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## Guide to the San Diego Memorabilia Collection

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Phone: 619-594-6791

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## Guide to the San Diego Memorabilia Collection 1868/1976

Special Collections & University Archives

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### Overview of the Collection

**Collection Title:** San Diego Memorabilia Collection

**Dates:** 1868-1976

**Bulk Dates:** 1890-1930

**Identification:** MS-0217

**Physical Description:** 2.61 linear ft

**Language of Materials:** English

**Repository:** Special Collections & University Archives

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### Access Terms

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

#### Genre/Form of Material:

Photographs

Publications

#### Geographic Name:

San Diego (Calif.) -- History -- Sources

#### Accruals:

1983, 2006

#### Separated Materials:

Many published items were separated for cataloging from this collection during its reprocessing in November 2008. These items can be found by searching the library catalog with the keywords "Gift of Andreas Brown."

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#### Preferred Citation:

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

#### Related Materials:

San Diego Photograph Collection

Hotel del Coronado Collection

San Diego Vertical File

#### Arrangement of Materials:

- 
- Series 1: 1915-1916 Panama-California Exposition
  - Series 2: 1935-1936 California-Pacific Exposition
  - Series 3: Coronado and the Hotel del Coronado
  - Series 4: Point Loma and Lomaland
  - Series 5: La Jolla
  - Series 6: Hotels, Resorts, and Sanitariums
  - Series 7: Missions
  - Series 8: Theatres and Entertainment
  - Series 9: Churches
  - Series 10: Schools and Colleges
  - Series 11: Railways and Trolleys
  - Series 12: Ships and Boats
  - Series 13: Local Businesses
  - Series 14: Military
  - Series 15: General San Diego
  - Series 16: Maps and Oversize

**Scope and Contents**

The *San Diego Memorabilia Collection* contains historic ephemera related to San Diego. Brochures, tickets, programs, labels, flyers, photographs, stereoscopic views, pamphlets, and postcards are all part of the collection. Most materials do not have dates, although a date is noted where discernible, and most date from the very late nineteenth century or the first half of the twentieth century.

Items are arranged by relevant place or topic. Series 15, General San Diego, includes miscellaneous items that do not relate to any of the other major series.

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**1915 Panama-California Exposition**

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|-----------------|---|
| Box 1, Folder 1 |   |
| Box 1, Folder 1 |   |
| Box 1, Folder 1 | <b>Flyer: Call for Entries for Children's Fair</b>  |
| Box 1, Folder 1 | <b>Brochure: "San Diego California, The Harbor of the Sun"</b>                                  |
| Box 1, Folder 1 | <b>Brochure: "San Diego California: The Harbor City of the Southwest"</b>                       |
| Box 1, Folder 1 | <b>Stamps: San Diego Exposition 1915</b>  |
| Box 1, Folder 1 | <b>Ticket: Complimentary Pass for Mr. A.O. Janes, 1916</b>                                      |
| Box 1, Folder 1 | <b>Ticket: "Good for 1/2 Admission"</b>   |
| Box 1, Folder 1 | <b>Postcard: Promotional for 1915-1916</b>  |
| Box 1, Folder 1 | <b>Pamphlet: San Diego's 4 Days of Pageantry and Carnival, Ground-Breaking Ceremonies, 1911</b> |
| Box 1, Folder 2 |   |
| Box 1, Folder 2 | <b>Stereoscopic Views: Views of the Exposition by Keystone Views Company</b>                    |
| Box 1, Folder 3 |   |
| Box 1, Folder 3 | <b>Flyer: "World's Fair Profits for You," Panama Canal Concession Company</b>                   |
| Box 1, Folder 4 |   |
| Box 1, Folder 4 | <b>Photo: Exhibit, "View from Balboa Park," 1910</b>  |
| Box 1, Folder 4 | <b>Photo: Exhibit, "Showing Harbor of San Diego," 1911</b>                                      |
| Box 1, Folder 4 | <b>Photo: Exhibit, "Panama California Exposition," 1911</b>                                     |
| Box 1, Folder 4 | <b>Photo: Exhibit, "San Diego, the Southwestern Gateway"</b>                                    |
| Box 1, Folder 4 | <b>Photo: Exhibit, "The True Southern California"</b>   |
| Box 1, Folder 4 | <b>Photo: Exhibit, "The Climate of San Diego"</b>   |
| Box 1, Folder 4 | <b>Photo: Exhibit, "The San Diego of Today"</b>   |
| Box 1, Folder 4 | <b>Photo: Exhibit, "San Diego's Back Country"</b>   |
| Box 1, Folder 4 | <b>Photo: Completion of the Panama Canal</b>  |
| Box 1, Folder 5 |   |

