



Guide to the Robert M. Behr collection of transportation advertising, 1928-2022

This collection guide was produced in **2023 December**.
This PDF version was created on **April 2, 2026**.

David M. Rubenstein Rare Book & Manuscript Library

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Summary

Collection Title:

Robert M. Behr collection of transportation advertising, 1928-2022

Source:

John W. Hartman Center for Sales, Advertising & Marketing History

Creator:

Behr, Robert M.

Abstract:

Robert M. Behr was a travel agent and tour guide who worked for Alaska Airlines and American Express, based around Oakland, Calif. The collection consists primarily of print advertisements from travel magazines and San Francisco-based newspapers (mainly San Francisco Examiner and San Francisco Chronicle), as well as promotional mailings, brochures, and catalogs. Airlines comprise the largest portion of the collection, but airplane manufacturers, automobiles, railways and cruise/steamship lines are also represented. Companies represented include Airbus, American President Lines, Amtrak, Beechcraft (Textron), Boeing, Chrysler, Ford, General Motors, Hertz, Holland America, Lockheed, Martin, Matson, McDonnell Douglas, Pan Am, Princess Cruises, Royal Caribbean, Southern Pacific, TWA, United Airlines. Travel destinations focus on Disney and Las Vegas properties including Walt Disney World, Disneyland, Bellagio, Caesars Palace, MGM Grand, and Wynn. In addition, there is a file of advertisements for Coca-Cola. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

13.5 Linear Feet

Language:

Materials in English.

Collection ID:

RL.12083

Permalink:

<https://idn.duke.edu/ark:/87924/m1wt8n>

Preferred Citation

[Identification of item], Robert M. Behr collection of transportation advertising, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

The collection consists primarily of print advertisements from travel magazines and San Francisco-based newspapers (mainly San Francisco Examiner and San Francisco Chronicle), as well as promotional mailings, brochures, and catalogs. Airlines comprise the largest portion of the collection, but airplane manufacturers, automobiles, railways and cruise/steamship lines are also represented. Companies represented include Airbus, American President Lines, Amtrak, Beechcraft (Textron), Boeing, Chrysler, Ford, General Motors, Hertz, Holland America, Lockheed, Martin, Matson, McDonnell Douglas, Pan Am, Princess Cruises, Royal Caribbean, Southern Pacific, TWA, United Airlines. Travel destinations focus on Disney and Las Vegas properties including Walt Disney World, Disneyland, Bellagio, Caesars Palace, MGM Grand, and Wynn. In addition, there is a file of advertisements for Coca-Cola.

Biographical/Historical

Robert Behr worked in the travel industry in roles including retail travel agent for Alaska Airlines at Oakland International Airport and American Express travel services. Behr also worked as a tour guide in South America, and taught travel classes at Vista Community College. Behr began collecting commercial airline ephemera in 1978 with the intention of recreating a timeline of the commercial aviation experience. He originally sought to highlight major airlines (Pan Am, United, Western, Alaska, Hawaiian, and Aloha), but later expanded his collection to include a range of international air carriers serving the United States. Behr also collected materials relating to other forms of transportation as well as travel destinations.

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Arrangement

Collections is arranged into the following series: Airlines; Airplane Manufacturers; Automotive; Cruise and Steamship Lines; Railways; Travel Destinations.

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Administrative Information

Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

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URL: <https://library.duke.edu/rubenstein/>

Access Restrictions

Collection is open for research.

Use Restrictions

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the Rubenstein Library's Citations, Permissions, and Copyright guide.

Acquisition Information

The Robert M. Behr collection of transportation advertising was received by the David M. Rubenstein Rare Book & Manuscript Library as a gift from Robert M. Behr in 2022.

Processing Information

Processed by Robin Klaus, December 2023.

Accessions described in this collection guide: 2022-0104.

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Related Materials

Related Material

Related materials may be found in the following Hartman Center collections:

Anspach Travel Bureau collection of tourism literature;

Gary P. and Sandra G. Baden collection of print advertisements;

J. Walter Thompson Company. Account files;

J. Walter Thompson Company. Competitive advertisements;

J. Walter Thompson Company. Domestic advertisements;

Wells, Rich, Greene, Inc. records.

