Guide to the Latin American Ephemera Collection M1993

Department of Special Collections and University Archives
2016
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URL: http://library.stanford.edu/spc
Language of Material: English
Contributing Institution: Department of Special Collections and University Archives
Title: Latin American travel ephemera
Identifier/Call Number: M1993
Physical Description: 0.5 Linear Feet (2 boxes)
Date (inclusive): 1884-1968
Date (bulk): 1937-1962
Abstract: Small artificial collection of ephemera promoting travel and tourism in Central and South America, namely Mexico, Cuba, Brazil, Panama, and Venezuela.

Conditions Governing Access
Open for research. Note that material must be requested at least 36 hours in advance of intended use.

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Preferred Citation
[identification of item], Latin American travel ephemera (M1993). Dept. of Special Collections and University Archives, Stanford University Libraries, Stanford, Calif.

Immediate Source of Acquisition
This collection was purchased by Stanford University, Special Collections from 2012-2018.

Scope and Contents
Small collection of ephemera for American travelers including brochures, pamphlets, tour guides, and postcards (both used and unused). There are also two 1939 World's Fair promotional booklets and an English-language magazine from Cuba.

Subjects and Indexing Terms
Mexico -- Description and travel.
Cuba -- Description and travel
Venezuela -- Description and travel
Brazil -- Description and travel
Panama -- Description and travel

box 1, folder 1  Mario Bucovich - Mexico (prints) circa 1945
box 1, folder 2  Vamos a Mexico (SPRR) 1899
box 1, folder 3  Miscellaneous travel brochures
box 1, folder 4  Luis Covarrubias - Regional Dances of Mexico (Eugenio Fischgrund) circa 1955
box 1, folder 5  Before That Trip to the Moon, Visit Mexico! Now! (Century 21 Exposition/Eco Publicistas) 1962
box 1, folder 6  Answers to Your Questions About Mexico - The Friendly Land (Century 21 Exposition/Mexican Government Tourism Department) 1962
box 1, folder 7  Make Friends With Mexico (American Airlines) 1943

Scope and Contents
Transferred from Hopkins Transportation Collection.

box 1, folder 8  T.S. Power - Mexico In Your Own Car (Pan American Tourist Bureau) 1937
box 1, folder 9  Henry W. Taylor - Mexican Journeys [tour advertising brochure] 1940
box 1, folder 10  Mexico: The Faraway Land Nearby (Mexican Tourist Association)
box 1, folder 11  James W. Steele - To Mexico By Palace Car (Chicago: Jansen, McClurg & Co.) 1884
box 1, folder 12  David S. Oakes - Sunshine Over The Border (Reprinted by the Mexican Tourist Association) 1939
box 1, folder 13  Souvenir of Tijuana, Mexico [posed photograph of five tourists in sombreros]
Postcards circa 1906-1968

Scope and Contents

Some are used and postmarked, others are blank. Many are real photograph postcards.

Visit Cuba at the World's Fair (Carasa & Co.) 1939
Cuba (Cuban Tourist Commission) 1939
Times of Cuba August 1916
Souvenir Program: Lecuona Cuban Boys, A Night in Havana, Amalia Aguilar

Souvenir Album of Havana, Cuba

Martinique, Office Departemental de Tourisme, with fold-out map

Panama, Key of the Two Oceans 1940
Panama, the Cross-Roads of the World

Souvenir of the Panama Canal, published by I. L. Maduro's Souvenir Store

Come to Venezuela
Ilbas do Rio de Janeiro (Brasil), Departamento de Turismo da Municipalidade
Visit Rio de Janeiro for the 1935 Carnival, March 2nd to 5th
Zig Zagging in the Land of the Incas 1924

Postcard: hunting season, refugee camp, Ft. Bliss
Postcard: army wagon train crossing the Mexican desert
Postcard: quemando puntos en rellano, mayo 23/12

Postcard: greetings from Tijuana, Mexico [woman with serape and sombrero]

Five postcards of Juarez, Mexico, including 2 with greetings, 1 of the bull ring, 1 a bird's eye view, and one of the Mission Nuestra Senora de Guadelupe
Ramon Valdiosera: six prints on advertisements for Hotel Posada, Mexico. c. 1948. All prints depict Mexican dances
Verano 1942 vacaciones, villalonga American Express 1942

Physical Description: .04 Linear Feet

Guide to Baja California del norte
The Valley of Mexico n.d.
Mexico! National Railways of Mexico 1940
Mexico by motor 1940
Mexico waits you n.d.
Asi es Mexico n.d.
The Caribbean for holiday fun year round 1954
Welcome to our revolution n.d.
Cuba ideal vacation land 1953-1954
Who's who among visitors to Havana and what's what in Cuba 1936
Cuba the holiday isle of the tropics n.d.