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Box 1, Folder 5	<b>Letter from George W. Himmaufer, Division of Publicity, to E. O. Otis, American Academy of Medicine, 1915</b>
Box 1, Folder 6	
Box 1, Folder 6	<b>Commemorative Scarf</b>
Box 1, Folder 7	
Box 1, Folder 7	<b>Puzzle: "First Port of Call"</b>
Box 1, Folder 8	
Box 1, Folder 8	<b>Copper Postcard: Cabrillo Bridge and Science Palace Tower</b>
Box 1, Folder 9	
Box 1, Folder 9	<b>Pin: Ground Breaking Celebration, 1911</b>
	<b>1935 California-Pacific Exposition</b>
Box 1, Folder 10	
Box 1, Folder 10	<b>Flyer: "Where to Stay and What it Will Cost," Official Housing Bureau</b>
Box 1, Folder 10	<b>Brochure: "San Diego Facts"</b>
Box 1, Folder 10	<b>Brochure: "503 Things to See in San Diego"</b>
Box 1, Folder 11	
Box 1, Folder 11	<b>Ticket: Souvenir Ticket, 1935</b>
Box 1, Folder 11	<b>Ticket: "Ford V-8 Free Giveaway"</b>
Box 1, Folder 11	<b>Ticket: Casa de Tempo</b>
Box 1, Folder 11	<b>Ticket: "Gold Gulch" attraction</b>
Box 1, Folder 12	
Box 1, Folder 12	<b>Official Stationery: Art Gallery, California Tower, Indian Village, House of Hospitality</b>
Box 1, Folder 12	<b>Stamps: July 4th 1935</b>
Box 1, Folder 12	<b>Stamp: Enchanting Mission Beach</b>
Box 1, Folder 12	<b>Envelope: Announcing President Roosevelt Day</b>
Box 1, Folder 12	<b>Envelope: Announcing Herbert Hoover Day</b>
Box 1, Folder 12	<b>Envelope: James Farley Day</b>
Box 1, Folder 12	<b>Envelope: "Plan to Come to San Diego in 1935"</b>
Box 1, Folder 13	
Box 1, Folder 13	<b>Brochure: Painted Desert Exhibit</b>
Box 1, Folder 13	<b>Program: Official Daily Program, July 25, 1936</b>
Box 1, Folder 14	
Box 1, Folder 14	<b>Letter opener: "America's Exposition"</b>
Box 1, Folder 14	<b>Souvenir Photograph: E. D. Mitchell, Photography Building</b>
Box 1, Folder 14	<b>Souvenir Booklet: "A Vacation Trip, October 1935," Mrs. W. M. Watson, Esther L. Watson, Mr. and Mrs. Loren H. Slade</b>
Box 1, Folder 15	
Box 1, Folder 15	<b>Postcard envelope: America's Exposition</b>
Box 1, Folder 15	<b>Postcard envelope: America's Exposition</b>
Box 1, Folder 15	<b>Copper postcard: "Greeting from the Great Southwest"</b>
Box 1, Folder 15	<b>Copper postcard: Mexcian Caballero</b>
Box 1, Folder 15	<b>Copper postcard: "Old Spanish American Harbor"</b>
Box 1, Folder 16	
Box 1, Folder 16	<b>Map: Exposition Transportation Company (2)</b>
Box 1, Folder 16	<b>Map: Presented by Shell Oil Company (2)</b>
Box 1, Folder 17	
Box 1, Folder 17	<b>Souvenir: "It's in the Bag" Exposition postcards</b>
	<b>Coronado and the Hotel del Coronado</b>
Box 1, Folder 18	
Box 1, Folder 18	<b>Album of San Diego and Coronado Beach California, 1888</b>
Box 1, Folder 19	
Box 1, Folder 19	<b>Map: "W. E. Ingelow Real Estate, Coronado Lots for Sale"</b>
Box 1, Folder 20	
Box 1, Folder 20	<b>Brochure: "Coronado Beach California, Out of Doors" (2)</b>
Box 1, Folder 20	<b>Trade Card: "Drink Coronado Water," for E. B. Keene, Druggist and Chemist</b>

