

# Ephemera/37

Ephemera/37 conference registration includes free admission to a Board Reception on Thursday evening, ten seminars on Thursday, Friday and Sunday, and Exhibits. A separate admission fee applies to the Ephemera Fair on Saturday and Sunday. See 9 a.m. Saturday listing for details.

Please indicate number of persons in each category:

- ( ) ESA Members, \$50
- ( ) Non-members, \$60
- ( ) Students with ID, no charge  
– *First come first serve, space may be limited*
- ( ) Exhibiting dealers, no charge
- ( ) Ephemera/37 Banquet and Presentation, \$85  
(\$90 after March 1)

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 Nicolas Ricketts, Curator, The Strong National Museum of Play**, who will discuss Innovation in Play. Don't miss this exciting opportunity!

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

\_\_\_\_\_

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

\_\_\_\_\_

Phone or 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.ephemerasociety.org/37](http://www.ephemerasociety.org/37). 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 \$142 plus tax. Discount Code “*ephemera society*.” Group rate is available online, but is not guaranteed after February 22, 2017.

You can reserve online by visiting: [www.ephemerasociety.org/37](http://www.ephemerasociety.org/37)

# Ephemera/37

## American Ingenuity: What's the Big Idea?

### SCHEDULE

#### THURSDAY:

**9 a.m. – 4 p.m.** — Board of Directors' meeting, Belle Haven conference room.

#### 4:30 p.m. Roundhill Room

##### Student Sessions

The Student 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:

#### Four morning conference sessions: Roundhill Room

##### 8:45 a.m.

##### Welcome and Introduction

*Barbara Loe, Chairman and Bruce Shyer, ESA President*

##### 9:00 a.m.

##### What's the Big Idea?

*Richard Sheaff*

As a keynote, this informal presentation covers a broad sweep of American innovation from Native Americans through the 20th century. A 19th century emphasis, rich in visuals of ephemera, encompasses more technological/engineering/transportation/mechanization progress in America than at any other time or place. The whimsical and ridiculous developed alongside important accomplishments and trends.

**Dick Sheaff** has served several terms on the Ephemera Society's board of directors, and currently serves as Vice President. He is a retired graphic and communications designer who worked over the years with numerous businesses, colleges and other clients. Mr. Sheaff designed or art-directed over 500 U.S. postage stamps. He collects many sorts of ephemera, researches various subjects and writes frequent articles, with a particular interest in vintage design and typography. He maintains an ephemera-related, non-commercial website ([www.sheaff-ephemera.com](http://www.sheaff-ephemera.com)).

##### 10:00 a.m. — 10:15 a.m. Break

##### 10:15 a.m.

##### Up in the Air

*Tom D. Crouch, Sr. Curator of Aeronautics, National Air and Space Museum*

The National Air and Space Museum holds a variety of ephemera tracing the history of flight, from tickets to the launch of the first balloons to carry human beings aloft, through posters and handbills advertising airplane flights prior to WW I, a range of items linked to the overseas service of American airmen in WW II, to disposable space age items. These personal mementoes help to document the history of aeronautics, and bring the lives of the men and women who wrote history in the sky to life for museum visitors.

**Tom D. Crouch** is Senior Curator of Aeronautics with the National Air and Space museum. A Smithsonian employee since 1974, he holds degrees from Ohio University and Miami University, a PhD from the Ohio State University, and a Doctorate of Humane Letters from Wright State University. Dr. Crouch is the author/editor of fifteen books and many articles, most dealing with aspects of the history of flight technology. He is the recipient of literary prizes from the Christopher's, the American Institute of Aeronautics and Astronautics, the New York State Historical Association, and the Aerospace Writers Association.

