

U.S. Postage Paid  
Non-Profit Org.  
PERMIT #85  
Cazenovia, NY  
13035

The  
Ephemera  
of Society  
of America  
P.O. Box 95  
Cazenovia, NY 13035



# The Ephemera of Society of America

presents

## Ephemera/27

March 9-11, 2007

Stamford Marriott Hotel  
Stamford, Connecticut

## Ephemera/27 Schedule

### THURSDAY:

**9 a.m. - 5 p.m.** — Board of Directors' meeting, Boardroom II, Mezzanine Level.

**6 p.m. - 7 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:**

**New England Ballroom, Lower Lobby Level**

**9 a.m. Friday, March 9**

**What Ephemera Reveals to Medical Scholars**

*Russell A. Johnson*

The History & Special Collections Division at UCLA's Biomedical Library recently started building a collection of 19th and 20th century baby record books—infant health care advice-filled memory albums in which parents recorded milestones in their child's development and added photographs and other personal mementos. Another new collecting focus is Victorian trade cards that feature patent medicines or practitioner services aimed at the alleviation of pain. The archivist for the collections will explain why the library ventured into these areas and will describe how items are procured from dealers and donors (and eBay), how the collections are cataloged and made accessible, and how historians, medical doctors, and other scholars are using these fascinating materials.

Russell Johnson grew up in Massachusetts and Maine, but now has lived half his life in Los Angeles. He is the archivist in the History & Special Collections Division of UCLA's Biomedical Library, which includes the John C. Liebeskind History of Pain Collection.

**10 a.m. Friday, March 9**

**Ephemera in Libraryland: Archives & Special Collections at the University of Connecticut**

*Terri J. Goldich*

Children's literature and the alternative press may have little in common except Terri Goldich. She is curator to both and will bring the disparate collections to life in this presentation. The Northeast Children's Literature Collection includes an estimated 36,000 books, the manuscript collections of 90 authors and illustrators, correspondence, artifacts, and other research materials. Of particular interest are collections containing all aspects of book creation, such as book dummies, sketches, illustrations, dust jackets, drafts, revisions, and

correspondence. Books in major award categories are added each year. The Alternative Press Collection was founded in the late 1960s as a repository for publications emanating from activist movements for social, cultural, and political change.

Terri Goldich has been curator of the Northeast Children's Literature Collection and the Alternative Press Collection at the University of Connecticut Thomas J. Dodd Research Center since 1988. Ms. Goldich won the University of Connecticut Library Award for Excellence, and she has written and taught about various aspects of the collection, and has represented it in the broader media, and at a great many academic conferences.

**11:00 a.m. Friday, March 9**

**Every Man His Own Physician: Ephemera and Medical Self-Help**

*Christopher Hoolihan*

The Edward C. Atwater Collection at the Edward G. Miner Library in Rochester, NY is one of the nation's finest repositories of materials documenting the effort of ordinary Americans to control their own health. The collection includes books, periodicals, pamphlets, almanacs, trade cards, and other printed ephemera that address a wide range of popular health issues—from the self-treatment of disease and injury to the control of reproduction. This talk will focus on the surprising variety of print ephemera in the Atwater Collection and the role that it played in each American's attempt to become his or her own physician.

Christopher Hoolihan is Rare Books & Manuscripts Librarian at the Edward G. Miner Library. Among his publications is the two-volume *Annotated Catalogue of the Edward C. Atwater Collection of American Popular Medicine and Health Reform* published by the University of Rochester Press in 2001 and 2004. A third volume is in preparation.

**Lunch Break Noon - 1:30**

**Two afternoon conference sessions:**

**New England Ballroom, Lower Lobby Level**

**1:30 p.m. Friday, March 9**

**Ephemera Tells a Story of Social Justice**

*Katherine Kane*

The Stowe Center's mission is to preserve and interpret Harriet Beecher Stowe's Hartford home and the Center's historic collections, create a forum for vibrant discussion of her life and work, and inspire individuals to embrace and emulate her commitment to social justice by effecting

# Ephemera/27

positive change. Harriet Beecher Stowe's life and writings had an extraordinary influence on American lives. The Harriet Beecher Stowe Center's collection of ephemera records how her work was promoted, reported, criticized, copied and referenced for another 150 years.

