Guide to the San Diego Memorabilia Collection 1868/1976

Special Collections & University Archives

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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Phone: 619-594-6791

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Genre/Form of Material:
Photographs
Publications

Geographic Name:
San Diego (Calif.) -- History -- Sources

Accruals:
1983, 2006

Separated Materials:
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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 I: 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.

1915 Panama-California Exposition

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Box 1, Folder 5

Flyer: Call for Entries for Children's Fair
Brochure: "San Diego California, The Harbor of the Sun"
Brochure: "San Diego California: The Harbor City of the Southwest"
Stamps: San Diego Exposition 1915
Ticket: Complimentary Pass for Mr. A.O. Janes, 1916
Ticket: "Good for 1/2 Admission"

Postcard: Promotional for 1915-1916
Pamphlet: San Diego's 4 Days of Pageantry and Carnival, Ground-Breaking Ceremonies, 1911

Stereoscopic Views: Views of the Exposition by Keystone Views Company
Flyer: "World's Fair Profits for You," Panama Canal Concession Company

Photo: Exhibit, "View from Balboa Park," 1910
Photo: Exhibit, "Showing Harbor of San Diego," 1911
Photo: Exhibit, "Panama California Exposition," 1911
Photo: Exhibit, "San Diego, the Southwestern Gateway"
Photo: Exhibit, "The True Southern California"
Photo: Exhibit, "The Climate of San Diego"
Photo: Exhibit, "The San Diego of Today"
Photo: Exhibit, "San Diego's Back Country"
Photo: Completion of the Panama Canal
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### Coronado and the Hotel del Coronado

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| Box 1, Folder 20 | Brochure: "Coronado Beach California, Out of Doors" (2) |
| Box 1, Folder 20 | Trade Card: "Drink Coronado Water," for E. B. Keene, Druggist and Chemist |

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**Guide to the San Diego Memorabilia Collection**

**MS-0217**
Coronado and the Hotel del Coronado

Guide to the San Diego Memorabilia Collection
La Jolla Guide to the San Diego Memorabilia Collection

Hotels, Resorts, and Sanitariums

Box 2, Folder 7
Letter Opener: La Jolla Caves, image of Donald Duck
Postcard Envelope: Scenic Views of La Jolla
Photo, mounted: "La Jolla Park," Slocum Photographers

Box 2, Folder 8
Photograph: Hotel Arthur, 725 Market Street
Envelope: Barbara Worth Hotel, 1921
Postcard: Hotel Botsford
Poem: by Della Kinningham, manager of Hemet Hotel
Brochure: Paradise Valley Sanitarium
Postcard: Paradise Valley Sanitarium
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Photo: Hotel Polhemus
Label: Pickwick Hotel
Placemat: Pickwick Hotel
Coaster: El Cortez Hotel

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Brochure: Hotel Robinson
Brochure: Hotel St. James
Brochure: Stratford Inn, Del Mar
Blotter card: U. S. Grant Hotel
Blotter card: U. S. Grant Hotel
Label: U. S. Grant Hotel
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Menu: U. S. Grant Hotel, 1948
Brochure: Warner Hot Springs
Brochure: Warner Hot Springs
Photo: "Warner's Hot Springs," Slocum Photographers

Missions

Box 2, Folder 10
Stereoscopic View: "San Diego Mission" Parker Photographers
Stereoscopic View: "Mission San Diego," Watkins Photographer
Photo, mounted: "San Diego Mission," Rhea Brothers Photographers
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Photo, mounted: "Old San Diego Mission," F. E. Bosworth, Photographer

Theatres and Entertainment

Box 2, Folder 11
Ticket: Savoy Players, 1931
Program: Plaza Theatre, Recital of Madame Schumann-Heink
Photo: Madame Schumann-Heink's Home, Interior
Photo: Madame Schumann-Heink's Home, Interior
Program: Celebration of the 38th Anniversary of the Admission of the State of California, San Diego Parlor
Program: Fisher Opera House, Fourth of July 1892
Ticket: Savoy Players, blank
Ticket: Free Admission to Rin-Tin-Tin, Ritz Theatre

