



Smithsonian

*National Museum of American History Kenneth E. Behring Center*

## Guide to the Orange Bowl Parade Collection

NMAH.AC.1191

Franklin A. Robinson, Jr.

2011

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## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	Orange Bowl Collection
<b>Date:</b>	1933-2000
<b>Identifier:</b>	NMAH.AC.1191
<b>Creator:</b>	Orange Bowl Committee (Creator)
<b>Extent:</b>	29 Cubic feet (67 boxes, 124 map folders)
<b>Language:</b>	Collection is in English. Some materials are in German.
<b>Summary:</b>	The complete records of the Orange Bowl Parade, Miami, Florida containing float renderings, programs, and photographs.

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## Administrative Information

### Acquisition Information

The collection was donated by the orange Bowl Committee, through Jeffrey T. Roberts, President, 2011.

### Related Materials

#### **Materials in the Archives Center**

Carvel Ice Cream Records

Pepsi-Cola Advertising Collection (AC092)

#### **Materials Held by the National Museum of American History, Division of Political History**

Vaughn's Parade Float File

### Available Formats

A digital reproduction of the rendering titled [Benjamin Franklin: Scientist, Patriot, Statesman, Diplomat], drawn between 1974-1976 and disposed of due to severe mold, is available.

### Processing Information

Processed by Nicholas Beyelia (intern), Brett T. Miller (intern), Erin Molloy (volunteer) June-August 2011; assisted by Franklin A. Robinson, Jr., archives specialist; supervised by Alison Oswald, archivist, and Vanessa Broussard Simmons, archivist.

A number of the renderings were destroyed before they reached the Archives Center because they had been exposed to severe conditions including water damage, excessive heat & mold and were unable to be salvaged.

Most of the artwork arrived at the Archive Center encased in a thick plastic and mounted to poster board to support it. When possible, the renderings were removed from the plastic as well as the poster board it was taped and/or stapled to and transferred to a format that was sound and would ensure its long-term

preservation. In some instances, revisions and/or addendum were applied directly to the plastic exterior making it impossible to separate without losing information that could prove vital to the researcher.

### Preferred Citation

Orange Bowl Collection, Archives Center, National Museum of American History

### Restrictions

Collection is open for research.

### Conditions Governing Use

Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Archives Center cost-recovery and use fees may apply when requesting reproductions.

### Appraisal

The following floats rendering were disposed of due to severe mold:

"Music of Disney", sponsored by Jordan Marsh and drawn by Stan Burger, 1960s to early 1970s.

[Benjamin Franklin: Scientist, Patriot, Statesman, Diplomat], drawn by Stan Burger between 1974 and 1976 but unrealized in the parade.

"Coca Cola Salutes the U.S. Marines" sponsored by Coca-Cola and drawn by B.W. for the 1958 parade.

"The World of Walt Disney in 1967" sponsored by Eastern Airline and drawn by Stan Burger for the 1983 parade.

"[Reflections on a Winner], Join Scruffy on the Fire Safety Team" sponsored by Burger King and drawn by an unknown artist for the 1976 parade.

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## Biographical / Historical

The Orange Bowl football game and associated Festival and Parade is one of the country's oldest and most colorful spectacles. It was conceived in 1932 by local businessmen as a way to attract visitors to Miami in the middle of the Great Depression. Originally known as the Palm Festival, in 1935 it was renamed the Orange Bowl Festival. Its popularity grew steadily, especially after a full-time business manager was hired in March 1939 to promote it. Two months later, in May 1939, the organizers officially incorporated themselves as the nonprofit Orange Bowl Committee, with the avowed purpose of promoting positive social and economic activity in the Miami community through the annual game, festival and parade. The foreword of a promotional brochure for the 1940 Festival, *The Story of the Orange Bowl*, described it as "The ORANGE BOWL... An Institution of higher learning in the arts of sportsmanship and community co-operation....Conceived and administered by unselfish citizens in the public interest.... Dedicated to the ideals of fellowship, good will and understanding among all ages, in the upholding of a great state.... This, briefly, is the ORANGE BOWL, belonging to all Florida and to the nation...."

