
Finding Aid for the Peggy Hamilton Adams Papers, 1911-1976

Processed by Charlotte Payne, Lilace Hatayama and Dydia DeLyser; machine-readable finding aid created by Caroline Cubé

UCLA Library, Department of Special Collections

Manuscripts Division

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Note

Arts and Humanities --JournalismArts and Humanities --Fine Arts --PhotographyHistory --History, California --History, Los Angeles
AreaGeographical (By Place) --California --Los Angeles Area

Finding Aid for the Peggy Hamilton Adams Papers, 1911-1976

Collection number: 1373

UCLA Library, Department of Special Collections
Manuscripts Division

Los Angeles, CA

Contact Information

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Online finding aid edited by:

Josh Fiala, September 2002

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Descriptive Summary

Title: Peggy Hamilton Adams Papers,

Date (inclusive): 1911-1976

Collection number: 1373

Creator: Adams, Peggy Hamilton

Extent: 58 boxes (29.0 linear ft.) 57 oversize boxes

Repository: University of California, Los Angeles. Library. Department of Special Collections.

Los Angeles, California 90095-1575

Abstract: Peggy Hamilton Adams was a fashion designer, editor of the *Los Angeles Times* rotogravure fashion page (1921-34) and a host for local radio programs (1929-33) that dealt with fashion concerns of the modern woman. The collection consists of materials related to Hamilton's career as designer, fashion editor, and socialite.

Physical location: Stored off-site at SRLF. Advance notice is required for access to the collection. Please contact the UCLA Library, Department of Special Collections Reference Desk for paging information.

Language: English.

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Additional Physical Form Available

A copy of the original version of this online finding aid is available at the UCLA Department of Special Collections for in-house consultation and may be obtained for a fee. Please contact:

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Provenance/Source of Acquisition

Peggy Hamilton Adams, bequest, 1984.

Preferred Citation

[Identification of item], Peggy Hamilton Adams Papers (Collection 1373). Department of Special Collections, Charles E. Young Research Library, University of California, Los Angeles.

Biography

Born Mae Bedloe Armstrong, Hamilton began work as a costume designer; at Triangle film company, she designed for such stars as Mr. Julian Eltinge and Gloria Swanson; she worked at the *Los Angeles Times* as editor of its rotogravure fashion page (1921-34); known as Hollywood's dictator of fashions, she featured such celebrities as Gloria Swanson, Myrna Loy, Norma Shearer, Delores Del Rio, Joan Crawford, Betty Davis, and Greta Garbo posed in gowns by designers such as Adrian, Travis Banton, and Howard Greer; Hamilton promoted Los Angeles as the Paris of America in many fashion shows, including the first fashion show in an airplane (1928); she was appointed official hostess of Los Angeles County by then Supervisor Frank L. Shaw (1931) and was named Queen of Olympias of the Mythical Kingdom of Olympia in an effort to publicize the 1932 Olympic Games; she hosted local radio programs (1929-33) dealing with fashion concerns of the modern woman.

Scope and Content

Collection consists of materials related to Hamilton's career as designer, fashion editor, and socialite. Includes paste-ups, scrapbooks, photographs, various issues of the *Los Angeles Times* fashion page, clippings, printed ads, radio scripts, and ephemera.

Indexing Terms

The following terms have been used to index the description of this collection in the library's online public access catalog.

Adams, Peggy Hamilton--Archives.

Fashion editors--Archival resources.

Socialites--California--Los Angeles--Archival resources.

Scrapbooks.

Mechanicals.

Photographs.

Online resources.

Beckman Fur Advertisements

Box 1 **Paste-ups and printed ads, 1930-1931.**

***Los Angeles Times* Fashion Page**

Box 1 **Paste-ups, 1921.**
Box 1 **Paste-ups, 1922.**
Box 2 **Paste-ups, 1923.**
Box 2 **Paste-ups, 1924, 1925 and 1927.**
Box 3 **Paste-ups, 1926.**
Box 4 **Paste-ups, 1928, 1930 and 1933.**
Boxes 4, 5 **Paste-ups, 1930.**
Box 32 **Various, 1929-1933.**
Box 32 **Various Issues, 1932-1933.**
Box 32 **Various Issues, January-June 1933 and July-December 1931.**
Box 33 **Issues, 1932 (complete).**

