

**Thursday Oct 15<sup>th</sup>**

9-11: VSAWC exec meeting

11-1: VISAWUS exec meeting

1230-1330 – registration

**1330-1500 – Keynote: Erika Rappaport ~ Victorian Cultures, Imperial Legacies, and the Creation of Global Markets for Indian Tea**

1500-1530 – coffee break

1530-1700 – Session 1

**1.a Special Session - Galleries, Dealers and Critics: London's Art Market in the Nineteenth Century.**

1 Pamela Fletcher (Bowdoin College) - Shopping for Art: The Rise of the Commercial Art Gallery

1 Anne Helmreich (Case Western Reserve University) - The Goupil Gallery at the Intersection between London, Continent, and Empire

1 Julie Codell (Arizona State University) - The Art Press and the Art Market

**1.b Dealing in Dickens**

1 Jill Rappaport (Villanova) – Illegitimate Exchange: Theft, Gift, and the Dickensian Market

1 Nikole King (UC Riverside) - Nobody's Guilt: Patterns of Male Self-Renunciation in Charles Dickens's *Little Dorrit*

1 Susan Cook (U South Florida) Home Baked Speculation: Economic Crisis, English Muffins, and Nicholas Nickleby

**1.c “Come buy, come buy”: Victorian Advertising**

1 Brett Kolles (U of St. Thomas) – Victorian Advertising Trade Cards: Mixing Art with Marketing Moxie

1 Dagni Bredesen (Eastern Illinois U)- Female Detectives in the Marketplace: Agents, Actors, and Ads in Popular Print Culture 1855-1900

1 Alberto Gabriele (NYU) - 'Luxury for the Millions': The Narratives of Advertising in the Victorian Periodical Press of the 1860s

1700-1900 – Reception (cash bar) / dinner on your own

**Friday October 16<sup>th</sup>**

0830-1000 – Session 2

**2.a Colonialism & its Consumers**

1Amanda Sciampacone (UBC) – Consuming China: The Visual Marketing of Hong Kong after the First Opium War in G.N. Wright and Thomas Allom's *China Illustrated*

1Charn Jagpal (U of Alberta) - White Bodies, Indian Dances: Marketing the Nautch on the Western Stage

1Priti Joshi (U of Puget Sound) - Marketing Colonial Experience: John Lang's India in Britain

**2.b Hot Commodities**

1Christopher Keep (University of Western Ontario) – Spirit Photography and Commodity Fetishism in the Nineteenth Century

1Scott Banville (U of Nevada) - Marketing the Music Hall

1Ann Tandy (U of St Thomas) - Sewers and Subways: The Old and New Economic Spaces Underneath Victorian London

**2.c Negotiating Femininity**

1Sean S. Grass (Texas Tech) - Lady Audley's Portrait: Textualization and the Marketing of Victorian Femininity

1Anne Longmuir (Kansas State U) – Women and the Market in Elizabeth Gaskell's *North and South*

1Deborah Denenholz Morse (College of William and Mary) - Defying Vulgar Commerce: Celebrating Female Desire and the English Realist Novel in Trollope's *Ayala's Angel*

1000-1030 – coffee break

1030-1200 – Session 3

**3.a Workshop - Julie Codell: Aesthetics and the Market**

**3.b Special Panel – Children and the Market**

1Mavis Reimer (U of Winnipeg) – Supplementary Reading: Producing the Reader of Girls' Books

2Dennis Denisoff (Ryerson U) – Decadent Animals: Consuming their Young in the Fin de Siècle

3Monica Flegel (Lakehead U) – Selling Kindness: The RSPCA and the Philanthropic Child

### **3.c Workshop –History and the Market**

1200-1330 – Lunch (on your own)  
VSAWC AGM and lunch

1330-1500 – Session 4

#### **4.a Packaging Christmas**

1Emily Simmons (U of Toronto) - ‘A Goodish Profit on the Original Investment’: Luggage, Writing, and ‘Market Stories’ in Dickens’s Christmas Numbers

1Caley Ehnes (UVic) - ‘Winter Stories—Ghost Stories . . . round the Christmas fire’: Victorian Ghost Stories and the Christmas Market

1Brandon Chitwood (Marquette) - A Victorian Christmas in Hell: Secularizing the Sacred in Tennyson's In Memoriam

