

# Ephemera 46

Ephemera 46 conference registration includes free admission to a Board Reception on Thursday evening and eleven seminars on Thursday and Friday. **There is an additional charge for the banquet and dinner presentation.**

*Please indicate number of persons in each category:*

(    ) ESA Members, \$110

*Includes admission to Friday Fair Preview and Admission to Fair both Saturday and Sunday*

(    ) Non-members, \$100

*Includes admission to Conference ONLY*

(    ) Students with ID, no charge

*Includes admission to Conference ONLY*

*– First come first serve, space may be limited*

(    ) Exhibiting dealers, no charge

(    ) **Ephemera 46 Banquet and Presentation, \$95**

Back by popular demand, the dinner features presentation stations. Enticements include starters of Tapenade, Roasted Eggplant, and Roasted Red Pepper Hummus, followed by Beef Tenderloin, Caesar Salad, two Pastas, Seasonal Vegetables, Dessert and Coffee. We will also have a special **after dinner presentation. David Freund will present on the impact of the real photo postcard (rppc) camera.** You don't want to miss this exciting event!

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.ephemerasyesociety.org/ephemera-46](http://www.ephemerasyesociety.org/ephemera-46) It will not be required, but if you use PayPal, a \$3 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 \$175 plus tax. Discount Code “*ephemera society*.” Group rate is available online, but is not guaranteed after February 26, 2026. You can reserve online by visiting: <https://www.hyatt.com/events/en-US/group-booking/GWICH/G-EPHI>

## Ephemera 46

### 250 Years: Ephemera Shapes America

THURSDAY, MARCH 19<sup>th</sup>

**4:00 p.m. Riverside Ballroom**

**“Diaries of the African American Mother” — Faith Page**

An examination of friendship albums kept by 19th century middle class black women, as well as personal diaries and paintings/illustrations belonging to women of all social classes, explores motherhood choices and methods of capturing memory. Understanding the choices made by a community in spite of oppression is as vital to creating a complete picture as the oppression itself.

**Faith Page** received a BA in History from William and Mary as well as a certificate in Public History and Material Culture from the National Institute for American History and Democracy. She is currently pursuing an MA in Museum Studies. Her historical focus is African American history during Reconstruction, as well as Victorian history and literature. Her work as a tour guide at Preservation Virginia's Gray's Creek site helped her to reexamine the relationship between African Americans and the site.

**All in for the Semiquin: Postcards and Public Memory at Delaware 250 — Eleanor Shippen**

Delaware's colonial past, from its 1638 founding by Swedish colonists to Caesar Rodney's infamous 'midnight ride' for American independence, has informed its historical identity and commemorations of the state's role in the American Revolution. Comparative analysis of 18th to 20th century prints and other ephemera, as well as Delaware 250 postcards, examines how images can facilitate personal interpretation of the state's history.

**Eleanor Shippen** received a BA in Anthropology from the University of Victoria in British Columbia, and is a second year Lois F. McNeil Fellow in the Winterthur Program in American Material Culture. Her thesis research centers on postcards and their ability to reflect personal, commercial, and national narratives of commemoration. She currently works with Delaware 250, the state's Semi quincennial Commission, as the Marketing and Engagement Intern and serves as co-chair of the New Professional and Student Committee for the National Council on Public History.

**A History in Unexpected Places: Scrapbooks, Ephemera, and Women's Music Clubs — Rachel Shapiro**

Women's music clubs, stimulated by the support and encouragement of the National Federation of Music Clubs founded at the 1893 World's Columbian Exposition in Chicago, fostered the cultivation and celebration of American music in communities both large and small. The story of the women's music club movement and its influence on American music culture is explored through a scrapbook kept by Marjorie Church.

**Rachel Shapiro** received a BA in Music Performance and English from Simpson College, Indianola IA, and is a Ph.D. candidate in Musicology at Florida State University. Her dissertation is titled “Ephemera and Remembrance in American Music Historiography: The Case of Marjorie Church (1893-1953)”. Her current research explores remembrance, history-making, and the role of ephemera in documenting the histories of overlooked and marginalized voices. She also works as a teaching assistant at Florida State University and as an Archival Assistant with the Florida State University College of Music Archives.

**6:30 p.m.–7:30 p.m. — Condes Room**

**Board reception** for early arrivals. Join old and new friends and be fresh for the conference that begins Friday morning.

