#### ARIZONA HISTORICAL SOCIETY

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# MS 0921 TUCSON FESTIVAL SOCIETY Papers, 1949-1996

#### **DESCRIPTION**

Correspondence, fund raising and financial documents, event calendars, publicity files with the activities and events associated with the Tucson Festival Society, 1950-1996. Highlights include extensive folders dealing with the planning and execution of events associated with the Society in its 45 year history including San Xavier Fiesta, Pioneer Days, Fiesta de la Placita, Children's Writing Contest, Arts and Crafts Fair, Silver and Turquoise Ball, Artist of the Year Dinner, and various concerts, symphonies, and art programs. Photos, slides, and audiotapes also assist in documenting Festival history and activities.

110 Boxes, 71 linear feet

### **ACQUISITION**

Donated to the Historical Society between 1982 and 1996 through the Tucson Festival Society, Mary K. Foster, Susan P. Lespron, and Charles J. Harriman.

### **ACCESS**

There are no restrictions on access to this collection.

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#### **PROCESSING**

The collection was processed by William D. Tackenberg, October 1999. Revised Sep. 2005.

#### **ARRANGEMENT**

The collection is arranged into 13 Series: 1/Organizational Overview. 2/Correspondence, 1950-1991. 3/Festival Society Leadership, 1950-1993. 4/Support and Membership, 1951-1988. 5/Publicity, 1950-1996. 6/Los Tohonos Volunteers, 1969-1993. 7/Calendars and Event Schedules, 1950-1996. 8/Events and Activities, 1951-1996. 9/Financial Records and Reports, 1950-1995. 10/Related Organizations, 1950-1995. 11/Photos. 12/Oversized Items. 13/Media Materials.

#### HISTORICAL NOTE

The Tucson Festival Society was founded in 1950 by a diverse group of artists, arts professionals, educators, and business and civic leaders. The purpose and goals of the Society was to preserve and promote the cultural heritage of the Southwest and regional arts and crafts. The Festival was always a product of the community of Tucson, staffed principally by volunteers of the community with the support of local business and civic organizations. The organization maintained a non-profit tax status. The idea for a Tucson Festival of the Arts was first given initiative by Madame Eleanor Altman, prominent concert pianist and teacher of piano at the University of Arizona. Ms. Altman and her friends discussed the possibility of such a project and in the spring of 1950 coordinated a meeting to establish and launch the Festival Society.

The first Festival season, in 1951, consisted of a wide variety of events. Included were a series of lectures on historical topics, field trips to active archaeological excavations in the Tucson area and to San Xavier, Tumacacori, and Kino Missions, a Children's Theatre presentation of "The Magic Turquoise" and a special art exhibition at galleries throughout Tucson. The three major events climaxing the initial Festival were scheduled for mass audiences out-of-doors: a folklore evening with living history demonstrations, a concert by the Phoenix Symphony, and presentation of "The White Shell Cross," an original dance drama by Oliver La Farge and Letitia Evans. Ironically, the weekend was rained out except for the April 8th performance and the programs were moved to an auditorium. It took the organization five years to pay off its debts from the first season.

The Tucson Festival was scheduled in April of each year to encourage winter visitors to extend their visits to Tucson. It ranked as one of the important community celebrations of the region. From its inception, the Festival presented events reflecting the Native American, Spanish, and pioneer phases of the area's cultural development. Many different activities and events were orchestrated through the Festival Society throughout the years. The San Xavier Pageant and Fiesta, Las Posadas, the Children's Writing Contest, the Art Festival, the Artist of the Year Dinner, and the Silver and Turquoise Ball became highlights for the organization and enjoyed great popularity throughout the years. Historical influences were expressed through the art and culture of the contemporary Southwest. The Festival calendar offered something for every taste, including an impressive pageant, Indian dances, fiestas, concerts, exhibitions, crafts markets, a children's parade, and demonstrations of dashing frontier cavalry units. Most programs were free to the public.

The Tucson Festival Society was governed by a Board of Directors. A permanent staff with an executive director and secretary coordinated the work of over 3,000 volunteers who produced the events. The volunteers represented over one hundred social, civic, cultural, and governmental organizations in the metropolitan area. The Festival was funded by contributions from individuals and local business and civic groups. The Festival Society became a charter member of the International Festivals Association, which included the Pasadena Tournament of Roses, El Paso Sun Carnival, and many other leading civic festivals.

Since 1951 the Festival Society promoted Tucson's historic and cultural past providing education, culture, and entertainment for its residents and winter visitors. In 1996 the

Festival was discontinued siting difficulties in fund raising and volunteer assistance. In its 45 year history the Festival gained status across the country as a significant cultural event bringing recognition to the city, state, and region as it celebrated the area's cultural heritage.

### SCOPE AND CONTENT NOTE

This collection consists of the records of the activities and events associated with the Tucson Festival Society during its 45-year history from 1950 to 1996. The collection came to the Historical Society in several donations over a fifteen-year period from 1982 to 1996. Although part of the collection was processed initially what is now present represents a consolidation of all donations. The heart of the collection consists of the many activities, events, and individuals the Society sponsored and brought to Tucson in celebration of the area's cultural and historic past. An extensive portion of the collection deals directly with these events and activities. All aspects of the collection work to support this central purpose and goal of the organization.

The initial series of the collection contains overview information on the organization. Articles and documents highlighting the history of the Festival are contained in the first folder. The Society's goals, purpose, committees formed, and general summaries of major Festival events contained in this section provide the researcher with an overview of the organization. Information includes history and development of the symbol of the Festival Society and a brief description and history of the major volunteer support group, The Festival Society Guild-Los Tohonos.

The correspondence series documents fundraising activities, communications with outside organizations, and coordination with various publications for inclusion of Festival Society information. The majority of the correspondence entails incoming communication reflecting other festival activities and societies across the nation, fundraising letters to business and organizations both inside Tucson and the surrounding community, and coordination with various civic and business groups of the city for support of Festival events. Additional correspondence for specific Festival events and activities may be located in the series and folder for those activities. Also, significant breaks in the correspondence appear. For the tenyear period of 1950-1959 only six folders are present and some folders of the early years are obviously missing. No correspondence is present for the years 1960-1969 except what may be contained in other folders on activities and events.

Festival leadership was centralized in a board of directors for the Society and an executive director. Communications, meeting announcements and minutes, annual reports, and the diverse committee reports focus on the management of the Festival Society. Full-time positions for the organization included the executive director, a secretary, and public relations coordinator. The executive committee papers are especially noteworthy since they reflect the activities, goals, and planning for the organization during the period 1951-1993. Folders 150, 155, 172, and 183 contain bound volumes of the board of director's minutes for the period 1950-1989. Additional folders on the board contain correspondence, memos, and related documents.

Support for the Festival Society came primarily through thousands of volunteers helping throughout the years. Biographical sketches of Festival workers and early efforts to solicit

assistance are documented for the period 1950 to 1969. In the early 1970s an affiliated support group was organized to better coordinate support for the many Society events. Extensive information on this group, the Los Tohonos, is contained in a separate series. Membership listings for the Society cover a fifteen-year period from 1970 to 1984. Folders highlight job descriptions, responsibilities, and performances for full-time Festival positions.

The Tucson Festival Society activities generated enormous publicity and enhanced the image and history of the city and the Southwest. Publicity and promotions on the Society are contained in 43 folders arranged chronologically from 1950 to 1996. In later years the Festival Society became associated with the Miles Advertising Agency to better market their events and programs. Various Festival newsletters were published during the organization's history. Folder 307 contains some copies of the newsletter for the period 1988-1996. The executive director also performed speaking engagements of various organizations to facilitate support and publicize the Society and its activities.

The Los Tohonos Volunteers (later known as the Tucson Festival Guild) was instrumental in coordination the volunteer support for the many activities associated with the Tucson Festival. The organization became well organized with by-laws, registration listings, conducted its own board meetings, published minutes, and performed its own correspondence. In addition, a separate newsletter, "Tohono Talk" was published and is contained in the collection for the period 1969-1971. Valuable additional information on this volunteer arm of the Festival may also be found in the oversized scrapbook (#9) and in the photo albums for the organization.

