

#### Worksheet 4: Travel Brochures Selling the Railroad

1. This is a brochure for Conneaut Lake, “Queen of Summer Resorts.” It is not a brochure specifically about the railroad. So why would this brochure be considered an effective marketing tool for selling the railroad?
2. Conneaut Lake is advertised as a beautiful and healthy place to get away—a place with many things to do. What are some of the activities that might draw visitors to the resort?
3. The brochure shows people coming by train. Does the photograph add to or detract from the words in the brochure? Explain your answer.
4. Explain how both the resort and the train company benefit from advertising together. Convenient travel to the resort makes the resort easier to access (so more people can come.)
5. Provide an educated guess at the time period of this brochure. (Look for visual clues such as the bathing suits on the cover, the women’s dress, the transportation pictured—early automobiles, plane flying over the lake.)
6. What train company is mentioned as providing service to Conneaut Lake?
7. Describe how this train company is portrayed in the brochure? Give an adjective and two specific examples you find in the brochure.
8. If you were to live in Pittsburgh, how long would it take for you to travel to Conneaut Lake by train?
9. Describe the train ride (from Pittsburgh/Cleveland/Erie/Buffalo to Conneaut Lake).
10. What is the Saturday Afternoon Special?
  - When does it leave?
  - From where?
  - When does it arrive?
  - What types of cars does the train have? (What is a vestibule?)
11. Do you think this advertisement is effective in promoting train travel? Why or why not?