The parade came to national prominence after the Second World War. One key factor in the Committee's success was its early and mutually beneficial partnership with radio and television broadcasting, which brought the Orange Bowl festivities to a nation-wide audience. The parade packaged the social, cultural, and carnival-like fantasy life of Florida for northern audiences who might warm themselves by their televisions on New Year's Eve. To gain every advantage as a television event the parade was staged at night, unique among televised parades of similar scope and popular appeal. Unencumbered by height and width restrictions, its floats grew to fantastic proportions, characterized by animated mechanical figures, features such as "outriggers" (pontoon-like appendages from the main body of the float, like water skiers), and self-contained electrical lighting and sound systems. The latter anticipated Disney's "Electrical Parade." Similar attention was given to the staging of the Orange Bowl half-time show, whose multi-story telescoping towers and platforms have since become a Super Bowl staple. The production

of Orange parade floats and special effects was a year-round job, which placed it in league with Macy's Thanksgiving Day Parade, Pasadena's Tournament of Roses, and New Orleans' Mardi Gras.

The Committee ended its annual parade and festival in 2002 but the Orange Bowl football game continues.

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## Scope and Contents

This collection consists of . This collection arranged into six series.

Series 1, Historical Background Material,

Series 2, Seiler, Ernest E., 1951-1977, undated

Series 3, Orange Bowl Parade

Subseries 3.1, Office Files

Subseries 3.2, Float renderings and Drawings

Subseries 3.3, Costume

Subseries 3.4, Parade Scripts

Subseries 3.5, Ephemera

Series 4, Publicity Materials

Series 5, Photographs

Subseries 5.1, Floats

Subseries 5.2, Bands

Subseries 5.3, Parades

Subseries 5.4, Queens

Subseries 5.5, Slides

Subseries 5.6, Orange Bowl billboards

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## Arrangement

Collection arranged into seven series.

**Series 1: Historical Background Material,**

**Series 2: Ernest E. Seiler, 1951-1977, undated**

**Series 3: Orange Bowl Parade**

Subseries 3.1: Office Files

Subseries 3.2: Float renderings and Drawings

Subseries 3.3: Costume

Subseries 3.4: Parade Scripts

Subseries 3.5: Ephemera

**Series 4: Publicity Materials**

**Series 5: Photographs**

Subseries 5.1: Floats

Subseries 5.2: Bands

Subseries 5.3: Parades

Subseries 5.4: Queens

Subseries 5.5: Slides

Subseries 5.6: Orange Bowl billboards

Subseries 5.7: Photographic Negatives

**Series 6: Festival Float Files**

**Series 7: Oversize Float Renderings, 1945-2000**

**Series 8: Motion Picture Film, 1957-1972**

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## Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

- Parade float designers
- Parade floats
- Parades
- Parades -- United States

## Container Listing

### Series 1: Historical Background Materials, 1939-1984

Box 31, Folder 1

E. Seiler accepting Orange Bowl job, 1939

*The Orange Bowl Story: A brief review of its history, aims and purpose and its increasing importance to the entire state of Florida , 1940*

*Box 31, Folder 2*



*The Orange Bowl Story, 1965 - 1966*

*Box 31, Folder 3*

*Fifty Years on the Fifty: The Orange Bowl Story, 1983*

*Box 31, Folder 4*

## Orange Bowl 50th celebration: the Orange Bowl Committee's half century, facts guide, 1984

*Box 31, Folder 5*

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## Series 2: Earnest E. Seiler, Office Files, 1951-1977

**Scope and Contents:** This series consists of subject files maintained by Ernest Seiler, the Executive Vice President of the Orange Bowl Parade Committee. The files document a wide arrange activities involved in coordinating and executing a national parade. The materials include correspondence, contracts, memorandum, black-and-white photographs, lists, agendas, newspaper clippings, brochures, business cards, invoices, and general notes. The files are arranged alphabetically by subject, alphabetically. The organizational parade information files are listed first and provide ba broad context about parade logistics and planning.

The band files primarily document high school bands that participated in the Orange Bowl Parade. Materials include correspondence, guest lists, chaeperone lists, brochures for Miami (Dad County), Florida, agendas for band meetings, newspaper clippings, postcards, itinerraries for specific high schools, publicity forms and information about the Great Bands of Orange Bowl Program. The Great Bands is an event started in the 1970s by the Orange Bowl Committee to bring together twelve of the top marching bands for them to perform in the orange Bowl Stadium. Each year two hundred marching bands from the United States and Canada apply to the Committee to appear in the King Orange and Jamboree.

The contracts include agreements, notices of assignment, correspondence, work orders, entertainment contracts, lease agreements, and other memorandum of agreement between the Orange Bowl Parade Committee and various vendors, construction companies, sponsors, radio stations, and individuals such as the princesses who served in the Orange Bowl Court. Additional materials include clearances for music.

The Coral Gables, Jr. Parade materials conatin correspondence, information sheets, entry blanks, agendas, form letters minutes of the steering committe, float specifications, expenditures, participant intructions, constitution and blaws for the Junior orange Bowl Parade Committ (1964) and a January, 1960 *Action Leader* newsletter from Coral Gables, Florida.

