

Boxes 1-9 contain pre-1950 ephemera

Box 1: Santa Cruz City

Promotional Material and Tourist Guides
Souvenir Booklets and Postcards
Hotels: Santa Cruz City
Hotels: Santa Cruz Mountains
Hotels: Santa Cruz County
Historical Information
Maps
Real Estate Brochures
Real Estate Miscellany
Rancho Tres Ojos de Agua (J. Dodera) lot.
Mt. Diablo Meridian, retracement of 1858 survey

Box 2: Entertainment

Restaurants
Private Clubs
Misc. Clubs and Associations
Misc. Events and Boardwalk related Material
Music
Misc. Event Advertisements and Literature
Theaters- Casino
Theaters- Grand
Theaters- Jewell
Theaters- Mack Swain
Theaters- New Santa Cruz
Theaters- Princess
Theaters- Unique
Theaters- Misc. Plays
Film Ephemera

Box 3: Business

Business Cards, Calling Cards
Business Ephemera- Misc. Printer,
Newspaper Material
Business Advertisements, Giveaways, etc.
Business Ephemera- Receipts, Bills
Business Ephemera- Photography Materials
Santa Cruz Chamber of Commerce Letter from 1936

Box 4: Education and Religion

Churches Ephemera
Ingoldsby, John – Motherlode missionary
Schools – Copy of State School land grant
Schools- Course Listings, Directories
Schools- Performance Advertisements and Programs
Schools- Misc. Clubs and Social Event Ephemera
Schools- Commencement Materials and Yearbooks
Schools- Report Cards

Box 5: Santa Cruz County

Capitola
Watsonville/South County Ephemera
San Lorenzo Valley Ephemera
Mt. Hermon Ephemera
Nisene Marks surveyor report, 1945

Box 6: Santa Cruz County Legal Documents

Misc. Legal Documents
Census records 1850/60/70
Legal research, court case numbers – gift of Ron Powell
Huber, or Hubbard, John. Letter from Bureau of Pensions – gift of R.P.
Santa Cruz Co. Tax payers – gift of Ron Powell
Mt. Hermon Association
Railroad Materials
Railroad – Loma Prieta Railroad Company
Santa Cruz Voting Materials
Misc. Military Ephemera
Post Office Materials

Box 7: Santa Cruz County Individuals and Correspondence

Brady, Francis. Research notes from Ron Powell
Castro, Martina – Fallon vs. Castro. Gift of Ron Powell
Henry Cowell Correspondence
Stella Deveraux Correspondence
Ruth Hacking Material
Hihn, F.A. Articles – gift of Ron Powell
Melba McKenna, Music Teacher
Misc. Correspondence
H. L. Middleton and Andrew P. Hill Correspondence
Smith Family of Watsonville
Jeter, William (1850-1930)

Box 8: Arcadia Development Company

Abstract of Title of Arcadia Development Company

Box 9: Uncategorized Research notes of Ron Powell

Malone, Anita Fallon. Copy of article Mountain Echo – Ron Powell's research notes
Loma Prieta, 1891 article on drowning of Homer Scott 1891

Box 10

1. Agriculture, not S.C. Fair
2. Aptos
3. Bicentennial committee
4. Black cooperative Assoc.
5. Capitola
6. Capitola Host Lions invitational baseball tournament
7. Census
8. Citizens advisory committee
9. Clearing house (community classes)
10. Clubs, miscellaneous and camps
11. Clubs, Santa Cruz Bird

Box 11

1. Community Concerns
2. Congress for community progress
3. Consumers' Cooperative
4. County Industrial Commission

Box 12

1. Disabilities
2. Diversity Center
3. Drug Abuse Center
4. Drug Abuse, Social Conditions
5. Earthquakes
6. Evergreen Cemetery

