

Food Advertisement Collection

Food Advertisement Collection

1894-1962



Title Statement

Food Advertisement CollectionFood Advertisement Collection 1894-1962 Ms.2017.020

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Profile Description

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Descriptive Summary

Unit ID

Ms.2017.020

Unit Date

1894-1962

Language

English .

Abstract

The Food Advertisement Collection consists of single page advertisements for a variety of food products, largely pulled from magazines. Items dates from 1894 to 1962, with the majority from the 1910s-1940s.

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 Food Advertisement Collection must be obtained from Special Collections, Virginia Tech.

Acquisition Information

The Food Advertisement Collection was purchased by Special Collections in June 2016.

Processing Information

The processing, arrangement, and description of the Food Advertisement Collection was completed in August 2017.

Preferred Citation

Researchers wishing to cite this collection should include the following information: Food Advertisement Collection, Ms2017-020, Special Collections, Virginia Tech, Blacksburg, Va.

Scope and Content

The Food Advertisement Collection consists of single page advertisements for a variety of food products, largely pulled from magazines. Items dates from 1894 to 1962, with the majority from the 1910s-1940s. Ads included are for baby foods, dairy products, cooking/baking items, and peanuts/peanut butter.

While not intentionally part of the collection, the verso sides of many ads feature additional advertisements for food, home, and domestic products.

Related Materials

Culinary Advertising Collections

- Alice Ross Culinary Ephemera Collection (Ms2017-008). Finding aid [available online](#).
- Ballard and Ballard Company Collection (Ms2010-032). Finding aid [available online](#).
- Culinary Ephemera Collection (Ms2013-028). Finding aid [available online](#).
- Culinary Pamphlet Collection (Ms2011-002). Finding aid [available online](#).
- J. H. Filbert Inc. Collection (Ms2013-061). Finding aid [available online](#).
- LactAid, Inc., Collection (Ms2011-008). Finding aid [available online](#).
- National Biscuit Company Package Catalog (Ms2017-019). Finding aid [available online](#).
- National Biscuit Company Salesman's Collection (Ms2017-017). Finding aid [available online](#).
- Quality Chemical Company Collection (Ms2010-039). Finding aid [available online](#).
- Sweet 'N Low and Butter Buds Promotional Materials (Ms2012-058). Finding aid [available online](#).

Keywords

Ann Hertzler Children's Cookbooks and Nutrition Literature Collection

Children -- Nutrition

Food Technology and Production

History of Food and Drink

Nutrition

Arrangement

When this collection was purchased, advertisements were largely organized by product or product type. During processing, some of these categories were broken down further. The collection is arranged by product/product type and by company/brand within each product. Each company/brand has its own folder, the contents of which are in chronological order.

Description of Subordinate Components

Baby Food

Unit Date 1894-1947

Campbell's

Unit Date 1947

box-folder 1 (box)
Container 1 (folder)

Clapp's

Unit Date 1944
box-folder 1 (box)
Container 2 (folder)

Gerber's

Unit Date 1934, 1942, n.d.
box-folder 1 (box)
Container 3 (folder)

Heinz

Unit Date 1936
box-folder 1 (box)
Container 4 (folder)

Imperial Granum

Unit Date c.1903
box-folder 1 (box)
Container 5 (folder)

Mellin's

Unit Date 1894-1925, n.d.
box-folder 1 (box)
Container 6 (folder)

Merrell-Soule Co.

Unit Date 1925
box-folder 1 (box)
Container 7 (folder)

Butter

Unit Date 1930-1935

Land O' Lakes

Unit Date 1934
box-folder 1 (box)
Container 8 (folder)

Meadow Gold

Unit Date 1931, 1933-1934
box-folder 1 (box)
Container 9 (folder)

Swift's

Unit Date 1930, 1934-1935
box-folder 1 (box)
Container 10 (folder)

Cheese

Crisco

Unit Date 1925-1952

Kraft

Unit Date 1925-1952

box-folder 1 (box)

Container 11 (folder)

Pabst-ett

Unit Date 1927

box-folder 1 (box)

Container 12 (folder)

Cooking Oil

Unit Date 1913-1930

Crisco

Unit Date 1913-1938

box-folder 1 (box)

Container 13 (folder)

Mazola

Unit Date 1920, 1924, 1927

box-folder 1 (box)

Container 14 (folder)

Snowdrift

Unit Date 1926, 1928, 1930

box-folder 1 (box)

Container 15 (folder)

Wesson

Unit Date 1919-1930

box-folder 1 (box)

Container 16 (folder)

Ice Cream

Unit Date 1935-1954

Borden

Unit Date 1942, 1948

box-folder 1 (box)

Container 17 (folder)

Sealtest

Unit Date 1935-1954

box-folder 1 (box)

Container 18 (folder)

Margarine

Unit Date 1920-1949

Delrich**Unit Date** 1948-1949**box-folder** 1 (box)**Container** 19 (folder)**Good Luck****Unit Date** 1931**box-folder** 1 (box)**Container** 20 (folder)**Morris****Unit Date** 1920**box-folder** 1 (box)**Container** 21 (folder)**Nucoa****Unit Date** 1938-1939**box-folder** 1 (box)**Container** 22 (folder)**Parkay****Unit Date** 1941, 1944**box-folder** 1 (box)**Container** 23 (folder)**Milk & Cream****Unit Date** 1903-1949, n.d.**Borden's****Unit Date** 1911-1949**box-folder** 1 (box)**Container** 24 (folder)**Carnation****Unit Date** 1916-1947**box-folder** 1 (box)**Container** 25 (folder)**Highland Brand Evaporated Cream****Unit Date** 1903**box-folder** 1 (box)**Container** 26 (folder)**Hipolyte Company****Unit Date** 1921**box-folder** 1 (box)**Container** 27 (folder)

Horlick's

Unit Date 1928, 1930, 1939

box-folder 1 (box)

Container 28 (folder)

Libby's Evaporated Milk

Unit Date 1924

box-folder 1 (box)

Container 29 (folder)

Pet Evaporated Milk

Unit Date 1921-1930, n.d.

box-folder 1 (box)

Container 30 (folder)

Reddi-Wip

Unit Date n.d.

box-folder 1 (box)

Container 31 (folder)

Peanuts

Unit Date 1924-1958

Curtiss

Unit Date 1948

box-folder 1 (box)

Container 32 (folder)

Planter's

Unit Date 1924-1958

box-folder 1 (box)

Container 33 (folder)

Peanut Butter

Unit Date 1917-1926

Beech-Nut

Unit Date 1917-1921

box-folder 1 (box)

Container 34 (folder)

Heinz

Unit Date 1926

box-folder 1 (box)

Container 35 (folder)

Single Products

Unit Date 1919-1962, n.d.

Diamond Walnuts

Unit Date 1926, 1930

box-folder 1 (box)
Container 36 (folder)

Dairy-General

Unit Date 1947
box-folder 1 (box)
Container 37 (folder)

Dixie Cups

Unit Date 1919-1962, n.d.
box-folder 1 (box)
Container 38 (folder)

McLaren Real Cake Cones

Unit Date 1926
box-folder 1 (box)
Container 39 (folder)

National Association of Ice Industries

Unit Date 1929
box-folder 1 (box)
Container 40 (folder)

Royal Baking Powder

Unit Date 1920
box-folder 1 (box)
Container 41 (folder)