The calendars and event schedules reflect the activities, programs, and commitments of the Tucson Festival between 1950 and 1996. Annual brochures served to peak interest in the offerings of the Festival and are contained in the manuscript collection. The events and activities folders in series 8 provide the central focus for the collection. Major programs became popular and included: San Xavier Pageant and Fiesta, 1952-1994; Artist of the Year Dinner, 1973-1993; Fiesta de la Placita, 1954-1985; the Children's Writing Festival, 1969-1996; Pioneer Jubilee (later renamed Pioneer Days) 1959-1996; the Arts and Crafts Fair, 1950-1985; Festival del Presidio, 1985-1992; and the Silver and Turquoise Ball, 1952-1992.

In addition, a wide assortment of other activities and events were orchestrated by the Festival Society. Symphonies and orchestras performed in coordination with Festival week including the Tucson, Phoenix, and Boston symphonies and the Philadelphia, Cleveland, and Mexican orchestras. Fashion shows were popular in the 1950s and dance and theatrical performance became important events in each year of Festival activities. The Festival Society sponsored diverse activities in attempting to highlight many cultural traditions of the Tucson community and Southwestern history. A Low Rider custom car show was sponsored by the Society as well as various parades and events featuring Spanish-Mexican dancers, food, and activities.

Financial summaries and audits provide the researcher with a good yearly assessment of the financial status of the Festival Society from 1950 through 1995. Additional reports and records provide more information on this non-profit organization's history. General ledger accounts reflect financial matters and expenditures for various parts of the organization and specific events, 1954-1992. Successful fund raising activities were critical to the financial

health of this organization. Diverse promotions and fund raising activities are highlighted for the period 1950-1983. A key aspect of fund raising was a successful sponsorship program conducted by the Festival Society. Documentation is present on this program support from 1951-1993, which included many prominent Tucson business leaders and organizations including Jim Click Ford, Tucson Electric, Valley National Bank, and others. The series on related organizations contains two distinct themes. Many other organizations were in communication with the Festival Society both in Tucson and the United States in the effort to share ideas, interests, advertising, and programs. Correspondence present in the collection includes: the Tucson North-South Cultural Center (later to become the Inter-American Arts Festival), 1982-1992; the Arizona Commission on the Arts; Festivals USA; Cultural Alliance of Tucson; and the Tucson/Pima County Arts Council. Additionally, other organizations throughout the Southwest were solicited for funding contributions. A small sampling of this correspondence includes Del Webb Foundation, Target, Arizona Historical Society, U.S. West Foundation, Hughes Aircraft Company, and Golden Eagle Distributors, along with many others.

The photo series provides an outstanding addition to the events and activities of the Festival Society. The series is arranged into four subseries-color /black and white single photos, photo albums, photo negatives, and color slides. The photos are arranged by the activities or events which they reflect and provided valuable additional knowledge for these programs. Of special note are the photos on the Pioneer Day activities at Fort Lowell Park with 17 folders and the 8 photo albums highlighting the activities of the Los Tohonos volunteer organization.

The oversized items in series 12 contain folders depicting the development and progression of ideas for the Festival Society symbol. Eight large scrapbooks depict the activities, publicity, and individuals involved with the various activities of the Festival between 1950 and 1983. The books contain many news clippings from local papers. Unfortunately, many clippings and other items in the scrapbooks are loose and must be handled with extreme care as they will readily fall out. An additional oversized scrapbook highlights the activities of the Los Tohonos volunteers for the years 1986 to 1989. One scrapbook (6 pages) included in this series is of the Palo Verde Festival Organization (believed to be a forerunner to the Tucson Festival Society) for the year 1949. The Palo Verde scrapbook contains news clippings on the formation and early activities of the organization. The last items in the section are oversized posters and photos. The oversized posters are for the Fort Lowell Indian War Encampment (1972), Artist of the Year (1984), San Xavier Fiesta (1987), and the Children's Writing Contest (1987). More (smaller) posters are contained in the folders for the specific activities and events. Two oversized photos are also contained in this series with a photo of a panorama shot of the San Xavier Fiesta and a color photo of the Children's Parade-Fiesta de los Ninos (located in the cold facility).

The last series contains television and audiotapes of interviews, announcements, and music associated with events and activities of the Festival Society. The twelve television tapes are a variety of widths and appear to contain mostly short public service announcements or interviews with reference to Festival events. Unfortunately the Historical Society has no means to play these tapes at this time. The audiotapes are both cassette and reel-to-reel and may be played at the Historical Society with equipment furnished. The sixteen cassette tapes contain radio public service announcements, interviews conducted by William H. Smith,

recordings associated with the San Xavier Fiesta and musical backdrops for other events. The reel-to-reel tapes have public service announcements for radio spots and narrative tapes for a slide show presentation of the various activities of the Festival Society. The last item in this section is a 16 mm film produced by TCOA-TV of the 1973 Festival Society's Fiesta de los Ninos (Children's Parade) in downtown Tucson. Again, no means are present to view this tape.

### **BOX AND FOLDER LIST**

# Box 1 Series 1: Organizational Overview

|                 | Folder   | 1 Festival History                          |                |
|-----------------|----------|---|----------------|
|                 | f.2      | Purpose and Goals                           |                |
|                 | f.3      | Articles of Incorporation (With Amendments) |                |
|                 | f.4      | Festival Society By-Laws                    |                |
|                 | f.5      | Non-Profit Tax Status                       |                |
|                 | f.6      | Festival Symbol                             | 1952/1982-1995 |
|                 | f.7      | Festival Presidents                         | 1950-1996      |
|                 | f.8      | Festival Board Membership                   | 1950-1995      |
|                 | f.9      | "Handbook on the Program of the Tucson      |                |
|                 |          | Festival Society"                           | 1986/1989      |
|                 | f.10     | Strategic Planning                          | 1991           |
|                 | f.11     | Committee Descriptions                      | 1983           |
|                 | f.12     | Festival Events                             | 1970-1984      |
|                 | f.13     | Festival Personnel Job Descriptions         | 1984-1988      |
|                 | f.14     | Festival Society Guild-Los Tohonos          |                |
|                 |          | (Volunteer Support Group)                   | 1976           |
|                 | f.15     | Certificates of Appreciation                | 1973-1984      |
| Box 2<br>Series | 2: Corre | espondence, 1950-1991                       |                |
|                 | f.16-21  | Correspondence                              | 1950-1959      |
|                 |          | Correspondence                              | 1970-1972      |
|                 | 1122 20  | oonespondenee                               | 17101712       |
| Box 3           |          |   |                |
|                 | f.24-29  | Correspondence                              | 1971-1974      |
| Box 4           |          |   |                |
|                 | f.30-36  | Correspondence                              | 1974-1977      |
| Box 5           |          |   |                |
|                 | f.37-45  | Correspondence                              | 1976-1979      |

| Box 6  |  |  |
|--------|--|--|
|        | f.46-59 Correspondence   | 1978-1982  |
| Box 7  |  |  |
|        | f.60-69 Correspondence   | 1981-1983  |
| Box 8  |  |  |
|        | f.70-79 Correspondence   | 1982-1984  |
| Box 9  |  |  |
|        | f.80-90 Correspondence   | 1983-1984  |
| Box 10 |  |  |
|        | f.91-102 Correspondence  | 1984-1985  |
| Box 11 |  |  |
|        | f.103-113 Correspondence   | 1984-1986  |
| Box 12 | 2  |  |
|        | f.114-124 Correspondence   | 1985-1987  |
| Box 13 | 3  |  |
|        | f.125-135 Correspondence   | 1986-1989  |
| Box 14 | Į.   |  |
|        | f.136-145 Correspondence   | 1988-1991  |
| Series | 3: Festival Society Leadership, 1950-1993  |  |
|        | f.146 Board of Directors   | 1950-1951  |
| Box 15 | 5  |  |
|        | <ul> <li>f.147-149 Board of Directors</li> <li>f.150 Board of Directors Minutes (Bound Volume)</li> <li>f.151-154 Board of Directors</li> <li>f.155 Board of Directors Minutes (Bound Volume)</li> </ul> | 1951-1954<br>1950-1958<br>1954-1958<br>1958-1974 |