Katherine Kane is the chief spokesperson, advocate and representative of the Harriet Beecher Stowe Center, directing programs, exhibits and outreach using three historic buildings on 2.5 acres in Hartford, CT, with the mission to provide vibrant forum and inspire commitment to social justice. Important collections and programming areas include women's and African American history, the context of contemporary issues, and the interrelationships of races, ethnic groups, class and gender.

## 2:30 p.m. Friday, March 9

### Love Letters from Louise

*John G. Sayers*

In December, 1926, Louise Welch, a 32-year-old woman attorney, left Boston on a four-month World Cruise on the Red Star liner *Berengaria*. Every day she wrote to her love Thomas O'Connor, who remained in Boston—letters of description, letters of warmth, letters of affection, letters of suppressed passion. Every day Thomas wrote to her— letters of everyday gossip about Boston news and politicians, letters of tedium, letters of hope. Louise played the stock market. Louise wrote graphic descriptions of all that she saw. Thomas was her 27-year-old counterpoint, waiting patiently for the results of his Bar admission examinations. As well as all 240 letters, this archive contains photographs, shipboard memorabilia, and a wealth of personal papers. If you like love stories, played out on the letterheads of major hotels throughout the world, you'll fall in love with Louise and her Tommy.

Canadian John Sayers serves on the board of The Ephemera Society of America, is on the Executive Board of the Toronto Postcard Club, and is a member of The Ephemera Society (U.K.) Mr. Sayers, who resides in Toronto, is a long-time collector of ocean liner ephemera and memorabilia.

### Also Friday:

- **4 p.m.** — Dealer Set-up
- **5 p.m.** — Collectors' Forum: *Beware: Ephemera Bug Highly Contagious*—A seasoned collector and recently infected daughter share in conversation about Illustrated Letterheads, Vinegar Valentines, Civil War-era letters—

Phil & Sandi Jones in Massachusetts Ballroom, Lower Lobby Level.

## SATURDAY:

- **8:15 a.m.** — Memberships will be sold at the Ephemera Society desk at the entrance to the show in the Grand Ballroom, Lobby Level.
- **9 a.m.** — Members-only show preview (\$10) for the Society's 27th Annual Paper Show in Grand Ballroom, Lobby Level. **Please have your membership card available.**
- **9 - 5 p.m.** — Exhibits open.
- **10 a.m.** — General public entry admission is \$12. (\$1 off with any Ephemera/27 ad.)
- **Noon - 2 p.m.** — Appraisals; get the Swann Galleries expert's estimate on your special piece. (near Society desk in foyer)
- **3 - 4 p.m.** — Collectors' Forum: *Poster Stamps*— Art Groten in Massachusetts Ballroom, Lower Lobby Level.
- **5 p.m.** — Show closes; reopens 11 a.m. Sunday.
- **6 p.m.** — Cash Bar & A Little Magic, Mezzanine Club Level.

• **7:15 p.m.** — Annual Banquet — A seated banquet in Boardrooms III & IV, Mezzanine Club Level, followed by auction next door in Boardrooms V and VI. Dinner reservations are required. A conference registration and banquet reservation form is attached. Please detach at the dotted line and return with your check to ESA Conference, PO Box 95, Cazenovia, NY 13035. Dinner reservations must be received by Friday, February 23<sup>rd</sup>.

- **8:30 p.m.** — Live Auction, Boardrooms V and VI, Mezzanine Club Level.

