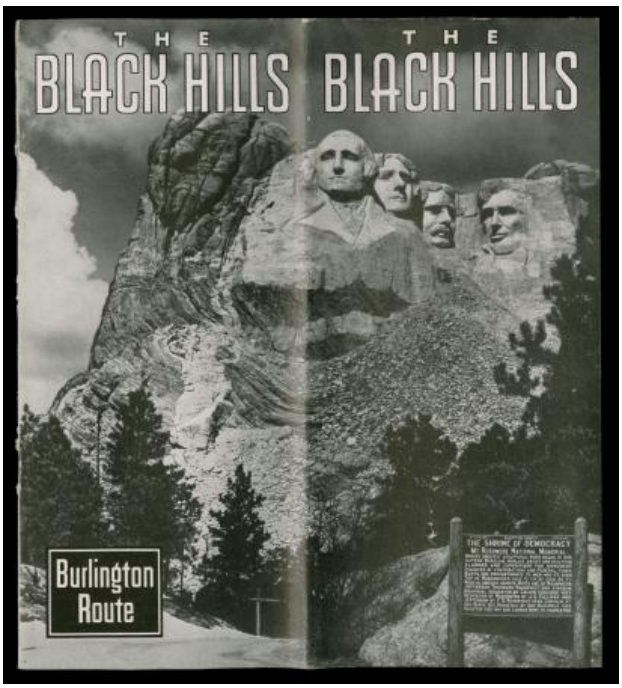
What is there to do at Hot Springs? Little, if you are an invalid. But if you are well and strong; if you are sound of lung, and limb, and heart; if you are fond of driving, riding, walking, bathing, dancing or exploring, you will find that time passes there with a speed that is little less than marvelous. Not that any very elaborate provision for your amusement has been made. On the contrary, outside of the hotels, the plunge bath, the bowling alleys, the tennis courts and the golf links, there is practically nothing. You must work out your own salvation so far as your day-by-day amusement is concerned. How easy this is, after all, when you think of Hot Springs' possibilities in the way of all-day trips on horseback; of ten-mile strolls over the hills; of a morning's fishing in the Cheyenne; of afternoons spent, book in hand, on the shady verands of your hotel, listening to the music of the orchestra; of drives to Wind Cave, to Cascade Springs, to Minnekahta Falls, or to any other of the dozens of attractive spots hereabout.

The Evans Hotel is one of the first objects to attract your attention. Just across the street from the Union Depot, with well-trimmed lawns and wide, shady verandas, it presents a most inviting appearance. The Gillespie, equally comfortable, though a little less roomy, faces it. The Sioux City Club House crowns the bluff on the farther side of Fall River, a tinkling rivulet that runs through the town from north to south. The Parrott and Davis Hotels are a few hundred feet north of the depot, while the Black Hills Sanitarium is nearly a mile south of it.

A range of hills completely surrounds the town. They rise in easy gradations from the valley in which it lies. To reach the summit of even the loftiest entails just enough exertion to make the experience an enjoyable one. Battle Mountain, the highest peak hereabout, is the hardest climb, but the beauty and extent of the outlook more than repay one for the time and exertion incidental to its scaling.

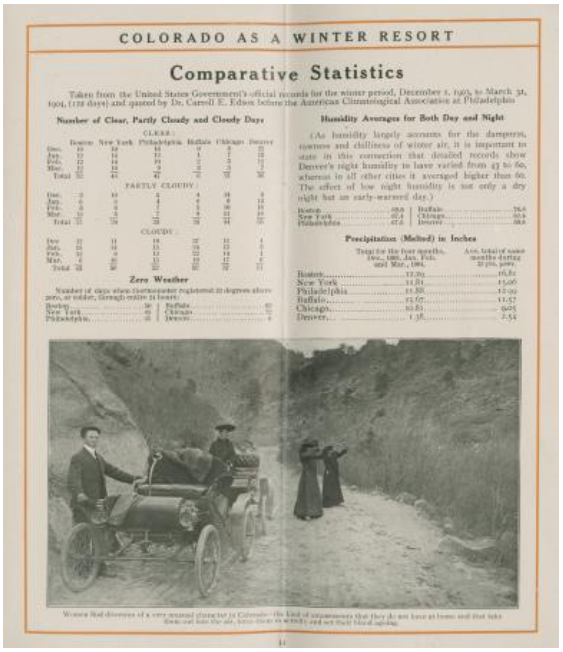
The 'golf links,' *Little Journeys in the Black Hills*, p. 3 (1906). CB&Q Misc. Bx. #2.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

This brochure encourages visitors to engage in a variety of independent outdoor activities of varying degrees of ruggedness: "all-day trips on horseback ... ten-mile strolls over the hills ... fishing on the Cheyenne" or simply reading "on the shady veranda of your hotel, listening to the music of the orchestra."



Cover showing Mount Rushmore, *The Black Hills* (1949). CB&Q Misc. Bx. #2.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

A typical image of iconic Mount Rushmore, "Shrine of Democracy," along the Burlington Route.



COLORADO AS A WINTER RESORT

Comparative Statistics

Takes from the United States Government's official records for the winter period, December 1, 1903, to March 31, 1904, (121 days) and quoted by Dr. Carroll E. Edson before the American Climatological Association at Philadelphia

Number of Clear, Partly Cloudy and Cloudy Days

Humidity Averages for Both Day and Night

(As humidity largely accounts for the dampness, rawness and chilliness of winter air, it is important to state in this connection that detailed records show Denver's night humidity to have varied from 43 to 60, whereas in all other cities it averaged higher than 80. The effect of low night humidity is not only a dry night but an early-warmed day.)