#### **Box 16** f.156-170 Board of Directors 1958-1973 Box 17 1973-1974 f.171 Board of Directors (1974) f.172 Board of Director's Minutes (Bound Volume) 1974-1983 f.173-179 Board of Directors (1975) 1974-1981 **Box 18** f.180-182 Board of Directors 1981-1984 f.183 Board of Director's Minutes (Bound Volume) 1984-1989 f.184-185 Board of Directors 1984-1986 **Box 19** f.186-192 Board of Directors 1986-1993 Box 20 f.193-195 Board of Directors 1993-1996 f.196-201 President's Files 1965-1987 f.202-204 Executive Committee 1951-1985 Box 21 f.205-208 Executive Committee 1985-1993 f.209-218 Program Committee 1950-1959 Box 22 f.219-229 Program Committee 1959-1980 Box 23 f.230-231 Program Committee 1980-1987 f.232 Misc. Committees – Committee Formations (With Chart) 1951-1952 f.233 Misc. Committees - Folklore Committee 1950 Misc. Committees – Hostess Committee f.234 1951-1952 Misc. Committees – Nominating Committee 1978-1987 f.235 f.236 Misc. Committees – Long-Range Planning Committee 1981-1988 Misc. Committees - Staffing & Operations Committee f.237 1984-1987 Misc. Committees - Personnel Committee f.238 1985-1986 Misc. Committees – Innovations Committee f.239 1985-1986 f.240 Misc. Committees – Marketing Committee 1985-1988

|        | f.241   | Misc. Committees – Awards/Membership Committees   | 1988  |
|--------|---|---|---|
|        | f.242<br>f.243-2  | Misc. Committees – Business Planning Task Force<br>45 Meetings and Conferences – Annual Meetings  | 1989<br>1972-1986   |
| Box 24 | ŀ   |   |   |
| Series | f.246<br>f.247<br>f.248<br><b>4: Supp</b>                     | Meetings and Conferences – Annual Meetings Meetings and Conferences – Luncheons and Dinners Annual Reports  oort and Membership, 1951-1988  | 1987-1991<br>1950-1951<br>1970-1979/1987  |
|        | f.250<br>f.251<br>f.252<br>f.253<br>f.254<br>f.255<br>f.256-2 | Executive Director Public Relations Coordinator Additional Salaried Personnel Biographical Sketches of Festival Workers Volunteer Help Festival Building and Equipment Founder's Certificates 59 Membership Listings Tohono Tribal Membership and Princess Contest Tohono Tribal Membership | 1973-1988<br>1985-1988<br>1986-1988<br>1951-1952<br>1951-1969<br>1951<br>1970-1984<br>1951<br>1959-1962 |
| Box 25 | 5   |   |   |
|        | f.262   | Tohono Tribal Membership  | 1963-1965   |
| Series | 5: Publ   | icity, 1950-1996  |   |
|        | f.263-2   | 80 Publicity-Promotions/Event Coverage  | 1950-1970   |
| Box 26 | 6   |   |   |
|        | f.281-2   | 88 Publicity-Promotions/Event Coverage  | 1970-1978   |
| Box 27 | 7   |   |   |
|        | f.289-3   | 00 Publicity-Promotions/Event Coverage  | 1978-1990   |
| Box 28 | 3   |   |   |
|        | f.307<br>f.308-3  | 06 Publicity-Promotions/Event Coverage Festival Society Newsletters 10 Miles Advertising Agency 14 Publicity-Speaking Engagements   | 1990-1996/N.D<br>1988-1996<br>1981-1985<br>1971-1986  |

# Series 6: Los Tohonos Volunteers, 1969-1993 f.315 By-laws & Purpose 1977 Guest Registration f.316 1984-1992 **Box 29** f.317 Accounts Ledger 1989-1993 f.318 Newsletter, "Tohono Talk" 1969-1971 f.319 Membership Listings 1989-1990 f.320-324 Board Meetings, Correspondence, and Notes 1976-1981 **Box 30** f.325-329 Board Meetings, Correspondence, and Notes 1981-1986 Box 31 f.330-336 Board Meetings, Correspondence, and Notes 1986-1993 Series 7: Calendars and Event Schedules, 1950-1996 f.337-339 Calendar/Event Schedules 1950-1965 Box 32 f.340-348 Calendar/Event Schedules 1966-1995 Series 8: Events & Activities, 1951-1996 f.349 San Xavier Fiesta 1951-1952 Box 33 f.350-359 San Xavier Fiesta 1952-1962 Box 34 f.360-366 San Xavier Fiesta 1962-1969 Box 35 f.367-374 San Xavier Fiesta 1969-1977 **Box 36** f.375-383 San Xavier Fiesta 1977-1984

| Box 37  |                        |
|---|------------------------|
| f.384-391 San Xavier Fiesta   | 1984-1990              |
| Box 38  |                        |
| f.392-394 San Xavier Fiesta<br>f.395-400 Artist of the Year             | 1990-1994<br>1973-1979 |
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| f.401-407 Artist of the Year  | 1979-1986              |
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| f.408-414 Artist of the Year  | 1986-1992              |
| Box 41  |                        |
| f.415-418 Artist of the Year<br>f.419-423 Fiesta de la Placita          | 1992-1993<br>1954-1956 |
| Box 42  |                        |
| f.424-434 Fiesta de la Placita  | 1956-1967              |
| Box 43  |                        |
| f.435-448 Fiesta de la Placita  | 1967-1981              |
| Box 44  |                        |
| f.449-452 Fiesta de la Placita<br>f.453-458 Children's Writing Festival | 1981-1985<br>1969-1977 |
| Box 45  |                        |
| f.459-468 Children's Writing Festival                                   | 1977-1987              |
| Box 46  |                        |
| f.469-477 Children's Writing Festival<br>f.478-481 Pioneer Jubilee      | 1987-1996<br>1959-1969 |
| Box 47  |                        |
| f.482-483 Pioneer Jubilee<br>f.484-495 Pioneer Days                     | 1970-1974<br>1974-1986 |

# **Box 48** f.496-501 Pioneer Days 1986-1989 **Box 49** f.502-506 Pioneer Days 1989-1996 f.507-513 Arts and Craft Fair 1950-1975 Box 50 f.514-523 Arts and Craft Fair 1975-1985 Box 51 f.524-529 Festival del Presidio 1985-1988 Box 52 f.530-534 Festival del Presidio 1988-1992 f.535-542 Silver and Turquoise Ball 1952-1967 **Box 53** f.543-555 Silver and Turquoise Ball 1968-1992 f.556-566 Las Posadas 1959-1988 Box 54 f.567-570 Las Posadas 1989-1992 f.571-582 Rodeo Parade 1958-1992 f.583-591 Fiesta de los Ninos 1955-1971 Box 55 f.592-607 Fiesta de los Ninos 1972-1987 **Box 56** f.608-609 Bicentennial Celebration 1972-1976 1981-1987 f.610-613 Statehood Day **Box 57** f.614-615 Statehood Day 1986-1987 f.616-619 Mariachi Music Conference 1971-1987 f.620 Maruichi Music USA 1991-1992

