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## Guide to the John and Jane Adams Ephemera Collection

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## Guide to the John and Jane Adams Ephemera Collection

Special Collections & University Archives

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### Overview of the Collection

**Collection Title:** John and Jane Adams Ephemera Collection

**Dates:** 1856-1996

**Bulk Dates:** 1880-1982

**Identification:** MS-0384

**Creator:** Adams Ephemera Collection, 1856-1996

**Physical Description:** 10.35 linear ft

**Language of Materials:** English

**Repository:** Special Collections & University Archives

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### Biographical Information:

This collection of ephemera—defined as materials created for a particular, limited purpose designed to be thrown away after use—is the result of decades of collecting by John and Jane Adams. Ephemera is one of many collecting areas the Adams dedicated themselves to, frequenting yard and estate sales as well as purchasing items through dealers and collectors.

### Access Terms

This collection is indexed under the following controlled access subject terms.

### Topical Term:

Advertising specialties -- United States -- Specimens

Campaign paraphernalia -- United States -- Specimens

Printed ephemera -- Private collections -- California -- San Diego

Printed ephemera -- United States -- Specimens

Travel paraphernalia -- United States -- Specimens

### Accruals:

1989-003

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### Conditions Governing Access:

This collection is open for research.

### Preferred Citation:

Identification of item, folder title, box number, John and Jane Adams Ephemera Collection, Special Collections and University Archives, Library and Information Access, San Diego State University.

### Related Materials:

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John and Jane Adams Autograph Albums Collection  
John and Jane Adams Artwork Collection  
John and Jane Adams Greeting Card Collection  
John and Jane Adams Menu Collection  
John and Jane Adams Photograph Collection  
John and Jane Adams Postcard Collection  
John and Jane Adams Postcard Periodicals Collection  
Jane Adams Recipe Collection

**Arrangement of Materials:**

- I. Business and Commerce, 1880-1982
- II. Political, 1903-1996
  - 1. Campaign Mailers, 1903-1992
  - 2. Campaign Souvenirs, 1939-1996
  - 3. Campaign Newspapers, 1964-1980
  - 4. Events, 1909-1981
  - 5. Pamphlets, 1946-1966
  - 6. Propaganda, 1946
  - 7. Wartime, 1918-1964
- III. Travel, 1901-1981
- IV. Games and Hobbies, 1880-1942
- V. Religious, 1856-1950
- VI. Educational, 1907-1935

**Scope and Contents**

The *John and Jane Adams Ephemera Collection* (1856-1996) offers a glimpse into some of the ways printed materials were used to capture the interest of American culture from the late 1800's through the late 1900's. Such a collection can be used to trace shifts in cultural norms, as these items of ephemera typically reflect the prevailing sentiments of the population for whom the materials were created. The subject matter of the ephemera in this collection varies as wildly as the materials used to create it. The collection has been divided into six series based on subject: Business and Commerce (1880-1982), Political (1903-1996), Travel (1901-1981), Games and Hobbies (ca. 1880's-1942), Religious (1856-1950), and Educational (1907-1935).

I. Business and Commerce

Inclusive Dates: 1880-1982

Predominant Dates: 1880-1939

The Business and Commerce series predominantly features advertising materials in a variety of formats. While the bulk of these items were manufactured in the late nineteenth and early twentieth centuries, many of the formats found in this series remain commonplace to American consumer culture, such as brochures, flyers, and business cards. The series also contains a wide variety of advertising novelties popular in the mid-nineteenth century. Many of these novelties were manufactured with the intent of be useful to the consumer, thus creating incentive to retain the item for a longer period of time. Items represented in the series include: calendars, cigarette silks, fans, matchbook ads, and orange wrappers. This series focuses on American business and commerce and is particularly strong in local San Diego advertising. The arrangement of the series is alphabetical by the format of the advertisement.

