The William Woys Weaver Collection of Culinary Ephemera.

“William Woys Weaver has the discerning eye of a true collector. His seemingly random gatherings add up to a comprehensive portrait of an elusive, spellbinding era in the kitchen and on the table. Thanks to Weaver, ephemera are ephemeral no longer.

Anne Willan

“William Woys Weaver’s personal collection of food and drink ephemera is a marvel of culinary Americana.”
Laura Shapiro, author of Perfection Salad
The William Woys Weaver Collection of Culinary Ephemera is being offered jointly by:

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In addition to the attached description, you can…

view a carousel of more than sixty images from the collection:
http://www.eclectibles.com/v/vspfiles/weaveralbum/

view an Excel spreadsheet of all 6036 items
[please request this by email]
Dated 1790-2015, inclusive. Six thousand thirty-six pieces of ephemera, from forty-eight states and more than sixty additional nations. Included in the collection are almanacs & calendars; billheads; recipe booklets; broadsides, handbills & posters; brochures & advertising literature; business cards; handbills; labels; matchbook covers; menus; periodicals; photographs; place cards; postcards; programs; sheet music; trade cards; trade or sales catalogues; valentines; and wrappers & packaging. Please note this does not include materials from Pennsylvania or Delaware, as that constitutes Weaver’s separate Keystone Collection.

$240,000 US

An extraordinarily broad and deep collection of American culinary ephemera, which also includes material from forty-four additional nations. The collection includes a wide array of types of ephemera, general ones like trade cards, broadsides, and trade catalogues, as well as types specific to the culinary world, such as menus, coasters, napkins and more. Individual items in the collection address themes of food in American culture; the changing nature of American society across more than two centuries; the acceptance and resistance to immigrant communities arriving in the US; the industrialization of food production and marketing; the role of women in the household; the nature of service in food establishments; and the development of the restaurant at all levels – from haut cuisine in the cities to the diner alongside the expanding system of motorways. The collection also provides a physical record of the material culture of American and international food, and exemplify advances in advertising culture, printing technology, and illustration.
The collection was assembled by the esteemed food historian William Woys Weaver, author of sixteen cookbooks and works of culinary history. This collection was the core of material discussed in Weaver's pioneering work, *Culinary Ephemera* (University of California Press: 2010). We asked Weaver for a brief statement about the history of his collection:

"I began collecting culinary ephemera because I came to realize that this flea market flotsam and jetsam was closer to the "pulse" of the living food culture than say cookbooks or even culinary journals. Culinary history is too often focused on the published texts of a given era, when in fact these texts only reflect the culinary aspirations of a small segment of society. Culinary ephemera is democratic. It was created to meet the expectations of all levels of society and to alter their ideas about food. I decided to collect material old and recent to reflect the search for authenticity which is the underlying theme of food tourism.

What is local food? How is this discovered via the metier of tourism? I assembled my ephemera collection as the ultimate teaching course for anyone who wanted to explore the philosophies of culinary arts and hotel management. I chose this carefully to reflect even the most "small-town" menus of Americans going abroad to discover their genealogical roots."

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THE COLLECTION THROUGH TIME

The earliest materials include a 1790s advertisement for the Restaurant Tesson in Paris, France and a trade card from S. W. Cheney’s Oyster & Lunch Room in Lowell, MA from 1800, and an 1822 John Sargeant catering bill from Boston. The 1840s bring European porcelain trade cards for a beef butcher and others, and a billhead from the American Hotel in New York City. The earliest menu in the collection is a wedding menu on porcelain paper from Belgium. The first American menu is from the Irving House Hotel from New York City in 1850, followed closely by a lace paper presidential menu from the River House Hotel in Boston in 1851. In a slightly different vein, “A Bake-Pan for the Dough Faces” brochure published by C. Goodrich, Burlington VT, 1854 is an allegory to argue against slavery.

Moving forward in time, a song sheet titled “Dear Mother I’ve Come Home to Eat”, represents the Civil War, while articles from Harper’s Weekly include “Chowder Party at Fire Island” by T. Worthy and “Clam Bake” by Winslow Homer in the 1870s. As the seventies progress, evidence of a Golden Age appears with the Cercel des Chefs de Cuisine ball program, a die-cut dance card, trade cards of Liberty pouring and drinking champagne; both with leg showing.
TRADE CARDS

Advertising trade cards hit the peak of their popularity in the 1880s at the core of the Second Industrial Revolution and include promotions for hotels, dining halls, packaged food, spices, condiments and of course coffee and tea. A few trade cards of note include:

- Kalamazoo House, menu, die-cut rooster with note in beak.
- Sherwood and Golden, Pottery and Silverware, die-cut vase.
- Blackmore & Kinsey, Silverstar Hams, die-cut hams.
- T.A. Snider Preserve Company, advertising diamond puzzle with eight different pieces/products that become a square.
- Shober and Carqueville, trade card for a trade card publisher.
- Potter Drug and Chemical Co., Sanford's Ginger.
- Quincy Dining Rooms.
- The Atlantic and Pacific Tea Company, woman in oyster dress, man is an oyster opening tool, on beach.
- Grand Central Oyster House, Christmas.
- African-American ephemera, Great Eastern Tea Store, Ohio, boy in top hat.
- African-American ephemera, New Year's card, with snowman and child on donkey near snowman (donkey kicks down snowman on one side), with pink silk fringe. Art by Raphael Tuck.
- Chinese ephemera (US), blank trade card by Bufford, depicting caricatures of Chinese men about to eat dogs.

The early 1900s brings the take-out menu, a photograph of a lumber camp kitchen, dining for the common passenger on rails, prohibition menus and a change in advertising in the
depression and war years. Home cooks are experiencing some of the modern conveniences with the Rathbone Sard & Co. match striker advertising Acorn Stoves, a Sargent and Company Gem Chopper Cook Book, the Culinary Journal - 'Les Grand Cultures de Monde: Le Riz', What Shall I Eat when Travelling (by John Henry Tilden), and The Larkin Housewives Cook Book (by J. D. Larkin & Co.).

Exploring how others communities and social groups prepare food becomes of interest to the home cook with The Rural Cook Book (by “The Rural New Yorker”), 1907, the Genesee Pure Food Company, pamphlet cookbook, "They Wanted JELL-O", a Jacob Dold Packing Co., brochure, die-cut basket of meats and canned products with their label and Oysters and How to Cook Them (by the Oyster Growers and Dealers Association).

The period of the first World War is represented by items like the pamphlet cookbook Cheap Recipes for War Time by Rose Brown, and the War Cook Book (by the Women's Committee), Louisville, KY 1918.

The 1920s introduced a brochure by Albert Dickinson Company of Popcorn Recipes, an R.C. Williams & Co. can label for Robin Hood Brand Hawaiian Pineapple, Bread and Baking Ephemera of B&G Superlative Pastry Flour, the popularity of paper place cards by companies like Buzza, Temperance and drinking ephemera, the postcard, "This Town is Dry on Sunday but I'm Wet Seven Days a Week" with a baby on the bed, for Cer-ola, non-alcoholic beer, Kolb Brewing Company.
Other introductions of the 1930s were the Pasta Cutter brochure, in English and Italian, *Tabitha Toddles*, a die-cut children's pamphlet cookbook, "Zweibrucker Kochbuck" a pamphlet cookbook, The *Mandarin Chop Suey Cook Book* (by Pacific Trading Co.), a business card for Pierre's House of Crepes Suzette, a matchbook cover for the Far East Café, a brochure by the Golden Rule Foundation, "The Golden Rule Economy Menus", *The Ball Blue Book* (Ball Brothers Co.), *The New Art of Buying, Preserving, and Preparing* (by General Electric Kitchen Institute) and *99 Potato Recipes* (by the Maine Development Commission).

The 1940s ephemera continued on the path with such materials as a descriptive and pictorial brochure of restaurant art on walls of the Palm Restaurant, R.B. & C.G. Stevens, canned fish labels, clams, mackerel, Finnan Haddie, sardines, and Southern ephemera for eleven different sweet potato crate labels, mostly Louisiana. Then came World War II with the production of the US Government War Poster "Americans! Share the Meat as a wartime necessity", a US Department of Agriculture pamphlet, *Drying Foods for Victory*, and the Charles B. Knox brochure cookbook *How to be Easy on Your Ration Book*.

The 1950s brought more modern conveniences illustrated by the Squire Arlington "Table-Ready Meats" brochure, the Los Angeles Farmers’ Market / Girl Scouts of Richmond cookie sale booklet, culinary pinup girl calendar of April 1953, *French Dressing*, and the Rome Manufacturing Company and Revere Ware cooking equipment brochure.

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The 1960s forward are represented by materials such as a Kikkoman Soy Sauce advertising fan, the local cookbook Mary McKay’s *Old Southern Tea Room*, a post card of The Boar’s Head Inn, the Hawaiian cocktail manual *Okolemaluna* by Scotty Guletz, *The Sauerkraut Book* by Comstock Foods, a brochure for Nashoba Valley premier fruit wines, Roweena & Captain Jap’s Jam and Jelly Factory brochure, a Claude Moore Colonial Farm at Turkey Run brochure, Timber Crest Farms’ *The Dried Red Roma Recipe Book*, a Culinary Institute of America promotional catalogue, *The Model Bakery*, and a Pumpkin Seed Oil brochure from Austria.