|     | f.621          | Dance Performances (Kadiman Dancers)   | 1971-1974         |
|-----|----------------|--|-------------------|
|     | f.622          | Dance Performances (Square Dancing)  | 1952-1959         |
|     | f.623          | Dance Performances (Jose Limon Dance Company)  | 1951-1952         |
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|     | f.624          | Dance Performances (Ballet Espanol-Teresa & Luisillo)  | 1955-1956         |
|     | f.625          | Dance Performances (Azuma Kabuki Dancers)  | 1955-1956         |
|     | f.626          | Dance Performances (Ballet Espanol-Ximenez-Vargas)   | 1959-1960         |
|     | f.627          | Dance Performances (Harkness Ballet)   | 1965              |
|     | f.628          | Dance Performances (Institute of Jalisco "Fiesta de Jalisco en Arizona"                            | 1967              |
|     | f.629          | Dance Performances (Tucson Ballet-"Legends of Superstition Mountain")                              | 1973              |
|     | f.630          | Dance Performances (Margarita Gordon & Company)  | 1973              |
|     |                | 636 Festival Art Show  | 1951-1973         |
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|     | f.637          | Festival Art Show  | 1976-1979         |
|     | f.638          | Fashion Shows (Tohono Fashion Show)  | 1951/1953         |
|     | f.639          | Fashion Shows (Fashion Pageant of the Southwest)   | 1952              |
|     | f.640          | Fashion Shows (Indian Fashion Show)  | 1952              |
|     | f.641          | Fashion Shows (Program Designs-Watercolor Sketches)  | 1952              |
|     | f.642          | Fashion Shows (Arizona Towns on Parade)  | 1953-1954         |
|     | f.643          | Fashion Shows (Children's Parade)  | 1954              |
|     | f.644          | Fashion Shows (Thomas Griffin Show)  | 1954              |
|     | f.645<br>f.647 | Fashion Shows (Tardeada Mexicana)  | 1956<br>1957-1958 |
|     | 1.04/          | Fashion Shows (Festival of Fashions)   | 1937-1936         |
| Box | 60             |  |                   |
|     | f.647          | Fashion Shows (Festival of Fashions)   | 1957-1958         |
|     | f.648          | Fashion Shows (Tohono Fashion Show)  | 1965              |
|     | f.649          | Fashion Shows (Luncheon & Fashion Show)  | 1994-1996         |
|     | f.650          | Symphony/Orchestra Productions (Tucson Symphony)   | 1952              |
|     | f.651<br>f.652 | Symphony/Orchestra Productions (Phoenix Symphony)  | 1951-1952         |
|     | f.653          | Symphony/Orchestra Productions (Boston Symphony) Symphony/Orchestra Productions (Phoenix Symphony) | 1953<br>1953      |
|     | f.654          | Symphony/Orchestra Productions (Robert Shaw  | 1733              |
|     | 1.05 1         | Chorale & Orchestra)   | 1954              |
|     | f.655          | Symphony/Orchestra Productions (New York   | -, -,             |
|     |                | Philharmonic Orchestra)  | 1955              |
|     | f.656          | Symphony/Orchestra Productions (Philadelphia Orchestra)  | 1957              |
|     | f.657          | Symphony/Orchestra Productions (National Orchestra   |                   |
|     |                | of Mexico)   | 1958              |
|     | f.658          | Symphony/Orchestra Productions (Tucson Symphony)   | 1958-1960         |
|     | f 659          | Symphony/Orchestra Productions (Cleveland Orchestra)   | 1960              |

| 1<br>1<br>1           | f.660<br>f.661<br>f.662<br>f.663<br>f.664<br>f.665-6                   | Symphony/Orchestra Productions (Orchestra of Amsterdam) Symphony/Orchestra Productions (Philadelphia Orchestra) Symphony/Orchestra Productions (University of Arizona Symphony) Symphony/Orchestra Productions (Orchestra of Madrid) Symphony/Orchestra Productions (Tucson Symphony) 72 Festival Queen Contest   | 1961<br>1964<br>1975/1977<br>1975<br>1975-1979<br>1971-1987  |
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| Box 62                |  |   |  |
|                       | f.673<br>f.674-6<br>f.687<br>f.688<br>f.689<br>f.690<br>f.691<br>f.692 | Festival Queen Contest  86 Merienda Theatrical Performances (Children's Theatre) Theatrical Performances (Tucson Little Theatre) Theatrical Performances (Corral Theatre) Theatrical Performances (Corral Theatre-"Little Women") Theatrical Performances (Corral Theatre-"As Husbands Go") Theatrical Performances (Corral Theatre-"See How They Run") Theatrical Performances (Corral Theatre)                                  | 1987-1988<br>1957-1988<br>1950-1952<br>1950-1952<br>1951-1952<br>1951<br>1951<br>1951<br>1951<br>1958-1962 |
| Box 63                |  |   |  |
| í                     | f.697  | 96 Theatrical Performances ("White Shell Cross") Theatrical Performances ("The Caine Mutiny) 02 Theatrical Performances ("The Bell and the Plow")   | 1951<br>1953<br>1953   |
| 1<br>1<br>1<br>1<br>1 | f.703<br>f.704<br>f.705<br>f.706<br>f.707<br>f.708<br>f.709<br>f.710   | Theatrical Performances ("The Bell and the Plow") Theatrical Performances ("The Mikado") Theatrical Performances ("Fooling Ourselves") Theatrical Performances ("The Rivalry") Theatrical Performances ("Shakespeare's Ages of Man") Theatrical Performances ("The Dylan Thomas Story") Theatrical Performances ("Felicidad") Theatrical Performances ("Mary Stuart") Theatrical Performances (Broadway Theatre League of Tucson) | 1953<br>1956<br>1956-1957<br>1957<br>1959<br>1959<br>1960<br>1959  |
| 1                     | f.712<br>f.713<br>f.714  | Theatrical Performances ("Bertha the Beautiful Typewriter Girl") Theatrical Performances (Corral Theatre) Theatrical Performances (Broadway Theatre League)   | 1962<br>1963-1964<br>1963-1971   |

|       | f.715<br>f.716<br>f.717<br>f.718<br>f.719<br>f.720 | Theatrical Performances ("Sea of Ice") Theatrical Performances (The Play Box Theatre) Theatrical Performances ("The Rivalry") Theatrical Performances (Institute of Outdoor Dr Theatrical Performances ("El Color de Nuestra Pi Theatrical Performances ("Man of La Mancha")   | ,          | 1965<br>1965<br>1967<br>1973<br>N.D.<br>1969 |
|-------|--|--|------------|--|
| Box 6 |  |  |            |  |
|       | f.721  | Theatrical Performances ("Mame")   |            | 1969   |
|       | f.722  | Theatrical Performances ("You're a Good Man Cl<br>Brown")  | harlie     | 1971   |
|       | f.723  | Theatrical Performances ("Madama Butterfly")   |            | 1972   |
|       | f.724  | Theatrical Performances ("Maria Elena")  |            | 1983   |
|       | f.725  | Theatrical Performances ("Legends of My Father'  | ')         | 1978   |
|       | f.726  | Theatrical Performances (Opening El Presidio Ga  | llery)     | 1982   |
|       | f.727  | Misc. Events/Activities (Tucson Folk Festival)   |            | 1986   |
|       | f.728  | Misc. Events/Activities (Nogales Bus Trip)   |            | 1971-1984                                    |
|       | f.729  | Misc. Events/Activities (Las Flores Home Tour)   |            | 1952   |
|       | f.730  | Misc. Events/Activities (Architectural Tour)   |            | 1955   |
|       | f.731  | Misc. Events/Activities (Smithsonian Tour)   |            | 1976   |
|       | f.732  | Misc. Events/Activities (Tucson Heritage Tour)   |            | 1966   |
|       | f.733  | Misc. Events/Activities (Celebration of the American   |            | 1983-1985                                    |
|       | f.734-7  | 35 Misc. Events/Activities (Kinetic Sculpture Race   | 2)         | 1982-1983                                    |
|       | f.736  | Misc. Events/Activities (Inter-American Arts Fest  | tival)     | 1981-1982                                    |
| Box 6 | 6  |  |            |  |
|       | f 737-7  | 38 Misc. Events/Activities (Inter-American Arts F  | estival)   | 1982-1983                                    |
|       |  | 743 Misc. Events/Activities (Low Rider Show)   | Cstruij    | 1982-1992                                    |
|       |  | 745 Misc. Events/Activities (Father Kino Newsprin  | ıt)        | 1954   |
|       |  | r ( iii )  | -7         |  |
| Box 6 | 7  |  |            |  |
|       | f.746  | Misc. Events/Activities (Television – "Fiesta in T   | ucson'')   | 1955   |
|       | f.747  | Misc. Events/Activities (Film-Tucson Festival Soc  |            | 1965-1971                                    |
|       |  | With Slide Show Presentations  | <i>37</i>  |  |
|       | f.748  | Misc. Events/Activities (Western Classics Film Ro  | oundup)    | 1969-1970                                    |
|       | f.749  | Misc. Events/Activities (Film – "Arruza")  | 17         | 1972   |
|       | f.750  | Misc. Events/Activities (Casino Night)   |            | 1991-1992                                    |
|       | f.751  | Misc. Events/Activities (Boy's Chorus Performan  | ces)       |  |
|       |  |  | 1951/1953/ | 1976/1978                                    |
|       | f.752  | Misc. Events/Activities (Photo Exhibition)   |            | /1961-1062                                   |
|       | f.753  | Misc. Events/Activities (Mexican Art Show)   | /          | 1974-1975                                    |
|       | f.754  | Misc. Events/Activities (La Fiesta de las Flores)  |            | 1955-1974                                    |
|       | f.755  | Misc. Events/Activities (Gila River Festival)  |            | 1991   |
|       | f.757  | Misc. Events/Activities (Tucson Copper Days)   |            | 1971   |
|       | f.758  | Misc. Events/Activities (Papago Tour)  |            | 1978   |
|       | • •  | (- of object / object |            | =  |

