Finding Aid for the Die-cut California advertising collection 2014.042.r

Rand Boyd
Frank Mt. Pleasant Library of Special Collections and Archives, Leatherby Libraries
07/15/2014
Chapman University
One University Drive
Orange 92866
rboyd@chapman.edu
URL: http://www1.chapman.edu/library/archives/
Language of Material: English
Contributing Institution: Frank Mt. Pleasant Library of Special Collections and Archives, Leatherby Libraries
Title: Die-cut California advertising collection
Identifier/Call Number: 2014.042.r
Physical Description: 0.25 Linear Feet (2 boxes)
Date (inclusive): 1904-1971
Abstract: A collection of specimens of California die-cut printing.
Storage Unit: 1, 2
Scope and Contents
This collection consists of 27 examples die-cut advertising and promotional material for California products and destinations.

2. Cawston Ostrich Farm (South Pasadena) – souvenir brochure, 1907. Shape: ostrich egg.
6. Knapp’s Good Food (Garberville) – promotional piece [circa 1930s]. Shape: coffee cup.
7. Laguna Federal Savings (Laguna Beach) – Pocket Pig Coin Saver [circa 1960s]. Shape: pig.
8. The Mission Company – Mission Orange Drink fan pull [circa 1940s]. Shape: orange.
12. Pettijohn’s California Breakfast Food (San Francisco) – product brochure [circa 1890]. Shape: bear.
16. Sam’s Sea Food Family Restaurant (Huntington Beach) – children’s menu [circa 1965]. Shape: marlin.
17. San Francisco Ferry (San Francisco) – ferry schedule for the Golden Gate Ferry. Shape: seagull.
19. Vigor of Life, cures all pain, sold by all druggists (Sacramento) - full color advertisement promoting a patent medicine [late 19th century]. Shape: wood saw with floral motif.
20. The Victor Hugo Inn (Laguna Beach) - full color advertisement promoting the Victor Hugo Inn. Shape: cloud.
23. Fisher and Fisher Hardware (Redondo) - promotional piece. Shape: Man wearing suit holding sign.
30. Prost! restaurant (San Francisco) - cocktail menu, circa 1940s. Shape: wine bottle.
31. A Night in Hawaii epicurean club annual dinner and dance (Los Angeles) – menu and program, 1940. Shape: pineapple.
33. La Fiesta restaurant (San Francisco) - menu, circa 1940. Shape: sombrero.
34. Alioto’s Fish Grotto restaurant (San Francisco) – keepsake, circa 1950. Shape: fish.

Immediate Source of Acquisition
Purchase, 2014.

Arrangement
The collection is arranged by order of purchase.

Biographical / Historical
Die-cutting developed during the Industrial Revolution. In the mid-19th century, die-cutting machines were introduced for the mass production of materials, most notably the manufacturing of shoes, the technology eventually extended to printing.

Advertisers quickly realized that the unique shapes captured viewer’s attention, which is, of course, the primary goal of advertising. Sometimes the subject matter related directly to what was being sold and at other items, it had no relation to the image being advertised.

Conditions Governing Access
This collection is open for research.

Conditions Governing Use
There are no restrictions on the use of this material except where previously copyrighted material is concerned. It is the responsibility of the researcher to obtain all permissions.

Preferred Citation
[Item title / description; Box "n" / Folder "n"], Die-cut California advertising collection (2014.042.r), Frank Mt. Pleasant Library of Special Collections and Archives, Chapman University, CA.

Subjects and Indexing Terms
Printing -- History
Printing -- California -- History.