Box 33 **Issues, 1933 (complete).**
Box 33 **Issues, 1933 (various).**
Box 34 **Issues, January-July 1925.**
Box 44 **Paste-ups (boards), 1925.**
Box 45 **Paste-ups (boards), July 1924.**

Los Angeles Times Fashion

Box 6 **Scrapbook, 1921.**
Box 7 **Scrapbook, 1921.**
Box 8 **Scrapbook, 1924.**
Box 9 **Scrapbook, 1925.**
Box 10 **Scrapbook, 1926.**
Box 11 **Scrapbook, 1927.**
Box 12 **Scrapbook, 1928.**
Box 13 **Scrapbook, 1929.**
Box 14 **Scrapbook, 1930.**
Box 15 **Scrapbook, 1931.**
Box 16 **Scrapbook, 1932-1933.**

Personal Photographs

Box 17 **Scrapbook, 1928-1931.**
Box 18 **Scrapbook, 1932-1933.**
Box 18 **Scrapbook, n.d.**

Personal Memorabilia

Box 19 **Scrapbook, 1922.**
Box 20 **Scrapbook, 1925.**

Fred Hamilton

Box 21 **Scrapbook, 1925.**

General

Box 22 **Scrapbook, 1931-1932.**
Box 29 **Scrapbook, early 1940s.**
Box 30 **Scrapbook, 1917.**
Boxes 31, 49 **Scrapbooks, n.d.**
Box 49 **Scrapbook, 1931-1932.**
Box 54 **Scrapbooks, copy of celebrities, 1932.**
Box 57 **Photographs.**

Fancy and Period Costumes

Box 31 **Scrapbook.**

Personal Appearances

Box 23 **Scrapbook, 1931-1932.**
Box 26 **Scrapbook no.23, also hostess book no.2.**

Christmas Cards

Box 24 **Scrapbook.**

Trip to Europe

Box 25 **Scrapbook, 1924.**

Honeymoon Trip to East Coast

Box 27 **Scrapbook, diary, 1910-1911.**

Queen Olympia

Box 28 **Scrapbook, 1931.**

San Francisco Automobile Show, Fashion Pageant

Box 28 **Scrapbook, 1931.**

Orpheum Fashion Show

Box 29 **Scrapbook, 1938.**

General

Box 31 **4 Scrapbooks, n.d.**

Radio Scripts

Box 30 **Scrapbook, 1929-1930.**

Box 30 **Scrapbook--Radio scripts, primarily KHJ.**

Miscellaneous Newspapers

Box 34 **Miscellaneous newspapers.**

Box 35 **Miscellaneous newspapers and news clippings.**

Fashion

Box 36 **Drawings and photographs.**

Memorabilia

Box 46 **Key to city of San Francisco, January 27, 1931.**

PH's First Annual Biltmore Fashion Pageant

Box 49 **Posters, 1924.**

Miscellaneous

Boxes 37, 38 **News clippings, printed papers, etc.**

Boxes 38 - 40, 43 **News clippings.**

Boxes 41 -43 **Photographs, news clippings, etc.**

Box 49 **Scrapbook, ca. 1922-1924.**

Box 50 **Talkback records (for sending messages via records) - 3 boxes.**

Box 51 **News clippings, 1920s.**

Box 52 **Magazines, news clippings.**

Box 53 **Scrapbooks.**

Box 55 **Scrapbook, magazines, letters, envelope of damaged photographs.**

1932 Olympics

Box 56 **Photographs, clippings and memorabilia, 1932.**

Unarranged

Boxes 58 - 60, 76 **Photographs, n.d.**

Boxes 61, 63 - 66, **Miscellaneous, n.d.**

68, 77, 79-81, 84-88,

91-92, 97-115

Boxes 62, 67, 69-75, **Photographs and Miscellaneous, n.d.**

78, 82-83, 90, 98,

Boxes 93 - 94

Radio scripts, n.d.

Box 95

Radio scripts and Peggy mine sheet music, n.d.

Box 96

Radio scripts and film magazines, n.d.