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UCLA Library Special Collections
Room A1713, Charles E. Young Research Library
Box 951575
Los Angeles, CA, 90095-1575
(310) 825-4988
spec-coll@library.ucla.edu
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Title: Campbell, Lawrence (UCLA 1936). "My Hobby" Card Stunts Scrapbook.
Identifier/Call Number: University Archives Record Series 532
Contributing Institution: UCLA Library Special Collections
Language of Material: English
Physical Description: 1 linear ft. (1 oversize box)
Date: 1935-1942
Abstract: Record Series 532 contains a scrapbook documenting Lawrence Campbell's (UCLA 1936) involvement with card stunts at UCLA.
Creator: Campbell, Lawrence (UCLA 1936)
Access
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Preferred Citation
[Identification of item], Campbell, Lawrence (UCLA 1936). "My Hobby" Card Stunts Scrapbook (University Archives Record Series 532). UCLA Library Special Collections, University Archives.
Biography/History
Lawrence (Larry) Campbell (UCLA 1936) studied art at UCLA. In 1934, he responded to a call for artists to assist the UCLA Rally Committee with card stunts. Campbell continued designing card stunts for UCLA after his 1936 graduation, originating the concept of animated card stunts before being drafted into the United States Army in 1942. The last card stunt Campbell designed for UCLA was performed at UCLA's first Rose Bowl game in January 1943.
Scope and Content
Record Series 532 contains a scrapbook documenting Lawrence Campbell's involvement with card stunts at UCLA. The scrapbook features photographs and designs documenting the process of creating and staging card stunts, as well as a collection of clippings from newspapers and magazines documenting the publicity of UCLA card stunts and Lawrence Campbell's involvement.
This is an inactive record series; no additional University records are expected to be added.

UCLA Catalog Record ID
UCLA Catalog Record ID: 3466742
Related Material
See also UCLA University Archives Record Series 506: Associated Students of UCLA (ASUCLA). Rally Committee. Card Stunt Files.

Box 1
"My Hobby" scrapbook. 1935-1942.
Physical Description: Olive-green leatherette scrapbook containing black and white photographs, hand-colored photographs and designs, and clippings. Handle with care.