

Minnesota on Paper



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As the influence of popular culture increases, the collection of paper ephemera has emerged as a hobby. From bus tickets and postcards to shopping bags and matchbooks, these collectible memorabilia are usually discarded after their intended use. However, if properly stored and preserved, these items can record and illuminate our history and culture. Using a whimsical and engaging approach, *Minnesota on Paper* showcases some of the saved treasures that bring Minnesota history to life. With a nostalgic glimpse into the past, Moira and Leo Harris convey the aesthetic, historical, and cultural significance of particular ephemera, including beer labels, circus posters, postcards, and stamps, to name a few. By examining the creation and design of the paper ephemera, *Minnesota on Paper* also reveals a great deal about the development of Minnesota business, the evolution of printing technology and graphic design, and the history of advertising. In a tribute to these bygone days, the authors investigate ephemera from a variety of different perspectives. Who designed and printed each

item and why? How and why did the item change and then cease to be used? Why is the item of interest, and what is its meaning? Who collects this item and why? A collection of treasures from the past, Minnesota on Paper features more than 240 color reproductions. Cultural historians, ephemera scholars, and Minnesotans intrigued by their history will appreciate these visual footnotes of Minnesota's culture. Moira F. Harris and Leo J. Harris are the publishers of Pogo Press, a small press located in St. Paul. Between them they hold six degrees from the University of Minnesota. Moira F. Harris has written numerous articles on art and popular culture for local and national magazines and is the author of several books including The Paws of Refreshment: The Story of Hamm's Beer Advertising, and Fire and Ice: The History of the Saint Paul Winter Carnival.

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