|        | f.759<br>f.760 | Misc. Events/Activities (Summer Arts Festival) Misc. Events/Activities (University of Arizona | 1987      |
|--------|----------------|---|-----------|
|        | 1.700          | Centennial Parade)  | 1985      |
|        | f.761          | Misc. Events/Activities (Barbecue Party)  | 1955-1957 |
|        | f.762          | Misc. Events/Activities (The Dating Game)   | 1971-1972 |
|        |                | ( 1 )   |           |
| Box 68 | }              |   |           |
|        | f.763          | Misc. Events/Activities (Museum Adventure Month)  | 1978-1981 |
|        | f.764          | Misc. Events/Activities (Paseo de lo Que Era)   | 1967-1969 |
|        | f.765          | Misc. Events/Activities (Railroad Centennial)   | 1979-1985 |
|        | f.766          | Misc. Events/Activities (Mexican Fiesta)  | 1952-1956 |
|        | f.767          | Misc. Events/Activities (Musical Competitions)  | 1951-1952 |
|        | f.768          | Misc. Events/Activities (Museo de la Gente)   | 1981      |
|        | f.769          | Misc. Events/Activities (Pennington Street Panorama)  | 1951      |
|        | f.770          | Misc. Events/Activities (Palettes On Parade)  | 1951      |
|        | f.771          | Misc. Events/Activities (Window Displays)   | 1954      |
|        | f.772          | Misc. Events/Activities (Architectural Forum)   | 1959-1960 |
|        | f.773          | Misc. Events/Activities (La Reunion de El Fuerte)   | 1982      |
|        | f.774          | Misc. Events/Activities (Dedications, Benefits, Memorials)                                    | 1951-1983 |
|        | f.775          | Misc. Events/Activities (Robert Lawrence Concert)   | 1954      |
|        | f.776          | Misc. Events/Activities (University of Arizona Lecture Series                                 |           |
|        | f.777          | Misc. Events/Activities (Smithsonian Lectures)  | 1986      |
|        | f.778          | Misc. Events/Activities (Columbia Artists)  | 1950-1951 |
|        | f.779          | Misc. Events/Activities (Turquoise Circle)  | 1951      |
|        | f.780          | Misc. Events/Activities (Mr. Xavier Cugat)  | 1953      |
|        | f.781          | Misc. Events/Activities (Grant Johannesen)  | 1953      |
|        | f.782          | Misc. Events/Activities (Helen Traubel)   | 1953      |
|        | f.783          | Misc. Events/Activities (Robert Shaw Chorale)   | 1954      |
|        | f.784          | Misc. Events/Activities (Dorothy Maynor)  | 1953      |
|        | f.785          | Misc. Events/Activities (Virgil Fox Concert)  | 1954      |
| Box 69 | )              |   |           |
|        | f.786          | Misc. Events/Activities (Marge & Gower Champion)  | 1955      |
|        | f.787          | Misc. Events/Activities (Yma Sumac)   | 1955      |
|        | f.788          | Misc. Events/Activities (Mexican Composers In Concert)  | 1974      |
|        | f.789          | Misc. Events/Activities (Historical Concert of Music)   | 1975      |
|        | f.790          | Misc. Events/Activities (Southwest Pianists Foundation)                                       | 1975      |
|        | f.791          | Misc. Events/Activities (Maestro Victor Urban Concert0  | 1984      |
|        | f.792          | Misc. Events/Activities (Jorge Mower Concert)   | 1955      |
|        | f.793          | Misc. Events/Activities (Alfredo rolando Ortiz)   | 1984      |
|        | f.794          | Misc. Events/Activities (Folklore Concert)  | 1951      |
|        | f.795          | Misc. Events/Activities (Folk dancers From Tamaulipas)  | 1971      |
|        | f.796          | Misc. Events/Activities (Guadalajara Folk Group)  | 1973-1974 |
|        | f.797          | Misc. Events/Activities (Maria Benites Flamenco Dancers)                                      | 1974      |
|        | f.798          | Misc. Events/Activities (Mexican Folklore)  | 1983      |
|        | f.799          | Misc. Events/Activities (Bridge Tournament)   | 1966      |

|        | f.800<br>f.801                            | Misc. Events/Activities (Horse Shows)<br>Misc. Events/Activities (Charreada Mexicana)  | 1953-1954/1978-1979<br>1978-1979                         |
|--------|---|--|--|
| Series | 9: Fina                                   | incial Records and Reports, 1950-1995  |  |
|        | f.802-8                                   | 304 Financial Summaries and Audits   | 1950-1970  |
| Box 7  | 0   |  |  |
|        | f.805-8                                   | 312 Financial Summaries and Audits   | 1971-1987  |
| Box 7  | 1   |  |  |
|        |   | 319 Financial Summaries and Audits<br>323 Financial Records and Reports  | 1987-1995<br>1950-1954                                   |
| Box 7  | 2   |  |  |
|        | f.824-8                                   | 335 Financial Records and Reports  | 1954-1979  |
| Box 7  | 3   |  |  |
|        |   | 348 Financial Records and Reports<br>950 General Account Ledgers   | 1979-1995<br>1954-1965                                   |
| Box 7  | 4   |  |  |
|        | f.851-8                                   | 363 General Account Ledgers<br>(fs.854, 857, 859, 860, 862 Located in Oversized Ledg   | 1970-1988<br>gers-Box 75)                                |
| Box 7  | 5   |  |  |
|        | f.854<br>f.857<br>f.859<br>f.860<br>f.862 | General Account Ledger (Oversized) | 1978-1979<br>1980-1981<br>1981-1982<br>1984-1985<br>1987 |
| Box 7  | 6   |  |  |
|        | f.864-8                                   | 370 General Account Ledgers  | 1989-1991  |
| Box 7  | 7   |  |  |
|        |   | 876 General Account Ledgers<br>879 Fund Raising and Promotions   | 1991-1992<br>1950-1955                                   |

|        | f.880-8   | 389 Fund Raising and Promotions   | 1956-1976   |
|--------|---|---|---|
| Box 79 | )   |   |   |
|        |   | 893 Fund Raising and Promotions Fund Raising and Promotions (Tucson Fund Raising  | 1976-1983   |
|        |   | Review Board)<br>897 Sponsorship Support  | 1962-1982<br>1951-1977  |
| Box 80 | )   |   |   |
|        | f.898-9   | 003 Sponsorship Support   | 1977-1981   |
| Box 81 | L   |   |   |
|        | f.904-9   | 010 Sponsorship Support   | 1980-1993   |
| Series | 10: Rel   | ated Organizations, 1950-1995   |   |
|        | f.911   | North-South Cultural Center – Inter-American Arts Festival  | 1982-1992   |
| Box 82 | 2   |   |   |
|        | f.913-9   | Arizona Commission on the Arts and Humanities<br>022 Arizona Commission on the Arts<br>026 Tucson/Pima County Arts Council  | 1971<br>1989-1988<br>1984-1988  |
| Box 83 | 3   |   |   |
|        | f.932<br>f.933<br>f.934<br>f.935-9<br>f.937<br>f.938<br>f.939<br>f.940<br>f.941 | Part of Tucson/Pima County Arts Council Friends of Western Art Arizona Bicentennial Commission Saguara Rotary Part of the Arts Pima Community College Phoenix Arts Council Burlington Northern Foundation Junior League of Tucson Cultural Exchange Council | 1988-1995<br>1981-1992<br>1972-1976<br>1974-1975<br>1969-1980<br>1975-1976<br>1973-1977<br>1987-1990<br>1986<br>1983-1992 |
|        | f.942<br>f.943<br>f.944<br>f.945<br>f.946<br>f.947<br>f.948                     | Del Webb Foundation Gannet Foundation Target Stores Arizona Watercolor Association Arizona Historical Society Development Executive Roundtable of Southern Arizona Arizona Arts Committee   | 1983-1987<br>1989<br>1988<br>1975-1976<br>1973-1979<br>1984<br>1974-1979  |

