

# MAKING AMERICA'S FAVORITE DESSERT THE APPLE PIE

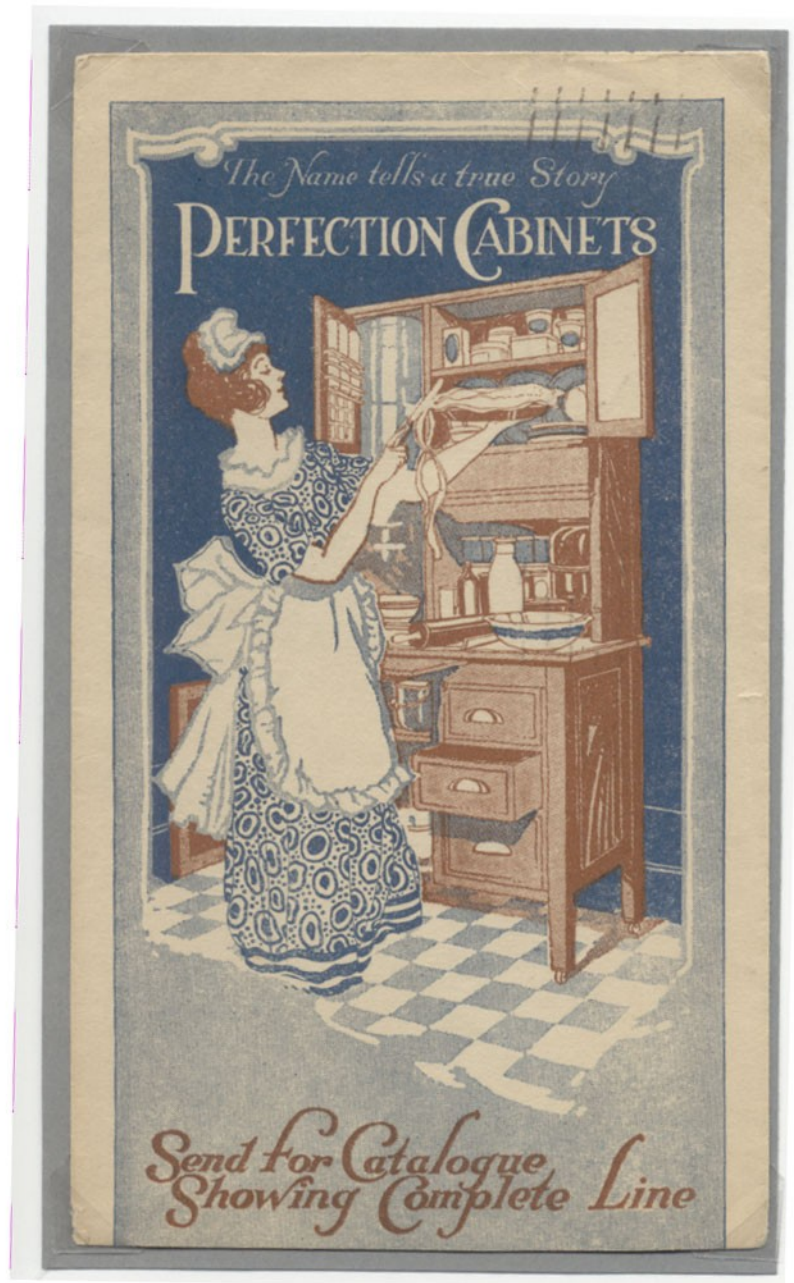
**Purpose.** This illustrated mail exhibit shows a slice of life that was taking place in homes all across rural America at the end of the 19th Century and the beginning of the 20th Century, Here the lady of the house will describe how she makes her apple pie. Illustrated advertising covers will be the medium to tell the story.

**Scope.** This exhibit features a period of time when rural America was using wood/coal fired stoves, the iceboxes were chilled by ice and appliances were non electrical.

**Treatment.** The exhibit is divided into four sections. Each section will reflect a part of the pie making process and enjoyment of the finished product. Each section will be introduced with a bold **ORANGE** heading. Original research is show by †

**Research.** Information regarding the printing methods of the corner card, and the history (where possible) of the company advertising the product that is illustrated, has come from personal study by the exhibitor. Recipe comes from the Hotel St. Francis (San Francisco) Cookbook, published in 1914.

**Challenge.** To find the most appropriate covers has required many hours of searching through tens of thousands of covers. Many of the covers the exhibitor has only seen once, when purchasing them.



All over design  
2 color lithograph

## EXHIBIT PLAN

PREPARING THE CRUST  
MAKING THE FILLING  
BAKING THE PIE  
SERVING THE PIE