

ENGINEERING A FAMOUS ADVERTISEMENT.
Photograph that suggested one of the now popular Phoebe Snow jingles.

THE "PHOEBE SNOW SPECIAL"
Train on which photographic studies for advertisements are taken.

PHOEBE SNOW and the ROAD of ANTHRACITE

HOW A DAINTY PERSONALITY IN WHITE WAS MADE FAMILIAR TO THE AMERICAN TRAVELLING PUBLIC.

Picture Taking at High Speed on "Photographic Special."

A Journey Told in Jingle for Which No Tickets Were Issued, but Which Cost Thousands of Dollars.
Story of a Novel Advertising Campaign.

Says Phoebe Snow,
About to go
Upon a trip
To Buffalo:
"My Gown stays white
From morn till night
Upon the Road
of Anthracite."

This was the metrical introduction of Phoebe Snow to the travelling public—an introduction that has led in various ways and through many subsequent jingles to familiar acquaintance with every traveller in the United States. No streetcar patron has been able to escape her charm. Her dainty taste and its satisfaction have been pictured and described in tripping, lilted rhymes from one end of the country to the other. Even the moving picture man has made her the target of his wonderful revolving camera.

When we have left the streetcar and enter a vaudeville entertainment—Phoebe is still with us; for many pretty scenes in strips of film have been taken for exhibition in the biographs of the various showhouses.

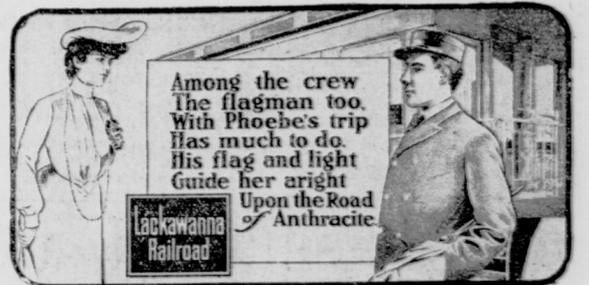
Few, however, know that Phoebe is a real living person, not a mere fancy of the poet's brain. Her true name? None but a few chosen Lackawanna officials know; enough that when she steps into the great terminal at Hoboken, gowned in white and with a bunch of fresh violets, she is Phoebe Snow to every traveller and train hand that knows the road.

In turning the limelight on this graceful figure the Lackawanna has spent thousands of dollars. The preparation of the cards now seen in the trolley cars alone represents an expenditure of no small amount.

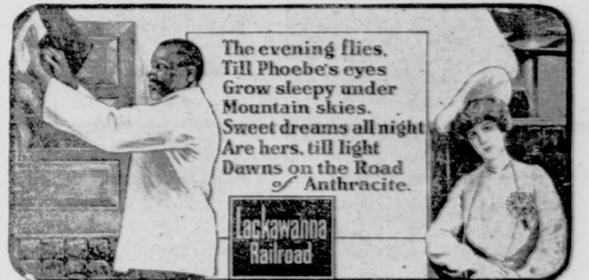
A special train of dining and Pullman cars, whose only passengers were a corps of photographers, artists and professional models, sped over the road, seeking scenes and "studies" upon which to hang the story of Phoebe's trip. The most attractive of these were then taken in hand by a color artist, who prepared the subject in oils, after which they were turned over to the lithographer for reproduction, the whole representing months of careful and painstaking work. Other trips of similar nature have made the white flags of the "Phoebe Snow Special," as her train is called, familiar to every yardmaster on the road.

An instance of the curiosity to see the original of these advertisements occurred not long ago at Binghamton, where, in attending the annual reception of the Press Club, Phoebe Snow alighted from the train, to find a crowd of five thousand persons packed into the square around the station, struggling to get a glimpse of her. It required the combined efforts of the reception committee and a dozen policemen to clear a passage to her carriage.

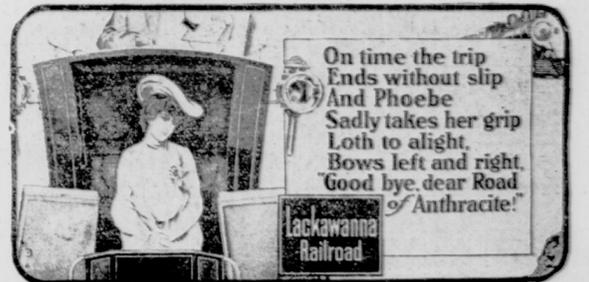
In thus describing some of the incidents of a successful railroad advertising campaign, we are reminded of the old saying, "There's always a woman at the bottom of it." But a pretty girl, a stylish costume and a bunch of violets are not alone the reasons for its success. Rather because the travelling public has been quick to realize the truth of Phoebe Snow's experiences and to see in her graceful figure the typification of cleanliness and comfort which the use of hard coal on the Lackawanna Railroad affords.



