

2008 Conference

Center for the History of Print in Modern America

**The Culture of Print in Science, Technology, Engineering, and Medicine (STEM)**

**Thursday, September 11**

**Public Lecture and Reception, 4.30 pm**

**Seminar Room, Special Collections**

**Memorial Library, Ninth Floor**

**Animals and Humans in Early Modern Anatomical Illustrations**

Anita Guerrini, Horning Chair in Humanities and Department of History, Oregon State University

Sponsored by the Friends of the Libraries

**Friday, September 12**

**Registration and Refreshments**

**Pyle Center, Vandeburg Auditorium**

**8.00-8.30**

**Welcome: Greg Downey & Christine Pawley Vandeburg Auditorium**

**8.30-9.00**

**Session 1**

**9.15-10.45**

**1A. Homing in on Engineering Education Vandeburg Auditorium**

The University Practice Cottage: Shared Living Experiences of Early Home Economists

Judy Pasch, *Department of Consumer Science, University of Wisconsin-Madison*

39 Lessons: Engineering Education in Your Home

Christine Myers, *History in Popular Culture, Lourdes College*

Glen Myers, *Department of Mechanical Engineering, University of Wisconsin-Madison*

Do Books Cause Revolutions?: Technics Out-of-Control as a Theme in Engineering Thought

Matthew H. Wisnioski, *Dept. of Science and Technology in Society, Virginia Polytechnic Institute and State University*

Moderator: Sarah Pfatteicher, *College of Agriculture and Life Sciences, University of Wisconsin-Madison*

**1B. Popularizing Science in Print  
Room 213**

What Two Books Can (and Cannot) Do: Stewart Udall's *The Quiet Crisis* and its Twenty-Fifth Anniversary Edition

Cheryl Knott Malone, *School of Information Resources and Library Science, University of Arizona*

Doing Good and Doing Well: A Critical Perspective on Cause-Marketing and its Social Agendas

Inger L. Stole, *Department of Communications, University of Illinois at Urbana-Champaign*

The Utility of Popular Science News for Scientists

Sharon Dunwoody, *School of Journalism and Mass Communication, University of Wisconsin-Madison*

Dominique Brossard, *School of Journalism and Mass Communication, University of Wisconsin-Madison*

Moderator: James P. Danky, *School of Journalism and Mass Communication, University of Wisconsin-Madison*

**Break and Refreshments**

**10.45-11.15**

**Vandeburg Auditorium**

**Session 2**

**11.15-12.45**

**2A. Promoting the Medical Profession**

**Vandeburg Auditorium**

The Medical Trade Catalogue: Product Promotions and British Medical Practitioners, 1880-1914

Claire Jones, *Department of Philosophy, University of Leeds, UK*

Writing Medicine: George M. Gould and Medical Print Culture in Progressive America

Jennifer J. Connor, *Faculty of Medicine and Department of History Memorial University of Newfoundland, Canada*

The Life and Work of Will Burtin

R. Roger Remington, *Rochester Institute of Technology*

Moderator: Gregory Higby, *School of Pharmacy, University of Wisconsin-Madison*

**2B. Hybridity: Science and Literature**  
**Room 213**

Darwin's Voyage on Ahab's Pequod: Anglo-American Print Technologies, "Scientific Realism" and the Strange Case of *Moby Dick*,  
Maeve Adams, *Department of English, New York University*

"A Linnaean Novel": The Influence and Presence of Natural History in James Fennimore Cooper's *The Prairie*  
Kelsey Squire, *Department of English, Marquette University*

Best-Selling Science: Some Curious Responses to Allegra Goodman's *Intuition*  
Laura Otis, *Department of English, Emory University*

Moderator: Susan Bernstein, *Department of English, University of Wisconsin-Madison*

**Lunch on your own**  
**12.45-2.00**

**Session 3**  
**2.00-3.30**

**3A. Government, Commerce and International Communication**  
**Vandeburg Auditorium**

Science, Medicine, and the Book Trade in Early Nineteenth-Century Britain  
Jonathan Topham, *Division of History and Philosophy of Science, School of Philosophy, University of Leeds, UK*

Crossing Borders: The Smithsonian Institution and the Diffusion of Scientific Information Between the United States and Canada in the Nineteenth Century  
Bertrum MacDonald, *School of Information Management, Dalhousie University, Canada*

Modernization Through Print: the Dissemination of Scientific and Technical Knowledge to Developing Nations by the USA during the Cold War, 1950-1968  
Amanda Laugesen, *Department of American Studies, Flinders University, Australia*

Moderator: Louise Robbins, *School of Library and Information Studies, University of Wisconsin-Madison*

**3B. Representations of Body and Nature**  
**Room 213**

Body on Page: Textualization and Visualization of Body in Traditional Medical Books Printed in Late Imperial China  
Liangyu Fu, *Department of Communication, University of Pittsburgh*

