

General Postcard Collection, VM004

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Descriptive Summary

Title: General Postcard Collection, VM004

Dates: 1904 to Present

Collection Number: VM004

Creator/Collector: La Jolla Historical Society

Extent: Over 800 postcards

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

Abstract: The La Jolla Historical Society's General Postcard Collection VM004 consists of over 800 postcards comprised of linen cards, chromolithograph cards, chrome cards, black and white cards, real photo cards and hand-colored real photo cards. The collection is housed in four boxes and divided into eighteen categories. See container list under "additional collection guides."

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Publication Rights: The La Jolla Historical Society holds the copyright to any unpublished materials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: VM004

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 La Jolla Historical Society's General Postcard Collection VM004 consists of over 800 postcards comprised of linen cards, chromolithograph cards, chrome cards, black and white cards, real photo cards and hand-colored real photo cards. The collection is housed in four boxes and divided into eighteen categories. See container list under "additional collection guides."

Container/File Folder List:

Box 1:

Aerials
Bath Houses
Caves, Emerald Cove
Children's Pool
Alligator Head, Goldfish Point, Cove
Devil's Slide

Box 2:

General Shoreline
Commercial Facilities/Business District
Educational Facilities
Hotel/motel
 Alta Mar Apartments
 Cabrillo
 Casa de Manana

Box 3:

Hotel/motel (continued)
 Green Dragon
 Heidi House/Little Hotel
 La Jolla Beach and Tennis Club
 La Valencia
 Casa La Jolla
 Cretewood Cottage Apt.
 La Bella View Court
 La Jolla Palms Inn
 La Jolla Shores Hotel
 Neptune Beach Apts.
 Richmond Court
 Windansea
 Cabrillo/Colonial
Medical Facilities
Parks
Religious Facilities

Box 4:

Residential
Public Facilities
Transportation
People
Military
Souvenir Folders
Multiview Cards