The fireworks materials contain primarily correspondence with firework companies, particularly Thearle-Duffield Fireworks of Chicago as well as permits and certficates of insurance.

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## Series 6: Festival Float Incorporated, 1985-1996

**Scope and Contents:** Series 6, Renderings/Drawings document floats as they appeared in a conceptual state. Each rendering varies in size from several inches to several feet wide and were realized on an assortment of paper sources that varied in both weight and durability (tissue, tracing paper, vellum, posterboard, etc). The artwork was created utilizing an assortment of mediums including acrylic paint, pastels, watercolors, markers, pens, etc.

In most cases, it is possible to connect a rendering with a float as it appeared in the parade. Often the float mirrors the rendering exactly as it was conceived however, in most instances, slight modifications were made. Every attempt was made to identify all renderings, but it was not always possible for a number of reasons: 1) there was not enough information on the renderings to connect it with either a year or a sponsor. 2) The concept was never produced, it remained a concept only. 3) The concept was markedly different from the realization making it unrecognizable when it appeared in the parade. 4) The renderings were destroyed by weather related damage, mold, etc and had to be destroyed before it arrived at the Archives Center. 5) The float may have been in the parade but there was no existing photographic record to help identify it.

Both national and regional corporate sponsorship can be seen throughout the renderings. Longstanding national corporations like Coca-Cola, McDonalds, Kodak, Coppertone, Anheuser-Busch, Sears, etc. were an annual part of the festivities as were regional businesses like The Miami Herald, Southern Bell and Winn Dixie. Many of the renderings have been developed without a sponsor in mind; some, however, have been cultivated specifically for corporate sponsorship. In most cases, sponsors supported the proposed float and patronage can be verified throughout corresponding photographs. In some instances, however, the proposed float was never realized, may have changed patrons, been rejected by the supporter in favor of another float or the sponsor may have withdrawn from that year's festivities altogether. It should be noted that the renderings document float concepts for several companies that no longer exist, including Margaret Ann Grocery, Jordan Marsh, Eastern Airlines, etc.

Throughout the history of the parade, several artists contributed to production of the renderings, the most prominent being Stanley Burger. Burger, a former engineer from New York, started out by designing nuclear submarines for the U.S. Government. Later, he moved to Florida where he began designing sets for the Jackie Gleason Theater of Performing Arts in Miami Beach and eventually settled into being the official float designer for the Orange Bowl committee in the early 1970s.

Every effort was made to identify other artists involved with the production of the renderings either before or after Burger but a lack of information on these artists made it difficult.

Box 45, Folder 1	Bartow, Florida, 1989
Box 45, Folder 2	Arcadia, Florida, 1989
Box 45, Folder 3	Brandenton, Florida, 1989 - 1990
Box 45, Folder 4	Brandon, Florida, 1989
Box 45, Folder 5	Brooksville, Florida, Hernando high school homecoming parade, 1988 - 1989
Box 45, Folder 6	The Citizens and Southern National Bank of Florida, 1988 - 1989
Box 45, Folder 7	Clearwater, Florida, 1988 - 1990

Box 45, Folder 8	Clearwater, Florida, 1989 - 1990
Box 45, Folder 9	Fort Myers, Florida, 1988 - 1989
Box 45, Folder 10	Fort Myers, Florida, 1988 - 1990
Box 45, Folder 11	Gasparilla, Florida, 1988
Box 45, Folder 12	Gasparilla, Florida, 1990 - 1991
Box 45, Folder 13	Gasparilla, Florida, 1989
Box 45, Folder 14	Gasparilla, Florida, 1988 - 1990
Box 45, Folder 15	Gibsonton, Florida, 1988 - 1989
Box 45, Folder 16	Key West, Florida, 1989
Box 45, Folder 17	Lakeland, Florida, 1988 - 1989
Box 45, Folder 18	Lakeland, Florida, 1989
Box 45, Folder 19	Lykes Brothers, Ybor City, Florida, 1988 - 1989
Box 45, Folder 20	Lykes Brothers, Inc., 1989
Box 45, Folder 20	Marco Island, Florida, undated
Box 45, Folder 21	NCNB National Bank, undated
Box 45, Folder 22	NCNB National Bank, 1989
Box 45, Folder 23	New Port Richey, 1989 - 1990
Box 45, Folder 24	Orlando, Florida, 1988
Box 45, Folder 25	Orlando, Florida, 1988 - 1989
Box 45, Folder 26	Orlando, Florida, 1989
Box 45, Folder 27	Paragon group, 1985 - 1990
Box 45, Folder 28	Plant City, Florida, 1988 - 1989
Box 45, Folder 29	Plant City, Florida, 1988
Box 45, Folder 30	Plant City, Florida (sponsored float), 1989 - 1990