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Names and Subjects

- Advertising -- Transportation
- Transportation, Automotive
- Airlines--United States
- Advertising -- Railroads -- United States
- Cruise lines
- Disneyland (Calif.)
- Walt Disney World (Fla.)
- Travel agents -- United States
- Advertising -- Tourism
- Railroads
- Railroad travel -- United States -- History
- Ocean travel
- Transportation
- Tourism
- Air travel
- John W. Hartman Center for Sales, Advertising & Marketing History
- Amtrak
- Textron, Inc.
- Boeing Aerospace Company
- General Motors Corporation

- Chrysler Corporation
- Ford Motor Company
- Hertz Corporation
- Lockheed Aircraft Corporation
- McDonnell Douglas Aerospace (Firm)
- Pan American World Airways, Inc.
- Royal Caribbean Cruise Line
- Trans World Airlines
- United Airlines
- Coca-Cola Company
- Airbus (Firm)
- American President Lines, Ltd.
- Holland America Line, Inc.
- Martin Company
- Matson Lines
- Princess Cruises, Inc.
- Southern Pacific Company
- Bellagio Las Vegas
- Caesars Palace Las Vegas Hotel and Casino
- MGM Grand Las Vegas
- Wynn Las Vegas

Collection Inventory

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AOM

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<hr/>	
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Scope and Contents

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Austin-Healey, 1957-1969 Box 16

Scope and Contents

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Scope and Contents

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Scope and Contents

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Physical Description: 3 folders

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Scope and Contents

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Honda, 1977-2004 Box 17

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Isuzu, 1982-1986 Box 17

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Scope and Contents

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Scope and Contents

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Scope and Contents

i.e. Ama Waterways

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Scope and Contents

i.e. ACCL

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Physical Description: 2 folders	
Holland America Line, 1995	Oversize-folder 1
Home Lines Cruises, 1956, 1984-1988	Box 19
Scope and Contents	
Includes Hamburg-Atlantic Line	
Inces Line, 1969	Box 19
Italian Line, 1952-1974	Box 19

Scope and Contents

Includes S.S. Leonardo Da Vinci

Ivaran Lines, 1998 Box 19

Scope and Contents

Includes M.V. Americana

Lindblad Expeditions, 1972-2022 Box 19

Scope and Contents

Formerly Lindblad Travel, partnered/co-branded with National Geographic since 2004

Louis Cruises, 2010 Box 19

Scope and Contents

Includes U.K. Line, Continent Line, Mediterranean Line, Africa Line, Orient Line, Caribbean Line

Lykes Brothers Steamship Company, 1949 Box 19

Majesty Cruise Line, 1997 Box 19

Scope and Contents

Includes M.V. Crown Majesty

Matson, 1936-1970 Box 19

Physical Description: 2 folders

Mediterranean Shipping Company Cruises, 1998-2022 Box 19

Scope and Contents

i.e. MSC

Mitsui Osk Lines, 1960s Box 19

Scope and Contents

i.e. M.O. Lines

Moore-McCormack Lines, 1950-1969 Box 19

Scope and Contents

Includes S.S. Argentina

Navegacion Turística Mexicana, 1962 Box 19

Scope and Contents

i.e. Natumex Line, includes S.S. Acapulco

Norwegian American Line, 1961-1984 Box 19

Scope and Contents

Includes Vistafjord, Sagafjord

Norwegian Cruise Line, 1975-2022 Box 19

Physical Description: 2 folders

Ocean Cruise Lines, 1987 Box 20

Oceania Cruises, 2003-2022 Box 20

Orient Lines, 1955-2007 Box 20

Scope and Contents

Operated 1993-2007, unrelated to the Orient Line of the Orient Steam Navigation Company

