



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Warsaw Collection of Business Americana Subject Categories: Cereal

NMAH.AC.0060.S01.01.Cereal

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1999

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Warshaw Collection of Business Americana Subject Categories: Cereal
Date:	undated
Identifier:	NMAH.AC.0060.S01.01.Cereal
Creator:	Warshaw, Isadore, 1900-1969
Extent:	0.96 Cubic feet (consisting of 2 boxes, 1 oversize folder, 1 map case folder, plus digital images of some collection material.)
Language:	English .
Summary:	A New York bookseller, Warshaw assembled this collection over nearly fifty years. The <i>Warshaw Collection of Business Americana: Cereal</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: Warshaw Collection of Business Americana
Digital Content:	Image(s): Warshaw Subject Category: Cereal

Administrative Information

Acquisition Information

Cereal 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, which 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 after Warshaw's death in 1969. This practice has since ceased.

Materials in the Archives Center

Archives Center Collection of Business Americana (AC0404)

Forms Part Of

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

Missing Title:

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

Preferred Citation

Warshaw Collection of Business Americana, 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.

Names and Subject Terms

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

Types of Materials:

Business ephemera
Ephemera

Container Listing

Business Records, Marketing Material, and Other, undated

Box 1, Folder 1	Akron Milling Co., Akron, Ohio, undated
Box 1, Folder 2	American Cereal Co., Chicago, Illinois (Quaker Oats), undated
Box 1, Folder 3	American Cereal Co., Chicago, Illinois (Quaker Oats), undated
Box 1, Folder 4	American Cereal Co., Chicago, Illinois(Quaker Oats), undated
Box 1, Folder 5	American Rice Food & Manufacturing Co., undated
Box 1, Folder 6	Berhalter Health Foods Co., Chicago, Illinois, undated
Box 1, Folder 7	Battle Creek Food Co. (Battle Creek Sanitarium) "Healthful Living", undated
Box 1, Folder 8	Butler Breed & Co. (Fould's Wheatgerm Meal) Boston, Massachusetts, undated
Box 1, Folder 9	Carle, John & Sons (Imperial Granum) New York, undated
Box 1, Folder 10	The Cerealine Mfg. Co., Columbus, Indiana, undated
Box 1, Folder 10	The Cerealine Machine Co. (Wheat-shred drink) Worcester, Massachusetts, undated
Box 1, Folder 11	The Cereal Machine Co. "The Vital Question" Worcester, Massachusetts, undated
Box 1, Folder 12	The Cereals Mfg. Co. (American Breakfast Cereals) New York, undated
Box 1, Folder 13	Cream of Oats Co., LTD., Warren, Ohio, undated
Box 1, Folder 14	Cream of Wheat Company Mineapolis, Minnesota, undated
Box 1, Folder 15	Cream of Wheat Company Mineapolis, Minnesota, undated
Box 1, Folder 16	Egg-O-Shee, Chicago, Illinois, undated
Box 1, Folder 17	Franklin Mills CO. (Wheatlet) Lockport, New York, undated
Box 1, Folder 18	Grainlet Company, New York, undated
Box 1, Folder 19	The Health Food Co., New York, undated
Box 1, Folder 20	H-O Cereal Co., undated

Box 1, Folder 21	The H-O Cereal Company/Hornby's (Force, Kinks) Buffalo, New York, undated
Box 1, Folder 22	Hygienic Food Co. (Maple-Flake) Battle Creek, Michigan, undated
Box 1, Folder 23	Kellogg's Corn Flake Co. Battle Creek, Michigan, undated
Box 1, Folder 24	Kellogg's Corn Flake Co. Battle Creek, Michigan, undated
Box 1, Folder 25	Kellogg's Corn Flake Co. Battle Creek, Michigan, undated
Box 1, Folder 26	Korn Krisp Co. Ltd., undated
Box 1, Folder 27	The Malted Cereals Co. Burlington, Vermont, undated
Box 1, Folder 27	Malta-Vita Pure Food Co. Battle Creek, Michigan, undated
Box 1, Folder 28	Minneapolis Cereal Co. Minneapolis, Minnesota (Cream of Rye), undated
Box 1, Folder 29	Muscatine Oatmeal Co. Muscatine, Iowa, undated
Box 1, Folder 30	Mother's Oats Premium Book Chicago, Illinois, undated
Box 2, Folder 1	The Natural Food Co. Niagara, New York (Shredded Wheat)
Box 2, Folder 2	The Natural Food Co. Niagara, New York (Shredded Wheat), undated
Box 2, Folder 3	The Natural Food Co. Niagara, New York (Shredded Wheat), undated
Box 2, Folder 4	New York Biscuit Co. (Holmes & Coutts Oaten Flake) New York, undated
Box 2, Folder 5	Pettijohn Eli Cereal Co. Minneapolis, Minnesota, undated
Box 2, Folder 6	Postum Cereal Co. (Post Toasties, Grape-Nuts, Postum) Battle Creek, Michigan, undated
Box 2, Folder 7	Postum Cereal Co., undated
Box 2, Folder 8	Quaker Oats Co. Successors to The American Cereal Co. Chicago, Illinois, undated
Box 2, Folder 9	Quaker Oats (American Cereal Co.) Chicago, Illinois, undated
Box 2, Folder 10	Quaker Oats (American Cereal Co.) Chicago, Illinois, undated
Box 2, Folder 11	Ralston Purina Co. (Purina Mills) St. Louis, Missouri, undated
Box 2, Folder 12	Rockford Oatmeal Co. (Nudavene Flakes) Rockford, Illinois, undated

Box 2, Folder 13	The Shredded Wheat Co. Niagara Falls, New York, undated
Box 2, Folder 14	The Shredded Wheat Co. (Formerly the Natural Food Co.) Niagara Falls, New York, undated
Box 2, Folder 15	The Shredded Wheat Co. (Formerly the Natural Food Co.) Niagra Falls, New York, undated
Box 2, Folder 16	Ralston Health Club Book of Knowledge, undated
Box 2, Folder 16	Postum "The Road to Wellville", undated
Oversize 14, Folder 7	Cereal
Map-folder 10	Cereal
Map-folder 15	Cereal

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