Precipitation (Melted) in Inches

Zero Weather

CB&Q "Colorado as a Winter Resort" brochure incl. comparative statistics, p.11 (1905). CB&Q Brochures.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

We see a rugged road, a primitive car, the type without a proper steering wheel, the man (by the car) and the three women, two of whom are shooting at a target outside the frame of the picture, are all well dressed. The image caption reads:

> "Women find diversion of a very unusual character in Colorado—the kind of amusements that they do not have at home that take them out into the air, force them to activity that set their blood agoing."

Chapter 9

Overland Excursions

Cover, CB&Q "Overland Excursions to the East" brochure (1902). CB&Q Overland Excursions Brochures.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

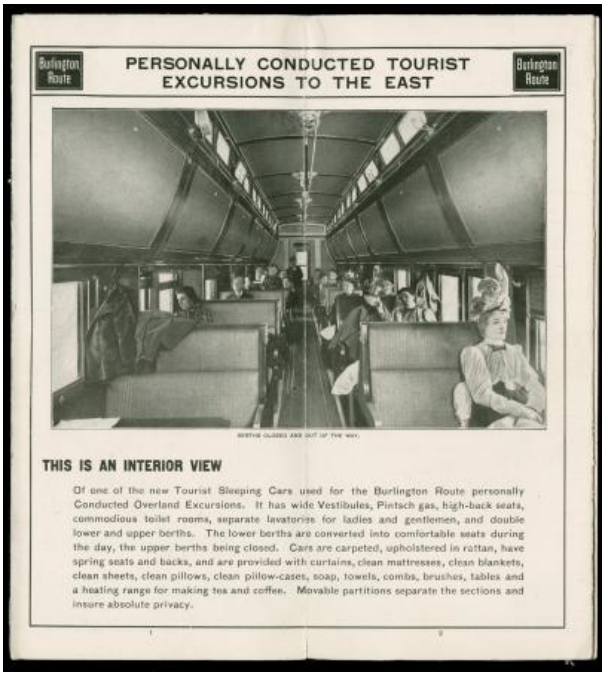
During the last few decades of the nineteenth-century, the CB&Q promoted migration, settlement, and development of the western states and territories. During the same period the company heavily promoted tourism to National Parks located in the western states. Tourism advertisements were overwhelmingly (if not entirely) aimed at enticing inhabitants of the more urbanized center and eastern regions of the country to travel west. Like settlement trends, tourism had a general direction: west. The West offered an escape from the ills of the more settled parts of the country. By the turn of the century, much of the west had been settled. Several western urban centers were already well established. In 1900 San Francisco was the 59th largest US city with a population of 342,782. Denver, Colorado was 75th, with 133,859. Los Angeles was 86th with 102,479.

"Overland Excursions to the East" brochure (1902). CB&Q, Overland Excursions Brochures.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

As the Burlington promoted tourism, they sought to overcome the Granger image of the line. As the panel at right states, "the eastern idea is that a tourist car is something like an emigrant car. There was never a greater mistake." The brochure emphasizes amenities, cleanliness, comfort, and reassuringly agreeable people.

CB&Q Brochure "Overland Excursions to the East" (1906). CB&Q Brochures.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

The Burlington offered first class service for second class fares and assured customers that "objectionable people will not be ticketed."



Interior view of tourist sleeping car from "Burlington Route Overland Excursions" (1902). CB&Q brochures.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

Either to make the interior of the sleeping car seem fuller, or the people more attractive, the passenger in the right foreground was clearly drawn in by an artist. All of the passengers seem somber. The text offers a straightforward inventory of the luxuries and necessities provided in the car.

Chapter 10

The National Park Line

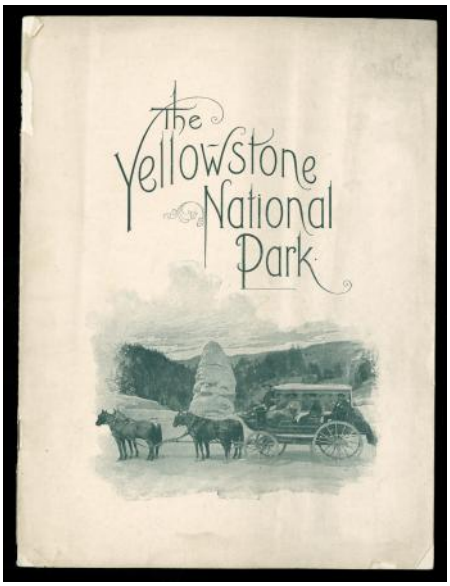
Railroads played a crucial role in establishing and popularizing the national parks, and making the parks accessible to tourists. With strong support from the railroads, the act that created Yellowstone National Park, the world's first national park, was signed into law on 1 March 1872, by President Ulysses S. Grant. The Northern Pacific Railway was the first to reach the park, at the north entrance, in 1883. The Union Pacific reached the western end of the park in 1907. The Burlington was the third railway to offer transportation to Yellowstone, reaching Cody, Wyoming in 1901. It began offering direct service to the park's east entrance in 1912.

Map of the National Park Line and Connections (1929).