##### 11:00 a.m.

##### Sparking the Imagination

*Diane DeBlois & Robert Dalton Harris*

Ephemera unabashedly addresses the dynamics of change, anticipating and shaping innovation. Examining ephemera such as letters, printed circulars, advertising prints, etc. from the 1830s helps set the stage for Samuel Finley Breese Morse, called the “American Leonardo,” who was not the sole inventor of the electromagnetic telegraph, but who retains a central place in U.S. telegraph history. Ephemera shows the cultural readiness for electrical communication – the annihilation of space and time first expressed as icon, metaphor and satire before becoming a reality.

**Diane DeBlois** and **Robert Dalton Harris**, proprietors of aGatherin,' are charter members of The Ephemera Society of America. They were awarded the Maurice Rickards medal in 2008, and the American Philatelic Society's Luff Award for Research in 2016. They wrote the section on telegraph history for Volume 3 of the *American Stampless Cover Catalogue* in 1993 (that mapped the development of all telegraph lines to the Western Union amalgamation). In 1994, The Ephemera Society published their monograph: *An Atlantic Telegraph, The Transcendental Cable*.

##### 11:45 a.m.

##### What Does Not Kill You Makes You Stronger

*Erika Piola, Associate Curator, Prints and Photographs and Co-Director, VCP at LCP*

The William H. Helfand Popular Medicine Collection at the Library Company of Philadelphia contains a wealth of popular and patent medicine ephemera important for the study of visual and consumer culture during the 19th and early 20th centuries. A visual and literary rhetoric was developed to promote all manner of “cures” from oxygenated bitters to electrical belts. The innovative nature of patent medicine was a means for its developers and distributors to use novel marketing techniques to affect consumer culture.

**Erika Piola** is Associate Curator of Prints and Photographs and Co-Director of the Visual Culture Program at the Library Company of Philadelphia. She is editor and contributor to *Philadelphia on Stone: Commercial Lithography in Philadelphia, 1828-1878* (2012). Ms. Piola has also presented and published work on American visual culture, 19th-century ephemera, and the antebellum Philadelphia print market. She is on the board of the American Historical Print Collectors Society, and a member of several professional organizations, including, the Print Council of America, and the Association of Historians of American Art.

##### 12:30 p.m. - 2:00 p.m.

Lunch Break

#### Four afternoon conference sessions: Roundhill Room

##### 2:00 p.m.

##### The Future Begins in Chicago

*Russell Lewis, Executive Vice President and Chief Historian, Chicago History Museum*

From the Ferris Wheel to the Homes of Tomorrow, Chicago's two worlds fairs—the 1893 World's Columbian Exposition and the 1933-34 A Century of Progress World's Exposition—celebrated innovation and marked two different paths of progress in the 20<sup>th</sup> century. A plethora of materials was associated with these events—postcards, invitations, maps, tickets, flyers, guidebooks—providing a comparison of the different visions of the future each world's fair embraced.

**Russell Lewis** is responsible for the day-to-day implementation of the museum's mission to creatively explore and showcase Chicago's history and culture, and to preserve, manage, build, and make accessible to the public, the Chicago History Museum's collection of more than 22 million documents and objects. He has been a member of the Chicago Historical Society and Chicago History Museum's

staff since 1982. He is author of *Historic Photos of Chicago's World's Fair* published in 2010, has been involved in the development of numerous exhibitions, including *Chicago: Crossroads of America*, and has led a number of digitization projects, including *The Great Chicago Fire and the Web of Memory*, and the online version of *The Chicago Encyclopedia*. He served as project director for the \$27.8 million renovation of the Chicago History Museum.

**2:45 p.m.**

#### **Images of Enterprise**

*Jeremy Rowe, Senior Research Scientist at New York University*  
Photography as an important ephemeral media has fostered creative entrepreneurs to invent and market inventions as well as new techniques to refine and expand its impact. At the same time, photography has provided a documentary tool to capture the era of innovation following the Industrial Revolution. Photographers documented virtually every type of innovation, sometimes from initial prototype development, capturing early successes, then illustrating ads and promotional materials. From its birth, photography changed the accuracy and aesthetics of printing and reproduction that eventually led to the photomechanical reproduction still used today.