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Box 1, Folder 21	
Box 1, Folder 21	<b>Souvenir Spoon: Coronado, early 20th century?</b>
Box 1, Folder 22	
Box 1, Folder 22	<b>Brochure: "Coronado Beach California: A Unique Corner of the Earth" (2)</b>
Box 1, Folder 23	
Box 1, Folder 23	<b>Flyer: "Football: Rockweel Field vs. Pomona College at Polo Grounds, Coronado, Saturday November 30"</b>
Box 1, Folder 24	
Box 1, Folder 24	<b>Floor Plan: Hotel del Coronado, n.d.</b>
Box 1, Folder 25	
Box 1, Folder 25	<b>Floor Plan: Hotel del Coronado, 1891</b>
Box 2, Folder 1	
Box 2, Folder 1	<b>Brochure: "Hints of Hotel del Coronado"</b>
Box 2, Folder 1	<b>Brochure: "Hotel del Coronado, Morgan Ross, Manager"</b>
Box 2, Folder 1	<b>Brochure: "Hotel del Coronado, John J. Hernan, Manager"</b>
Box 2, Folder 1	<b>Brochure: "Hotel del Coronado, Coronado Beach California"</b>
Box 2, Folder 1	<b>Brochure: "Hotel del Coronado, Island of Dreams"</b>
Box 2, Folder 1	<b>Brochure: "Hotel del Coronado, Open all the Year"</b>
Box 2, Folder 1	<b>Brochure: "The Charms of Life at Hotel del Coronado as Told by its Patrons"</b>
Box 2, Folder 1	<b>Dance Card: Hotel del Coronado, "Compliments of The White House, Kid Glove Department"</b>
Box 2, Folder 1	<b>Stationery: Hotel del Coronado, with 1915 Panama-California Exposition insignia</b>
Box 2, Folder 1	<b>Postcard: Hotel del Coronado, n.d.</b>
Box 2, Folder 2	
Box 2, Folder 2	<b>Photo, mounted: "Veranda View, Main Entrance" Coonley Photo</b>
Box 2, Folder 2	<b>Photo, mounted: "Hotel del Coronado from N.W." Coonley Photo</b>
Box 2, Folder 2	<b>Photo, mounted: "From Point" Coonley Photo</b>
Box 2, Folder 2	<b>Photo, mounted: "From N.W." Parker Photo</b>
Box 2, Folder 2	<b>Photo, mounted: "Hotel del Coronado from West" Parker Photo</b>
Box 2, Folder 2	<b>Photo, mounted: "Billiard Room", Parker Photo</b>
Box 2, Folder 2	<b>Photo, mounted: "Reading and Chess Room," Parker Photo</b>
Box 2, Folder 2	<b>Photo, mounted: "Porch of Main Entrance," Parker Photo</b>
Box 2, Folder 2	<b>Photo, mounted: "Hotel del Coronado Court" Rhea Brothers Photo</b>
Box 2, Folder 2	<b>Photo, mounted: "Hotel del Coronado" Rhea Brothers Photo</b>
Box 2, Folder 3	
Box 2, Folder 3	<b>Brochure: "Coronado Tent City, our Tenth Season, 1909"</b>
Box 2, Folder 3	<b>Brochure: "Coronado Tent City, Our Twelfth Season, 1911"</b>
Box 2, Folder 3	<b>Envelope: "Coronado Tent City 1907, Come and Enjoy It"</b>
Box 2, Folder 4	
Box 2, Folder 4	<b>Program: Tent City Fourth of July Celebration, 1912</b>
Box 2, Folder 5	
Box 2, Folder 5	<b>Souvenir Program: Sousa Night, Coronado Tent City, August 7, 1907</b>
	<b>Point Loma and Lomaland</b>
Box 2, Folder 6	
Box 2, Folder 6	<b>Schedule Card: Point Loma Ferry, 1910</b>
Box 2, Folder 6	<b>Flyer: Theosophical University Radio Broadcast</b>
Box 2, Folder 6	<b>Brochure: Souvenir of Visit to to International Theosophical Headquarters</b>
Box 2, Folder 6	<b>Postcard: Notice of Lecture by Katherine Tingley, April 15, 1923</b>
Box 2, Folder 6	<b>Brochure: Lomaland Souvenir, 1912</b>
Box 2, Folder 6	<b>Brochure: "Theosophy: When in San Diego, Be Sure to Visit the International Theosophical Headquarters"</b>
Box 2, Folder 6	<b>Program: "The Tempest," presented by Katherine Tingley, The Greek Theatre, Theosophical Headquarters, 1926</b>
	<b>La Jolla</b>
Box 2, Folder 7	
Box 2, Folder 7	<b>Brochure: "La Jolla California, Casa de Manana"</b>