Most of the national parks were established in the western half of the US and were far from major population centers. Railroads offered the only practical means of transporting visitors to the parks. This map shows Canadian as well as US national parks, and also shows the Burlington (and Great Northern and Northern Pacific) Route in 1929.

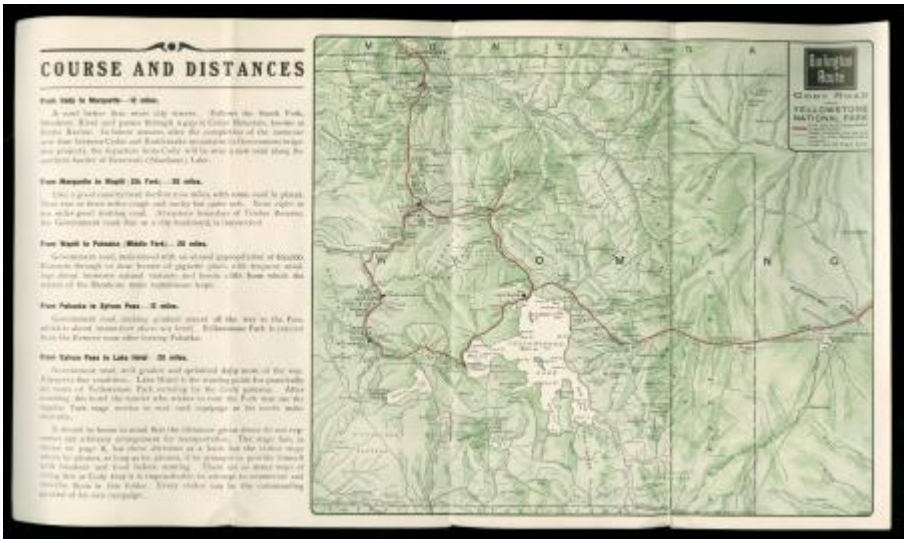
Cover, Burlington Route Yellowstone National Park brochure (1898).

Two women and a man, fashionably dressed for the great outdoors, pausing to take in the view. This, and several other images in the CB&Q collection, seem to illustrate the changing role of traveling women in society—leading adventures into the wilderness, shooting guns, playing golf. Was the Burlington promoting the changes, or merely reflecting them?



Cover, CB&Q "The Yellowstone National Park" brochure (c. 1900). CB&Q Misc. Bx. #2.

Passive tourism, via stagecoach.



Map from pages 6–7 of Burlington Route brochure "The Cody Road into Yellowstone Park" (1905).

The idea of allowing automobiles into Yellowstone was controversial, mainly because of concern about the safety of driving the rugged roads and inevitable conflicts with horses on the roads. Nevertheless, on April 21, 1915, Secretary of the Interior Frank K. Lane authorized the use of private automobiles in the parks. During the first season, 958 cars carrying 3,513 people were recorded entering the park.

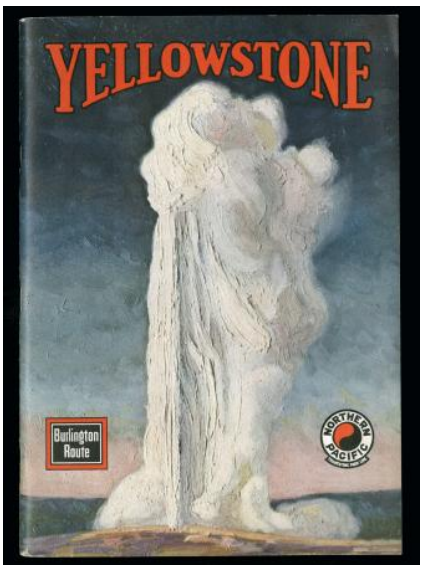
Yet another example of the symbiotic relationship between William F. Cody and the CB&Q: Cody had been a heavy user of rail transportation for his Wild West shows, and the CB&Q returned the favor by helping salvage his investments in the Shoshone region by building a line to Cody, Wyoming. Both Cody and the railroad benefited from the government road to Yellowstone, which by 1916 was "the only auto road into the park."

Yellowstone Park Motors" along the very path"

ALONG the very path where, ages ago, the moose, bear and elk found a way through the wilderness; where later, the Indian took the game trail for his own—runs now the Cody Road—an epic in mountain motor highway construction—through a land which once seen, never may be forgotten. A way through a region new and wonderful, yet older than the Appian Way.

Yellowstone Park motors, "Cody Road to Yellowstone Park," p.2 (1925). CB&Q Misc. Bx. #2, Newberry Library.

In large part thanks to the CB&Q, by the 1920s automobiles were an established part of the Yellowstone ecosystem. The text touts the Cody Road as an engineering marvel. Road construction and automobiles penetrating the interior of the park demonstrates the continuing tension between accessibility and preservation.



Cover, illustrated by Austrian-born artist Gustav Kollman, of "Yellowstone" brochure (1936). CB&Q Misc. Bx. #2.

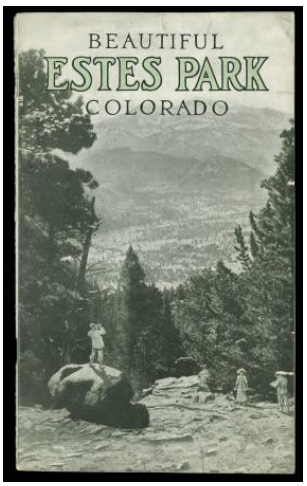
This cover of a joint publication of the Burlington Route and the Northern Pacific Yellowstone Park line features a painting by the Austrian-American painter Gustave Wilhelm Krollmann (1888-1962). Krollmann was

born in Vienna where he attended the Academy of Fine Arts. He worked for the Northern Pacific Railroad as a staff artist designing posters and advertisements.

