Ephemera in the Archives

Pieces of ephemera are like snapshots. They give the viewer a glimpse into the past. Generally printed on paper, ephemera includes items such as receipts, campaign fliers, advertising brochures, broadsides, menus, event programs, cigar labels, admission tickets, and postcards. Maurice Rickards, author of *The Encyclopedia of Ephemera*, defines ephemera as “the minor transient documents of everyday life.” Ephemeral items were made to last for only a short time and they no longer serve their original purpose once the event for which they were created has passed. Therefore, most of these items are discarded, but some have been preserved and have taken on “second lives.” They have become highly sought after by private collectors or have become collections in archives, libraries, and other cultural institutions, which use ephemera in exhibits and make the pieces available to researchers.

We are drawn to ephemeron (singular form of ephemera) for various reasons: its beauty, fragility, rarity, novelty, and its ability to transport us back in time. The Ephemera Society of America touts ephemera’s value on its website:

> In some cases, ephemera may be primary evidence documenting an historical event . . . Ephemera may be a way in which a particular social attitude of the time is evinced. Ephemera, as artifacts of history, inevitably contains facts, prejudices, and other aspects . . . reflecting their particular time and place . . . Ephemera is revered not only for its content, but also for the beauty of its presentation which may involve interest in its graphic design, typography, a printing process, . . . or its format.

The California State Archives contains, for the most part, state government records of enduring value, but ephemera can also be found in the Archives. The bulk of ephemera housed at the Archives was transferred along with state government records. For example, Public Utilities Commission records contain advertising brochures, time schedules, and train fare rates related to applications filed with the Commission. The records of the Department of Finance contain menus required to calculate per diem for state employees traveling on out-of-town business. Within the records of the office of the Secretary of State are colorful printed labels that were included with trademark applications. The records of the Centennials Commission contain souvenir brochures and other materials related to statewide events during the centennial years of 1948-1950. In addition to the items from state agencies, private individuals and organizations have donated items such as California postcards and campaign memorabilia to the Archives.

*By Melissa Tyler, Archivist*
Upper right: Records of the Centennials Commission
ID no. F3575

All other items are from the General Ephemera Collection
ID no. 96-02-12
Early in my career at the State Archives, I met Frank Cullen, Sr., who served as Assistant Legislative Secretary to former Governor Edmund G. “Pat” Brown and served as his Chief of Staff for thirty years after the Governor left office. Frank began his career in politics and government when he worked on John F. Kennedy’s 1948 congressional campaign. In 1960, he was asked by his college friend, Robert F. Kennedy, to serve as an advance man for JFK’s 1960 presidential campaign. Frank was introduced to Governor Brown at the 1960 Democratic National Convention and became involved in state politics during Brown’s 1962 re-election campaign. As a hobby, Frank collected political memorabilia and ephemera. He recognized their value and the stories that can be learned from them. Many of the items he collected, along with the transcript of his oral history interview done by the Archives’ State Government Oral History Program, can be found at the State Archives. Sadly, Frank passed away in March 2006, but through his and his family’s donations, his legacy and the items he collected will long survive.

Nancy Zimmelman Lenoil

Ephemera in Context

Service Marks Registered with the Secretary of State

Here at the State Archives, our collection of service marks registered with the Secretary of State serves as an excellent example of ephemeral materials made historically valuable by a larger group of records. In 1967, California’s law relating to the registration of trademarks with the Secretary of State expanded to include the registration of service marks, or “[s] used in the sale or advertising of services to identify the services of one person and distinguish them from the services of others” (Chapter 1556, Statutes of 1967). Those individuals wishing to register a service mark with the Secretary of State were, and continue to be, required to submit a specimen of their service mark along with an application. Such specimens, demonstrating the nature of the services provided and how the services are advertised, represent an incredibly diverse range of ephemeral materials.

Take, for example, the applications and specimens submitted by just one kind of business: restaurants. An application from 1971, submitted for a restaurant that serves chicken, registered the phrase “the taste goes in your mouth – not on your fingers” as a service mark and included a menu as the specimen.

(cont’d on page 4)
San Francisco restaurant Thomas Lord’s included with its 1971 application a cocktail napkin depicting a cricket-inspired service mark. Yet another restaurant application, this one from 1969, included a matchbook as the specimen for a “Victorian pavilion design” service mark. Such specimens are just a small sampling of the diverse ephemeral materials found within the service mark collection.

