



Multimedia Library Collection: Archival Gems

Brochure: Through the American Wonderland: The Pacific Northwest, 1923

CB&Q

THE AMERICAN WONDERLAND



EDUCATION

*and broadened vision
which travel only can give*

THE PACIFIC NORTHWEST



TRAVEL'S REWARDS

THIS, then, is about a trip that may change your whole life. We say that confidently; we would not disappoint you by promising too much. It is a trip that may bring you to the land of your dreams; to a home in this wonderland of natural beauties, to an opportunity in this wonderland of wealth, with a future wide open.

Where new successes and new fortunes are being built by the youth and ambition of the East—in agriculture, in manufacturing, in lumbering, in shipping, in mining, in oil, in merchandising and in every related business and profession that belongs to the great development of a country growing five times as fast as the nation.

“But,” some one says, “I don’t want my whole life changed. I am fairly happy and contented now. I would like to see this wonderful country but I wouldn’t care to become attached to it.”

Immunity to the spell of the West—of The American Wonderland? We can’t promise it. Some do manage, somehow, to come back, to postpone complete capitulation and remain happy for a time. But most people are captivated and captured body and soul on the first trip. You will see many of them if you should go there—the

CB&Q Brochure: “Through the American Wonderland: The Pacific Northwest,” 1923.

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A spread from a CB&Q 1923 Burlington Route brochure. (© Newberry Library. CB&Q Misc. Bx. #2, American Wonderland, 1923, Education.)

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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.

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—Eric D. Olmanson

Read more [here](#) .

Further readings:

- MacEachern, Alan. “MB Williams: Living & Writing the Early Years of Parks Canada.” Environment & Society Portal, *Virtual Exhibitions* 2018, no. 2. Rachel Carson Center for Environment and Society. <http://www.environmentandsociety.org/node/8305>. ISSN 2198-7696 Environment & Society Portal, *Virtual Exhibitions*.

Websites linked in this text:

- <https://www.environmentandsociety.org/node/7853>
- <https://www.environmentandsociety.org/node/2729/>

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- <http://www.newberry.org/general/contactus.html>