Antique Valentine’s Day Cards Collection MSS.2015.05.21

Lale Yasemin Kaya
SJSU Special Collections & Archives
Dr. Martin Luther King, Jr. Library
San José State University
One Washington Square
San José, CA 95192-0028
(408) 808-2062
special.collections@sjsu.edu
URL: http://library.sjsu.edu/sjsu-special-collections/sjsu-special-collections-and-archives
Abstract: The Antique Valentine's Day Cards Collection, 1948-1950, consists of thirty-two decorated cut-out valentines, two pop-up valentines, one large valentine, one newspaper clipping from 1950, and three notecards with written information about valentines. This collection is arranged in two series: Series I: Antique Valentines, 1948; and Series II: Documents to Antique Valentines, 1950. Valentines were handmade until the 1800s. They were designed with lacy paper backgrounds, romantic scenes, and cut-out cupids. By 1858, fourteen firms were mass producing valentines and profited nearly $300,000 a year. During the Civil War, valentines embarked upon an era of simplistic design. In the 1920s they were fanciful and clever. In the mid-1950s, delicate lace paper cards, made from elaborate dyes, continued the tradition. In the 1980s, some valentines sold for as much as $50 apiece. In the 1990s, silk fringes and corded tassels enhanced the verses on valentine cards.

Physical Location: Vault 1, Range 21 A (Bay 18)
Physical Description: 1 Box, 8 Folders
Language of Material: English
Conditions Governing Access
The collection is open for research.
Conditions Governing Use
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Preferred Citation
The Antique Valentine's Day Cards Collection, MSS-2015-05-21, San Jose State University Library Special Collections and Archives.
Processing Information
Scope and Contents
The Antique Valentine's Day Cards Collection consists of thirty-two decorated cut-out valentines, two pop-up valentines, one large valentine, one newspaper clipping from 1950, and three notecards.
Arrangement
This collection is arranged in two series; Series I: Antique Valentines, 1948, and Series II: Documents to Antique Valentines, 1950.
Bibliography
Johnson, Joan. “Saint Valentine: Various Sentiments Wedded to a Million Dollar Business.” 1950. (Newspaper article.)
Subjects and Indexing Terms
Poetry
Series I: Antique Valentines 1948

Physical Description: 7 folders
Scope and Contents
This series consists of thirty-two decorated cut-out valentines, two pop-up valentines, and one large valentine.
Arrangement
This series is arranged alphabetically by subject.

Folder 1: Black and White Valentine
No date
Folder 2: Cartoon Valentines
1948
Folder 3: Heart-Shaped Valentines
1948
Folder 4: Lacey Valentines
1948
Folder 5: Pastel Valentines
1948
Folder 6: Pop-Up Valentine Cards
1948
Folder 7: Small Rectangular Valentines
1948

Series II: Documents to Antique Valentines 1950

Physical Description: 1 folder
Scope and Contents
This series consists of one newspaper clipping from 1950 and three notecards.
Arrangement
This series is arranged chronologically by date.

Folder 1: Documents
1950