II. Political

Inclusive Dates: 1903-1996

Predominant Dates: 1960-1982

While the inclusive dates for the Political series encompass nearly a century, the bulk of the records span twenty years, from the 1960's through the 1980's. This large series includes seven sub-series: Campaign Mailers, Campaign Souvenirs, Campaign Newspapers, Political Events, Propaganda, Pamphlets, and Wartime materials. The majority of this series is comprised of Campaign Mailers seeking financial or election day support. Republican, Democratic, and third party candidates are represented in this collection of campaign mailers. Certain candidates hold larger proportions of the records, such as Congressman John Anderson, Senator Barry Goldwater, and former Presidents Richard Nixon and Ronald

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Reagan. The series also includes many political action committees, such as the American Civil Liberties Union, the California Democratic Party, and the National Organization for Women. A complete list of the campaign mailers included in this series is provided in the Box and Folder Listing.

The remaining subdivisions are more sparsely represented. The Campaign Souvenirs sub-series includes both paper and non-paper items, such as calendars, comic books, buttons, and vinyl records. Campaign Newspapers contains publications by various campaign committees, such as newspapers from *The Rockefeller Campaign Express* published in 1964 and one from a 1980 *The Republican Record* covering the Bush/Reagan presidential election. Political Events contains newspaper clippings from local San Diego presses and primarily contains campaign news, such as 1966 *San Diego Union Tribune* election coverage, as well as booklets and programs, such as transcripts of the Richard Nixon Watergate Tapes and the program from the 1964 Republican National Convention. Propaganda contains newsletters and pamphlets from a variety of organizations, including Christian Crusade, MacArthur Freedom Association, and Constitutional Alliance. The sub-series also includes several pamphlets published by *American Opinion* on a variety of subjects relating to American morality, including problems with sex education in schools and pornography. Pamphlets includes informational materials, such as a history of the National Republican Congressional Committee and a series of excerpts printed by the Education and Public Welfare Division of the Library of Congress in 1963 regarding the federal government's role in providing medical care to citizens. The Wartime sub-series includes information pamphlets on various events, such as an undated publication by *The Naval Weekly* about the Destroyer Disaster at Honda Head, a pamphlet about war loans published by the U.S. Treasury, and battle maps of the 4th Division Aisne-Marne Offensive of 1918. The sub-series also includes wartime propaganda, such anti-Japanese publications, and souvenirs, such as war insignia stamps from World War II and military songbooks. The series primarily focuses on American politics, both local and national. The arrangement of the series is alphabetical by subject.

### III. Travel

Inclusive Dates: 1901-1981

The Travel series features information about travel destinations in a variety of formats, most not dated. Souvenirs of various types from many locales comprise the bulk of this series. Examples include a box of art cards from the Uffizi Gallery in Florence, Italy, as well as photographic prints of national monuments, such as Mount Hood and Mount Rushmore. The series also contains examples of hotel tariff cards, which list the amenities offered by the hotel, as well as hotel stationary. Also included in this series are several visitor information guides from both national and international destinations, such as the Petrified Forest of Arizona, Carlsbad Caverns, and a guide to Singapore. Transportation and admission ticket stubs from numerous destinations, both local and foreign, are also found in this series. Languages included in this series are English, Italian, German, French, and Dutch. The arrangement of the series is alphabetical by subject.

### IV. Games and Hobbies

Inclusive Dates: ca. 1880's-1942

Games and Hobbies materials in this series are often undated. Items in this series include board games, puzzles, stamp collections, and cards of various types, such as magic and study cards. The bulk of the series is comprised of scrapbooks. The subject matters of the majority of the fifteen scrapbooks included in this collection are representative of the interests of the later Victorian era, particularly Scrapbooks 1-7, which include cutouts and cards of women, children, flowers, and animals. Scrapbooks 8 and 9 include news articles about society men and women, as well as fashion trends. Scrapbook 10 includes a collection of Opera House programs. Scrapbook 11 details the construction of the Coulee Dam. Scrapbooks 12 and 13 include pictures and articles about United States travel destinations, primarily National Parks. Scrapbook 13 also includes hand written travel accounts. Scrapbook 14 features prints of nature and architecture. Scrapbook 15 includes advertising brochures. This series is arranged alphabetically by subject.

