

Blue Bunny Label Book

Blue Bunny Label Book
c.1930s



Title Statement

Blue Bunny Label BookBlue Bunny Label Book, 1930s Ms.2025.079

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Publication Statement

Publisher: Special Collections and University Archives, Virginia Tech

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2025 (CC0 1.0)

Profile Description

Creation: This finding aid was produced using ArchivesSpace on 2025-11-06 07:01:43 -0500.

Language Usage: Description is written in: English, Latin script.

Descriptive Summary

Unit ID

Ms.2025.079

Unit Date

c.1930s

Language

The materials in this collection are in English.

Abstract

This collection consists of canning label samples created by Pacific Coast Cannery, Inc. from around the 1930s.

Creator

Pacific Coast Cannery, Inc. (Oakland, CA)

Extent

0.2 Cubic Feet 1 box

Repository

Special Collections and University Archives, Virginia Tech

Administrative Information

Conditions Governing Access

The collection is open for research.

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Source of Acquisition

The Blue Bunny Label Book was purchased by Special Collections and University Archives on 2024-10-24.

Processing Information

The processing, arrangement, and description of the Blue Bunny Label Book was completed in September 2025.

Preferred Citation

Researchers wishing to cite this collection should include the following information: [identification of item], [box], [folder], Blue Bunny Label Book, c. 1930s, Ms2025 079, Special Collections and University Archives, Virginia Tech, Blacksburg, Va.

Scope and Content

This collection consists of canning label samples created by Pacific Coast Cannery, Inc from around the 1930s. The labels are divided into categories relating to the variety and grade of fruit. Fruits mentioned include: peaches, apricots, pears, cherries, plums, pineapple, tomatoes, grapes, and various mixed fruits.

The label book also includes a 1937 letter from Walter Stewart writing on behalf of Stecher-Traung Lithograph Corporation. It is addressed to R. Lowell MoDaniel and explains the book as a set of sample labels.

Keywords

History of Food and Drink

Food Technology and Production

Rights Statement for Archival Description

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Description of Subordinate Components

Label Book

Unit Date c. 1930s

box 1