

National Biscuit Company Package Catalog

National Biscuit Company Package Catalog

c.1930s



Title Statement

National Biscuit Company Package CatalogNational Biscuit Company Package Catalog, c.1930s? Ms.2017.019

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Publication Statement

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Profile Description

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Descriptive Summary

Unit ID

Ms.2017.019

Unit Date

c.1930s

Language

English .

Abstract

The collection contains a single package catalog for the National Biscuit Company. Although the catalog is not dated, one item is from June 1931, suggesting the catalog is from about that time. It includes labels for more than forty crackers, cookies, and other snack items, and the back pages include sample display racks for stores.

Creator

National Biscuit Company

Extent

0.3 Cubic Feet 1 box

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 Package Catalog must be obtained from Special Collections, Virginia Tech.

Acquisition Information

The National Biscuit Company Package Catalog was purchased by Special Collections in March 2017.

Processing Information

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

Preferred Citation

Researchers wishing to cite this collection should include the following information: National Biscuit Company Package Catalog, Ms2017-019, 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 contains a single package catalog for the National Biscuit Company. Although the catalog is not dated, one item is from June 1931, suggesting the catalog is from about that time. It includes labels for more than forty crackers, cookies, and other snack items, and the back pages include sample display racks for stores.

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 Photograph (Ms2017-018). Finding aid available [online](#).

Keywords

Advertisements

History of Food and Drink

National Biscuit Company

Description of Subordinate Components

Catalog

Unit Date c.1930s

box 1