| f.949 | Arizona Mining Association               | 1974      |
|-------|--|-----------|
| f.950 | Arizona Museum Association               | 1984      |
| f.951 | Tucson Fund Raising Review Board         | 1984      |
| f.952 | Cultural Alliance of Tucson              | 1981-1985 |
| f.953 | Tucson-Pima County Historical Commission | 1971-1985 |
| f.954 | U.S. West Foundation                     | 1988-1994 |
| f.955 | De Grazia Foundation                     | 1985      |
| f.956 | Hughes Aircraft Company                  | 1984      |
| f.957 | Golden Eagle Distributors                | 1988-1992 |
| f.958 | Phelps-Dodge Corporation                 | 1989      |
| f.959 | Tucson Community Foundation              | 1984-1990 |
| f.960 | Misc. Requests for Funding Support       | 1984-1990 |
| f.961 | Tucson Partnership, Inc.                 | 1989-1991 |
| f.962 | United States Information Agency         | 1984      |
| f.963 | Festivals USA – Extract                  | N.D.      |
| f.964 | Santa Barbara Fiesta                     | 1952      |
| f.965 | American Bicentennial Commission         | 1975      |
| f.966 | International Festivals Association      | 1972      |
| f.967 | Ford Foundation                          | 1967      |
| f.968 | Festival Announcements Outside Arizona   | 1950-1952 |
|       |  |           |

# Box 85

f.969-974 International Festival Association

1970-1983

# **Box 86**

# Series 11: Photos

# Subseries A: Single Black/White and Color Images

| f.975   | Parades                          | N.D.           |
|---------|----------------------------------|----------------|
| f.976-9 | 979 Rodeo Parades-Tucson         | 1969-1988      |
| f.980   | Rodeo Parade-Tucson(b/w)         | 1957-1958/1970 |
| f.981   | Mariachi Players/Conference(b/w) | 1971/1983      |
| f.982   | Mariachi Players/Conference      | N.D.           |
| f.983   | Casino Night(b/w)                | 1990           |
| f.984   | Fashion Show(b/w)                | 1954/1957      |
| f.985   | Charros at Ft. Huachuca          | 1978           |
| f.986   | Charros at Ft. Huachuca(b/w)     | 1978-1979      |
| f.987   | San Xavier Fiesta(b/w)           | 1958-1985      |
| f.988   | San Xavier Fiesta                | N.D.           |
| f.989   | Low Rider/Custom Car Show        | N.D.           |
| f.990   | Low Riders/Custom Car Show(b/w)  | N.D.           |

# Box 87

f.991 Merienda N.D.

| f.992 Merienda(b/w) f.993 Children's Writing Festival(b/w) f.994 Children's Writing Festival f.995-996 Fiesta del Presidio f.997 Fiesta del Presidio(b/w) f.998 Los Posadas(b/w) f.999 Fiesta de la Placita f.1000-1001 Fiesta de la Placita f.1002 Fiesta de la Placita(b/w)   | 1962/1970/1987<br>N.D.<br>N.D.<br>1988<br>1986-1987/1992<br>N.D.<br>1975<br>N.D.<br>N.D.<br>N.D.                   |
|---|--|
| Box 87A   |  |
| f.1003 Fiesta de la Placita (b/w) f.1004 Fiesta de la Placita(b/w) f.1005 Arizona Statehood Celebration f.1006 Arizona Statehood Celebration(b/w) f.1007 Arizona Diamond Jubilee Ball(b/w) f.1008 Tucson Bicentennial(b/w) f.1009 Tucson Bicentennial f.1010-1011 Festival Royalty(b/w) f.1012 Festival Royalty                   | N.D.<br>1970-1985<br>1985<br>1986<br>1987<br>1976<br>1974/1975<br>1950-1985<br>1988                                |
| Box 87  |  |
| f.1013-1016 Festival Royalty<br>f.1017 Advertisements & Displays  | 1973-1988<br>N.D.  |
| Box 88  |  |
| f.1018 Kinetic Sculpture Competition (b/w) f.1019 Kenetic Sculpture Competition f.1020-1021 Pioneer Days f.1022 Pioneer Days f.1023-1024 Pioneer Days(b/w) f.1025 Pioneer Days(b/w) f.1026 Pioneer Days(b/w) f.1027-1028 Pioneer Days(b/w) f.1029 Arts and Craft Fair f.1030 Arts and Craft Fair f.1031 Arts and Crafts Fair(b/w) | 1983<br>1983<br>N.D.<br>1974/1976/1978/1981<br>N.D.<br>1970-1974<br>1977<br>N.D.<br>N.D.<br>1973/1974<br>1971-1975 |
| Box 89  |  |
| f.1032 Arts and Crafts Fair(b/w)<br>f.1033 Festival Personnel(b/w)<br>f.1034 Festival Personnel<br>f.1035-1037 Performers and Performances(b/w)<br>f.1038 Performances – "White Shell Cross"(b/w)   | 1971-1975<br>1985/1987<br>1981/1985<br>1954-1984<br>1951   |

|        | f.1039 Performances – "Folklore" (b/w)<br>f.1040 Performances – "Caine Mutiny" (b/w)<br>f.1041-1045 Children's Parade<br>f.1046 Children's Parade (b/w)  | 1951<br>1953<br>1975-1985<br>1956-1982  |
|--------|--|---|
| Box 9  | 0  |   |
|        | f.1047 Children's Parade(b/w)<br>f.1048 Children's Parade(b/w)<br>f.1049 Children's Writing Contest<br>f.1050-1056 Artist of the Year<br>f.1057-1064 Artist of the Year<br>f.1065-1067 Artist of the Year<br>f.1067-1076 Artist of the Year(b/w)   | 1956-1982<br>N.D.<br>N.D.<br>1974-1980<br>1981-1992<br>1981-1992<br>1975-1984 |
| Box 9  | 1  |   |
|        | f.1077-1085 Artist of the Year(b/w) f.1086 Misc. Subjects – Identified(b/w) f.1087 Misc. Subjects – Identified f.1088 Misc. Subjects – Unidentified f.1089 Misc. Subjects – Unidentified(b/w) f.1090 Los Tohonos Club(b/w) f.1091 Los Tohonos Club f.1092 Los Tohonos Club (From Back of Photo Album #3) | 1985-1993<br>N.D.<br>N.D.<br>N.D.<br>N.D.<br>N.D.<br>N.D.<br>1988             |
| Box 92 | 2<br>Subseries B: Photo Albums   |   |
|        | Photo Album #1&2: Los Tohonos Club<br>Photo Album #3: Los Tohonos Club   | 1976-1983<br>1983-1985  |
| Box 93 | 3  |   |
|        | Photo Album #4: Los Tohonos Club<br>Photo Album #5: Los Tohonos Club   | 1989-1990<br>1990-1991  |
| Box 9  | 4  |   |
|        | Photo Album #6: Los Tohonos Club<br>Photo Album #7: Los Tohonos Club   | 1991-1992<br>1992-1993  |
| Box 9  | 5  |   |
|        | Photo Album #8: Los Tohonos Club   | 1994-1996   |

### **Box 96** Subseries C: Color Slides f.1093-1094 Fiesta de la Placita 1970-1985 f.1095 Society Signs/Symbols N.D. f.1096 Fiesta de la Presidio 1083-1986 **Box 97** f.1097 Los Posadas 1981 f.1098-1101 Children's Parade 1970-1983 f.1102 Children's Parade N.D. **Box 98** f.1103 Silver and Turquoise Ball 1972-1980 f.1104 Los Tohonos 1977-1980 f.1105 Mexican Folk Art Exhibition 1975-1983 f.1106 Tucson Museum of Art 1970-1978 f.1107-1108 Arts and Craft Show 1967-1981 **Box 99** f.1109 Arts and Craft Show 1984 f.1110-1111 Royalty 1970-1985 f.1112 Merienda 1974-1987 f.1113 Papago Indians 1971-1984 **Box 100** 1976-1994 f.1114 Children's Writing Contest f.1115-1116 San Xavier Festival 1967-1987 f.1117 Pioneer Days 1967-1974 Box 101 f.1118-1122 Pioneer Days 1975-1984 Box 102 f.1123 Pioneer Days 1985-1986 f.1124 Pioneer Days N.D. f.1125-1126 Artist of the Year 1974-1991 Box 103 f.1127 Misc. Slides (People) N.D. f.1128-1130 Misc. Slides (Activities) 1967-1991

