Finding Aid for the Robert Campbell papers, 1912-1989

Processed by UCLA Library Special Collections staff; machine-readable finding aid created by Caroline Cubé and edited by Josh Fiala.

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Descriptive Summary

Title: Robert Campbell papers,
Date (inclusive): 1912-1989
Collection number: 389
Creator: Campbell, Robert, 1898-1985
Extent: 4 boxes (2 linear ft.) 4 oversize boxes

Abstract: Robert B. Campbell (1898-1985) married Blanche Gramlich (1923) and moved to Los Angeles. They opened a bookstore across the street from the Southern Branch of the University of California. When UCLA moved to Westwood, the Campbells moved their store to Le Conte Avenue and built up the trade book section. Robert became the first bookseller on the West Coast to serve as president of the American Booksellers Association. The collection consists of personal and UCLA-related memorabilia and materials related to the career of bookstore owners Robert and Blanche Gramlich Campbell and Campbell's Book Store.

Repository: University of California, Los Angeles. Library Special Collections.
Los Angeles, California 90095-1575

Physical location: Stored off-site at SRLF. Advance notice is required for access to the collection. Please contact the UCLA Library Special Collections Reference Desk for paging information.

Restrictions on Access
Open for research. STORED OFF-SITE AT SRLF. Advance notice is required for access to the collection. Please contact UCLA Library Special Collections for paging information.

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Preferred Citation
[Identification of item], Robert Campbell Papers (Collection 389). UCLA Library Special Collections, Charles E. Young Research Library.

UCLA Catalog Record ID
UCLA Catalog Record ID: 709569

Biography
Robert B. Campbell was born on February 5, 1898 in Osceola, Nebraska; attended University of Nebraska; worked at Long's College Book Store in Lincoln; married Blanche Gramlich on June 20, 1923; they moved to Los Angeles in 1924 and opened a bookstore on Vermont Avenue, across the street from the Southern Branch of the University of California; when UCLA moved to Westwood, the Campbells moved their store to Le Conte Avenue and built up the trade book section; Blanche Campbell began and built up the children's book section; Robert Campbell joined the Rotary Club in 1932, writing its weekly newsletter, The Windmill; he served as president of the Westwood Chamber of Commerce in 1933 and 1944; served on board of directors, University Religious Conference; became first bookseller on the West Coast to serve as president of the American Booksellers Association; the Campbells supported UCLA in various ways, including establishing the Campbell Book Collection Awards at UCLA in 1948; Campbell's Book Store was sold to the Brentano chain in 1968; retired in 1974; he died in 1985, and Blanche died in 1989.

Scope and Content
Collection consists of personal and UCLA-related memorabilia and materials related to the career of bookstore owners Robert and Blanche Gramlich Campbell and Campbell's Book Store. Includes photographs, scrapbooks, clippings, speeches, caricature drawings, and realia. Photographs feature pictures of their Los Angeles bookstores on Vermont Avenue and Le Conte Avenue, as well as Hedda Hopper, Rudy Vallee, Bennett Cerf, Harry Truman, Richard Nixon, Haile Selassie, Prince Philip, Mayor Tom Bradley, UCLA Chancellor Charles Young, Meredith Willson, and Mr. and Mrs. Ronald Reagan.

Indexing Terms
The following terms have been used to index the description of this collection in the library's online public access catalog.

Subjects
Campbell, Robert, 1898-1985--Archives.
Related Material

The following materials related to Robert B. Campbell are available in the UCLA Library Special Collections, Charles E. Young Research Library:

- **Author**: University of California, Los Angeles. Library. *The Robert B. Campbell Student Book Collection Competitions.*
  - **Identifier/Call Number**: Call number: Z 733 C15C12ro.

  - **Identifier/Call Number**: Call number: 300/139.

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**Personal and Bookstore Records and Papers**

**Blanche Gramlich Campbell**

- **Box 1, Folder 1**: High School Memorabilia. Papillion, Nebraska. 1919
  - **Scope and Content Note**: Photographs (mounted) and diary.

- **Box 1-3, 8**: University Memorabilia
  - **Box 1, Folder 2**: Scrapbook. 1922
    - **Scope and Content Note**: Menus, theater programs, clippings, etc.

