

# Ephemera/38

Ephemera/38 conference registration includes free admission to a Board Reception on Thursday evening, nine 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, \$85
- Non-members, \$100
- Students with ID, no charge
  - First come first serve, space may be limited*
- Exhibiting dealers, no charge
- Ephemera/38 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 Craig Inciardi, Curator and Director of Acquisitions for the Rock and Roll Hall of Fame and Museum**. 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/38](http://www.ephemerasociety.org/38). 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/38.html](http://www.ephemerasociety.org/38.html)

## Ephemera/38

### Let Me Entertain You!

#### 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:

###### Three morning conference sessions: Roundhill Room

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

###### Welcome and Introduction

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

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

###### Join the Circus!

*Matthew Wittmann, Houghton Library*

No form of 19th-century entertainment produced a wider range or greater volume of ephemera than did the circus. Audiences were cultivated with printed matter — ranging from tickets and handbills to colossal chromolithographed posters — fueling the expansion of the advertising business and ultimately having a profound impact on American visual culture. The holdings of the Harvard Theatre Collection illustrate the development of the circus into what Walt Whitman in 1856 celebrated as a "national institution."

**Matthew Wittmann**, Curator of the Harvard Theatre Collection, holds a doctorate in American culture from the University of Michigan and is the author of *Circus and the City: New York 1793-2010* (2012) as well as a co-editor of *The American Circus* (2012). His scholarly work has focused on the cultural, material, and transnational history of the United States during the 19th century and on the dynamics of popular entertainment in particular. He is a former a trustee of the Circus Historical Society, a former curator at the American

Numismatic Society, and presently a member of many organizations dedicated to libraries and the performing arts.

##### 10:00 a.m. — 10:15 a.m. Break

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

###### Niblo Gardens

*Ben Feldman*

William Niblo, an Irish immigrant to New York City in the earliest part of the 19th century, gained fame and fortune as the operator of The Bank Coffee Houses in downtown and in Greenwich Village. In 1828 he founded the city's pre-eminent pleasure garden. Niblo's Garden was world famous until its closure in 1894, operating even after his demise in 1878. His story of rags to riches and fame, while remaining a devoutly religious and modest man, is documented through menus from the coffee houses, innumerable broadsides announcing performances, advertisements in newspapers all over the United States, and portraits of the hundreds of performers who sought fame on Niblo's enormous stage.

**Benjamin Feldman** has lived and worked in New York City for the past 47 years and is the author of three works of non-fiction about 19th and early 20th century New York. His essays and book reviews about New York City and American history and about Yiddish culture have appeared online and in print in CUNY's *Gotham History Blotter*, *The New Partisan Review*, *Columbia County History & Heritage*, *Ducts Literary Magazine*, *The Forward*, *New York Archives Magazine* and in his blog, *The New York Wanderer*. He is the chair emeritus of the Board of The National Yiddish Theater *Folksbiene*, and currently chairs the Board of the New Yiddish Repertory Theater. Ben maintains a vital relationship with Green-Wood Cemetery in Brooklyn, the source of many of his projects and stories.

##### 11:05 a.m.

###### On Tour at the Turn of the Century

*Patrick Sweeney*

In the decades just before and after 1900, a thriving network of touring entertainers sought performance work in the thousands of small local venues across America. Before there were telephones and automobiles, these entertainers depended upon the efficiency of the U.S. mail and railroad networks to arrange their schedules. Their letterheads tell part of the story, but equally interesting are the contracts, trade cards, programs, posters and the correspondence between the constantly moving entertainers and the management of opera houses, academies of music and museums - in that era, few venues dared call themselves theaters or music halls, labels that implied less than respectable entertainment.

**Pat Sweeney** is a long-time Sustaining Society member and has contributed numerous entries to the Society website "What is Ephemera?" Here he greatly expands and updates an article he wrote for the *Ephemera News* in 1996.

##### 12:00 p.m. - 1:30 p.m.

Lunch Break

##### Four afternoon conference sessions:

###### Roundhill Room

##### 1:30 p.m.

###### All That Jazz

*Hank O'Neal*

A passion for early jazz history was revealed by a 2005 auction simply called JAZZ - 403 lots ranging from Dizzy Gillespie's trumpet to John Coltrane's hand-written manuscript pages. There were tape recordings, rare vintage records, all manner of signed photographs, sheet music, high school composition books, union contracts, matchbook covers and flyers from famous jazz joints, posters, paintings by noted jazz artists like Miles Davis, letters, awards from magazines, movies and TV shows - anything touched by or related to one of the jazz legends (Billie Holiday, Louis Armstrong, Charlie Parker, Bix Beiderbecke, Lester Young, Duke Ellington John Coltrane, Miles Davis, Ella Fitzgerald) is treated as a sacred object in the world of jazz fandom.

**Hank O'Neal**, over a half century in the music business, formed two record companies (Chiaroscuro Records and Hammond Music Enterprises), built two recording studios (WARP and Downtown Sound), produced over 200 jazz LPs/CDs and over 100 music festivals from 1983 to 2002. He has written books and articles on jazz, photographed most of the giants of jazz from the second half of the 20th Century, exhibited these photographs regularly, and served on the boards of various non-profit organizations in the jazz community, including the Jazz and Contemporary Music Program of The New School (1985 to present), The Jazz Foundation of America (1993 to present) and more recently the Jazz Gallery (1995 to present) and the National Jazz Museum in Harlem. He is a lifetime member of The National Academy of Recording Arts and Sciences.

