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

Finding aid prepared by Rand Boyd

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Title: Die-cut California advertising collection
Identifier/Call Number: 2014.042.r
Contributing Institution: Frank Mt. Pleasant Library of Special Collections and Archives, Leatherby Libraries
Language of Material: English
Storage Unit: 1, 2
Physical Description: 0.25 Linear feet(2 boxes)
Date (inclusive): 1904-1971
Abstract: A collection of specimens of California die-cut printing.

Scope and Contents note
This collection consists of 17 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.

Immediate Source of Acquisition note
Purchase, 2014.

Arrangement note
The collection is organized alphabetically by business name.

Biographical/Historical note
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 note
This collection is open for research.

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.
Preferred Citation note
[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.