**MENUS**

Another key element of the collection is the two thousand two hundred sixty-one menus. A sampling of the menus in the collection was used to create the following timeline.

*Printed Menus Reserved for Special Occasions*

- Wedding Menu (on porcelain paper) Gand, Belgium – 1845.
- Hotel de Flandre, menu (on porcelain paper) Bruges, Belgium – 1847.
- Banquet for the King Leopold of Belgium, menu (porcelain paper) Courtai, Belgium – 1850.
- Irving House Hotel, menu with view of hotel, New York, New York – 1850.
- The Montezuma, menu Las Vegas Hot Springs, New Mexico – 1883.

*Dining on the Train*
• Chicago - Rock Island and Pacific Railway, dining car menus Chicago, Illinois – 1885.
• American House, menu, Thanksgiving Denver, Colorado – 1887.
• The Grand Stand (White Hall), Royal Jubilee Procession, Menu and program London, England – 1887.

Topics of the day –
Toasts, Speeches and Attendees
• Transit House Hotel, Union Stockyards, menu with the business card of hotel manager Chicago, Illinois – 1887.
• Hotel Coronado, 4th of July Menu Coronado, California – 1889.
• Morris Kahn Caterer, Jewish wedding menu, silk cover with fringe, die-cut swags New York (Brooklyn), New York – 1896.
• Hotel Coronado, dinner menu Coronado, California – 1897.
• Ritz-Carlton, menu, hand-written, private dinner party New York, New York – 1897.
• Delmonico’s, hand-painted dinner menu for Jason Sinclair Armstrong, private dinner menu New York, New York – 1899.

Ethnic Influences
• Universal Lunch Company, the Barbeque, St. Louis World’s Fair, map of fair grounds and take-away menu St. Louis, Missouri – 1904.
• Hong-Far-Low Restaurant, take-out menu Boston, Massachusetts – 1905.

How and where we eat
• Gentlemen’s Coffee, church menu, 1st Congregational Church, embossed with daffodils, LaCrosse, Wisconsin – 1912.
• Dow’s Soda Shop, menu and advertising brochure New York, New York – 1913.
• Adolf B. Spreckels Mansion, private dinner menu San Francisco, California – 1913.
• Teinacher Zeppelin-Sprudel, menu Teinach, Germany – 1920.

Early convenience food
• Chez Prunier, menu Paris, France – 1924.
• Hotel Commodore, menu, banquet in honor of German-Irish Transatlantic Aviators New York, New York – 1928.
- Yee Hung Guey, Chinese Restaurant, Menu Los Angeles, California – 1930.

Popular Culture
- Willard Hotel, the Grid Iron Club menu Washington, DC – 1934.

Air Travel
- Deutsche Zeppelin–Reederei, menu cover (Hindenburg) Friedrichshafen, Germany – 1937.
- Skychef Airport Restaurant, menu Chicago, Illinois – 1940.

Gone with the Wind
- Old Southern Tea Room, two different menus, one with mammy on cover with three inserts, one with Gone With the Wind motif Vicksburg, Mississippi – 1940.
- Club Plantation, souvenir menus, one is counterfeit St. Louis, Missouri – 1940.
- Dreamland Café, menu (restaurant destroyed 1962 by Hurricane Carla) Galveston, Texas – 1940.

World War II

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• US Naval Airstation, Christmas menu, two different covers Cape May, New Jersey – 1942.
• “400” Restaurant, menu (featuring Benny Goodman) New York, New York – 1944.
• Wardman Park Hotel, menus (one sandwich menu, four identical carte du jour dinner menus, one dinner menu, two different folding menus) Washington DC, DC – 1947.

International Influence
• Leinsweiler Hof, menu Leinsweiler, Germany – 1950.
• Zum Domnapf, menu Speyer, Germany – 1950.
• Little Bit of Sweden, Smorgasbord menu Dallas, Texas – 1950.
• The Clock, Menu Huntington Park, California – 1950.
• Café Caliente, Menu (1), souvenir photo of diners (1) Los Angeles, California – 1950.

Night Clubs
• Bimbo’s 365 Club, menu San Francisco, California – 1950.
• Le Savoy Restaurant menu Quebec, Canada – 1950.
• Mm. "Vulcania," menu Genova, Italy – 1950.
• Talbot Tavern, menu Bardstown, Kentucky – 1950.
• Court of Two Sisters, menu New Orleans, Louisiana – 1950.

Mimeograph
• Adelphi-Witte, mimeograph menu, four different Wildwood, New Jersey – 1950.

Amusement Parks
• Knott’s Berry Farm. Tearoom menu and steakhouse menu (2 items) Buena Park, California – 1956.
• Pig ‘n Whistle, breakfast menu Atlanta, Georgia – 1956.
Palmer House Hotel, two different menus, tiki style, one beverage list and one menu (both for the Trader Vic room) Chicago, Illinois – 1957.