Several examples of his work illustrate this brochure. The text includes a tribute to Yellowstone National Park by Emerson Hough (1857-1923), a prolific author of westerns and historical novels. Hough wrote:

> Our great National Parks are sections of the old American wilderness preserved practically unchanged. They are as valuable, acre for acre, as the richest farmlands. They feed the spirit, the soul, the character of America.

Hough wrote about the wildness of the park, but assured the traveler that "no discomfort or danger or weariness will mar your day's delights."

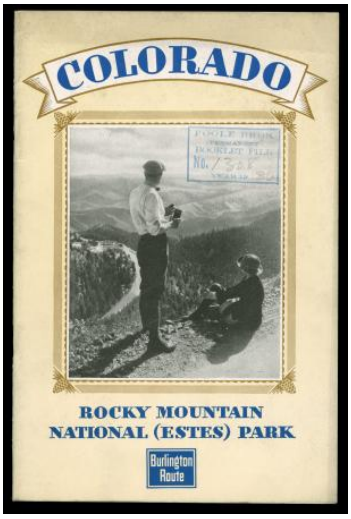


Cover, *Beautiful Estes Park, Colorado* Text by William McLeod Raine. Publisher: CB&Q R.R. Company (c. 1915).

Rocky Mountain National Park was established 26 January 1915, west of Denver, Colorado. The town of Estes Park, near the eastern entryway to the park, became a major base for park visitors.

This brochure was issued by the passenger departments of the CB&Q and the Colorado & Southern Railway.

The cover shows active tourists, a man atop a boulder examining distant peaks, a woman grasping her parasol, and a man looking at a map. The text was penned by William MacLeod Raine. Born in England, Raine immigrated to the US when he was ten. Based in Denver, he became a prolific novelist, averaging almost two novels a year, predominantly westerns. The brochure was illustrated by two prominent photographers who called Estes Park home. Fred Payne Clatworthy (1875-1953) first passed through Estes Park in 1898 on a cross-country bicycle tour. He was a frequent contributer to *National Geographic Magazine.* Louis Charles McClure (1867-1957) studied under the western landscape painter and photographer William Henry Jackson.



Cover, "Colorado: Rocky Mountain National (Estes) Park" brochure. Text by Clem Yore (1930). CB&Q Misc. Bx. #1.

A photographic version of the couple admiring the view motif so common in Burlington promotional literature. The text is authored by Clement Yore who was a prolific novelist and poet (some of it bawdy) who led a colorful life. On a honeymoon with his second wife in 1915 visited Estes Park. They liked it so much they stayed. In 1918 *National Magazine* described him as Colorado's State Poet.

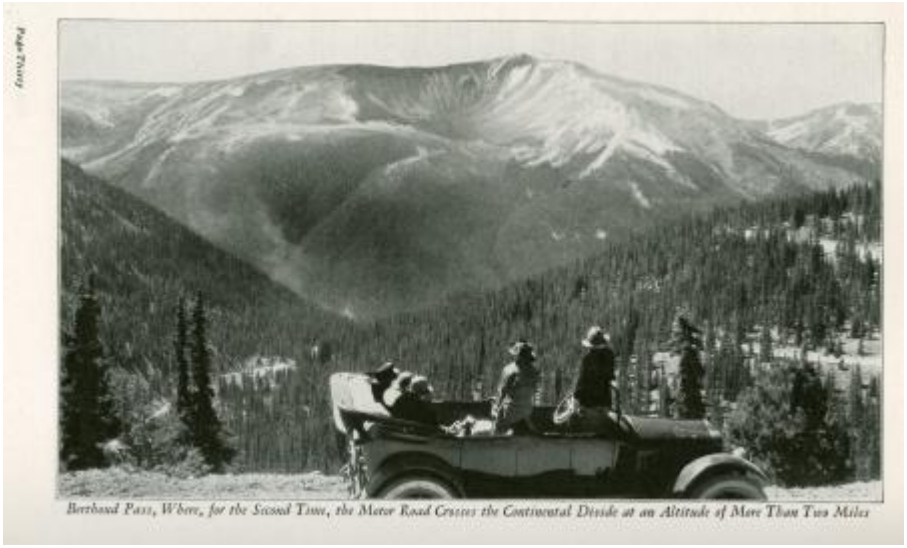
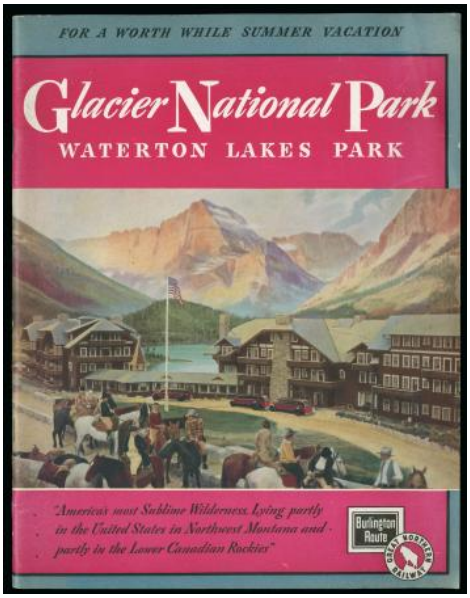


Photo of Berthoud Pass in "Colorado: Rocky Mountain National (Estes) Park", p.30 (1930). CB&Q Misc. Bx. #1.

