

## Teacher Guide to Worksheet 1: Postcard Discovery

1. The lady on this postcard was a central character in the advertisement campaign called "Road of Anthracite" by Lackawanna Railroad. Throughout the years, the advertisers hired different popular actresses to play her character. The ad campaign named her "Phoebe Snow." Why do you think they named her Miss Snow?

Snow is a reference to something white, pure, and clean. Cleanliness an attribute the Lackawanna Railroad was selling, because in the early twentieth century for a period of time, they were the only railroad running on anthracite coal, a cleaner burning fuel than bituminous.

2. What do you notice about the clothing of the woman?
  - a. What is she wearing?  
She is wearing a white, long-sleeve dress with high collar, long strand of pearls, and a white hat. A purple corsage also decorates her dress.
  - b. Is the color important? Why or why not?  
Yes. Because not being afraid to wear white on the train shows the cleanliness of it. It is also symbolic for purity.
  - c. Her clothing is a hint to the time period of this postcard. Based on her dress, would this be early or mid twentieth century?  
Early twentieth century
  - d. What does her dress say about societal values of the time?  
Society would have valued purity, cleanliness, a sense of propriety. The African American porter is another clue to ideas of society at the time. He is the worker on the train, not the passenger.
3. This advertisement uses poetry as a selling tool. Let's take a look at some of the devices used in the poem:
  - a. Imagery of nature: The poem mentions nature several times. List two examples:

1. Mountain skies

2. light Dawns

"Evening flies" would also be acceptable.

Why would this be an effective selling technique?

It portrays the railroad as a scenic and an outdoor adventure. This would be a pleasant and pleasing image for potential customers to have.

- b. Rhyming scheme: This poem has a rhyming scheme that is particularly catchy. It is called **rubaiyat**. To discover the rhyming scheme, look at the last word of each line of the poem. Start with "flies" and associate letter "a" with it. If the next line rhymes with "flies" it will also be "a," if not go to the next letter of the alphabet "b." Continue until you have completed the last line.

Flies	a
Eyes	a
Under	b
Skies	a

Night	c
Light	c
Road	d

Why would a catchy rhyming scheme be a good selling tool?

It would stick in the minds of people who hear it. The more the poem is repeated, the better chance the message has of coming through to its audience.

- c. What does the poem describe Phoebe doing?  
Sleeping/dreaming

What basic conditions need to be met for a person to have “sweet dreams.”?  
You have to feel safe, secure, and comfortable in order to sleep and have sweet dreams.  
The reader can infer from the advertisement that these conditions were met on the train.

4. Compare the photograph to the postcard. Name two things you learn about the train from the photograph that is not on the postcard.
- The interior of the train is more apparent in the photograph. The intricately patterned aisle rug and the rows of seats, for example, are visible.
  - The opulence is fascinating—i.e., the light fixtures and stain glass windows.
5. List three reasons why you would travel the Lackawanna Railroad after seeing this postcard.
- It will be clean.
  - I will feel safe.
  - It will be scenic.

6. Do you think this was an effective advertisement? Why or why not?  
Yes. I think it was effective because it addressed the concerns and fears of the society at the time, thus making rail travel more appealing to them.

7. Use the line below to create a rhyming slogan to sell traveling on the railroad:  
A variety of answers are acceptable here as long as they rhyme and make sense. Here are some as examples...

Need to get somewhere over night?  
Travel the Road of Anthracite.

To see mountains and delight  
Travel the Road of Anthracite.

Travel the Road of Anthracite  
And don't be afraid to wear your white.

See starry nights, beauteous and bright  
Travel the Road of Anthracite.

See the countryside as tho' a kite  
Travel the Road of Anthracite.