

ROCHESTER INSTITUTE OF TECHNOLOGY

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MASTER OF FINE ARTS

Susan B. Anthony House Graphic Design Program

By

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Introduction

The graphic design program for the Susan B. Anthony House was developed to promote the house and enhance the communication needs of the Susan B. Anthony Memorial, Inc., the organization that owns and maintains the house. The program consists of printed graphic material designed as a system based on clearly defined marketing objectives and design principles.

This thesis idea resulted from a marketing course taught within the Communication Design graduate program in the Fall of 1981. The Susan B. Anthony House was one of several community groups interested in working with students in this course. I was leaning towards a thesis with a practical, community nature and I was interested in landmarks and women's history. This seemed like an ideal match between my interests and the needs of the Susan B. Anthony Memorial.

In this course I developed a marketing proposal for the Memorial. (See Appendix I for Marketing Proposal) This approach helped me define the objectives of a graphic design program and the means to achieving those objectives. To develop the marketing proposal I researched organizations similar in nature to the Memorial and house. (See page 8 for Research) Important research material also came from board members of the Memorial. This material was gathered by means of interviews and questionnaires. (See Appendix II for Questionnaire)

The completed marketing proposal emphasized the need for an identity system. Neither a logo nor a consistently used name existed for the SBA House. (Over the years the house was called SBA Museum, SBA Home, SBA Museum House and SBA House.) Hence, the identity system is an important part of the design program. (See Appendix IV for Visual Identity)

The marketing proposal also indicated the need for various kinds of printed graphic pieces. Time and energy constraints allowed me to develop those pieces given greatest priority in the marketing study. (See Appendix V for Applications)

Research

To carry out this project information was needed in the following areas: museum marketing, museum graphics, history and photography of the women's rights movement, photographic conservation, and printing.

Research was done at the Susan B. Anthony House, the George Eastman House, R.I.T., the University of Rochester Rush Rhees Library, the Rochester Public Library, the Rochester Museum and Science Center, the Landmark Society of Western New York, the Women's Rights National Historic Park, and the National Women's Hall of Fame, both in Seneca Falls, New York. By way of mail, research was also done at small museums across the United States that were similiar in nature to the SBA House...

Sources of information included books, documents, letters, maps, photographs, printed graphic material, newspapers, and people - librarians, museum officials, marketing specialists, historians, teachers, printers, and photographic conservationists.

Formats

In designing the formats for the individual applications of the program, I was primarily concerned with function. Could pieces function separately and together in terms of the purposes, people, and places defined in the marketing/design proposal? I was also concerned that the formats make the best use of standard paper sizes. Where it was possible I made formats similiar to each other to create a family appearance. (See Appendix III for Formats)

Paper

In selecting paper I looked for one that was available in matching letterhead, envelope, text, and cover weights. I also sought a paper with a texture that suggested historic and feminine qualities. Simpson 'Kilmory' was selected as the paper to be used throughout the program.

The color India was chosen because it suggested an antique, parchment-like character and the symbolic color of the woman suffrage movement. Further, this color was not being used as a visual identifier by similiar organizations in the Rochester area. The use of colored ink on colored paper provided an inexpensive way to have a two-color job.

Because 'Kilmory' text is too light in weight for brochure use another brand of paper was substituted for the brochure. Neenah 'Classic Laid' in Chatham Tan, a close color match to India, is used in this particular case.

(See Appendix III for Paper)

Ink Colors

In choosing ink colors I considered those that suggested historic qualities and complimented the paper color. A dark color was needed to create a good contrast on the paper, especially where there was text type. For the halftones the color had to, again, create good contrast and be suitable for portraits. The second color of the brochure needed to be compatible but different from the first color. PMS 469-Brown is the color used in all applications. PMS-Orange is used as the second color in the brochure.

(See Appendix III for Ink Colors)

Organizational Grid

Because of the number of different applications, there is no single grid used throughout the program. Instead, a grid concept was developed and applied to the grids of the individual applications. This concept is best represented in the grid used for the brochure. The grid is horizontally asymmetric; the wide column is used for text type and the narrow column is used for heads and silhouetted photographs.

Where it was possible, the same unit widths of 5, 32, and 64 picas occur in several grids. This provided visual consistency to the program, and reduced the work of fitting and specifying type.

(See Appendix III for Organizational Grid)

Type

In choosing a typeface several factors were considered. The typeface needed to have a timeless, classic, historic character. It would have to be available in most typesetting libraries. If the typeface was available in transfertype form a visual consistency could be carried through to signs, slide shows, and exhibits. Finally, the typeface needed to be extremely legible in text, display and italic forms.

Garamond was selected because it met all of these requirements. Garamond Bold is used for the logo and heads, regular weight Garamond is used for text type, and Garamond Italic is used for the captions. For the most part the same point sizes and leadings are repeated throughout the program; text type is set 11/11, italic type is set 9/9, and display type is set 18/18. Secondary information is set two points smaller than primary information.

(See Appendix III for Type)

Visual Identity

The development of a visual identity was an important part of the design program. No mark, symbol, or logo had ever been developed for the Susan B. Anthony House, and consequently it did not have a visual public image. It was felt that a literally-treated symbol, rather than an abstract symbol or logotype, would be more quickly learned, interpreted and accepted by the public.

Before designing the logo I sent questionnaires to the board members of the Susan B. Anthony Memorial, Inc. (See Appendix II for Questionnaire) The purpose of the questionnaire was to define what messages the Memorial wanted to communicate through the logo. The consensus was that the logo should symbolize the house, Susan B. Anthony and the time period in which she lived. It was also felt that a conservative, quiet treatment of the logo would best represent the functions of the house and Memorial.

