Citrus labels and packaging (Collection)

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California State University, Fullerton. University Archives and Special Collections
800 N. State College Blvd.
Pollak Library South, Room 352
Fullerton, California 92834-4150
(657) 278-4751
uasc@fullerton.libanswers.com
http://www.library.fullerton.edu/
2018
Descriptive Summary

Title: Citrus labels and packaging (Collection)
Dates: 1895 - 1960
Collection Number: LH-CA-28
Creator/Collector:
Extent: 6 boxes, 2 folders (Oversize items)
Online items available http://archives.fullerton.edu/repositories/5/resources/66
Repository: California State University, Fullerton. University Archives and Special Collections
Fullerton, California 92834-4150

Abstract: The strength of this collection is found in the variety of marketing materials related to the citrus industry. Most notably are three document boxes of fruit crate labels spanning geographically across Southern California, Northern California, and Mexico. This collection also includes fruit wrappers, fruit bags, and Sunkist promotional signage. The entirety of this collection provides insight into how the citrus industry presented their product throughout the early Twentieth Century. The art work on crate labels, for example, highlights that the promotion of citrus fruit was often presented as an exotic commodity of a romanticized California.

Language of Material: English

Access
The collection is open for research.

Preferred Citation
Citrus labels and packaging (Collection). California State University, Fullerton. University Archives and Special Collections

Scope and Content of Collection
The strength of this collection is found in the variety of marketing materials related to the citrus industry. Most notably are three document boxes of fruit crate labels spanning geographically across Southern California, Northern California, and Mexico. This collection also includes fruit wrappers, fruit bags, and Sunkist promotional signage. The entirety of this collection provides insight into how the citrus industry presented their product throughout the early Twentieth Century. The art work on crate labels, for example, highlights that the promotion of citrus fruit was often presented as an exotic commodity of a romanticized California.

Indexing Terms
Merchandising
Citrus fruits--Marketing
Citrus crate labels
Orange County (Calif.) -- History.
Citrus fruit industry -- Orange County (Calif.)

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