Finding aid for the California tourism and citrus industry ephemera collection 2014.003.r

Finding aid prepared by Maria Yanez

Frank Mt. Pleasant Library of Special Collections and Archives, Leatherby Libraries
Chapman University
One University Drive
Orange, CA, 92866
(714) 532 - 7711
rboyd@chapman.edu
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Title: California tourism and citrus industry ephemera collection
Identifier/Call Number: 2014.003.r
Contributing Institution: Frank Mt. Pleasant Library of Special Collections and Archives, Leatherby Libraries
Language of Material: English
Storage Unit: 1
Physical Description: 0.4 Linear feet (1 box)
Date: Early to mid-20th century
Location note: Leatherby Libraries
Abstract: A collection of ephemera related to tourism, farming, and the citrus industry in early 20th century California.
Preferred Citation note
[Item title / description; Box "n" / Folder "n"], California tourism and citrus industry ephemera collection (2014.003.r), Frank Mt. Pleasant Library of Special Collections and Archives, Chapman University, CA.
Conditions Governing Use note
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.
Conditions Governing Access note
This collection is open for research.
Scope and Contents note
A collection of ephemera related to tourism, farming, and the citrus industry in early 20th century California. This collection consists of fifteen postcards, two maps, one travel brochure, one poster, three advertisement standees, and thirty citrus can labels.
Subjects and Indexing Terms
California -- History.
Citrus fruit industry -- California.
Tourism -- California.

Box 1, Folder 1
Advertisement Standees Mid-20th century
Language of Material: English
Scope and Contents note
Three standees advertising California citrus from PURE GOLD
1 standee, advertising "Lily Lemon"
1 standee, advertising "Ozzie Orange"
1 standee, advertising "Pedro Pomelo"
Subjects and Indexing Terms
California -- History.
Citrus fruit industry -- California.
Box 1, Folder 2  Orange County postcards Early to Mid-20th century

Language of Material: English
Physical Description: (1 folder)
Scope and Contents note
Five Orange County postcards from the early to mid-twentieth century.
1 postcard, "Greetings from Orange County, California"
1 postcard, "Celery Fields, Orange Co., Cal.", to Robert Fahlen, 1907
1 postcard, "Gathering Walnuts in Orange County, Cal."
1 postcard, "City Street Scene in Orange County, California."
1 postcard, "Packing Oranges in California", to E. N. Syrus, 1908

Subjects and Indexing Terms
Orange County (Calif.) -- History.
Tourism -- California.

Box 1, Folder 3  Sunkist Oranges/Vitamin poster Mid-20th century

Language of Material: English
Scope and Contents note
An advertising poster listing the benefits of oranges and the vitamins they provide, distributed by the Education Department, California Fruit Growers Exchange. Printed by Rand McNally & Company, Publishers (Chicago, Illinois).

Subjects and Indexing Terms
California -- History.
Citrus fruit industry -- California.

Box 1, Folder 4  Greetings from California postcards collection Mid-20th century

Language of Material: English
Scope and Contents note
Eight vintage postcards depicting California poppies and various California scenes.
1 postcard, "Poppity California State Flower", to Jennie Patterson, 1915
1 postcard, "A Field of California Poppies in Midwinter"
1 postcard, "2271 In PoppyLand"
1 postcard, "Greeting from California Poinsettias in Bloom"
1 postcard, "Greetings from California Santa Catalina Island"
1 postcard, "Greetings from California Santa Rose Avenue Christmas trees"
1 postcard, "Greetings from California Poppies and Lupine in Bloom", to Blanche Murphy, 1943
1 postcard, "Greetings from California Colorado Street bridge"

Subjects and Indexing Terms
California -- History.
Tourism -- California.
Box 1, Folder 5  California Can Labels Mid-20th century
Language of Material: English
Scope and Contents note
This folder contains a collection of unused fruit can labels from the 1940s and 50s for products sold or grown in California, many associated with farms and canneries from the Central Valley. This is comprised of 30 can labels, purchased from The Book Shop.
1 label, "A-Okay California Fruits", Los Angeles
1 label, "Briardale Boysenberries", San Francisco
1 label, "Trupak Boysenberries", San Francisco
1 label, "Trupak Unpeeled Nectarine Halves", San Francisco
1 label, "Lusk's Luscious", Oakland
1 label, "Iris Brand Fancy Nectarines", Los Angeles
1 label, "Point Loma Unpeeled Nectarine Halves", San Diego/Los Angeles
1 label, "Valley Gold Apricots", San Francisco
1 label, "Lady Luck Apricots", Decoto, CA
1 label, "Bear Mountain Orchards Nectar Peaches", Orange Cove
1 label, "Serco Nectar Peaches", Los Angeles
1 label, "Cal-Linda Figs", San Francisco
1 label, "S and W Peaches", San Francisco
1 label, "Gardenside Peaches", Oakland
1 label, "Macy's Nectar Peaches", advertising fruit from California
1 label, "Sun-Blest Peaches", San Francisco
1 label, "Sun-Blest Peaches", San Francisco
1 label, "Sun-Blest Nectarines", San Francisco
1 label, "Fruitful Valley Nectar Peaches", Dinuba, CA
1 label, "Fruitful Valley Peaches", Dinuba, CA
1 label, "Fruitful Valley Nectar Peaches", Dinuba, CA
1 label, "Fruitful Valley Grapes", Dinuba, CA
1 label, "Fruitful Valley Kadota Figs", Dinuba, CA
1 label, "Fruitful Valley Navel Oranges", Dinuba, CA
1 label, "Stanwyck Nectarines", Dinuba, CA
1 label, "Bear Mountain Orchards", Dinuba, CA
1 label, "Mustang Brand California Vegetables", Guadalupe, CA
1 label, "Lemonade Brand Lemons", Klink Citrus Assoc., Ivahoe, CA
1 label, "Ivanhoe, Klink Citrus Assoc., Ivahoe, CA
1 label, "Splended", Ivahoe, CA

Subjects and Indexing Terms
California -- History.
Citrus fruit industry -- California.

Box 1, Folder 6  Southern California postcards Mid-20th century
Language of Material: English
Scope and Contents note
Contains two blank postcards depicting scenes of Southern California circa 1920.
1 postcard, illustration of Orange County Park, Orange California, unused
1 postcard, sepia photograph of four women at a themed event in Los Angeles County, unused

Subjects and Indexing Terms
California -- History.
Tourism -- California.
Box 1, Folder 7

Southern California maps Mid-20th century

Language of Material: English

Scope and Contents note
This folder contains one map of Orange County, one map of Southern California, and one travel brochure for San Pedro. The Southern California map was published by the So. Calif. Tourist Assn, Inc., 1963, entitled "Ride the Roads to Romance along the Golden Coast and thru the Sunshine Empire of Southern California". The official map of Orange County was published by the Board of Supervisors of Orange County, Ca. The San Pedro travel brochure was published by the San Pedro Chamber of Commerce.

Subjects and Indexing Terms
California -- History.
Maps.
Orange County (Calif.) -- History.
Tourism -- California.