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Box 3, Folder 1	<b>Brochures: Giffords's Best Olives</b>
Box 3, Folder 1	<b>Brochure: The Star Automatic Lubricator, Star Machine Works</b>
Box 3, Folder 1	<b>Card: Motor Hardward and Equipment Company, 1918</b>
Box 3, Folder 1	<b>Prospectus: Chesnut Investment Company</b>
Box 3, Folder 1	<b>Brochure: Tetley Nurseries</b>
Box 3, Folder 1	<b>Letter: From C. E. Needham, Grower to F. W. Stetson, 1903</b>
Box 3, Folder 2	
Box 3, Folder 2	<b>Moving Notice: P. W. Gavin Company, 1936</b>
Box 3, Folder 2	<b>Photo: "Formal Opening, P. W. Gavin Company, 1936"</b>
Box 3, Folder 2	<b>Photo: "Formal Opening, P. W. Gavin Company, 1936" interior view</b>
Box 3, Folder 2	<b>Photo: "Formal Opening, P. W. Gavin Company, 1936," interior</b>
Box 3, Folder 2	<b>Photo: "P. W. Gavin Company" workshop, 1936</b>
Box 3, Folder 2	<b>Photo: Portrait of Paul Richilen, Sales Manager, P. W. Gavin Co.</b>
Box 3, Folder 2	<b>Clippings: Article about P. W. Gavin Co. by Paul Richilen</b>
Box 3, Folder 3	
Box 3, Folder 3	<b>Calendar: Dietrich's Electric Shop, Escondido, 1941</b>
Box 3, Folder 3	<b>Calendar: Dietrich's Electric Shop, 1940</b>
Box 3, Folder 3	<b>Trade Card: Westinghouse Mazda Lamps, Dietrichs Electric Shop</b>
Box 3, Folder 3	<b>Labels: Dietrich's Electric SHop</b>
Box 3, Folder 3	<b>Photo: Exterior of shop, 1927</b>
Box 3, Folder 3	<b>Photo: Interior of shop, 1927</b>
Box 3, Folder 3	<b>Photo: Workmen outside shop</b>
Box 3, Folder 3	<b>Photo: Owner with company auto</b>
Box 3, Folder 3	<b>Photo: Exterior of shop, n.d.</b>
Box 3, Folder 3	<b>Photo: Exterior of shop, n. d.</b>
Box 3, Folder 3	<b>Envelope: "Pictures of Boys and Mr. Baker at shop just before we sold"</b>
Box 3, Folder 3	<b>Photo: Workmen, 1938</b>
Box 3, Folder 4	
Box 3, Folder 4	<b>Stamps: "Ives Toys Makes Happy Boys"</b>
Box 3, Folder 4	<b>Photo: Company auto, Howard B. Shryock</b>
Box 3, Folder 4	<b>Photo: Dearborn Wheel Service</b>
Box 3, Folder 4	<b>Photos: San Diego Machine Company</b>
Box 3, Folder 4	<b>Blotter: Burton Electric Company</b>
Box 3, Folder 4	<b>Card: "Dayton Stabilized Balloons," Maryland Auto Supply Co., San Diego</b>
Box 3, Folder 4	<b>Card: "Game Laws of 1913 and 1914," Kessig's Sporting Goods House</b>
Box 3, Folder 4	<b>Card: Burnell's Curiosity Store</b>
Box 3, Folder 4	<b>Flyer: National Iron Works</b>
Box 3, Folder 4	<b>Card: Weir's Famous Donuts</b>
Box 3, Folder 4	<b>Trade Card: Marston's Dry Goods Store</b>
Box 3, Folder 4	<b>Brochure: F. R. Wetmore</b>
Box 3, Folder 4	<b>Catalog: Rosecroft Begonia Gardens, 1900</b>
Box 3, Folder 4	<b>Brochure: "Radio Log," Lion Clothing Company</b>
Box 3, Folder 4	<b>Stock Certificate: "Pleasant Valley Land and Water Company"</b>
Box 3, Folder 5	
Box 3, Folder 5	<b>Trade Card: Rockfellow and Company</b>
Box 3, Folder 5	<b>Trade Card: John H. Thompson and Company</b>
Box 3, Folder 5	<b>Trade Card: Mrs. M. L. Boyle, Florist</b>
Box 3, Folder 5	<b>Trade Card: H. F. Prien, Druggist</b>
Box 3, Folder 5	<b>Trade Card: Lenz Temple of Music and Art</b>
Box 3, Folder 5	<b>Card: The Farm Dining Room</b>
Box 3, Folder 5	<b>Trade Card: Randall Brothers and Kennedy</b>
Box 3, Folder 5	<b>Trade Card: McIntosh and Lowelyn</b>
Box 3, Folder 5	<b>Brochure: Pablo Poultry Yards</b>
Box 3, Folder 5	<b>Card: Bentley Ostrich Farm</b>
Box 3, Folder 5	<b>Coronado Ostrich Farm</b>
Box 3, Folder 5	<b>Memo: Eugene Cooper Studio</b>
Box 3, Folder 5	<b>Folder: Hyatt Stamps</b>
Box 3, Folder 5	<b>Certificate: T. C. Ryan Flying Service, 1931</b>

