Fiesta de las Rosas Collection

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2019
Descriptive Summary
Title: Fiesta de las Rosas Collection
Dates: 1896-1969
Collection Number: 74-8001
Creator/Collector: Fiesta de las Rosas, Inc. Fiesta de las Rosas Historic Museum Department. Fiesta de las Rosas Board of Directors
Extent: 2.5 linear feet (5 boxes)
Repository: History San Jose Research Library
San Jose, California 95112
Abstract: Artificial collection of records and ephemera from the Fiesta de las Rosas (earlier known as the Rose Carnival or Carnival of Roses) held in San Jose in 1896, 1901, 1910, 1926-1933, and 1969.

Language of Material: English

Access
Open to the public for research by appointment.

Publication Rights
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Preferred Citation
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Acquisition Information
Artificial collection from donations to the historical museum between 1974 and 2017.

Biography/Administrative History
The first Santa Clara County Carnival of Roses was held in May 1896, followed by a celebration in 1901 to coincide with a visit by President McKinley, and again in 1910 to include an airshow and horse parade. Each included a rose parade, with competing floats from organizations throughout Santa Clara County, and a festival queen. After a hiatus, the festival returned from 1926-1933 as the Fiesta de las Rosas, emphasizing San Jose's Spanish heritage. The 1927 Fiesta included an historic exhibition of artifacts donated by local families. The Fiesta was revived yet again in 1969 to include a rodeo, but was unsuccessful in relaunching an annual tradition.

Scope and Content of Collection
Artificial collection of records and ephemera from the Fiesta de las Rosas (earlier known as the Rose Carnival or Carnival of Roses) held in San Jose in 1896, 1901, 1910, 1926-1933, and 1969. Includes committee records, souvenir programs, San Jose State theatrical production programs, and other ephemera.

Indexing Terms
Festivals
Parades--California
San Jose (Calif.)
Santa Clara County (Calif.)
souvenir programs
administrative records
theater programs

Fiesta de las Rosas Collection Container List