



Smithsonian

National Museum of American History Kenneth E. Behring Center

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

NMAH.AC.0060.S01.01.Wines

Max Howell

Funding for partial processing of the collection was supported by a grant from the Smithsonian Institution's Collections Care and Preservation Fund (CCPF).

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Warshaw Collection of Business Americana Subject Categories: Wines
Date:	1748-1994
Identifier:	NMAH.AC.0060.S01.01.Wines
Creator:	Warshaw, Isadore, 1900-1969 (Creator)
Extent:	2.58 Cubic feet (consisting of 5.5 boxes, 4 oversize folders, 1 map case folder.)
Language:	Collection is in English. Contains material in French, Danish, Greek, Norwegian, Swedish, German, Spanish, and Russian.
Summary:	A New York bookseller, Warshaw assembled this collection over nearly fifty years. The <i>Warshaw Collection of Business Americana: Wines</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: Wines

Administrative Information

Acquisition Information

Wines 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.

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 list of folder contents. Nonarchival 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, 2017 January.

Preferred Citation

Warshaw Collection of Business Americana Subject Categories: Wines, 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

In 1953, Warshaw launched a year-long collecting campaign, soliciting material on whiskey and wine. He expanded this effort to also include items related to the drinking habit of notable persons. The wine category has been separated from this original grouping and contains material primarily related to wine traders and merchants, wine auction and exhibition materials, import and export legislation, and the creation and subsequent history of certain wines. Additional topics represented in the collection include medicinal uses of wine, cooking and wine, wine-related organizations, and wine in religious traditions.

The bulk of the represented content is print material including advertisements, business records, price lists, invoices, correspondence, and import/export records. While several companies are represented, there are no comprehensive business records for any entity represented in the collection.

Advertising represents a large portion of the collection, and provides a varied and expansive look at the evolution of wine-related art in advertising. Other strengths of the collection lie in the diversity of subject material, allowing researchers to get a broad introduction to several facets of the wine industry and wine in culture.

Arrangement

Wines is arranged in three series.

- Also included is a partial Brand Name Index - Guide Supplement (Box 1, Folder Admin).
- Business Records
- Genre
- Subject

Names and Subject Terms

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

Subjects:

- Alcohol
- Consumer goods -- Catalogs
- Drinking of alcoholic beverages -- Law and legislation
- Labels -- Alcoholic beverages
- Labels -- Design
- Licenses
- Retail trade
- Trade associations
- Trademarks -- Design
- Wine -- Storage
- Wine and wine making
- Wine industry
- Wine labels
- advertising -- Alcoholic beverages

Types of Materials:

- Advertisements
- Advertising
- Advertising cards
- Advertising fliers
- Advertising mail
- Auction catalogs
- Beverage labels
- Business cards
- Business ephemera
- Business letters
- Business records
- Catalogs
- Catalogues
- Commercial catalogs
- Commercial correspondence
- Correspondence
- Ephemera
- Exhibition catalogs
- Instructional materials
- Invoices
- Labels
- Legal documents
- Legislation (legal concepts)
- Letterheads
- Mail order catalogs
- Manuals
- Manufacturers' catalogs
- Menus
- Patents

Periodicals
Print advertising
Printed ephemera
Publications
Publications -- Business
Publications -- wine industry
Receipts
Recipes
Sales catalogs
Sales letters
Sales records
Trade cards
Trade catalogs
Trade literature
Trademarks

Container Listing

Box 1, Folder 1A	Brand Name Index - Guide Supplement, undated Notes: Three worksheets prepared by Smithsonian Archives Center staff containing a <i>partial list</i> of brand names. For reference purposes only; folder does not contain any original collection content.
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Business Records and Marketing Material, 1830-1994, undated

Scope and Contents: Business records consist of general business documents such as purchase records, correspondence, import and export records, and inventories. Some marketing material is also present, such as circulars, advertising, price list, and trade cards. Additional advertising can be found in the following *Genre* series. Any records where the business or individual names are not decipherable have been filed under Miscellaneous.

Box 1, Folder 1	A-B, 1855-1914, undated
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Box 1, Folder 2	C-D, 1836-1921, undated
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Box 1, Folder 3	E-F, 1865-1911, undated
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Box 1, Folder 4	G-H, 1835-1942
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Box 1, Folder 5	I-J, 1859-1911, undated
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Box 1, Folder 6	K-L, 1847-1960, undated
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Box 1, Folder 7	M-N, 1855-1918, undated
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Box 1, Folder 8	O-P, 1848-1919
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Map-folder 8, Drawer 11, Folder 8	Perkins, Stern, and Company, 1869 Notes: Advertising poster. Titled "Bacchus in America - The Old Wine God and The New."
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Box 1, Folder 9	Q-R, 1872-1961
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Box 2, Folder 1	S-T, 1830-1957
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Box 2, Folder 2	U-Z, 1869-1911
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Box 2, Folder 3	Import/Export Notes: Note: folder intentionally empty. Due to the combined nature of Warshaw's original collecting campaign and the propensity of importers to purchase a variety of goods from abroad, for Wines, please see the import/export records contained in the <i>Whiskey, Liquor, and Spirits</i> category materials. Other goods may also be listed in the customs documentation.
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Box 2, Folder 4 Miscellaneous, circa 1750-1895, undated
Notes: Company and/or name is omitted or not readily legible.

Box 2, Folder 5 Correspondence, Warshaw, 1953-1961, undated
Notes: Contains correspondence and items received in response to
Warshaw's Whiskey and Wine collecting campaign. Includes two 2
empty mailing envelopes.