By 1930, travelers were increasingly turning to automobiles to provide greater mobility at their destinations, at which they had arrived by train. Automobiles were not reliable enough for trouble-free long distance travel, nor was there a road network to compete with railways, so companies like the CB&Q promoted automobiles as an added attraction for tourists, or greater convenience for business.



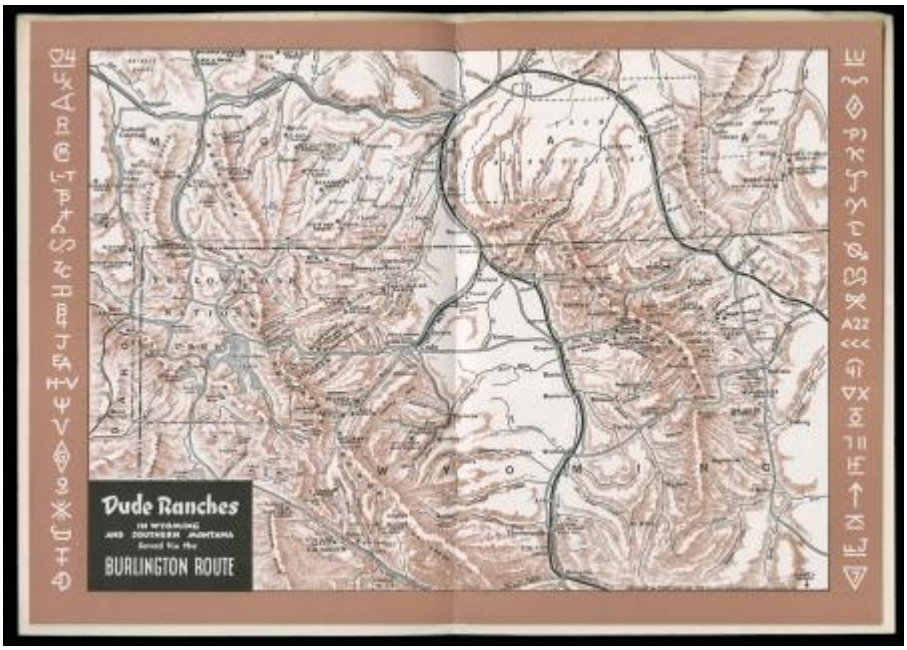
Cover, "Glacier National Park" brochure (1936). CB&Q Misc. Bx. #2.

This brochure was issued jointly by the Burlington Route and the Great Northern Railway. Glacier National Park was established on 11 May 1910 and is bordered by Waterton National Park in Alberta, Canada. In 1932, the two parks became the first international peace park. Well-attired riders in cowboy hats in the foreground

overlook a massive hotel. An American flag identifies the side of the border. "America's most sublime wilderness" dominates the background.

Chapter 11

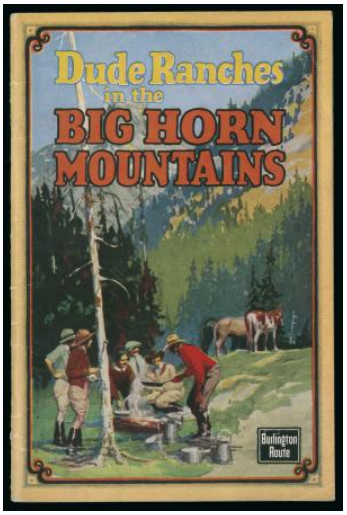
Dude Ranches:
"A typically American vacation in the Glorious West"



Map showing dude ranches served by the Burlington Route in "Dude Ranches in Wyoming and Montana and Colorado" (1948). CB&Q Misc. Bx. #2.

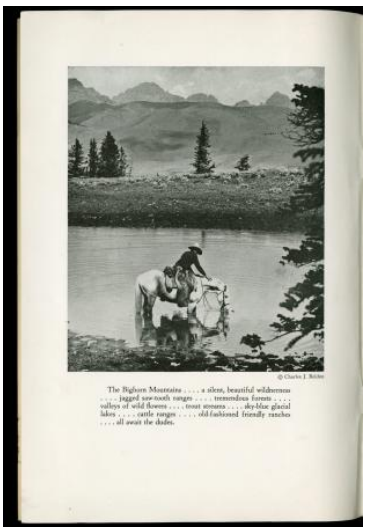
Dude ranching began in the late nineteenth century and experienced its heyday in an early twentieth century nostalgic for a mythological cowboy past. The term "dude" began as a derogatory term, applied by ranchers to city slickers. As dudes and dudettes formed friendly relationships with ranchers over annual visits to the same ranch and made an important contribution to their income, the connotations of the word became more positive. Dude ranching inspired a genre of films, books, music, and styles of clothing.

Most of the customers came from the Northeast and Midwest. From the industry's beginning in the 1870s and 1880s, railroads were vital to the business. In the early 1920s, as automobiles became more popular and railroad passenger numbers decreased, the Burlington and Northern Pacific railroads began to pay more attention to the dude ranches. Not only did the railroads begin to advertise dude ranching, but their representatives attended Dude Ranchers' Association meetings and advised the ranchers on how to increase their business. Ironically, they advised some ranches to be more authentic by using local building materials and removing buildings and decorations that did not look "western" enough.