The King's Animals and the King's Book

Anita Guerrini, *Department of History, University of California Santa Barbara*

Natural Color: Problems with the Category of Nature in Botanical Illustration

Theresa M. Kelley, *Department of English, University of Wisconsin-Madison*

### **Break and Refreshments**

**Vandeburg Auditorium**

**3.30-4.00**

### **Session 4**

**4.00-5.30**

#### **4A. New Technologies and Graven Images**

**Vandeburg Auditorium**

Careful Translators: Engraver's Manuals, Rhetorics of Accuracy, and the Transfer of Knowledge

Meghan Doherty, *Department of Art History, University of Wisconsin-Madison*

Picturing the Machine in Nineteenth-Century America

Stephen P. Rice, *School of American and International Studies, Ramapo College of New Jersey*

Moderator: Tracy Honn, *Silver Buckle Press, University of Wisconsin-Madison*

#### **4B. Children Reading Nature**

**Room 213**

"Nature, Not Books" The Dilemma of Introducing Nature Study into Public Schools

Sally Gregory Kohlsted, *Program of History and Science and Technology, University of Minnesota*

Evolution for Children: 1882-1914

Kate McDowell, *Graduate School of Library and Information Science, University of Illinois at Urbana-Champaign*

Animals on the Shelf: Scientific Information in the Depiction of North American Predators in Contemporary Informational Books for Young People

Debra Mitts-Smith, *Graduate School of Library and Information Science, Dominican University*

Moderator: John Rudolph, *School of Education, University of Wisconsin-Madison*

**Public Lecture, 6.00 pm**  
**Memorial Union, Tripp Commons (2nd Floor)**

"The Laboratory of Print"

James A. Secord

*Professor, Department of History and Philosophy of Science*

*Director of the Darwin Correspondence Project*

*Cambridge University, UK*

It has become a ritual commonplace to claim that we are witnessing a profound transformation in print culture, akin to the introduction of the printing press in the fifteenth century. Yet much current research on communication in science, medicine, and technology remains resolutely unhistorical. Conversely, historians of these subjects are only beginning to draw upon the insights of contemporary communication studies, although they have used work in (for example) the microsociology of knowledge for at least two decades. This paper explores how these fields might benefit from being brought more closely together. It suggests the need to reexamine some of the taken-for-granted dichotomies which structure research in these fields, particularly the role of ethnographic, literary, and rhetorical approaches in relation to statistical studies and accounts of long-term trends.

**Reception, 7.30-8.00 pm**  
**Memorial Union, Tripp Commons**

**Saturday, September 13**

**Registration and Refreshments**  
**Pyle Center, Vandeburg Auditorium**  
**8.30-9.00**

**Session 5**  
**9.00-10.30**

**5A. Turn-of-the-Century Technological Fascination**  
**Vandeburg Auditorium**

X-Rays in Print Media

Kris Belden-Adams, *Department of Art History, City University of New York*

The Reception of Cinema in the American Newspaper and Periodical Press, 1895-1920

Stephen L. Vaughn, *School of Journalism and Mass Communication, University of Wisconsin-Madison*

Edison's Depiction in the Media: Genius? Wizard? Madman?

Catherine Lange, *Department of Earth Sciences and Science Education, State University of New York College at Buffalo*

Moderator: Nathan Riley Johnson, *School of Library and Information Studies, University of Wisconsin-Madison*

**5B. Rural Networks and Narratives**  
**Room 213**

Printing the Garden: Commercial Networks and the Language of American Horticultural Description

Emily Pawley, *Department of History and Sociology of Science, University of Pennsylvania*

Quackery, Mountebanks, Fraudulent Science and Haberdashery in the Colorado Territory: An Investigation into the Geographical Ramifications of Print Culture in the Old West

James Ascher, *Special Collections, Norlin Library, University of Colorado at Boulder*

Bradley Bishop, *Department of Geography, Florida State University*

Writing a Country Doctor's Life: Narratives of Rural Medicine in Nova Scotia, 1920s-1970s  
Sasha Mullally, *Gorsebrook Research Institute, St. Mary's University, Halifax, Canada*

Moderator: Jane Collins, *Department of Rural Sociology, University of Wisconsin-Madison*

**Break and Refreshments**

**10.30-11.00**

**Vandeburg Auditorium**

**Session 6**

**11.00-12.30**

**6A. Popular Medical Texts**

**Vandeburg Auditorium**

For Our Children: The French Origins of International Sexual Health Communication with Adolescents, 1901-1910

Jennifer Burek Pierce, *School of Library and Information Science, University of Iowa*

How to Feed the Family: Nutrition in United States Periodical Literature of the 20th Century

Rima D. Apple, *School of Human Ecology and Women's Studies Program, University of Wisconsin-Madison*