The logo consists of Susan B. Anthony's distinctive, familiar profile, and the simple but true shape of the house. The interior shape of the house (in the logo) is an arch which was inspired by the front porch of the house and the Victorian treatment of photographs in the house. The effect of a cameo, made by the arch and silhouetted profile, suggests the past. The left, bottom portion of the logo is left open to allow for eye flow into the form.

The logo also consists of "Susan B. Anthony House" set in Garamond Bold. This is placed to the right of the mark or centered below the mark.

(See Appendix IV for Visual Identity)

Imagery

Photographs were a natural source of imagery for this program; the house has a large collection of photographs of Susan B. Anthony and the woman suffrage movement. Also, the

house contains a number of antiques and artifacts suitable for photography.

To emphasize the ephemeral quality of the images, several photographs are silhouetted. The historic character of the photographs was carried out by changing the rectangular shapes of the portraits into ovals or arch-topped rectangles. Photographs have been converted to 133-line halftone screens to be compatible with the textured surface of the paper.

Applications

Because the applications are, for the most part, self-explanatory, the discussion of the applications will be limited to the brochure. The design of the brochure, like the grid used for the brochure, is a good representative of the program.

In terms of the objectives established by the marketing proposal, the brochure is the single most important application in the design program. It aims to attract visitors and tourists, educate and inform the public about the house and Susan B. Anthony, and promote membership to the Memorial. In addition, the brochure will be distributed throughout Monroe County and Western New York.

Because the brochure must attract attention and compete with other brochures, it is printed in two colors. An old, rare photograph with an elusive quality was chosen for the brochure cover because again, this would attract attention. The logo and title appear at the top because brochure racks often show only the top portion of brochures.

The information contained in the brochure is organized by priority and theme. The front inside panel contains general information about the house and the Memorial. The three inside panels give more detailed information; this information is arranged thematically: the house, the woman, and the cause. The back panel of the brochure carries the most essential information: the map, directions, and visiting hours. This information is placed on the back where it can be most easily found.

Photographs are square or silhouetted. They are selected according to aesthetic appeal and ability to represent the subject matter. The small, silhouetted photographs create variety and contrast in the layout. Photographs are printed as 133-line halftone screen duotones to create depth and richness.

For the text type I chose 11/11 Garamond. This size is legible to people of all ages and compliments the scale of the brochure layout. This point size is also compatible to the column length. Heads are set in 11 point bold and printed in the second color to distinguish them from subheads, also set in 11 point bold. Type is set flush left, ragged right because this style is the easiest to copyfit and most appealing for this particular layout.

(See Appendix V)

Production

To reduce costs the Susan B. Anthony Graphic Design Program was produced by student volunteers in R.I.T.'s Printing School and Photography School. Printing students did typesetting, imposition and stripping, printing, and folding. Photography students did shooting, both at the Susan B. Anthony House and in R.I.T. studios, and printing of photographs suitable for printing.

Since it would be printed yearly, the newsletter was produced by a quick print shop. To enhance its quality the newsletter was printed on a "brown day" - a day of the week where brown ink printing is done at no additional cost. The newsletter's photographs were converted to 65-line screen veloxes to make them suitable for quick printing.

To further reduce costs the label was produced on Xerox's Crack-n-Peel paper by means of a photocopier.

Conclusion

This thesis challenged me to learn many new concepts and skills in the areas of marketing, design and production. To develop the marketing proposal I learned data gathering and interviewing techniques. To design the program I learned how to specify type, create maps, fit formats to standard paper sizes, and select compatible ink and paper colors. To produce the program I learned how to order paper and prepare camera-ready mechanicals.

My thesis also challenged me to write copy for the brochure and membership material. This required a considerable amount of time in research and writing. I found this task absorbing, enjoyable, and humbling - I knew very little about women's rights history.

During the development of my thesis the inevitable problems arose. To write the marketing study I needed to gather information from the Susan B. Anthony Memorial, Inc. in a short amount of time. Since the Memorial's board met only monthly I was forced to get information from individual members between meetings. Fortunately, this method of work proved positive most of the time.

To design the graphics I needed to acquire some new skills quickly and proficiently. My skill building style was "learn by doing". Consequently, I had to re-do some designs at various stages. Specifying type was particularly challenging to me, and the errors I made in this stage were costly in time and money.

To produce the graphics I worked with students from the RIT Printing School and Photography School. The problems I faced in this phase of my thesis were extremely frustrating. The students were helpful and enthusiastic, but, like myself, doing some things for the first time. As a result, deadlines were not met and printing quality was compromised.

My thesis provided me tremendous opportunities for learning, and I know that my new knowledge and skills will serve me well in the future. The Susan B. Anthony Graphic Design Program gives me a great sense of accomplishment as a designer and as a contributor to women's rights history in Rochester.

Postscript

The span of time between implementing the Susan B. Anthony Graphic Design Program and completing the written part of my thesis provides an opportunity to measure the program's success.

For the most part, the program succeeds in achieving the objectives stated in the marketing study. Over the years, the program has shown its ability to communicate, function, coordinate and grow. (See page 23 of Marketing Study)

Time has proven the logo, in particular, to succeed at communicating. To me, it remains classic, memorable and appropriate to the goals of the Memorial.

The newsletter and membership material demonstrate the program's ability to function and coordinate. Annually, for the past several years, I received these applications in the mail. It pleases me to see them still working as originally designed, especially the newsletter, which the Memorial produces without the aid of a graphic designer.

The addition of new design applications shows that the program is able to grow. A year after implementing the program the Memorial asked me to design a signage system for its large photographic display. I was gratified to discover that by using the program's design elements (in this case, Garamond Bold and centered set type) I could quickly and efficiently design handsome signage.

Bibliography

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APPENDIX I

Marketing Proposal

MARKETING/DESIGN PROPOSALData Sheet

Client: Susan B. Anthony Memorial, Inc.
Board of Trustees
17 Madison St.
Rochester, NY 14608

Contact: Katherine Thompson

Subject: Proposal for Marketing/Design Program

Program Goal: To interpret and promote the home and life of Susan B. Anthony to people near and far.