Box 45, Folder 31	Plant City, Florida, Florida Strawberry Festival, 1990
Box 45, Folder 32	Sarasota, Florida, Sarasota International Circus Festival, 1989 - 1990
Box 45, Folder 33	Sebring, Florida, 1989
Box 45, Folder 34	Saint Petersburg, Florida, 1989 - 1990
Box 45, Folder 35	Saint Petersburg, Florida, 1989 - 1990
Box 45, Folder 36	Saint Petersburg, Florida, 1989 - 1990
Box 45, Folder 37	Saint Petersburg, Florida, Christmas parade, 1988
Box 45, Folder 38	Saint Petersburg, Florida, Festival of States, 1988
Box 45, Folder 39	Saint Petersburg, Florida, Festival of States, 1988 - 1989
Box 45, Folder 40	Saint Petersburg, Florida, Festival of States, 1988 - 1989
Box 45, Folder 41	Tallahassee, Florida, Springtime Tallahassee parade, 1989 - 1990
Box 45, Folder 42	Tampa, Florida, 1989
Box 45, Folder 43	Tampa, Florida, 1988 - 1990
Box 45, Folder 44	Tampa, Florida, 1987 - 1989
Box 45, Folder 45	Tampa, Florida, 1989
Box 45, Folder 46	Tampa, Florida, 1989 - 1990
Box 45, Folder 47	Tampa, Florida, 1987 - 1990
Box 45, Folder 48	Tampa, Florida, parade line up, 1990
Box 45, Folder 49	Tarpan Springs, Florida, 1988 - 1989
Box 45, Folder 50	Tarpan Springs, Florida, Christmas parade, 1989
Box 45, Folder 51	Temple Terrace, Florida, 1989
Box 45, Folder 52	United States Post Office, 1988
Box 45, Folder 53	Venice, Florida, Sun Coast Fiesta, 1989
Box 45, Folder 54	Winerhaven, Florida, 1989 - 1990



Box 45, Folder 55	Winerhaven, Florida, Florida Citrus Showcase, 1988 - 1990
Box 45, Folder 56	Ybor's City, Florida, Krewe of the Sant' Yago parade, 1988
Box 45, Folder 57	Ybor's City, Florida, Illuminated Night Parade, 1990
Box 51, Folder 5	Drawings, undated

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## Series 7: Oversize Float Renderings, 1945-2000

Map-folder 1	Orange Bowl Float Rendering, 1949
Map-folder 2	Unidentified Orange Bowl Float Renderings, circa 1950-1962
	<p>[Flying geese, design for parade float] [color drawing]  1 Item (3.7" x 2.0".)  Designer: Vaughn Parades, Inc.  Donor: Orange Bowl Committee  Language: English.  Notes: AC1191-0000214.tif (AC Scan No.)  Graphite on paper.  Design for parade float, showing geese and four women in strapless gowns.  Topic: Parade floats  Geese  Genre/Form: Drawings</p>
Map-folder 3	Orange Bowl Parade Float Blueprints, 1953
Map-folder 4	Orange Bowl Parade Float Renderings, 1955
Map-folder 5	Orange Bowl Parade Float Renderings, 1956
Map-folder 6	Orange Bowl Parade Float Renderings, 1957-1961
Map-folder 7	Orange Bowl Parade Float Renderings, 1957
Map-folder 8	Orange Bowl Parade Float Renderings, 1957
	<p>[American Flag] [drawing]  1 Item (309" x 2.2")  Language: English.  Notes: AC1191-0000182 (AC Scan No.)  Graphite on paper.  Topic: Flags -- United States  Genre/Form: Drawings</p>
Map-folder 9	Orange Bowl Parade Float Renderings, 1959-1960
Map-folder 10	Orange Bowl Parade Float Pencil Technical Drawings, 1960s
Map-folder 11	Orange Bowl Parade Float Renderings, 1961
Map-folder 12	Orange Bowl Parade Float Renderings, 1961

