

# Ephemera/32

Ephemera/32 conference registration includes free admission to a Board Reception on Thursday evening, nine seminars on Friday and Sunday, and Exhibits. Show admission is separate.

Please indicate number of persons in each category:

- ( ) Members/students, \$50
- ( ) Non-members, \$60
- ( ) Exhibiting dealers at no charge
- ( ) Rickards Award Dinner \$85 (\$90 after March 1)

Back by popular demand, dinner features presentation stations and a crowd-pleasing, rowdy rendition of *Ephemera Jeopardy*. The highlight of the evening will be the presentation of the Maurice Rickards Award to another crowd-pleaser, E. Richard McKinstry. Enticements include starters of Tapenade, Roasted Eggplant, & Roasted Red Pepper Hummus, followed by Beef Tenderloin, Caesar Salad, and a choice of two Pastas, Seasonal Vegetables, Dessert and Coffee.

Name(s) \_\_\_\_\_

\_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone or e-mail: \_\_\_\_\_

A separate admission fee applies to Saturday's and Sunday's paper show. See 9 a.m. Saturday listing for details.

Please make check payable to:

Ephemera Society of America. Detach form at dotted line and return with check to ESA Conference, PO Box 95, Cazenovia, NY 13035.

You also are welcome to "send" money via PayPal to [info@ephemerasociety.org](mailto:info@ephemerasociety.org). It will not be required, but if you use PayPal, a \$2 service charge would be appreciated.

Your registration packet and badge will be held for you at the Society desk. Please arrange lodging directly with the Hyatt Regency Hotel: 1800 East Putnam Avenue, Old Greenwich, Connecticut 06870 • Phone 203-637-1234 • Group rate is \$154 plus tax. Discount Code "ephemera society." Group rate is available online (see link below) but is not guaranteed after March 1, 2012.

You can reserve online by visiting: [https://resweb.passkey.com/Resweb.do?mode=welcome\\_ei\\_new&eventID=2553091](https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=2553091)

## Ephemera/32 Schedule

### THURSDAY:

**9 a.m.–5 p.m.** — Board of Directors' meeting, Belle Haven conference room.

**6:30 p.m.–7:30 p.m.** — Board reception for early arrivals. Join old and new friends, and be fresh for the conference that begins Friday morning.

### FRIDAY:

**Three morning conference sessions:  
Roundhill Room**

**9:30 a.m. Friday**

#### **The World's Greatest Bloodless Revolution**

*Coline Jenkins*

"The World's Greatest Bloodless Revolution" is the enfranchisement of half the U.S. population — women. The Constitution's 19th Amendment ensured women's right to vote. The Elizabeth Cady Stanton Trust has a family collection and national treasure of over 3,000 items. Come view the weapons of revolution — no guns included.

The great, great granddaughter of Elizabeth Cady Stanton, Coline Jenkins co-authored a book, *33 Things Every Girl Should Know about Women's History*, and produced the television documentary, *An American Revolution: Women Take Their Place*. Her 2009 testimony before the U.S. Senate contributed to the passage of federal legislation creating a national trail of historic sites, coordinated by Women's Rights National Historical Park. She is co-founder and president of The Elizabeth Cady Stanton Trust, whose broad lending policy reflects its mission to preserve the history of the women's right movement, to educate the public on this history and to promote the advancement of women's rights.

**10:30 a.m.—10:45 a.m. Break**

**10:45 a.m.**

#### **Palmer Cox's Advertising Ephemera: Insights into the New America**

*Wayne Morgan and Sharilyn J. Ingram*

Palmer Cox (1840-1924) hung out his shingle as an 'advertising artist' in 1875, and within ten years had begun licensing his advertising products, creating proto comic books, and establishing his Brownie characters and 'funny animals' in both children's stories and advertisements. Representing the multicultural mix of the new America within a democratic frame, the Brownies explored contemporary life, making technological change and urban complexity an adventure rather than a threat — all the while introducing new products, such as Ivory Soap. Cox has been largely omitted from traditional social histories — in large part because ephemera is critical to understanding his scope and impact.

