

Ephemera/34

Ephemera/34 conference registration includes free admission to a Board Reception on Thursday evening, twelve seminars on Friday and Sunday, and Exhibits. A separate admission fee applies to Saturday’s and Sunday’s Ephemera Fair. See 9 a.m. Saturday listing for details.

Please indicate number of persons in each category:

- () Members, \$50
- () Non-members, \$60
- () Students with ID, no charge
 - *First come first serve, space may be limited*
- () Exhibiting dealers, no charge
- () Rickards Award Dinner \$85 (\$90 after March 1)

Back by popular demand, dinner features presentation stations and a crowd-pleasing, rowdy rendition of *Culinary Ephemera Jeopardy* hosted by Evie Eysenburg and Will Shortz, editor of the New York Times crossword puzzle. The highlight of the evening will be the presentation of the Maurice Rickards Award; plan to attend to find out this years’ recipient! Enticements include starters of Tapenade, Roasted Eggplant, & Roasted Red Pepper Hummus, followed by Beef Tenderloin, Caesar Salad, and a choice of two Pastas, Seasonal Vegetables, Dessert and Coffee.

Name(s) _____

Address: _____

Phone or e-mail: _____

Please make check payable to:
Ephemera Society of America. Detach form at dotted line and return with check to ESA Conference, PO Box 95, Cazenovia, NY 13035.

You also are welcome to “send” money via PayPal to info@ephemerasociety.org. It will not be required, but if you use PayPal, a \$2 service charge would be appreciated. Registration may also be done by visting our website at www.ephemerasociety.org/34.html

Your registration packet and badge will be held for you at the Society desk. Please arrange lodging directly with the Hyatt Regency Hotel: 1800 East Putnam Avenue, Old Greenwich, Connecticut 06870 • Phone 203-637-1234 • Group rate is \$150 plus tax. Discount Code “*ephemera society*.” Group rate is available online (see link below) but is not guaranteed after March 1, 2014. You can reserve online by visiting: https://resweb.passkey.com/Resweb.do?mode=welcme_ei_new&eventID=10582802

Ephemera/34 Food and Drink: Field to Table SCHEDULE

THURSDAY:

9 a.m.– 5 p.m. — Board of Directors’ meeting, Belle Haven conference room.

6:30 p.m.–7:30 p.m. — Board reception for early arrivals. Join old and new friends, and be fresh for the conference that begins Friday morning.

FRIDAY:

**Four morning conference sessions:
Roundhill Room**

8:45 a.m.
Welcome and Introduction
Barbara Loe and Nancy Rosin, ESA President

9:00 a.m.
**Culinary Ephemera:
The Paper Trails of American Social History**
William Woys Weaver, Ph.D.

Culinary ephemera: how does one define what it means? How does one categorize it? How can one judge its value and merits, and where might the market be headed?

Dr. William Woys Weaver is an internationally known food historian and the author of 16 books including *Culinary Ephemera: An Illustrated History* (2010) which won the 2011 IACP Cookbook Award for Culinary History, and in addition, a gold medal for book design. Weaver received his Ph.D. in food ethnography from University College (Dublin), Ireland and lives in the historic Lamb Tavern in Devon, Pennsylvania.

10:00 a.m. — 10:15 a.m. Break

10:15 a.m.
Shaker Seeds
M. Stephen Miller

By 1793 there were ten Shaker communities but not yet a single business established anywhere in this country to grow, advertise, and distribute garden seeds (primarily for vegetables) on a retail basis. Shaker brethren and

sisters responded to two needs: that of non-Shakers to obtain seeds to plant small “kitchen gardens” to feed their own families and their own need for a cash-based economy. An examination of the retail seed industry at just one Shaker society, New (later Mount) Lebanon, New York, beginning in 1800, reveals the various marketing strategies the Shakers employed.

M. Stephen Miller has been a member of the Ephemera Society since the second year of its founding, serving on the Board for five years, two as Chairman. He has collected, researched, displayed, written about, and lectured on Shaker ephemera since 1978. The comprehensive Miller Collection of more than 14,000 individual items has been the basis for a number of publications, most recently *Inspired Innovations: A Celebration of Shaker Ingenuity* (2010) published by University Press of New England.

