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

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
5500 Campanile Dr. MC 8050
San Diego, CA, 92182-8050
URL: http://library.sdsu.edu/scua
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Phone: 619-594-6791

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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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:
Guide to the John and Jane Adams Ephemera Collection

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
   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 being 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 materials. Certain candidates hold larger proportions of the records, such as Congressman John Anderson, Senator Barry Goldwater, and former Presidents Richard Nixon and Ronald
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 as 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.
Guide to the John and Jane Adams
Ephemera Collection

Business and Commerce 1880-1982

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

Political 1903-1996

Campaign Mailers 1903-1992

Box 4, Folder 1  A 1965-1980
Scope and Contents
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 1915, 1963-1981
Scope and Contents
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  C 1964-1982
Scope and Contents
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  C 1964-1982
Scope and Contents
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
Political 1903-1996
Campaign Mailers 1903-1992

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Box 4, Folder 5  D 1955-1982
Scope and Contents
Charles Dail (2); Ed Davis; Democratic Congressional Committee (7); Democratic
National Committee President's Club; Bob Dent; Robert Dorman

Box 4, Folder 6  E 1980-1981
Scope and Contents
Jim Ellis (3)

Box 5, Folder 1  F 1963-1983
Scope and Contents
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

Box 5, Folder 2  G 1968-1981
Scope and Contents
Leslie Gehres; Susan Golding; Barry Goldwater (19); Good Government

Box 5, Folder 3  H 1960-1982
Scope and Contents
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

Box 5, Folder 4  I 1965
Scope and Contents
The Independent American; The Indianapolis News; International Youth Federation For
Freedom; Investor's League Inc.; Ed V. Izac

Box 5, Folder 5  J 1979
Scope and Contents
Howard Jarvis (3); Lyndon B. Johnson

Box 5, Folder 6  K 1960-1980
Scope and Contents
Lee Kaiser (2); Larry Kapiloff (7); John F. Kennedy (3); William Knight; William F.
Knowland

Box 5, Folder 7  L 1936, 1972-1980
Scope and Contents
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)

Box 5, Folder 8  M 1960-1992
Scope and Contents
Roger MacBride (2); Eugene McCarthy; George McGovern; Dan McKinnon; George
McLain (3); The Manion Forum; Jeff Marston (2); Anthony J. "Joe" Mastriana; Lee
Metcalfe; William Miller; Ed Millican (2); Minutemen; Michael Montgomery; George
Murphy; Walter Mondale (2); Edmund Muskie; Jerry Muth
Box 6, Folder 1

**N 1965-1992**

Scope and Contents
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)

Box 6, Folder 2

**N 1965-1992**

Scope and Contents
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

Box 6, Folder 3

**O 1965**

Scope and Contents
John O’ Connor; Omni Publications

Box 6, Folder 4

**P 1933-1980**

Scope and Contents
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)

Box 6, Folder 5

**R 1965-1982**

Scope and Contents
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 Rousselot

Box 6, Folder 6

**R 1965-1982**

Scope and Contents
The Republican (8); Republican Associates of San Diego County; Republican Party (2); Republican Record; Republican Roundtable

Box 7, Folder 1

**S 1964-1980**

Scope and Contents
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

Box 7, Folder 2

**T 1948, 1964-1982**

Scope and Contents
Virginia Taylor; Ross Tharp (3); Think! (2); Dan Thomas; Edward L. Thompson; Leo Thorsness; Homer Tomlinson; Harry Truman; John Tunney (3)

Box 7, Folder 3

**U 1965-1980**

Scope and Contents
Morris Udall; United Republicans of America (2); United States Anti-Communist Congress

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Games and Hobbies 1880-1942

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Cards n.d.
Scope and Contents
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Scope and Contents
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Box 15
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Scope and Contents
47 cards

Box 15
Scrapbook 3 ca. 1950
Scope and Contents
173 cards

Box 15
Scrapbook 4 ca. 1880
Scope and Contents
160 cards

Box 15
Scrapbook 5 ca. 1880
Scope and Contents
29 cards

Box 15
Scrapbook 6 ca. 1900
Scope and Contents
160 cards

Box 15
Scrapbook 7 ca. 1900
Scope and Contents
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Box 16
Scrapbook 8 ca. 1880
Scope and Contents
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Box 16
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Box 18  **Scrapbook 13 ca. 1910**  
Scope and Contents  
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Box 18  **Scrapbook 14 ca. 1880**  
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110 pages

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**Religious 1856-1950**

Box 14, Folder 5  **Religious 1856, 1905-1916, 1943-1950**  
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Box 14, Folder 6  **Educational 1907-1935**