

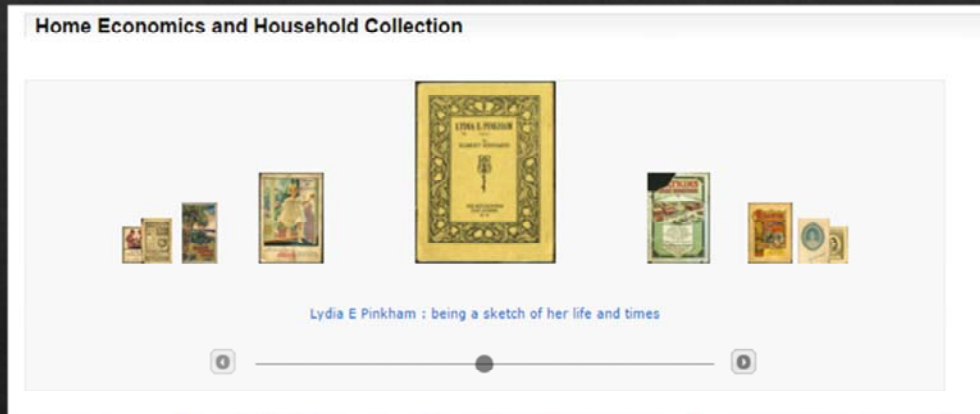
Vintage Viands: reliving the past through food

By: Erica Rau and Callie Coward
Jackson Library, UNC Greensboro



Hello! My name is Callie Coward (and I'm Erica Rau) and today we wanted to talk a little bit about a taste-testing event we put on called Vintage Viands

Home Economics and Household Collection



<http://libcdml.uncg.edu/cdm/landingpage/collection/HENP>

In 2013, we began digitizing items in the Home Economics and Household Collection housed in Special Collections at UNCG. Currently, there are 708 scanned items with hopes of more being added in the future. *Callie*

While I was assisting with the digitization process I started to think about making some of the recipes, because I love to cook, and they didn't turn out too bad. So then I began to wonder how we might let people know we had these all these pamphlets and started to form some ideas, one of them being a taste-testing exhibit, which we thought would be fun for the campus community. *Erica*

It helped publicize it to the community and increase the usage of the collection. - Erica

Calling all bakers/cooks!

Calling all bakers/cooks!

Vintage Viands is back! Digital Projects will once again be putting on a taste testing event for students to sample old recipes that have been digitized, but we need your help! I know we have some exceptional cooks/bakers among us, so we thought we would do an all call for those who might be interested in helping us out with the baking/cooking AND with the actual event. This year's theme is the 1940s, so we ask that you choose recipes from that time period. Crock pots are fine, but we only have a limited area to put everything, so please be mindful of that.

Here's a link to the online collection tailored for the 1940s: <http://bit.ly/1P7npG5>

Vintage Viands Participation Form

Thank you for participating in this year's Vintage Viands! Please complete the form to help the organizers.

* Required

Your name *

Please type your name as you would like for it to appear.

What category is your recipe? *

Please choose from the following:

- ☐ Appetizer
- ☐ Main Dish
- ☐ Hot Dish (Casserole)
- ☐ Side Dish (or other gelatin based)
- ☐ Dessert
- ☐ Other - specify in notes

Provide the page number, recipe title, and title of the publication where you found your recipe.

Please give the information requested. Thank you!

Where did you find your recipe? *

Please list the source of the recipe or the gift.

- ☐ Online
- ☐ Print

Vintage Viands @ University Libraries: Home

Interactive exhibit focused on the Home Economics materials in SCUA

[Home](#) [World War II Cookbooks Online and Print Collections](#)

Welcome



Welcome to Vintage Viands - 1940s Edition!
Vintage Viands is one way University Libraries publishes the Home Economics Pamphlet Collection, Women's Collection - Cookbooks, and the online collection Home Economics and Household Collections.

Here are the categories for this year's contest:

- Appetizer
- Main Dish
- Casserole
- Hot Dish (AKA Casseroles)
- Hot Dish (or other brand of gelatin)

Recipes will be judged by these rankings:

- Best (Over all categories)
- Most Unique (Over all categories)

For this year's interactive exhibit, we are featuring recipes from the 1940s. You can choose recipes from either the digital or print collections. We've created specialized searches to help you find just the right recipe! Please look at the box below. Please choose recipes from UNCO's holdings - as much as we know you love your own 1940s cookbooks, we want this exhibit to highlight UNCO's collections.

Recipes for Vintage Viands, 1940s Edition

1940s Home Economics & Household Collection Online
Digitized items from the Home Economics & Household Collection.
[Go to the Home Economics Pamphlet Collection](#)

Event Information

Vintage Viands - 1940s Edition!

September 26, 2015

12 PM - 2:30 PM

Jackson Library Reading Room

Main Level, Jackson Library

How to Participate

Due to space, only University Libraries staff are eligible to participate in this year's Vintage Viands as a cook or volunteer. If you are interested in participating - thank you! - and please complete the Vintage Viands Participation Form found on the left.