**Jeremy Rowe** has collected, researched, and written about historic photographs for over 30 years, and hosts the [Vintagephoto.com](http://Vintagephoto.com) web site. Mr. Rowe is a Senior Research Scientist at New York University, President of the Daguerreian Society, and member of the Ephemera Society Board.

**3:30 p.m. - 3:45 p.m. Break**

**3:45 p.m.**

#### **Private Prepaid Mail Systems**

*Larry Lyons, Executive Director of the Philatelic Foundation*

The sending of mail with the cost borne by recipients wasn't working. As much as a third of the mail was refused and the cost was too high. Picking up mail at the Post Office was also a big time waster. The private sector stepped up to provide innovative ideas with Independent Mail Companies carrying the mail more cheaply and efficiently from city to city. Local Posts sprang up to pick up mail going to the Post Office or make local city delivery. Broadsides and labels were used by private companies to describe their operations. Letter boxes were created by Local Posts to receive mail. The innovative idea of Special Messenger Services began.

**Larry Lyons** is a leading expert on the U.S. Local Posts, and has published a set of identifier books for forgeries of Local Post adhesive labels. He has been editor of *The Penny Post*, a publication of The Carriers and Locals Society, since 1999, and is Executive Director of the Philatelic Foundation where he

has served as a Trustee since 1999. He is a successful exhibitor of philatelic material, winning over 30 Grand Awards and one Champion of Champions competition.

**4:30 p.m.**

#### **The Bicycle - Two Wheels that Changed the World**

*Lorne Shields, Author & Collector*

During an approximate 100-year span, the bicycle was shaped by a succession of inventors and entrepreneurs. As a manumotive device (i.e. - moved by a hand-operated mechanism) the mass-produced bicycle was more attractive to many riders than a coach or train, allowing middle and lower class Victorians to travel further at less cost, when it better suited their personal schedules. As a result, the bicycle bridged the horse and the motor car by becoming the century's leading independent conveyance of choice. It democratized travel and contributed to the liberation of women. The phenomenon of cycling became the most popular spectator sport in the world.

**Lorne Shields** was an early member of the Ephemera societies of England and Canada and recently joined the American society. In 1980 he donated the majority of his world-class cycling collection to the Canada Science and Technology Museum in Ottawa. He has exhibited at museums world-wide, including the Smithsonian, and given illustrated presentations at international cycling conferences and photographic and historical societies in Europe, America and Canada. His articles have appeared in the prestigious American journal, *The Wheelman*, on the developers and development of cycling and its impact on Victorian commerce and social culture.

**5:30 p.m.**

#### **Meet the Authors!**

Book signings of notable books from our speakers and members will immediately follow the conference outside of Roundhill.

**Also Friday:**

- **11:00 a.m. - 7:00 p.m.** — Dealer Set-up
- **7-8 p.m.** — Silent Auction Preview in Roundhill.

**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 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 p.m.** — Live Auction outside Mead ABC — Auctioneer: George Fox
- **7:00 p.m.** — *Ephemera 37 Banquet and Presentation* — Mead ABC. **Reservations required.**  
*A conference/dinner registration form is attached.*

**After Dinner Presentation**

#### **Innovation in Play**

*Nicolas Ricketts, Curator, The Strong National Museum of Play*  
Few artifacts, in the history of mass production, show as much innovation as playthings. In 1900 Crandall's new game Pigs in Clover oversold the firm's production capabilities. Then in the 1930s, in spite of the Great Depression, every American and then most of the rest of the world wanted to play Parker's new Monopoly game. More recently quirky but innovative toys such as Cabbage Patch Kids and Tickle Me Elmos create storewide stampedes or shortages. The Strong's collections help to prove the point that our playthings may be the most innovative of all our possessions.

**Nicolas Ricketts** is curator of board games, clothing, art and documentary materials at the National Museum of Play at The Strong in Rochester NY, and sits on the board of the Association for Games and Puzzles International. Mr. Ricketts served on the board of The Ephemera Society for many years as director, treasurer and president.

