

## Little Folks Shop Collection

Finding aid created by La Jolla Historical Society staff using RecordEXPRESS  
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<https://lajollahistory.org/>  
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### Descriptive Summary

**Title:** Little Folks Shop Collection

**Dates:** 1963 - 1983

**Collection Number:** DB004

**Creator/Collector:** La Jolla Historical Society

**Extent:** .5 linear foot

**Repository:** La Jolla Historical Society, La Jolla, California 92037

**Abstract:** The Little Folks Shop Collection is made up of photographs and archival material pertaining to the children's clothing store that was located at 1012-14 Prospect Street from about 1940 through 1983. This store was a prominent shop in the village and advertised the finest in young people's clothing and gifts. The shop served many famous clientele including the Robert Kennedys, Billy Cooper and David Scott, the renowned astronaut. This material pertains to the history and heritage of La Jolla, California; its people, places and events. A container list is included on the PDF and HTML versions.

**Language of Material:** English

**Access:** The Collection is open for research

**Publication Rights:** The La Jolla Historical Society holds the copyright to any unpublished materials

**Preferred Citation:** Courtesy of the La Jolla Historical Society

**Acquisition Information:** DB004

**Biography/Administrative History:** The La Jolla Historical Society inspires and empowers the community to make La Jolla's diverse past a relevant part of contemporary life.

The La Jolla Historical Society's Collections encompass over 80 years of actively collecting archival material, books, maps, scrapbooks, ephemera, fine art, newspapers, street and land use files, business and personal documents and historic and archaeological artifacts. The Society boasts over 20,000 photographs, over 1000 postcards, 400-plus architectural drawings and approximately 200 oral history recordings.

Collecting was initiated by Howard Randolph and volunteers on the historical committee of the Library Association of La Jolla. The Collection began by gathering photographs and documentation in the late 1930s, which later became the nucleus of the La Jolla Historical Society's Collections. The Society was created in 1963.

Through many moves in location the Society continued collecting and expanding. Accumulated Collections took on its current construct in 2010 after the renovation of the La Jolla Historical Society's campus of structures in central La Jolla, which consists of the 1904 Wisteria Cottage and 1940s Balmer Annex used for exhibits and programming, and a 1909 cottage used for business and research offices. The late Ellen Browning Scripps' 1916 automobile garage was also renovated and now houses the Collection in a modern collections storage facility. Materials are housed in archival boxes, sleeves, envelopes and other archival-safe materials and are cared for according to standards and best practices of the museum profession. In 2016, the Society initiated new PastPerfect Museum Software to manage and catalog its Collections and in 2018 started using the Online Archive of California to upload searchable information from its

Collections to enable improved public access. The Society will continue these processes and look forward to utilizing new opportunities to collect, preserve and share the history of La Jolla.

**Scope and Content of Collection:** The Little Folks Shop Collection is made up of photographs and archival material pertaining to the children's clothing store that was located at 1012-14 Prospect Street from about 1940 through 1983. This store was a prominent shop in the village and advertised the finest in young people's clothing and gifts. The shop served many famous clientele including the Robert Kennedys, Billy Cooper and David Scott, the renowned astronaut. This material pertains to the history and heritage of La Jolla, California; its people, places and events. A container list is included on the PDF and HTML versions.

**Container List Below**

# CONTAINER LIST

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## DB – Donor Based Collections DB004 – Little Folks Shop Collection

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### Small box

Stamp. Logo of the Little Folks Shop.

### Photographs & Negatives

Photograph. Depicts the Little Folks Shop, the Swiss Jeweler, and Village Liquor storefronts from Prospect St, looking northwest. "ca. 1977."

Photograph. Depicts two small girls in patterned dresses skipping along the sidewalk at Ellen B. Scripps Park.

Photograph (color). Depicts a postal delivery man walking past the Little Folks Shop storefront holding a package.

Negative. Illustration depicting three girls and a boy dressed in checkered clothes in a whimsical environment.

Film (2 strips, 5 frames, in same sleeve as above). Depict a runway fashion show.

Blue envelope. "Everyone loves pictures... they say more than a letter can..." Former container of above sleeve's contents.

Postcard (2 copies, color). Depicts Girard Ave from a rooftop slightly south of the corner of Girard Ave and Wall St, looking north. Little Folks Shop is visible at the end of Girard. ca. 1950s.

Photographs (2, color). Depict an event held at the Little Folks Shop. February 1968.

Film (4 frames, color). Depict the interior of the Little Folks Shop, including merchandise and customers. November 1973.

Photograph. Depicts a girl modelling a skirt and a sunhat strolling along the sidewalk in front of St. James by-the-Sea Church.

Photographs (2). Depict a man in a suit showing three small girls a checkered dress.

Photograph (color). Depicts a small boy in a silver jumpsuit standing beside a tricycle. March 1972.

Photograph. Depicts a family of 10 posing for a photo on a lawn.

Photograph (Christmas card, color). "Merry Christmas, The Conways and Patrick." Depicts a boy posing with three dogs and a Santa Claus paper cutout.

Series of photographs (10, color). Depict several small children modelling Little Folks Shop clothing and customers browsing the shop's offerings. February 1968.

Photographs (3, color). Depict five different children modelling Little Folks Shop clothing inside the store.

Photographs (5). Depict a man and three children modelling clothes next to a bench at Ellen B. Scripps Park.