## SUNDAY:

**8:15 a.m.** — Members annual meeting, New England Ballroom, Lower Lobby Level

**Two morning conference sessions:**  
**New England Ballroom, Lower Lobby Level**  
**9 a.m. Sunday, March 11**  
**Minnesota's Printed Ephemera, 1838 to 2005**

*Moira F. (Molly) Harris*

The talk will be devoted to the printed ephemera of the State of Minnesota, from 1838 to 2005. A new book from Pogo Press, *Minnesota on Paper. Collecting our Printed History* (University of Minnesota Press) is the first analysis of ephemera limited to a single American state.

Moira F. (Molly) Harris, Ph.D, has written numerous books and articles on the history of art and popular culture. Her diverse subjects include Minnesota's outdoor sculpture and murals, the St. Paul Winter Carnival, Hamm's Beer advertising, and Sicilian donkey carts. At the 2004 Chicago Humanities Festival she served on a panel dealing with poker, her topic being the poker-playing dogs. Molly and her husband, John Harris, are the proprietors of Pogo Press, Incorporated, a small press located in St. Paul, Minnesota. John has written books and articles concerning postal history subjects and articles about local history.

**10 a.m. Sunday, March 11**  
**Getting it in Gear: The Revolutionary Impact of the Bicycle on 19<sup>th</sup> Century Culture**  
*Donald Zaldin*

In the 100-year span of the 19<sup>th</sup> century, personal transportation progressed from the horse to the bicycle to the automobile. Social class, gender, and age proved no barrier to the popularity of this middle link, which became a popular image in art, advertising, and design. The cultural dynamics of the technology and mythology of the bicycle were revolutionary, giving rise to significant social change. The Victorian era saw a lowering of social barriers, the democratization of travel, and a movement toward the emancipation and suffrage of women, who were propelled by the bicycle in their struggle to liberate themselves from their restrictive clothing and traditional domestic roles. The presentation will be illustrated by photographica and ephemera from the world-class *Lorne Shields Cycling Collection*, portions of which have been donated to the Canada Museum of Science and Technology, Ottawa, Canada.

Donald Zaldin is vice president of The Ephemera Society of Canada and a past president of The Bootmakers of Toronto, Canada's official Sherlock Holmes Society. Donald is an avid collector of Dionnes and Sherlockian ephemera.

- **11 a.m. - 4 p.m.** — Paper Show hours in the Grand Ballroom, Lobby Level.
- **11 a.m. - 4 p.m.** — Exhibits open.
- **1:30 - 2:30 p.m.** — Collectors' Forum: *Victorian Graphic Design*—Dick Sheaff in Massachusetts Ballroom, Lower Lobby Level.
- **4 p.m.** — Ephemera/27 closes.

Thanks to our Corporate Supporters  
Swann Galleries, Inc. • Collectibles Insurance Agency

Ephemera/27 conference registration includes free admission to a Board Reception on Thursday, seven presentations on Friday and Sunday, Exhibits, and three Collectors' Forums.

Please indicate number of persons for each item listed below:

- Members/students \$15 (*\$20 after February 23*)
- Non-members at \$25 (*\$30 after February 23*)
- Exhibiting dealers at no charge
- Saturday evening's seated banquet on the Mezzanine at \$65 (*\$70 after February 23*)  
Member Bob Olson will work his magic before and during dinner! Gary Garland will conduct the Society's benefit auction after dinner.
- Pan Seared Boneless Breast of Chicken with Portobello Mushrooms, Prosciutto, and Smoked Provolone
- Artichoke & Potato Crusted Salmon
- Vegetarian Alternative  
Dinner includes Salad, Dessert, & Coffee.

A separate admission fee applies to Saturday and Sunday's paper show. Ephemera Society members admitted one hour early on Saturday.

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

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

Phone: \_\_\_\_\_ 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.

Your registration packet and badge will be held for you at the Society desk. Please arrange lodging directly with the Stamford Marriott Hotel. Call 800-732-9689 toll free from U.S. From Canada, call 888-236-2427 toll free; 0800 221 222 toll free from United Kingdom; all others phone 203-357-9555; keyword *ephemera*. Group rate is \$112. Group rate not available online, and group rate is not guaranteed after February 22.