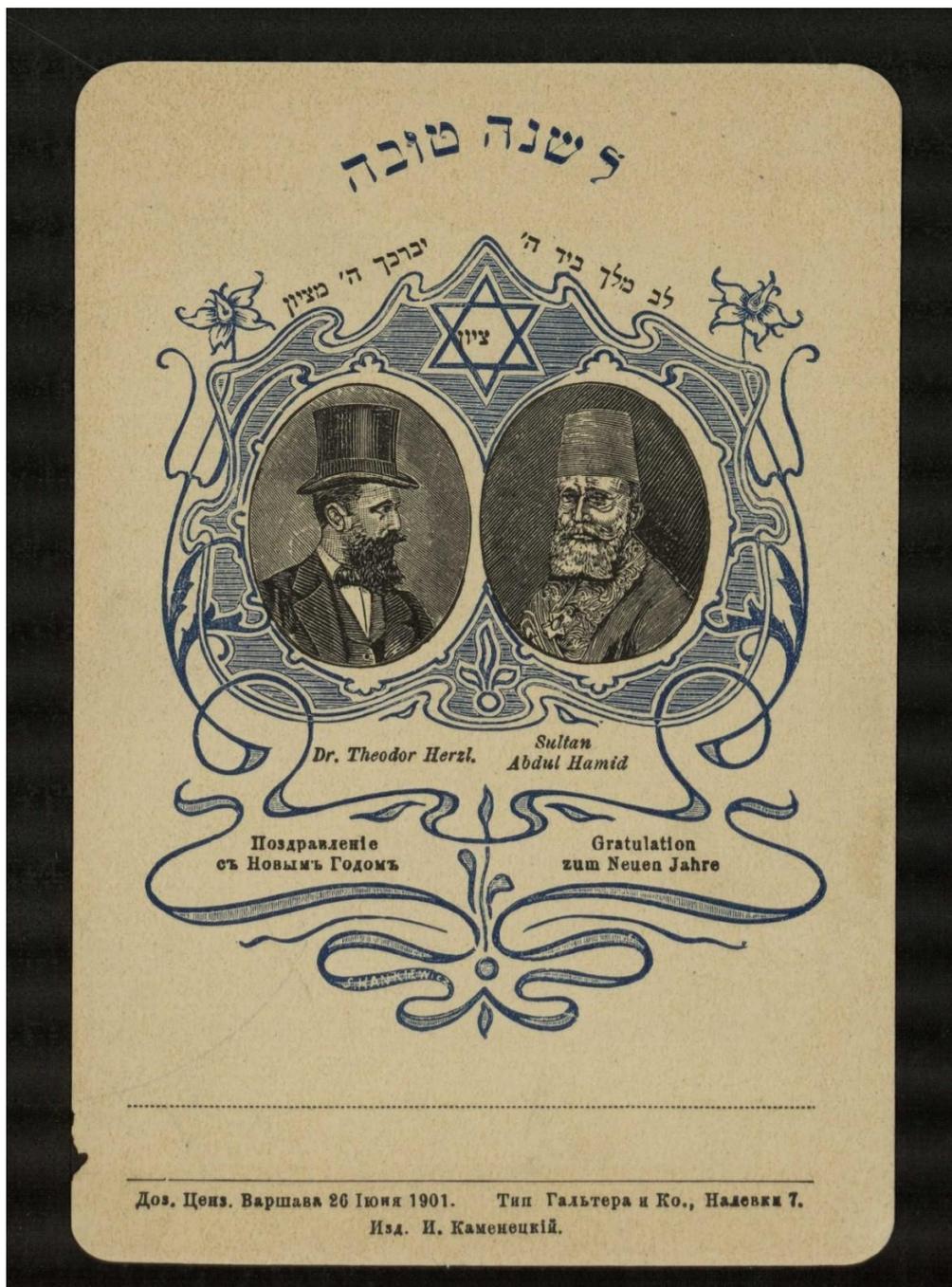


Shana Tova Card with Images of Herzl and Sultan Abdul Hamid, 1901

In the second half of the nineteenth century, postcards became a common mode of communication in Europe. Their popularity resulted in the use of these illustrated cards for Christmas and Easter in the Christian world. This tradition was gradually introduced into the Jewish world and sending illustrated cards with wishes for the Jewish New Year became widespread. The designs and texts on the Shana Tova cards included national, political, and social ideas of the time.



Examine this Shana Tova postcard from Poland that includes images of Theodor Herzl and Sultan Abdul Hamid and answer the following questions.

1. What languages are used in this Shana Tova postcard?

2. Why do you think these languages are used in this postcard?

3. At the center of the postcard are the images of the Sultan of the Ottoman Empire, Abdul Hamid II, and the leader of the Zionist Movement, Theodor Herzl. What was the connection between these two figures at the time the postcard was printed in 1901?

4. What is the symbol that the designer placed above the images? What do you think the designer was looking to express by doing this?

5. The designer placed the images of the two leaders' side by side and in the same size and style.

- a. Was the power of these leaders the same? Explain.

- b. What message do you think the designer was conveying by doing this?

6. Above the image of the Sultan appears part of a verse from Proverbs 21:1: "A king's heart is like rivulets of water in the Lord's hand; wherever He wishes, He turns it."

- a. What is the meaning of the verse?

b. Why did the designer include this verse above the image of the Sultan?

7. Above the image of Herzl appears part of a verse from Psalms 128:5: "May the Lord bless you from Zion and see the good of Jerusalem all the days of your life."

a. What is the meaning of the verse?

b. Why did the designer include this verse above the image of the Herzl?

8. How does this Shana Tova postcard reflect the spirit of its times?

9. Who do you think would have chosen to send this postcard to their friends and family?
