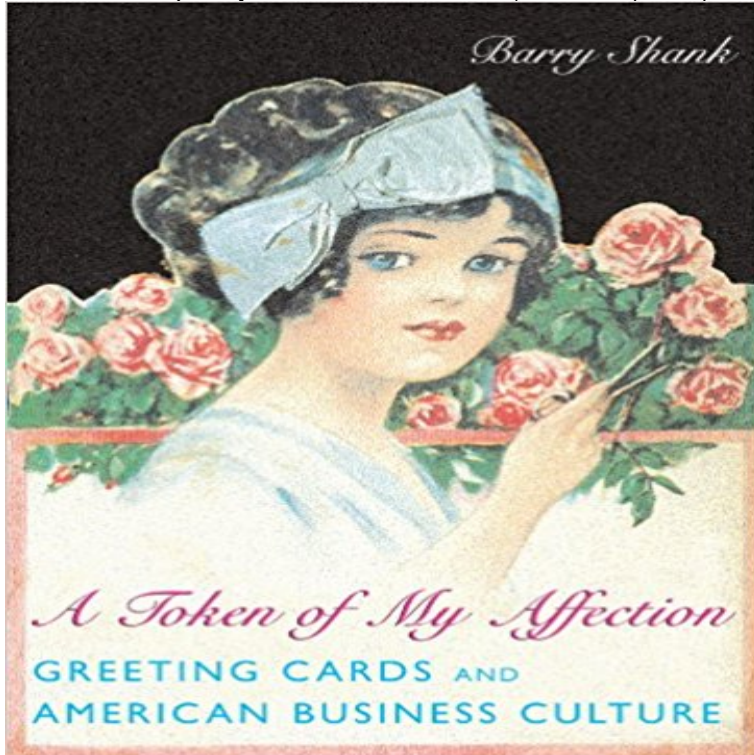


# A Token of My Affection: Greeting Cards and American Business Culture (Popular Cultures, Everyday Lives)



Each year in the United States, millions of mass-produced greeting cards proclaim their occasional messages: For My Loving Daughter, On the Occasion of Your Marriage, and Its a Boy! For more than 150 years, greeting cards have tapped into and organized a shared language of love, affection, and kinship, becoming an integral part of American life and culture. Contemporary incarnations of these emotional transactions performed through small bits of decorated paper are often dismissed as vacuous clichés employing worn-out stereotypes. Nevertheless, the relationship of greeting cards to systems of material production is well worth studying and understanding, for the modern greeting card is the product of an industry whose values and aims seem to contradict the sentiments that most cards express. In fact, greeting cards articulate shifting forms of love and affiliation experienced by people whose lives have been shaped by the major economic changes of the late nineteenth and twentieth centuries. *A Token of My Affection* shows in fascinating detail how the evolution of the greeting card reveals the fundamental power of economic organization to enable and constrain experiences of longing, status, desire, social connectedness, and love and to structure and partially determine the most private, internal, and intimate of feelings. Beautifully illustrated, *A Token of My Affection* follows the development of the modern greeting card industry from the 1840s, as a way of recovering that most elusive of things—the emotional subjectivity of another age. Barry Shank charts the evolution of the greeting card from an afterthought to a traditional printing and stationery business in the mid-nineteenth century to a multibillion-dollar industry a hundred years later. He explains what an industry devoted to emotional sincerity means for the lives of all Americans. Blending archival research in business

history with a study of surviving artifacts and a literary analysis of a broad range of relevant texts and primary sources, Shank demonstrates the power of business to affect love and the ability of love to find its way in the marketplace of consumer society.

Green Artists League GALvanizing Eco-Responsibility Subscribe via RSS HOME ABOUT ALCHEMICAL GARDEN ECOVENTIONS Help Cultivate The Alchemical Garden: An Edible Garden and Art Park at Newburyport's Rail Trail Posted by erin on April 25, 2011 3 comments The Alchemical Garden site February 2010 GAL is turning a desolate field of weeds into a visually compelling garden that will educate and engage the community for years to come. Located on a 160 x 25 site near the south entrance of Newburyports Clipper City Rail Trail, the Alchemical Garden is a richly layered evolving art and horticulture experience that is accessible on many different levels to the public. Alchemical Garden Plot plan Alchemical Garden is designed to become a model for a sustainable, interactive public garden through the use of symbiotic, low maintenance plantings and recycled materials. The ancient discipline of Alchemy marries art and science and is famously known for transforming a common material into gold. The Alchemical Garden will lead the community to transform on a number of levels : Alchemical Garden with Spring Wheat "Crop Circles" June, 2011 BUILD COMMUNITY: The Garden creates a gathering space for individuals to form a more intimate relationship with their community. The space is designed with visual features and seating areas to compel passers-by to pause, reflect, and have a multi-sensory interactive experience ( sight, smell, touch, taste, smell) with the garden and the community. Read the rest of this entry Categories: Alchemical Garden, Articulture, Current Events, Projects. Tags: alchemy, art, bike, crucible, ecology, garden, green art, hedge, hyper-accumulating, industry, living structure, Newburyport, permaculture, rail, sculpture, soil remediation, trail, tree guilds.

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