Peggy Hamilton Adams papers, 1911-1976

Finding aid prepared by Charlotte Payne, Lilace Hatayama and Dydia DeLyser; machine-readable finding aid created by Caroline Cubé
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Online finding aid last updated 3 October 2017.
Title: Peggy Hamilton Adams papers
Collection number: 1373
Contributing Institution: UCLA Library Special Collections
Language of Material: English
Physical Description: 29.0 linear feet (58 boxes and 57 oversize boxes)
Date: 1911-1976
Abstract: Peggy Hamilton Adams was a fashion designer, editor of the Los Angeles Times rotogravure fashion page (1921-34) and a host for local radio programs (1929-33) that dealt with fashion concerns of the modern woman. The collection consists of materials related to Hamilton's career as designer, fashion editor, and socialite.
Physical location: Stored off-site at SRLF. All requests to access special collections materials must be made in advance through our electronic paging system using the request button located on this page.

Creator: Adams, Peggy Hamilton

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Provenance/Source of Acquisition

Preferred Citation
[Identification of item], Peggy Hamilton Adams Papers (Collection 1373). UCLA Library Special Collections, Charles E. Young Research Library, University of California, Los Angeles.

UCLA Catalog Record ID
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Biography
Born Mae Bedloe Armstrong, Hamilton began work as a costume designer; at Triangle film company, she designed for such stars as Mr. Julian Eltinge and Gloria Swanson; she worked at the Los Angeles Times as editor of its rotogravure fashion page (1921-34); known as Hollywood's dictator of fashions, she featured such celebrities as Gloria Swanson, Myrna Loy, Norma Shearer, Delores Del Rio, Joan Crawford, Betty Davis, and Greta Garbo posed in gowns by designers such as Adrian, Travis Banton, and Howard Greer; Hamilton promoted Los Angeles as the Paris of America in many fashion shows, including the first fashion show in an airplane (1928); she was appointed official hostess of Los Angeles County by then Supervisor Frank L. Shaw (1931) and was named Queen of Olympias of the Mythical Kindom of Olympia in an effort to publicize the 1932 Olympic Games; she hosted local radio programs (1929-33) dealing with fashion concerns of the modern woman.

Scope and Content
Collection consists of materials related to Hamilton's career as designer, fashion editor, and socialite. Includes paste-ups, scrapbooks, photographs, various issues of the Los Angeles Times fashion page, clippings, printed ads, radio scripts, and ephemera.

Subjects and Indexing Terms
Adams, Peggy Hamilton--Archives.
Fashion editors--Archives.
Mechanicals.
Online resources.
Photographs.
Scrapbooks.
Socialites--California--Los Angeles--Archives.

Beckman Fur Advertisements
Beckman Fur Advertisements

Box 1
Paste-ups and printed ads, 1930-1931.

Los Angeles Times Fashion Page

Box 1
Paste-ups, 1921.
Box 1
Paste-ups, 1922.
Box 2
Paste-ups, 1923.
Box 2
Paste-ups, 1924, 1925 and 1927.
Box 3
Paste-ups, 1926.
Box 4
Paste-ups, 1928, 1930 and 1933.
Box 4, 5
Paste-ups, 1930.
Box 32
Various, 1929-1933.
Box 32
Various Issues, 1932-1933.
Box 32
Various Issues, January-June 1933 and July-December 1931.
Box 33
Issues, (complete). 1932
Box 33
Issues, (complete). 1933
Box 33
Issues, (various). 1933
Box 34
Issues, January-July 1925.
Box 44
Paste-ups (boards), 1925.
Box 45
Paste-ups (boards), July 1924.

Los Angeles Times Fashion

Box 6
Scrapbook, 1921.
Box 7
Scrapbook, 1921.
Box 8
Scrapbook, 1924.
Box 9
Scrapbook, 1925.
Box 10
Scrapbook, 1926.
Box 11
Scrapbook, 1927.
Box 12
Scrapbook, 1928.
Box 13
Scrapbook, 1929.
Box 14
Scrapbook, 1930.
Box 15
Scrapbook, 1931.
Box 16
Scrapbook, 1932-1933.

Personal Photographs

Box 17
Scrapbook, 1928-1931.
Box 18
Scrapbook, 1932-1933.
Box 18
Scrapbook, n.d.

Personal Memorabilia

Box 19
Scrapbook, 1922.
Box 20
Scrapbook, 1925.

Fred Hamilton

Box 21
Scrapbook, 1925.

