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

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PROCESSING


ARRANGEMENT

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 ten-year 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.


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
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  - 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**

**Series 2: Correspondence, 1950-1991**

- f.16-21 Correspondence 1950-1959
- f.22-23 Correspondence 1970-1972

**Box 3**

- f.24-29 Correspondence 1971-1974

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- f.30-36 Correspondence 1974-1977

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- f.37-45 Correspondence 1976-1979
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f.60-69 Correspondence 1981-1983

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f.70-79 Correspondence 1982-1984

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f.103-113 Correspondence 1984-1986

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f.114-124 Correspondence 1985-1987

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Series 3: Festival Society Leadership, 1950-1993
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f.150 Board of Directors Minutes (Bound Volume) 1950-1958
f.151-154 Board of Directors 1954-1958
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f.156-170 Board of Directors 1958-1973

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f.172 Board of Director's Minutes (Bound Volume) 1974-1983

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f.180-182 Board of Directors 1981-1984
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f.186-192 Board of Directors 1986-1993

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f.193-195 Board of Directors 1993-1996
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f.205-208 Executive Committee 1985-1993
f.209-218 Program Committee 1950-1959

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f.219-229 Program Committee 1959-1980

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f.230-231 Program Committee 1980-1987
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f.233 Misc. Committees – Folklore Committee 1950
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f.235 Misc. Committees – Nominating Committee 1978-1987
f.239 Misc. Committees – Innovations Committee 1985-1986
f.241 Misc. Committees – Awards/Membership Committees 1988

f.243-245 Meetings and Conferences – Annual Meetings 1972-1986

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f.246 Meetings and Conferences – Annual Meetings 1987-1991
f.247 Meetings and Conferences – Luncheons and Dinners 1950-1951

Series 4: Support and Membership, 1951-1988

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f.250 Public Relations Coordinator 1985-1988
f.251 Additional Salaried Personnel 1986-1988
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f.253 Volunteer Help 1951-1952
f.254 Festival Building and Equipment 1951-1969
f.255 Founder’s Certificates 1951
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f.260 Tohono Tribal Membership and Princess Contest 1951
f.261 Tohono Tribal Membership 1959-1962

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f.262 Tohono Tribal Membership 1963-1965

Series 5: Publicity, 1950-1996


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f.289-300 Publicity-Promotions/Event Coverage 1978-1990

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f.301-306 Publicity-Promotions/Event Coverage 1990-1996/N.D.
f.307 Festival Society Newsletters 1988-1996
f.308-310 Miles Advertising Agency 1981-1985
f.311-314 Publicity-Speaking Engagements 1971-1986
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f.315  By-laws & Purpose  1977
f.316  Guest Registration  1984-1992

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f.317  Accounts Ledger  1989-1993
f.319  Membership Listings  1989-1990
f.320-324 Board Meetings, Correspondence, and Notes  1976-1981

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f.325-329 Board Meetings, Correspondence, and Notes  1981-1986

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f.350-359 San Xavier Fiesta  1952-1962

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f.360-366 San Xavier Fiesta  1962-1969

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f.375-383 San Xavier Fiesta  1977-1984
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f.395-400 Artist of the Year 1973-1979

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f.419-423 Fiesta de la Placita 1954-1956

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f.449-452 Fiesta de la Placita 1981-1985
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f.469-477 Children’s Writing Festival 1987-1996
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f.507-513 Arts and Craft Fair 1950-1975

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f.514-523 Arts and Craft Fair 1975-1985

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f.524-529 Festival del Presidio 1985-1988

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f.530-534 Festival del Presidio 1988-1992
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f.543-555 Silver and Turquoise Ball 1968-1992
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f.608-609 Bicentennial Celebration 1972-1976
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f.625  Dance Performances (Azuma Kabuki Dancers)  1955-1956
f.626  Dance Performances (Ballet Espanol-Ximenez-Vargas)  1959-1960
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f.628  Dance Performances (Institute of Jalisco “Fiesta de Jalisco en Arizona”)  1967
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f.637  Festival Art Show  1976-1979
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f.647  Fashion Shows (Festival of Fashions)  1957-1958
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f.660  Symphony/Orchestra Productions (Orchestra of Amsterdam)  1961
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f.673  Festival Queen Contest  1987-1988
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f.763 Misc. Events/Activities (Museum Adventure Month) 1978-1981
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f.779 Misc. Events/Activities (Turquoise Circle) 1951
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f.849-950 General Account Ledgers 1954-1965