From menus and cocktail napkins, to advertisements and flyers, to business cards and stationery, the specimens that accompany service mark applications serve to both enhance the textual details of the applications themselves and provide evidence of the processes of service mark registration in California over time. Placed within the context of the service mark collection and the history of California business, these ephemera transform from transitory materials into historically significant records worthy of long term preservation.

By Kira Dres, Archivist

From the Records of the Office of the Secretary of State, Service Marks
Upper left: Napkin, ID no. SM1093
Lower left: Matchbook, ID no. SM353
Above: Service Mark Registration, ID no. SM353
Records in the Spotlight
Political Ephemera and the Presidential Election of 1940

Today’s election campaigns rely heavily on electronic media to deliver their messages. Television, radio, websites, and social media are the tools campaigns must utilize for any hope of success. But before World War II, political campaigns depended on other forms of mass communication to reach voters. Ephemeral campaign materials such as posters, leaflets, flyers, stickers, handbills, and broadsides were easy to mass produce, distribute, and display in public places, where they would, hopefully, influence thousands of people to vote for the advertised candidate. Although created for immediate and temporary use, political ephemera are rich and historically valuable resources that document and provide insight into an era’s political processes as well as the cultural and social forces at work. They preserve a wealth of information about the candidates, issues, campaign strategies, and uses of propaganda to promote those candidates and demonize their opponents. This is clearly evidenced in the Wendell Willkie 1940 presidential campaign materials shown here.

Running on a platform to prevent President Franklin D. Roosevelt from being elected to an unprecedented third term, Wendell Willkie, a former utility executive with no prior political experience, was tapped by the Republican Party to unseat the popular president. A registered Democrat until 1939, Willkie switched party affiliation to fight what he claimed were unwise government restraints on business enterprise.

Publicly criticizing Roosevelt’s New Deal programs had gained Willkie a measure of national recognition and the potential to run as a dark horse candidate for the Republican nomination. However, with Hitler’s forces marching across Europe, national security was quickly trumping economics as the nation’s most pressing issue.

In contrast to the isolationist views of his Republican contenders, Willkie at first supported the President’s plans to strengthen the nation’s defenses as the war in Europe spread. Willkie campaigns sprang up across the country as national magazines such as Time, Life, and Fortune brought him celebrity status. At the Republican convention, Willkie boasted that he had personally paid for all his travel and telephone expenses while campaigning and, if nominated, would be beholden to no special interests. He won the nomination easily.

Both items are from the Whitaker-Baxter Campaigns, Inc. Collection
ID no. C134
Willkie preferred a campaign against his perceived failures of Roosevelt’s New Deal economics, but as the war in Europe deepened, and his poll numbers began to sag, he soon switched to an isolationist stance, promising to keep American troops out of foreign wars. By November, however, expanding threats by both Hitler and Imperial Japan prompted voters to resist replacing the experienced incumbent with an untried contender. In the end, Roosevelt received 54.7% of the popular vote compared to 44.8% for Willkie.

After his defeat, Willkie quickly shed his isolationist stance and became one of Roosevelt’s allies in the President’s controversial war initiatives, such as the Lend-Lease Act to provide supplies to European nations. He traveled to Britain, China, the USSR, and the Middle East as Roosevelt’s personal representative.

Needless to say, when Willkie again attempted to gain the Republican nomination in 1944, his party denounced him as a traitor. Even if he had somehow managed to become a contender for president that year, he would not have made it to Election Day. Wendell Willkie died of a heart attack on October 8, 1944. He was 52.

By Lisa Prince, Archivist

This is but a small sampling of ephemera from the records of Whitaker and Baxter Campaigns, Inc., housed at the California State Archives. Campaigns, Inc., the nation’s first political campaign management firm founded by Clem Whitaker and Leone Baxter in 1933, ran Wendell Willkie’s Northern California campaign for president in 1940. In late 2016, look for an exhibit that will feature a wide variety of ephemeral materials from this unique and historically significant collection.
Squirrel Eradication during World War I

Some of the most curious documents at the Archives are known as “The Squirrel Posters.” These three posters depict fervent efforts almost a century ago to eradicate the common ground squirrel in California. The proclaimed method combined patriotism, poison, and school kids.