Oversized Black/White Photos Fiesta de los Ninos Pioneer Days Fiesta de la Placita San Xavier Fiesta

## Series 12: Oversized Items Box 105

f.1-3 Festival Symbol Development and DesignsPen & Ink Sketches "A Thousand Years of Tucson History"

### Box 106

f.4-6 Society Symbol (Design Development and Progression)

# Outside Items (Scrapbooks)

| Album #1: Festival Events and Activities News Clippings, Festival Brochures, Event Programs, Journal Articles on Festival Events (Album in Very Poor Condition) | 1950-1951 |
|---|-----------|
| Album #2: Festival Events and Activities Mostly News Clippings of Festival Events (Album in Very Poor Condition)  | 1951-1952 |
| Album #3: Festival Events and Activities Only 8 Pages of Material Mostly Loose News Clippings   | 1953      |
| Album #4: Festival Events and Activities Mostly News Clippings of Festival Events (Album in Very Poor Condition)  | 1954-1960 |
| Album #5: Festival Events and Activities News Clippings of Festival Events Posters of Activities Programs from Events (Album in Very Poor Condition)            | 1960-1970 |
| Album #6: Festival Events and Activities<br>News Clippings of Festival Events<br>Few Photos of Activities   | 1971-1975 |

Poster of Events

Journal Articles Featuring Festival Events

(Album in Very Poor Condition)

Album #7: Festival Events and Activities

1975-1980

News Clippings of Festival Events

Brochures of Events and Activities

Newsletter "Tohono Talk" Artist of the Year Activities

Album #8: Festival Events and Activities

1981-1983

News Clippings of Festival Events

Journal Articles of Festival Activities

Arts and Craft Fair, Pioneer Days, and Children's Parade

Posters and Calendar of Events

Album #9: Los Tohonos Scrapbook

1986-1989

Photos of Club Activities

Publications Associated With Festival Society and Club

**Event Brochures** 

Club Newsletter: "Tohono Talk"

Album #10: Palo Verde Festival Scrapbook

Jun.-Aug. 1949

Predecessor to Tucson Festival Society News Clippings on Formation of Club

Became Involved in Project to Plant Palo Verde Trees

Album #11: Ledger of Accounts

1950 - 1969

Disbursements to Creditors

Check Numbers, Production Costs, Salaries, Income, Etc

Album #12: Newspaper Clippings

1950 – 1953/1973/1977

Festival Society Events and Activities Notes on First Meeting of Society in 1950

Album #13: Loose Ledger Sheets

1976 - 1978

Disbursements to Creditors

Check Numbers, Event Costs, Salaries, Insurance, Taxes, Etc.

Album #14: Loose Ledger Sheets

1970 - 1976

Disbursement to Creditors

Check Numbers, Event Costs, Production Income, Taxes, Etc.

Album #15: Sheet Music

For "The Bell and the Plow" by Jack Frederick Kilpatrick (Opus 149)

### Outside Items (Posters and Photos)

Oversized Posters #1: 1972/1984/1987

Fort Lowell Indian War Encampment

Artist of the Year Poster San Xavier Fiesta Poster

Oversized Posters #2: 1987

Children's Writing Festival Poster San Xavier Sketch Plan for Event

Oversized Photo #A:

Fiesta de los Ninos (Color Print in Cold Box)

Oversized Photo #B:

San Xavier Festival Panorama

### Series 13: Media Materials Box 107

# Subseries A: Television Tapes:

Tape #1: KGUN-TV – Pioneer Days 1984

Tape #2: KGUN-TV – Generic

Tape #3: TUC FES Master – 30 Seconds

Tape #4: KGUN-TV – Tucson Festival – 30 Seconds

Tape #5: PSA – No Additional Information

Tape #6: TFS-306 – "Festival of the Arts" 1981 – 30 Seconds

Tape #7: Tucson Festival Society – Generic With Graphics – 1988

Tape #8: Tucson Festival – 30 PSA 1988

Tape #9: KGUN-TV – San Xavier Spot – 1986 (30 Seconds)

Tape #10: KGUN-TV – Festival Society – 1986

Tape #11: TFS-306-PSA – "Arts and Crafts Fair" – 1979

Tape #12: TFS-306-A – "Arts and Crafts Fair" – 1981

### **Subseries B: Audio Cassettes:**

### **Box 108**

Tape #1: San Xavier Festival – 1983

Side 1: Orchestra Music With Some Vocal – 43 Minutes

Side 2: Orchestra Music With Some Vocal – 24 Minutes

Tape #2: San Xavier Pageant – 1984

Side 1: Facilities Announcement – 45 Seconds

Side 2: Blank

Tape #3: San Xavier Festival – 1981

Side 1: English/Spanish Intro to Activities – 16 Minutes

Indian Chants

Introduction of Dancers

History of San Xavier Mission

Side 2: Blank

Tape #4: San Xavier Festival – 1981 (?) Side 1: History of San Xavier – 29 Minutes Music and Narrative Side 2: Narrative of Events With Dancers – 18 Minutes Concluding Remarks Tape #5: San Xavier Fiesta – 1983 Side 1: Music Intro Followed By Vocal Groups – 45 Minutes Orchestra Music Side 2: Orchestra Music With Vocal Groups – 24 Minutes Tape #6: San Xavier Fiesta – N.D. Side 1: Polka and Flute Music – 41 Minutes String Music and Vocal Groups Side 2: Blank Tape #7: Radio Commercial – 1984 Side 1: Celebrate Tucson's Cultural History – 60 Seconds Don Wallace (?) Side 2: Blank Tape #8: Side 1: Mariachi Music – 5 Minutes Side 2: "Panorama Open" – 5 Minutes Orchestra Theme Music Tape #9: Side 1: Fanfare With Trumpets and Orchestra – 5 Minutes Side 2: Blank Tape #10: Side 1: Fanfare Music #1 – 65 Seconds Side 2: Blank Tape #11: Side 1: Flutes and Orchestra Music – 2 Minutes Side 2: Blank Tape #12: Side 1: Vocal Music – 2 Minutes Side 2: Blank Tape #13: Side 1: "Horse Music" by Orchestra – 11 Minutes Side 2: Blank Side 1: "AUR Maria" – Vocal Music – 3 Minutes Tape #14: Side 2: Blank Tape #15: Side 1: Interview With Mr. Steinheimer – 30 Minutes Conducted by William H. Smith Early History and Formation of Festival Society Work With Native Americans on Participation Coordination With University of Arizona for Facilities Side 2: Interview With Mr. Steinheimer – 30 Minutes Early History of the Festival Society Event Complications Due to Weather (Tape Very Poor Quality Almost Unintelligible) Tape #16: Side 1: Conclusion of Interview With Mr. Steinheimer 8 Minutes Early History of Festival Society (Tape Very Poor Quality Almost Unintelligible)

# Subseries C: Audio Reel-Reel Tapes (Speed-7 ½, Unless Otherwise Noted) Box 109

Tape #1: 4 – 30Second Radio Public Service Announcements (PSA)

"Celebrate Festival Time in Tucson"

1978

Activities Mentioned:

San Xavier Fiesta Pioneer Days Children's Parade

Children's Writing Contest

Tape #2: Tape Honoring Work of Cele Peterson

1974

Star of the Year – Salute to Outstanding Citizen Work for Community and Festival Society

2 Minutes

Tape #3: Radio PSA

1980

Advertisement for Festival Tickets and Events

30 Seconds

Tape #4: Announcement About Facilities

Repeated Twice 30 Seconds

Tape #5: Radio PSA

1971

Advertising Festival Cultural Heritage 2 Announcements - 30 Seconds Each

Tape #6: "Tucson Festival Week"

