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## **Finding Aid to the La Fiesta de Los Angeles Collection MS.207**

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**Title:** La Fiesta de Los Angeles Collection

**Identifier/Call Number:** MS.207

**Contributing Institution:** Autry National Center, Braun Research Library

**Language of Material:** English

**Physical Description:** 0.75 Linear feet(2 document boxes, 6 oversized boxes)

**Date (inclusive):** 1894-1947

**Abstract:** La Fiesta de Los Angeles was an annual multi-day event celebrating Los Angeles and Southern California's cultural heritage. The first celebration was held in April 1894. Canceled during the Spanish-American War, it was revived in 1901 under the new name La Fiesta de las Flores, and it continued through the 1940s. Charles Fletcher Lummis helped organize the early festivals in Los Angeles. This collection consists of event programs, ephemera, financial reports, newspapers clippings and meeting minutes, and by-laws related to the La Fiesta de Los Angeles events from 1894-1947.

#### **Access**

Collection is open for research. Appointments to view materials are required. To make an appointment please visit <http://theautry.org/research/research-rules-and-application> or contact library staff at [room@theautry.org](mailto:room@theautry.org).

#### **Preferred citation**

*La Fiesta de Los Angeles Collection, 1894-1947*, Braun Research Library Collection, Autry National Center, Los Angeles; MS.207; [folder number] [folder title][date].

#### **Scope and contents**

This collection consists of event programs, ephemera, financial reports, newspapers clippings and meeting minutes, and by-laws related to the La Fiesta de Los Angeles events from 1894-1947.

#### **Historical note**

La Fiesta de Los Angeles was an annual multi-day event celebrating Los Angeles and Southern California's cultural heritage. The first celebration was held in April 1894. Canceled during the Spanish-American War, it was revived in 1901 under the new name La Fiesta de las Flores, and it continued through the 1940s. The festival was founded by Max Meyburg and sponsored by the Los Angeles Merchants Association. The Chamber of Commerce and Board of Trade became joint sponsors in 1896. The festival celebrated the unique history and culture of Southern California. Advertisements for the 1896 event describe it as including a parade of "Spanish caballeros, Mexican vaqueros, Indians, and Chinese," a pageant, a carnival of "30,000 maskers," and a floral parade. The main parade that year included United States Marines, National Guard, local police, Spanish caballeros, Indians brought in from near Temecula, and a Chinese dragon. The fiesta was unusual for an event at the time in its celebration of multiculturalism.

Charles Lummis helped organize the early festivals in Los Angeles. He used his ties with the Isleta Pueblo to include Pueblo Indians in the the 1895 fiesta. He also oversaw the production of the festival's floats and tableaux representing key historical events in the history of the Americas, and provided cultural materials such as costumes and ceremonial items collected in his archeological trips for display and use during the festival. According to Van Vleck's 1895 article, the festival was concerned with creating historically accurate representations of indigenous peoples and events. La Fiesta de Los Angeles was also promoted in *Land of Sunshine*, which Lummis edited.

References: Grace, Roger M. "Reminiscing: 'La Fiesta' Is Annual Event in Late Victorian L.A." *Metropolitan News-Enterprise*. March 21, 2007. Accessed April 25, 2011. <http://www.metnews.com/articles/2007/reminiscing032107.htm>.

Padget, Martin. "Travel, Exoticism, and the Writing of Region: Charles Fletcher Lummis and the 'Creation' of the Southwest." *Journal of the Southwest* 37 (Autumn, 1995): 421-449. Accessed April 25, 2011. <http://www.jstor.org/stable/40169930>.

Van Vleck, Francis. "La Fiesta de Los Angeles." *Land of Sunshine* 2 (April 1895): 83-84.

#### **Processing history**

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#### **Use**

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#### **Subjects and Indexing Terms**

Advertisements

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By-laws  
Clippings  
Festivals -- California -- Los Angeles  
Financial records  
La Fiesta de Los Angeles.  
Los Angeles (Calif.) -- History  
Minutes  
Programs  
Scrapbooks

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**Programs and advertisements 1894-1947**

Box 1                    **Program 1894**  
                                 **Physical Description: 2.0 copies**

Box 1                    **Program 1895**  
Box 1                    **Program and financial report 1896**  
Box 1                    **Program, advertising pamphlet, Southern Californian 1931**  
Box 1                    **Advertisements 1935-1936, 1943, 1946-1947**  
                                 **Scrapbook 1896-1905**

scrapbook 1            **Clippings 1896 January-May**  
scrapbook 2            **Clippings 1896 April 30-May 21**  
scrapbook 3            **Clippings 1896 June-1897 April 19**  
scrapbook 4            **Clippings 1897 April 20-May 22**  
scrapbook 5            **Clippings 1897 May 20-1898 August**  
scrapbook 6            **Clippings 1900 September 17-1901 May 11**  
scrapbook 7            **Fiesta By-laws 1897 February**  
scrapbook 8            **Minutes and miscellaneous 1895-1896**  
scrapbook 9            **Minutes and miscellaneous 1896-1897**  
scrapbook 10          **Minutes 1897-1898, 1898-1899**  
scrapbook 11          **Minutes 1900-1905**