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*National Museum of American History Kenneth E. Behring Center*

## Guide to the Warshaw Collection of Business Americana, Subject Categories: Bakers and Baking

NMAH.AC.0060.S01.01.Bakers

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## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	Warshaw Collection of Business Americana Subject Categories: Bakers and Baking
<b>Date:</b>	1790-1967
<b>Identifier:</b>	NMAH.AC.0060.S01.01.Bakers
<b>Creator:</b>	Warshaw, Isadore, 1900-1969
<b>Extent:</b>	1.57 Cubic feet (consisting of 3 boxes, 2 folders, 7 oversize folders, 2 map case folders.)
<b>Language:</b>	English .
<b>Summary:</b>	A New York bookseller, Warshaw assembled this collection over nearly fifty years. The <i>Warshaw Collection of Business Americana: Bakers and Baking</i> forms part of the Warshaw Collection of Business Americana, Subseries 1.1: Subject Categories. The Subject Categories subseries is divided into 470 subject categories based on those created by Mr. Warshaw. These subject categories include topical subjects, types or forms of material, people, organizations, historical events, and other categories. An overview to the entire Warshaw collection is available here: <a href="#">Warshaw Collection of Business Americana</a>

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## Administrative Information

### Acquisition Information

Bakers and Baking is a portion of the Business Ephemera Series of the Warshaw Collection of Business Americana, Accession AC0060 purchased from Isadore Warshaw in 1967. Warshaw continued to accumulate similar material until his death, and it was donated in 1971 by his widow, Augusta. For a period after acquisition, related materials from other sources (of mixed provenance) were added to the collection so there may be content produced or published since Warshaw's death in 1969. This practice has since ceased.

### Forms Part Of

Forms part of the [Warshaw Collection of Business Americana](#) .

- [Series 1: Business Ephemera](#)
- [Series 2: Other Collection Divisions](#)
- [Series 3: Isadore Warshaw Personal Papers](#)
- [Series 4: Photographic Reference Material](#)

### Processing Information

In 2016, with funding provided by the Smithsonian Institution's Collections Care and Preservation Fund, the Archives Center at the National Museum of American History implemented the use of minimal level processing standards to increase information about and facilitate access to more of our collections.

For this subject, minimal processing included arrangement to the folder level, based on prior processing and preservation action, with retention of the pre-existing arrangement when possible, if applicable. Otherwise, an order was imposed by the Processing Archivist. Some materials were consolidated to eliminate excess bulk but items within folders were not arranged further. The guide may or may not include a more refined lists of folder contents. Non-archival housing was replaced for long-term stability, but staples and other fasteners have not all been removed.

Minimal level processing and machine-readable finding aid completed by Max Howell, April 2017. A large portion of stored material from the original acquisition received minimal level processing, which resulted in additions to this Subject category. This effort included basic arrangement and replacement of non-archival housing for long-term stability, but staples and other fasteners have not all been removed. Revisions to the encoded finding aid were made to reflect the added content in context to the previously processed material.

Supplemental processed material and partial list of names note added by Nicole Blechynden, August 2017.

### Preferred Citation

Warshaw Collection of Business Americana Subject Categories: Bakers and Baking, Archives Center, National Museum of American History, Smithsonian Institution.

### Restrictions

Collection is open for research. Some items may be restricted due to fragile condition.

### Conditions Governing Use

Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Archives Center cost-recovery and use fees may apply when requesting reproductions.

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## Scope and Contents

The subject category Bakers and Baking relates to the manufacturing and distribution of baked goods in the United States. Subject matter largely covers breads, but also includes cakes, pies, cookies, crackers, and pretzel.

Bakers and Baking includes business records, advertisements, company catalogues, patents, realia, import and export documents, and subject records. The series contains images depicting baking, possibly for use in advertisements. Images frequently depict children carrying, eating, or making baked goods, anthropomorphic animals, factory workers, and baked goods. Oversized material includes advertisements, price lists, and a serial publication.