Program Objectives: To enhance the SBA House's interpretation program through appropriate use of graphic design, exhibit design, and audio/visual design.

To promote the SBA House as a source of enrichment, recreation and knowledge to people in the Greater Rochester area and to visitors, travelers and tourists from elsewhere in the state, nation and world.

To promote and interpret the home and life of Susan B. Anthony to special groups with particular needs: school-age children, physically handicapped people and local clubs.

To increase the membership role by 25% within 2 years of implementation of this program in order to:

- a. increase interest and knowledge about the home and life of SBA
- b. increase the pool of volunteer help
- c. increase funds through membership dues

To increase the number of visitors per year by 25% within 1 year of implementation of this program in order to:

- a. increase interest and knowledge about the home and life of SBA
- b. provide a more steady flow of visitors to the SBA House

Target Audience: - residents of the Greater Rochester area
- visitors, travelers, tourists
- students, particularly grade school children
- physically handicapped people
- clubs in the Greater Rochester area: Women's clubs, Men's clubs, Scouts, etc.

MARKETING/DESIGN PROPOSAL (continued)Timeline

Jan. 7 SBA Board meets
 writers work on copy
 writers deliver copy
 Design committee coordinates copy and design pieces

Feb. 4 SBA Board meets: approves copy, approves design
 pieces completed at this stage

March 1 Completed design pieces delivered to printer

March 4 SBA Board meets: approves any new copy, approves
 design pieces completed at this stage

March 25 Remaining completed design pieces delivered to
 printer

April 1 SBA Board meets

April 8 Printer finishes newsletter

April 20 Printer finishes all other pieces, Leuan delivers
 pieces to Design committee

May 1 Pieces shown in RIT Thesis Show

May 20 Leuan completes studies at RIT and delivers design
 manual and production material (mechanicals and
 plates) to design committee

Budget

Graphic Design	no cost, student work
Printing	no cost, donated
Materials	no cost, donated
Paper	uncertain at this point, donation being sought through Seneca Paper
Annual Newsletter	\$35-45 for 300 if printing done at a quick- print shop like Kopy King

MARKETING/DESIGN PROPOSAL (continued)

Design Program

The following design projects are selected from a list of several design possibilities because of their ability to meet the objectives listed on the Data Sheet. The projects are divided into two categories. Category A includes projects I intend to complete as part of my thesis. Category B includes projects that are not part of my thesis because of time and money constraints or because of my interest in print design only. The Category B projects are as important and should be considered as part of the total design program of the SBA House as money and donations become available.

Along with meeting the objectives found on the Data Sheet the Category A projects were determined by the following:

- a. Ability to grow - inserts can be added in many pieces
- b. Ability to serve more than one use - for example, membership card has map on back
- c. Ability to function easily - newsletter is a self-mailer
- d. Ability to coordinate - any combination of pieces can be put together and will visually coordinate

MARKETING/DESIGN PROPOSAL (continued)Design Program - Category A

Brochure	A general brochure to attract and inform visitors, tourists and local people. Aims to project an appropriate image of the House.
Annual Newsletter	To update members of news and events. Aims to create a positive, appropriate image of the House that will encourage members to renew and be more active. Designed to be a self-mailer and hold a membership renewal form. Designed to be produced each year without the aid of a graphic designer, using typewriter type, pre-screened photos, and a prepared grid. If more space is needed in the future inserts can be added, either 8½ x 11 or 11 x 14. To include photos of recent events, interior and exterior of house, and collection pieces.
Membership Renewal Form & Membership Form	Inserts sized to fit newsletter and #10 envelope aimed to attract membership by use of appealing copy and graphics. Also, must fit brochure to attract new members.
Membership Card	Wallet-sized card showing year, benefits, etc. and a map on backside.
Poster	A general promotional poster in a size that will attract attention yet fit most bulletin boards. Similiar to brochure in information content. Designed to be decorative as well as informational. To be sold at the House.
Stationary System	Standard correspondence pieces to be designed with appropriate image.
Mailing Label	Multi-purpose piece to label large envelopes, slide trays, folders, docent name tags, etc. Made of crack-and-peel paper suitable for photocopiers.
Memorial Cards & Envelopes	Cards for donors and recipients with matching envelopes.
Information/Education Sheets	Primarily educational and secondarily promotional. Aimed at yound people seeking information about the life, work and home of SBA. Size is 8½ x 11 (finished) to fit file folders.
Button	Self-supporting souvenir item promoting House.

MARKETING/DESIGN PROPOSAL (continued)

Design Program - Category B

- Slide/Tape Shows Portable shows of varying lengths and purposes to promote and/or interpret the life and home of SBA:
- a. short orientation show for house visitors
 - b. promotion/interpretation show to take to adult clubs and groups
 - c. education/interpretation show for young people to show in the house or in schools
 - d. in-depth interpretation show about the 2nd and 3rd floors of the house that are inaccessible to some visitors
- Signage Signs to communicate information about admission hours and fees (front door), donation box, smoking, bathrooms, etc.
- Exhibit Displays Educational and/or promotional exhibits. Can be either stationary, or traveling, such as companion pieces to slide shows.
- Calendar Informational/educational calendar to serve as a promotional piece. Can be sold at house or special events. Can include dates related to the house, SBA, and Suffrage movement.