10:45 a.m.
Tomatoes: A to Z
Michael A. Russo

Follow Michael through the alphabet using beautiful, evocative and sometimes humorous images from his extensive collection of agricultural and horticultural ephemera with a focus on one of the most revered of garden vegetables – the tomato. This pictorial journey (seed catalogs and packets, trade cards, food labels, movie advertisements, almanacs, cookbooks, press photos, valentines and more) will show how collecting can take many topical twists and turns along the way.

Michael Russo, a visual artist, retired art educator, master gardener, floral designer, organic “gentleman farmer” and Vice President of the National Valentine Collectors Association is an avid supporter of the “Farm to Table” and “Slow Flowers” movements. He is owner of Trout Lily Farm, recently featured in *Organic Gardening Magazine*. His ephemera collections have been featured in *Martha Stewart Living Wedding* magazine and he has appeared with Stewart in a television segment on the Victorian Language of Flowers.

11:15 a.m.
Remedies to Recipes
Elizabeth Young

Home remedies and handwritten recipes (usually called receipts in Victorian America) were more common than

published food promotions for much of the 19th century. With the Food and Drug Act of 1906 — that sought to eliminate quackery, false advertising and outright fraud — came new social considerations including the rise of giant food processors, the discovery of vitamins, Naturopathy (1910), and “the care of baby” (1907).

After spending many years in the kitchen, Elizabeth Young has jumped out of the fire and into the steamy world of Antiquarian book selling. Gaining a tremendous amount of knowledge from her father, Roy Young of RoYoung Bookseller Inc., Elizabeth has a gig of her own, specializing in anything and everything associated with the wonderful world of food and drink.

12:00 p.m. - 1:30 p.m.
Lunch Break

**Four afternoon conference sessions:
Roundhill Room**

1:30 p.m.
What’s on the Menu?
Henry Voigt

Menus, introduced to America at mid 19th-century, aid our cultural memory, providing “unwitting historical evidence” of our social customs, behavioral norms, and foodways. They reveal what people were eating; what they were doing and with whom they were doing it; and what they valued. Some were beautifully crafted by leading stationers to celebrate special events; others simply express the whimsy of everyday life.

Henry Voigt enjoyed a 38-year career with DuPont, including a memorable assignment in Hong Kong. In the 1990s, he began collecting menus as a result of his interests in food, culture, and the history of everyday life.

2:30 p.m.
The Art of the Wine Label
Michael Osborne

How does a designer produce a wine label? An initial meeting with the wine client, a review of the design brief, the design process itself and, voilà, the product.

Michael Osborne is President and Creative Director of the San Francisco firm, Michael Osborne Design. Established in 1981, the firm’s work in brand identity

and package design has garnered awards from all major competitions, and has been recognized by many industry publications, including a feature article in *Communication Arts*, 2011. Michael's work is included in the permanent collections of the San Francisco MOMA, the Cooper-Hewitt National Design Museum, and the Smithsonian National Postal Museum in Washington, D.C.

3:30 p.m. - 3:45 p.m. Break

3:45 p.m.

An Invitation to Cocktails

Don Lindgren

The history of cocktails, in America and abroad, is littered with ephemera. Why does this narrow field generate so much interesting printed material? From its roots in early America through today's craft cocktail resurgence, ephemera in many forms has, and continues to play, an important role.

Don Lindgren is a lifelong antiquarian bookseller, and the owner of Rabelais, Fine Books on Food & Drink. Rare cocktail books and ephemera is a specialty of Rabelais, and he continues work on a descriptive bibliography of American Cocktail Books.

4:30 p.m.

Little Cookbooks

Leslie M. Behm and Shirley Brocker Sliker

In 2005, Shirley Brocker Sliker donated her large collection of "Little Cookbooks" to the Michigan State University Library. This rich resource explores the evolution and history of food distribution during 1880 to 1920, when it changed from local to regional, and when women ceased having hired help in the kitchen. Imaginative entrepreneurs, like W. K. Kellogg and Jell-O, developed their markets through advertising, and companies provided education about their modern equipment. During World War II, homemakers were provided with ration books, information on growing Victory gardens, and ideas to create good tasting food, despite rationing.

