

National Biscuit Company Photograph

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n.d.



Title Statement

National Biscuit Company PhotographNational Biscuit Company Photograph, n.d. Ms.2017.018

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Profile Description

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Descriptive Summary

Unit ID

Ms.2017.018

Unit Date

n.d.

Language

English .

Abstract

The collection consists of a single black and white photograph of a group of National Biscuit Company salesman and delivery drivers posed outside of a factory. Most of the men are carrying cracker display units and the trucks in the background are advertising Uneeda Biscuits. The photograph is not dated.

Extent

0.1 Cubic Feet 1 folder

Repository

Special Collections and University Archives, Virginia Tech

Administrative Information

Access Restrictions

The collection is open for research.

Use Restrictions

Permission to publish material from National Biscuit Company Photograph must be obtained from Special Collections, Virginia Tech.

Acquisition Information

The National Biscuit Company Photograph was purchased by Special Collections in February 2016.

Processing Information

The processing, arrangement, and description of the National Biscuit Company Photograph was completed in June 2017.

Preferred Citation

Researchers wishing to cite this collection should include the following information: National Biscuit Company Photograph, Ms2017-018, Special Collections, Virginia Tech, Blacksburg, Va.

Historical Note

Founded in 1898, the National Biscuit Company was the product of a merger among the American Biscuit and Manufacturing Company, the New York Biscuit Company, and the United States Baking Company. The new conglomerate consisted of one hundred-fourteen bakeries across the United States and was headquartered in New York City.

Though the name "Nabisco" was first used as the name for a specific product introduced in 1901 (a sugar wafer), and was used within the company at least as early as the 1930s (likely sooner), the corporate name was not shortened to Nabisco, Inc. until 1971.

In 1981, Nabisco merged with Standard Brands, Inc., which later became part of R. J. Reynolds. It has since become part of several more mergers and separations. It is currently a subsidiary of Mondelēz International.

Scope and Content

The collection consists of a single black and white photograph of a group of National Biscuit Company salesman and delivery drivers posed outside of a factory. Most of the men are carrying cracker display units and the trucks in the background are advertising Uneeda Biscuits. The photograph is not dated.

Related Materials

- Culinary Pamphlet Collection (Ms2011-002), especially Box 2, Folder 42. Finding aid available [online](#).
- National Biscuit Company Salesman's Collection (Ms2017-017). Finding aid available [online](#).
- National Biscuit Company Package Catalog (Ms2017-019). Finding aid available [online](#).

Keywords

History of Food and Drink
Photographs

Description of Subordinate Components

Photograph

folder 1