

# Notes and Comments

## Notes et commentaires

### Call for Papers

#### **"Selling the Goods: Origins of American Advertising, 1840-1940"**

A symposium will be held at the Strong Museum, Rochester, New York, 9 and 10 November 1990, on the American advertising industry, including its techniques, influences and development. Four papers have been commissioned, but space exists in the programme for an additional six presentations.

Proposals and requests for further details should be sent to Florence Smith, Educator, The Strong Museum, 1 Manhattan Square, Rochester, N.Y. 14607 USA (telephone [716] 263-2700, ext. 212).

### Programmes in Material History

#### **Centre for Material Culture Studies at Memorial University**

Memorial University of Newfoundland has established the Centre for Material Culture Studies to initiate, promote and expand the possibilities for such research within the academic and general community. The centre acts as a multidisciplinary forum for Memorial University faculty members as well as for visiting researchers from other institutions, including government agencies. The centre intends to develop a range of future activities including the sponsorship of visiting lecturers, academic conferences and public workshops on material culture as well as on related areas such as preservation and museum studies. While Newfoundland is an obvious research region for the centre, its interests go beyond the region, and the directors are interested in proposals for work on material culture in any

country. The centre also intends to publish works in the field of material culture.

The centre houses a 10,000-volume library on material culture and folklife as well as a collection of architectural drawings, extensive data banks on Newfoundland furniture and architecture, the Newfoundland section of the Atlantic Canada Newspaper Survey and a considerable collection of illustrations including slides, negatives and copies of archival drawings.

To obtain information about the centre and to be placed on its mailing list, write to Centre for Material Culture Studies, Memorial University of Newfoundland, St. John's, Nfld. A1C 5S7.

#### **Material History at the University of New Brunswick**

Material history is now offered at the graduate level by the History Department of the University of New Brunswick (UNB). The programme is a joint endeavour of historians

on the Fredericton and Saint John campuses of UNB. In addition to two experts in the material history field, the staff includes Maritime regional historians, a historian of science and

technology and scholars specializing in social and cultural history.

The Diploma in Material History requires both course work and creative research, and is obtained through one of two study options: studies following completion of an M.A. in History or simultaneous work on the diploma and the M.A. degree. Two compulsory material history courses plus a research internship are

required for the Diploma in Material History. The courses are Themes in Material History and Practical Programme in Material History.

For further information on the material history programme at UNB, contact the Director of Graduate Studies, History Department, University of New Brunswick, Fredericton, N.B., E3B 5A3.

## Research Bibliography

### *The Development of Parks and Playgrounds in Prairie Cities*

From Acadia University at Wolfville, Nova Scotia, comes the announcement of the publication of *The Development of Parks and Playgrounds in Selected Prairie Cities, 1880-1930*, compiled by Susan E. Markham of the School of Recreation and Physical Education. This 49-page guide builds upon previous bibliographies on the subject by incorporating articles from journals, magazines and yearbooks on the first three decades of this century. The cities covered are Calgary, Edmonton, Regina, Saskatoon and Winnipeg.

Material historians whose works touch upon municipal administration, planning, parks and recreation matters in those cities will be most interested in this publication. For further information or purchase of the book (\$10.00 individuals; \$12.00 institutions), contact Dr. Susan E. Markham, School of Recreation and Physical Education, Acadia University, Wolfville, N.S. B0P 1X0.