Finding aid for El Camino Real Bell, records, 1969-2000 MVC067

Finding aid prepared by Nicholas Lawrence under the supervision of Krystell Jimenez, 2021
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Museum of Ventura County
June, 2021
100 East Main Street
Ventura, CA 93001
library@venturamuseum.org
URL: http://www.venturamuseum.org
Contributing Institution: Museum of Ventura County
Title: Villa Caliente Enterprise records
Identifier/Call Number: MVC067
Physical Description: 1.65 Cubic Feet 2 boxes
Date (inclusive): 1969-2000
Date (bulk): 1969-1979
Abstract: The collection contains the records for Villa Caliente Enterprises of La Jolla, California. The business was started in 1968 to celebrate San Diego's 200th anniversary and the California Bicentennial. The business was the proprietorship of Virginia "Chris" Borgen, who handled the day to day duties. The business sold commemorative memorabilia, focusing primarily on miniature replica El Camino Real bells. After the bicentennial, the bells were generally marketed to appeal to California history and were sold in gift shops along California's famous stretch of highway. The collection contains financial records, business correspondence, advertising/promotional materials, and historical reference information pertaining to El Camino Real history.

Stored off-site and advance notice required for timely retrieval. Please contact the Research Library reference desk prior to your visit.

Language of Material: English.

Conditions Governing Access
COLLECTION STORED OFF-SITE: Open for research. All requests to access materials must be made in advance by contacting the Research Library staff.

Conditions Governing Use
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Preferred Citation
[Identification of item], Camino Real Bell records, (Collection MVC067), Museum of Ventura County, Research Library, Ventura, California

Provenance/Source of acquisition
Virginia Borgen; gift; 1993

Processing Information
Processed by Sean McCaskill under the supervision of Krystell Jimenez, 2021

Our collections are being processed using MPLP so that we may prioritize access for users and identify potential priorities for more detailed processing. If while using our collections you think there is something that should be added or amended in the finding aid, we welcome your input. You can notify staff in the reading room or send us an email at library@venturamuseum.org. Be sure to include the collection number and name and the box number you were working with in your email.

Biographical / Historical
Virginia Borgen, aka "Chris," formed Villa Caliente Enterprises in 1968 to sell memorabilia commemorating San Diego's 200th anniversary and California's bicentennial, shifting into souvenir production in subsequent years. The business' main product was miniature replica El Camino Real bells, which were manufactured in Mexico and shipped to its headquarters in La Jolla, California. Borgen corresponded with gift shops and stores all along California's famous stretch of highway and marketed the bells in connection to California's history. Villa Caliente Enterprises went out of business in 1979. Villa Caliente Enterprises is representative of Borgen's entrepreneurial ambition. Borgen handled business correspondence, selected and created the advertisement and promotional materials, kept detailed financial records, collected historical references material that pertained to her merchandise, and organized the international shipping of her product from Mexico to several California sites. The collection consists of Ms. Borgen's business records for Villa Caliente Enterprises. This includes receipts and bills for most of the years the business was in operation, as well as a list of buyers. Additionally, the collection contains various correspondences pertaining to its day-to-day operations, including manufacturing, shipping, and customer relations. Promotional correspondences and advertisement materials, such as ad mock-ups, historical reference material, photos, and original ink sketches/photographs by artist Richard McConagy, are also included. Finally, the collection contains supplemental research on the Camino Real's history from Max Kurillo, a local historian.

Scope and Contents
Ms. Borgen's collection was donated with the assistance of local historian Max Kurillo. At the time of donation, Mr. Kurillo included miscellaneous documents from his own collection that pertained to El Camino Real history. These documents include much of his own research and correspondence with Ventura County Museum of History and Art's librarian Charles Johnson. The material is compiled into two folders at the end of the collection. It does not have any direct connection to Villa Caliente Enterprises or Ms. Borgen.

Organization and Arrangement
This collection has been arranged in the following series:

Series 1: Bills and Related Correspondences, 1969-1977
Series 4: Max Kurillo Material, 1990-2000

Original order of materials has been maintained.

Subjects and Indexing Terms
Advertising
El Camino Real (Calif.)--History
Bells--California--El Camino Real

Series 1: Bills and Related Correspondences 1969-1977
Scope and Contents
This series includes thirteen folders for paid and unpaid bills, organized by year from 1969 to 1977 (some years missing). The series also contains five folders of business related documents and professional correspondences, including a list of buyers, account records with Nakbor Publications, foreign manufacturing and shipping from 1975 to 1977, promotional correspondences from 1969 and 1970, and bicentennial correspondences from 1968 and 1969.

Box 1, Folder 1  Bicentennial-sales paid 1969
Box 1, Folder 2  200th sales - not paid 1969-1970
Box 1, Folder 3  200th monthly royalty payment report 1969
Box 1, Folder 4  200th sales-paid California 1970
Box 1, Folder 5  San Diego 200th sales - paid 1960
Box 1, Folder 6  Sales and Board of Equal Reports 1971
Box 1, Folder 7  Bells - paid and Board of Equal Reports 1972
Box 1, Folder 8  Bells - paid 1973
Box 1, Folder 9  Bells - not paid 1974
Box 1, Folder 10  Bells - paid 1974
Box 1, Folder 11  Bells - paid 1975
Box 1, Folder 12  Bells - paid 1976
Box 1, Folder 13  Bells - paid 1977
Box 1, Folder 14  List of buyers 1969-1979
Box 1, Folder 15  Nakbor account reports and sales 1969-1970
Box 1, Folder 16  Foreign manufacturing and shipping correspondences 1975-1977
Box 1, Folder 17  Bicentennial correspondences 1968-1969
Box 1, Folder 18  Promotional correspondences 1969-1970

Scope and Contents
This series contains one folder regarding advertisement mock-ups, original art, finished products, company stationary, and miscellaneous promotional materials.

Box 1, Folder 19  Advertising and promotional material 1969-1972

Scope and Contents
This series includes company reference material for the history of the El Camino Real bells. It is organized in the existing order and the original folder titles have been maintained. Folder titles include: "Ventura," "Association," "Bells," "Miscellaneous Bells," and "Photos not used."

<table>
<thead>
<tr>
<th>Box 1, Folder 20</th>
<th>Ventura reference material 1969-1979</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 1, Folder 21</td>
<td>Association reference material 1969-1979</td>
</tr>
<tr>
<td>Box 2, Folder 1</td>
<td>Bells reference material 1969-1979</td>
</tr>
<tr>
<td>Box 2, Folder 2</td>
<td>Miscellaneous bell documents 1969-1979</td>
</tr>
<tr>
<td>Box 2, Folder 3</td>
<td>Photos not used 1969-1979</td>
</tr>
</tbody>
</table>

Series 4: Max Kurillo Material 1990-2000

Scope and Contents
A collection of miscellaneous documents from donor Max Kurillo's personal collection, pertaining to the history of the El Camino Real. These documents include Kurillo's research, photography and correspondence with Ventura County Museum of History and Art librarian Charles Johnson. The material is compiled into three folders.

<table>
<thead>
<tr>
<th>Box 2, Folder 4</th>
<th>Max Kurillo material 1 of 3 1990-2000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 2, Folder 5</td>
<td>Max Kurillo material 2 of 3 1990-2000</td>
</tr>
<tr>
<td>Box 2, Folder 6</td>
<td>Max Kurillo material 3 of 3 1990-2000</td>
</tr>
</tbody>
</table>