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(fs.854, 857, 859, 860, 862 Located in Oversized Ledgers-Box 75)

Box 75

f.854 General Account Ledger (Oversized) 1978-1979
f.859 General Account Ledger (Oversized) 1981-1982
f.860 General Account Ledger (Oversized) 1984-1985
f.862 General Account Ledger (Oversized) 1987

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Box 77

f.877-879 Fund Raising and Promotions 1950-1955
Box 78

f.880-889 Fund Raising and Promotions 1956-1976

Box 79

f.890-893 Fund Raising and Promotions 1976-1983
f.894 Fund Raising and Promotions (Tucson Fund Raising Review Board) 1962-1982
f.895-897 Sponsorship Support 1951-1977

Box 80


Box 81

f.904-910 Sponsorship Support 1980-1993

Series 10: Related Organizations, 1950-1995

f.911 North-South Cultural Center – Inter-American Arts Festival 1982-1992

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f.912 Arizona Commission on the Arts and Humanities 1971
f.923-926 Tucson/Pima County Arts Council 1984-1988

Box 83

f.927-931 Tucson/Pima County Arts Council 1988-1995
f.932 Friends of Western Art 1981-1992
f.933 Arizona Bicentennial Commission 1972-1976
f.934 Saguara Rotary 1974-1975
f.935-936 Tucson Council of the Arts 1969-1980
f.937 Pima Community College 1975-1976
f.938 Phoenix Arts Council 1973-1977
f.939 Burlington Northern Foundation 1987-1990
f.940 Junior League of Tucson 1986
f.942 Del Webb Foundation 1983-1987
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f.945 Arizona Watercolor Association 1975-1976
f.946 Arizona Historical Society 1973-1979
f.947 Development Executive Roundtable of Southern Arizona 1984
f.948 Arizona Arts Committee 1974-1979
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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.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

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f.969-974 International Festival Association 1970-1983

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Series 11: Photos
Subseries A: Single Black/White and Color Images