Churches

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Churches

Photo: The Church of Christ Scientist
Photo: Christian Science Church
Program: Grand Concert for the Benefit of First United Presbyterian Church
Program: First English Lutheran Church "Our Dedication Feast," April 8, 1894
Program: Methodist Episcopal Church, February 26, 1911

Schools and Colleges

Invitation: Commencement, San Diego Commercial College, 1902
Program: State Normal School, Dedication Day, 1909
Invitation: Commencement Exercises, San Diego High School, 1915
Program: Student Concert Guild, 1934-1935
Booklet: A History of San Diego High School, 1932
Program: Commencement, San Diego High School, 1937, February
Program: Commencement, San Diego High School, June 1937
Annual: "The Clarion" San Diego High School, 1896
Envelope: 50th Anniversary of San Diego High School stamp

Railways and Trolleys

Song Sheet: "Driving the Golden Spike Completing the San Diego and Arizona Railway," November 15, 1919
Trade Card: Atchinson Topeka and Santa Fe Railroad
Card: Official Time Card for National City and Otay Railway, 1888
Blotter: Chicago and Northwestern Railway
Card: Southern Pacific Company's Line
Brochure: "Trolley and Rail Trips," San Diego Electric Railway Company
Brochure: "Where to Go and How to Get There," San Diego Electric Railway Company
Tickets: Page of Sample Tickets for San Diego Electric Railway, 1947

Ships and Boats

Blotter: Southern Pacific and Union Pacific Lines
Blotter: Southern Pacific Lines
Card: Southern Pacific Company's Line
Card: "San Diego, Are You Going?" Pacific Coast Steamship Company, 1915

Local Businesses

Blotter: Josiah Odence Manufacturers, 1943
Blotter: "The Community Call" Newspaper
Salesman's Brochure: "The Wringerless Savage Washer and Dryer, the Pocket Demonstrator"
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<td>Calendar: Dietrich’s Electric Shop, Escondido, 1941</td>
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- Map: Plat Map, blank, by Reed and Burt Abstract Company (3)
- Brochure: Balloon Route Excursions and Sight Seeing Trips
- Calendar: San Diego Ice and Cold Storage Company, 1936
- Program: Bargain Bookstore, 1982
- Envelope: Dibble Realty Company, Chula Vista, 1916
- Brochure: Dodge's Scenic Auto Trips
- Schedule: San Diego International Airport Flight Schedule, 1965
- Souvenir booklet: San Diego, Pacific Beach, and La Jolla Railway Company
- Brochure: San Diego Tours Company
- Card: H. B. Stonebrook's Avocado Nurseries
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- Brochure: Gray Line Parlor Car Tours, 1930
- Receipts from various businesses in San Diego, 1891-1892

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- Program: Annual Midsummer Frolic and Dance, U. S. S. Salem, 1920
- Program: Thanksgiving Dinner, Company I, 21st Infantry, Camp Walter R. Taifaferro, 1917
- Photo: U. S. S. Marblehead in San Diego Bay
- Stereoscopic View: Torpedo Boats, San Diego Bay
- Brochure: Camp Pendleton, 1943
- Invitation: Arrival of the Atlantic Fleet, 1908
- Photo: "Temporary recruiting camp of Utilities Division from Camp Kearney at San Diego

Box 3, Folder 9
- Card: Commencement Exercises, San Diego Army and Navy Academy. 1926
- Invitation: Executive Board Meeting, Boy Scouts of America, Star of India, 1933
- Postcard book: U. S. Naval Training Station, San Diego
- Photo: Marine Base San Diego, 1926
- Brochure: What the U. S. Navy is Doing at San Diego (3)
- Newsletter: "Flight Service Newsletter, Restricted," Consolidated Aircraft Corp., 1942
- Annual: "'Taps' number of Trench and Camp, Camp Kearney, 1918"

