

# Ephemera/40

Ephemera/40 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/40 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 two special **after dinner presentations**. **The first by Barbara Rusch who will discuss *Loose Women: Defying the Constraints of Victorian Undergarments*. That will be followed by Evie Eysenburg's version of E-FEM-ERA Jeopardy.** You 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.ephemerasociety.org/2020-conference/](http://www.ephemerasociety.org/2020-conference/) 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 March 4, 2020. You can reserve online by visiting: [www.ephemerasociety.org/2020-conference/](http://www.ephemerasociety.org/2020-conference/)

## Ephemera/40

### Women Challenging Expectations

#### SCHEDULE

THURSDAY, MARCH 26<sup>th</sup>:

9 a.m. - 4 p.m. — Board of Directors' meeting

4:30 p.m. Roundhill Room

Young Scholars Presentation – Using Suffrage Ephemera as a Learning Tool.

*Heidi Herr and students*

2020 is the centenary of the ratification of the 19th Amendment, giving the majority of women in America the right to vote. Ephemera created by advocacy groups for the American and English women's suffrage movement was crucial in raising awareness for the cause and answering objections to it in powerful and colorful ways. The women's suffrage collection at Johns Hopkins University highlights how suffragists made ephemera that, even in today's oversaturated visual culture, would 'go viral.'

**Heidi Herr** is the Outreach Librarian for Special Collections at Johns Hopkins University. She creates programs and learning activities to engage students in conducting research with primary sources, including teaching courses on everything from fortune-telling ephemera to the development of the cookbook. She holds Master of Arts degrees in English and Library Science from the University of Maryland, College Park.

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, MARCH 27<sup>th</sup>:

Three morning conference sessions: Roundhill Room

8:45 a.m.

Welcome and Introductions

*Barbara Loe, Conference Committee Chairman*

9:00 a.m.

Hoop Makers to Layers Out of the Dead: A Few Centuries of Working Women

*Lisa Baskin*

The notion that women have not worked outside their homes except in the traditional roles assigned to them, such as teaching or nursing, is challenged by the physical evidence that exists chronicling the breadth of their participation in vocations that we assume were closed to them. Often documented by a single ephemeral bit of evidence, we now understand that

women participated in myriad vocations and made significant contributions throughout the centuries.

Brooklyn-born **Lisa Baskin** is a political activist, collector, book dealer and antiquarian. She jokes that she collected in the cradle. The product of her efforts, a comprehensive collection documenting the political and social history of working women from the fifteenth century to the Spanish Civil War, is now part of the David M. Rubenstein Library at Duke University.

10:00 a.m. — 10:15 a.m. Break

10:15 a.m.

The Branded Journalist: Nellie Bly Changes the Game

*Brooke Kroeger*

Elizabeth Cochrane, writing as Nellie Bly (from an 1850 Stephen Foster song), had her name in the headline of every story she ever wrote. She embodied "That New American Girl," celebrated in souvenirs, trade cards, poems, and board games (from several manufacturers) for her undercover investigations and her lightning trip around the globe for Joseph Pulitzer's *New York World* 1889-1890.

**Brooke Kroeger** is a professor of journalism at New York University and the author of five books: *Nellie Bly: Daredevil, Reporter, Feminist; Fannie: The Talent for Success of Author Fannie Hurst; Passing: When People Can't Be Who they Are; Undercover Reporting: the Truth about Deception*; and most recently *The Suffragents: How Women Used Men to Get the Vote*.

11:00 a.m.

From Scientist to Icon: Marie Curie's Legacy

*Ashley Bowen*

Marie Curie, the first woman to win a Nobel Prize and the first person to win a Nobel in two different fields, has had an afterlife almost as remarkable as her scientific career. After her death in 1934, she became a powerful symbol of women's advances in education and professional science as well as a figure deployed by social activists at protests and in calls for action. Curie's roles as both scientist and icon are well represented in ephemera, including promotional materials for living history businesses.

