



Smithsonian

National Museum of American History Kenneth E. Behring Center

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

NMAH.AC.0060.S01.01.Tea

Nicole Blechynden

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Archives Center, National Museum of American History
P.O. Box 37012
Suite 1100, MRC 601
Washington, D.C. 20013-7012
archivescenter@si.edu
<https://americanhistory.si.edu/archives>

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Warshaw Collection of Business Americana Subject Categories: Tea
Date:	1800-1966
Identifier:	NMAH.AC.0060.S01.01.Tea
Creator:	Warshaw, Isadore, 1900-1969
Extent:	3.3 Cubic feet (consisting of 5 boxes, 6 oversize folders, .25 oversize flat box, 2 map case folders, 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: Tea</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: Tea

Administrative Information

Acquisition Information

Tea 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 Subject Categories: Tea, 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

This subject category consists of materials that relate to tea products produced and sold in the United States and abroad. Some of the businesses represented in the collection produce or sell other dry goods, especially coffee. There is an extensive amount of rich visual material, in particular, the graphics used for trade cards, promotional material, and related novelties. The oversize items are comprised of printed advertisements, signs, posters, and images. The material dates from the nineteenth to early twentieth centuries.

Arrangement

Tea is arranged in three series.

- Business Records and Marketing Material
- Genre
- Subject

Partial List of Companies in the Oversize Materials

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

Arcularius, James L., Manhattan Mills, New York, NY

Faile, Williams and Company, New York, NY

Grand Union Tea Company , Brooklyn, NY

Great American Tea Company , New York, NY
The Great Atlantic and Pacific Tea Company, New York, NY
Milliken Tomlinson Company , Ceres Brand, Portland, ME
National Biscuit Company , Five O=Clock Tea, New York, NY
O and O Tea , Company and Location unknown
Parke, H.C. , New York, NY
Ridgways Incorporated, Ridways Orange Label Tea, New York, NY
Smith, George W. , Albany, NY
Tenderleaf Tea Bags, Company and Location unknown
Walsh and Company, Boston, MA

Names and Subject Terms

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

Subjects:

- Tea
- Tea -- China
- Tea trade
- Teahouses

Types of Materials:

- Business ephemera
- Ephemera

Container Listing

Business Records and Marketing Material, 1800-1966

Arrangement: Arranged by company or proprietor name.

Box 1, Folder 1	A, 1858-1891
Box 1, Folder 2	B, 1854-1907 Notes: Includes a number of transaction receipts for A.N. Brady.
Box 1, Folder 3	C, 1852-1892
Box 1, Folder Capital City	<p>Little Mull and Her Pet Major [trade card] 1 Item (Ink on paper.) Image(s) Image(s)</p> <p>Advertiser: Capital City Tea Co. Language: English. Notes: AC0060-0000192 (AC Scan No.) AC0060.0000193 (AC Scan No.) Front of trade card is color drawing of little girl in pink frock and white bonnet looking over a black dog facing left. Girl holds a rose in her hand. Back of trade card (and others by Capital City Tea Co.) has stamped logo. Teas and coffees listed on left and right, standing Asian man in middle holding box of tea in hand and on pole. Man wears hat, Asian garb, long moustache and queue.</p> <p>Topic: Ethnic Imagery Project, Archives Center advertising Tea Coffee</p> <p>Genre/Form: Trade cards -- 19th century Culture: Chinese Japanese</p>
Box 1, Folder Central Pacific	<p>Fragrant and Delicious (once again) [trade card] 1 Item (Ink on paper.) Advertiser: Central Pacific Tea Co. Language: English. Notes: AC0060-0000194 (AC Scan No.) Two white women--- one on left wearing blue victorian dress, red hat with flowers, sitting at bamboo table. Woman on right wearing yellow kimono with black leaf design, standing, serving tea to other woman.</p> <p>Topic: Ethnic Imagery Project, Archives Center advertising Tea Kimonos Tea service</p>

