

Ephemera/39

Ephemera/39 conference registration includes free admission to a Board Reception on Thursday evening, nine seminars on Thursday and Friday, and Exhibits. **A separate admission fee applies to the Ephemera Fair on Saturday and Sunday.** See 9 a.m. Saturday listing for details. **There is an additional charge for the banquet and dinner presentation.**

Please indicate number of persons in each category:

- () ESA Members, \$85
- () Non-members, \$100
- () Students with ID, no charge
– First come first serve, space may be limited
- () Exhibiting dealers, no charge

() Ephemera/39 Banquet and Presentation, \$90

Back by popular demand, dinner features presentation stations. 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. We will also have a special **after dinner presentation by Evie Eysenburg who will discuss *The Chinese Exclusion Act – Shaping People’s Opinions*.** Don’t miss this exciting opportunity!

Name(s): _____

Address: _____

E-mail: _____

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.

Registration may also be done online at www.ephemerassociety.org/39. It will not be required, but if you use PayPal, a \$2 service charge would be appreciated.

Your registration 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 \$149 plus tax. Discount Code “*ephemera society*.” Group rate is available online, but is not guaranteed after February 20, 2019.

You can reserve online by visiting: www.ephemerassociety.org/39.html

Ephemera/39 Coming To America – The Immigrant Experience

SCHEDULE

THURSDAY:

9 a.m.– 4 p.m. — Board of Directors’ meeting

4:30 p.m. Roundhill Room

Young Scholar Presentations

This session provides a forum where undergraduate and graduate students can discuss the ways in which ephemera has informed their studies. Student presentations are lively, varied, and always offer thoughtful insights into the role ephemera has played in American cultural and social history.

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

8:45 a.m.

Welcome

Barbara Loe, Conference Committee Chairman

8:50 a.m.

Introduction and Overview – The Statue of Liberty

Richard Sheaff, ESA President

9:15 a.m.

How Immigration Shaped American Cuisine

Henry Voigt

It is impossible to think about dining out in the United States without considering the foods introduced by immigrants. The story of how each of these culinary traditions found its way into the American “melting pot” is as varied as the diverse nationalities that brought them — from the 1840s, when hotels and restaurants were expanding throughout the country, to the printed menu, which shows how foreign cuisines influenced the formation of a national cuisine. By the early 1900s, foreign-born restaurateurs began to modify their cuisine to attract the greatest number of people. The American middle- and upper-classes ventured out to the small foreign eateries in other parts of town, patronizing German, Italian and Chinese restaurants. Evidence suggests, however, that the popularity of foreign restaurants did not mitigate discrimination or ease assimilation.

Henry Voigt collects menus and related culinary ephemera that reflect American history and culture, including the social

and food customs of everyday life. He currently serves on the board of the Ephemera Society of America and is a member of the Grolier Club, Library Company of Philadelphia, and Delaware Bibliophiles. He also maintains the blog *TheAmericaMenu.com*.

10:00 a.m. — 10:15 a.m. Break

10:15 a.m.

Ephemera Across Borders: Latino Immigration in the late 20th Century

Margaret Salazar-Porzio, Ph.D.

Immigration from Latin America is one of the most significant issues in the recent history of the United States. Issues of citizenship, political controversies over immigration policy, and the experiences of some immigrants and migrants once they settled in the United States are important to understanding the cross-border challenge of the late 20th century.

Margaret Salazar-Porzio is a Curator of Latina/o History and Culture in the Division of Home and Community Life at the Smithsonian National Museum of American History. She co-curated the exhibit on American cultural identity and immigration, “Many Voices, One Nation,” and was lead editor of the exhibition book, *Many Voices, One Nation: Material Culture Reflections on Race and Migration in the United States* (Smithsonian Institution Scholarly Press, 2017), which was named one of CHOICE’s Outstanding Academic Titles for 2017. Other projects include “Latinos and Baseball: In the Barrios and the Big Leagues,” with 30 partners in 14 states and Puerto Rico. Salazar-Porzio earned her M.A. (2008) and Ph.D. (2010) in American Studies and Ethnicity from the University of Southern California.

11:10 a.m.

Ybor City, The Making of a Landmark Town

Anthony Carreño

In 1885, Vicente Martinez-Ybor and other Spanish and Cuban businessmen arrived in Tampa, a village of 700 residents, to found a cigar industry and a landmark town named Ybor City that welcomed immigrants from Cuba, Spain, Italy, Romania, Germany, and other countries. These immigrants worked in the cigar industry or provided goods and services to those who did. Their customs and traditions were preserved in their homes and in mutual aid societies. These interdependent communities worked and conducted business together, learned new languages, and intermarried, resulting in vibrant and eclectic neighborhoods whose amalgamated cultural heritage is still evident in Tampa.