**Ashley Bowen** holds a PhD in American Studies and Public Humanities from Brown University and is the Mellon/ACLS Public Fellow at the Science History Institute in Philadelphia, PA. She worked as a guest curator under contract for the National Library of Medicine's History of Medicine Division, and three of her exhibitions opened in 2019: *Politics of Yellow Fever in Alexander Hamilton's America, Rise, Serve, Lead! America's Women Physicians, and Rashes to Research: Scientists and Parents Confront the 1964 Rubella Epidemic*.

11:45 a.m. - 1:15 p.m. Lunch Break

Five afternoon conference sessions: Roundhill Room

1:15 p.m.

Three Women in West Texas

*Virginia Noelke*

Frontier conditions in the American West helped to liberate women from 19th century cultural expectations. Johanna Wilhelm, who came to Texas from Germany in 1868 and was widowed in 1890, became the "Sheep Queen of Texas" for the quality of her livestock at her 40,000 acre ranch. Annie Tankersley migrated from Mississippi to Texas in 1859 to raise cattle among the Kickapoo and other tribal groups. After divorce, she ran a hotel and became famous for physically protecting a fellow citizen from an angry mob of soldiers intent on killing him. The presenter is the title's third woman to find West Texas a liberating environment.

**Virginia Noelke** holds a PhD in American Civilization from the University of Texas at Austin. She served on the Postal Service Citizens' Stamp Advisory Committee for almost 30 years learning about art and graphics from experts such as Dick Sheaff. She taught history at Angelo State University for thirty-five years, and has written about women in the West, as well as a history of the Cactus Hotel.

2:00 p.m.

Sylvia Beach: 1920's Paris Publisher and Bookseller

*Caroline Preston*

Sylvia Beach is a feminist icon in modern literary history who supported struggling expat writers in her Paris bookshop in the 1920s and who dared to publish James Joyce's banned novel, *Ulysses*. Shakespeare and Company became an informal salon for the American writers who were flocking to Paris after WWI—including Ernest Hemingway, John dos Passos, Ezra Pound, E.E. Cummings, and Gertrude Stein. Beach was a childhood friend of the presenter's grandmother, who bequeathed personal ephemera about Joyce and the bookshop. The Sylvia Beach Collection at Princeton University more broadly reveals café literary life in 1920s Paris.

**Caroline Preston's** innovative "scrapbook" novels are created from her extensive collections of ephemera, letters, documents and images. *The Scrapbook of Frankie Pratt* won a 2012 Alex Award. She has taught fiction at the University of Virginia and workshops on the graphic novel at George Mason and other colleges. She has received fellowships from Yaddo and the Virginia Center for the Creative Arts and is a distinguished artist at the Ragdale Foundation. She has worked as an archivist at the Peabody/Essex Museum and Harvard's Houghton Library.

2:45 p.m. Break

3:00 p.m.

#### Australian Activist - Doris Blackburn

*Amanda Bede*

Doris Blackburn (1889-1970) was an activist in Australian political and social life — in electoral reform, anti-conscription, peace, education, women's rights, and First People's rights. In 1913, she was secretary for a leading suffragette standing for federal parliament; in 1916-17 she campaigned against conscription to boost Australian forces in WW1; in the 1920s, she was president of the Women's International League for Peace and Freedom and also supported educational innovations. She was elected to parliament for one term as an independent in 1946, her key policies being family support, housing welfare and opposition to guided missiles. She was co-founder of the Aborigines Advancement League.

**Amanda Bede**, a member of the Royal Historical Society of Victoria, is a researcher, writer, and collector concentrating on ephemera. She is an honorary life member of the Ephemera Society of Australia and currently president and editor of the *Ephemera Journal of Australia*. She became involved with ephemera while working as a research librarian at the State Library of Victoria in the 1980s. She co-authored *Working Victoria: a guide to the study of work*.

3:45 p.m.

