



# The Semaphore

## October 2019

### Official Newsletter of the Chicagoland Lionel Railroad Club

## The October Open House

Our October Open House Event was a success. Many new and repeat visitors enjoyed the trains and the friendliness of the CLRC.

Have you ever wondered what it takes to make to an Open House Event so successful?

The short answer is a lot of work by many members. Our own Herb K. recently shared some thoughts. "The preparation for an Open House is quite extensive. Our Treasurer, Robert Ciolino runs the show and starts the previous week to make sure that all support systems are ready. The Backshop is on, the Diner is on, the layout's features, Beltline, Coaling, Accessory Valley, Outer loops are on and much more. The day of an Open House requires the setup of all functions."

From the cleaning of the track to the ordering of the food, no detail is too small.

It goes without saying; these events would not be possible without the help of many members. Thank you to everyone who helps to make these events possible. **Thank you to Herb K. for the pictures and input.**



**Details of the day are being discussed!**



**Thanks to the diner staff!**



**Everything is ready for our guests!**

# Polar Express Railroad Trivia Question

What was the name of the “steepest downhill grade in the world”?  
The answer is found later in the newsletter.

## October Clubhouse Update

The work on the layout continues. The club is blessed to have so many talented people who are working to make our layout the best of its kind.

Improvements were made in the city area with the addition of street lights and railroad crossings. The coal mine has many new details and a very realistic weathering. The trestle system is being installed on the backside of the big mountain. Improvements to the lift bridge continue with the installation of the counterweight and paint.

As Herb K. stated; we cannot ignore the “more factor” as our layout always has more to show.



Tom and Bill position trestles.

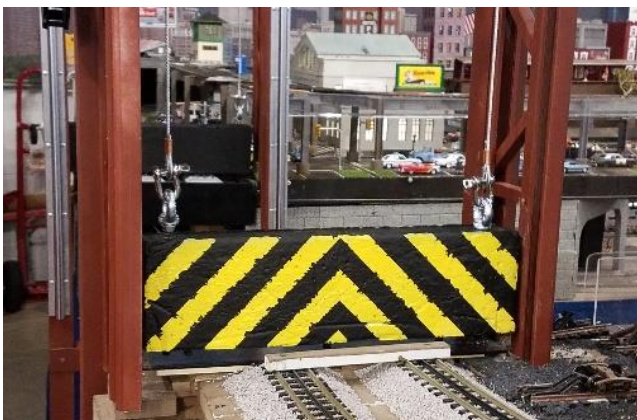


The coal mine is very realistic.



Jeff works on the crossing.

Thanks to Herb K. for the pictures and input.



The counterweight is added to the lift bridge.

## Trivia Question Answer:

Glacier Gulch was the name of the “steepest downhill grade in the world”.



## **Lionel Ambassador Club**

The Chicagoland Lionel Railroad Club has completed all required tasks for this year's Lionel Ambassador program. For our participation and efforts Lionel gave our club \$2,400 to spend on Lionel products. The club purchased the following with those funds:

- Ely-Thomas Lumber Shay (thanks Herb for making this happen)
- Rio Grande 0 6 0 Steam Engine
- Disconnect Lumber Cars
- Santa's Snowplow
- Percy, James, and Diesel engines plus rolling stock and accessories for our Thomas the Tank layout

A special thanks to Herb and Joe Smolinski who manage this program for our club.

## **Help Wanted!**

### **November and December Open Houses**

Members, we need your help for these Open Houses on 11/16, 12/07, 12/14. These three Open Houses are our most attended Open Houses for the year. Last year we had 1,000 people attend on these dates. We need members to run trains, work in the dinner, talk to the attendees, and help manage the crowd for the December Open Houses when Santa attends. We can't do this with just the members who work every open house.

Call this "All Hands on Deck" or a "Call to Arm's but you get the idea. CLRC "Want's (and Needs) You". Please let Herb Koch or Ed Zeglicz on how you can help.



Thank you to everyone who help decorate the clubhouse

Thanks to Joe S. for the picture and update.

