

## Teacher Guide to 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?

This brochure would entice someone to use the railroad to travel to the destination advertised. This is an early version of “a package deal.”

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?

Fishing, Swimming, Boating, Dancing, Baseball, Tennis, Bowling

3. The brochure shows people coming by train. Does the photograph add to or detract from the words in the brochure? Explain your answer.

I think it enhances the words because it shows the reader that people really are traveling by train to arrive at the resort. (“A picture is worth a thousand words.”)

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.)

A desirable destination gives the person a reason to take the train in the first place.

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.)

1930s/early 1940s

6. What train company is mentioned as providing service to Conneaut Lake?

Bessemer & Lake Erie R. R. Co.

7. Describe how this train company is portrayed in the brochure? Give an adjective and two specific examples you find in the brochure.

1. accommodating

a. “Large parties may make special rates with park managers and railroads, who will do anything reasonable to make the place and service attractive for meetings.”

b. Frequent service/special rates

Other adjectives could include: service-oriented, friendly, accessible

8. If you were to live in Pittsburgh, how long would it take for you to travel to Conneaut Lake by train? “Scarcely more than three hours”

9. Describe the train ride (from Pittsburgh/Cleveland/Erie/Buffalo to Conneaut Lake).

It is “pleasurable” and gives you the feeling of getting away.

10. What is the Saturday Afternoon Special?

When does it leave?

2:15 P.M.

From where?

Pittsburgh

When does it arrive?

In time for dinner (approximately 5:15 or 5:30)

What types of cars does the train have? (What is a vestibule?)

Wide-vestibuled day coaches and parlor cars. A vestibule is “the enclosed passage between passenger cars of a train, having doors for entrance or exit.” (Webster’s New World Dictionary, Second Edition)

11. Do you think this advertisement is effective in promoting train travel? Why or why not?

I think it is very effective because it provides the reader with a reason to take the train—an alluring destination.