Genre/Form: Trade cards -- 19th century
Culture: Japanese

Box 1, Folder 4	D-F, 1857-1914
Box 1, Folder Eastern Estate	<p>Premium Catalogue [catalogue] 1 Item (Ink on paper.) Advertiser: Eastern Estate Tea Co. Language: English. Notes: AC0060-0000195 (AC Scan No.) Illustration, printed in red: Two men stand on either pole of an Asian gate, conversing. Man on left wears western hat, Asian garb and has cut hair. Man on right has Qing hat, Asian garb. Background contains mountain (Fuji?), pagoda, gate and river (with Asian-style boats). Catalogue lists items that can be redeemed for booklets of company's trademarks. Same image used on 1909 catalogue.</p> <p>Topic: Ethnic Imagery Project, Archives Center advertising Tea Coffee Spices Imports Dry-goods</p> <p>Genre/Form: Catalogues Culture: Chinese Japanese</p>
Oversize 61, Folder 4	Faile, Williams and Company, 1860
Box 1, Folder 5	G-Gra, 1838-1882
	Grand Union Tea Company, 1896-1922, undated
Map-folder 1	<p>Broadsides, undated Notes: Two-sided broadsides with color illustration on front and branch locations on verso.</p>
	Christmas Morning, undated
	Easter-Tide, undated
	Lily of the Valley, undated
	What Can It Be, undated
Box 1, Folder 6	Marketing Material, undated

Box 1, Folder 7	Miscellaneous, 1896-1922
Box 1, Folder 8	Gre, 1867, undated
	Great American Tea Company, 1868-1886
Oversize 191, Folder 6	Advocate, 1867 June Notes: Monthly newsletter. Vol. II, No. 6 (3 copies).
Box 1, Folder 9	Business Records and Marketing Material, 1868-1886
Map-folder 1	Poster, 1886 Notes: Color poster depicting a train station cafe.
	Great Atlantic and Pacific Tea Company, 1868-1941 Notes: Includes also marketing material for coffee and baking powder.
Box 2, Folder 1	Business Records, 1871-1941, undated
	Marketing Material, 1868-1900, undated Notes: With the exception of the Circulars and Publications and Trade Card folders, all others are arranged thematically by the artwork or image.
Box 2, Folder 2	Circulars and Publications, 1868-1876, undated
Box 2, Folder 3	African American, 1884, undated
Box 2, Folder 4	Birds, undated
Box 2, Folder 5	Cats, 1883, undated
Box 2, Folder 6	Children, 1883-1885, undated
Box 2, Folder 7	Children with Cats and Dogs, undated
Box 2, Folder 8	Children with Other Animals, 1884, undated
Box 2, Folder 9	Dogs, 1882-1885, undated
Box 2, Folder 10	Floral, 1882, undated
Box 3, Folder 1	Landscapes and Scenics, undated
Box 3, Folder 2	Men, 1886-1899
Box 3, Folder 3	Other, 1885-1897
Box 3, Folder 4	Romance and Courtship, 1883-1884, undated

Box 3, Folder 5	Women, 1882-1886, undated
Box 3, Folder 6	Trade Cards, 1882-1900
	Oversize, 1885, undated
Map-folder 1	Broadsides, undated Notes: Two sided broadside with color illustration "Shoo" on front and featuring Thea-Nectar and branch locations on verso.
Oversize ADDOV10	Novelty Trays, 1885 Notes: Two molded cardboard trays. One depicting a dog in bed with a tea set, the other shows a children's tea party. In enclosures.
Box 3, Folder 7	Gre, 1882-1914
Box 3, Folder 8	H-J, 1845-1910
Box 4, Folder 1	K-Li, 1872-1911
	Lippencott
Box 4, Folder 2	Business Records, 1823-1844
Oversize 191, Folder 4	Business Records, 1826-1827
Box 4, Folder 3	Lipton, 1903-1966 Notes: Article clippings, B&W photo, packaging sample, circulars, booklets and recipes, illustrated book on Ceylon tea production, and advertisements for other Lipton food products.
Box 4, Folder 4	Lo-N, 1816-1902
Box 4, Folder 5	O-P, 1846-1913
	Drink O. & O. Tea! [trade card] 1 Item (Ink on paper.) Image(s) Image(s) Advertiser: Oriental & Occidental Tea Company Language: English. Notes: AC0060-0000196 (AC Scan No.) AC0060-0000197 (Scan No.) Series: Tea, Box No. 5, Folder No. Oriental & Occidental Tea Co. Three white girls sitting at small table in left foreground. Japanese woman in multi-colored kimono carrying tea set

to table. Set in red, oriental building. Back of trade card has blue text expounding on O. & O. Tea.

Topic: Ethnic Imagery Project, Archives Center
Tea
advertising
Tea service

Genre/Form: Trade cards -- 19th century

Culture: Japanese

Oversize 191,
Folder 4

Parke, H.C., circa 1850
Notes: Blank circular sheet.