The event organizers ask that if you participate as a cook, please choose your recipe from UNCO's holdings instead of your favorite. Cooks come from home. (Although we would love to see your cook book and know what it is you have about it!)

http://uncg.libguides.com/vintage_vians

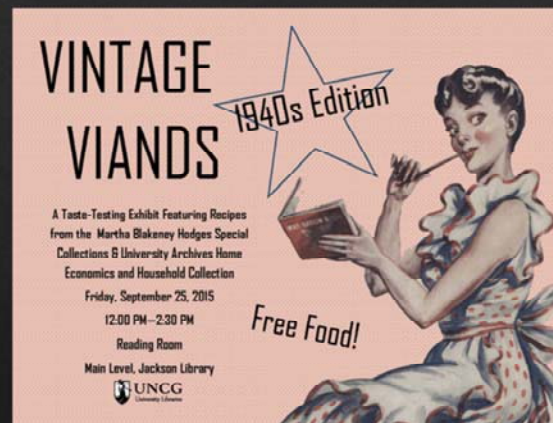
Callie

Erica's idea was a wonderful idea so decided to take the idea to the library administration. They gave us guidance on what we needed to do to make the event a success while staying with rules governing food.

Once we got clearance from library administration, we decided to put out an all call to all the wonderful library faculty and staff to help us make some recipes since we knew we couldn't do everything ourselves. All the recipes had to come from one's the library held considering we were promoting the collection. In order to get people involved, we did offer prizes. We asked people to fill out a participation form so that we could ensure that no duplication occurred.

By the second event, a special collections representative, Carolyn Shankle, became ingrained in our team and she created this awesome LibGuide to help promote the event and the collection while giving key information to the people participants including links to the online collection and to the participation form.

Advertisement



To get the word out I created posters for each of the events. The first one was more broad and people could choose any recipe they wanted, but the second event was more focused and people were asked to choose recipes from the 1940s. The posters were in both physical and digital formats, which we placed around campus; including most campus buildings; in student newsletter that is put out by the Campus Activities Board, as well as the faculty/staff newsletter; and we also promoted Vintage Viands on our social media accounts like Facebook, Twitter, and the SCUA Tumblr; and by word of mouth. *Erica*



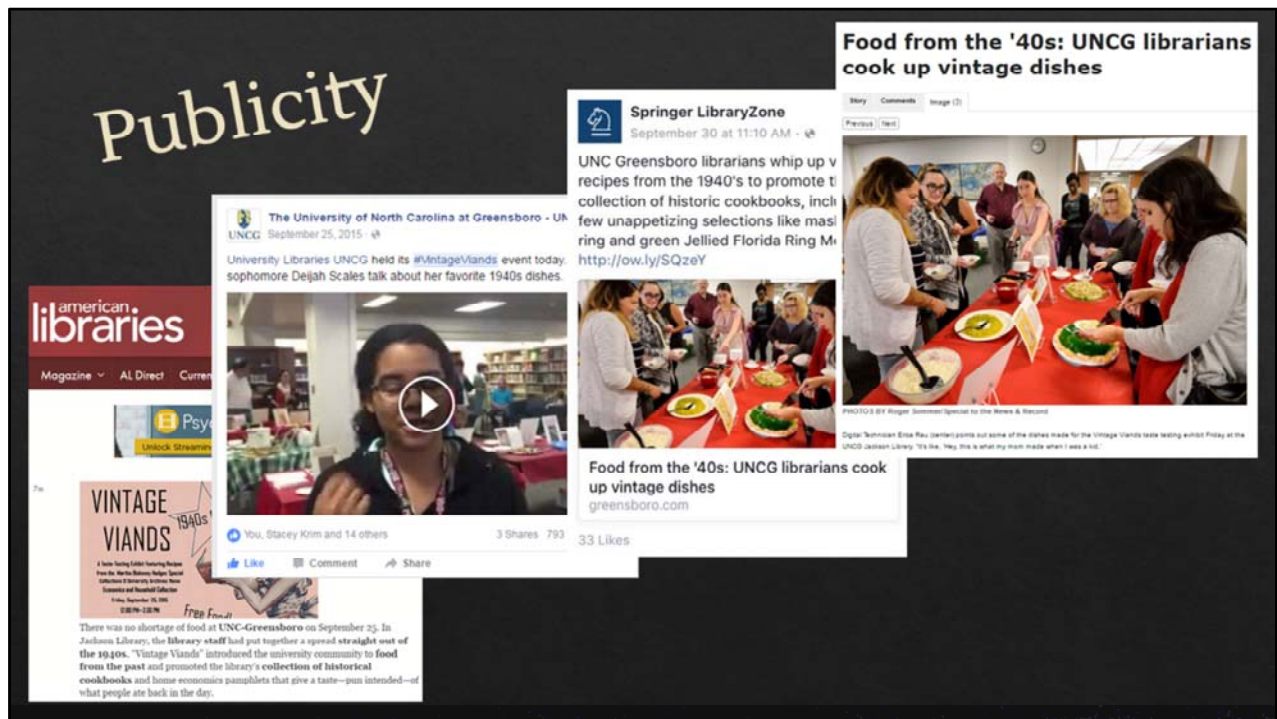
Callie

So here are a few photographs from the first two events. These two were from the first event and this one was from the second. As you can see, we put out recipe cards at both events that showed all ingredients so that people could avoid foods that they may be allergic to.