FRIDAY, MARCH 20<sup>th</sup>

**Four morning conference sessions: Riverside Ballroom**

**8:30 a.m.**

**Welcome and Introductions**

*Barbara Loe, Conference Committee Chairman*

*Michael Peich, President*

**8:45 a.m.**

**Stars, Stripes, and Sales: Shaping American Identity Through Advertising**

*Allie Avis*

From trade catalogs for fabric to American flag Christmas decorations to 18th century trade cards, companies have long banked on Americans' sentimentality for their country. 250 years' worth of material from the vast ephemera collections of the Winterthur Library explores the use of American patriotic imagery and messaging as a vehicle to sell products and/or promote services.

**Allie Alvis**, Curator of Special Collections of the Winterthur Library, is responsible for the stewardship and engagement of the collection. They previously worked as an antiquarian bookseller at Type Punch Matrix (Washington, DC) and as the special collections reference librarian for the Smithsonian Libraries and Archives. Allie originated the concept of Pop Bibliography and maintains popular accounts across various platforms as Book Historia.

**9:30 a.m.**

**Making Natives Ephemeral: Ephemera and the Roots of the United States**

*Matthew Sparacio*

The earliest expressions of settler colonialism can be found in ephemera by reading against the grain of authors and creators who sought to “improve the land” and (after 1783) make the

new nation. But Native Peoples also used the same kinds of media — almanacs, diaries, magazines, advertisements — to make their own claims to sovereignty, both before and after the era of removal and despite the growing narrative in the 19th century of the “disappearing Indian.”

**Dr. Matthew Sparacio** received his PhD Native American History Auburn University. He teaches at Georgia State University. His research interests include pre- and post-removal Choctaw history, health cultures in colonial America, and the history of the book and print in Indian Country. His first book, *The Choctaw Civil War: Justice and Sovereignty on the Franco-Choctaw Frontier*, examines the connections between violence, trade, and justice in the mid-eighteenth-century Native South.

**10:15 a.m. Break**

**10:30 a.m.**

**“Evacuation Day to Y2K”: Researching Cultural Origins in New York City**

*Andy McCarthy*

The idea of “culture” in New York City is interpreted with a wide range of material between Evacuation Day, Nov 25, 1783, when British forces left Manhattan, and the demographic and economic shifts driven by neighborhood gentrification at the turn of the 21st century — broadsides for antebellum shows; booklets exposing Tammany Hall; punk serials; the 1986 Statue of Liberty centennial; a self-published midcentury restaurant guidebook.

**Andy McCarthy** is a reference librarian in the Irma and Paul Milstein Division of U.S. History, Local History, and Genealogy at the New York Public Library. A former researcher at ABC News, he also worked as a double-decker bus tour guide and performed a monthly monologue and slideshow act about the history of West 42nd Street for THE DEUCE film series at Nitehawk Cinema. Recent publications include a piece for Lit Hub Crime Reads on the 30th Anniversary of the movie Goodfellas, and for the *New York History* journal, “Salutary and Well-Intentioned Violence: The 1858 Staten Island Quarantine Fires.”

**11:15 a.m.**

**Murder & Memory: the Assassination of Abraham Lincoln**

*Thomas Horrocks*

The tragic death of Lincoln at the hands of an assassin both shocked and angered the northern public and, at the same time, elevated Lincoln, a controversial president in life, to secular sainthood in death. Numerous genres of ephemera, such as broadsides, prints, photographs, and sheet music, played an influential role in informing Americans' perceptions of the assassination and shaping Lincoln's legacy.

**Thomas A. Horrocks** received a Ph.D. in history from the University of Pennsylvania. He is an independent scholar who spent 30 years working as a library administrator at the Francis



A. Countway Library of Medicine, Harvard Medical School; Houghton Library, Harvard University; and the John Hay Library at Brown University. His latest book, *The Annotated Lincoln*, co-edited with Harold Holzer, was published by Harvard University Press in 2016. He recently completed a book on *Abraham Lincoln in 50 Objects* and has begun work on *The Lincoln Assassination in 50 Objects*.

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

Four afternoon conference sessions: Riverside Ballroom

1:00 p.m.

“Cupid Under Fire: Valentines of the Civil War“

Michael Russo

Valentines generally convey the loving sentiments of one person to another, but they also reflect the political climate and societal views. Letters, daguerreotypes, Valentines both sentimental and comic, patriotic covers, newspaper illustrations and advertisements help illuminate and bring these tumultuous four years in American history to life.

Michael A. Russo is a visual artist, retired art educator, and the Vice President of the National Valentine Collectors Association. In the past, his ephemera collections have been featured in *Martha Stewart Living Wedding* magazine and he has appeared with her in a television segment on the Victorian Language of Flowers.

1:45 p.m.