Distribution Outlets

For brochure: Rochester/Monroe County Convention & Visitors Bureau, Monroe County Chamber of Commerce, Thruway Tourist Information Center, Rochester AAA Office, Welcome Wagon, NY State Dept. of Commerce, hotels and motels, The Convention Center, local museums, tourists attractions in Western NY, Monroe County Airport, Amtrak Station, bus stations

For exhibits: Gannett Window, Chamber of Commerce, large dept. stores, malls, schools, libraries, banks (Lincoln First, Security Trust, Community Savings)

For poster: public libraries, school libraries, banks, stores, supermarkets, places of work (businesses, corporations), places of recreation (the Y, sports clubs), places of transit

All other strategies use the SBA House as distribution outlet

APPENDIX II

Questionnaire

Questionnaire for Board Members of
the Susan B. Anthony Memorial, Inc.

1. List below 10 words that to you best describe the nature of the SBA House.

- | | | |
|----|----|-----|
| 1. | 4. | 7. |
| 2. | 5. | 8. |
| 3. | 6. | 9. |
| | | 10. |

2. From the words listed above, extract the five most important terms and place below in priority.

- | | |
|----|----|
| 1. | 4. |
| 2. | 5. |
| 3. | |

3. What difference does it make to the Greater Rochester area that the SBA House exists?

4. As you understand it, what is the mission of the SBA House?

5. Looking into your personal crystal ball, list five words that might characterize the personality of the SBA House in 10 years?

- | | |
|----|----|
| 1. | 4. |
| 2. | 5. |
| 3. | |

6. From your own perspective, please list the key audiences for the SBA House. (List at least 5)

- | | | |
|----|----|----|
| 1. | 4. | 7. |
| 2. | 5. | 8. |
| 3. | 6. | 9. |

7. From the above list, please extract the most important and place below in a priority listing.

- | | |
|----|----|
| 1. | 4. |
| 2. | 5. |
| 3. | |

8. In terms of your personal point-of-view, how do you feel that these audiences should perceive the SBA House? Please answer in a few words.

9. Publicly, by what name would you like this organization to be known as?

For example:

Susan B. Anthony, Memorial, Inc.

Susan B. Anthony House

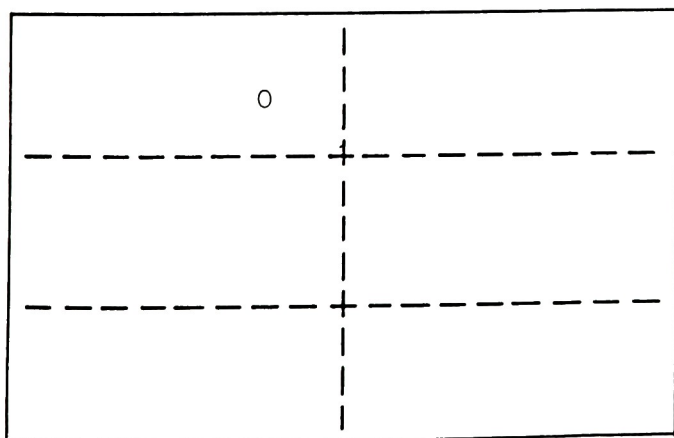
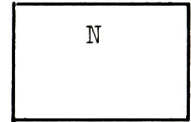
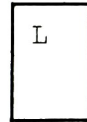
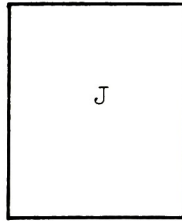
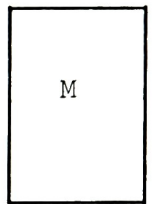
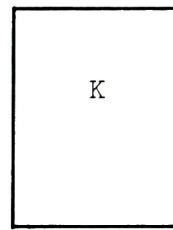
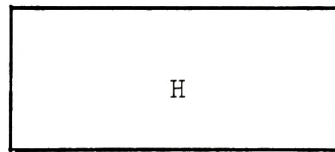
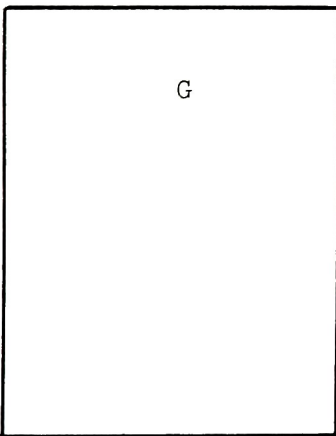
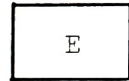
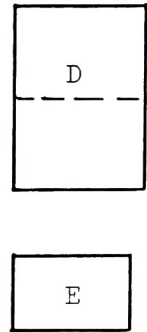
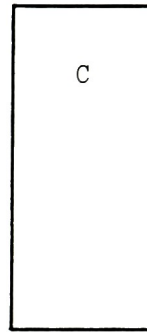
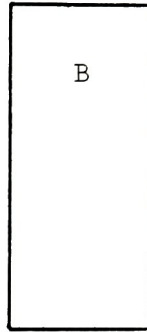
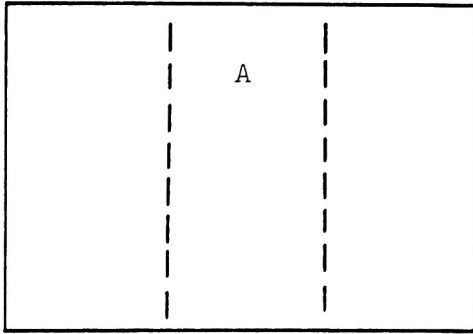
Susan B. Anthony House Museum