Map-folder 13	Orange Bowl Parade Float Renderings, 1962
Map-folder 14	Orange Bowl Parade Float Renderings, 1963
Map-folder 15	Orange Bowl Parade Float Renderings, 1963
Map-folder 16	Orange Bowl Parade Float Renderings, 1963
Map-folder 17	Orange Bowl Parade Float Renderings, 1964-1968
Map-folder 18	Orange Bowl Parade Float Renderings, 1964
Map-folder 19	Orange Bowl Parade Float Renderings, 1964
Map-folder 20	Orange Bowl Parade Float Renderings, 1965
Map-folder 21	Orange Bowl Float Renderings, 1970-1977
Map-folder 22	Orange Bowl Float Renderings, 1974-1975
Map-folder 23	Orange Bowl Float Renderings, 1974-1975
Map-folder 24	Orange Bowl Float Renderings, 1974-1975
Map-folder 25	Orange Bowl Float Renderings, 1974-1975
Map-folder 26	Orange Bowl Float Renderings, 1975-1976
Map-folder 27	Orange Bowl Float Renderings, 1975-1976
Map-folder 28	Orange Bowl Float Renderings, 1975-1976
Map-folder 29	Orange Bowl Float Renderings, 1975-1976
Map-folder 30	Orange Bowl Float Renderings, 1975-1976
Map-folder 31	Orange Bowl Float Renderings, 1975-1976
Map-folder 32	Orange Bowl Float Renderings, 1975-1976
Map-folder 33	Orange Bowl Float Renderings, 1975-1976
Map-folder 34	Orange Bowl Float Renderings, 1976-1977
Map-folder 35	Orange Bowl Float Renderings, 1976-1977
Map-folder 36	Orange Bowl Float Renderings, 1976-1977

Map-folder 37	Orange Bowl Float Renderings, 1977-1979
Map-folder 38	Orange Bowl Float Renderings, 1977-1978
Map-folder 39	Orange Bowl Float Renderings, 1977-1978
	<p>[Dr. Pepper--Dancing with the Bee Gees] [drawing]  1 Item (2.0" x 1.7")  Designer: Vaughn Parades, Inc.  Donor: Orange Bowl Committee  Language: English.  Notes: AC1191-0000200 (AC Scan No.)  Graphite on paper.</p> <p>Names: Bee Gees  Topic: Dr. Pepper (brand name)  Parade floats  Dance</p> <p>Genre/Form: Drawings</p>
Map-folder 40	Orange Bowl Float Renderings, 1977-1978
Map-folder 41	Orange Bowl Parade Float Renderings, 1978-1979
Map-folder 42	Orange Bowl Parade Float Renderings, 1978-1979
Map-folder 43	Orange Bowl Parade Float Renderings, 1978-1979
Map-folder 44	Orange Bowl Parade Float Renderings, 1979-1980
Map-folder 45	Orange Bowl Parade Float Renderings, 1979-1980
Map-folder 46	Orange Bowl Float Renderings, 1980-1982
Map-folder 47	Orange Bowl Float Renderings, 1980-1981
Map-folder 48	Orange Bowl Float Renderings, 1980-1981
Map-folder 49	Orange Bowl Float Renderings, 1981-1982
Map-folder 50	Orange Bowl Parade Float Renderings, 1981-1982
Map-folder 51	Orange Bowl Parade Float Renderings, 1981-1982
Map-folder 52	Orange Bowl Float Renderings, 1982-1984
Map-folder 53	Orange Bowl Parade Float Renderings, 1982-1983

Map-folder 54	Orange Bowl Parade Float Renderings, 1983-1984
Map-folder 55	Orange Bowl Parade Float Renderings, 1983-1984
Map-folder 56	Orange Bowl Parade Float Renderings, 1983-1984
Map-folder 57	Orange Bowl Parade Float Renderings, 1984-1985
Map-folder 58	Orange Bowl Parade Float Renderings, 1984-1985
Map-folder 59	Orange Bowl Float Renderings, 1985-1986
Map-folder 60	Orange Bowl Float Renderings, 1985-1986
Map-folder 61	Orange Bowl Float Renderings, 1985-1986
Map-folder 62	Orange Bowl Float Renderings, 1985-1986
Map-folder 63	Orange Bowl Float Renderings, 1985-1986
Map-folder 64	Orange Bowl Float Renderings, 1985-1987
Map-folder 65	Orange Bowl Float Renderings, 1986-1987
Map-folder 66	Orange Bowl Float Renderings, 1986-1987
Map-folder 67	Orange Bowl Float Renderings, 1986-1987
Map-folder 68	Orange Bowl Float Renderings, 1986-1987
Map-folder 69	Orange Bowl Float Renderings, 1987-1988
Map-folder 70	Orange Bowl Float Renderings, 1987-1988
Map-folder 71	Orange Bowl Float Renderings, 1988-1989
Map-folder 72	Orange Bowl Float Renderings, 1988-1989
Map-folder 73	Orange Bowl Float Renderings, 1989-1990
Map-folder 74	Orange Bowl Float Renderings, 1989-1990
Map-folder 75	Orange Bowl Float Renderings, 1990-1993
Map-folder 76	Orange Bowl Float Renderings, 1991-1993
Map-folder 77	Unidentified, Orange Bowl Float Renderings, 1974-1976

