



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

## Goya Foods, Inc. Collection, 1960-2000

NMAH.AC.0694

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Archives Center, National Museum of American History  
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## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	Goya Foods, Inc. Collection
<b>Identifier:</b>	NMAH.AC.0694
<b>Date:</b>	undated 1856-2000 (bulk 1960-2000)
<b>Extent:</b>	20 Cubic feet (62 boxes, 6 oversize folders) 8 Sound recordings 15 Video recordings
<b>Creator:</b>	Unanue, Prudencio Goya Foods, Inc. Unanue family
<b>Language:</b>	Collection is in English. Some materials are in Spanish
<b>Summary:</b>	Goya Foods, Inc., supported the cultural life of various communities in the United States and Puerto Rico. The company's current headquarters is in Secaucus, New Jersey. Photographs, calendars, sales promotional materials, cookbooks, packaging, and news clippings. Photographs depict primarily company sponsored events, but a few are family pictures.

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## Administrative Information

### Acquisition Information

This collection was donated to the National Museum of American History in 1999 by Goya Foods, Inc. through Rafael Toro, Director of Public Relations.

### Separated Materials

The Division of Culture and the Arts holds items related to this collection including promotional items, display props, a neon sign, products and containers, and clothing. See accession number, 1999.3017.

### Related Materials

Government of Puerto Rico Division of Community Education Posters, Teodoro Vidal Collection, and Tito Puente Papers.

### Other Finding Aids

[Inventory](#) available.

## Processing Information

Processed by Jose Delannoy (intern), 2000; Jennifer Snyder (intern), 2001; C. Jeremy Barney (intern), July 2007; supervised by Vanessa Broussard, archivist and Wendy Shay, archivist.

## Preferred Citation

Goya Foods, Incorporated Collection, Archives Center, National Museum of American History

## Restrictions

The collection is open for research use. Physical Access: Researchers must handle unprotected photographs with gloves. Researchers must use reference copies of audio-visual materials. When no reference copy exists, the Archives Center staff will produce reference copies on an "as needed" basis, as resources allow. Technical Access: Do not use when original materials are available on reference video or audio tapes.

## Conditions Governing Use

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## Biographical / Historical

Prudencio Unanue (1886-1976) was born in the Basque region of northern Spain. He immigrated to the island of Puerto Rico in 1902 and married Carolina Casal (1890-1984) in 1921. In 1916, he moved to New York where he studied business and worked for a customs agency. Missing the tastes and smells of home cooking, the Unanues believed that there was an expanding immigrant market for the ingredients of "authentic Spanish cuisine." In 1936, they opened Unanue, Incorporated, a warehouse on Duane Street in lower Manhattan, to supply corner stores or bodegas. Over thirty years, the Unanue and Sons import business grew tremendously. Eventually, the business began to do its own food processing, canning, and packaging. In 1958, Goya Foods bought its first factory in Brooklyn, New York. The Unanues and Sons Company purchased the name "Goya"[1] in 1936 from a Moroccan sardine supplier for one dollar. In 1946, the company changed its name to Unanue and Sons, Incorporated. It assumed the name Goya Foods, Incorporated in 1961, although it had used the name Goya for its products since 1936. Goya Foods Company continued to innovate, pioneering television advertising in Puerto Rico. During the 1960s, Goya Foods sought out opportunities to expand its customer base as larger numbers of Caribbean immigrants moved into the United States. By sponsoring music festivals, sports teams, and other activities Goya Foods supported the cultural life; parades, beauty pageants, festivals, of various communities in the United States and Puerto Rico. In 1974, Goya Foods moved to its current office headquarters and factory building in Secaucus, New Jersey. By 2000, Goya owned factories in upstate New York, California, Illinois, New Jersey, Massachusetts, Texas, Florida, as well as Puerto Rico, the Dominican Republic, and Spain.

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## Scope and Contents

The Goya Foods, Incorporated Collection documents the history of the company from the 1960s to 2000. (A few earlier documents pertaining to Unanue and Sons and family photographs can be found in the collection, as well.) Materials include photographs, calendars, sales promotional materials, cookbooks,