Box 4, Folder 6

R, 1835-circa 1900

C.H. Remer Japan & China Tea Store [trade card]
1 Item (Ink on paper.)

[Image\(s\)](#)

[Image\(s\)](#)

Advertiser: C.H. Remer
Language: English.
Notes: AC0060-0000198 (AC Scan No.)

AC0060-0000199 (Scan No.)

Series: Tea, Box No. 5, Folder No. Remer.

Two images on front of trade card. Round image on left of man and woman sitting on mat, drinking tea. Underlapping image to right of "Holy Mountain -- Japan", with Western boats floating in sea in foreground. Back of card contains ornate, black text.

Topic: Ethnic Imagery Project, Archives Center
advertising
Tea
Coffee

Place: Japan
Genre/Form: Trade cards -- 19th century
Culture: Japanese

Box 4, Folder 7

S-T, 1854-1889
Notes: Includes cartoon illustrated Chin Chin booklet.

[The Best and the Cheapest \[trade card\]](#)

1 Item (Ink on paper.)

Creator: J.H. Bufford's Sons
Language: English.
Notes: AC0060-0000200 (AC Scan No.)

Series: Tea, Box No. 5, Folder No. Stanton.

Asian man with hand-pull cart being attacked by yellow dog. Fruit is falling out the back.

Topic: Ethnic Imagery Project, Archives Center
advertising
Dogs
Peasants

Genre/Form: Trade cards -- 19th century
 Culture: Chinese
 Japanese

[The Best and the Cheapest \[trade card\]](#)

1 Item (Ink on paper.)

Creator: J.H. Bufford's Sons
 Language: English.
 Notes: AC0060-0000201 (AC Scan No.)

Series: Tea, Box No. 5, Folder No. Stanton.

Man in red up in tree, avoiding yellow dog. Man in blue running toward dog, smiling.

Topic: Ethnic Imagery Project, Archives Center
 advertising
 Tea
 Dogs

Genre/Form: Trade cards -- 19th century
 Culture: Japanese

[The Best and the Cheapest \[trade card\], 1877](#)

1 Item (Ink on paper.)

Advertiser: J.H. Bufford's Sons
 Creator: Stanton
 Language: English.
 Notes: AC0060-0000202 (AC Scan No.)

Series: Tea, Box No. 5, Folder No. Stanton.

Three Asian men with paints in multicolored kimonos. One man forcefully paints the face of another while the third man watches.

Topic: Ethnic Imagery Project, Archives Center
 advertising
 Tea
 Fruit
 Paint

Genre/Form: Trade cards -- 19th century
 Culture: Japanese

[The Best and the Cheapest \[trade card\]](#)

1 Item (Ink on paper.)

Advertiser: J.H. Bufford's Sons
 Creator: Stanton
 Language: English.
 Notes: AC0060-0000203 (AC Scan No.)

Series: Tea, Box No. 5, Folder No. Stanton.

Lone Japanese man with fishing pole, looking with surprise at eel he caught. Crane flies in background. Man wearing brown kimono with yellow clover design and blue sash.

Topic: Ethnic Imagery Project, Archives Center
 advertising
 Tea
 Fruit

Fishes
Cranes (Birds)
Fishing
Genre/Form: Trade cards -- 19th century
Culture: Japanese

[The Best and the Cheapest \[trade card\]](#)

1 Item (Ink on paper.)

Advertiser: J.H. Bufford's Sons

Creator: Stanton

Language: English.

Notes: AC0060-0000204 (AC Scan No.)

Series: Tea, Box No. 5, Folder No. Stanton.

Three Japanese men: one crawls on left foreground in yellow robe, red-robed man pokes stick in fire and man on right in blue robe blows on stick. Lake and Mt. Fuji in background.

Topic: Ethnic Imagery Project, Archives Center

Tea

Fire

Mount Fuji

advertising

Culture: Japanese

[Ah-Chin-Chin His Voyage and Adventures \[booklet\]](#)

1 Item (Ink on paper.)

Advertiser: Tower Tea

Language: English.

Notes: AC0060-0000205 (AC Scan No.)

Series: Tea, Box No. 5, Folder Thomas-Tracy.

Chinese man (Ah-Chin-Chin) in Qing dress using tea chest as a boat. This booklet details Ah-Chin-Chin's global voyage, during which he collects tea, coffee, exotic fruits and spices. Made by a British company but distributed in the U.S. as well.