- **Boxes 3, 8**: Photographs - Phi Omega Pi.
  - **Box 3, Folder 1**: March 3, 1923; January 8, 1977.
    - **Scope and Content Note**: Lincoln Hotel (1923), Los Angeles(?). Thelner Hoover (1977).
    - **Note**: [Not panoramas like other Phi Omega Pi photographs.]

- **Box 8**: 1929, 1931.
  - **Box 2, Folder 1**: Phi Omega Pi publications: songbooks, etc. Several volumes.
    - **Box 2, Folder 2**: The Cornhuskers [yearbook]. 1912
      - **Note**: Has name on front free endpaper: Ruth Lorilla Ackerman(?).

- **Box 3, Folder 2**: University(?)- Photograph. August 4, 1929
  - **Scope and Content Note**: Wedding of Helen Deacon Squires to Robert (Curly) Fairies.

- **Box 3, Folder 3**: Various Events, Organizations, etc.
  - **Scope and Content Note**: Notes, Certificates, Poems etc. Poems on various occasions, Eastern Star certificate, etc., v.d.
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Box 4, Folder 8

**UCLA Honors and tributes. November 1970**

Scope and Content Note
Blanche G. Campbell’s talk. Given upon receiving award [unidentified].

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**Campbell Family - Clarice and Dorothy**

Box 3, Folder 4

**Photographs, Ephemera.**

Scope and Content Note
With dolls, 1933 and 1981 (1933 photograph is copy).
Clarice skating, etc., 1939 and v.d.

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**The Campbells Bookstore**

Box 3, Folders 5-7

**Ephemera**

Physical Description: (3 folders)

Box 3, Folder 5

**Bookmarks, clippings, sample letterhead, etc. ca. 1926-1960s.**

Advertisements, note of persons associated with store, etc. 1950s, v.d.
Includes matches (early?), gift wrap tags, etc. . 1940s-1970s (?).

Box 3, Folder 8

**Photographs of Vermont Store and Westwood Store. 1925, 1940s-1950s (?)**

Scope and Content Note
Shows women archers with bookstore just visible in the background.
Note
1925 photograph is a copy.

Box 3, Folder 9

**Related Items**

**Westwood history by Ruth Ross. 1984.**

Physical Description: Photocopy.

Box 3, Folder 10

**Westwood magazine, etc. 1947.**

Note
Special Collections has other copies: in ephemera, etc.

Box 3, Folder 11

**Newspaper clippings about Westwood and the bookstore.**

**Publication - Campbell Columns. 1936-1937**

Scope and Content Note
Newsletter and brief reviews.
Note
[1936 May has interesting drawn map of Westwood - shows original Bullock’s, El Encanto Tea Room, etc.]

Box 3, Folder 13

**Clippings, etc. 1950s-1960s**

Scope and Content Note
Articles, manuscripts about the department.

Box 3, Folder 14

**Correspondence (1948, 1949, 1951, 1967)**

Scope and Content Note
Note from President Truman’s secretary, note from W.W. Robinson, etc.
<table>
<thead>
<tr>
<th>Box 3, Folder 15</th>
<th><strong>ABA (RBC) Manuscripts. 1948</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Scope and Content Note</td>
</tr>
<tr>
<td></td>
<td>Robert Campbell's American Booksellers Association (ABA) talk.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 3, Folder 16</th>
<th><strong>Biographical: Robert Campbell - Printed vita. 1955</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Scope and Content Note</td>
</tr>
<tr>
<td></td>
<td>In: <em>Who's Who</em>.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 3, Folder 17</th>
<th><strong>West Coast Bookmen (Robert Campbell). 1967</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Scope and Content Note</td>
</tr>
<tr>
<td></td>
<td>Tribute for Robert Campbell and Louis Epstein</td>
</tr>
<tr>
<td></td>
<td>Book with letters, photographs.</td>
</tr>
<tr>
<td></td>
<td>WWR's note was about this event.</td>
</tr>
<tr>
<td></td>
<td>Includes notes from: Robert Nathan, Paul Jordan - Smith ....</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 4, Folder 1</th>
<th><strong>Various Memorabilia. v.d.</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Scope and Content Note</td>
</tr>
<tr>
<td></td>
<td>Membership and other cards.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 4, Folder 2</th>
<th><strong>Biographical - Tributes.</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Scope and Content Note</td>
</tr>
<tr>
<td></td>
<td>Various, including those at the deaths of both Robert Campbell and Blanche G. Campbell.</td>
</tr>
</tbody>
</table>

