

2010

Keystone View Company Stereocard Collection

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Guide to the Keystone View Company Stereocard Collection

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Collection number: MSS-2010-08-25



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Collection processed by Lisa Zakharova. Finding aid EAD encoded by Lisa Zakharova. Reviewed by Danelle Moon.

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Descriptive Summary

Title: Keystone View Company Stereocard Collection

Dates: 1895-1905

Collection number: MSS-2010-08-25

Creator: San Jose State College

Collection Size: 5 boxes, 2.3 linear feet

Repository: San José State University. Library.

San José, California 95192-0028

Abstract: The Keystone View Company Stereo View Cards Collection contains 600 stereocards published by the Keystone View Company. Stereocards were a very popular entertainment medium from the late 1880s to the 1970s. Half of the cards in this stereocard collection are targeted towards young children. Each card contains a very basic description using simple vocabulary to foster reading and vocabulary skills in school-age children. The second half of the collection contains geographic and industrial images targeted towards adults. These cards feature many places around the world as well as many geographical and industrial places in America. The collection is arranged into two series: Series I. Educational Series, circa 1895; and Series II. Adult Series, 1895-1905

Physical location: For current information on the location of these materials, please consult the Library's online catalog.

Languages: Languages represented in the collection: English

Access

Collection is open for research.

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Preferred Citation

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Stereograph History

Stereocards were a very popular entertainment medium from the late 1880s to the 1970s. Many different photographic processes were used to produce stereographs, including dauerreotypes, ambrotypes, wet plate glass positives, salt paper prints, albumen prints, and gelatin prints. Stereographs were formed of two images placed side by side and were commonly produced with cameras that had two lenses side by side. This selection features only paper prints from wet collodion negatives.

The Keystone View Company was created in 1892 in Meadville, Pennsylvania by B.L. Singley as a company whose primary focus was to create a large variety of stereocards. By 1905 it was the largest stereographic company in the world. Keystone created and distributed millions of stereocards throughout the United States. In 1898 they organized their highly successful Education Department which produced boxed sets for school instruction of images and descriptive text illustrating culture, industry, commerce and politics world-wide. Stereocards came in different sets marked by a letter. Customers could buy stereocards by the "book", a box shaped like a book which contained 50, 100, or 200 stereocards. This collection prominently features set "P", the educational set designed for elementary school-aged children. While stereocards had been losing popularity shortly after cinema became one of the most popular entertainment mediums, the Keystone Company continued to produce stereocards until 1972 when it went out of business.

Scope and Content of Collection

The Keystone View Company Stereo View Cards Collection contains 600 stereocards published by the Keystone View Company. Stereocards were a very popular entertainment medium from the late 1880s to the 1970s. Half of the cards in this stereocard collection are targeted towards young children. Each card contains a very basic description using simple vocabulary to foster reading and vocabulary skills in school-age children. The second half of the collection contains geographic and industrial images targeted towards adults. These cards feature many places around the world as well as many geographical and industrial places in America.

Arrangement

This collection is arranged into two series: Series I. Educational Series, circa 1895; and Series II. Adult Series, 1895-1905

Indexing Terms

The following terms have been used to index the description of this collection in the library's online public access catalog.

Keystone View Company

Stereographs

Education--Children

History--United States

History--Native Americans

Natural Landmarks--History

Natural Landmarks-- Europe

Related Material

The California Stereocard Collection, MSS-2010-09-18

Bibliography

The Keystone View Company. <http://www.yellowstonestereoviews.com/publishers/keystone.html>

University of Washington Stereocard Collection. <http://content.lib.washington.edu/stereoweb/index.html>

Ritzenthaler, Mary Lynn. *Photographs: Archival Care And Management.*

Boxes 1-2

I Educational Series circa 1895

Physical Description: 2 boxes

Scope and Content Note

The cards in this series (Set P) are targeted towards young children. Each card contains a very basic description using simple vocabulary to foster reading and vocabulary skills in school-age children. Subjects featured in these educational cards include: Children's activities, geographic places, agriculture, animals, industry, Native Americans.

Arrangement

This series is arranged by stereocard number.

Boxes 3-5

II Adult Series 1895-1905

Physical Description: 3 boxes

Scope and Content Note

This series contains geographic and industrial images targeted towards adults. These cards feature many places around the world as well as many geographical and industrial places in America.

Geographic locations featured in this series covering the US include: Alaska, California, Colorado, Florida, Georgia, Hawaii, Illinois, Kansas, Louisiana, Maine, Massachusetts, Minnesota, Mississippi, Montana, New York, North Carolina, Ohio, Oregon, Pennsylvania, Puerto Rico, Rhode Island, South Carolina, Texas, Tennessee, Vermont, Virginia, Washington, Washington D.C, West Virginia, Wyoming, and Unknown (Cotton Gin).

Other countries include Algeria, Australia, Austria, Belgium, Canada, Ceylon, China, Costa Rica, Cuba, Denmark, Egypt, England, Fiji, Finland, France, Germany, Greece, Guatemala, Holland, Hong Kong, India, Ireland, Italy, Japan, Korea, Lebanon, Mexico, Monaco, New Zealand, Norway, Palestine, the Panama Canal, Philippines, Poland, Rock of Gibraltar, Russia, Spain, Sicily, South Africa, Sweden, Switzerland, Syria, Tangier, Tasmania, Turkey, Venezuela, West Indies, Unknown (Beet Production sites).

Arrangement

This series is arranged by stereocard number and geographic region.