Others

APPENDIX III

Design Elements

- a. Formats
- b. Ink and Paper Selections
- c. Organizational Grid
- d. Type

FORMATS

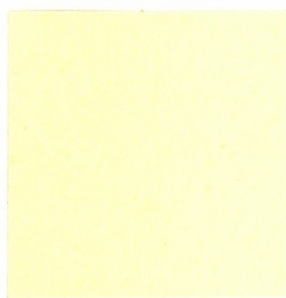
- A Brochure $8\frac{1}{2} \times 11$
 B Membership Form $3\frac{1}{2} \times 6\frac{1}{4}$
 C Invitation &
 Memorial Cards $3\frac{1}{2} \times 8\frac{1}{4}$
 D Membership Card $2\frac{1}{4} \times 3\frac{1}{2}$
 E Name Tag 2×3
 F Bookmark $1\frac{1}{2} \times 6$
 G Letterhead $8\frac{1}{2} \times 11$
 H Envelope "Slimline" size
 I Business Card $2\frac{1}{4} \times 3\frac{1}{2}$
 J Envelope A-2 size
 K Note Paper $4\frac{1}{4} \times 5\frac{1}{2}$
 L Ticket $2\frac{1}{4} \times 3\frac{1}{2}$
 M Postcard $3\frac{1}{2} \times 5$
 N Label $2\text{-}3/4 \times 4\text{-}1/4$
 O Newsletter 11×17

INK AND PAPER SELECTIONS

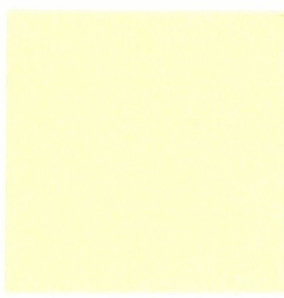
Ink



Kilmory India



Bond

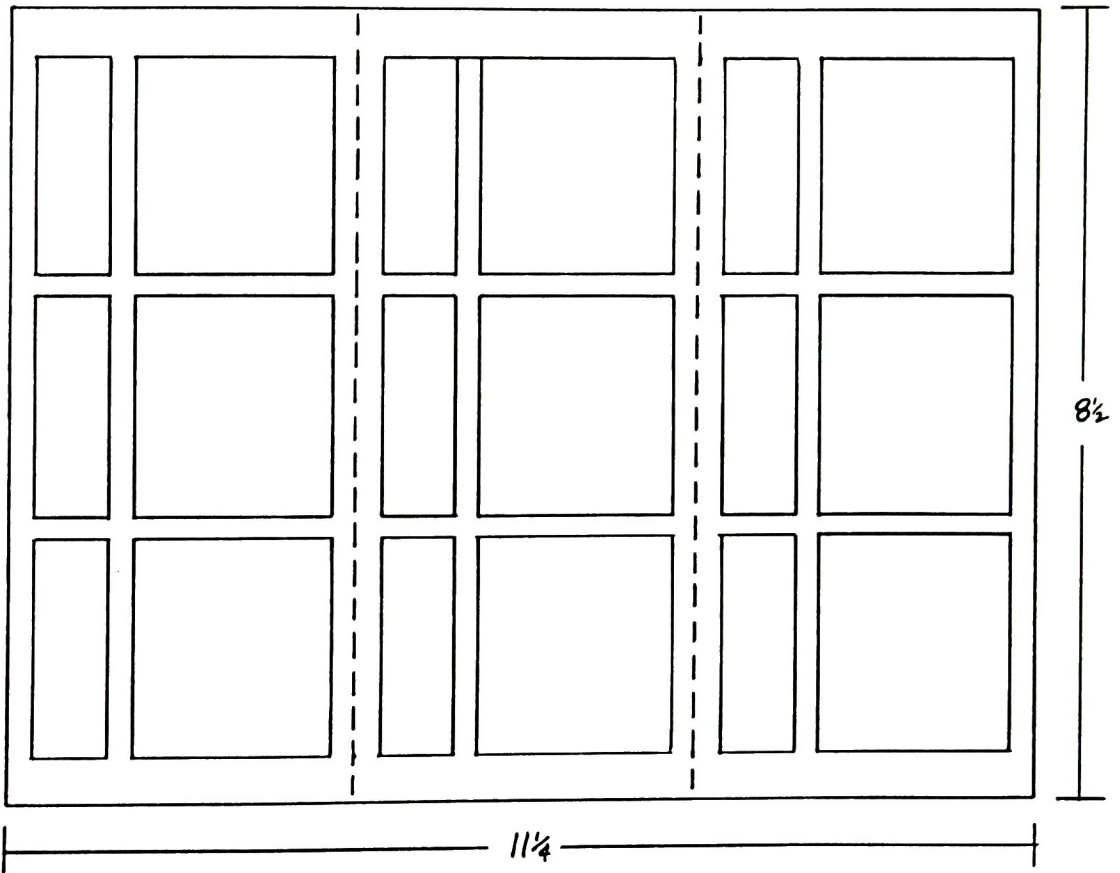


Text



Cover

ORGANIZATIONAL GRID



TYPE

abcdefghijklmnopqrstuvwxyz
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 1234567890\$¢ \$12345678901/81/43/81/25/83/47/8
 ,./;?:-—"!.'"%*()-†‡@£□#+[]

abcdefghijklmnopqrstuvwxy
*ABCDEFGHIJKLMN**OPQRSTUVWXYZ&*
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Garamond

APPENDIX IV

Visual Identity

- a. Symbol Development
- b. Symbol Size Variations
- c. Symbol and Type

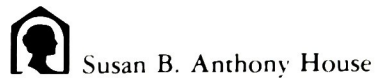
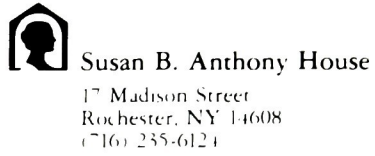
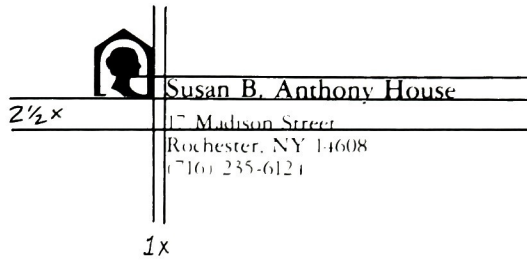
SYMBOL DEVELOPMENT



SYMBOL SIZE VARIATIONS



SYMBOL AND TYPE



APPENDIX V

Applications

- a. brochure
- b. brochure - outside
- c. brochure - inside
- d. newsletter - outside
- e. newsletter - inside
- f. letterhead
 - matching envelope
 - business card
- g. placement of typewriter
 - type on letterhead
- h. membership card - outside
 - membership card - inside
 - membership form
- i. name tag
 - ticket
 - self-adhesive label
 - souvenir bookmark
- j. thank you card
 - invitation
- k. memorial cards
- l. note paper, front and back
 - matching envelope
- m. postcards, front and back



Susan B. Anthony House



of

General Information

Tours for groups of up to 30 people are available by appointment. For information about group rates, programs and hours call the SBA House.