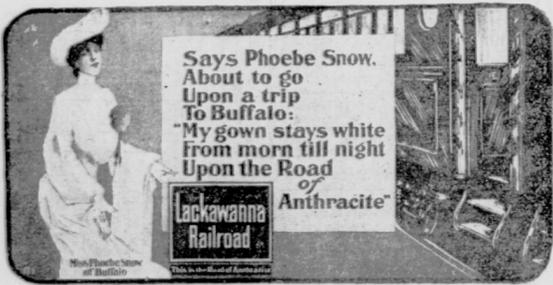
Among the crew
The flagman too,
With Phoebe's trip
Has much to do,
His flag and light
Guide her aright
Upon the Road
of Anthracite.



The evening flies,
Till Phoebe's eyes
Grow sleepy under
Mountain skies.
Sweet dreams all night
Are hers, till light
Dawns on the Road
of Anthracite.



On time the trip
Ends without slip
And Phoebe
Sadly takes her grip
Loth to alight,
Bows left and right,
"Good bye, dear Road
of Anthracite!"



Says Phoebe Snow,
About to go
Upon a trip
To Buffalo:
"My gown stays white
From morn till night
Upon the Road
of Anthracite"



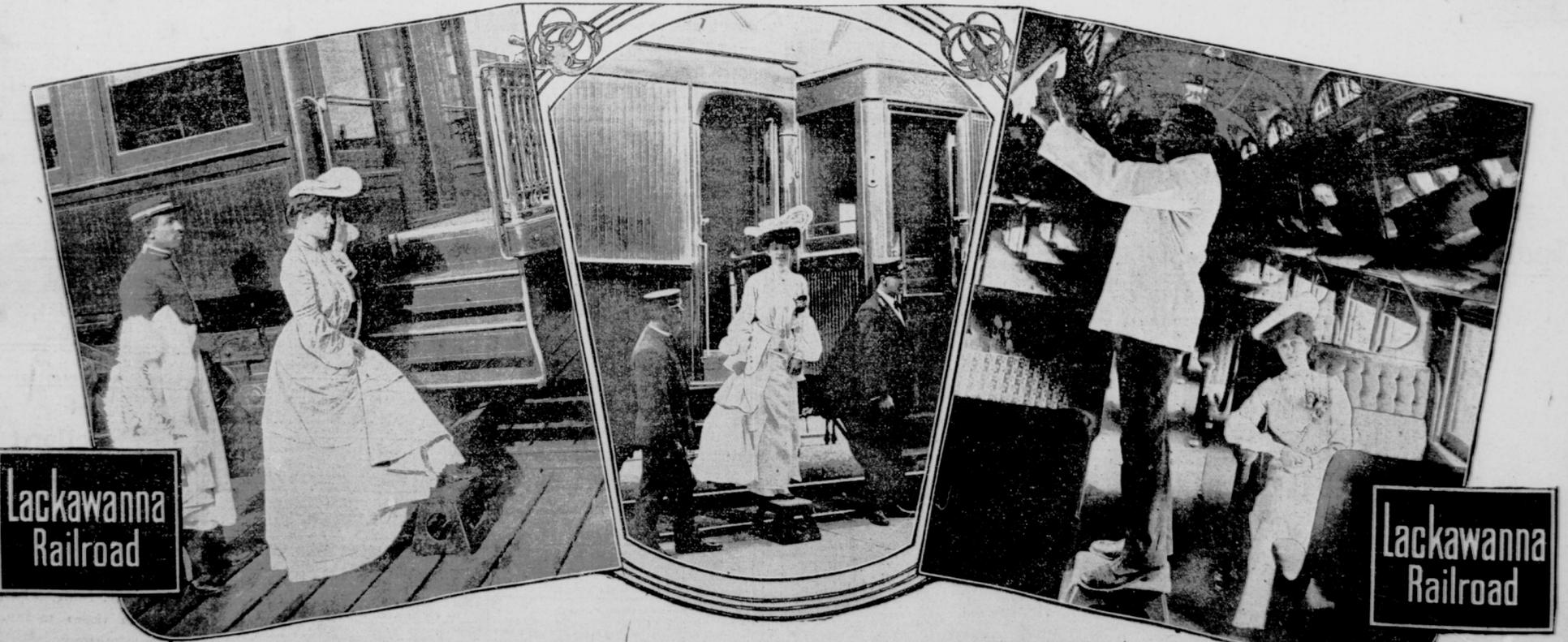
Miss Snow draws near
The cab to cheer
The level-headed
Engineer,
Whose watchful sight
Makes safe her flight
Upon the Road
of Anthracite.



Miss Snow you see
Was sure to be
The object of
Much Courtesy,
For day or night
They're all polite
Upon the Road
of Anthracite

ADVERTISEMENTS ALREADY FAMILIAR TO STREETCAR PATRONS.

SOME LACKAWANNA ARGUMENTS IN VERSE.



HOW THE CAMERA IS USED TO HELP THE ADVERTISER. PICTURES THAT WERE TAKEN TO ILLUSTRATE SPECIAL POINTS ABOUT THE LACKAWANNA RAILROAD SERVICE.