| Box 4, Folder 3 | **Various photographs, not bookstore.** |

<table>
<thead>
<tr>
<th>Box 4, Folder 4</th>
<th><strong>Various authors, and appearances at bookstore.</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Scope and Content Note</td>
</tr>
<tr>
<td></td>
<td>Includes photographs of: Hedda Hopper, Rudy Vallee, Bennett Cerf, etc.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 4, Folders 5-6</th>
<th><strong>Photographs</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>American Booksellers Association (ABA) banquets, etc.</strong></td>
</tr>
<tr>
<td></td>
<td>Scope and Content Note</td>
</tr>
<tr>
<td></td>
<td><em>Also Cavalcade of Books</em> (television show) photograph.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 4, Folder 6</th>
<th><strong>American Booksellers Association (ABA) members with President Truman (1948).</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>ABA group with Richard Nixon (n.d., 1949).</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 4, Folder 7</th>
<th><strong>UCLA Notes, etc.</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Scope and Content Note</td>
</tr>
<tr>
<td></td>
<td>Letter from Everett Moore, etc.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 5, Folder 1</th>
<th><strong>Various photographs. v.d.</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Scope and Content Note</td>
</tr>
<tr>
<td></td>
<td>Includes enlargement of photo of Robert Campbell and Blanche G. Campbell in the bookstore.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 5, Folder 2</th>
<th><strong>Ephemera.</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Scope and Content Note</td>
</tr>
<tr>
<td></td>
<td>Paper bags with logo, etc.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 5, Folder 3</th>
<th><strong>Various Tributes. v.d.</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Scope and Content Note</td>
</tr>
<tr>
<td></td>
<td>Certificates, etc.</td>
</tr>
</tbody>
</table>
Robert Campbell

Box 4, Folders 9-11
 Box 4, Folder 9
 Box 4, Folder 10
 Box 4, Folder 11

**UCLA Athletics**

Young Men’s Club Affadavit. 1938.
Sportsmen of the South realia: keychain.
Clippings, etc.

Scope and Content Note
Rafer Johnson article, etc.
Note
See also Box 1.

The Campbells

Box 4, Folder 12

**UCLA clippings about Paul Wellman.**
Scope and Content Note
Also a fair copy of poem by Richard Armour about Wellman.

Box 4, Folder 13

**History.**
Scope and Content Note
Copies of James V. Mink’s articles.

Box 4, Folder 14

**UCLA Campbell contest ephemera. n.d.**
Physical Description: Copy (photostat?) of poster.
Note
Further material filed in University Archives, Campbell contest and Campbell Contest Committee records.

Box 4, Folder 15

**Photographs from Library photographer. Late 1940s-1950s**
Note
[There should be negatives for all of these in University Archives.]

Box 4, Folders 16-17

**UCLA - Various Photographs**

Box 4, Folder 16

Blanche G. Campbell with Haile Selassie, with Prince Phillip of England, Robert Campbell with Ducky Drake, etc. v.d.

Box 4, Folder 17

With Mayor Bradley, with Chancellor Young, etc. 1980s.
Physical Description: Small color snapshots.

Box 4, Folder 17

One small black and white of Spring Sing. 1960.

**UCLA athletics photographs.**
Scope and Content Note
Banquet, team at Rose Bowl(?) [early].

Box 4, Folder 18

**Realia, various items.**
Scope and Content Note
Engraved cup, Bruin Bear in plexiglass, etc.

Box 6

**Realia, various items.**
| Box 7, Folder 1 | Various Memorabilia, including UCLA.  
Scope and Content Note  
Mounted magazine cover, picture of Rafer Johnson. |
|---|---|
| Box 7, Folder 2 | Various Memorabilia. 1960s (?)  
Scope and Content Note  
LP: ... and then I wrote *The Music Man*. |

| The Campbells(?) |
|---|---|
| Box 4, Folder 19 | Various photographs. (n.d.)  
Scope and Content Note  
Meredith Willson with the Reagans. Photograph of the Reagans is by Thelner Hoover.  
Unidentified World War I scene(?). |