SUNDAY

**9:00 a.m.**

#### **Members annual meeting, Mead AB**

All members are urged to attend.

**9:45 a.m.**

#### **Exhibitor Roundtable**

Exhibitors who prepared an exhibit will have the opportunity to describe the theme of their exhibit, why they selected the particular pieces, and what the significance of those pieces are.

- **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 37 closes.

SWANN  
AUCTION GALLERIES

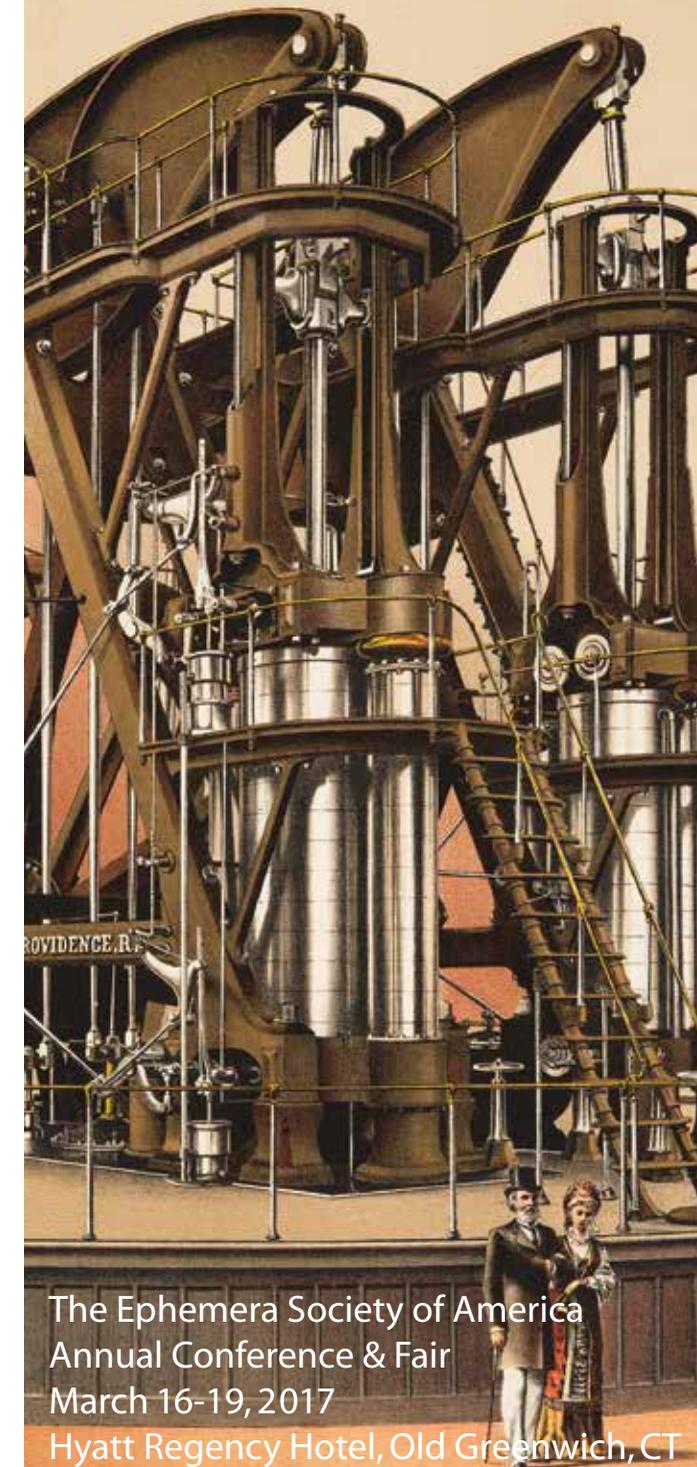


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# AMERICAN INGENUITY

What's the big idea?



The Ephemera Society of America  
Annual Conference & Fair  
March 16-19, 2017

Hyatt Regency Hotel, Old Greenwich, CT