Handicap facilities include an outdoor ramp and a program that interprets the 2nd and 3rd floors of the House. Please call the SBA House in advance.

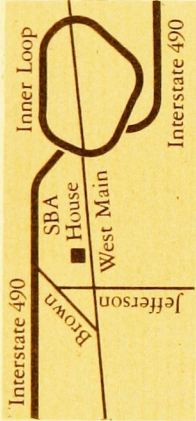
SBA Memorial, Inc. owns and maintains Susan B. Anthony House. It is a non-profit, non-partisan, tax-deductible organization dedicated to preserving the home and promoting awareness of Susan B. Anthony. The Memorial welcomes public support of these efforts. If you are interested in becoming a member or making a contribution call or write SBA House.

SBA Preservation District is a nine block area around the SBA House and Susan B. Anthony Square. It is one of the last intact 19th century middle class neighborhoods in the country. SBA Square is the site of the SBA Festival held in August of each year.

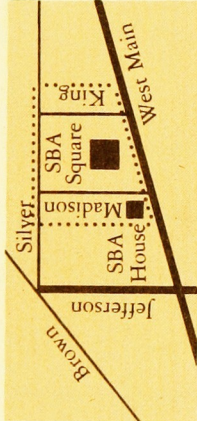
Susan B. Anthony House today.



Downtown Rochester, New York



SBA Preservation District



Directions

From the West take 490 East to Brown St. exit. Follow Brown, go under overpass, make a sharp left on Silver. Go 1 block, turn right on Madison. 3 blocks to House.

From the East take 490 West to Broad St. exit. Follow Broad to West Main, turn left on West Main. Go 1/2 mile, turn right on Madison. 1/2 block to House.

Parking is available along Madison Street. Please observe street parking regulations.

Hours

Wed. through Sat., 1-4 pm
Other times by appointment.
Closed Sundays and holidays.

A small admission fee is charged.

Cover: *SBA in front of home, circa 1890*





Susan B. Anthony House
17 Madison Street
Rochester, NY 14608

Ms. Betty Friedan
123 No Name St.
Somewhere, NY 98765

Susan B. Anthony House

Susan B. Anthony, pioneer leader for women's rights, lived in this house from 1866 until her death in 1906. When she was not crisscrossing the country campaigning for woman suffrage, she was here, writing and organizing.

It was in this red-brick house, shared with her sister Mary, that Anthony was arrested for voting in 1872. Here, in the parlor, she met and planned with famous reformers Elizabeth Cady Stanton and Frederick Douglass. In the third floor attic "workroom" Anthony helped write the monumental *History of Woman Suffrage*.

Today the house is a museum with National Landmark status. It is filled with photographs, memorabilia, and the stuffed Victorian furniture of its early, determined occupants. The collection in the Museum Room on the second floor portrays the events of the woman suffrage movement.

The house, built before the Civil War, is distinguished by an ornamental wood entrance porch and a shingled front gable with an oriel window.

Susan B. Anthony's study



Susan B. Anthony at age 57

Susan B. Anthony

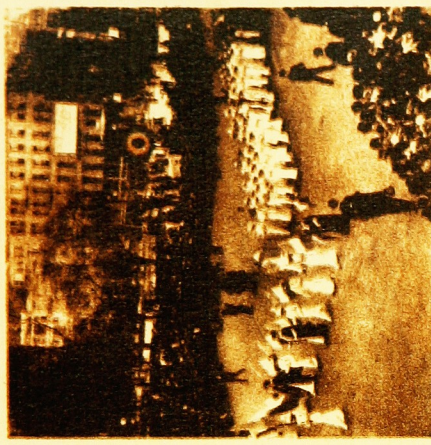
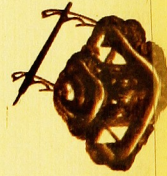
Susan Brownell Anthony was born Feb. 15, 1820 in Adams, Mass. She was brought up in a Quaker family with long activist traditions. Early in her life she developed a sense of justice and moral zeal.

After teaching for fifteen years she became active in temperance. Because she was a woman she was not allowed to speak at temperance rallies. This experience and her acquaintance with Elizabeth Cady Stanton led her to join the women's rights movement in 1852. Soon after she dedicated her life to woman suffrage.

Ignoring opposition and abuse Anthony traveled, lectured, and canvassed across the nation for the vote. She also campaigned for the abolition of slavery, women's right to their own property and earnings, and women's labor organizations. In 1898 Anthony persuaded the University of Rochester to admit women.

Anthony, who never married, was aggressive and compassionate by nature. She had a keen mind and a great ability to inspire. She remained active up until her death on March 13, 1906.

Susan B. Anthony's inkwell



Suffrage parade, NYC, 1915

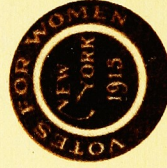
Woman Suffrage Movement

The right of women to vote was first seriously proposed at a women's rights convention in Seneca Falls, N.Y. in 1848. Here, Elizabeth Cady Stanton and Lucretia Mott declared that the vote was women's basic right and the means to gaining other rights. Three years later Stanton met Susan B. Anthony. They soon became the driving force in the seventy year struggle for woman suffrage.

