
ARIZONA HISTORICAL SOCIETY

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**MS 1400
Cabat-Gill Advertising Agency
Collection, 1939 - 1983**

DESCRIPTION

The Cabat-Gill Advertising Co. Collection consists of representative samples of brochures, flyers, stationary, maps, and signs produced by the company for merchants and companies. Items included feature companies in Tucson, other locations in Arizona, and California. A large portion of the collection consists of photographs produced by outside professional photographers that were likely used for production ideas. Images depict Tucson churches, schools, scenery, and rodeo parades. Other photographs outside Tucson show activities and facilities at guest ranches, Mt. Lemmon in the winter, Tombstone cemetery, and Arizona desert scenery. Five folders highlight actors and scenes for the movie "Arizona" filmed at Old Tucson Studios outside Tucson in 1939.

6 Boxes, 5 linear ft.

HISTORICAL NOTE

The Cabat-Gill Advertising Agency was owned and operated by Ernest Cabat and Norval Gill. Both worked during World War II for the Consolidated-Vultee facility in Tucson as production illustrators and opened their private company in 1945. The company business centered around providing newspapers and magazines advertising, folders, letterhead stationary, and brochures for local merchants. Ernest Cabat came to Tucson in 1942 and had previously worked as the art director for a division of Time and Life magazines. Norval Gill attended school in California but moved to Tucson to teach in the art department of Tucson Senior High School.

ACQUISITION

Donated by Erni and George Cabat in 1994.

ACCESS - There are no restrictions on access research to this collection.

COPYRIGHT

Requests for permission to publish material from this collection should be addressed to the Arizona Historical Society, Tucson, Archives Department. Most photographs in this collection carry photographer's stamps thus requiring permission to use for publication.

PROCESSING

The collection was processed by Dave Tackenberg in July 2010.

Box and Folder Listing

Box 1

Folder 1 Article: "Advertising Is Their Art" <i>The Tucson Magazine</i>	Feb. 1950
f.2 Cabat Studio Christmas Bulletins	1975 – 1993
f.3 Advertising Agency Brochures	N.D.
f.4 Advertising Agency Stationary	N.D.
f.5 Advertising Agency Samples – Cabat-Gill Agency Identified	
f.6-8 Advertising Agency Samples – Tucson Locations	
f.9 Advertising Agency Samples – Arizona Locations but Outside Tucson	
f.10 Advertising Agency Sample – With <i>Arizona Range News</i>	1949
f.11-12 Advertising Agency Samples – Outside Arizona	
f.13 Advertising Agency Samples – Stationary Samples	
f.14 Photographs – Cabat Family Images of Family at Home	1947 – 1949
f.15 Photographs – Cabat Family Travels in Arizona	1946 – 1947
f.16 Photographs – Tucson Aerial Views	
f.17 Photographs – Tucson Buildings – Mostly Identified City Buildings	
County Health Building	
Temple of Music and Art	
Y.W.C.A.	
Carnegie Free Library	
Tucson City Hall	
El Conquistador Hotel	
Pima County Court House	
Others	
f.18 Photographs – Tucson Schools – Mostly Identified	
Sam Hughes	
Mansfeld Jr. High	
Safford School	
Arizona Sunshine School	
Tucson High School	
Fenster	

Box 2

f.19-20 Photographs – Tucson Churches – Mostly Identified	
First Methodist Church	
St. Phillips in the Hills	
St. Augustine Catholic Church	
First Church of Christian Scientist	
Santa Cruz Catholic Church	
Others	
f.21 Photographs – La Fiesta de Los Vaqueros Parade	1947/1948/1950
f.22 Photographs – La Fiesta de Los Vaqueros Rodeo	
f.23 Photographs – Tucson, Rancho Barra Nada	
Buildings and Guest Activities	
f.24 Photographs – Tucson, Treehaven School with Student Activities	
f.25 Photographs – Tucson, University of Arizona/Buildings/Mall/Students	1949
f.26 Photographs – Tucson, Mt. Lemmon with Snow and Mountain Scenery	1953
f.27 Photographs – Tucson, Old Tucson Sets	

f.28-32 Photographs – Tucson, Filming of “Arizona” at Old Tucson Studios 1939
(Likely Produced for Publicity Purposes)

Box 3

f.33 Photographs – Guest Ranch Facilities with Buildings and Walls
f.34-35 Photographs – Guest Ranch Activities with Dancing/Sports/Relaxing
f.36 Photographs – Guest Ranch Trail Rides
f.37-40 Photographs – Rancho de Los Caballeros & Other Guest Ranches
Interior and Exterior Scenes and Activities
f.41 Photographs – Tombstone, AZ with Cemetery and Street Scene
f.42 Photographs – Golfing Scenes
f.43 Photographs – Tumacacori Mission Building Ruins
f.44 Photographs – Aerial Photos (Possibly Tucson)
f.45-46 Photographs – MISC People & Activities
f.47 Photographs – MISC Structures & Facilities

Box 4

f.48-49 Photographs – MISC Landscape Images
f.50 Photographs – Mexico Street Scenes/Parade/Port City
f.51 Postcards of Tucson & Arizona
f.52 Slides – University of Arizona and MISC Structures
f.53 Slides – Horses and Trail Ride Scenes 1983
f.54 Slides – Arizona Highways Slide Show of Arizona Scenery
f.55 Slides – Arizona Cactus/Flowers/Trees/Vegetation 1983

Box 5

9 Photographs of Winners in Horse Racing Events 1954 – 1956
7 Images from Rillito Race Track of Tucson
1 Image from Prescott, AZ
1 Image from State Fairgrounds in Phoenix, AZ

Box 6

Photographs

Folder #1:

Images of Guests Around Resort Swimming Pool

Folder #2:

Photographs of Couple with Picnic Basket by Stream

Folder #3:

Desert Scenes with Couple Admiring Saguaro
Desert Saguaros and Hills

Folder #4:

Photographs of Couple and Children at San Xavier del Bac

Folder #5:

Photographs of Couple in Desert Meeting Rider on Horseback

One Oversized Item

Pictorial Map of Activities in Tucson for Tucson Chamber of Commerce 1943