f.975 Parades N.D.
f.976-979 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.
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<th>Box 89</th>
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<td>f.992  Merienda(b/w)</td>
<td>1962/1970/1987</td>
<td>f.1003  Fiesta de la Placita (b/w)</td>
<td>N.D.</td>
<td>f.1018  Kinetic Sculpture Competition(b/w)</td>
<td>1983</td>
<td>f.1032  Arts and Crafts Fair(b/w)</td>
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<td>f.993  Children’s Writing Festival(b/w)</td>
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<td>f.1004  Fiesta de la Placita(b/w)</td>
<td>1970-1985</td>
<td>f.1019  Kinetic Sculpture Competition</td>
<td>1983</td>
<td>f.1033  Festival Personnel(b/w)</td>
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<td>f.998  Los Posadas(b/w)</td>
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<td>f.1027-1028  Pioneer Days(b/w)</td>
<td>N.D.</td>
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<td>f.999  Fiesta de la Placita</td>
<td>1975</td>
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<tr>
<td>f.1000-1001  Fiesta de la Placita</td>
<td>N.D.</td>
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<tr>
<td>f.1002  Fiesta de la Placita(b/w)</td>
<td>N.D.</td>
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<table>
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<tr>
<th>f.1039</th>
<th>Performances – “Folklore”(b/w)</th>
<th>1951</th>
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<tr>
<td>f.1040</td>
<td>Performances – “Caine Mutiny”(b/w)</td>
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<td>f.1041-1045</td>
<td>Children’s Parade</td>
<td>1975-1985</td>
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<tr>
<td>f.1046</td>
<td>Children’s Parade(b/w)</td>
<td>1956-1982</td>
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<table>
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<tr>
<th>f.1047</th>
<th>Children’s Parade(b/w)</th>
<th>1956-1982</th>
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<td>f.1048</td>
<td>Children’s Parade(b/w)</td>
<td>N.D.</td>
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<td>f.1049</td>
<td>Children’s Writing Contest</td>
<td>N.D.</td>
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<td>f.1050-1056</td>
<td>Artist of the Year</td>
<td>1974-1980</td>
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<td>f.1057-1064</td>
<td>Artist of the Year</td>
<td>1981-1992</td>
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<td>f.1065-1067</td>
<td>Artist of the Year</td>
<td>1981-1992</td>
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<tr>
<td>f.1067-1076</td>
<td>Artist of the Year(b/w)</td>
<td>1975-1984</td>
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<table>
<thead>
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<th>f.1077-1085</th>
<th>Artist of the Year(b/w)</th>
<th>1985-1993</th>
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<tr>
<td>f.1086</td>
<td>Misc. Subjects – Identified(b/w)</td>
<td>N.D.</td>
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<td>f.1087</td>
<td>Misc. Subjects – Identified</td>
<td>N.D.</td>
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<td>f.1088</td>
<td>Misc. Subjects – Unidentified</td>
<td>N.D.</td>
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<tr>
<td>f.1089</td>
<td>Misc. Subjects – Unidentified(b/w)</td>
<td>N.D.</td>
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<tr>
<td>f.1090</td>
<td>Los Tohonos Club(b/w)</td>
<td>N.D.</td>
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<tr>
<td>f.1091</td>
<td>Los Tohonos Club</td>
<td>N.D.</td>
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<tr>
<td>f.1092</td>
<td>Los Tohonos Club (From Back of Photo Album #3)</td>
<td>1988</td>
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**Box 92**

**Subseries B: Photo Albums**

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<thead>
<tr>
<th>Photo Album #1&amp;2: Los Tohonos Club</th>
<th>1976-1983</th>
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</thead>
<tbody>
<tr>
<td>Photo Album #3: Los Tohonos Club</td>
<td>1983-1985</td>
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**Box 93**

<table>
<thead>
<tr>
<th>Photo Album #4: Los Tohonos Club</th>
<th>1989-1990</th>
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<tr>
<td>Photo Album #5: Los Tohonos Club</td>
<td>1990-1991</td>
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</table>

**Box 94**

<table>
<thead>
<tr>
<th>Photo Album #6: Los Tohonos Club</th>
<th>1991-1992</th>
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<tr>
<td>Photo Album #7: Los Tohonos Club</td>
<td>1992-1993</td>
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**Box 95**

| 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

f.1114 Children’s Writing Contest 1976-1994
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.
Box 104

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 Designs
         Pen & 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  1950-1951
     News Clippings, Festival Brochures, Event Programs,
     Journal Articles on Festival Events
     (Album in Very Poor Condition)

  Album #2: Festival Events and Activities  1951-1952
     Mostly News Clippings of Festival Events
     (Album in Very Poor Condition)

  Album #3: Festival Events and Activities  1953
     Only 8 Pages of Material
     Mostly Loose News Clippings

  Album #4: Festival Events and Activities  1954-1960
     Mostly News Clippings of Festival Events
     (Album in Very Poor Condition)

  Album #5: Festival Events and Activities  1960-1970
     News Clippings of Festival Events
     Posters of Activities
     Programs from Events
     (Album in Very Poor Condition)

  Album #6: Festival Events and Activities  1971-1975
     News Clippings of Festival Events
     Few Photos of Activities
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.

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

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 #8: Tucson Festival – 30 PSA 1988
- Tape #9: KGUN-TV – San Xavier Spot – 1986 (30 Seconds)
- Tape #10: KGUN-TV – Festival Society – 1986

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  

Tape #14: Side 1: “AUR Maria” – Vocal Music – 3 Minutes  
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)  

26
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 26th Annual Festival
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
1975
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 32nd 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
1979
With Dates of Events
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
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 -- 25th 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 Bob Keyworth
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
Box 110

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 Xavier 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)