Wayne Morgan is an independent scholar specializing in popular culture who is widely acknowledged for his expertise on Canadian author/illustrator Palmer Cox (1840-1924). A career museum professional in the cultural/heritage sector, Mr. Morgan directed the Dunlop Art Gallery (Regina, Saskatchewan). Currently a professor within the Centre for Studies in Arts and Culture, Sharilyn J. Ingram teaches arts management and cultural policy, and her research interests include cultural leadership, meaning-making within the museum, creating social value from material culture, and the intersection of gardens and art.

**11:30 a.m.**

#### **Home Front: How Civil War Ephemera Shaped Union Patriotism and the Campaign of 1864**

*Brian D. Caplan and Jonathan H. Mann*

Brian D. Caplan and Jonathan H. Mann discuss the massive outpouring of patriotic ephemera during the American Civil War — often humorous, occasionally vitriolic, always calculated. Souvenirs and collectables that made resounding statements were initially marketed to rally to a cause and then to unify a war-weary public. This material culture took a decided turn when it embraced the election of 1864 to "sell" opposing candidates for President.

Brian Caplan is one of the nation's foremost attorneys practicing entertainment and intellectual property litigation, and has been a serious collector for more

than thirty years. Items from his Civil War collection have been exhibited at Brandeis University and will be featured in a Civil War photography show at New York's Metropolitan Museum of Art. Jonathan Mann has written on historical Americana for some thirty years and is publisher of *The Rail Splitter: A Journal for the Lincoln Collector*.

**Lunch Break — 12:15 p.m. – 1:45 p.m.**

**Four afternoon conference sessions:  
Roundhill Room**

**1:45 p.m.**

#### **He Wrote the Book on Greeting Cards: E. D. Chase, America's Card Pioneer and Propagandist**

*Anne Stewart O'Donnell*

What Barnum was to the big top, Ernest Dudley Chase was to greeting cards. Pioneer, visionary, and tireless promoter, "E.D." first made his mark as one of the designer/publishers who resurrected and redefined the greeting card just after 1900. At the same time that he steered the Rust Craft firm to a dominant position, he emerged as the leading spokesman for the industry as a whole. Chase established greeting cards as part of the American culture of celebration.

Independent scholar, writer and editor Anne Stewart O'Donnell received her Masters in the History of Decorative Arts through the Smithsonian Associates / Parsons School of Design program in Washington, DC. Her thesis on six women designers of Arts and Crafts movement greeting cards was published as an article in *The Magazine Antiques* in 2003. Former editor in chief of *Style 1900* magazine, her book *C.F.A. Voysey: Architect, Designer, Individualist* was published in 2011 by Pomegranate.

**2:30 p.m.**

#### **Are We There Yet? Playing All the Way to Point B from Point A**

*Lauren Sodano*

While the term "vacation" did not take on its current definition until the mid-19th century, Americans have traveled for pleasure since before the nation's

founding. What began in the 1760s with a few elite and intrepid members of society burgeoned into a culture of roadtrippers and jetsetters transcending racial and class boundaries in pursuit of health, fun, and family togetherness. Experience two centuries leisure travel and the family vacation through the collections of The Strong, home of the National Museum of Play.

Lauren Sodano is social media coordinator for the Ephemera Society of America, as well as collections manager at The Strong in Rochester, New York, a collections-based educational institution with excellent holdings in paper materials relating to the study of play. She earned master's degrees in museum studies and art history from Syracuse University.

**3:15 -3:30 Break**

**3:30 p.m.**

**Comic Valentines, Popular Statements about Social Conflicts, Social Change**

*Cameron C. Nickels, PhD*

Comic valentines were mass marketed in the late 1840s, flourished in the second half of the 19th century, and waned in popularity in the early decades of the twentieth century. They far out sold sentimentals but were deplored for their insidious influence on social mores. Today comic valentines "demand to be read as contemporary popular statements about social conflict." Beginning in the 1880s different social issues were addressed in more sociable ways. Women had long been a target in comic valentines but their emerging place in American society called for designs featuring "The New Woman."

