
Finding Aid to the Schmidt Lithograph Company Records, circa 1912-1929

Processed by The Bancroft Library staff

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Collection number: BANC MSS 67/171 c

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Collection Summary

Collection Title: Schmidt Lithograph Company records

Date (inclusive): circa 1912-1929

Collection Number: BANC MSS 67/171 c

Creator: Schmidt Lithograph Company

Extent: Number of containers: 49 volumes, 3 oversize folders

Repository: The Bancroft Library.

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Abstract: Collection consists primarily of scrapbooks containing label samples and advertising materials.

Languages Represented: Collection materials are in English

Physical Location: Many of the Bancroft Library collections are stored offsite and advance notice may be required for use. For current information on the location of these materials, please consult the library's online catalog.

Access

Collection is open for research.

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Preferred Citation

[Identification of item], Schmidt Lithograph Company Records, BANC MSS 67/171 c, The Bancroft Library, University of California, Berkeley

Separated Material

Photographic material has been transferred to the Pictorial Collection of the Bancroft Library (BANC PIC 1969.017).

Indexing Terms

The following terms have been used to index the description of this collection in the library's online public access catalog
Lithography--California--History--Sources

Advertisements

Labels

Lithographs--Color

Scrapbooks

Administrative Information

Processed by Bancroft staff.

Scope and Content of Collection

These records, consisting primarily of scrapbooks containing label samples and advertising materials, were given to the Bancroft Library by the Schmidt family, May 2, 1967. The volumes are as follows.

volume 1	Vegetable and fish vignettes from labels.
volume 2	Fruit vignettes from labels.
volume 3	Bottle and jar labels: juices, wines, whiskey; oil, catsup, olives, etc.
volume 4	Fruit labels for cans.
volume 5-10	Fruit labels for cans - for various brands and companies.
volume 11-13	Raisin cartons - various brands.
volume 14	Asparagus labels - various brands.
volume 15	Seed Packets - flowers, vegetables, lawnseed, birdseed; catalogue covers.
volume 16	Candies; crackers; cookie labels for various brands and companies.
volume 17-20	Salmon and other seafood labels.
volume 21	Labels and trade cards for fruit, vegetables, fish, wine, by Schmidt Lithograph Company, Mutual Label and Lithograph Company and others.
volume 22	Miscellaneous stock labels - no brand, 400-1810.
volume 23	Fruit, vegetable and fish labels. 1880-1890
volume 24	Can labels - miscellaneous.
volume 25	Labels for vegetables, cigarettes and cigars, salt, Ghiradelli's chocolate, sea food, fruit, etc.
volume 26	Labels, advertisements and samples for labels - fruits, crackers, fish, coffee and tea, etc. - various brands and companies.
volume 27	Misc. labels, posters. cartons, etc. with order details.
volume 28	Fruit labels: 5000 series - Pie Pan Brand; 3000 series - Red Dart Brand; orders for labels in series.
volume 29	Fruit labels: 1000 series - Today's Brand.
volume 30	Fruit labels: 6000 series - Boss Baker Brand; 4000 series - Tick-Tock Brand.
volume 31	Sunkist fruit labels, with instructions and descriptions for labels.
volume 32	Fruit labels for Ribbon Brand, Fresno Home Packing Company.
volume 33	S & W carton labels.
volume 34	S & W vegetable labels - artichoke hearts to corn.
volume 35	Miscellaneous newspaper articles, pamphlets, ads, labels. 1912 company calendar, photographs of 1920 housewarming.
volume 36	Schmidt advertising letters. with sample labels, cartons and posters. 1911-1915
volume 37	Schmidt ads. 1914-1916
volume 38	Schmidt ads. 1917
volume 39	Schmidt ads. 1918
volume 40	Schmidt ads. 1919-1921
volume 41	Competitor's advertising - packaging products and lithographing.
volume 42	Schmidt ads. 1922
volume 43	Schmidt ads. from the <i>Blue Anchor</i> and <i>Western Advertising</i> . 1927-1929

volume 44	Mutual Label and Lithograph Company: samples - cards, certificates, checks, stationery.
volume 45	Stationery for various companies, hotels, etc.
volume 46	Stock cuts, certificate and bank note borders, back grounds, etc.
volume 47	Stationery cards, bank checks, envelopes, certificates, etc.
volume 48	Stock certificates and bonds.
volume 49	Register of visitors to the Schmidt exhibit at the Panama-Pacific Exposition. 1915
oversize-folder 1	Southern California maps, 1911, 1913; Pacific Wine, Brewing and Spirit Review article on Schmidt company, July 31, 1913; Receipt. 1911, 1913
oversize-folder 2	Hydro-pura advertisements; calendar. 1912
oversize-folder 3	4th National Orange Show, San Bernardino [poster] (Removed from v. 8.) 1914