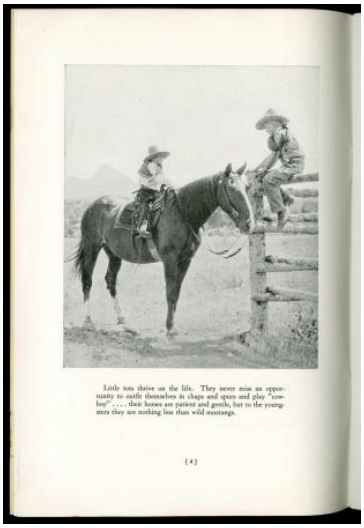
Cover, "Dude Ranches in the Big Horn Mountains" brochure (1925). CB&Q Misc. Bx. #2.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

Women played an important role in the dude ranch industry, both as customers and business owners. As this image suggests, women enjoyed ranch and trail life as much as men did. Not surprisingly, many of the Burlington's dude ranch brochures seem to be aimed at women. This colorful cover shows a group dominated by women around a campfire as a cowboy cooks over a campfire.



"A silent, beautiful wilderness," in "Dude ranches in Big Horn Mountains" brochure, p.2 (1930). CB&Q Misc. Bx. #2.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

Many guests at dude ranches sought to get close to nature, to experience wilderness as they imagined the lone cowboys did. Dude ranchers became active in conservation—in part because an overgrazed ranch would not fit the idyllic experience dudes and dudettes sought. Furthermore, proximity to untamed wilderness enhanced the experience for many guests.

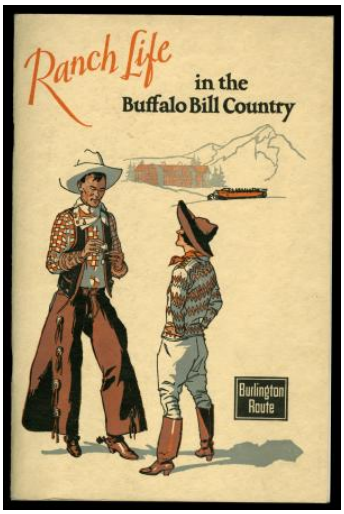


Little tots thrive on the life. They never miss an opportunity to outfit themselves in chaps and spurs and play "cowboy" . . . their horses are patient and gentle, but to the youngsters they are nothing less than wild mustangs.

[4]

"Little tots thrive on this life" in "Dude ranches in Big Horn Mountains" brochure, p. 4 (1930). CB&Q Misc. Bx. #2.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

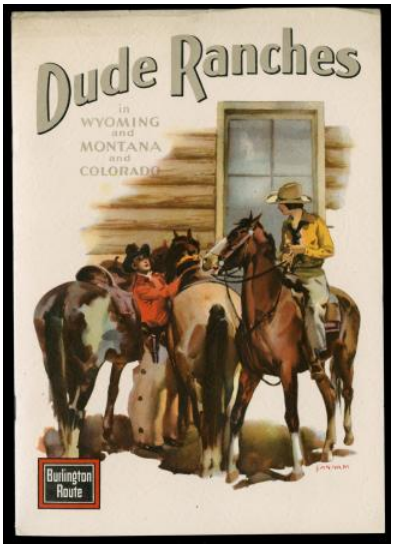
Many dude ranches catered to families. The rugged outdoors lifestyle was seen as wholesome and healthy, and was perceived as an antidote to the social and environmental ills of more populated regions.



Cover, "Dude ranches in Big Horn Mountains" brochure (1930).
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

This image is another example of the use of the Buffalo Bill brand for railroad advertising. "Buffalo Bill Country" suggests adventure, danger, rough hombres, in short—the Wild West. In this image, a dudette looks up to a man dressed as a cowboy. It is not clear whether he is a dude or a real cowboy. The fact that he is rolling a cigarette suggests something less than innocent, although the expensive-looking lodge and automobile in the background might assure the viewer that there is no real danger.

Several of the brochures hinted at the possibility of romance between dudettes and cowboys. According to dude ranch historians, such liaisons did occur, as women from wealthy families escaped eastern social strictures. Some dudettes married cowboys and brought them back home with them, and some married ranchers and stayed west to help them run the business.
A few ranches seem to have catered to women going through divorce.



Cover, "Dude Ranches in Wyoming and Montana and Colorado" brochure (1948). CB&Q Misc. Bx. #2.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

This cover illustration contrasts markedly with the previous image. In this case there is not even a hint of anything untoward or unhealthy, and the woman is in the dominant position, seated on the horse, while the cowboy on the ground looks up to her as if awaiting direction.

A "typically American vacation in the Glorious West," in "Dude Ranches in Wyoming and Montana and Colorado" brochure, p.1 (1948). CB&Q Misc. Bx. #2.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

This brochure played on several popular archetypes: singing cowboys, popularized by movie icons like Gene Autry and Roy Rogers; musical groups like the Sons of the Pioneers; a girl and her horse, portrayed in the films *National Velvet* (1944) with Elizabeth Taylor, and *Black Beauty* (1946); and the chance to have a genuine western experience. The ranchers, "men and sons of men who won the west—open their domain to you." And finally, "Nature unspoiled and unspoilable."