### V. Religious

Inclusive Dates: 1856-1950

The Religious series is a small collection that includes a variety of materials, from calendars with proverbs to religious lessons on cards. Of particular note is a handwritten letter in a small notebook from a mother to her daughter, written in 1905. The letter provides instruction on overcoming temptation. This series only contains one folder of materials, arranged in a roughly chronological order.

### VI. Educational

Inclusive Dates: 1907-1935

The Educational series is the smallest of the *Adams Ephemera Collection*. The sparse content includes a pamphlet on keeping politics out of schools, an "American Education Week" stamp, and a fifth grade promotion card from 1907. This series only contains one folder of materials arranged in rough chronological order.

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## Business and Commerce 1880-1982

Box 1, Folder 1	<b>Advertising 1882-1909, 1936-1945, 1977</b>
Box 1, Folder 2	<b>Advertising: Cards 1880-1933</b>
Box 1, Folder 3	<b>Booklets 1926-1937, 1949</b>
Box 1, Folder 4	<b>Business Cards n.d.</b>
Box 1, Folder 5	<b>Calendars 1887-1948</b>
Box 1, Folder 6	<b>Cigarette Silks n.d.</b>
Box 2, Folder 1	<b>Company Catalogs 1895, 1928-1950, 1982</b>
Box 2, Folder 2	<b>Company Catalogs: Automobiles 1919, 1925-1937</b>
Box 2, Folder 3	<b>Company Catalogs: Burr McIntosh Monthly 1906-1908</b>
Box 2, Folder 4	<b>Company Catalogs: Matchbook Advertising n.d.</b>
Box 3, Folder 1	<b>Mailers 1938-1961</b>
Box 3, Folder 2	<b>Orange Wrappers n.d.</b>
Box 3, Folder 3	<b>Promotional Giveaways 1889-1892, 1904, 1981</b>
Box 3, Folder 4	<b>Receipts 1904-1905</b>
Box 3, Folder 5	<b>Shareholder Reports 1932-1935</b>
Box 3, Folder 6	<b>Shareholder Reports 1932-1935</b>
Box 16	<b>Montgomery Ward Catalog 1928</b>
	<b>Political 1903-1996</b>

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## Campaign Mailers 1903-1992

Box 4, Folder 1	<b>A 1965-1980</b> <b>Scope and Contents</b> Alert America Association; Dede Alpert; American Cancer Society; American Civil Liberties Union (4); American Committee on Immigration Policies; American Conservative Union; American Educational League (3); American Friends Service Committee; American Speaker's Bureau; Americans for Freedom; The Anvil; John Anderson (11); John Ashbrook; Assembly Republican Political Action Committee
Box 4, Folder 2	<b>B 1915, 1963-1981</b> <b>Scope and Contents</b> Sample Ballot Special Municipal Election; Ed Barr; William Beasley; John Birch; Rose Bird; Henry Boney; Jamie Brierton (2); Emmanuel Braude (3); Jerry Brown (2); Claire Burgener; Vice President Bush;
Box 4, Folder 3	<b>C 1964-1982</b> <b>Scope and Contents</b> California Christian Campaign Committee; California State Employee's Association; Jimmy Carter; The Cause; Center for Law in the Public Interest; Cesar Chavez (3); R. "Christy" Christianson; Citizen's Foreign Aid Committee; Ed Clark; Barry Commoner; Congressional Record; Convention Center Proposition A; Conservative Book Club; Council for Statehood (4); Al Coupee; Alan Cranston (11)
Box 4, Folder 4	<b>C 1964-1982</b> <b>Scope and Contents</b> California Committee to Eliminate Railroad Featherbedding; California Committee to Preserve Railroad Safety; California League of Senior Citizens; California Republican Assembly; California Republican Party (12); California Republican Senate Committee (2); Jimmy Carter; Christian Anti-Communism Crusade; County of San Diego Budget Report 1963-1964