Map-folder 78	Unidentified, Orange Bowl Float Renderings, undated
Map-folder 79	Unidentified, Orange Bowl Float Renderings, undated
Map-folder 80	Unidentified, Orange Bowl Float Renderings, undated
Map-folder 81	Unidentified, Orange Bowl Float Renderings, undated
Map-folder 82	Unidentified, Orange Bowl Float Renderings, undated
Map-folder 83	Unidentified, Orange Bowl Float Renderings, undated
Map-folder 84	Unidentified, Orange Bowl Float Renderings, undated
Map-folder 85	Unidentified, Orange Bowl Float Renderings, undated
Map-folder 86	Unidentified, Orange Bowl Float Renderings, undated
	<p>[Futuristic scene] [drawing]  1 Item (2.7" x 2.0")  Language: English.  Notes: AC1191-0000199.tif (AC Scan No.)  Graphite on paper.  Topic: Future in popular culture  Genre/Form: Drawings</p>
Map-folder 87	Unidentified, Orange Bowl Float Renderings, undated
Map-folder 88	Unidentified, Orange Bowl Float Renderings, undated
Map-folder 89	Unidentified, Orange Bowl Float Renderings, undated
Map-folder 90	Unidentified, Orange Bowl Float Renderings, undated
	<p>[Fanciful, futuristic car] [drawing], undated  1 Item  Artist: Burger, Stan  Language: English.  Notes: AC1191-0000215.tif (AC Scan No.)  Graphite on paper.  Topic: Automobiles  Genre/Form: Drawings</p>
Map-folder 91	Unidentified, Orange Bowl Float Renderings, undated
Map-folder 92	Unidentified, Orange Bowl Float Renderings, undated

Map-folder 93	Unidentified, Orange Bowl Float Renderings, undated
Map-folder 94	Unidentified, Orange Bowl Float Renderings, undated
Map-folder 95	Unidentified, Orange Bowl Float Renderings, undated
Map-folder 96	Unidentified, Orange Bowl Float Renderings, undated
Map-folder 97	Unidentified, Orange Bowl Float Renderings, undated
Map-folder 98	Orange Bowl Float Renderings, undated
Map-folder 99	Orange Bowl Float Renderings, undated
Map-folder 100	Orange Bowl Float Renderings, undated
Map-folder 101	Orange Bowl Parade Float Renderings, Undated
Map-folder 102	Unidentified Orange Bowl Float Blueprints, undated
Map-folder 103	Orange Bowl Float Blueprints, undated
Map-folder 104	Orange Bowl Parade Promotional Materials and Float Order Charts, 1970-1991
Map-folder 105	Orange Bowl Parade Float Renderings, 1969-1974
Map-folder 106	Orange Bowl Parade Float Renderings, 1985-1992
Map-folder 107	Orange Bowl Parade Float Renderings, 1962, 1964, Undated
Map-folder 108	Orange Bowl Float Renderings, 1958
Map-folder 109	Orange Bowl Parade Float Renderings, undated
Map-folder 109	Fort Myers, undated
Map-folder 109	Minute Maid, undated
Map-folder 109	Unidentified, undated
Map-folder 110	Orange Bowl Pavilion Ballroom Master Plans and Omni Ballroom, undated
Map-folder 110	Pavilion Master Plans, undated
Map-folder 110	Omni Ballroom Layout, undated
Map-folder 111	Orange Bowl Parade Float Renderings, 1966, 1968-1969, undated

Map-folder 111	Citrus Growers, undated
Map-folder 111	Wonka, undated
Map-folder 111	Minute Maid, 1966
Map-folder 111	Shriners, 1969
Map-folder 111	Sears, 1968
Map-folder 112	Orange Bowl Parade Float Renderings, 1972-1974, undated
Map-folder 112	Cabaret, 1974
Map-folder 112	Minute Maid, undated
Map-folder 112	Miami Beach, undated
Map-folder 112	Bal Harbor, undated
Map-folder 112	Burdine, undated
Map-folder 112	Coppertone, undated
Map-folder 112	Jordan Marsh, undated
Map-folder 112	New Conch, undated
Map-folder 112	Army, undated
Map-folder 112	Florida Power and Light, Sleeping Beauty, undated
Map-folder 112	Unidentified, 1972-1973
Map-folder 113	Orange Bowl Parade Float Renderings, undated
Map-folder 113	Dade County, undated
Map-folder 113	Winn Dixie, undated
Map-folder 113	Sears, undated
Map-folder 113	Southern Bell, undated
Map-folder 113	Wizard of Oz, undated
Map-folder 113	Swan Lake, undated