Orient Overseas Line, 1968-1975 Box 20

Orient Royal Cruises, 2003 Box 20

Pacific Cruise Lines, 1949 Box 20

Pacific Far East Line, 1957-1977 Box 20

Panama Pacific Line, 1936-1937 Box 20

Paquet French Cruises, 1976-1985 Box 20

Pearl Cruises, 1981-1984 Box 20

Peninsular and Oriental Cruises (P&O),
1953-1974 Box 20

Peter Deilmann Cruises, 1997-2008 Box 20

Premier Cruises, 1997	Oversize-folder 1
Premier Cruises, 1997-1998	Box 20
Princess Cruises, 1966-2022	Box 20
Physical Description: 2 folders	
Prudential Lines, 1976	Box 20
Radisson Seven Seas Cruises, 1997-2002	Box 20
Regent Seven Seas Cruises, 2014-2022	Box 20
Renaissance Cruises, 1990-1995	Box 20
Royal Caribbean International, 1970-2022	Box 20
Physical Description: 2 folders	
Royal Cruise Line, 1976-1995	Box 20
Royal Interocean Lines, 1957	Box 20
Royal Olympia Cruises, 1997-2003	Box 20
Scope and Contents	
Formerly Royal Olympic Cruises, changed name in 2001 following a dispute with the International Olympic Committee	
Royal Viking Line, 1973-1993	Box 20
Scenic Luxury Cruises, 2013-2022	Box 20
Scope and Contents	
Includes Scenic Eclipse	
Sea Asia, 2000	Box 21
Sea Goddess Cruises, 1984-1985	Box 21
Seabourn Cruise Line, 1990-2018	Box 21
Seven Seas Cruise Line, 1993	Box 21
Silversea Cruises, 2000, 2022	Box 21
Sitmar Cruises, 1976-1987	Box 21

Scope and Contents

i.e. Italian Maritime Transport Company

Special Expeditions, 1994-1995	Box 21
Sun Line Cruises, 1969-1988	Box 21
Sundance Cruises, 1985-1986	Box 21
Swedish American Line, 1970-1975	Box 21
Union Castle Line, 1940s	Box 21
United Fruit Company Steamship Service (Caribbean/West Indies), 1941	Box 21
United States Lines, 1938-2001	Box 21
Victoria Cruises (Yangtze River, China), 2003-2005	Box 21
Viking, 2004-2022	Box 21

Scope and Contents

Formerly Viking River Cruises

Westours, 1966-1971, 1998	Box 21
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Scope and Contents

merged with Holland America Line in 1983, becoming Holland American
Line-Westours, Inc.

Windjammer Barefoot Cruises, 1997-1998	Box 21
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Windstar Cruises, 1986-2022	Box 21
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Scope and Contents

Formerly Windstar Sail Cruises

Wisconsin and Michigan Steamship Company, 1940s	Box 21
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World Explorer Cruises, 1984-2010	Box 21
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Scope and Contents

Includes Enrichment Voyages and Semester at Sea mailings

Zim Lines, 1961-1964 Box 21

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Railways, 1928-2011

AirTrain, 2003 Box 21

Alaska Railroad, 2004-2022 Box 21

Amtrak, 1947-2013 Box 21

Physical Description: 3 folders

Baltimore and Ohio Railroad, 1945-1952 Box 21

British Railways, 1953-2001 Box 21

Scope and Contents

(Brit Rail)

Budd Company, 1946-1953 Box 21

Burlington Lines, 1946-1960 Box 21

Scope and Contents

Includes California Zephyr, Denver Zephyr, Burlington Route (aka Way of the Zephyrs)

California Western Railroad, 1965 Box 21

Canadian National Railway, 1928-1976 Box 21

Canadian Pacific Rail, 1937-1968 Box 21

Scope and Contents

i.e. CP Rail

Chesapeake and Ohio Railway, 1948 Box 21

Scope and Contents

i.e. C&O

Erie Railroad, 1946-1949	Box 21
Eurail Pass, 1938-1990	Box 21
Florida Fun-Train, 1997	Box 21
French National Railroads, 1938-1975	Box 21
German Federal Railroad, 1963-1985	Box 22
Scope and Contents	
DB (Deutsche Bahn), DER (Deutsches Reisebüro), German Rail	
Grand Canyon Railway, 1996-2010	Box 22
Grand Luxe, 1994-2006	Box 22
Scope and Contents	
(Mexico) formerly American Orient Express, South Orient Express	
Great Northern Railway, 1937-1965	Box 22
Heathrow Express, 2009	Box 22
Kansas City Southern Lines, 1946	Box 22
Milwaukee Road, 1939-1957	Box 22
Missouri-Kansas-Texas Railroad System, 1946	Box 22
Scope and Contents	
i.e. MKT	
Missouri Pacific Lines, 1949-1958	Box 22
Scope and Contents	
i.e. Mo-PAC	
New Haven Railroad, 1945-1946	Box 22
New York Central System, 1939-1954	Box 22
Norfolk and Western Railway, 1945-1946	Box 22
Northern Pacific Railway, 1928-1966	Box 22

