

THE PAST COMES BACK FOR ETSU CARTER RAILROAD MUSEUM'S "FALLEN FLAGS" HERITAGE DAY ON DECEMBER AMERICA'S FORMER SIGNATURE RAILROADS COME TO TENNESSEE IN MODEL FORM

The colorful multiple railroads of the past will be featured at the George L. Carter Railroad Museum, located in the Campus Center Building of East Tennessee State University, on December 30 to complete the facility's yearly Heritage Days program. Today's super railroads were spawned by numerous smaller firms, all who competed for business in their regions. The result of marketing caused each to have a signature identity, which came through in colorful paint schemes, unique fonts and memorable slogans. This was particularly evident in the 1940-1970 era, as diesel power

rapidly gained acceptance. From the mighty Santa Fe and New York Central lines to smaller regional carriers like the Interstate and the Central of Georgia, each had trains instantly recognizable to those paying attention. Consolidation efforts started during those years rapidly accelerated following the introduction of Amtrak and the large Penn Central and Burlington Northern integrations.

"The term Fallen Flags is actually thought to be dated to 1964, when the N&W took over the Wabash, whose slogan had been 'follow the flag,'" notes Heritage Days coordinator Geoff

Stunkard. "The term came to represent the nostalgia of what was rapidly changing in this industry, which had just seen so much upheaval in technology in the previous decade. Those of us who are fans of railroading enjoy the sense of a simpler era when these companies operated independently, though there was no other choice to the solving the issues facing the lines beyond their consolidation."

This was an era of on-time performance and company pride, with many lines creating select names to sustain that business. 'Everywhere West,' 'Fast Freight Service,' Mainline of Mid-America,' and 'Serves North and South' were all part of the advertising campaigns, repeated on the sides of railroad cars that rushed by. Thanks to the efforts of the Mountain Empire Model Railroad club volunteers, some of these train will be operating on the museum's 24x44 foot HO scale layout. Other examples will be shown in the museum's multiple display cases, and of course, trains will be running on the N scale and HOn3 dioramas as well. The latter, of the ET&WNC "Tweetsie" line, was again featured this year in a national magazine for the fourth consecutive time.