**Descriptive Summary**

**Title:** Fiesta de San Jose 1955 Scrapbook  
**Dates:** 1955  
**Collection Number:** 2017-50  
**Creator/Collector:**  
**Extent:** 26 pages (11" x 14" album)  
**Repository:** History San Jose Research Library  
San Jose, California 95112  
**Abstract:** Scrapbook of clippings, ephemera, and photographs related to the Fiesta de San Jose held at the Santa Clara County Fairgrounds on May 25-May 30, organized by the San Jose Junior Chamber of Commerce and other organizations.  
**Language of Material:** English  
**Access**  
Open to the public for research by appointment with the Curator of Library & Archives  
**Publication Rights**  
Contact the Curator of Library and Archives for reproduction and publication information  
**Preferred Citation**  
Fiesta de San Jose 1955 Scrapbook. History San Jose Research Library  
**Acquisition Information**  
Donated to History San Jose in 2017  
**Biography/Administrative History**  
According to a news clipping dated March 31, 1955, the Fiesta was "an attempt to revive the community spirit engendered by Fiesta de las Rosas, which died during the depression, and the earlier Carnival of Roses." The Junior Chamber of Commerce hoped to re-establish San Jose as the fiesta city, a reputation it enjoyed during the late twenties when the Fiesta de las Rosas floral parade was at its height. The Fiesta de las Rosas was first held in 1920, after the Rose Carnival of 1910's success, and was held annually through 1931.  
**Scope and Content of Collection**  
Scrapbook of clippings, ephemera, photographs related to the Fiesta de San Jose held at the Santa Clara County Fairgrounds on May 25-May 30, 1955, organized by the San Jose Junior Chamber of Commerce and other organizations. The plans called for a carnival, two rodeos, and exhibits, a Memorial Day parade, and a Fiesta Queen competition - head shots of the contestants, selected by each local service club, are included in the album.