Box 13

1. Felton
2. First Night
3. LGBTQ
4. Genealogical Society of Santa Cruz Co.

See also: Newsletter F868.S3G46a

Box 14

1. Health Care
2. Health Concerns
3. Health AIDS, HIV
4. Health care – Santa Cruz AIDS Project events
5. Homeless Garden Project
6. Homeless people
7. Homeless, incl. Housing

Box 15

1. Jail – Project BACK & other incarceration
2. La Selva Beach
3. Labor, work
4. League of Women Voters
5. Local Authors
6. London, Jack
7. Lime Kilns
8. Men's Alternative Community MAC
9. Men's Collective
10. NAACP

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11. Monterey Bay Natural History Assoc.(Newsletter filed with small papers)
12. Miscellaneous

Box 16

Maps and Guides for Santa Cruz County

Box 17

1. Non Profit: Other organizations (family service, Red Cross etc.)
2. Notices of Hearings
3. Obituaries
4. Ohlone and Native American Heritage
5. Parks and Wildlife Refuge

Box 18

1. Peace/Anti-war in Middle East, 1990
2. Peace Action Committee
3. Peace Concern
4. People's Lobby
5. Planned Parenthood of Santa Cruz Co.
6. Pogonip Clubhouse and property

Box 19

1. Political Literature: 1950 –1960
2. Political Lit. undated. Thought to be between 1950-1960
3. Political Lit. 1960-1969

Box 20

Political Literature 1970-1975

Political Lit. 1976

Political Lit. 1977

Box 21

Political Literature 1978

Political. Lit Recall M. Liddicoat effort

Political Lit. 1980- 1989

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Box 22

1. Political Literature and Voter's material 1990 - present
2. Political Commentary

Box 23

1. Proclamations
2. P.R.O.D.
3. Radio KUSP
KUSP monthly playlist and "KUSP Review" at NRLF

Box 24

1. Recreation - Parks and Recreation
2. Recreation - Parks and Recreation- Activities schedules
3. Recreation - Parks, not Santa Cruz (see also: Other, Not Santa Cruz)

Box 25

1. Recreation, sports and travel
2. Recreation, Polo
3. Recreation – Special events (Fashion, clubs...)
4. Recreation – State Parks
5. Recreation - Nisene Marks (gift of R. Powell)

Box 26

1. Redevelopment of Beach, Downtown areas, 1973 report
2. Redevelopment, 1990 post Loma Prieta quake
3. Redwood water pipe
4. Religious and Spiritual groups: Churches and church-related activities

Box 27

1. Resource center for Non-Violence
2. Santa Cruz County Football Jamboree
3. City of Santa Cruz newsletters (uncatalogued)

Santa Cruz Ephemera collection (MS 72)

updated 3/3/2022

4. Santa Cruz County Board of Supervisors minutes March 16, 1968
5. Santa Cruz District Port and Harbor
6. Santa Cruz Mountains Study Group

Box 28

- 1-2. Santa Cruz (City of) Historic Preservation Commission
- 3-4. Santa Cruz (County) Historic Preservation
5. Santa Cruz County Historical Society – General
6. Santa Cruz Buildings, historic, including McHugh and Bianchi building
7. Santa Cruz Blueprints, drawings, 1986

Box 29

1. Santa Cruz Public Library
2. Santa Cruz Spring Fair
3. Scotts Valley
4. Sempervirens Fund
5. Senior Citizens Groups
6. Sierra Club – Loma Prieta Chapter
7. Soquel, History, gift of Ron Powell
8. “Sun Tan Special” run of May 18, 1996
9. Switchboard

Box 30

1. Tax literature
2. Tide tables
3. Transit
4. Transportation
 - a. Railroads (gift of R. Powell)
 - b. Railroads
5. Transit (see Map case drawer D2: Santa Cruz Miscellany for map)
6. Travel
7. “Tricky Envelopes” Nixon envelopes
8. William James Assoc.
9. Wilder Ranch