Death By Lightning: Memorializing James A. Garfield

Anne Peale

The 79 days between the shooting of James A. Garfield and his death in mid-September 1881 were a publisher’s nightmare because there was huge demand for printed memorabilia of the fallen president. The breadth and the brevity of this publishing boom offer an opportunity to consider both the economics and technologies of mass media production in the late 19th-century United States and the life of a president best remembered for the manner of his death.

Anne Peale received a MSc in Material Cultures and the History of the Book, and a PhD in Geography from the University of Edinburgh. She is the Chapin Librarian at Williams College, where she curates a collection of rare books and manuscripts for use in undergraduate instruction and research. She is the recipient of an M.C. Lang Fellowship in Book History, Bibliography, and Humanities Teaching with Historical Sources from Rare Book School, and leads more than fifty hands-on instruction sessions each year for Williams students and other groups.

2:30 p.m. Break

2:45 p.m.

“A Stupendous Folly:” Philadelphia’s Sesquicentennial Exposition

Sarah Weatherwax

In 1926, Philadelphia hosted the country’s Sesquicentennial commemoration, hoping to replicate the success of its 1876 Centennial. Organizers struggled to create a cohesive vision for the event. Should it promote the city’s commercial interests, or should it tout technological progress and celebrate Philadelphia’s role in American history? Although over six million people attended the fair it was largely a failure: bad luck, corruption, and poor decision-making doomed the commemoration.

Sarah Weatherwax received a BA in History from the College of Wooster (Ohio), a MA in History from the College of William and Mary, and has worked at the Library Company of Philadelphia since 1993. She contributed a chapter about lithographer Peter S. Duval to *Philadelphia on Stone: Commercial Lithography in Philadelphia, 1828-1878*. She has curated exhibitions on diverse topics, most recently on Imperfect History, which examined the role of graphic arts in preserving and distorting history. Other research interests include women in photography and Philadelphia’s built environment.

3:30 p.m.

Gugler Lithographic Company World War II Mobilization

Sarah Finn

By 1900, the Gugler Lithographic Company which was founded in 1878, had become one of Wisconsin’s largest operating printing companies. During World War II, Gugler worked for the federal War Advertising Council to promote rationing, war bonds, victory gardens, women’s enlistment in the WAVES, with the goal of boosting patriotism and morale in the general public. Some of Gugler’s longtime clients such as Wrigley’s Gum incorporated war mobilization into their ad campaigns.

Sarah Finn received her MLIS with an Archival Concentration, and a MA in History from the University of Wisconsin-Milwaukee. She is a Special Collections Librarian at Milwaukee Public Library. She is passionate about sharing the history of print with the wider public and curates two popular Instagram accounts highlighting the wide array of materials found in libraries, particularly printed natural history illustrations.

5:30 pm - 7:30 pm

EPHEMERA FAIR PREVIEW!

Open to all **ESA members**. Preview ticket grants access to the Fair on both Saturday and Sunday. Conference ticket includes admission to the Preview as well as the Fair. For those not attending the conference, the Fair Preview is available separately for \$25.

SATURDAY, MARCH 21<sup>st</sup>:

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 (\$12) for the Society’s 45th Annual Ephemera Fair in Grand Ballroom. **Membership cards will be available at registration desk.**
- **10 a.m.** — General public entry. Admission is \$15 at the door.

Discounted Fair tickets available online at: [www.esafair.com](http://www.esafair.com)

- **12:30 p.m. – 5:30 p.m.** — **Silent Bid Auction in Riverside Ballroom** Room. 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 Riverside Ballroom.
- **5:30 p.m. – 6:45 p.m.** — Cash Bar outside Riverside Ballroom.
- **6:00 p.m.** — Live Auction **Riverside Ballroom**
- **7:00 p.m.** — *Ephemera 46 Banquet and Presentation* — Mead ABC. **Reservations required.**

After Dinner Presentation

Everyday Genius: America Shaped in Photo Postcards

David Freund

The 1903 real photo postcard (rppc) camera opened a new visual window onto everyday American life, allowing local photographers and amateurs to document scenes—from harvests to train wrecks—that seldom reached newspapers or newsreels. These images formed a rich grassroots record of regional experiences underlying major national events. David will present Main Street rppcs that shine a light on wider concerns.

David Freund taught at Pratt Institute and Ramapo College, where he chaired the Visual Arts department. A 1978 NEA grant supported his nationwide study of gas-station culture, later published by Steidl. His work has been exhibited at Light Gallery and the George Eastman Museum, and is held by MoMA and other major institutions. He has served on the boards of the Society for Photographic Education and the Ephemera Society of America. The Metropolitan Museum of Art is currently planning an exhibition of his postcard collection.

SUNDAY, MARCH 22<sup>nd</sup>

9:00 a.m. Mead AB Members annual meeting

All members are urged to attend.

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

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