

Workshop: Courtesy Counts



[Photo credit: NYTM Facebook post, 2016.](#)

Judge Louis I. Kaplan and Amelia Opdyke Jones (“Oppy”) on the cover of the March 1955 issue of TRANSIT. The issue also featured an article on how a “Subway Sun” went from idea to finished poster.



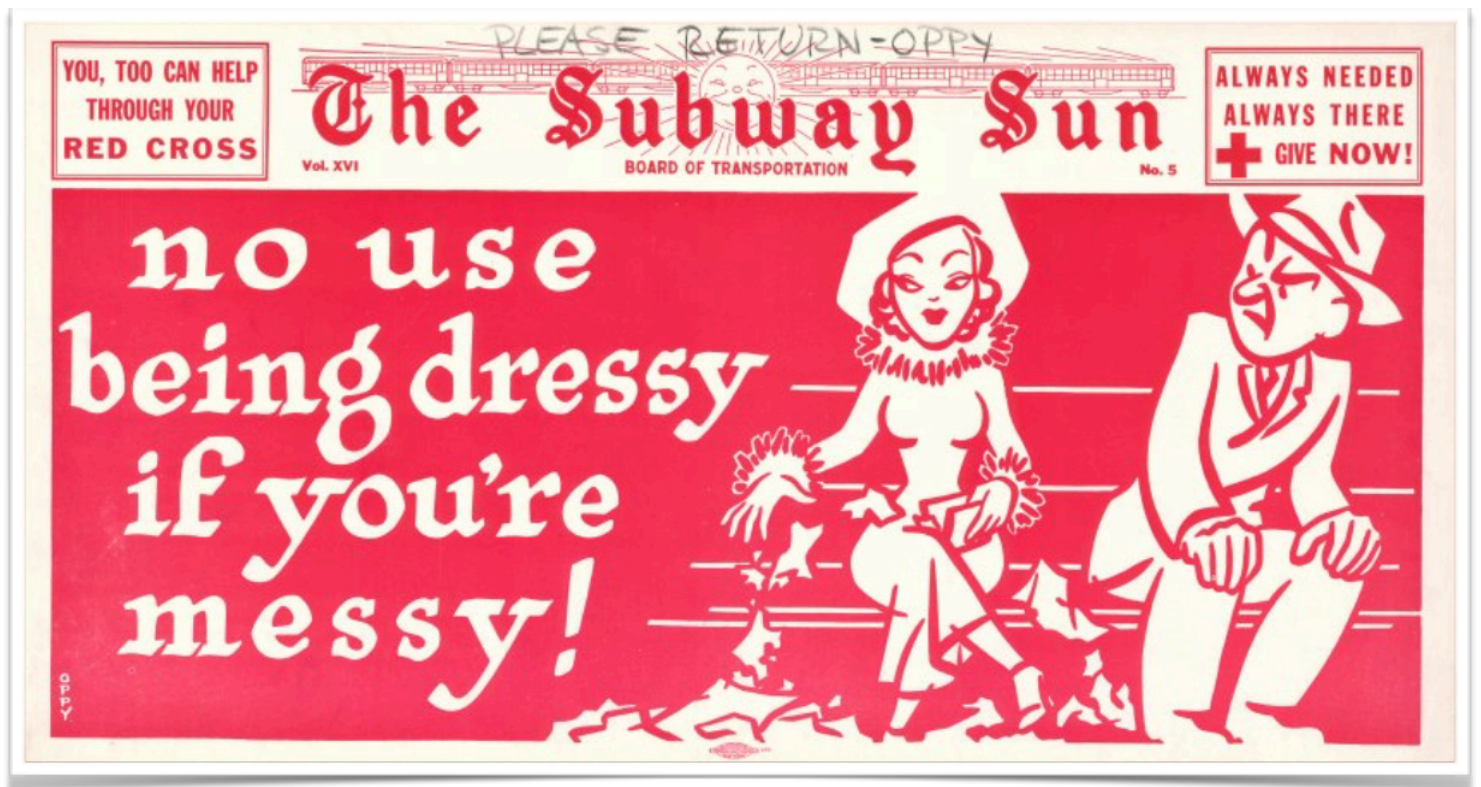
[Photo Credit: NYTM Facebook post, 2016](#)

Amelia Opdyke Jones (“Oppy”) shows TA employee Martin Ryan some of her latest Subway Sun posters. This photo was the cover of the February 1956 issue of TRANSIT. Oppy’s illustrations could also be found within the pages of TRANSIT each month.

The Subway Sun, a series of hand drawn, lighthearted signs showing proper subway **etiquette**, or behavior, ran from 1940 into the 1960s. Amelia “Oppy” Opdike-Jones was a cartoonist hired by the Transportation Authority to make Subway Sun ads about **courtesy** to help make traveling nicer for everyone.

Can you think of any ads you’ve seen on buses or trains about how to act on public transit to make the ride better for everyone?

Let’s take a look at some examples of ads created by Amelia Opdike-Jones:



LOOK

Take a moment to look closely at all of the details in this picture. What do you notice?

THINK and SHARE

- What does Oppy want people to do (or not do)?
- Notice how the message rhymes. How would this be helpful in getting her message across to riders?
- Oppy signed all of her Subway Sun advertisements. Can you find Oppy's signature in the image above?



LOOK

Take a moment to look closely at all of the details in this picture. What do you notice?

THINK and SHARE

- What does Oppy want people to do (or not do)?
- Notice the facial expressions on the people in this image - what do they tell us about how the people are feeling?
- Notice how Oppy uses just one color in her advertisements. How would this help get the message across?

ACTIVITY

Make a Subway Sun Courtesy Ad to put in your window at home! Now that you've had a chance to look at some examples of vintage ads from the New York Transit Museum, think about what message you would like to share in your own Subway Sun ad.

Materials:

Paper, pencils, markers.

Instead of the train, this ad can go in your window at home!

Step 1:

Choose your topic

Here are some examples you might want to use, or you can come up with your own ideas:

- Sharing space on the sidewalk
- Doing your part to keep the city clean
- Being friendly with your neighbors

Step 2:

Design your ad

What will you draw to get your message across?

Think about a fun and catchy message to go with your drawing.

Tips:

- Are the words large enough to be read from far away?
- What colors can make your message stand out?

Step 3:

Put your ad in your window!

Share photos of your courtesy signs using #nytransitmuseum