1968

Extensive Description of Events Including:

Merienda

Queen Announcement Festival of Arts Show San Xavier Fiesta Art and Craft Fair Children's Parade Fiesta de la Placita Pioneer Jubilee

13 Minutes

Tape #7: PSA for Tucson Festival Society

Featuring Fiesta de la Placita Advertising 26<sup>th</sup> Annual Festival 30 Seconds

Tape #8: By Mary L. Davis

PSA Announcement

1977

Sale of Lithographs and Greeting Cards

30 Seconds

Tape #9: Tucson Festival of the Arts

Featuring Arts and Crafts Fair

1971

30 Seconds

Tape #10: "Time to Celebrate Tucson's Cultural History"

Slide Presentation Narrative Event Descriptions Include:

Merienda

Festival Arts Exhibition

San Xavier Fiesta Children's Parade Pioneer Days

Sunday Evening Forum Arts and Crafts Fair Silver and Turquoise Ball

10 Minutes

Tape #11: Program Narrative for Slide Show

Announcement of Festival Activities

History of San Xavier Mission

10 Minutes

Tape #12: PSA Announcements

Need Faster Play Speed Voice: Robert Keyworth

1980

3 – 30 Second Spots

"Its Festival Time in Tucson"

Fiesta de la Placita Arts and Crafts Fair

Tape #13: PSA Announcements

3 – 30 Second Spots

Advertising 26th Annual Festival "Its Festival Time in Tucson" Bicentennial Year Celebration

Arts and Crafts Fair

Pioneer Days

### Children's Parade

Tape #14: "Its Festival Time in Tucson"

> PSA Announcement Bicentennial Year Children's Parade 30 Seconds

Tape #15: "Its Festival Time in Tucson"

PSA Announcement

Announces 25th Annual Festival

30 Seconds

Tape #16: Vocal Music and Chants

Religious Hymns

4 Minutes

Tape #17: PSA Announcement

> "Its Festival Time in Tucson" Announces 26th Annual Festival Features Arts and Crafts Fair

30 Seconds

Tape #18: PSA Announcements

4 – 30 Second Spots

1973

Narrated by Annita Grace

Features:

Arts and Crafts Fair San Xavier Fiesta Sunday Evening Forum Silver and Turquoise Ball

Tape #19: Slide Show Narrative-1972

Narrated by Robert Keyworth

Featuring:

Merienda

Fiesta de la Placita

Artists of the Southwest

San Xavier Fiesta Children's Parade Arts and Crafts Fair Pioneer Jubilee Sunday Arts Forum Silver and Turquoise Ball

11 Minutes, 20 Seconds

Tape #20: PSA Announcement

Need Faster Speed Tucson Festival – 1984

60 Seconds

Tape #21: Background Music

1983

Tucson Festival Jingle Needs Faster Speed

60 Seconds

Tape #22: Slide Show Narrative

1971

Narrated by Robert Keyworth

Featuring:

Merienda

Festival Arts Show Fiesta de la Placita Pioneer Jubilee Arts and Crafts Pair

12 Minutes

Tape #23: Instrumental Background Music

Tucson Festival Jingle

Festival Announcement at End

1977

2- - 30 Second Spots

Tape #24: PSA Announcement

Advertised 32<sup>nd</sup> Annual Festival

Located at Reid Park

30 Seconds

Tape #25: PSA Announcement

Needs Faster Speed

1983

45 Seconds

Tape #26: Jarvis Harriman Narrator

PSA Announcement

Featuring Arts and Crafts Fair

25 Seconds

Tape #27: PSA Announcement

1982

Need Faster Speed

30 Seconds

Tape #28: "Its Festival Time Again"

1980

Needs Faster Speed 3 – 55 Second Spots 2 – 30 Second Spots

Tape #29: PSA Announcements

Festival Arts Show

1982

Festival Located at Reid Park

30 Seconds

Tape #30: PSA Announcement

Tucson Festival at Reid Park

1981

30 Seconds

Tape #31: PSA Announcement

Needs Faster Speed

1981

30 Seconds

Tape #32: PSA Announcement

Need Faster Speed

1979

Festival de la Placita

With Dates and Phone Listings

3 - 30 Seconds Spots

Tape #33: PSA Announcements

Needs Faster Speed Arts and Crafts Fair With Dates of Events

1979

4 – 30 Second Spots

Tape #34: PSA Announcement

Need Faster Speed

1985

60 Seconds

Tape #35: PSA Announcement

Featuring: San Xavier Fiesta Fiesta de la Placita

> Mariachi Contest Pioneer Jubilee

Festival Arts and Crafts Fair

Festival Arts Show Sunday Evening Forum Silver and Turquoise Ball

4 Minutes

Tape #36: Tucson Festival Week

"Celebration of Tucson's Cultural Past"

Featuring:

Merienda

Fiesta de la Placita Festival Arts Show San Xavier Fiesta Pioneer Jubilee

4 Minutes

Tape #37: Musical Background

Not Sure of Correct Speed Broken Reel – 3 Sections

Tape #38: Slide Show Narrative

1968 Featuring:

Merienda

Fiesta de la Placita Festival Arts Show San Xavier Fiesta Pioneer Jubilee Arts and Crafts Fair Children's Parade

Fiesta Queen Competition Night Street Dancing Sunday Evening Forum

14 Minutes

Tape #39: PSA Announcements-1986 Festival

30 Second Spot – Children's Parade 30 Second Spot – Pioneer Days

30 Second Spot - Festival del Presidio 30 Second Spot - Generic Festival 86

> San Xavier Fiesta Children's Parade Pioneer Days Street Fair

10 Minutes

Tape #40: Music for Fiesta de la Placita

Spanish Singers Sr. Ernesto Portillo Orchestra Background Music

31 Minutes

Tape #41: Musical Background

Need Faster Speed

6 Minutes

Tape #42: Slide Show Narrative

Stress on Cultural Diversity of Tucson History of Tucson and Spanish Heritage

1975 -- 25<sup>th</sup> Festival Season Narrator: Bob Keyworth

Features:

San Xavier Fiesta Tucson Symphony Chorus Groups

Mexican Folk Art Display

Pioneer Days

Silver and Turquoise Ball

15 Minutes

Tape #43: Slide Show Narrative

Narrated by BobKeyworth

Cultural/Diverse Heritage of Tucson

Copy of Tape #42 Same Featured Activities 1975 - 25th Annual Festival

15 Minutes

Tape #44: Preliminary Music for Activity or Event

4 Minutes of Background Orchestra Music

13 Minutes Vocal Music by "Up With The People" Group

Songs of the 1960s-1970s

10 Minutes of Instrumental Music

10 Minutes of Indian Chants

15 Minutes of Mexican/Spanish Music

5 Minutes of Indian Chants

1982

Tape #45: San Xavier Fiesta Tape

Overture Music

Singing Groups and Chants

36 Minutes

Tape #46: San Xavier Fiesta

Orchestra Theme Music Vocal Group Music

21 Minutes

Tape #1: San Xavier Fiesta, 1972

Horse music and F.F. Buenas Noches

Tape #2: San Xavier (obsolete)

Tape #3: San Xavier Fiesta, 1972

Preliminary music, Buenas Noches tape

Tape #4: San Xaiver Fiesta sounds

Tape #5: Tucson Civic Chorus

Alebado Ave Maria Santo Santo

Tape #6: Buenas Noches (duplicate)

Tape #7: Buenas Noches, San Francisco (traditional), 1972

Tape #8: Fiesta noises, church bells and Indian dances

Tape #9: Old Buenas Noches (entire tape), 1972

Tape #10: San Xavier duplicate master tape #1

Tape #11: San Xavier Fiesta (master tape), 1972

Tape #12: San Xavier Fiesta, 1972

Horse music and F.F. Buenas Noches (duplicate)

### Subseries D: Movie Tape – Tucson Festival Society – 1973

16 mm Film From KCOA- TV

Courtesy of Doc Hamilton of KVOA Fiesta de los Ninos (Children's Parade)

### **Box 111**

Negatives of Images from Collection (Stored in Negative Storage Area)