As California grew to be the food basket of the nation, the concern over squirrels increased. Although squirrels were initially cited as sources of sylvatic plague, by 1917 ground squirrels had become widely associated with crop decimation and potential food losses. That year, the California Commission of Horticulture (predecessor of the Department of Agriculture) added Rodent Control to its responsibilities. Internal communications indicate that while weevils, grasshoppers, and gophers were concerns, the Commission considered squirrels to be the prime threat to crops.

Once the United States entered the Great War, the need to feed the troops became paramount. To interfere with the food supply or to create economic losses was to aid the German enemy. In 1917, Horticultural Commissioner G.H. Hecke stated that the campaign “against the California Ground Squirrel – one of the most powerful economic allies of the enemy” would increase. In 1918, the Rodent Control Division created posters depicting squirrels as the enemy wearing spiked helmets.

Following on Hecke’s statements, Assembly Bills 470 and 632 regarding the extermination of ground squirrels passed both houses of the Legislature, but were both pocket vetoed by Governor William Stephens. The Governor, however, proved to be no friend to squirrels. On April 8, 1918, the Governor issued a proclamation which sought to assist with the “campaign to destroy the ground squirrel throughout the state.” In that effort, he decreed April 29-May 4 as GROUND SQUIRREL WEEK and encouraged all school age children to kill squirrels for cash and other prizes. Separate prizes for grammar and high schools ranged from $20 to $50. In his jingoistic assault on squirrels, Hecke exclaimed “it matters not whether they are poisoned, trapped or any manner of extermination resorted to, as long as the pests are routed from their trenches.” Herbert Hoover, in charge of the US Food Administration, heartily approved of the campaign and stated that “the school children should be of great assistance in this campaign and the knowledge that they are doing a patriotic duty should stimulate them to their utmost efforts.”

(Cont’d on page 8)
Staff Favorites (cont’d)

At the time, the main methods of killing squirrels were filling the burrows with water; stuffing squirrel holes with jute “waste-balls” soaked in carbon bisulphide, which created a poisonous and flammable gas; or leaving a mix of poisons and barley as deadly squirrel treats. Along with the promotional posters, the Commission sent illustrated leaflets to the schools. The leaflets included the government formula for mixing batches of poisoned barley. Children needed to turn in only the squirrels’ tails to count towards the prizes.

In June 1918, the Rodent Control Division pronounced the children’s efforts a huge success. Sulphur Bank Grammar School in Lake County and Madera Union High School won the top prizes. Commissioner Hecke announced that children throughout California had killed 104,509 ground squirrels. A later squirrel drive by Lassen County schools produced 31,699 tails, with one female student killing 3,780 squirrels.

The Horticulture Commission continued public squirrel eradication efforts with exhibits at the State Fair in 1918 and 1919. Internal memos and newspaper articles describe actions to kill squirrels well into the 1940s, although they did not again include juvenile assassins.

By Beth Behnam, Archivist

Photograph from the Records of the Dept. of Agriculture, State Fair Album
ID no. 98-07-12

Poster from the Records of the Horticulture Commission
ID no. ODC1:2(19)
More Staff Favorites

On the left: a flyer from the Civil Rights Congress (CRC) advertising a 1951 Halloween party, collected as part of an investigation of the CRC by the California Un-American Activities Committees

From the Records of the California Un-American Activities Committees
ID no. 93-04-16, F2-36, Box 4/folder 1

Below: a trademark from the Southern California Fish Co., filed in 1911

From the Records of the Office of the Secretary of State, Trademarks
ID no. TM5188

Below: the back of a trademark found in a 1919 Supreme Court case regarding trademark infringement; it may be one of the earliest examples of recipes printed on the back of a can label

From the Records of the California Supreme Court, Southern California Fish Co. vs. White Star Canning
ID no. 2Civ3038
More Staff Favorites

On the left: an advertisement for Puppy Cakes with a letter written in 1900 to a patient at the Sonoma State Hospital on the reverse side

*From the Records of the Dept. of Mental Hygiene - Sonoma State Hospital, Correspondence Incoming ID no. F.607:124 (S-2)*

Above: Future Voter stickers are an example of voter outreach ephemera from 2015

*From the Records of the Office of the Secretary of State, Elections Division in the General Ephemera Collection*

Above: a Union Party ticket from the 1864 Presidential election

*From the Records of the Office of the Secretary of State, Miscellaneous Election Records*
More Staff Favorites

Water-front passes issued to employees at the Port of San Francisco during World War I

*From the Records of the Board of Harbor Commissioners for San Francisco Harbor*  
*ID no. 2010-124*

Preservation of Ephemera

Menus, matchbooks, bookmarks, programs, posters, invitations, birthday cards, ticket stubs . . . what is the best way to preserve these items that are personally significant and perhaps monetarily valuable?