Shirley Brocker Sliker is a retired bookseller with a special interest in culinary ephemera. Leslie M. Behm is a librarian at Michigan State University Special Collections Unit providing oversight of the Little Cookbooks collection and website.

5:30 p.m.

Meet the Authors!

Book signings of notable books from our speakers and members will immediately follow the conference outside of Roundhill.

Also Friday:

- 2:30 p.m. — Dealer Set-up
- 7-8 p.m. — Silent Auction Preview in Roundhill.

SATURDAY

- 8 a.m. – 5:30 p.m. — Silent Bid Auction in Roundhill. Many Lots. Bid early and often!
- 8:15 a.m. — Memberships will be sold at the Ephemera Society desk at the entrance to the fair in the Grand Ballroom.
- 9 a.m. — Members-only fair preview (\$10) for the Society's 34th Annual Ephemera Fair in Grand Ballroom. **Please have your membership card available.**
- 9 a.m. – 5 p.m. — Exhibits open in Winthrop.
- 10 a.m. — General public entry. Admission is \$12.
- 5 p.m. — Fair closes; reopens 11 a.m. Sunday.
- 5:30 p.m. — Silent Auction final bids close in Roundhill Room.
- 5:30 p.m. – 6:45 p.m. — Cash Bar outside Mead ABC.
- 6 p.m. — Live Auction outside Mead ABC — Auctioneer: George Fox
- 7:00 p.m. — *Ephemera 34 Banquet*—Mead ABC. Reservations required.

A conference registration form is attached.

SUNDAY

8:30 a.m.

Members annual meeting, Mead AB

All members are urged to attend.

9:00 a.m.

"To Market, to Market"

Donny Zaldin

At mid-19th century in both Britain and America a middle class emerged to consume never-before-conceived-of products. Economic Darwinism resulted, in part through the evolution of advertising and chromolithography, vividly offering consumers choice among competing manufacturers, products and services. Paper and durable ephemera of Victorian comestibles and potables depicted the journey from field to table, following novel marketing principles. But

the appealing images of families and the wide array of newly-available foods belied a harsher reality, an illusory horn-of-plenty in marked contrast to the industrial revolution's burdens of hunger and privation.

Donny Zaldin, a co-founder of The Ephemera Society of Canada, serves on the Board of The Ephemera Society of America and has presented at previous conferences on the Dionne Quintuplets, Currier & Ives, and the bicycle. He is an active Sherlockian, his most recent article being "The Origins of the Cipher in *The Dancing Men*" in the spring 2013 issue of *Magic Door*, the quarterly journal of the Friends of the Arthur Conan Doyle Society of the Toronto Public Library.

10:00 a.m. Flash Presentation

Star-Spangled Turkeys: Patriotic Metaphors in Thanksgiving Postcards

Dr. Daniel Gifford

Dr. Gifford is an Adjunct Professor at George Mason University, Department of History and Art History. He is Program Manager at the Smithsonian Institution.

10:15 a.m. Flash Presentation

The Rucker Archive: Preserving the Past

Mark Rucker and Allison Moore

Mark Rucker, a renowned collector, photo archivist and baseball historian, and Allison Moore, Managing Director of the Rucker Archive, are also organic farmers at Ravens' View Farm, Peachland, British Columbia

10:30 a.m. Flash Presentation

Dear Nannie...yours devotedly, Charlie

Gail McMillan

Gail McMillan, Director and Professor, University Libraries at Virginia Tech is co-author of the story of Nannie Figgat's chronicle of mid 19th century Southwest Virginia through her diary, recipes and correspondence.

- 11 a.m. - 4 p.m. — Ephemera Fair in the Grand Ballroom.
- 11 a.m. - 4 p.m. — Exhibits open in Winthrop.
- 1:00 p.m. – 3 p.m. — Ephemera appraisals (\$5 each)
- 4 p.m. — Ephemera 34 closes.

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Food & Drink FIELD TO TABLE

The
Ephemera Society
of America
Presents
Ephemera 34
March 14-16, 2014
Hyatt Regency Hotel
Old Greenwich, CT