Anthony Carreño, whose grandparents immigrated from Sicily and Spain in the early 1900s, is a native of Tampa, Florida. His passion is documenting and preserving the unique

multi-ethnic heritage of Tampa, centered on the Cuban cigar manufacturing industry. He has served on the board of the Ybor City Museum Society and is currently on the board of El Centro Español de Tampa, Tampa’s oldest mutual aid society. Mr. Carreño is an Associate Producer of two short films on Tampa’s unique history: “A Legacy of Smoke” and “The Weight of Remembering.”

12:00 p.m. - 1:30 p.m. Lunch Break

Five afternoon conference sessions:

Roundhill Room

1:30 p.m.

Embracing Immigration: Posters, Advertising and the Outsider

Angelina Lippert

World War I posters were printed in multiple languages, speaking to immigrants about how they were welcomed to this country and how, in return, they could express their loyalty through the purchase of war bonds and other methods of aiding the war effort. By World War II, those sentiments were still there, with second-generation Americans being referred to as “Ellis Island Americans,” an essential and patriotic part of the fabric of the country. By the 1960s, advertisers were targeting immigrant communities, acknowledging their buying power in the modern economy. Today, despite news of hostility toward immigrants, posters are still created that emphasize a welcome through our borders.

Angelina Lippert is the Chief Curator of Poster House, America’s first museum dedicated to the art, history, and impact of posters. She holds an MA in the art of the Russian Avant-Garde from the Courtauld Institute of Art in London, and a BA in Theology and Art History from Smith College. She worked for ten years as a poster specialist at a leading New York auction house, contributing to dozens of auction catalogs, articles, and blogs, and to *The Art Deco Poster* (Vendome, 2013). She is a member of the AAM, AIGA, AAMC, National Arts Club, in 2019 begins a term on the board of the Ephemera Society of America.

2:15 p.m.

Lewis W. Hine: A Humanist Photographer at Ellis Island

Daile Kaplan

Lewis W. Hine (1874-1940) was a teacher of Nature Study and Geography at the Ethical Culture School, in New York City, an institution populated by the children of Jewish immigrants. In the early 20th century, given America’s foreign policy of Isolationism, the public was overtly hostile to the large wave of arriving “foreigners.” The school’s principal, Frank Manny, proposed a field trip to Ellis Island. The experience was

so powerful that Hine and Manny made multiple visits — while Hine mimed instructions, Manny ignited the volatile magnesium flash powder. Hine's portraits of immigrant families, among the most poignant images of his career, have special resonance today as fine art photographs and historic documents.

Daile Kaplan is Vice President, Director of Photographs & Photobooks, and an auctioneer at Swann Galleries, often appearing on television as an expert or commentator. Daile's 2012 book, *Pop Photographica, Image Objects*, highlights objects from her collection that were exhibited at Les Rencontres d'Arles, in France. She has contributed essays to *Click! Photography Changes Everything* (Aperture, 2012); *Appraising Art: The Definitive Guide* (Appraisers Association of America, 2013); *The Education of a Photographer* (Allworth Press, 2007); and *In the Vernacular, Photography of the Everyday* (Boston University Press, 2008). Daile serves on the Board of Directors of the Palm Beach Photographic Centre, and the Board of Advisors of the W. Eugene Smith Memorial Fund. She is a member of ArtTable, POWarts, and the Authors Guild.

3:00 p.m. Break

3:15 p.m.

What Irishmen Have Done

Sarah Weatherwax

Over 200,000 Irish immigrated to America at mid 19th century — largely Catholic, they faced fierce ethnic and religious discrimination. Ephemera reflected these divisions by perpetuating demeaning stereotypes: comic valentines, song sheets, trade cards mocked the immigrants' accented speech, their physical appearance, and their intemperate drinking habits. But the sheer number of Irish immigrants created a consumer market for more positive portrayals. The Civil War, in particular, generated ephemera designed to appeal to Irish pride about their contribution to the war effort.

Sarah Weatherwax, M.A. in History from the College of William and Mary, has served as Curator of Prints and Photographs at the Library Company of Philadelphia since 1996. She co-authored a book about 19th century photographic views of Center City Philadelphia, and contributed a chapter about Peter S. Duval to *Philadelphia on Stone: Commercial Lithography in Philadelphia, 1828-1878*. She has curated exhibitions on topics as diverse as music in Philadelphia, Philadelphia daguerreotypes, the Philadelphia homefront during World War I, and the work of William Rau, the Pennsylvania Railroad's official photographer. She currently serves on the board of the American Historical Print Collectors Society and the publications committee of the Daguerreian Society.