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Box 3, Folder 5	<b>Stamp: Carrie Jacobs Bond and Son</b>
Box 3, Folder 5	<b>Card: Starr Automatic Balanced Pump, San Diego Patent Brokers, 1910</b>
Box 3, Folder 5	<b>Envelope: George M. Wetherbee, Sawing...and Bee Hive Manufactory</b>
Box 3, Folder 5	<b>Map: Plat Map, blank, by Reed and Burt Abstract Company (3)</b>
Box 3, Folder 6	
Box 3, Folder 6	<b>Brochure: Balloon Route Excursions and Sight Seeing Trips</b>
Box 3, Folder 6	<b>Calendar: San Diego Ice and Cold Storage Company, 1936</b>
Box 3, Folder 6	<b>Program: Bargain Bookstore, 1982</b>
Box 3, Folder 6	<b>Envelope: Dibble Realty Company, Chula Vista, 1916</b>
Box 3, Folder 6	<b>Brochure: Dodge's Scenic Auto Trips</b>
Box 3, Folder 6	<b>Schedule: San Diego International Airport Flight Schedule, 1965</b>
Box 3, Folder 6	<b>Souvenir booklet: San Diego, Pacific Beach, and La Jolla Railway Company</b>
Box 3, Folder 6	<b>Brochure: San Diego Tours Company</b>
Box 3, Folder 6	<b>Card: H. B. Stonebrook's Avocado Nurseries</b>
Box 3, Folder 6	<b>Brochure: Golden State Auto Tours</b>
Box 3, Folder 6	<b>Brochure: North Shore Club, San Diego Beach</b>
Box 3, Folder 6	<b>Cards: Coonley Photo</b>
Box 3, Folder 6	<b>Sticker: Gilpin Airlines</b>
Box 3, Folder 6	<b>Brochure: Gray Line Parlor Car Tours, 1930</b>
Box 3, Folder 7	<b>Receipts from various businesses in San Diego, 1891-1892</b>
	<b>Military</b>
Box 3, Folder 8	
Box 3, Folder 8	<b>Program: Annual Midsummer Frolic and Dance, U. S. S. Salem, 1920</b>
Box 3, Folder 8	<b>Program: Thanksgiving Dinner, Company I, 21st Infantry, Camp Walter R. Taliaferro, 1917</b>
Box 3, Folder 8	<b>Photo: U. S. S. Marblehead in San Diego Bay</b>
Box 3, Folder 8	<b>Stereoscopic View: Torpedo Boats, San Diego Bay</b>
Box 3, Folder 8	<b>Brochure: Camp Pendleton, 1943</b>
Box 3, Folder 8	<b>Invitation: Arrival of the Atlantic Fleet, 1908</b>
Box 3, Folder 8	<b>Photo: "Temporary recruiting camp of Utilities Division from Camp Kearney at San Diego</b>
Box 3, Folder 9	
Box 3, Folder 9	<b>Card: Commencement Exercises, San Diego Army and Navy Academy. 1926</b>
Box 3, Folder 9	<b>Invitation: Execurtive Board Meeting, Boy Scouts of America, Star of India, 1933</b>
Box 3, Folder 9	<b>Postcard book: U. S. Naval Training Station, San Diego</b>
Box 3, Folder 9	<b>Photo: Marine Base San Diego, 1926</b>
Box 3, Folder 9	<b>Brochure: What the U. S. Navy is Doing at San Diego (3)</b>
Box 3, Folder 10	
Box 3, Folder 10	<b>Newsletter: "Flight Service Newsletter, Restricted," Consolidated Aircraft Corp., 1942</b>
Box 3, Folder 10	<b>Annual: "'Taps' number of Trench and Camp, Camp Kearney, 1918"</b>
	<b>General San Diego</b>
Box 3, Folder 11	
Box 3, Folder 11	<b>Photo: Ramona's Marriage Place</b>
Box 3, Folder 11	<b>Photo: Old Town San Diego</b>
Box 3, Folder 11	<b>Photo, mounted: "Marriage Place of Ramona"</b>
Box 3, Folder 11	<b>Photos: Cabrillo Carnival</b>
Box 3, Folder 11	<b>Photos: Hall and Kessler Shop</b>
Box 3, Folder 11	<b>Photo: San Diego Rowing Club Annual Plunge, 1011</b>
Box 3, Folder 11	<b>Photo: Palm Huts, Coronado Tent City</b>
Box 3, Folder 11	<b>Photo, mounted: "An Orange Orchard," San Diego View Company</b>
Box 3, Folder 11	<b>Photo, mounted: "Orange Orchard," Parker Photo</b>
Box 3, Folder 11	<b>Photo, mounted: "California Orange Orchard on the Southern RR" Parker Photo</b>
Box 3, Folder 11	<b>Photo: San Diego cave</b>
Box 3, Folder 11	<b>Photo: San Diego Bay, Newman Post Card Company</b>
Box 3, Folder 11	<b>Photo: Broadway, San Diego, 1957</b>