Carolyn brought down some pamphlets and made facsimiles of others from the digitized images so that patrons could view some samples of the collection and hopefully get excited about it and actually use it.



This is a sampling of some dishes. On the bottom left we have a Turkey Aspic Ring from 1945, which won the first year for worst recipe. In the top center we have a Meat and Potato Ring from 1949, which won the second year for best recipe. These were actually made by the same person, so they're disqualified from winning next year. And on the bottom right we have a Jellied Florida Ring Mold, which was made by Callie. *Erica*



Callie

In the aftermath of the second event we got some good publicity, mainly because John Newsom from the News and Record, Greensboro's local newspaper came and covered the event as you can see from this photograph. Springer picked up the News and Record article and shared it. The university relations people came to the event after seeing it on social media. They posted photographs and videos interviewing the students which was really fun to hear. American Libraries also picked up the poster of the event, probably from social media as well since that's where it was advertised.



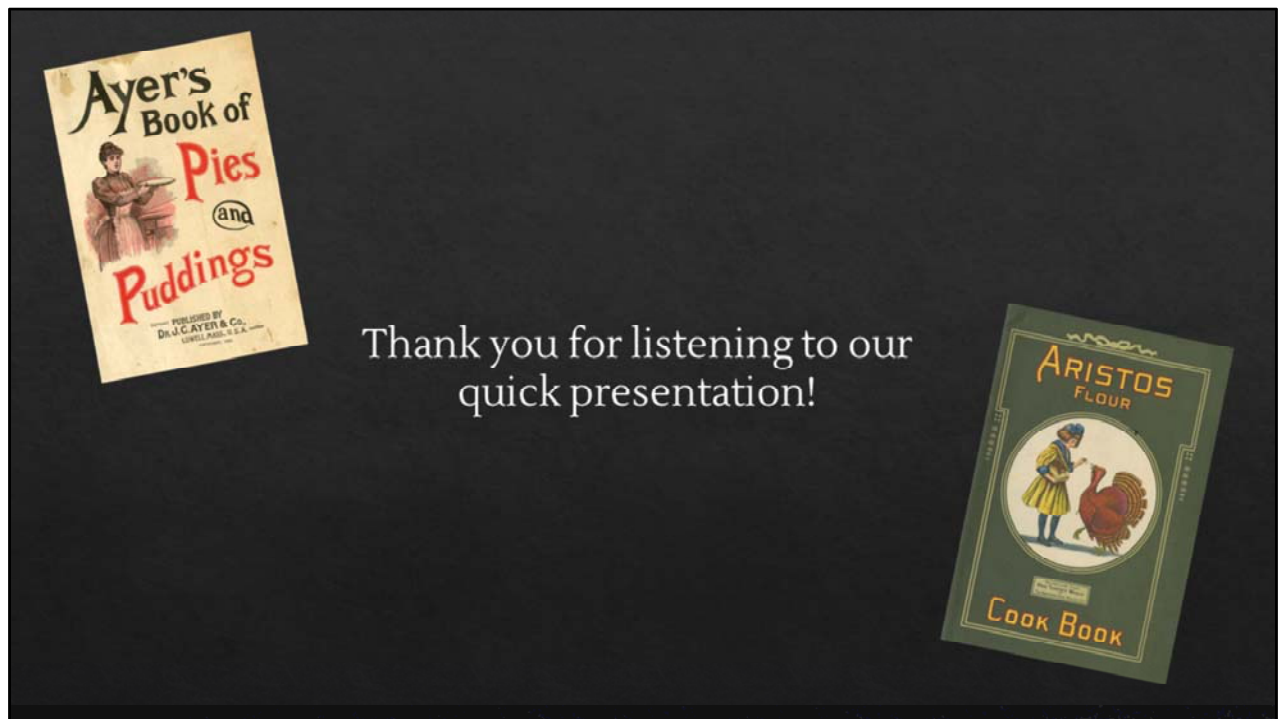
First Vintage Viands Event - February 2015

Third event (now an annual event) taking place on September 23, 2016!



Second Vintage Viands Event - September 2015

These are some pictures of us at the first and second events, and as you can see we played dress-up the second time around for our 1940s theme. And the third event, which we're hoping will now be an annual event, will be held September 23, 2016, and will be 1920s themed, so maybe we'll need to hunt down some flapper dresses. *Erica*



Callie

Thank you so much for listening to our quick presentation. If you have any questions please hold them until the end.