recipe packages, point-of-purchase items, and box and can labels, scrapbooks, and clippings files. Sound recordings, television advertisements, and anniversary video productions are also included. The material documents sales meetings, plant activities, and workers' events as well as the office life of the company and the philanthropic efforts and community activities of Goya Foods, Incorporated. Series 1, History and Biography 1960s-1990s, includes photographs and biographies of the Unanue family members. Also includes company anniversary programs. Series 2, United States Publicity Materials, 1970-2000, undated, contains extensive files of news clippings (compiled by an outside agency) arranged in chronological order. Also, press releases and publicity materials and copies of the newsletter *La Voz Femenina*[2], 1982-1989. Series 3, United States Photographs, 1960s-1990s, includes photographs of Goya "sponsored" activities, which took place in the United States. The majority of the photos are unlabeled and undated. The series is divided into twelve subseries. Subseries 3.1, Parades and Festivals, 1966-1999, include parades and festivals which Goya participated in, mainly in New York City and New Jersey. For many parades, Goya created a special float for participants to ride on. Many parades feature pageant contestants (see Subseries D). Tito Puente is a frequent performer. Subseries 3.2, Parties and Banquets, 1970s-1990s, include many of the banquets and parties included are related to the various parades and pageants, this may or may not be obvious from looking at the photographs. Also included are employee parties. Subseries 3.3, Community Events, 1970s-1990s, Goya prides itself on its civic work within the Hispanic communities of the United States. This subseries reflects many of the events Goya has sponsored or been a part of, including its support of the Manhattan Valley Golden Age Senior Center and Casa de Don Pedro, a home for children. Subseries 3.4, Pageants, 1980s-1990s, include beauty pageants sponsored throughout the 1980s and 1990s, usually associated with a community parade (for example, a Dominican Parade Pageant). Sometimes the photos from the pageants and related events are included, though the parades themselves can be found in Subseries A. Subseries 3.5, Employees, Plants, and Offices, 1960s-1990s, include photographs of Goya employees (both line workers and executives), offices, and plant facilities. Events in which employees participated (dances, parties, and picnics) are included here. Subseries 3.6, Awards, 1970s-1990s, include awards given to the Unanues or Goya Foods, Incorporated by various organizations and awards given to others by Goya. Subseries 3.7, Celebrities, 1980s-1990s, mainly events with celebrities in attendance. Prominent people include: Cardinal Cooke, Gloria Estefan, Michael J. Fox, Ed Koch, Spike Lee, David Letterman, Olga Elena Mattei, and Tito Puente. Subseries 3.8, Sporting Events, Teams, and Awards, 1970s-1990s, soccer, baseball, bowling, volleyball, and softball teams are included, as well as little league teams and sporting workshop participants (mainly children with "professional" players). Teams are mostly Goya sponsored, though some professional players appear. Subseries 3.9, Concerts, 1980s-1990s, include Tito Puente, Eddie Palmieri, and Willie Colón concerts at Penns Landing, plus multi-city Festival de Musica Goya, 1990. Subseries 3.10, Trade Shows, 1966, 1980s, include Food expositions, trade shows, and demonstrations. Subseries 3.11, Travel, 1970s-1990s, trips taken by [presumably] Goya employees. Santo Domingo, Peru, and Haiti were destinations. Subseries 3.12, Unidentified, 1970s-1990s Sub-subseries 3.12.1, Parade related events, 1980s-1990s Sub-subseries 3.12.2, Other, 1970s-1990s Series 4, United States Corporate Materials, 1960s-1990s, includes product labels and packaging, advertising materials, press kits, and memos. Series 5, Puerto Rican Publicity Materials, 1980s-2000, consists of publications arranged chronologically within each title. Series 6, Puerto Rican Photographs, 1960s-2000; undated, include photographs documenting events sponsored by Goya in Puerto Rico. The majority of the photographs were not identified or dated. The items that could be identified were arranged by subject including parades, parties, banquets, community events, employees, plants, offices, award ceremonies, sporting events, travel and products. Subseries 6.1, Parades, 1977, include images from one parade, *Reina el Dario la Prensa*. Subseries 6.2, Parties and Banquets, 1970-1996, primarily document employee parties. Subseries 6.3, Community Events, 1972-1999; undated, documents Goya's involvement with the Puerto Rican community and some of the events that the company sponsored. Subseries 6.4, Employees, Plants, and Offices, 1961-1999, undated, include images of Goya employees (both line workers and executives), offices, and plant facilities. Events in which employees participated (dances, parties, and picnics) are included here.

Subseries 6.5, Awards, 1970s-1996; undated, awards given to the Unanues or Goya Foods, Incorporated by various organizations and awards given to others by Goya. Subseries 6.6, Sporting Events, Teams,

and Awards, 1970s, contains one (1) folder of sporting events and teams sponsored by Goya. Subseries 6.7, Travel, 1960s; undated, document trip(s) taken by [presumably] Goya employees primarily to Boca Cagrejos and Puerto Rico. Subseries 6.8, Products, 2000, undated, contain images of Goya products and of a photograph shoot for an advertisement. Series 7, Puerto Rican Corporate Materials, 1970s-2000, included are office forms, blank letterhead, advertising materials, press kits, annual reports, and newsletters. Series 8, Audiovisual Materials, 1990s; undated, consists of commercials and biographical programs on the Unanues. \*\* No reference copies exist for most audiovisual materials; please see the Reference Archivist for availability in viewing.

