



Smithsonian

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

## Guide to the Warshaw Collection of Business Americana Subject Categories: Yeast

NMAH.AC.0060.S01.01.Yeast

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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: Yeast
<b>Date:</b>	circa 1850-circa 1890
<b>Identifier:</b>	NMAH.AC.0060.S01.01.Yeast
<b>Creator:</b>	Warshaw, Isadore, 1900-1969
<b>Extent:</b>	1 Cubic foot (consisting of 2 boxes, 1 folder, 3 oversize folders, 1 map case folder, plus digital images of some collection material.)
<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: Yeast</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>
<b>Digital Content:</b>	<a href="#">Image(s): Warshaw Subject Category: Yeast</a>

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## Administrative Information

### Acquisition Information

Yeast 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](#)

## Preferred Citation

Warshaw Collection of Business Americana Subject Categories: Yeast, 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

This material consists primarily of advertising cards, bills/receipts, printed advertisements, recipe books, pamphlets and booklets from manufacturers and distributors of yeast. The material dates from 1871 to 1962 but the bulk of the material is late nineteenth century.

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## Arrangement

The material is organized by name of company. There are two folders of material grouped by type: miscellaneous trade cards and miscellaneous items.

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## 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

Box 1, Folder 1	Auburn Yeast Manufacturing Company, Waterloo, New York
Box 1, Folder 2	Diamond Yeast Manufacturing company Fon Du Lac, Wisconsin
Box 1, Folder 3	Dole & Merrill Yeast Manufacturers New York
Box 1, Folder 4	Drew Yeast Manufacturing Company Baltimore, Maryland
Box 1, Folder 5-24	<a href="#">Fleischmann Yeast Manufacturing Company New York, New York</a>
Box 1, Folder 20	<p>Fleischmann's Yeast [calendar], [1888] 1 Item (Ink on paper (card stock).; 6-3/8" x 5".) Advertiser: Fleischmann Yeast Manufacturing Company Publisher: Fleischmann Yeast Manufacturing Company Language: English. Notes: AC0060-0000717.tif (AC Scan No.: October page)</p> <p>Calendar (partial) containing color cartoons and advertising for Fleischmann's yeast. The pages are tied together with string through two holes at the top of each card, and some have torn loose. The missing calendar pages may be found elsewhere in the box.</p> <p>October page: image depicts a cook at a cast iron stove speaking with lady of the house-- "Mistress: Well cook, as long as buckwheat flour is in season we must have buckwheat cakes for breakfast. What yeast will you use? Cook: Fleischmann's yeast ma'am is my choice. I can make anything in de bakin line wif it. It's a right smart yeast."</p> <p>October page: Reproduced in Leo G. Mazow and Kevin M. Murphy, Taxing Visions: Financial Episodes in Late Nineteenth-Century Art. Palmer Museum of Art, The Pennsylvania State University, 2010, p. 29. Note: "Fleischmann" is misspelled in the caption and the item is misidentified as a trade card.</p> <p>Topic: Stereotypes (Social psychology) in advertising Cookery Baking Yeast</p> <p>Genre/Form: Calendars -- 19th century Culture: African Americans -- 1880-1900</p>
Box 1, Folder 25	Gantz & Jones Yeast Manufacturing co. New York
Box 2, Folder 1-13	Gillette, E. w. Yeast Manufacturing Co. Chicago, Illinois

Box 2, Folder 14	National Yeast Manufacturing co. Seneca Falls, New York
Box 2, Folder 18	Northwestern Yeast Manufacturing co. Chicago, Illinois
Box 2, Folder 19	Preston & Merrill Yeast Manufacturers Boston, MA
Box 2, Folder 20	Riverdale Distillery-Yeast Manufacturers Chicago, Illinois
Box 2, Folder 21	Riverside Yeast Manufacturing Company Riverside
Box 2, Folder 22	Steele & Price Yeast Manufacturers Chicago, Ill. & St. Louis, Missouri
Box 2, Folder 23	Taylor Yeast Manufacturing co. St. Louis, Missouri
Box 2, Folder 24	Vienna Pressed Yeast Company New York
Box 2, Folder 25	Warner, W .W.Safe Yeast Manufacturer Rochester, New York
Box 2, Folder 26	Waterloo Yeast Manufacturing Co.
Box 2, Folder 27	Yeast: Miscellaneous Advertising cards
Box 2, Folder 28	Yeast: Miscellaneous Items
Box SUPP 35, Folder 6	Marketing Material, circa 1857-circa 1890 Notes: Trade cards, promotional calendar cards, and a clipped magazine advertisement.
Oversize 73, Folder 1-2	Yeast [Oversize]
Oversize 211, Folder 1	Yeast [Oversize]
Map-folder 1	Yeast [Map folder]

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