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Box 31

1. Alice Earl Wilder news clippings
2. Wildlife
3. Women’s Health Center
4. Women’s movement
5. Women- miscellany
6. YWCA
7. ZaSu Pitts celebration
8. Zero Population Growth – SC chapter

Box 32

ARTS, PERFORMING

1. Baroque Festival
2. Cabrillo Music Festival
3. Dance
4. Kuumbwa Jazz Center

Box 33

ARTS, PERFORMING

1. Miscellaneous Concerts

Box 34

ARTS, PERFORMING

1. Santa Cruz Symphony

Box 35

ARTS, PERFORMING

Shakespeare Santa Cruz

1. Miscellany
2. 1982 to 1995

Box 36

ARTS, PERFORMING

Shakespeare Santa Cruz

1996 to Present

SSC – non festival productions

Box 37

ARTS, PERFORMING

Theater A-E

Santa Cruz Ephemera collection (MS 72)

updated 3/3/2022

Box 38

ARTS, PERFORMING

Theater F-P

Box 39

ARTS, PERFORMING

1. Theater Q-Z
2. Theater General

Box 40

ARTS, VISUAL

1. Art miscellany
2. Art Museum
3. Book Arts
4. Film & Film Festivals
5. Open Studios (Cultural council of Santa Cruz County)
6. Santa Cruz Art Museum project

Box 41

ARTS, VISUAL

1. Miscellaneous art shows

Box 42

ARTS, VISUAL

1. Miscellaneous art shows

Box 43

BUSINESS EPHEMERA

1. Automobiles
2. Banks, Savings & Loans, Credit Unions
3. Business activities
4. Business ads

Box 44

BUSINESS EPHEMERA

1. Books, bookstores, printers
2. Book Publishers, local

Box 45

BUSINESS EPHEMERA

1. Calendars
2. Chamber of Commerce

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3. Chamber of Commerce – directories

Box 46

BUSINESS EPHEMERA

1. Clothing businesses
2. General Business, incl. catalogs

Box 47

BUSINESS EPHEMERA

1. Guides & economics

Box 48

BUSINESS EPHEMERA

1. Food businesses; Grocers, Wineries
2. Hotels, Motels
3. Lectures and Seminars
4. Lipton Industries

Box 49

BUSINESS EPHEMERA

1. Media: Newspapers, Radio, television
2. Plant businesses
3. Plantronics

Box 50

BUSINESS EPHEMERA

1. Professions: Doctors, lawyers, veterinarians, Architects, etc.
2. Restaurants
3. Salz Tannery
4. Unions
5. West Foods/ Shady Oakes Mushrooms

Box 51

BUSINESS EPHEMERA

1. Real Estate
2. Real Estate – California Homes
3. Real Estate – Pajaro Dunes

Santa Cruz Ephemera collection (MS 72)

updated 3/3/2022

Box 52

CITY OF SANTA CRUZ

1. Minutes of Santa Cruz City Council
April 10, 1973-May 28, 1974
2. 29th Annual All-American City
awards
3. Santa Cruz City – General

Box 53

COUNTY OF SANTA CRUZ

1. Class specifications
2. Department of Public Works Budget
1965/66
1966/67
1967/69
3. Government items, misc.
4. Grand Jury
5. Planning Commission
6. Salary Schedule 1969/70

Box 54

ENTERTAINMENT

1. Dances, Social
2. General, incl. Mystery Spot, Tree Circus,
Santa's Village
3. Louden [London] Nelson Community
Center + monthly activity guide
4. Miscellany
5. Roaring Camp
6. Santa Cruz Beach Boardwalk
7. Television

Box 55

ENVIRONMENTAL CONCERNS

1. Animal rights, action groups
2. Coastal Coalition/ Coastal Concerns
3. Ecology General
4. Felton Diversion project
5. Floods
6. Freeway material from Richard Cutts,
1971
7. Gray Whale Ranch
8. Land Reform
9. Logging in Santa Cruz County

