

Unmediated History:

The Scholarly Study of 19th-Century Ephemera

The Library Company has been collecting ephemera since 1785, when it acquired the Pierre Eugène Du Simitière collection of Revolutionary War-era pamphlets and broadsides. Today the Library Company has one of the largest, most important, and most varied collections of 18th- and 19th-century ephemera, including postcards, stereographs, scrapbooks and albums, trade cards, patent medicine advertisements, and World's Fairs souvenirs and collectibles.

The Ephemera Society of America, formed in 1980, cultivates and encourages interest in ephemera, as well as the history identified with it. Through an annual conference, mentoring program, publications, and speakers bureau, the Society aims to further the understanding of ephemera; to promote the collection, preservation, exhibition, and research of ephemeral materials; and to serve as a link among collectors, dealers, institutions, and scholars.

Launched in 2008, the Visual Culture Program at the Library Company of Philadelphia (VCP at LCP) is dedicated to promoting the importance of historical images as primary source material for studying the past. The Program fosters the research, collection, and interpretation of historic visual material through exhibitions, research fellowships, conferences, and public programs.

In 2012 the Library Company completed a two-year project funded by the National Endowment for the Humanities to arrange, catalog, and selectively digitize nearly 30,000 pieces of ephemera in its collections. To further examine and showcase the materials explored through this project, VCP at LCP produced *Remnants of Everyday Life: Historical Ephemera in the Workplace, Street, and Home*, on display May 13-December 13, 2013. The project and exhibition inspired the collaboration between The Ephemera Society and VCP at LCP, and served as the stimulus for *Unmediated History*.

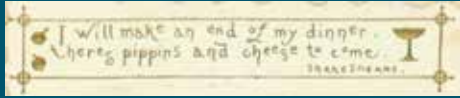
For more information about VCP at LCP and The Ephemera Society of America, visit www.librarycompany.org/visualculture and www.ephemer society.org
Conference Registration:
www.librarycompany.org/visualculture/2013conference



VISUAL CULTURE PROGRAM
LIBRARY COMPANY OF PHILADELPHIA
1314 LOCUST STREET
PHILADELPHIA, PA 19107-5698

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September 19-20, 2013

Co-sponsored by
The Visual Culture Program at the Library Company of Philadelphia
and The Ephemera Society of America
The Library Company of Philadelphia, 1314 Locust Street, Philadelphia, PA

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The Visual Culture Program at the Library Company of Philadelphia has joined forces with The Ephemera Society of America to present this conference, which seeks to further acknowledge and promote printed and graphic ephemera not only as sources of striking illustrative images, but also as primary evidence in the reconstruction of popular movements and visual cultures.



PROGRAM

Thursday, September 19:

5:30-7:30 p.m.

Reception and exhibition tour by curators Rachel D'Agostino and Erika Piola



Friday, September 20:

10:00-10:30 **Registration**

10:30-11:00 **Opening Remarks**

John C. Van Horne, Director, Library Company of Philadelphia
Rachel D'Agostino, Co-Director, VCP at LCP, Library Company of Philadelphia
Nancy Rosin, President, The Ephemera Society of America

11:00-12:30 **Session 1: Building and Promoting Institutional Collections of Ephemera: Patent Medicine at UCLA & World's Fairs at Hagley Museum and Library**
Chair: Rachel D'Agostino, Library Company of Philadelphia

Russell Johnson, Curator, Louise M. Darling Biomedical Library at UCLA

Terry Snyder, Librarian of the College, Haverford College

12:30-2:00 **Lunch (On your own)**

2:00-3:30 **Session 2: The Impact of Photography on the 19th-Century Viewscape: Stereographs & Postcards**
Chair: Diane DeBlois, Editor of Publications, The Ephemera Society of America

Jeremy Rowe, Jeremy Rowe Vintage Photography - vintagephoto.com

Chris Pyle, Historical Resources Manager, Curt Teich Postcard Archives, Lake County Discovery Museum, Wauconda, Illinois

3:30-4:00 **Break**

4:00-5:30

Session 3: Artistry in 19th-Century Ephemera Production and Collection: Trade Cards & Scrapbooks
Chair: Erika Piola, Co-Director, VCP at LCP, Library Company of Philadelphia

Richard Sheaff, R. Dana Sheaff & Company

Ellen Gruber Garvey, Professor of English, New Jersey City University

6:00-8:00

Reception
The Print Center, 1614 Latimer Street