General San Diego

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- Photo: Ramona's Marriage Place
- Photo: Old Town San Diego
- Photo, mounted: "Marriage Place of Ramona"
- Photos: Cabrillo Carnival
- Photos: Hall and Kessler Shop
- Photo: San Diego Rowing Club Annual Plunge, 1011
- Photo: Palm Huts, Coronado Tent City
- Photo, mounted: An Orange Orchard," San Diego View Company
- Photo, mounted: "Orange Orchard," Parker Photo
- Photo, mounted: "California Orange Orchard on the Southern RR" Parker Photo
- Photo: San Diego cave
- Photo: San Diego Bay, Newman Post Card Company
- Photo: Broadway, San Diego, 1957
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| Box 3, Folder 12 | Photo: Parade, San Diego, 1950 |
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| Box 4, Folder 1 | Catalog: "Exhibition of Paintings by Charles Arthur Fries," Fine Arts Society of San Diego, 1928 |
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| Box 4, Folder 1 | Announcement: American Association for the Advancement of Science San Diego Meeting, 1916 |
| Box 4, Folder 1 | Program: American Association of the Advancement of Science, 1916 |
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| Box 4, Folder 2 | Brochure: Old Town San Diego, Ramona's Marriage Place |
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| Box 4, Folder 2 | Brochure: Old Town San Diego, 1938 |
| Box 4, Folder 2 | Souvenir Brochure: "The Birthplace of San Diego" |
| Box 4, Folder 2 | Souvenir Calendar: 1968 |
| Box 4, Folder 2 | Pamphlet: "The Spanish Fiesta, at Coronado Beach" 1894 |
| Box 4, Folder 3 | Album: "San Diego and Coronado Beach, California," 1889 |
| Box 4, Folder 3 | Album: "Souvenir of San Diego, Cal.," 1886 (2 copies) |
| Box 4, Folder 4 | Brochure: "The Julian District," 1894 |
| Box 4, Folder 4 | Brochure: "Los Vallecitos de San Marcos, The Little Valleys of St. Mark," 1890 |
| Box 4, Folder 4 | Brochure: "El Cajon, California, The Valley of Opportunity" |
| Box 4, Folder 4 | Brochure: "La Mesa, California, Land of Sunshine and Flowers" |
| Box 4, Folder 4 | Brochure: "El Cajon Valley" |
| Box 4, Folder 4 | Postcard: La Mesa, 1916 |
| Box 4, Folder 4 | Brochure: "About La Mesa Springs," Park-Grable Investment Co. |
| Box 4, Folder 4 | Brochure: Cleveland National Forest, California |
| Box 4, Folder 5 | Brochure: Guide Book of San Diego California, 1900 |
| Box 4, Folder 5 | Brochure: "A Reminder: Elsinore, San Diego County" |
| Box 4, Folder 5 | Brochure: "Seeing San Diego", 1903 |
| Box 4, Folder 5 | Brochure: City Heights, San Diego," 1905 |
| Box 4, Folder 5 | Brochure: "This is San Diego, a Program for Pleasure," 1946 |
| Box 4, Folder 5 | Brochure: "San Diego Facts," 1961 |
| Box 4, Folder 5 | Pocket Map: California Road Map, 1926 |
| Box 4, Folder 6 | Map: Tourist Map of San Diego, 1950 |
| Box 4, Folder 6 | Schedule: "Pctirial Reference Guide, Time Tables" |
| Box 4, Folder 6 | Card: Automobile Road from San Diego To Imperial Valley," Automobile Club of Southern California |
| Box 4, Folder 6 | Map: "Highway Map of Souterhn California," Security Bank |
Box 4, Folder 6
- Map: San Diego Street and Vicinity Map," 1947
Box 4, Folder 6
- Brochure: "Rancho Santa Fe"
Box 4, Folder 7
- Booklet: Plumbing Ordinance of San Diego, 1912
Box 4, Folder 7
- Tickets: Roller Derby, Lane Field
Box 4, Folder 7
- Brochure: "Ground Work, A Three Year Report of the San Diego Public Library, 1951"
Box 4, Folder 7
- Invitation: Golden Anniversary of Mr and Mrs. Albert Arthur Thomas, 1917
Box 4, Folder 7
- Brochure: The Palomar Apartments, 1920?
Box 4, Folder 7
- Mexican Border Identification Card: Guy W. Holmes, 1920
Box 4, Folder 7
- Pamphlet: "San Diego: A Descriptive Poem" by John C. Pelton, 1891
Box 4, Folder 7
- Deed: C. F. Karnnan as Administrator Ets. to George J. Chambers, 1899
Box 4, Folder 7
- Postcard: Panorama, Tia Juana, 1908
Box 4, Folder 7
- Postcard: Tia Juana, 1912
Box 4, Folder 7
- Brochure: "Air-Minded San Diego"
Box 4, Folder 7
- Coupon: "Retain this coupon, it may be worth a LOT in Country Club Heights at Lake Elsinore, Exhibit 20"
Box 4, Folder 7
- Flyer: "Vote Yes on Amendments 1 and 2," F. Head, Prohibition Party Candidate for Congress
Box 4, Folder 7
- Bookmark: Fox Theatres, "Edgar Rice Burrough’s Newest Tarzan Thriller"
Box 4, Folder 7
- Envelope: Cabrillo Celebration, 1894
Box 4, Folder 7
- Postcard: Library, Ramona, 1915
Box 4, Folder 8
- Book: "San Diego Cook Book, 1898"
Box 4, Folder 8
- Tax Deed: H. W. Weineke, 1889-90
Box 4, Folder 8
- Letter: From the Ship "Metropolis," San Diego, September 24th, 1897 to the Christian Endeavour Society
Box 4, Folder 8
- Blank Form: Demand on the Treasury of the City of Escondido ( 2 copies)
Box 4, Folder 9
- 14 postcard booklets of San Diego
Box 4, Folder 10
- Photographic negatives