Map-folder 113	Minute Maid, undated
Map-folder 114	Orange Bowl Parade Float Renderings, 1968-1970, undated
Map-folder 114	El Casino, 1968
Map-folder 114	Gypsies and a Dancing Bear, undated
Map-folder 114	Mark Twain, 1970
Map-folder 114	Tupperware, 1970
Map-folder 114	Coppertone, 1969-1970
Map-folder 114	Busch Gardens, 1970
Map-folder 114	Food Fair, 1970
Map-folder 115	Orange Bowl Parade Float Renderings, 1968, 1970-71, undated
Map-folder 115	Chitty Chitty Bang Bang, undated
Map-folder 115	J. Mark, 1968
Map-folder 115	Minute Maid, 1970
Map-folder 115	Showboat, 1971
Map-folder 115	Fairy Tales, 1970
Map-folder 115	Miss Universe, 1970
Map-folder 115	Bahamas, 1970
Map-folder 116	Orange Bowl Parade Float Renderings, 1970-1971
Map-folder 116	Schlitz, 1970
Map-folder 116	Burger King, undated
Map-folder 116	Fort Myers, undated
Map-folder 116	Port of Miami, 1970
Map-folder 116	General Development, 1970-1971
Map-folder 116	Dog Track, 1970

Map-folder 116	Tropical Gas, 1970-1971
Map-folder 116	Blue Line, 1970-1971
Map-folder 116	St. Louis, undated
Map-folder 117	Orange Bowl Parade Float Renderings, 1968, 1970, undated
Map-folder 117	Claxton Bakery, 1970
Map-folder 117	Southern Bell, undated
Map-folder 117	Navy Sea Base, undated
Map-folder 117	Shriners, 1968
Map-folder 117	Coppertone, 1968
Map-folder 117	Tropigs, 1968
Map-folder 117	Kwik-Chick, 1968
Map-folder 117	Alo, 1968
Map-folder 117	Coral Gables, undated
Map-folder 117	McDonalds, 1968
Map-folder 118	Orange Bowl Parade Float Renderings, 1968, 1970-1971
Map-folder 118	Kentucky Fuel, undated
Map-folder 118	Fort Myers, 1968
Map-folder 118	McDonalds, undated
Map-folder 118	Unidentified, 1968
Map-folder 118	The Me?, 1970
Map-folder 118	Zodiac, 1969?
Map-folder 118	Age of Aquarius, 1969?
Map-folder 118	Kell Fried, undated
Map-folder 118	Winn Dixie, undated

Map-folder 118	Burdines' Ballet, undated
Map-folder 118	Sears, undated
Map-folder 119	Orange Bowl Parade Float Renderings, 1966-1984, undated
Map-folder 119	Fort Lauderdale, undated
Map-folder 119	Miami Beach, 1972
Map-folder 119	General Development Corporation, undated
Map-folder 119	Florida Citrus Growers, 1984
Map-folder 119	American Oil Company, undated
Map-folder 119	Busch Jungle Book, 1979
Map-folder 119	Unidentified, 1966
Map-folder 119	Valentine, 1970
Map-folder 119	KFC, 1976
Map-folder 120	Orange Bowl Parade Float Renderings, 1968-1972, undated
Map-folder 120	Coppertone, undated
Map-folder 120	Food Fair, 1968
Map-folder 120	Greyhound Racing, 1970
Map-folder 120	Seahorses, undated
Map-folder 120	Metro, 1979
Map-folder 120	Bowl Yard, undated
Map-folder 120	Jamboree Plans, undated
Map-folder 121	Orange Bowl Parade Float Renderings, Poster and Entry Form, 1968-1970, undated
Map-folder 121	Florida Power and Light, undated
Map-folder 121	Schlitz, 1968