As with other paper-based materials, ephemera should be kept away from extremes in temperature and humidity. Do not store in an attic or a basement. Keep the items out of direct sunlight. Use archivally sound enclosures and boxes, from a reputable source. Here are some resources that will help with preserving not only ephemera, but personal and family papers as well.

California State Archives - Preservation  
Library of Congress  
National Archives  
Ephemera Society of America
Much ado has been made about the patriotic droves of American women who entered the workforce during World War II. Less well known, however, is the fact that millions of children and teenagers also answered the nation’s call to duty. Often recruited right out of their schools, children toiled in industry, agriculture, retail, and service sectors, yet few of those children left direct documentation of their work experiences. Jennifer Robin Terry’s presentation will discuss children’s labor during World War II, challenges associated with finding children in archival records, and her current project on the Victory Farm Volunteers (VFV), a program that recruited urban kid power for farm production labor during the war.

**About the speaker**

Jennifer Robin Terry is a doctoral candidate in the Department of History at the University of California, Berkeley. A long-time resident of the Sacramento area, Jennifer earned a MA and BA in U.S. History from Sacramento State and taught a number of history courses at American River College and Sacramento State. In 2014, Jennifer’s article, *They ‘used to tear around the campus like savages’: Children’s and Youth’s Activities in the Santo Tomás Internment Camp, 1942-1945*, was awarded the Neil Sutherland Prize for the best scholarly article on the history of childhood. The article, drawn from her MA research, detailed the experiences of American and British children who were imprisoned by the Japanese in Manila during World War II.

For more information, visit the Speaker Series webpage or email Archives Events. The Speaker Series is co-sponsored by the Friends of the California Archives.

**Poster from the National Archives and Records Administration**
Supreme Court Justices Visit the Archives

Justices and the Clerk of the California Supreme Court recently toured the State Archives. The tour, led by State Archivist Nancy Lenoil and Deputy State Archivist Rebecca Wendt, gave the Justices a behind-the-scenes look at the Archives and the opportunity to view the first case heard by the Court in 1850. The case, Morris v. Apollo, heard on appeal from an earlier lower court trial, was a breach of contract suit involving a sailor named Herman Morris. The master and owners of the ship Apollo sued Morris for damages arising from his leaving the vessel to seek his fortune in the gold fields. In the end, the Justices sided with Morris. When a new ship's crew could not be found, the vessel was permanently moored in San Francisco Bay, where it became a warehouse and a saloon. In 1851, the Apollo was destroyed in a fire. What remained of the ship was eventually engulfed by reclaimed land, now buried under the old Federal Reserve Bank building at the corner of Battery and Sacramento streets. The old timbers of the Apollo were added to the National Register of Historic Places in 1991.

(Left to right) – Deputy State Archivist Rebecca Wendt, State Archivist Nancy Lenoil, Chief Justice Tani Cantil-Sakauye, Justice Carol A. Corrigan, Justice Kathryn M. Werdegar, Justice Mariano-Florentino Cuéllar, Justice Leondra R. Kruger, Justice Ming W. Chin, Clerk of the Court Frank McGuire

Upcoming Events

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Webpage</th>
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<tbody>
<tr>
<td>January 29</td>
<td>Monthly Public Tours of the California State Archives</td>
<td><a href="http://www.sos.ca.gov/archives/public-events/">www.sos.ca.gov/archives/public-events/</a></td>
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<td>February 26</td>
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<td>March 25</td>
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<tr>
<td>March 5</td>
<td>Sacramento County History Day Competition</td>
<td><a href="http://www.sachistoryday.org/">www.sachistoryday.org/</a></td>
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California State Archives
1020 O Street
Sacramento, CA 95814

Visit us on the web at www.sos.ca.gov/archives/

For general assistance, call (916) 653-7715

For reference assistance, call (916) 653-2246 or email ArchivesWeb@sos.ca.gov

For event information, call (916) 653-7715 or email ArchivesEvents@sos.ca.gov

For the California Museum visit www.californiamuseum.org/

Search our online catalog at www.sos.ca.gov/archives/minerva/

Search state agency records retention schedules at www.sos.ca.gov/archives/athena/

Visit the Secretary of State’s other divisions for election information, campaign finance filings, business records, and more.