Topic: Ethnic Imagery Project, Archives Center

Tea

advertising

Dry-goods

Travel

Genre/Form: Pamphlets

Culture: Chinese

Asians

Irish

Africans

Indians

Union Pacific Tea Company

Marketing Material

Notes: With the exception of the Trade Card folder, all others are arranged thematically by the artwork or image.

Box 4, Folder 8	Birds, undated
Box 4, Folder 8	Cats, undated
Box 4, Folder 9	Children, undated
Box 5, Folder 1	Floral, undated
Box 5, Folder 1	Men, undated
Box 5, Folder 1	Romance and Courtship, undated
Box 5, Folder 2	Women, undated
Box 5, Folder 3	Trade Cards, undated
Box 5, Folder Union Pacific Tea Co.	<p>Chinaman steppe on cat's tailee / and break Melican man's platee [caption at bottom] [trade card] 1 Item (Ink on paper.) Image(s) Image(s)</p> <p>Advertiser: Union Pacific Tea Co. Language: English. Notes: AC0060-0000206.tif (AC Scan No.: recto) AC0060-0000207.tif (AC Scan No.: verso) Chinese man with queue and cap, stepping on cat's tail (left foreground). In right background plates are falling. Image in red, blue and white--faded. On verso: Union's goods (tea, coffee, baking ingredients) in blue ink.</p> <p>Topic: Ethnic Imagery Project, Archives Center Tableware advertising Tea Dry-goods Coffee Cats Racism</p> <p>Genre/Form: Trade cards -- 19th century Culture: Chinese</p>

Box 5, Folder Union Pacific Tea Co

Melican Man he mus dlink Tea an den he get / so fat like me [caption at top of card] [trade card]
1 Item (Ink on paper.)
[Image\(s\)](#)
[Image\(s\)](#)

Advertiser: Union Pacific Tea Co.
Language: English.

Notes: AC0060-0000208.tif (AC Scan No.: recto)
AC0060-0000209.tif (AC Scan No.: verso)
Uncle Sam sitting on left, fat Chinese man on right, drinking tea, with teapot next to foot. Chinese man's back to viewer, wearing red shirt. Uncle Sam, in top hat, blue cutaway coat, and plaid pants, looks nervous or apprehensive.

Topic: Ethnic Imagery Project, Archives Center
Uncle Sam (Symbolic character) in art
Racism
Coffee
Tea
advertising
Uncle Sam (Symbolic character) in art
Dry-goods

Genre/Form: Trade cards -- 19th century
Culture: Chinese

Box 5, Folder 4	Un-Y, 1846-1916
Box 5, Folder 5	Export/Import, 1800-1899
Box 5, Folder 6	Miscellaneous Business Records, 1827-1863
Oversize 61, Folder 5	Assorted Marketing Materials, circa 1905-circa 1908 Notes: Includes the Japanese Tea House operated by the Central Tea Association, Tender Leaf, Walsh and Company, Great A & P Tea Company.
Oversize 191, Folder 5	Assorted Marketing Materials, undated Notes: Includes Great American Tea Company, Manhattan Mills, Grand Union Tea Company, O & O Tea.

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Genre, 1832-1939

Box 5, Folder 7	Images, undated Notes: Tea drinking and tea history related illustrations, not brand specific.
Labels	
Box 5, Folder 8	Assorted Labels and Packaging, undated
Oversize 61, Folder 6	Assorted Labels and Packaging, undated
Map-folder 1	Maas's Matzo Gold Metal Tea, undated Notes: Label also promotes flour products.

Box 5, Folder 9 Publications and Trade Literature, 1832-1939
Notes: Four publications, listed below, plus assorted article excerpts
 on tea history and a poem.

Romance of Tea, 1934
Notes: World-Wide Tea Organization. Illustrated booklet, 119 pp.

Pioneering with Products and People: a Brief Review of the First Fifty
Years of McCormick and Company, Incorporated, 1939

Tea-Manufacture, 1920
Notes: White paper presented at the General Engineering
 Congress, Batavia by Dr. J.J.B. Deuss.

Formosa Oolong Tea, 1904

Box 5, Folder 10 Sales Communications Code Book, undated
Notes: Decoding reference book (partial) for cipher communications
 such as telegrams and correspondence related to the tea sales
 industry.

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Subject, 1966, 1877

Box 5, Folder 11 Tea Council of the USA Incorporated, 1966
Notes: Corporate cover letter accompanied by a series of
 press releases containing recipes and promotional B&W
 photographs.

Box 5, Folder 12 Trademark, 1877

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