



## Corona Citrus Labels Collection

*c. 1880s-1950s*

*34 textual documents, 80 Citrus Labels, 15 pieces of Ephemera, and 22 Citrus Label Reproductions*  
*1.5 linear feet | 2 boxes*

The Corona Citrus Labels Collection is one of the Heritage Room’s most prized possessions, and a treasure for any researcher of the citrus industry or late 19<sup>th</sup> and early 20<sup>th</sup> century advertising. Southern California citrus growers are credited with inventing the citrus label in the 1880s. The paper labels replaced methods such as stencils, stamps or burned brands on wooden boxes. California packing houses developed a wooden shipping box about 12" x 12" x 27", and used a label about 10" x 11" on the box end. With the advent of the transcontinental railroad and steamship systems, local growers became national growers and the bright, colorful designs became a central component of their marketing system. This standard label size was used for about 70 years, until the mid-1950s when the wooden boxes were replaced by cardboard boxes with pre-printed labels on the box ends.

The images on the labels reflected packing houses own interests. Many featured representations of the California landscape or Spanish images alluding to the history of the area; others emphasized the process of cultivating citrus fruit. Often, images of delicious ripe fruit were placed in the foreground. Though packing houses were in charge of selecting images, most Corona packing houses utilized the services of lithographers in San Francisco and Los Angeles. Many different artists working in Los Angeles and San Francisco contributed to the designs on California labels. Corona’s collection alone is illustrative of the many different images and diverse iconography involved in the creation of these advertisements.

Our collection comprises 42% of all known existing Corona citrus labels dating from before 1906 and up until the mid to late 1950s (when the labels were no longer produced). Many of the labels designed and used over the 70 year period no longer exist or are extremely rare. In addition to Citrus Labels, our collection contains ephemera such as juice bottle labels, the tissue used to wrap individual fruit, and various postcards, color copies and other reproductions of citrus labels. The inventories, appraisals, and history concerning Corona Citrus Labels are also part of this manuscript collection.

### Location: Heritage Room Office

Corona Public Library, W.D. Addison Heritage Room, 650 S. Main Street, Corona, CA 92882,  
(951) 279-3593

**Hours:** Monday & Tuesday 3 pm to 7 pm, Wednesday by appointment only, Thursday 10 am to 1 pm,  
Friday - Sunday Closed

**Gifts of:** *Various.* Some labels were purchased by the Heritage Room, others were donated. For a list of the various donors, see the inventory in Folder 4.

### Inventory:

Call Number	Folder	Description of Records
<b>SERIES 1</b>		<b>Corona Citrus Labels Inventories</b>
		Finding Aid
		Corona Citrus Labels Collection Inventory
		Corona Citrus Labels Collection Inventory with Donor List
M136/1	1	Color thumbnails of the Corona Citrus Labels Collection
<b>SERIES 2</b>		<b>Corona Citrus Labels History</b>
M136/1	2	Complete List of Known Corona Citrus Labels

		List of Labels NOT Owned by the Corona Public Library Heritage Room Corona Citrus Labels Scanned by Luna Imaging in 2003
M136/1	3	Citrus Labels History
M136/1	3	Chronology of Corona Citrus History
		1-Page Abstract of Corona Citrus History
		Hyperion Digital Database Abstract for the Corona Citrus Labels Online Collection
		Excerpt from Dr. Jose Alamillo's dissertation, <u>Bitter-Sweet Communities: Mexican Workers and Citrus Growers on the California Landscape, 1880-1941</u> (2000) concerning the iconography of Corona's citrus labels.
		List of Corona Packing Houses/Growers
		List of Locations of Corona Packing Houses, 1887-1919
		Major California Citrus Trademarks and their Dates
M136/1	3	List of San Francisco and Los Angeles Lithographers
<b>SERIES 3</b>	<b>Corona Citrus Labels Invoices</b>	
M136/1	4	13 Invoices for Corona Citrus Label purchases
		Accession records/catalog records for 2 labels
		Old Inventory List with notes made by Heritage Room librarian.
		Deed of gift from Lorne Allmon.
		Verity donation inventory list
		Lorne L. Allmon's personal Citrus Label inventory list
		Images Ago, Lithography dealer, California Citrus Labels inventory list.
<b>SERIES 4</b>	<b>Corona Citrus Labels Catalog Records</b>	
M136/1	5	Past Perfect catalog records for the Heritage Room Citrus Labels Collection, 12/22/2003
M136/1	6	Past Perfect catalog records for the Heritage Room Citrus Labels Collection with color thumbnails of labels and notes by HR staff, 12/22/2003
<b>SERIES 5</b>	<b>Corona Citrus Labels Digitization Project</b>	
M136/1	7	Materials Returned Log for scanning project sent to Luna Imaging. Master archive data CDs containing TIFFs of scanned Citrus Labels are on file with the City Clerk. JPEGs of the images can be viewed by using <i>the Corona Heritage Online</i> digital database at <a href="http://history.coronapubliclibrary.org">history.coronapubliclibrary.org</a> . For reproductions or high-resolution images, see Heritage Room staff.
		Packing list from Luna Imaging for Master Archive CDs
<b>SERIES 6</b>	<b>Appraisals &amp; Missing Labels</b>	
M136/1	8	Images Ago lithography dealer's appraisal for 7 Corona Citrus Labels, 7/1983.
		3 photocopies of Corona Citrus Labels that are missing from the collection: Rough Rider, Warrior Brand, Progressive
<b>SERIES 7</b>	<b>Original Citrus Labels Collection</b>	
M136/2	BINDER	Contains Citrus Labels CLA.aaa.001-CLA.aaa.078, Ephemera 001-015, and Reproductions 001-005. See <i>Corona Heritage Online</i> for digital images of the collection.
M136/2	1	Reproductions of 22 citrus labels: CLA.aaa.079 through CLA.aaa.101
		CLA.aaa.028b
		CLA.aaa.037b