Box 4, Folder 5	<p><b>D 1955-1982</b></p> <p><b>Scope and Contents</b></p> <p>Charles Dail (2); Ed Davis; Democratic Congressional Committee (7); Democratic National Committee President's Club; Bob Dent; Robert Dorman</p>
Box 4, Folder 6	<p><b>E 1980-1981</b></p> <p><b>Scope and Contents</b></p> <p>Jim Ellis (3)</p>
Box 5, Folder 1	<p><b>F 1963-1983</b></p> <p><b>Scope and Contents</b></p> <p>The Fact Finder; Federation for Constitutional Government; Harold Fields (2); Bob Filner (2); Robert Finch (2); First National Directory; Gerald Ford (5); Glen Ford; Freedom Bulletin; Freedom Fellowship Church; Fund to Protect Scholars From Defamation</p>
Box 5, Folder 2	<p><b>G 1968-1981</b></p> <p><b>Scope and Contents</b></p> <p>Leslie Gehres; Susan Golding; Barry Goldwater (19); Good Government</p>
Box 5, Folder 3	<p><b>H 1960-1982</b></p> <p><b>Scope and Contents</b></p> <p>Fred Hall (3); Carol Hallett (2); George Hansen; Jim Hatcher; S.I. Hayakawa; Jesse Helms (2); The Herald of Freedom; Human Events; Humphrey for President Committee; Willard M. Huyck</p>
Box 5, Folder 4	<p><b>I 1965</b></p> <p><b>Scope and Contents</b></p> <p>The Independent American; The Indianapolis News; International Youth Federation For Freedom; Investor's League Inc.; Ed V. Izac</p>
Box 5, Folder 5	<p><b>J 1979</b></p> <p><b>Scope and Contents</b></p> <p>Howard Jarvis (3); Lyndon B. Johnson</p>
Box 5, Folder 6	<p><b>K 1960-1980</b></p> <p><b>Scope and Contents</b></p> <p>Lee Kaiser (2); Larry Kapiloff (7); John F. Kennedy (3); William Knight; William F. Knowland</p>
Box 5, Folder 7	<p><b>L 1936, 1972-1980</b></p> <p><b>Scope and Contents</b></p> <p>Labor Educational Association (2); Alfred Landon; League of Women Voters (4); Jack Lemmon; The Libertarian; Libertarian Alternative (2); Libertarian Alternative (3); Libertarian Party (4); Jim Lorenz; Bill Lowery (4)</p>
Box 5, Folder 8	<p><b>M 1960-1992</b></p> <p><b>Scope and Contents</b></p> <p>Roger MacBride (2); Eugene McCarthy; George McGovern; Dan McKinnon; George McLain (3); The Manion Forum; Jeff Marston (2); Anthony J. "Joe" Mastriana; Lee Metcalf; William Miller; Ed Millican (2); Minutemen; Michael Montgomery; Geoge Murphy; Walter Mondale (2); Edmund Muskie; Jerry Muth</p>

