



***Train Crash at Crush, Texas:
America's Deadliest Publicity Stunt***
By Mike Cox

ISBN: 978-1-4671-3934-2

\$21.99 | 224 pages | paperback

Available: **August 26, 2019**

Arcadia Publishing & The History Press creates the largest and most comprehensive publisher of local and regional content in the USA. By empowering local history and culture enthusiasts to write local stories for local audiences, we create exceptional books that are relevant on a local and personal level, enrich lives, and bring readers closer to their community, their neighbors, and their past. Have we done a book on your town?

www.arcadiapublishing.com
www.historypress.net

MEDIA CONTACT

For Media Inquiries Contact:
Sarah Haynes
843.853.2070 x199
shaynes@arcadiapublishing.com

FOR IMMEDIATE RELEASE

“...a scene that will haunt a man...make him nervous whenever he hears an engine whistle, and disturb his dreams with black clouds of death-dealing iron hail.” –Dallas Morning News, September 16, 1896

On September 15, 1896, Crush boasted the highest population in Texas. Built near Waco, the town provided the staging ground for a publicity stunt ramming two trains together at top speed.

Showrunner and Katy Railroad official William Crush thought he had planned for every contingency. But when elephant-sized chunks of steam locomotive began raining down into the packed stands, the extravaganza quickly unraveled into one of the Lone Star State’s most confounding tragedies.

The soon-to-be famous Scott Joplin commemorated the debacle in “The Great Crush Collision March,” and entrepreneurs like “Head-On Joe” Connolly of Iowa continued the tradition of the staged locomotive duel for decades. But the stupefying incident still slipped into the back pages of Texas lore. In the first-ever book on the subject, writer-historian Mike Cox finally tells the full story of the Crash at Crush.

Highlights from the Book

- This book is the most complete telling of one of America’s wackiest stories.
- Dispels myths that have been told and retold.
- A case study of early day marketing and public relations before either term came into use.
- Offers new insight into the early career of ragtime great Scott Joplin.
- Recaptures the golden era of American railroading.
- A cautionary tale reminding us that corporate America should never be allowed to put gross earnings above consumer safety.
- Will appeal to railroad buffs, history fans, marketers and anyone interested in a compelling story.



ABOUT THE AUTHOR

An elected member of the Texas Institute of Letters, **Mike Cox** is the author of more than thirty nonfiction books. Over an award-winning freelance career dating back to his high school days, he has written hundreds of newspaper articles, columns, magazine stories and essays for a wide variety of regional and national publications. When not writing, he spends as much time as he can traveling, fishing, hunting and looking for new stories to tell. He lives in the Hill Country village of Wimberley, Texas. Weary of traffic jams in his nearby hometown of Austin, he's all for the development of high-speed passenger train service to lure people from their cars and SUVs.

MEDIA CONTACT

For Immediate Release
Media Inquiries Contact: Sarah Haynes
shaynes@arcadiapublishing.com
843.853.2070 x199