#### **4.b Merchants of Health and Death**

1Patricia Michael (Holy Family University) - Marketing Melancholy: The Death Trade and the Victorian Consumer

1Kylee-Anne Hingston (UVic) - “A Pill in Time, saves Nine”: Marketing the Body and Identity in Wilkie Collins’s *No Name*

1Linda Seidel (Truman State U) - Medical Innovation and Marketplace Forces: The Case of Lydgate in *Middlemarch*

#### **4.c Commercial Intercourse**

1Nancy Henry (U of Tennessee, Knoxville) – Victorian Women Represent Financial Markets

1Lisa Hager (University of Wisconsin, Waukesha) - Flirting with Disaster: Speculation on the Stock Exchange and the Marriage Market in Ella Hepworth Dixon’s *My Flirtations*

1Adrienne Munich (Stony Brook U)– Shopgirls: What they know and how they know it

1500-1530 – coffee break

1530-1700 – Session 5

**5.a Mad Men: Marketing Masculinity (I)**

1Carol Erwin (Texas Tech) – Disembodied Labor: Marketing the Middle-Class Male

1Elizabeth Campbell (Oregon State) - The Gentle Art of Selling Tobacco: Cope's Smoke Room Booklets and the Manly Pursuit of Pleasure

1Lara Karpenko (Carroll U) - Resisting Popular Culture: Masculinity in George Du Maurier's *The Martian*

**5.b Retailing Religion**

1George Mariz (Western Washington U) – Selling Rugby: Thomas Arnold's Strategies for Recruiting Students

1Teresa Traver (Cal State, Chico) – Marketing Morality: “Sunday Books” Re-Read

1Adrea Johnson (Regent College) - Entering the Literary Marketplace: Charles H. Spurgeon, Sermons and the Periodical Press

**5.c Selling the Farm: Branding Traditional and Rural Britain**

1Mary Laycock (independent scholar) - Marketing Art and Making a Living: Jane Maria Bowkett (1837-1891)

1Nanette Thrush (Chester College) - Setting the Table: Domestic Politics and Historical Desire in the Early Victorian Era

1Dan Shea (Austin Peay State University) - Richard Jefferies and The Revenge of Rural England

1830 – 2130 – Banquet

**Saturday October 17<sup>th</sup>**

0830-1000 – Session 6

**6.a The Hard Sell: Marketing Masculinity (II)**

1 Constance Crompton (York) – Beyond Bricks, Corsets, and Cocoa:  
Marketing the Ideal European Man

1 Oliver Lovesey (UBC-Okanagan) – The Hard Sell: Marketing Chastity to  
Victorian Men

1 Kristen Guest (U of Northern BC) – Black Beauty, Masculinity, and the  
Market for Horseflesh

**6.b From Pencil to Pound: Marketing the Illustrated Novel and Poem**

1 Richard Hill (U of Hawaii) - Picturing Scotland through the Waverley  
Novels: Walter Scott and the Origins of the Victorian Illustrated Novel

1 Brian Donnelly (UCSB) - The Consuming Aesthetic of Christina  
Rossetti's "Goblin Market" and Dante Gabriel Rossetti's *Bocca Baciata*.

1 Anabelle Bernard Fournier (UVic) - The Victorian Mass Illustrative  
Market as a Window to High Art: Sir Frederic Leighton's Illustrative  
Crossover

**6.c Dress and Dross: Fashionable Markets**

1 Leanne Page (UBC) - 'Reading the Language of Contemporary Dress':  
Conspicuous Consumption and the Failure of Victorian Dress Reform  
Initiative

1 Amy Montz (Texas A&M) - William Thackeray's Fashionable Humbug:  
Consuming National Distinctions of Dress in *Vanity Fair*

1 Muireann O' Cinneide (National U of Ireland, Galway) – Votes, Bonnets  
& Beer: Electoral Marketplaces in the Mid-Victorian Novel

1000-1030 – coffee break

1030-1200 – Session 7

**7.a Exchanges**

1 Lisa Brocklebank (UBC) – Marketing the Mind

2 Daniel Martin (University of Florida) - Speed Scenes circa 1850: A  
Dickensian Dromology?

1Eddy Kent (U of Alberta) - On Corporate Characters: A New Social Formation in Victorian Culture