##### 2:20 p.m.

###### Lois Weber, of Silent Films

*Martin Norden*

Silent films of the late 1890s to 1920s used numerous strategies for promotion and marketing of thousands of movies. Publicity materials included handbills, slides, advertisements, and detailed narrative summaries published

in newspapers. The development of these items was related in part to the producers' need to fill in narrative gaps left by their films' spare use of dialogue and by overly zealous censors who may have deleted entire scenes. Lois Weber (1879-1939) was a prolific writer/director whose work is largely unknown. Two of her controversial films that dealt with reproductive rights — *Where Are My Children?* (1916) and *The Hand that Rocks the Cradle* (1917) — are well documented.

**Marty Norden** teaches film history and screenwriting as Professor of Communication at the University of Massachusetts Amherst. With more than one hundred publications to his credit, he has presented at numerous scholarly conferences across North America and Europe. He is currently at work on *Lois Weber: Interviews*, an anthology to be published as an installment in the University Press of Mississippi's "Conversations with Filmmakers" series.

**3:10 p.m. - 3:30 p.m. Break**

**3:30 p.m.**

**Winter Carnival in St. Paul**

*Moira Harris*

Begun in 1886, the St. Paul Winter Carnival is the country's oldest winter festival. Its iconic symbol, the Ice Palace, varies in shape and location each time it is built. At least two parades, day and night, take place during the Carnival and the ten-day schedule, usually in late January-early February, is packed with ice and snow sculpture displays, athletic events, a treasure hunt with rhyming clues, and the rituals celebrated by its families of competing royalty led by the kings of fire and ice - documented by posters, trade cards, postcards, poster stamps, sheet music, matchbooks, programs, and menus. Carnival history has gaps when lack of money, the spoiling effect of warm weather, and the onset of the Great War prevented organizers from holding the event, but new management has meant a virtually complete run of the Winter Carnival since 1937.

**Moira F. Harris** has served on the Board of Directors of The Ephemera Society of America and has written several articles for the Journal. Ms Harris is an art historian (Ph. D, University of Minnesota), a member of the Ampersand Club, and the historical societies of Minnesota, Ramsey County and Hennepin County. Her book *Fire and Ice. The History of the St Paul Winter Carnival* was published in 2004. More recently she served as a consultant to a public television documentary on the Carnival in 2016.

**4:20 p.m.**

**Competition in the Air**

*Art Groten*

Aeroplanes became a focus of intense public interest with the advent of practical flying at the end of the first decade of the 20<sup>th</sup> century. Aviation shows proliferated - documented by programs, postcards, photographs, and press coverage - during which the best aviators in the country competed for speed, altitude and endurance records. This national craze ended with the 1912 death of 'America's Darling' Harriet Quimby.

**Art Groten** has been an active collector of stamps, books and ephemera for over 60 years. He retired from radiology a number of years ago to concentrate on writing about and exhibiting his collections. He is a past president of The Ephemera Society of America, a Fellow of the Royal Philatelic Society London and recipient of the American Philatelic Society's Luff Award for Outstanding Philatelic Research.

**Also Friday:**

- 11:00 a.m. - 7:00 p.m. — Dealer Set-up
- 7:00-8 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
- 7:00 p.m. — *Ephemera 38 Banquet and Presentation — Mead ABC. Reservations required.*  
*A conference/dinner registration form is attached.*

**After Dinner Presentation**

**Rock 'n' Roll all Night**

*Craig Inciardi, Curator and Director of Acquisitions for the Rock and Roll Hall of Fame and Museum*

Much of what is cherished, collected and preserved to tell the story of the creation and dissemination of music was

meant to be discarded: posters, handbills, scribbled notes. **Craig Inciardi** was charged in 1995 with building the initial collection necessary to open the Library & Archive of the Rock and Roll Hall of Fame and Museum. He has curated numerous exhibitions including "Rock Style" (a collaboration with the Metropolitan Museum of Art in 1999), "Louder Than Words" (about rock and roll with politics), and major shows featuring The Rolling Stones, The Who's Tommy, The Clash, and Rolling Stone magazine. He formerly developed specialized sales of rock memorabilia and other pop culture collectibles at Sotheby's auction house in New York.

**SUNDAY**

**8:45 a.m.**

**Roundhill**

**Members annual meeting**

All members are urged to attend.

**9:45 a.m.**

**Mead ABC**

**A Century of Crosswords**

*Will Shortz, Crossword editor of The New York Times and Puzzlemaster for NPR*

Crossword puzzles are the world's most popular word game but they were born as recently as 1913, when the New York World published a primitive "Word Cross" in a Sunday section called "Fun." There the puzzle remained unheralded until 1924, when the fledgling firm of Simon & Schuster published, as its very first book, the world's first crossword book, setting off a national and then an international craze. Suddenly crosswords seemingly appeared everywhere — newspapers, magazines, advertising, clothing, even a show on Broadway.

**Will Shortz** holds the world's only college degree in Enigmatology, the study of puzzles, which he earned in 1974 through a self-designed major at Indiana University. He is a familiar name to millions of Americans through his puzzle work in *The New York Times* and NPR.

- 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 38 closes.

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The Ephemera Society of America  
Annual Conference and Fair  
March 15-18, 2018  
Hyatt Regency Hotel, Old Greenwich, CT