## **Social Media Update**

During October we hit over 1,500 "Likes" on Facebook. We started out the year with 1,200 "Likes" so adding 300 new "Likes" is really good. When you think of it in terms that we are adding 30 new "Likes" every month is a testament that people are interested in following what we do.

Thanks to Joe S. for the update

## **Advertising Update**

In case you didn't know we have been advertising about our Open Houses on Facebook for the past two years. This has helped us reach people who didn't know about our club or our Open Houses. During the past two years we have seen an increase in first time attendees to 50% of total attendance because they saw our ads on Facebook. Before we advertised on Facebook it was about 20%. In our continuing efforts to find new avenue's to attract more new attendees, the club started advertising on "The

Patch". The Patch is a local online newspaper serving the south and west suburbs. They have specific editions for the suburbs that they serve such as New Lenox, Mokena, Frankfort, Orland Park, etc. With this advertising model it is inexpensive for us to advertise on their social calendar and lets us target the village's that we deem best for the club. For the October Open House we had 7 first time attendees tell us they came because they saw us in The Patch. We will continue to advertise on The Patch so be on the lookout for our Open Houses on their calendars and please tell your friends. As far as Facebook goes we will continue to post an Event (this is free) but will stop advertising there for now.

Thanks to Joe S. for the update

## CLRC 25<sup>th</sup> Anniversary Club Car Two

Our Anniversary car TWO is Lionel's modern LionScale 57' O-Gauge Refer Car, with Rotating Bearing Cap Trucks, separately applied extras, including the ladders and more. This car will enjoy riding with the rest of your CLRC consist on your railroad or enjoyed on your wall of other CLRC trophy cars. This car is made in the USA at Lionel's Headquarters, Concord, NC. Over 50 of the 100 cars have been sold. Sales are first come first serve. Get yours before they are gone.



## 2020 Club Dues

Renewal notices were mailed to the address of record of each member during the month of September. If you have not received yours, please reach out to Bob Ciolino at [robertciolino@att.net](mailto:robertciolino@att.net)



## Classified Ads

This space will be used to advertise items for sale by the Club or by members.

Club owned items may be purchased by seeing **Bob Ciolino** at the clubhouse or contacting him via phone at 708-828-2041 or e-mail at [robertciolino@att.net](mailto:robertciolino@att.net). For member owned items, the seller must provide contact information. Member listings are restricted to two specific items, or a general listing identifying the type(s) of items for sale. Listings will continue to appear in the newsletter for two consecutive months, or until sold, whichever is the shorter time. Member listings shall be submitted to **Curt Ward** either via e-mail at [cward508@msn.com](mailto:cward508@msn.com) or via snail mail at 1211 Prairie Creek Trail Joliet IL 60431

**Bill Herrndobler** has the following Lionel items for sale just in time for Christmas:

- GP20 American Fire and Rescue Engine # 209                      \$75.00

- Pluto Christmas Operating Boxcar  
\$75.00
- Holiday Boxcar from 2011  
\$40.00
- Mickey's Holiday Hopper with  
Presents \$60.00
- Polar Express Plug N Play Operating  
Billboard \$60.00
- Old St. Nick or Lionel Operating  
Billboard \$40.00



## Coming Down the Tracks

**Important upcoming events:**

**Open House Event – November 16<sup>th</sup>**

**Open House Event – December 7<sup>th</sup>**

**Open House Event – December 14<sup>th</sup>**

Items can be seen at the clubhouse on one of tables upstairs.

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For sale: Lionel 6-85400 Polar Express Skiing Hobo Observation Car. New, Mint Unopened Box.

Limited production run, made for the LCCA as an add-on for the "White Roofed" Polar Express set.

Price: \$75.00

Offered by **Kevin Barry**.  
KGB60655@aol.com or (708) 606-5677

## Do you have something you want included in the newsletter?

Club member Curt Ward will be creating and distributing the newsletters. If you have material for the newsletter, you can send it to Curt via e-mail at [cward508@msn.com](mailto:cward508@msn.com). To help Curt please use MS Word to create the information and format it into a two column page.