Citrus Crate Label Collection

Corona Public Library
650 S. Main Street
Corona, California 92882
(951) 736-2381
http://www.coronapubliclibrary.org
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Citrus Crate Label Collection

Collection number: Consult library

Corona Public Library
Corona, California 92882
Date Completed:
2007
Encoded by:
California Digital Library
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Descriptive Summary
Title: Citrus crate label collection
Dates: 1890-1954
Bulk Dates: Ca. 1920-1945
Collection number: Consult library
Collector: Corona Public Library
Additional collectors: Verity, Roger, Allmon, Lorne
Collection Size: 78 items (78 online items)
Repository: Corona Public Library
Corona, California 92882
Abstract: The collection includes labels from all the major packing houses in Corona including the Jameson Packing House, the Orange Heights Orange Association and Foothill Lemon Company. The labels are primarily lemon and orange crate labels with some grapefruit labels.
Languages: Languages represented in the collection: English
http://content.cdlib.org/search?style=oac-img&sort=title&relation=ark:/13030/kt3c60249v
Access
Collection open for research.
Preferred Citation
Citrus crate label collection. Corona Public Library, Corona, California 92882.
Acquisition Information
This collection was created by the Corona Public Library staff from 2004 as part of the Corona Heritage Online Project from materials donated and purchased from 1980-2004.
Project Information
These Fruit Crate Labels were copied from the library’s collection and digitized as part of a one-year project again funded by the Library Services and Technology Act (LSTA) from July 2003 through June 2004 in order to provide a single access point to primary graphic resources documenting the history of Corona.
Scope and Content of Collection
Fruit crate labels began to be designed at the end of the 19th century. As refrigerated railroad cars helped make the long distance shipping of citrus fruit possible, the industry developed labels so shippers and merchants could more easily identify what was in the crates. These vibrant and colorful paper labels were pasted onto the boxes they shipped around the country and were a lively mobile advertisement. Labels featured a wide range of designs and usually depicted fruit on the label, but that was not always the case. Labels drew on a wide range of in order to entice people to buy fruit. Early images included citrus groves, homes, historical or patriotic themes, animals, birds, flowers and scenic California views. In the 1920’s with the urbanization of America and increased awareness of health issues, the images changed to reflect these concerns. The Corona Public Library Citrus Label Collection reflects the breadth of images used in crate label art. The labels are primarily lemon and orange crate labels with some grapefruit labels. The collection includes labels from all the major packing houses in Corona including the Jameson Packing House, the Orange Heights Orange Association and Foothill Lemon Company. In addition, the labels were designed by the major lithography companies in California including Schmidt & Co.
Subjects
The following terms have been used to index the description of this collection in the library’s online public access catalog.

Names
Charter Davis
R.H. Verity and Sons
Spence Fruit Co.
American Fruit Growers
Davis & Verity
W.H. Jameson
Call Ranch
Orange Heights Orange Association
Corona Foothill Lemon
Corona Citrus Association
Jameson Co.
Thieme Fruit Co.
Brigg, Spence Co.
Queen Colony Fruit Exchange
Sunkist Growers
Mutual Orange Distributors
Western Litho, Los Angeles, CA
Schmidt & Co.
Union Litho
Carton Label, San Francisco, CA
Crocker Litho

Places
Corona (Calif.)
Riverside County (Calif.)

Topics
Citrus Fruit Industry -- California--Corona
Lemons--California--Corona
Oranges--California--Corona
Grapefruit--California--Corona

Genres and Forms of Materials
Fruit Crate Label