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Photograph. Depicts a boy in a blue coat riding a tricycle.  
Christmas card (with photograph). "Season's Greetings." Studio portrait of a young boy and girl dressed in red.

Photograph. Depicts a young boy modelling a pair of overalls with the numbers 1-4 on them.

Photograph. Depicts three girls and a woman modelling swimwear by the poolside.

Photograph. Autographed studio portrait of astronaut David Scott, a notable patron of the Little Folks Shop. 1964.

## Advertisements

Newspaper article (photocopy, with photo). "La Jolla's Little Folks Shop." ca. 1970s.

Advertisement (magazine). "You'd expect some children to wear Florence Eiseman clothes." Re: Florence Eiseman collection. *New Yorker Magazine*. February 24, 1975.

Advertisement (magazine). "The world is full of wonder for the young-at-heart." Re: Florence Eiseman collection. "August 6, 1979."

Advertisement (mounted on cardboard). "from Vogue." Re: Little Folks Shop.

Photograph with caption (photocopy). "Lots More Eyeliner For 'Scarecrow' Look." *San Diego Union*. November 4, 1973.

Newspaper article (photocopy). "Around the village; (Finding the unusual and unique in La Jolla): Little folks love this place."

Photograph with caption (photocopy). Depicts two children modelling Little Folks Shop clothes.

Newspaper article (photocopy). "Little Folks Shop lists color tips."

Advertisement. "From the Spring and Summer Collection of Florence Eiseman." Re: Little Folks Shop.

Newspaper article (photocopy). "At Little Folks' Shop; Red, white and blue for kids." March 6, 1975.

Photograph with caption (photocopy). Depicts a 7 year-old girl, Megan Palmer, feeding pigeons at the cove while modelling Little Folks Shop clothes.

Advertisement (magazine). "A Must for you and your Little Folks, The First International Open Horse Show."

Advertisement (magazine, 2 copies). "You are invited to preview the Holiday and Spring Designer Collections, Betti Terrill Dischel." Re: Little Folks Shop. Event planned for November 3, 1973.

Advertisement (photocopy). "For the finest in Boy's & Girl's fashions..." Re: Little Folks Shop.

Advertisement (with photo). "Ready for Spring in a Florence Eiseman Dutch poplin shift..." Re: Little Folks Shop. "1968."

Newspaper article (photocopy). "Mrs. Billy Casper Young Mother of Year." Re: Shirley Casper. *Los Angeles Times*.

Newspaper article (photocopy). "Little Folks Shop Fashion Starts With

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Footsteps. March 18, 1971.

Advertisement (magazine, with photo). "Run Down To Little Folks Shop." ca. 1976.

Advertisement (newspaper, with photo). "Happy Holidays." Re: Little Folks Shop. *San Diego Union*.

Advertisement (magazine, with photo). "featuring Florence Eiseman, layette through size fourteen."

Photograph with caption (photocopy). "Arrives for Mass." Depicts Robert F. Kennedy's wife and sons on their way to his memorial service.

Photograph with caption (photocopy). "Maddy Morris models the sailor look..." Re: Little Folks Shop. *La Jolla Light*. March 24, 1983.

Advertisement (photocopy, with photo). "Florence Eiseman offers styles for all occasions..." Re: Little Folks Shop.

Advertisement (magazine, with photo). "Where Families, Of One Or More, Find All Their Needs." Re: Little Folks Shop.

Advertisement (magazine). "Welcome to the Finest Children's Shop." Re: Little Folks Shop.

Advertisement (magazine, with photo). "You'd expect some children to wear Florence Eiseman clothes." Re: Little Folks Shop.

Advertisement (magazine, with photo). "For the unusual and very special clothes designed for..." Re: Little Folks Shop.

Photographs with caption (photocopy, 5 photos). "Our Pre-Opening Show. Getting There Is Half The Fun." One photo depicts the Little Folks Shop storefront. "*San Diego Union*, December 31, 1972."

Advertisement (magazine, photocopy). "For the finest in children's fashions, layette through fourteen..." Re: Little Folks Shop.

Advertisement (magazine, photocopy). "Fashions For The Holidays." Re: Little Folks Shop.

Photographs (5, photocopies). Depict a toddler age girl modelling a white dress on the beach.

Advertisement (magazine, photocopy). "Florence Eiseman puts you at the head of the class." Re: Little Folks Shop. ca. 1971.

Advertisement (magazine, photocopy). "It's Little Folks For The Best Value & Styling in Formal Christening Apparel." *Women's Wear Daily*. August 21, 1963.

Advertisement (magazine, with photo). "Little Folks Shop Welcomes the people of Arizona..." *Phoenix Magazine*. April 1969.

## Miscellaneous

Envelopes (empty, 2). *Little Folks Shop*.

Invitation. "You Are Cordially Invited To A Showing Of The Florence Eiseman Collection Presented By Mr. Robert Eiseman."

Letter and envelope. From Therese T. Whitcomb to Ann Zahner. Re: The history of the Little Folks Shop and its many famous customers, including the families of Robert F. Kennedy, Billy Casper, and David Scott.

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Engraving plate and envelope. Plate of the Little Folks Shop logo. *The Wednesday Club*.

Document (3 pages). "Finding Aid for The Little Folks Shop Collection." Overview of the collection and the shop's history written by Ellie Henderson. July 17, 2008.

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