4:00 p.m.

The Sail Before the Trail: Latter-day Saint Immigration

Fred Woods, Ph.D

Ephemera documents a private religious immigration system that was considered to have been the best model for emigration from England to America in the 19th century. In 1854, the British House of Commons requested that the Latter-day Saint emigration agent meet with them so they might discover why the sect was far ahead of others in shipping their people across the Atlantic.

Fred E. Woods is a professor at Brigham Young University and specializes in Mormon maritime migration in the 19th century. He has published dozens of works on this subject and is the chief editor and compiler of the academic website "Mormon Migration" which contains a wealth of information on this riveting topic: See <https://mormonmigration.lib.byu.edu/>

4:45 p.m.

What's Up, Sam Wah? Whitewashing Chinese Laundrymen

Sheng-mei Ma, Ph.D.

In the period of the Chinese Exclusion Act (1886-1943), Chinese laundrymen managed to eke out a living wherever menial labor was required away from coastal and metropolitan Chinatowns. At least one "Sam Wah" landed in the farthest reaches of the Midwest. These laundrymen — "perennial aliens" — still appear in racial stereotypes on contemporary ephemera, and can be traced from the 19th century to the present through comics, newspaper editorial cartoons, and even Lon Chaney's yellow-faced laundryman in *Shadows* (1922). The minority's plight is often the butt of jokes.

Sheng-mei Ma is Professor of English at Michigan State University, specializing in Asian Diaspora/Asian American studies and East-West comparative studies. His latest books are: *Sinophone-Anglophone Cultural Duet* (2017), *The Last Isle: Contemporary Film, Culture and Trauma in Global Taiwan* (2015), and *Alienglish: Eastern Diasporas in Anglo-American Tongues* (2014). He has also written numerous articles and book chapters on literature, film, and global culture.

Also Friday:

• **11:00 a.m. - 7:00 p.m.** — Dealer Set-up

SATURDAY — Ephemera Fair Opens today!

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

• **9 a.m.** — Members-only fair preview (\$10) for the Society's 37th Annual Ephemera Fair in Grand Ballroom. **Membership cards will be available at registration desk.**

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

• **10 a.m.** — General public entry. Admission is \$15.

• **12:30 p.m. - 5:30 p.m.** — Silent Bid Auction in Roundhill.

Many Lots. Bid early and often!

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

• **5:30 p.m.** — Silent Auction final bids close in Roundhill Room.

• **5:30 p.m. - 6:45 p.m.** — Cash Bar outside Mead ABC.

• **6:15 p.m.** — Live Auction Roundhill Room

• **7:00 p.m.** — *Ephemera 39 Banquet and Presentation* — Mead ABC. **Reservations required.**

A conference/dinner registration form is attached.

After Dinner Presentation

The Chinese Exclusion Act - Shaping People's Opinions

Evie Eysenburg

In 1882, the U.S. Congress passed the Chinese Exclusion Act, the first and so far only immigration law targeting a specific ethnic group. Ephemera played a key role in shaping American attitudes toward the Chinese. Images that reinforced negative stereotypes and focused on cultural, physical, and religious differences were successful in marginalizing the Chinese people.

Evie Eysenburg, a retired math and English teacher, has been an ephemera dealer for over twenty years. An avid researcher, her curiosity about trade cards with the phrase "The Chinese Must Go" and references to someone named "Denis" started her on a journey that has culminated in a large collection of images and objects. She uses those research skills as a crossword puzzle tester for the *New York Times*. Evie also serves as copy editor for the Ephemera *eNews* and was honored with a Reward of Merit from the Ephemera Society.

SUNDAY

9:00 a.m.

Mead AB

Members annual meeting

All members are urged to attend.

9:45 a.m.

Exhibitor Roundtable - Laddins Rock

Exhibitors will have the opportunity to describe their themes and the significance of the pieces they selected.

• **11 a.m. - 4 p.m.** — Ephemera Fair in the Grand Ballroom.

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

• **4 p.m.** — Ephemera/39 closes.

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COMING TO AMERICA

The Immigrant Experience



The Ephemera Society of America

Annual Conference and Fair

March 14-17, 2019

Hyatt Regency Hotel, Old Greenwich, CT