



**Barry Lawrence Ruderman  
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**Reno/Tahoe Western Airlines**

**Stock#:** 92852  
**Map Maker:** Western Airlines  
**Date:** 1970 circa  
**Place:** n.p.  
**Color:** Color  
**Condition:** VG+  
**Size:** 25.2 x 39 inches  
**Price:** \$ 145.00



**Description:**

Lively c. 1970s poster advertising Reno and the greater Tahoe Region, produced by Western Airlines.

Brightly lit on the poster is Reno's slogan, "The Biggest Little City in the World." The clubs and casinos that make it famous can be seen on its version of the Strip. The image is shown as a cut-out of a boat's motor, referencing Lake Tahoe.

Western Airlines produced a series of travel posters in this style, we have also had their [San Diego travel poster](#).



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**Detailed Condition:**