#### Evidence of Genius: Barbara McClintock's Scientific Ephemera

*Susan Anderson Laquer*

The maize geneticist Barbara McClintock (1902-1992) is credited with the discovery of "jumping genes," or how chromosomes are able to "cross over" and translocate along the DNA strand. She received the Nobel Prize in Physiology or Medicine in 1983. Her career can be understood through her papers — particularly her research notes — preserved at the American Philosophical Society.

**Susan Anderson Laquer**, archivist at the American Philosophical Society, has had a distinguished career in Philadelphia-area archives for 25 years, working at the Philadelphia Museum of Art and in the library and archives at Pennsylvania Hospital. Susan is a leader in collections management and has published essays on "Ethics, Privacy, and Restrictions" and "Fundraising" in the Society of American Archivists' publications.

4:30p.m.

#### Lucy Lippard and Political Art Documentation and Distribution

*Jennie Waldow*

The critic, writer, and curator Lucy Lippard is known for organizing seminal contemporary art exhibitions of the 1960s

and 1970s and for her involvement in the Art Workers Coalition, an artists' group that advocated for museum reforms. In 1979, she became a founding member of Political Art Documentation and Distribution (PAD/D), a publisher and artist collective based in Manhattan that, through 1988, published and collected posters, pamphlets, and other forms of ephemera by a wide range of visual and performance artists. Lippard's feminist curatorial practice influenced the structure of the group, its events and exhibitions, and the type of ephemera it collected.

**Jennie Waldow** is a PhD candidate at Stanford University. She received her BA from Scripps College and her MA from the Courtauld Institute of Art, and has previously worked at the Museum of Modern Art and the Los Angeles Nomadic Division. She studies Conceptual Art of the 1960s and 1970s, with a focus on ephemera, political art, and Fluxus, and is currently working on a dissertation about the American artist Allen Ruppersberg.

5:15 p.m.

#### The Way to Modern Living: Embracing the Future in Twentieth-Century Advertisements

*Saskia Bultman & Gert Bultman*

Update from recipients of the 2019 Philip Jones Fellowship for the Study of Ephemera.

Also Friday:

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

#### SATURDAY, MARCH 28<sup>th</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 (\$10) for the Society's 40th 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 40 Banquet and Presentation* — Mead ABC. **Reservations required.**

*A conference/dinner registration form is attached.*

#### After Dinner Presentation

#### Loose Women: Defying the Constraints of Victorian Undergarments

*Barbara Rusch*

Among critics of the circumscription of women's bodies were: Amelia Bloomer and her rational dress; actress Lily Langtry who advocated an eponymous bustle for its beneficial improvements and user-friendly attributes; Florence Nightingale, heroine of the Crimea, who flatly rejected both the constraints of the crinoline and the drawing room; Actress Sarah Bernhardt, whose decision to cast off her stays caused a sensation; Queen Victoria, whose second-most-famous pronouncement, "We will not be dictated to," took her from icon to iconoclast. In a sense, the path to women's emancipation began from the bottom up, from the top down, and from the inside out.

**Barbara Rusch** is the founder and president of The Ephemera Society of Canada and has served on the Board of Directors of the ESA. She is the recipient of the Ephemera Society (UK) Samuel Pepys Medal, The Ephemera Society of America Maurice Rickards Award and the 2012 Queen Elizabeth II Diamond Jubilee Medal. Listed in *Canadian Who's Who* as its only ephemeraist, she is a lecturer, collector, and exhibitor of 19th-century ephemera. Her play, *The Crossing*, featuring ephemera from her collection, was published in 2019 by the Toronto Public Library Foundation.

#### E-FEM-ERA Jeopardy

*Evie Eysenburg*

**Evie Eysenburg**, a retired math and English teacher, has been an ephemera dealer for over twenty years. She uses her considerable research skills as a crossword puzzle tester for the New York Times. She was a contestant on Jeopardy! in 1974.

#### SUNDAY, MARCH 29<sup>th</sup>:

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/40 closes.

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# Women Challenging Expectations



**The Ephemera Society of America  
Annual Conference and Fair  
March 26-29, 2020  
Hyatt Regency, Old Greenwich, CT**