Counting Calories
- Giggi Fazi, menu with pictorial calorie chart Milan, Italy – 1959.

World Health

World Trade Center

Ethnic Influence
- Little Poland Restaurant, takeout menus New York, New York –
2005.

Together the body of more than six thousand pieces of ephemera that form the William Woys Weaver Collection of Culinary Ephemer are a unique and highly useful research and teaching collection for the study of food and American social and cultural history.

PHYSICAL CONDITION

Items in the collection are substantially in very good to fine condition. Individual items are stored in white, standard envelopes, with descriptions and dates in pencil. Some larger items are loose. The envelopes are organized geographically, with individual boxes for states and countries. Most categories are divided into separate boxes for larger and smaller items.
WILLIAM WOYS WEAVER is an internationally known food historian and author of sixteen books including *A Quaker Woman’s Cookbook* (1982, new edition 2004)—a study of a 19th century domestic book by Elizabeth Ellicott Lea, *America Eats* (Harper & Row 1989), and *The Christmas Cook* (Harper-Collins 1990), a 300-year history of the American Christmas. Weaver has been featured on such national programs as “Good Morning America” (with Julia Child) and NPR’s “Fresh Air,” and has appeared in many special food documentaries, including “Terrapin,” which won an Emmy in 1993, and more recently, “Open Sesame: The Story of Seeds”.

*THE COLLECTOR’S BIOGRAPHY*

(from the collector’s website)

* A joint offering of Eclectibles and Rabelais Inc.*
Dr. Weaver has been the subject of special articles in *Americana, Food and Wine, Food Arts, The Chicago Tribune, The New York Times*, and in *Country Living*. He has served as Visiting Professor of the Graduate School of Arts and Sciences of the University of Pennsylvania, as well as a consultant for a wide variety of culinary projects, from 17th century foodways at Pennsbrury Manor, to guest curator for “The Larder Invaded: Three Centuries of Philadelphia Cuisine” (1986-1987) and “America Eats” (1989) at the Museum of American Folk Art in New York. He is also founding President of the Historic Foodways Society of the Delaware Valley and served as Associate Editor and Art Editor of *The Encyclopedia of Food and Culture* (Charles Scribners 2003). This encyclopedia received the Dartmouth Medal from the American Library Association, the highest award in the reference book industry.

*Pennsylvania Dutch Country Cooking* (Abbeville Press 1993) received the Jane Grigson Award (an IACP Cookbook Award) and was also nominated for a James Beard Award. Weaver’s American edition of *Food and Drink in Medieval Poland* (University of Pennsylvania Press 1999 – originally published in Poland) was funded in part by a grant from the IACP Foundation. His highly acclaimed garden book, *Heirloom Vegetable Gardening* (Henry Holt 1997) was chosen as a main selection for the Rodale/Organic Gardening book club as well as a main selection for the Garden Book Club. It received a Julia Child Cookbook Award (for food reference) as well as the Jane Grigson Award for scholarly excellence. Weaver’s other books include *Sauer’s Herbal Cures* (Routledge 2001), America’s first herbal (1762-1777), and *100 Vegetables and Where They Came From* (Algonquin Press 2000). *Country Scrapple: An American Tradition* (Stackpole Books 2003) forms a trilogy with new revised editions of *A Quaker Woman’s Cookbook* and *Sauerkraut Yankees*. More recently the University of Pennsylvania Press published *As American As Shoofly Pie* (2013), an analysis of Pennsylvania Dutch cuisine.

Weaver was the 1996 Scholar in Residence for the national IACP conference in Philadelphia, where he has also been involved for many years with “Book and the Cook.” He lives in the 1805 Lamb Tavern, a National Register property in Devon, Pennsylvania. On the grounds of the tavern, Weaver maintains a *jardin potager* in the style of the 1830s featuring almost 4,000 varieties of heirloom vegetables, flowers, and herbs. He is an organic gardener, a life member of Seed Savers Exchange and a member of Arche Noah in Schiltern, Austria.

For eight years Dr. Weaver served as a Contributing Editor to *Gourmet* and is now a Contributing Editor to *Mother Earth News* and *The Heirloom Gardener*. From 2002 to 2010, he lectured as Adjunct Professor of Food Studies at Drexel University and is presently teaching courses on regional American cuisine in connection with the Keystone Center for the Study of Regional Foods and Food Tourism, a non-profit academic research institute, of which he is presently the director. Dr. Weaver is also a board member of GMO Free Pennsylvania and the Experimental Farm Network, a grass-roots organization devoted to alternative methods of seed production. Weaver received his doctorate in food studies at University College Dublin, Ireland, the first doctorate awarded by the University in that field of study.