General

Box 22
Scrapbook, 1931-1932.
Box 29
Scrapbook, early 1940s.
Box 30
Scrapbook, 1917.
Box 31, 49
Scrapbooks, n.d.
Box 49
Scrapbook, 1931-1932.
Box 54
Scrapbooks, copy of celebrities, 1932.
Box 57
Photographs.

Fancy and Period Costumes

Box 31
Scrapbook.

Personal Appearances
<table>
<thead>
<tr>
<th>Box</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>23</td>
<td>Scrapbook, 1931-1932.</td>
</tr>
<tr>
<td>26</td>
<td>Scrapbook no.23, also hostess book no.2.</td>
</tr>
<tr>
<td></td>
<td>Christmas Cards</td>
</tr>
<tr>
<td>24</td>
<td>Scrapbook.</td>
</tr>
<tr>
<td></td>
<td>Trip to Europe</td>
</tr>
<tr>
<td>25</td>
<td>Scrapbook, 1924.</td>
</tr>
<tr>
<td></td>
<td>Honeymoon Trip to East Coast</td>
</tr>
<tr>
<td>27</td>
<td>Scrapbook, diary, 1910-1911.</td>
</tr>
<tr>
<td></td>
<td>Queen Olympia</td>
</tr>
<tr>
<td>28</td>
<td>Scrapbook, 1931.</td>
</tr>
<tr>
<td></td>
<td>San Francisco Automobile Show, Fashion Pageant</td>
</tr>
<tr>
<td>28</td>
<td>Scrapbook, 1931.</td>
</tr>
<tr>
<td></td>
<td>Orpheum Fashion Show</td>
</tr>
<tr>
<td>29</td>
<td>Scrapbook, 1938.</td>
</tr>
<tr>
<td></td>
<td>General</td>
</tr>
<tr>
<td>31</td>
<td>4 Scrapbooks, n.d.</td>
</tr>
<tr>
<td></td>
<td>Radio Scripts</td>
</tr>
<tr>
<td>30</td>
<td>Scrapbook, 1929-1930.</td>
</tr>
<tr>
<td>30</td>
<td>Scrapbook--Radio scripts, primarily KHJ.</td>
</tr>
<tr>
<td>30</td>
<td>Miscellaneous Newspapers</td>
</tr>
<tr>
<td>34</td>
<td>Miscellaneous newspapers.</td>
</tr>
<tr>
<td>35</td>
<td>Miscellaneous newspapers and news clippings.</td>
</tr>
<tr>
<td>36</td>
<td>Drawings and photographs.</td>
</tr>
<tr>
<td></td>
<td>Memorabilia</td>
</tr>
<tr>
<td>46</td>
<td>Key to city of San Francisco, January 27, 1931.</td>
</tr>
<tr>
<td></td>
<td>PH's First Annual Biltmore Fashion Pageant</td>
</tr>
<tr>
<td>49</td>
<td>Posters, 1924.</td>
</tr>
<tr>
<td></td>
<td>Miscellaneous</td>
</tr>
<tr>
<td>37, 38</td>
<td>News clippings, printed papers, etc.</td>
</tr>
<tr>
<td>38 - 40, 43</td>
<td>News clippings.</td>
</tr>
<tr>
<td>41 -43</td>
<td>Photographs, news clippings, etc.</td>
</tr>
<tr>
<td>49</td>
<td>Scrapbook, ca. 1922-1924.</td>
</tr>
<tr>
<td>50</td>
<td>Talkback records (for sending messages via records) - 3 boxes.</td>
</tr>
<tr>
<td>51</td>
<td>News clippings, 1920s.</td>
</tr>
<tr>
<td>52</td>
<td>Magazines, news clippings.</td>
</tr>
<tr>
<td>53</td>
<td>Scrapbooks.</td>
</tr>
<tr>
<td>55</td>
<td>Scrapbook, magazines, letters, envelope of damaged photographs.</td>
</tr>
<tr>
<td></td>
<td>1932 Olympics</td>
</tr>
<tr>
<td>56</td>
<td>Photographs, clippings and memorabilia, 1932.</td>
</tr>
<tr>
<td></td>
<td>Unarranged</td>
</tr>
<tr>
<td>58 - 60, 76</td>
<td>Photographs, n.d.</td>
</tr>
</tbody>
</table>
Unarranged

Box 61, 63 - 66,
68, 77, 79-81,
84-88, 91-92,
97-115

Box 62, 67, 69-75,
78, 82-83, 90, 98,
Box 93 - 94

Box 95
Box 96

Miscellaneous, n.d.

Photographs and Miscellaneous, n.d.

Radio scripts, n.d.

Radio scripts and Peggy mine sheet music, n.d.

Radio scripts and film magazines, n.d.