Chapter 12

Suburbanization

Enthusiasts of national parks, horseback trails, and wilderness were not the only ones to seek to escape from the city. This impulse also played out on a smaller scale as people escaped the city for the growing suburbs. The first suburbs were served by horsecars, and later by cable cars and electric streetcars. In Chicago, the first elevated trains began operation in 1892. The several railroads that radiated out from the city spurred the growth of more distant suburbs. This map shows four suburban communities along the Burlington line. The last one, at the western (left) edge of the map, is Riverside.

"Guide Map of New Chicago & Suburbs" (1889).
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

A few years after the CB&Q completed a road through the area in 1863, the Riverside Improvement Company was formed. They purchased 1,600 acres along the Des Plaines River and hired Frederick Law Olmsted to design what they envisioned as an elite suburban city. Olmsted and his partner, Calvert Vaux, eschewed the usual gird pattern to design attractive curvilinear streets with plenty of open spaces and a village center. Riverside was immediately popular with Chicago's elite, and several stately homes were built and occupied, but the Chicago Fire of 1871 and the financial panic of 1873 forced the Riverside Improvement Company into bankruptcy. The village government maintained Olmsted's design. More expensive homes were built, as well as a Romanesque style village hall, and more modest homes were built in the twentieth century. In 1901 the CB&Q built a stone railway station.

Note the parks/greenway corridor around the heart of Chicago, the southern part of it ending at Lake Michigan at Jackson Park, the future site of the World Columbian Exposition of 1893.

"Progress report on your suburban service" (1953). CB&Q Misc. Bx. #4, c.1953.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

This brochure was issued along with a notice of a schedule change and rate increase. In an effort to compete with automobiles by making travel by train more attractive to commuters, the Burlington invested heavily to improve service. In 1950 they began introducing a new line of commuter passenger cars that featured air conditioning and other luxuries. Note the recurrent focus on Progress, and the Burlington's place at its cutting edge. Sadly for the Burlington and other passenger rail, in a few years the federal government would invest heavily in a massive program to improve road travel. The Federal Aid Highway Act of 1956 was a serious blow to the already declining passenger rail business.

Chapter 13

Trains, Boats, Automobiles, and Airplanes

Trains are a specialized form of transport: they are very good at some things, and not so good at others. In doing research for Nature's Metropolis, William Cronon uncovered a gem of a quotation in Robert Harris' Out-Letters dated 29 August 1868. Harris explained to an irate customer why the cost to transport freight a short distance was the same as a longer distance:

> A Railroad is a cheap means of transportation for long distances and relatively less cheap as the distance diminishes until, when it becomes very small a wheel-barrow is the cheapest—and for still smaller distances a shovel.
>
> — Robert Harris 1868, as cited in Cronon 1991, 84

When the country was first settled, cities, like Chicago, were established along waterways—lakes, navigable rivers, coastlines. As railroads were built, cities tended to cluster along the tracks. As the National Highway System was built, some cities and industries were built along the highways and improved road network. It will be interesting to see what happens after peak oil. Will innovative new rail systems replace the highway system?

A graphic map of Chicago made in 1931. Illustration by Charles Turzak and Henry Chapman.

This incredibly detailed bird's-eye view of Chicago, produced just before the World's Fair, offers a quirky street-level view of the city. Stepping back, Chicago looks remarkably like the United States, with Navy Pier as Florida. Even as the Great Depression set in, this map is brimming with optimism. The air above, full of airplanes, seems to foreshadow American trains eventually losing their preeminence, at least during the second half of the twentieth century.

CB&Q booklet on shipping your car by rail and renting automobiles (c. 1940). CB&Q Misc. Bx. #1.
Used with permission of the Newberry Library. With questions about reuse of this image, contact the Newberry Library.

This brochure represents the effort by the Burlington to adapt to the automobile's steady encroachment on passenger traffic. A decade and a half later, the Federal Aid Highway Act of 1956 was a serious blow to passenger train travel, with profound implications for the reshaping of the American landscape.

Further Reading

A very selective bibliography

Environmental history is a relatively new and dynamic field. For a useful overview of the discipline by some of its key founders, see William Cronon, Alfred Crosby, Carolyn Merchant, Stephen Pyne, Richard White, and Donald Worster, "A Roundtable: Environmental History," *Journal of American History*, 76 (1990): 1087-147. From an important collection of essays by New Western historians, William Cronon's "Kennecott Journey: The Paths out of Town," in *Under an Open Sky: Rethinking America's Western Past* (New York: W. W. Norton & Company, 1992), 28-51 is a thoughtful essay on practicing history. It is relevant to thinking about places anywhere along paths, including railroads.

A good introduction to the history of railroads in the United States is John F. Stover's *American Railroads,* 2nd edition (Chicago: University of Chicago Press, 1997). James E. Vance, Jr., sets railroads in a larger spatial and temporal context in *Capturing the Horizon: The Historical Geography of Transportation since the Transportation Revolution of the Sixteenth Century* (New York: Harper & Row, 1986). The third volume, *Transcontinental America, 1850-1915,* of D. W. Meinig's ambitious series *The Shaping of America: A Geographical Perspective on 500 Years of History* (New Haven: Yale University Press, 1998), covers the key period of the development of railroads. Two books by John Stilgoe explore the role of railroads in landscape change: *Metropolitan Corridor: Railroads and the American Scene* (New Haven: Yale University Press, 1985); and *Train Time: Railroads and the Imminent Reshaping of the United States Landscape* (Charlottesville: University of Virginia Press, 2007). Although it is about transcontinental railroads rather than the Granger lines, Richard White's *Railroaded: The Transcontinentals and the Making of Modern America* (New York: W. W. Norton & Company, 2011) makes an important contribution to railroad literature along with its digital companion .