Moderator: Andrew Ruis, *Department of Medical History and Bioethics, University of Wisconsin-Madison*

**6B. Libraries: Collecting, Classifying, and Enabling  
Room 213**

The Science, Technology, Engineering and Medicine (STEM) Books of the Pioneer Collection:  
Library as Community  
Debbie Chaves, *Wilfrid Laurier University, Canada*

The Bellevue Classification Scheme: The Cultural Commentary of a Nursing Library  
Classification System  
Keith Mages, *School of Nursing, University of Pennsylvania*

Mobilizing Body and Mind: Reading the Bookmobile in Mid-Century America  
Derek W. Attig, *Department of History, University of Illinois at Urbana-Champaign*

Moderator: Wayne A. Wiegand, *College of Information and Department of American Studies,  
Florida State University*

**Lunch on your own  
12.30-2.00**

**Session 7  
2.00-3.30**

**7A. Print Culture Meets Political Controversies  
Vandeburg Auditorium**

Spreading Disease: Role of Newspapers in Subverting Quarantine in 18th Century Boston  
Charles Vidich, *Harvard School of Public Health*

The Terror of the Word: Clandestine Printing Presses, Bomb Making Manuals and Militant  
Newspapers in the Scientific and Technological Origins of Modern Terrorism  
Mats Fridlund, *Department of History of Technology, Technical University of Denmark*

Reading The Eugenic Vernacular in Progressive Era Print Culture  
Susan M. Rensing, *Department of History, Mississippi State University*

Moderator: Ed Goedeken, *Parks Library, Iowa State University*

**7B. Old information: New Technology  
Room 213**

Print as Technology: The Library of Congress, Printed Catalog Cards, and Cooperative  
Cataloging  
Melissa Adler, *School of Library and Information Studies, University of Wisconsin-Madison*

Digitizing Early Printed Medical Books, or: Robert Hooke Meets the Internet  
Stephen Greenberg, *History of Medicine Division, National Library of Medicine and National Institutes of Health*

Archives and Technology: The Price of Encoded Archival Description (EAD)  
Irene Hansen, *School of Library and Information Studies, University of Wisconsin-Madison*

Public Monies, Privatized Words, and the Pace of Technology: The Struggle to Provide Scholarly Access the Face of Rising Costs and Budget Shortfalls  
Laura Wynholds, *School of Library and Information Studies, University of Wisconsin-Madison*

Moderator: Ken Frazier, *General Library System, University of Wisconsin-Madison*

### **Break and Refreshments**

**3.30-4.00**

**Vandeburg Auditorium**

### **Session 8**

**4.00-5.30**

### **8A. Natural World in Print**

**Vandeburg Auditorium**

Tickle-ass, Shitquick, Cardinal, and Pope: How American Ornithology Moved from Folk Names to Scientific Taxonomy

Michael Edmonds, *Wisconsin Historical Society*

Big Natural History: Deep-Sea Voyages and Their Reports 1872-1940

Lynn K. Nyhart, *Department of History of Science University of Wisconsin*

Scientific Accuracy, Authorities and the Author: Paratext, Deference, and Ignorance in Samuel Kinns's *Moses and Geology* (1882)

Richard England, *Salisbury University*

Communicating Knowledge in Alpine Tectonics

Andrea Westermann, *Institute of History, Eidgenössische Technische Hochschule, Zürich, Switzerland*

Moderator: Paul Boyer, *Department of History, University of Wisconsin-Madison*

### **8B. Mathematics: Code and Text**

**Room 213**

Luca Pacioli and the Rise of Mathematical Research

William Branson, *Department of Mathematics, St. Cloud University*



Algarotti Removed from the Ladies: English Editions of *Il Newtonianismo per le dame*  
Laura Miller, *Department of English, University of California, Santa Barbara*

Measure of Influence: French, British, and American Mathematics in Print  
Robin Rider, *Department of Special Collections University of Wisconsin-Madison*

Unmasking the Origins of Digital Texts and Code Culture: Calculating Machines as Encoded  
Textual Operations and the Birth of Code in the Age of Print  
John Vincler, *Grad. School of Library and Information Science, University of Illinois at  
Champaign-Urbana*

Moderator: Phyllis Holman Weisbard, *General Library System, University of Wisconsin-  
Madison*

**Dinner**  
**6.30-8.30**  
**Pyle Center, AT&T Lounge**

**Monday, September 15**

**Post-Conference Lecture**  
**12.00-1.00**

*SLIS Commons, 4207 Helen C. White Hall*

**"Just and Intelligent Scrutiny": Eliza Atkins Gleason's Investigation of Library Services  
for African Americans in the 1930s**

Professor Cheryl Knott Malone, *School of Information Resources & Library Science, University  
of Arizona*