Map-folder 121	Miami Beach, 1969-1970
Map-folder 121	Southern Bell, 1970
Map-folder 121	Poster from Hialeah High School, 1990
Map-folder 121	Entry form for High School, 1990
Map-folder 121	Tropigas, 1970
Map-folder 121	St. Augustine, 1970
Map-folder 122	Orange Bowl Parade Float Renderings and Parade Planning, undated
Map-folder 122	Mutual of Omaha, 1968
Map-folder 122	ALO, 1970
Map-folder 122	Miami Conference Center Plans, undated
Map-folder 122	Orange Jamboree Street Layout, undated
Map-folder 122	Coaches Luncheon Banquet, undated
Map-folder 122	Orange Bowl Classic, undated
Map-folder 122	Truss and Light View, 2000
Map-folder 122	Site Layout, undated
Map-folder 123	Orange Bowl Parade Planning, undated
Map-folder 123	Parade Route Map, undated
Map-folder 123	Aerial Survey, 1984
Map-folder 123	Map, 1983
Map-folder 123	Site Layout, undated
Map-folder 123	Bayfront Park Redevelopment, 1985-1986
Map-folder 123	Parade Route, 1985-1986
Map-folder 124	Orange Bowl Banners, undated
Map-folder 124	Eastern Airlines Banner 3x3, undated

Map-folder 124

Eastern Airlines Banner 2x4, undated

**Born Digital Orange Bowl Float Renderings, undated**

Notes: The digital images in this folder represent digital copies of original Orange Bowl Float Renderings. The original renderings were then destroyed due to mold.

[Jordan Marsh -- Space Scene] [color drawing]

1 Item (2.2" x 2.7")

Designer: Vaughn Parades, Inc.

Donor: Orange Bowl Committee

Language: English.

Notes: AC1191-0000179 (AC Scan No.)

Graphite on paper.

Design for a parade float. Drawing on brown paper showing rocket ship, etc.

Topic: Parade floats  
Space flight  
Science fiction

Genre/Form: Drawings

Power for Peace / for 180 Years [text in image] [drawing]

1 Item (3.5" x 2.0".)

Designer: Vaughn Parades, Inc.

Donor: Orange Bowl Committee

Language: English.

Notes: AC1191-0000180.tif (AC Scan No.)

Graphite on paper.

Design includes a winged woman driving a horse-drawn chariot, a rocket ship, a dove of peace, etc. With additional text: "Your / United States / Army" and "Sponsored / by / Coca-Cola / Bottling / Co."

Names: United States. Army

Topic: Coca-Cola (Trademark)

Space flight

Peace

Mythology

Chariots

Genre/Form: Drawings

Glendale Saving, Dreams, undated [drawing]

1 Item

Artist: Burger, Stan

Language: English.

Notes: AC1191-0000230.tif (AC Scan No.)

Graphite on paper.

Vaughn Parades, Inc., Miami Florida.

Vaughn Parades, Inc., Miami Florida.

Topic: Parades  
Place: Florida  
Miami (Fla.)  
Genre/Form: Drawings

Jackie Hughes Flashettes, presented by Weekley Asphalt, Hallanddale, Florida, undated. Vaughn Parades, Inc., Miami, Florida. [drawing]

1 Item

Language: English.  
Notes: AC1191-0000242.tif (AC Scan No.)  
Graphite on paper.

Topic: Parades -- 1940-1950  
Place: Florida  
Miami (Fla.)  
Genre/Form: Drawings

Wit and Whoppers / The Swamp Serpent and Friends [drawing], undated

1 Item

Language: English.  
Notes: AC1191-0000248.tif (AC Scan No.)  
Pastel? on paper.

Topic: Serpents -- Design elements  
Genre/Form: Drawings

Louisiana: Bayou Wonderland, Agriculture, Industry, Tourism. [drawing]

1 Item

Language: English.  
Notes: AC1191-0000249.tif (AC Scan No.)  
Graphite on paper.

Undated. Design by Vaughn Parades, Inc., 1100 NW South River Drive, Miami 36, Florida.

Genre/Form: Drawings

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## Series 8: Motion Picture Film, 1957-1972

Scope and Contents: This series contains films depicting various Orange Bowl parades taking place between 1957-1972.

Reel OF 1191.1	Night Marine Parade, undated 1 Film reel (color; silent; print; 16mm; 100 feet) Notes: Kodak edgecode found on film stock is a single square, which denotes a date of either 1957 or 1977, but the date could not be further determined from the footage.
Reel OF 1191.2	Festival Del Orange Bowl, 1977 1 Film reel (color; sound; print; 16mm; 550 feet) Notes: Footage of the 1977 Orange Bowl and related events.
Reel OF 1191.3	Junior Orange Bowl 1972 NBC Telecast, 1972 1 Film reel (color; sound; print; 16mm; 500 feet)
Reel OF 1191.4	1957 and 1958 Orange Bowl Parade, 1957, 1958 1 Film reel (color; sound; print; 16mm; 900 feet)
Reel OF 1191.5	Parade Outs, 1967 1 Film reel (16mm, 800 feet) Notes: Could not be processed due to poor condition.

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