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Box 6, Folder 1	<p><b>N 1965-1992</b></p> <p><b>Scope and Contents</b></p> <p>National Coalition of American Patriots; The National Economic Council; The National Program Letter; The National Republican Congressional Committee; The National Right to Work Committee; The National Statesman; Peter Navarro; Richard Nixon (8)</p>
Box 6, Folder 2	<p><b>N 1965-1992</b></p> <p><b>Scope and Contents</b></p> <p>NAACP Legal Defense Fund (2); Ralph Nader; National Abortion Rights Action League; National Advisory Board; National Economic Council; National Organization for Women (3); National Republican Congressional Committee; National Tax Limitation Committee; National Tax Payers Union; Nestle Products Boycott; The New Right</p>
Box 6, Folder 3	<p><b>O 1965</b></p> <p><b>Scope and Contents</b></p> <p>John O' Connor; Omni Publications</p>
Box 6, Folder 4	<p><b>P 1933-1980</b></p> <p><b>Scope and Contents</b></p> <p>Bob Packwood; Peace Information Center; Roy R. Pearson; People's Bicentennial Commission; People for the American Way; People's Advocate (2); Prince Edward School Foundation; Prisoner's Relief Fund; Pro-Choice Voter's Guide; Prohibition National Committee (3)</p>
Box 6, Folder 5	<p><b>R 1965-1982</b></p> <p><b>Scope and Contents</b></p> <p>Max Rafferty; Ronald Reagan (12); Realtor's Constitutional Amendment; Republican Presidential Task Force; Lou Ridgeway (2); Republican National Committee (4); Nelson Rockefeller; Teddy Roosevelt (2); John Roussetot</p>
Box 6, Folder 6	<p><b>R 1965-1982</b></p> <p><b>Scope and Contents</b></p> <p>The Republican (8); Republican Associates of San Diego County; Republican Party (2); Republican Record; Republican Roundtable</p>
Box 7, Folder 1	<p><b>S 1964-1980</b></p> <p><b>Scope and Contents</b></p> <p>Pierre Salinger; San Diego Public Library; Fred Schnaubelt; School Bonds; Jack Schrade; Patricia Schroeder; Southern Poverty Law Center (3); The Spotlight (2); State Personnel Board</p>
Box 7, Folder 2	<p><b>T 1948, 1964-1982</b></p> <p><b>Scope and Contents</b></p> <p>Virginia Taylor; Ross Tharp (3); Think! (2); Dan Thomas; Edward L. Thompson; Leo Thorsness; Homer Tomlinson; Harry Truman; John Tunney (3)</p>
Box 7, Folder 3	<p><b>U 1965-1980</b></p> <p><b>Scope and Contents</b></p> <p>Morris Udall; United Republicans of America (2); United States Anti-Communist Congress</p>
Box 7, Folder 4	<p><b>V 1967-1976</b></p> <p><b>Scope and Contents</b></p> <p>Lionel Van Deerlin (3); Voter Education Project</p>

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Box 7, Folder 5                    **W 1903, 1948, 1970-1980**  
    **Scope and Contents**  
    James Edward Wadham; George C. Wallace (3); Herb Watson; Albert Wedemeyer; Bob  
    Wilson (7); Dick Wilson (3); Women's Club

Box 7, Folder 6                    **Z 1976**  
    **Scope and Contents**  
    Frank Zeidler

Box 7, Folder 7                    **Political Collector Advertisements 1964-1981**

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**Campaign Souvenirs 1939-1996**

Box 8, Folder 1                    **Campaign Souvenirs 1962-1969**  
 Box 8, Folder 2                    **Campaign Souvenirs: Paper 1939, 1944, 1964-1996**  
 Box 16                                **"The First Family" Vinyl Album 1962**  
 Box 16                                **Richard Nixon Inaugural Address Vinyl Album 1969**

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**Campaign Newspapers 1964-1980**

Box 8, Folder 3                    **Campaign Newspapers 1964, 1980**

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**Events 1909-1981**

Box 8, Folder 4                    **Events 1909-1979**  
 Box 8, Folder 5                    **Events: Newspaper 1960-1981**

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**Pamphlets 1946-1966**

Box 9, Folder 1                    **Pamphlets 1946-1966**

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**Propaganda 1929-1974**

Box 9, Folder 2                    **Propaganda 1966-1974**  
 Box 9, Folder 3                    **Propaganda 1958-1965**  
 Box 9, Folder 4                    **Propaganda 1929-1942**