In 1869 the National Woman Suffrage Association, led by Anthony, was formed to agitate for an amendment to the Constitution. This amendment was presented to Anthony and her successors to five consecutive sessions of Congress. It repeatedly failed to pass. National attention and support came to the movement when Anthony was arrested and tried for voting in the 1872 Presidential election.

After Anthony's death in 1906 a phrase from her last suffrage speech, "Failure is impossible", became the motto of young suffragists. Fourteen years later, in 1920, the 19th Amendment was ratified. Women had won the right to vote.

Suffrage button





Susan B. Anthony House

NewsLetter

Sent by Susan B. Anthony Memorial, Inc., a non-profit, non-partisan, tax-deductible organization that owns and maintains the Susan B. Anthony House.

May 1, 1983

Dear Member,

As we come to the end of the current year, it truly has been a memorable one. Briefly, and in retrospect, it seems important that we mention these unprecedented good strokes of fortune, for our gratitude is immeasurable.

You will remember Dr. William Lee (Eastman Kodak Co.), and his tremendous involvement in copying our pictures - that task is now complete due to the diligence of his 'helpers', Mr. Marron, also of Eastman Kodak, and our own Trustees, Marion Casey, Dorothy Cooper, Helen Mary Hogan, and Muriel Rothstein. We are awaiting proper labeling of these pictures before rehanging them in the refurbished Museum Room (our thanks to Ruth Graves). Our new brochures are now in use thanks to Leuan Baker, as is our new logo on our stationary and other printed items.

The long awaited ramp for the handicapped is ready for use. The film 'Susan and her Home' has been completed, and has been favorably shown to a number of organizations. All this, of course, is due to the generosity of the Daisy-Marquis Jones Fund, Rochester Area Foundation, Davenport-Hatch Fund, and Easter Seal Fund. Our most grateful thanks to them, the results of their generosity will be appreciated for many future years by those who use this facility.

Last year we reported a Blue Bird Bus, with our advertisement, would be touring this country and Canada - (sponsored by Holiday Inns). We are happy to report it has been seen at various locations by many members. During the summer we received the bust of Susan B. Anthony, from the Rochester School Board. This is a valuable item done by Luella Varney in 1884 in Rome, Italy, and it is our good fortune to now have it for display. As yet, a permanent spot in the house has not been confirmed.

On August 26th, it was again the pleasure of the Board of Trustees, to hold an 'Open House', at 17 Madison Street, to say 'thank you' not only to our wonderful benefactors of the year, but once again to celebrate this important date.



This daguerreotype of young Susan B. Anthony was one of many cleaned and restored this year. It is the earliest known image of the famous leader. Our thanks go to Constance McCabe for her work in conserving these special types of photographs.



Susan B. Anthony House

17 Madison Street
Rochester, NY 14608
(716) 235-6124



Susan B. Anthony House

17 Madison Street
Rochester, NY
(716) 235-6124

*Juan Baker
141 Hamilton St.
Rochester, NY 14620
262-2261*

Owned and maintained by SBA
Memorial, Inc., a non-profit, non-
partisan, tax-deductible org.



Susan B. Anthony House

17 Madison Street
Rochester, NY 14608



Susan B. Anthony House

17 Madison Street
Rochester, NY 14608
(716) 235-6124

June 1, 1982

Dear *Ms. Steinem,*

On behalf of the Board of Trustees, I welcome you as a member of the Susan B. Anthony Memorial, Inc. The active support of the public is needed to preserve Susan B. Anthony's home and promote her life among people of all ages. We are grateful for your interest.

Enclosed find your new membership card. We hope the information contained on your card helps you find your way to 17 Madison Street this year. You might remember to bring your friends and out-of-town guests to the House.

There is much to be done and you can help in any number of ways. We do not have paid staff. Our volunteer coordinator is Thelma Fraser and she may be reached at 223-0132. You may also call me at 381-6202.

Again, thank you for joining us.

Sincerely,

Roberta E. LaChiusa

Roberta E. LaChiusa
President

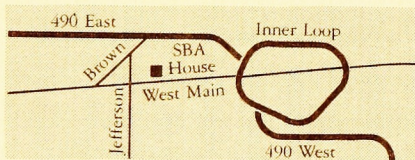


Susan B. Anthony House

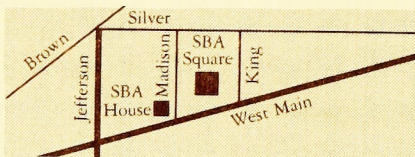
17 Madison Street
Rochester, NY 14608
(716) 235-6124

Juan Baker 5/82
Member's signature renewable

Downtown
Rochester,
New York



SBA
Preservation
District



Directions From the West take 490 East to Brown St. exit. Follow Brown, go under overpass, make a sharp left on Silver. Go 1 block, turn right on Madison. 3 blocks to SBA House.

From the East take 490 West to Broad St. exit. Follow Broad to Main, turn left on main. Go 1/2 mile, turn right on Madison. 1/2 block to SBA House.

Parking available along Madison St. Please observe street parking regulations.



Susan B. Anthony House

Membership

You can help preserve the home and promote awareness of Susan B. Anthony. As a member of the Susan B. Anthony Memorial, Inc. you will enjoy these benefits:

- Free admission to the House
- Memorial's newsletter and mailings
- Participation in the Annual Meeting
- Opportunity to serve as a volunteer

Membership Categories

<input type="checkbox"/> Patron	\$50	<input type="checkbox"/> Active	\$6
<input type="checkbox"/> Sponsor	\$25	<input type="checkbox"/> Sr. Citizen	\$3
<input type="checkbox"/> Sustaining	\$15	<input type="checkbox"/> Student	\$3

My membership is: New
 Renewal

Gift and memorial contributions are welcome. Contributions and memberships are tax-deductible.