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Genre, 1748-1965, undated

Scope and Contains advertisements for wine companies, literature for wine exhibitions and auctions, legal
Contents: documentation effecting the wine industry, and serial publications. Advertisements separated from
the Business Records and Marketing Material series represent a high volume of the records.

This series contains extensive language diversity.

Advertisements, 1748-1962, undated
Notes: Contains full sheet and clipped ads from magazines, newspapers,
and mailings.
Materials may be filed under the producing company or by the brand.
Researchers are advised to look in all appropriate folders.

Box 2, Folder 6 A-B, 1833-1962, undated

Box 2, Folder 7 C, 1852-1962, undated

Oversize 208, Folder Childs, J.C. and Company Wine Merchants, 1892
2

Box 2, Folder 8 D-E, 1859-1962

Box 2, Folder 9 F-H, 1825-1962, undated

Box 2, Folder 10 J, 1889-1909, undated

Box 3, Folder 1 K, 1893-1910, undated

Box 3, Folder 2 L, 1884-1962, undated

Box 3, Folder 3 M, 1833-1962

Box 3, Folder 4 N, 1890-1962, undated

Box 3, Folder 5 O-P, 1901-1962, undated

Box 3, Folder 6	R, 1853-1965, undated
Box 3, Folder 7	S-U, 1851-1962, undated
Box 3, Folder 8	V-W, 1868-1962, undated
Box 3, Folder 9	Y-Z, 1910-1957, undated
Oversize 208, Folder 3	Oversize Marketing Material, 1872-1910 Notes: Price lists and advertisements.
Oversize 70, Folder 3	Oversize Business Records and Marketing Material, undated Notes: Contains business records, advertisements, and merchant wine lists.
	Catalogues, 1845-1964, undated
Box 3, Folder 10	General, 1845-1964, undated Notes: One catalogue per company unless otherwise stated. Academy Liquor Corporation (1963), Cork and Bottle Incorporated (1938), Edward Saarback and Company (1880), E. LaMontagne's Sons (1912), Francis Blake (1845), Untitled (undated).
Box 4, Folder 1	Lehmann Company, 1959-1964, undated Notes: 19 catalogues.
Box 4, Folder 2	Exhibitions and Auctions, 1843-1963 Notes: Wine lists intended for auction sales or event exhibitions.
Box 4, Folder 3	Images, undated
Map-folder 8, Drawer 11, Folder 8	"California - Wine Land of America", undated Notes: Print poster depicting iconic sites in California, wine images, and including notes describing a general history of wine in California.
Box 4, Folder 4	Labels, undated
Box 4, Folder 5	Legal, 1847-1897 Notes: Contains trademarked images, shop licenses, and patents.
Box 4, Folder 6	Legislation and Regulation, 1861-1900 Notes: Contains copies of senate speeches regarding food and beverage legislation.
Box 4, Folder 7	Menus and Wine Lists, 1885-1960 Notes: Contains wine lists provided by restaurants and hotels. French, Danish, Greek, Norwegian, Swedish, German, Spanish language material is included.

Box 5, Folder 1-3	Menus and Wine Lists, 1885-1960 Notes: Same as above.
Box 5, Folder 4-5	Serial Publications, 1860-1958
	Almanaque del Vino, 1933 Notes: Spanish language material.
	Bohemian Life, 1949 September Notes: Bohemian Distribution Company, Number 121.
	Cozzens Wine Press, 1860 August 20 Notes: Seventh Series, Number 3.
	Der Deutfche Wein auf dem Weltmarkte, 1909-1910 Notes: 3 issues: 1909 March, 1909 July, 1910 April. Material in German, French, and English.
Oversize 70, Folder 3	Illustrated Household Magazine, Illustration, undated Notes: "The Vintage in California: at Work in the Wine Presses", p.4.
	Magazine of the Pacific, 1947-1948 Notes: 2 issue excerpts: September 1947, December 1948.
	New York Times, "Rhine Wine Faker Draws Jail; Put Chemicals in Grape Juice", 1958 February 20 Notes: Excerpt.
	Town and Country, "The Cathedral City of Champagne", 1912 April 20 Notes: Excerpt.
	Wine and Food, 1935-1950 Notes: 5 issues: Autumn 1935, Winter 1937, Autumn 1942, Summer 1947, Autumn 1950.
	Wine Review, 1937-1948 Notes: 6 issue excerpts: March-October 1937, January 1947, and September 1948.
Oversize 70, Folder 2	Wine and Spirit Bulletin, 1908 September 01 Notes: Volume 22, Number 9.

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Subject, 1748-1965, undated

Box 5, Folder 6	Guides to Wine, 1859-1939, undated
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	Notes:	Publications that provide educational descriptions of wine types and vineyards, particularly those in France, Germany, Italy, and Hungary. Contains Russian language material.
Box 6, Folder 1	Guides to Wine, 1859-1939, undated Notes:	Same as above.
Box 6, Folder 2	History of Wines, 1890-1959, undated Notes:	Historical overviews of the creation and evolution of certain wine types. Champagne represents the bulk of the material.
Box 6, Folder 3	Medicinal Uses, 1876-1900 Notes:	Material promotes or describes medicinal uses and healing properties of wine. Some brands include Bugeaud, F.H. Lowerre, St. Raphael, and Speer's.
Box 6, Folder 4	Recipes and Wine Making Instructions, 1861-1965, undated Notes:	Topics include how to make wine, recipes for wine creation, and cooking with wine.
Box 6, Folder 5	Wine in Religious Traditions, 1848, undated Notes:	Material includes publications discussing whether wine should be used in communion services.
Box 6, Folder 6	Wine and Spirit Traders' Society By-Laws, 1874	

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