The Burlington (CB&Q, or simply "the Q") has many fans, and several of them have published books on various details of the the company's trains and routes. There are far too many to list here, but some of them are meticulously researched and may be worth seeking out. The unrivaled historian of the Burlington was Richard C. Overton. His two ambitious volumes, along with smaller publications, remain the best place to start. His *Burlington Route: A History of the Burlington Lines* (New York: Knopf, 1965) is the best overview of the company, but his earlier *Burlington West: A Colonization History of the Burlington Railroad* (Cambridge: Harvard University Press, 1941) should be of most interest to environmental historians. Another essential resource is the *Guide to the Burlington Archives in the Newberry Library, 1851-1901*, compiled by Elisabeth Coleman Jackson and Carolyn Curtis (Chicago: Newberry Library, 1949).

Geographer and environmental historian William Cronon made good use of the CB&Q records at the Newberry Library for parts of his book, *Nature's Metropolis: Chicago and the Great West* (New York: Norton, 1991). Not only does the book suggest what a valuable resource the CB&Q collection can be for environmental historians, but it also documents the key role played by railroads in environmental change. My understanding of Frederick Jackson Turner and the Frontier Thesis has been influenced by Cronon's essay, "Revisiting the Vanishing Frontier: The Legacy of Frederick Jackson Turner," *Western Historical Quarterly* 18 (1987): 157-76, and also by James R. Grossman, ed., *The Frontier in American Culture: Essays by Richard White and Patricia Nelson Limerick* (Berkeley: University of California Press, 1994). Robert E. Bonner's *William F. Cody's Wyoming Empire* (Norman: University of Oklahoma Press, 2007) contains valuable information about Cody's relationship with the Burlington and the company's role in Cody's development projects in Wyoming. Thornton Waite's *Yellowstone by Train: A History of Rail Travel to America's First National Park* (Missoula: Pictorial Histories, 2006) is a good source on the relationship between the park and railroads, especially the eighth chapter, "The National Park Road, Chicago, Burlington & Quincy Railroad." Jeff Crump's essay, "Where Nature Smiles Three Hundred Miles: Rail Travel Along the River," in *Grand Excursions on the Upper Mississippi River: Places, Landscapes, and Regional Identity after 1854*, edited by Curtis C. Roseman and Elizabeth M. Roseman (Iowa City: University of Iowa Press, 2004), 102-17, documents the development of the Burlington's Mississippi River Scenic Route.

Finally, in preparation for its 1955 centennial, the CB&Q financed the production of *Granger Country: A Pictorial Social History of the Burlington Railroad* (Boston: Little, Brown & Co., 1949). Edited by Stanley Paragellis, then President of the Newberry, together with journalist and historian Lloyd Lewis, the volume is richly illustrated with historic photographs and drawings, and the superb work of photographers Esther Bubley and Russell Lee, who traveled the Burlington route to capture images of railway laborers, researchers, and passengers, and local people and scenes along the railroad during the late 1940s. In addition, several hundred selections from three thousand recently discovered negatives from unpublished photographs taken by Bubley and Lee are now available in an online collection . The book and the online exhibition contain several images that may be of interest to historians of the environment, landscapes, and locales.

Websites linked in this text:

http://www.stanford.edu/group/spatialhistory/cgi-bin/railroaded/
http://collections.carli.illinois.edu/cdm4/index_nby_rrlife.php CISOROOT=/nby_rrlife

About the exhibition

The virtual exhibition "Landscape Promotion and Transformation along the CB&Q Railroad" is a collaboration of the Rachel Carson Center for Environment and Society and the Newberry Library, a private humanities research library in Chicago. Researched and authored by geographer and environmental historian Eric Olmanson, the exhibition is based on original archival material of the Chicago, Burlington and Quincy Company held by the Newberry.

The Newberry Library in Chicago.
Accessed via Wikipedia. Click here to view image source.

We are most grateful to Doug Knox, Director of Publication and Digital Initiatives at the Newberry, for his tremendous support throughout the realization of this project. Furthermore, we want to especially thank James Grossman, former Vice President for Research and Education at Newberry, for his support, and to Martha Briggs, John Powell, and Catherine Gass for their assistance in researching, selecting, and digitizing the documents presented in the exhibition.

ISSN 2198-7696
Environment & Society Portal, Virtual Exhibitions

About the author: Eric Olmanson

Eric Olmanson studied geography and environmental history at the University of Wisconsin-Madison. After completing his PhD in 2000 he served as an institutional historian until 2008. Since then he has been a lecturer at the University of Wisconsin-Madison and has worked on various research and writing projects. His first book, *The Future City on the Inland Sea: A History of Imaginative Geographies of Lake Superior,* was published by Ohio University Press in 2007. It won the Great Lakes American Studies Association and Ohio University Press book award and was awarded the J. B. Jackson Prize by the Association of American Geographers. He is currently writing a book about the American Medical Center for Burma, 1945-1965.

Photo of Eric Olmanson on railway tracks.