PLEASE PRINT

Name

Address

City, State

Zip

Telephone

Make check payable to SBA Memorial, Inc. and mail with this card to:

Treasurer Pat Lipa
52 Madison Street
Rochester, NY 14608

SBA House, 17 Madison St., Rochester, NY 14608, is owned and maintained by SBA Memorial, Inc., a non-profit, non-partisan, tax-deductible organization.



Susan B. Anthony House

Jean Baker



Susan B. Anthony House

Be Our Guest

This ticket entitles the holder to one free admission to the Susan B. Anthony House, a National Historic Landmark located in Downtown Rochester, New York at 17 Madison St. near West Main St. and Jefferson Ave.

Open Wed. thru Sat., 1-4 pm

Other times by appointment.
Closed Sundays and holidays.



Susan B. Anthony

"Woman has shown equal devotion with man to the cause of freedom and has stood firmly by his side in its defense. Together they have made this country what it is. . . . We ask justice, we ask equality, we ask that all civil and political rights that belong to the citizens of the United States be guaranteed to us and our daughters forever."—1876



Susan B. Anthony House
Rochester, New York



Susan B. Anthony House

17 Madison Street
Rochester, NY 14608
(716) 235-6124

*Slide Show
Tray 1-A*



Susan B. Anthony House

The President
and
Board of Trustees
cordially invite

Ms. Betty Friedan

to become a member
of the
Susan B. Anthony Memorial, Inc.
an organization dedicated to
preserving the home of
Susan B. Anthony
and
promoting awareness of
her life and work

SBA House, 17 Madison St., Rochester, NY 14608
Owned and maintained by the SBA Memorial, Inc.
a non-profit, non-partisan, tax-deductible org.



Susan B. Anthony House

The President
and
Board of Trustees
of the
Susan B. Anthony Memorial, Inc.
thank you
for your contribution of

\$25

SBA House, 17 Madison St., Rochester, NY 14608
Owned and maintained by the SBA Memorial, Inc.
a non-profit, non-partisan, tax-deductible org.



Susan B. Anthony House

A gift has been made
to the
Susan B. Anthony Memorial, Inc.
in memory of

Jane Doe

by

John Doe

SBA House, 17 Madison St., Rochester, NY 14608
Owned and maintained by the SBA Memorial, Inc.
a non-profit, non-partisan, tax-deductible org.



Susan B. Anthony House

The President
and
Board of Trustees
of the
Susan B. Anthony Memorial, Inc.
thank you
for your contribution of

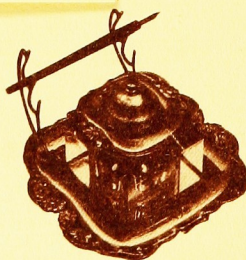
\$25

in memory of

Jane Doe

SBA House, 17 Madison St., Rochester, NY 14608
Owned and maintained by the SBA Memorial, Inc.
a non-profit, non-partisan, tax-deductible org.

February 16, 1900.
 My dear friend
 Political equality
 of rights for women—
 civil and political— is
 to-day, and has been for
 the past half-century the
 one demand of
 Yours sincerely
 Susan B. Anthony
 Rochester - N. Y.



Throughout her life Susan B. Anthony was never far from her inkwell. She was an enthusiastic and prolific letter writer, using the power of her pen in the struggle for equal rights.

Front: The words of this reproduction of Susan B. Anthony's most famous letter demonstrate her conviction to the cause of women's rights.

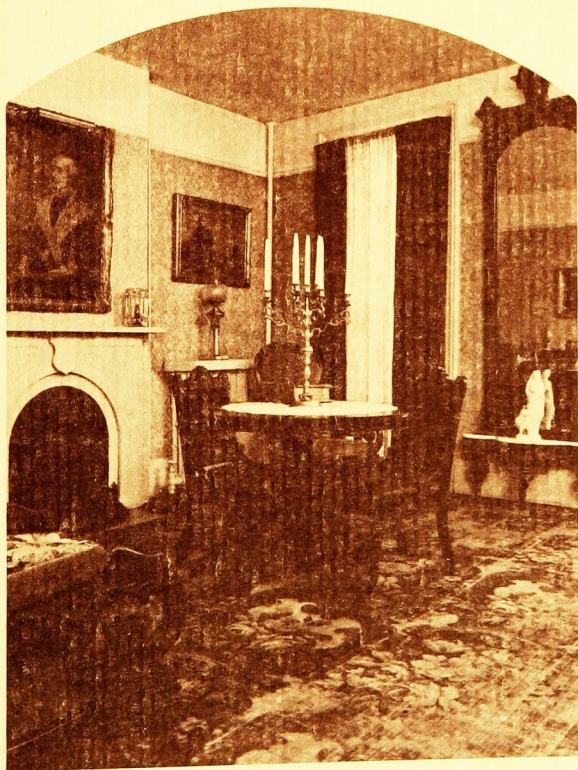




*Susan B. Anthony,
taken from a daguerreotype*



*Susan B. Anthony and
Elizabeth Cady Stanton*



*Parlor in the
Susan B. Anthony House*



Susan B. Anthony House

17 Madison Street
Rochester, NY 14608

Non-Profit Org.
U.S. Postage
PAID
Rochester, N.Y.
Permit #

Ms. Gloria Steinem
321 Magazine St.
NY, NY 10011

Dear Member,

7/9/82

On behalf of the Board of Trustees of the SBA Memorial and the SBA Preservation District Assoc. I invite you to the Susan B. Anthony Festival, to be held August 6th and 7th, from 11 am to 7 pm, at SBA Square. The SBA House will be open for tours and the Memorial will be auctioning Anthony memorabilia. Hope you can come,

Roberta LaChiusa, Pres.