

MS 1120  
**RIDDELL, ROBERT M., d. 1992**  
**PAPERS, 1955-1984 (bulk: 1955-1962)**

**DESCRIPTION**

Primarily photographs documenting the activities of the Sunshine Climate Club in Tucson between 1955-1962. Includes promotional shots used in advertising and some manuscript materials showing how ads appeared in national magazines. Photographs include mostly models, but also many scenic views of Desert Scenes, Sabino Canyon, Monument Valley and Miss Pima County, 1960.

4 Boxes, 3 linear ft.

**BIOGRAPHICAL/HISTORICAL NOTE**

Robert Riddell, Jr., publicity director for the Tucson Sunshine Climate Club, was raised on a homestead in the Tucson Mountains. He described this in a book entitled *Life on Ye Ol' Homestead – Tucson Mountains*. He graduated from Tucson High and attended the University of Arizona. He worked as a freelance writer and photographer before being appointed publicity director for the Tucson Sunshine Climate Club, (which later became the Tucson Chamber of Commerce) in 1955. As publicity director, he took photographs, wrote captions and sent them out to national publicity and advertising media. He was an active freelance photographer and his photographs appeared in various national magazines including *Arizona Highways*. He died in 1992.

**ACQUISITION**

Donated by George and Nancy Burpo in 1993 and 1994.

**RELATED MATERIAL**

MS 1089 SUNSHINE CLIMATE CLUB

**ACCESS**

Color transparencies are stored in a cold box, appointments are necessary to view that box only.

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Requests for permission to publish material from this collection should be addressed to the Arizona Historical Society, Tucson, Archives Department.

## **ARRANGEMENT**

1/Manuscripts 2/Photographs 3/Oversize Photographs 4/Color transparencies

## **PROCESSING**

The collection was processed by Riva Dean in December 1998.

## **SCOPE AND CONTENT NOTE**

This collection primarily illustrates the efforts used in the late 1950s and early 1960s to bring tourism to Tucson. The publicity shots and press releases to national magazines illustrate the efforts of the Sunshine Climate Club to promote Tucson as a tourist mecca. Heavily represented in the collection are the photographs of models posing in the desert. One folder of “celebrity shots” includes photographs of celebrities brought into Tucson by the Sunshine Climate Club, including Tennessee Ernie Ford, Pinkie Lee and Desi Arnaz. Photographs and manuscript material of the contest for “Miss Pima County, 1960” (Carrol Steger) are also represented.

The other major component of the collection are the professional quality scenic shots of the desert and other landscapes, including Monument Valley, Oak Creek Canyon and Sabino Canyon. Also included are photographs of San Xavier del Bac, Tumacacori, and Saint Phillips in the Hills. Photographs of the Rodeo in Tucson and photographs of “Old Tucson” represent the western theme promoted.

## **BOX AND FOLDER LIST**

### **Series 1: Manuscripts**

#### **Box 1**

- f.1 Biographical material on Riddell/Writings by Riddell
- f.2 Manuscripts on *Desert Ark*
- f.3 Miss Pima County, 1960
- f.4 Rodeo
- f.5 *Some Helpful Data on How to Become a Good Sunshine Climate Club Model*

### **Series 2: Photographs**

- f.6 Advertising photographs
- f.7 Animals
- f.8 Aquabelles
- f.9 Arizona-Sonora Desert Museum
- f.10 Buildings
- f.11 California

#### **Box 2**

- f.12 Celebrity Shots

- f.13 Desert Ark
- f.14 “Desert Scenics – Organ Pipe – Saguaro Blossoms”
- f.15 “Girls – Bathing Beauties”
- f.16 “Girls & Saguaros”
- f.17 “Girls – Western Theme”
- f.18 Grand Canyon
- f.19 Indians
- f.20 Lightning
- f.21 Mexico
- f.22 Miscellaneous
- f.23 Miss Pima County, 1960
- f.24 Monument Valley
- f.25 Oak Creek Canyon
- f.26 Old Tucson
- f.27 Portraits
- f.28 Ranch House
- f.29 Rodeo
- f.30 Sabino Canyon
- f.31 Saint Phillips in the Hills
- f.32 San Xavier Del Bac
- f.33 Sunsets
- f.34 Tumacacori
- f.35 University of Arizona

**Series 3: Oversized Photographs**

**Box 3**

17 oversized, matted prints. Primarily, these are scenic views of Desert Scenes and Desert Roads. Also included are some promotional Sunshine Climate Club photos, including the “Girls and Saguaros” genre.

**Series 4: Color Transparencies**

**Box 4**

Includes 35mm, 2 ¼ x 2 ¼ and 4 x 5 color transparencies. Some of the subject matter is essentially the same as in other boxes (promotional Sunshine Climate Club), but much of this is scenic photographs of Monument Valley, Sabino Canyon, Oak Creek Canyon, Desert Scenes (Saguaros), San Xavier, Puerta Penasco and the Grand Canyon.