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10. Measure A (Wingspread)
11. Miscellaneous Environmental
information
12. Nature conservancy (gift of R. Powell)
13. Landslide data

Box 56

ENVIRONMENTAL CONCERNS

1. Nuclear concern
2. Ocean Sanctuary legislation
3. S.E.E.D Summit (Summit on
Sustainability Oct. 1993)
4. USA Energy Center

Box 57

MUSEUMS

1. Museum commission minutes,
various 1963-1968
2. Museum of Art and History (MAH)
3. Octagon Museum
 - Brochures
 - Friends of the Octagon
Newsletter
 - Membership, fundraising
 - Special events
4. Other Museum, miscellany

Box 58

MUSEUMS

1. Santa Cruz City Museum
 - Brochures
 - Calendars
 - Natural History Mus. – Fungus
Fair
 - Special Events
2. Santa Cruz Museum Association
 - Mailings, Membership,
fundraising

Santa Cruz Ephemera collection (MS 72)

updated 3/3/2022

Box 59

PROMOTIONAL LITERATURE

1. Fairs
2. Hospitals
3. Japanese Cultural Fair
4. Pacific Garden Mall
5. Santa Cruz Businesses

Box 60

PROMOTIONAL LITERATURE

1. Santa Cruz County
2. Santa Cruz County

Box 61

SCHOOLS

1. Board of education
2. Education: Programs, courses, Class schedules
3. School Ballots, Political miscellany
4. Free Schools
5. General Miscellany

Box 62

SCHOOLS

Santa Cruz Free University

1. School sports
2. Soquel and Capitola schools
3. Watsonville High School

Box 63

WATSONVILLE AREA/ SOUTH COUNTY

1. Agricultural History Project
2. Arts and Entertainment
3. Historical Information
4. Pajaro Valley Historical Assoc. Miscellany
5. Promotional Literature
6. Watsonville's Cahoots
7. Pajaro Valley. (Gift of R. Powell)
8. Bay Area
9. Non-Santa Cruz parks
10. Monterey/ Areas south of Santa Cruz

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11. Forced Removal and Incarceration of Japanese Americans
12. Scotts Valley
13. Almaden Quicksilver Mines

Box 64

1. Aptos, History (gift of R. Powell)
2. Branciforte, Villa de. (gift of R. Powell)
3. Forest History Society
4. Lumbering
5. History, Santa Cruz County
 - a. De Laveaga, Jose
 - b. Breen, Patrick (San Juan Bautista)
 - c. Historic sites, SC County
 - d. Santa Cruz Victoriana
 - e. Villa del Monte Santa Cruz turnpike
 - f. Spignet gulch
 - g. Loma Prieta, town in Nisene Marks park (gift of R. Powell)
6. Soquel, History (gift of Ron Powell)

Box 65-68

OVERSIZE

Theater posters/flyers, local area newspapers, posters

Flat file A-7

Posters, Santa Cruz County, Bookshop Santa Cruz

Santa Cruz Posters by Bill Prochnow

Beat Week, Santa Cruz

Posters, Santa Cruz County Theatre

Posters, Santa Cruz County Music

Posters, Santa Cruz County Forums, Lectures and Workshops

Posters, Santa Cruz County, Community Concern

Posters, Santa Cruz County, Art

Posters, Santa Cruz County, Films

Posters, Santa Cruz County, Radio

Posters, Misc California Books

Posters, Santa Cruz County Businesses

Flat file C-2

"Santa Cruz Cal" lithograph

Birds eye view of Watsonville/Santa Cruz county, 1875

Bird's eye view of Santa Cruz

Map of California from Plaza Stationary Store Santa Cruz

Posters, Sells- Floto Circus May 10th, 1918

Flat file D-8

Santa Cruz and Big Basin, SF Examiner, Automotive Section

California powder works prints and lithograph key

Santa Cruz Ephemera: lithographs, posters, etc.