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Box 3, Folder 11	<b>Photo: Deer, Mission Cliff Gardens</b>
Box 3, Folder 12	
Box 3, Folder 12	<b>Photo: Wheel, Ramona's Marriage Place</b>
Box 3, Folder 12	<b>Photo: Parade, San Diego, 1950</b>
Box 3, Folder 12	<b>Photo: San Diego, 1930</b>
Box 3, Folder 12	<b>Photos: Souvenir Booklet, San Diego Harbor</b>
Box 3, Folder 12	<b>Stereoscopic View: Ramona's Marriage Place</b>
Box 4, Folder 1	
Box 4, Folder 1	<b>Booklet: "By-Laws and Rules of Order of San Diego Elks Lodge", 1936</b>
Box 4, Folder 1	<b>Catalog: "Exhibition of Paintings by Charles Arthur Fries," Fine Arts Society of San Diego, 1928</b>
Box 4, Folder 1	<b>Program: Eleventh Monthly Party of the Cecilian Club, 1888</b>
Box 4, Folder 1	<b>Ribbon: Missouri State Society</b>
Box 4, Folder 1	<b>Ribbons: German Society</b>
Box 4, Folder 1	<b>Ribbon: San Diego County Poultry and Pet Stock Association, 1899</b>
Box 4, Folder 1	<b>Directory: Ancient Order of Foresters of America</b>
Box 4, Folder 1	<b>Announcement: American Association for the Advancement of Science San Diego Meeting, 1916</b>
Box 4, Folder 1	<b>Program: American Association of for the Advancement of Science, 1916</b>
Box 4, Folder 2	
Box 4, Folder 2	<b>Brochure: "San Diego USA, The City of Permanent Prosperity," 1915 (2)</b>
Box 4, Folder 2	<b>Brochure: "Palomar Mountain"</b>
Box 4, Folder 2	<b>Decal: Palomar Observatory</b>
Box 4, Folder 2	<b>Souvenir: Vistas de San Diego</b>
Box 4, Folder 2	<b>Brochure: Old Town San Diego, Ramona's Marriage Place</b>
Box 4, Folder 2	<b>Label: San Diego Zoo</b>
Box 4, Folder 2	<b>Brochure: Old Town San Diego, 1938</b>
Box 4, Folder 2	<b>Souvenir Brochure: "The Birthplace of San Diego"</b>
Box 4, Folder 2	<b>Souvenir Calendar: 1968</b>
Box 4, Folder 2	<b>Pamphlet: "The Spanish Fiesta, at Coronado Beach" 1894</b>
Box 4, Folder 2	<b>Brochure: "San Diego, The Cradle of California," 1929</b>
Box 4, Folder 3	
Box 4, Folder 3	<b>Album: "San Diego and Coronado Beach, California," 1889</b>
Box 4, Folder 3	<b>Album: "Souvenir of San Diego, Cal.," 1886 (2 copies)</b>
Box 4, Folder 4	
Box 4, Folder 4	<b>Brochure: "The Julian District," 1894</b>
Box 4, Folder 4	<b>Brochure: "Los Vallecitos de San Marcos, The Little Valleys of St. Mark," 1890</b>
Box 4, Folder 4	<b>Brochure: "El Cajon, California, The Valley of Opportunity"</b>
Box 4, Folder 4	<b>Brochure: "La Mesa, California, Land of Sunshine and Flowers"</b>
Box 4, Folder 4	<b>Brochure: "El Cajon Valley"</b>
Box 4, Folder 4	<b>Postcard: La Mesa, 1916</b>
Box 4, Folder 4	<b>Brochure: "About La Mesa Springs," Park-Grable Investment Co.</b>
Box 4, Folder 4	<b>Brochure: "La Mesa Springs, San Diego's Pasadena," Park-Grable Investment Co.</b>
Box 4, Folder 4	<b>Brochure: Cleveland National Forest, California</b>
Box 4, Folder 5	
Box 4, Folder 5	<b>Brochure: Guide Book of San Diego Claifornia, 1900</b>
Box 4, Folder 5	<b>Brochure: "A Reminder: Elsinore, San Diego County"</b>
Box 4, Folder 5	<b>Brochure: "Seeing San Diego", 1903</b>
Box 4, Folder 5	<b>Brochure: City Heights, San Diego," 1905</b>
Box 4, Folder 5	<b>Brochure: "This is San Diego, a Program for Pleasure," 1946</b>
Box 4, Folder 5	<b>Brochure: "San Diego Facts," 1961</b>
Box 4, Folder 5	<b>Pocket Map: California Road Map, 1926</b>
Box 4, Folder 6	
Box 4, Folder 6	<b>Map: Tourist Map of San Diego, 1950</b>
Box 4, Folder 6	<b>Schedule: "Pcitrrial Reference Guide, Time Tables"</b>
Box 4, Folder 6	<b>Card: Automobile Road from San Diego To Imperial Valley," Automobile Club of Southern California</b>
Box 4, Folder 6	<b>Map: "Highway Map of Souterhcn California," Security Bank</b>

