



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Warshaw Collection of Business Americana Subject Categories: Devil

NMAH.AC.0060.S01.01.Devil

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Warshaw Collection of Business Americana Subject Categories: Devil
Date:	1901-1973
Identifier:	NMAH.AC.0060.S01.01.Devil
Creator:	Warshaw, Isadore, 1900-1969
Extent:	0.11 Cubic feet (consisting of .25 box.)
Language:	English .
Summary:	A New York bookseller, Warshaw assembled this collection over nearly fifty years. The <i>Warshaw Collection of Business Americana: Devil</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

Administrative Information

Acquisition Information

Devil 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](#) .

- [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 Nicole Blechynden, 2017 August.

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.

Scope and Contents

Contains examples of the concept or imagery of the devil as a marketing or trademark theme as represented in clipped ads, novelties, trade stamps, business stationery, recipes, and marketing material. Some times "deviled" refers to the preparation of foodstuffs, other times it is within the parameter of "should I or shouldn't I".

Arrangement

Devil is arranged into one subseries.

- Advertising and Trade Literature

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

Advertising and Trade Literature, 1901-1973

Box 1, Folder 1 French Lick Spring Hotel Company, undated

Box 1, Folder 2 General Foods Corporation, 1953-1954

Box 1, Folder 3 Hormel, 1966

Box 1, Folder 4 Smith, M. V. and Son, 1901

Box 1, Folder 5-7 Underwood, William Company, 1904-1973

Box 1, Folder 8 Miscellaneous, 1905-1943

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