Pacific Great Eastern Railway, 1957	Box 22
Pennsylvania Railroad, 1938-1952	Box 22
Pullman Company, 1938-1957	Box 22
Rail Europe, 1994-2013	Box 22
Scope and Contents i.e. Eurostar	
Railway Express, 1943, 1951	Box 22
Rio Grande Western Railroad, 1957	Box 22
Scope and Contents D&RG, D&RGW	
Roaring Camp Railroad, 1997	Box 22
Rock Island Railroad, 1938-1957	Box 22
Rocky Mountaineer, 1995-2011	Box 22
Santa Fe Railroad, 1946-1962	Box 22
Sierra Madre Express, 1995	Box 22
South African Railways, 1946	Box 22
Southern Pacific, 1934-1979	Box 22
Physical Description: 2 folders	
Southern Railway System, 1947-1953	Box 22
Union Pacific Railroad, 1937-1972	Box 22
Via Rail Canada, 1971-2006	Box 22
Wabash Railroad, 1946	Box 22
White Pass and Yukon Route, 1998	Box 22
Scope and Contents i.e. WP&YR	

Western Pacific, 1948-1969	Box 22
Scope and Contents	
Includes California Zephyr	

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Travel Destinations, 1948-2022

Disney--Adventures, 2000-2012	Box 23
Scope and Contents	
Includes Disney California Adventure	
Disney--Disneyland, 1957-2017	Box 23
Physical Description: 3 folders	
Disney--General, 1994-2021	Box 23
Scope and Contents	
Includes Disney Cruise Line, Disney Institute, Walt Disney Family Museum, Disney Parks, Disney Vacation Club	
Disney--Products and Endorsements, 1955-2009	Box 23
Scope and Contents	
Includes Chevrolet Lumina, Pacific Gas and Electric Company (PG&E), Spreckels Sugar, Aunt Jemima Pancake Mixes, Wurlitzer Organs, Richfield Ethyl	
Disney--Walt Disney World, 1995-2021	Box 23
Las Vegas, 1948-2011	Box 24
Physical Description: 2 folders	
Las Vegas--Aladdin, 1995-2005	Box 24
Las Vegas--Aria, 2009-2014	Box 24
Las Vegas--Bally's, 1995-1999	Box 24
Las Vegas--Bellagio, 1998-2014	Box 24
Las Vegas--Caesars Palace, 2004-2014	Box 24

Las Vegas--Circus Circus, 1995-2000	Box 24
Las Vegas--City Center, 2007-2009	Box 24
Las Vegas--Cosmopolitan, 2008-2016	Box 24
Las Vegas--Desert Inn, 1997-1998	Box 24
Las Vegas--Excalibur, 1990-2000	Box 24
Las Vegas--Flamingo, 1995-2003	Box 24
Las Vegas--Gold Coast, 2003	Box 24
Las Vegas--Hilton, 1997-2012	Box 24
Las Vegas--Hotel San Remo, 1997-2000	
Las Vegas--Imperial Palace, 1995-2008	Box 24
Las Vegas--Luxor, 1995-2007	Box 24
Las Vegas--Mandalay Bay, 1999-2014	Box 24
Las Vegas--MGM Grand, 1995-2022	Box 24
Las Vegas--Mirage, 1996-2014	Box 24
Las Vegas--Monte Carlo, 1996-2014	Box 24
Las Vegas--New York New York, 1996-2012	Box 24
Las Vegas--Palazzo, 2008-2014	Box 24
Las Vegas--Palms, 2003-2014	Box 24
Las Vegas--Paris, 1999-2007	Box 24
Las Vegas--Park Place, 2000	
Las Vegas--Planet Hollywood, 2007-2009	Box 24
Las Vegas--Rio, 1995-2001	Box 24
Las Vegas--Sahara, 1997-2001	Box 24
Las Vegas--Sands, 1995	Box 24
Las Vegas--Station Casinos, 2007	Box 24

Las Vegas--Stratosphere, 1996-2002	Box 24
Las Vegas--Treasure Island, 1995-2012	Box 24
Las Vegas--Tropicana, 2010-2014	Box 24
Las Vegas--Trump, 2008	Box 24
Las Vegas--Vdara, 2014	Box 24
Las Vegas--Venetian, 1999-2012	Box 24
Las Vegas--Westin, 2003-2005	Box 24
Las Vegas--Wynn, 2005-2014	Box 24

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Other, 1938-1978

Coca-Cola, 1938-1978 Box 24

Physical Description: 2 folders

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