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Box 4, Folder 6	<b>Map: San Diego Street and Vicinity Map," 1947</b>
Box 4, Folder 6	<b>Brochure: "Rancho Santa Fe"</b>
Box 4, Folder 7	
Box 4, Folder 7	<b>Booklet: Plumbing Ordinance of San Diego, 1912</b>
Box 4, Folder 7	<b>Tickets: Roller Derby, Lane Field</b>
Box 4, Folder 7	<b>Brochure: "Ground Work, A Three Year Report of the San Diego Public Library, 1951"</b>
Box 4, Folder 7	<b>Invitation: Golden Anniversary of Mr and Mrs. Albert Arthur Thomas, 1917</b>
Box 4, Folder 7	<b>Brochure: The Palomar Apartments, 1920?</b>
Box 4, Folder 7	<b>Mexican Border Identification Card: Guy W. Holmes, 1920</b>
Box 4, Folder 7	<b>Pamphlet: "San Diego: A Descriptive Poem" by John C. Pelton, 1891</b>
Box 4, Folder 7	<b>Deed: C. F. Karnnan as Administrator Ets. to George J. Chambers, 1899</b>
Box 4, Folder 7	<b>Postcard: Panorama, Tia Juana, 1908</b>
Box 4, Folder 7	<b>Postcard: Tia Juana, 1912</b>
Box 4, Folder 7	<b>Brochure: "Air-Minded San Diego"</b>
Box 4, Folder 7	<b>Coupon: "Retain this coupon, it may be worth a LOT in Country Club Heights at Lake Elsinore, Exhibit 20"</b>
Box 4, Folder 7	<b>Flyer: "Vote Yes on Amendments 1 and 2," F. Head, Prohibition Party Candidate for Congress</b>
Box 4, Folder 7	<b>Bookmark: Fox Theatres, "Edgar Rice Burrough's Newest Tarzan Thriller"</b>
Box 4, Folder 7	<b>Envelope: Cabrillo Celebration ,1894</b>
Box 4, Folder 7	<b>Postcard: Library, Ramona, 1915</b>
Box 4, Folder 8	
Box 4, Folder 8	<b>Book: "San Diego Cook Book, 1898"</b>
Box 4, Folder 8	<b>Tax Deed: H. W. Weineke, 1889-90</b>
Box 4, Folder 8	<b>Letter: From the Ship "Metropolis," San Diego, September 24th, 1897 to the Christian Endeavour Society</b>
Box 4, Folder 8	<b>Blank Form: Demand on the Treasury of the City of Escondido ( 2 copies)</b>
Box 4, Folder 9	<b>14 postcard booklets of San Diego</b>
Box 4, Folder 10	<b>Photographic negatives</b>
	<b>Maps and Oversize</b>
Box 5	<b>Panoramic Postcard: Coronado Tent City, circa 1910</b>
Box 5	<b>Sheet Music: "Welcome to All is San Diego's Call," Panama-California Expo 1915, Earl and Dick Kennedy</b>
Box 5	<b>Sheet Music: "Meet us at the San Diego Zoo," by Vashti Rogers Griffin, dedicated to Belle J. Benchley, 1935</b>
Box 5	<b>Brochure: "New San Diego, The Naples of America," F. Weber Benton</b>
Box 5	<b>Photo: "Mountain Springs Grade on State Highway to Imperial Valley," hand colored</b>
Box 5	<b>Photo: Post card order for Curt Teich, 1933, U. S. Navy Plane Carrier</b>
Box 5	<b>Photo: Post card order for Curt Teich, 1933, San Diego High School</b>
Box 5	<b>Crate Label: Reindeer Brand, El Cajon Citrus Fruit Growers Association (2)</b>
Box 5	<b>Label: Point Loma Brand, Mt. Palomar Paint Corporation</b>
Box 5	<b>Schedule: Time Table 74, San Diego and Arizone Eastern Railway Company, 1939</b>
Box 5	<b>Crate Label: Helix Farms Lemons, Spring Valley Plantation, 1897</b>
Box 5	<b>Artifact: San Diego Trolley, San Diego - International Border Line, Souvenir Golden Spike, 1981</b>
Box 6: Maps	<b>U.S.P.R.R. Explorations &amp; Surveys, War Department. Geological Map of the Country Between San Diego and the Colorado River, California. Prepared in Office of P.R.R. Exp. &amp; Surveys by W.P. Blake, 1855.</b>
Box 6: Maps	<b>Street Map of the City of San Diego, including East San Diego, National City, Chula Vista, &amp; Coronado. Complete to July 1, 1914.</b>
Box 6: Maps	<b>New Map of the Entire City of San Diego and East San Diego, Also San Diego county Road Map. Compliments of United States National Bank. Copyright Albert G. Thurston, 1914.</b>