Material related to specific subject areas includes information on the history of bread and pretzel, background on companies and processes that emerged in the baking industry post-industrialization, as well as a recipes and small cookbooks.

No single subtopic is explored in particular depth, though Bakers and Baking offers a broader perspective on aspects of bread baking, as well as a wide range of baking images in the advertisements and unattributed images.

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## Arrangement

Bakers and Baking is arranged in three subseries.

- Business Records and Marketing Material
- Genre

- Subject

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## Partial List of Companies in the Oversize Materials

Oversize materials include, but are not limited to the following companies:

American Biscuit and Manufacturing Company  
American Pastry and Manufacturing Company, Biscuits and Crackers, Location unknown  
Continental Biscuit Company, Graham Wafers, New Orleans, LA  
Crouch, F.B. , New York, NY; Chicago, IL; London, England; Paris, France  
Great Atlantic and Pacific Tea Company, Grandmother's Bread, New York, NY  
Harris-Holmes Bakery, Location unknown  
Holmes, F. M. , Brown Bread Mixture, Boston, MA  
Horsford's, Bread Preparation, Cambridge, MA  
Knickerbocker Biscuit Company  
Larrabee, E.J. and Company  
Longstreet, Morton and Company, Fine Crackers and Fancy Biscuits, Newark, NJ and New York, NY  
Loose-Wiles Biscuit Company  
Magna Baking Company, New York, NY  
National Biscuit Company  
Old Grist Mill, Health Bread and Brown Bread, Boston, MA  
Peters & Saurie  
Poughkeepsie Cracker Bakery  
Smith, F.F. , Manufacturers of Fine Crackers and Biscuits, Newark, NJ  
Thurston and Hall Biscuit Company, Cambridge, MA  
Wilson, Walter G. and Company, Beef Fibrive Biscuit, Philadelphia, PA

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## Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

- Baked products
- Bakers and bakeries
- Bakery equipment and supplies industry
- Baking
- Cake
- Consumer goods -- Catalogs
- Cookies
- Exports -- 19th century
- Food preparation -- Cooking
- Importers

Patents

Types of Materials:

- Business cards
- Business ephemera
- Business letters
- Business records
- Commercial correspondence
- Ephemera
- Invoices
- Letterheads
- Price lists
- Print advertising
- Printed ephemera
- Publications
- Publications -- Business
- Realia
- Receipts
- Recipes
- Sales catalogs
- Trade catalogs

## Container Listing

### Business Records and Marketing Material, 1790-1967, undated

Scope and Contents: Business Records and Marketing Material contains business records of merchants and manufacturers of baked goods, advertisements, import and export documents, and correspondence. Though no complete or substantial number of records exists for any single company, some companies represented include American Biscuit Manufacturing Company, Keebler-Weyl Baking Company, National Biscuit Company, and United States Baking Company.

Box 1, Folder 1	A, 1882-1889, undated
Box 1, Folder 2-3	B, 1792-1955, undated
Box 1, Folder 4	C, 1840-1913, undated
Box 1, Folder 5	D, 1802-1914, undated
Box 1, Folder 6	E, 1866-1868, undated
Box 1, Folder 7	F, 1860-1917, undated
Box 1, Folder 8	G, 1791-1953, undated
Map-folder 12	Gantz, Jones and Company, undated Notes: Advertising poster for Gantz Sea Foam.
Box 1, Folder 9	H, 1833-1910, undated
Box 1, Folder 10	I, 1885, undated
Box 1, Folder 11	J, 1834-1916, undated
Box 1, Folder 12	K, 1790-1906, undated
Box 1, Folder 13	L, 1791-1902, undated
Map-folder 12	Luxury Bread, 1912 Notes: Mounted advertising poster. Slogan reads "The sweetest of them all." Features woman with flowers.
Box 1, Folder 14	M, 1834-1896, undated
Map-folder 1	Mormon Elders Damiana Wafers, undated Notes: Advertising poster.
Box 2, Folder 1-3	N, 1865-1965, undated