Dr. Cameron C. Nickels is Professor Emeritus, English and American Studies at James Madison University. He has published many essays on American humor and popular culture; is editor of *To Wit*, newsletter of the American Humor Studies Association; and is author of two books, *New England Humor, from the Revolutionary War to the Civil War* (1993) and *Civil War Humor* (2010.)

**4:15 p.m.**

**Advertising Drugs, Drug Stores, and Drug Companies with Playing Cards**

*Donald W. Brodeur*

In the 19<sup>th</sup> century when people still played cards as a major pastime, advertisers began to create specially-imprinted playing cards to sell a multitude of products and services. American pharmaceutical companies, as well as chain and independent drug stores, distributed playing cards to physicians, pharmacists and the general public. Cards of the last hundred years show the changing nature of drug stores, drug companies and drug products.

After literally growing up in the back room of his father's drug store in Naugatuck, CT, Don Brodeur became a licensed pharmacist. Upon realizing that he was more interested in the people than the pills, he earned a doctorate in Experimental Psychology, with an emphasis in the area of Drugs and Behavior. During his academic career, Dr. Brodeur taught specialty courses in *Drugs and Behavior* and *Health Psychology* and gave many presentations at professional meetings of the American Psychological Association and the American Institute of the History of Pharmacy. He retired as Professor Emeritus in 2004.

**Also Friday:**

• **2:30 p.m.** — Dealer Set-up

**SATURDAY:**

• **8:15 a.m.** — Memberships will be sold at the Ephemera Society desk at the entrance to the show in the Grand Ballroom.

• **9 a.m.** — Members-only show preview (\$10) for the Society's 32nd Annual Paper Show in Grand Ballroom.

**Please have your membership card available.**

• **9 a.m. - 5 p.m.** — Exhibits open in Winthrop.

• **10 a.m.** — General public entry admission is \$12.

• **5 p.m.** — Show closes; reopens 11 a.m. Sunday.

• **5:30 - 6:30 p.m.** — Cash Bar outside Mead ABC.

• **6:45 p.m.** — Rickards Awards Dinner followed by Ephemera Jeopardy and Award Presentation. Mead ABC. Reservations required.

A conference registration form is attached. Please detach at the dotted line and return with your check to ESA Conference, PO Box 95, Cazenovia, NY 13035. Refer to registration form regarding PayPal payment.

**SUNDAY:**

**9:00 a.m.**

**Members annual meeting, Mead AB**

**Two morning collector's forums: Mead AB**

**9:30 a.m.**

**Ideas for Introducing and Using Ephemera to Children and Young Adults.**

*Barbara Loe*

Barbara Loe will share some of her experience with using ephemera to help enliven history. She will lead a discussion on how to introduce young people to ephemera: what is a recent memory for us (like 9/11/01) may be the distant past to children, how ephemera can bring history to life, creating a story of your life through ephemera, etc.

**10:15 a.m.**

**Packaging Ephemera for Shipment Through the Mail or "How my ebay Seller is Single-handedly Keeping the Tape Business Profitable."**

*George Fox*

We've all received some packages through the mail and wondered "What was this person thinking?" George Fox will lead a discussion on how to properly package ephemera for shipping and share "war" stories. Feel free to bring samples or stories of both over- and under-packaging.

• **11 a.m. - 4 p.m.** — Paper Show in the Grand Ballroom.

• **11 a.m. - 4 p.m.** — Exhibits open in Winthrop.

• **1:00 p.m. - 3 p.m.** — Ephemera appraisals (\$5 each) by John Bruno to benefit ESA.

• **4 p.m.** — Ephemera 32 closes.



The  
**Ephemera  
of Society  
America**  
*presents*  
**Ephemera/32**  
**March 16-18, 2012**  
Hyatt Regency Hotel  
Old Greenwich, Connecticut

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