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Box 6: Maps	<b>Map of San Diego County, California. G.L. Wilson, Successor to A.L. Ross Company, Real Estate Investments. Compiled from Official Records and Private Sources of Information by T.A. Bedford &amp; Geo. Cromwell. Published by Rodney Stokes Co. Inc., 1910.</b>
Box 6: Maps	<b>Sketch Map Showing Proposed Improved Highways to San Diego County, California. (2 copies)</b>
Box 6: Maps	<b>Sketch Map Showing Proposed Improved Highways to San Diego County, California. Printed in San Diego, California by Kinney Printing Co.</b>
Box 6: Maps	<b>Map of the Beautiful Escondido Valley and the City of Escondido, San Diego County, California. Geo. Rice &amp; Sons Printers. Issued by the Escondido Valley Land and Planting Company.</b>
Box 6: Maps	<b>Map of Coronado Beach and Surrounding Country, San Diego, California. Rand McNally and Co., Engravers.</b>
Box 6: Maps	<b>Map of San Diego, California, and a Portion of the Ex-Mission Rancho. Published by Rodney Stokes Co., 1911.</b>
Box 6: Maps	<b>Map of the Subdivision of the Hale Ranch Near Mountain View, Being a Part of the Rancho San Antonio Santa Clara Co. Cal. Surveyed by McMillan and Pieper Surveyors and C.E., September 1893.</b>
Box 6: Maps	<b>Map of Ocean Beach , Being a Subdivision of Pueblo Lots 195, 202, &amp; 203, in the city of San Diego, California. Surveyed by O.N.. Sanford for D.C. Collier &amp; Co., incorporated.</b>
Box 6: Maps	<b>Guide Map to the Zoological Garden. Balboa Park, San Diego, California.</b>
Box 6: Maps	<b>Map of Ocean Beach Park, Being a Sub-division of a Portion of Pueblo Lot 205, San Diego, California. Surveyed by W.M. Rumsey, January 1909.</b>
Box 6: Maps	<b>Sketch Map of San Diego County Showing the Position of Mines and Minerals Referred to in the 6th Annual Report of the State Mineralogist of California for the Year Ending June 1st, 1886. Henry G. Hanks, state mineralogist.</b>
Box 6: Maps	<b>Soil Map, California, Reconnaissance Survey, San Diego Sheet. U.S. Department of Agriculture, Bureau of Soils, 1915.</b>