### 7.b **Financing the Fin de siècle**

1Jeff Franklin (U of Colorado, Denver) - The Gothic as the Dark (K)night of Late-Victorian Capitalism

1Jennie Friedrich (Western Washington) Hold That Pose: Freeze-Framing Oscar Wilde's Chameleonic Hellenism in 'Phrases and Philosophies'

1Lindsay Lawrence (Texas Christian University) - Punch's Art of Jubilee: Marketing the Queen, the Empire, and the Golden Jubilee in Punch's Almanack for 1887

### 7.c **Poetry and Profit**

1Julie Wise (U of South Carolina) - The Consumer Logic of Robert Browning and W. Stanley Jevons

1Dan Kline (Ohio U) - 'How pleasant it is to have money, heigh ho!': The Use of Money in A.H. Clough's Poetry

1Karen Manarin (Mount Royal) - Marketing Masculinity in the North American Literary Curricula: The Case of Robert Browning

1200-1330 – Lunch (on your own)  
VISA WUS AGM and lunch

1330-1500 – Session 8

### 8.a **Special Session - Working Women and the Marketplace (Respondent Constance Fulmer)**

1Arlene Young (U of Manitoba) – Selling the Image: the Victorian Middle-Class Career Woman

1Jessica P Clark (John Hopkins) - 'Beautiful For Ever!': Entrepreneurial Outsiders and the Establishment of an English Beauty Industry

1Don LePan (Broadview) - Working "Like a Nigger": Women and Entrepreneurship in *The Romance of a Shop*

### 8.b **Special Session - Cross-Border Shopping: Shoplifting, Shopgirls, and Oxbridge Flash** (Respondent Krista Lysack)

1Tammy C. Whitlock (University of Kentucky) - "A New Kind of Bargain: Shoplifting Cases and the Ordinary Nature of Stolen Goods in Victorian Britain"

1Lise Shapiro Sanders (Hampshire College) - “The Iconography of the Shopgirl”

1Brent A. Shannon (Eastern Kentucky University) - “Fast Tastes and Ready Money: Fashion and Shopping among University Men in the Victorian Age”

### **8.c Artistic Assets: Marketing Literature through Art**

1Sophia Andres (U of Texas) - Marketing the Victorian Novel through Pre-Raphaelite Art

1Linda K. Hughes (Texas Christian U) - Doubling Enticements to Buy: John Millais and Illustrated Poetry in *Once a Week*

1Mary Elizabeth Leighton and Lisa Surridge (UVic) - The After Market for Victorian Periodical Illustrations: A Case Study of *The Cornhill Gallery*

1500-1530 – coffee break

1530-1700 – Session 5

### **9.a Marketing Morality: Mayhew, Mill, Ruskin**

1Robert O’Kell (U of Manitoba) - Selling in the Streets: Mayhew’s Images, Voices, and Numbers

1Jessica Kilgore (U of Texas, Austin) - Mill, Mayhew, and the Victorian Market for Charity

1Graham Macdonald (independent scholar) - Discipline and Interference: Ruskin’s Political Economy and the Moral Disorder of Victorian England

### **9.b ETHICS, ECONOMICS, AND FELLOWSHIP AT THE FIN DE SI?CLE**

1Brooke Cameron (Notre Dame) - 'We Are Closer Married': Michael Field’s Sight and Song and the Ethics of Lesbian Collaboration

1Diana Maltz (Southern Oregon) - 'All very uncouth and experimental' Aesthetic and Tolstoyan Colonies in Britain, 1902-1909

1Kristin Mahoney (Western Washington U) - Towards Aristocracy: Baron Corvo and Chivalrous Male Friendship

### **9.c Gender and the Market**

1Lana Dalley (CSU, Fullerton) - A Pedagogical Approach to Gender, Genre, and the Literary Marketplace

1Kellie Holzer (U of Washington) - 'To Hymen’s Shrine haste': Victorians and Matrimonial Advertising

Jen Hill (U of Nevada, Reno) - Companies Do Blow Up Sometimes:  
Profligacy, Fraud, and Theatricality in Tom Taylor's *Still Waters Run Deep*  
and *Our American Cousin*