Maps and Oversize

Box 5
- Panoramic Postcard: Coronado Tent City, circa 1910
Box 5
- Sheet Music: "Welcome to All is San Diego’s Call," Panama-California Expo 1915, Earl and Dick Kennedy
Box 5
Box 5
Box 5
- Photo: "Mountain Springs Grade on State Highway to Imperial Valley," hand colored
Box 5
- Photo: Post card order from Curt Teich, 1933, U. S. Navy Plane Carrier
Box 5
- Photo: Post card order for Curt Teich, 1933, San Diego High School
Box 5
- Crate Label: Reindeer Brand, El Cajon Citrus Fruit Growers Association (2)
Box 5
- Label: Point Loma Brand, Mt. Palomar Paint Corporation
Box 5
- Schedule: Time Table 74, San Diego and Arizone Eastern Railway Company, 1939
Box 5
- Crate Label: Helix Farms Lemons, Spring Valley Plantation, 1897
Box 5
Box 6: Maps
Box 6: Maps
- Street Map of the City of San Diego, including East San Diego, National City, Chula Vista, & Coronado. Complete to July 1, 1914.
Box 6: Maps
- 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.
| Box 6: Maps | Sketch Map Showing Proposed Improved Highways to San Diego County, California. (2 copies) |
| Box 6: Maps | Sketch Map Showing Proposed Improved Highways to San Diego County, California. Printed in San Diego, California by Kinney Printing Co. |
| Box 6: Maps | Map of the Beautiful Escondido Valley and the City of Escondido, San Diego County, California. Geo. Rice & Sons Printers. Issued by the Escondido Valley Land and Planting Company. |
| Box 6: Maps | Map of San Diego, California, and a Portion of the Ex-Mission Rancho. Published by Rodney Stokes Co., 1911. |
| Box 6: Maps | 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. |