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**Wartime 1918-1964**

Box 10, Folder 1                    **Military Information 1918, 1938-1946, 1959, 1964**  
 Box 10, Folder 3                    **Propaganda 1942**  
 Box 10, Folder 4                    **Songbooks 1943**  
 Box 10, Folder 5                    **Souvenirs 1942**

**Travel 1901-1981**

Box 11, Folder 1                    **Calendars 1947, 1949, 1963**  
 Box 11, Folder 2                    **Hotel Papers 1934-1935, 1964**  
 Box 11, Folder 3                    **Maps and Diagrams 1913**  
 Box 11, Folder 4                    **Souvenirs: Destinations n.d.**  
 Box 11, Folder 5                    **Souvenirs: Destinations n.d.**  
 Box 12, Folder 1                    **Souvenirs: Hotel n.d.**  
 Box 12, Folder 2                    **Ticket Stubs 1904-1922, 1939**  
 Box 12, Folder 3                    **Transportation 1980-1981**  
 Box 12, Folder 4                    **Visitor Information Guides 1940-1965**

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Box 12, Folder 5	<b>Visitor Information Guides 1901, 1914-1926 Games and Hobbies 1880-1942</b>
Box 13, Folder 1 Box 13, Folder 2	<b>Board Games and Puzzles 1935, 1942 Cards n.d.</b> <b>Scope and Contents</b> Study, Magic, Game, and Tongue Twister Cards
Box 13, Folder 3 Box 13, Folder 4 Box 14, Folder 1 Box 14, Folder 2 Box 14, Folder 3 Box 14, Folder 4 Box 15	<b>Scrapbook Cutouts n.d. Songs and Poems n.d. Stamps: Air Mail 1960-1968, 1980 Stamps: Albums n.d. Stamps: Charity Seals 1938-1971 Stamps: Postmarked 1898, 1912-1914, 1932-1949, 1953 Scrapbook 1 ca. 1929</b> <b>Scope and Contents</b> 189 pages
Box 15	<b>Scrapbook 2 ca. 1890</b> <b>Scope and Contents</b> 47 cards
Box 15	<b>Scrapbook 3 ca. 1950</b> <b>Scope and Contents</b> 173 cards
Box 15	<b>Scrapbook 4 ca. 1880</b> <b>Scope and Contents</b> 160 cards
Box 15	<b>Scrapbook 5 ca. 1880</b> <b>Scope and Contents</b> 29 cards
Box 15	<b>Scrapbook 6 ca. 1900</b> <b>Scope and Contents</b> 160 cards
Box 15	<b>Scrapbook 7 ca. 1900</b> <b>Scope and Contents</b> 31 cards
Box 16	<b>Scrapbook 8 ca. 1880</b> <b>Scope and Contents</b> 249 pages
Box 16	<b>Scrapbook 9 ca. 1890-1900</b> <b>Scope and Contents</b> 69 pages
Box 16	<b>Scrapbook 10 ca. 1892-1910</b> <b>Scope and Contents</b> 59 pages

Box 16	<b>Scrapbook 11 1933-1934</b> <b>Scope and Contents</b> 340 pages
Box 17	<b>Scrapbook 12 ca. 1890</b> <b>Scope and Contents</b> 168 pages
Box 18	<b>Scrapbook 13 ca. 1910</b> <b>Scope and Contents</b> 78 pages
Box 18	<b>Scrapbook 14 ca. 1880</b> <b>Scope and Contents</b> 110 pages
Box 18	<b>Scrapbook 15 ca. 1920</b> <b>Scope and Contents</b> 15 pages
	<b>Religious 1856-1950</b>
Box 14, Folder 5	<b>Religious 1856, 1905-1916, 1943-1950</b> <b>Educational 1907-1935</b>
Box 14, Folder 6	<b>Educational 1907-1935</b>