Map-folder 1	Newman E. Drake Baking Company, undated Notes: Advertising poster.
Map-folder 12	Newman E. Drake Baking Company, undated Notes: Advertising poster.
Box 2, Folder 4	O, 1869-1885, undated
Box 2, Folder 5	P, 1856-1959, undated
Box 2, Folder 6	R, 1845-1925, undated
Box 2, Folder 7	S, 1824-1911, undated
Box 2, Folder 8	T, 1832-1905, undated
Box 2, Folder 9	U, 1923-1931, undated
Box 2, Folder 10	V, 1882-1887, undated
Box 2, Folder 11	W, 1835-1912, undated
Box 2, Folder 12	Y, 1856-1890, undated
Box 3, Folder 1	Import /Export documents, 1851-1873

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## Genre, 1871-1948, undated

Scope and Contents: Genre contains three product catalogues, stock images primarily of children with baking-related imagery, product patents, serial publications, and realia in the form of a promotional paper fan.

Box ADD9, Folder 2	Advertising cards, undated
Box 3, Folder 2-3	Catalogues, 1907-1934, undated Notes: 3 catalogues. Bruce and West Manufacturing Company (1907), O.B. Gilman (undated), Jaburg Brothers Incorporated (1934).
Box 3, Folder 4	Images, 1882, undated Notes: Contains images of bears, children, caricatures, houses, crackers, baked goods, and factories.
Box SUPP 4, Folder 3	Marketing Material, 1902-1967 Notes: Advertisements, trade cards, B&W photographs, recipe booklets, and signs for baked products, bakers, and bakeries. Includes National



Biscuit Company (N.B.C., Nabisco, Uneeda Biscuits) with also a 1917 issue of N.B.C.'s illustrated magazine.

Box 3, Folder 5 Patents, 1887  
Notes: Design for a cake ornament produced by John August Kiesele.

Box 3, Folder 6 Realia, undated  
Notes: Paper sign for the Ward Baking Company. One side features cartoon children holding signs that read "Ward's Daintymaid Bread" and "Ward's Tip-Top Bread." The other side depicts a mill house with the text, "Back of the loaf is the snowy flour, And back of the flour, the mill; And back of the mill is the wheat and the shower, And the sun, and the Father's will."

#### Serial Publications, 1871-1909

Box 3, Folder 7 Wood's Household Magazine, 1871  
Notes: Article titled "Bread-Making" by Thomas K. Beecher.

Box 3, Folder 7 Literary Digest, 1909 April 24  
Notes: Volume 38, Number 17. Page excerpt of issue reads "Topics of the Day: The Crime of Making Bread Dear," by James A. Patten.

Oversize 6, Folder 6 Supply World, 1891 October  
Notes: Volume 4, Number 10.

Oversize 6, Folder 2-6 Oversize - Advertisements, 1948, undated  
Notes: Includes advertisements, price lists, images, weight chart.

Oversize 82, Folder 1-2 Oversize - Advertisements, undated  
Notes: Includes advertisements.

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## Subject, 1886-1933

Box 3, Folder 8 History of Bread and Pretzel, 1911-1960  
Notes: Contains general narrative history of the development of breadmaking, and a short narrative about the origin of pretzel making in southern French monasteries.

Box 3, Folder 9 Industrialized Baking, 1926-1984  
Notes: Contains material about industrialized baking methodology and the histories of mass production bakeries. Includes descriptions of mergers of bread baking companies, information about Nabisco Brands Incorporated, and a report related to bakery product packaging.

Box 3, Folder 10

Recipes and Cookbooks, 1886-1933, undated

Notes: Contains small recipe books for cakes and breads, recipes using graham flour, soda crackers, and breadcrumbs.

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