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## Arrangement

The collection is arranged in eight (8) series: Series 1, History and Biography 1960s-1990s, Series 2, United States Publicity Materials, 1970-2000; undated Series 3, United States Photographs, 1960s-1999; undated Subseries 3.1, Parades and Festivals, 1966-1999 Subseries 3.2, Parties and Banquets, 1970s-1990s Subseries 3.3, Community Events, 1970s-1990s Subseries 3.4, Pageants, 1980s-1994 Subseries 3.5, Employees, Plants, and Offices, 1960s-1990s Subseries 3.6, Awards, 1970s-1990s Subseries 3.7, Celebrities, 1980s-1990s Subseries 3.8, Sporting Events, Teams, and Awards, 1970s-1990s Subseries 3.9, Concerts, 1987-1990; undated Subseries 3.10, Trade Shows, 1966-1994; undated Subseries 3.11, Travel, 1970s-1996 Subseries 3.12, Unidentified, 1970s-1990s Subseries 3.12.1, Parade related events, 1983-1993 Subseries 3.12.2, Other, 1970s-1992; undated Series 4, United States Corporate Materials, 1960s-1990s Series 5, Puerto Rican Publicity Materials, 1980s-2000 Series 6, Puerto Rican Photographs, 1960s-2000; undated Subseries 6.1, Parades, 1977 Subseries 6.2, Parties and Banquets, 1970-1996 Subseries 6.3, Community Events, 1972-1999, undated Subseries 6.4 Employees, Plants, and Offices, 1961-1999, undated Subseries 6.5, Awards, 1970s-1996, undated Subseries 6.6, Sporting Events, Teams, and Awards, 1970s Subseries 6.7, Travel, 1960s, undated Subseries 6.8, Products, 2000, undated Series 7, Puerto Rican Corporate Materials, 1970s-2000; undated Series 8, Audiovisual Materials, 1990s, undated

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## Footnotes

[1] Francisco de Goya (1746-1828) was an influential Spanish artist whose paintings reflected the historical upheavals of his time. For many, the art of Francisco de Goya truly revealed Spain because he painted all of its people.

[2] Note that words in Spanish are set off in italics; periodical titles are underlined.

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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:

Ethnic food industry  
Family-owned business enterprises  
Food  
Parades -- United States  
advertising -- 1950-2000  
advertising -- Food

Types of Materials:

Calendars

Clippings -- 20th century

Color prints (photographs)

Cookbooks

Packaging

Photographs -- Black-and-white photoprints -- Silver gelatin -- 1950-2000

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## Container Listing

### Series 1: History and Biographical Information, 1960s-1996

Box 1, Folder 1	Family photographs, 1960s-1990s <a href="#">Image(s)</a>
Box 6, Folder 1	Family photographs <a href="#">Image(s)</a>
Box 1, Folder 2	Family photographs, 1970s and 1990s <a href="#">Image(s)</a>
Box 1, Folder 3	Photographs of Joseph Unanue, circa 1970s <a href="#">Image(s)</a>
Box 1, Folder 4	Photographs of Don Prudencio Unanue, circa late-1960s <a href="#">Image(s)</a>
Box 1, Folder 5	Program for testimonial to Don Prudencio Unanue, 1968 April 6
Box 1, Folder 6	Biography of Don Prudencio Unanue, circa 1960s <a href="#">Image(s)</a>
Box 1, Folder 7	Biography of Joseph A. Unanue, circa 1980s and 1990s
Box 1, Folder 8	Biography of Joseph F. Unanue, circa 1990s <a href="#">Image(s)</a>
Box 1, Folder 9	Biography of Carmen Ana Casal Unanue <a href="#">Image(s)</a>
Box 1, Folder 10	Biographies of Goya employees, circa 1990s
Box 1, Folder 11	General histories of Goya Foods, Incorporated
Box 7, Folder 5	Twenty-fifth anniversary of the founding of Goya Foods Products, 1961
Box 1, Folder 12	Fifty anniversary, Goya Foods, Incorporated, 1985-1986
Box 1, Folder 13	Sixty anniversary, Goya Foods, Incorporated, 1996

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## Series 2: United States Publicity Materials, 1970-2000, undated

Box 2, Folder 1-11	<i>La Voz Femenina</i> , 1982-1989 <a href="#">Image(s)</a>
Box 3, Folder 1	<i>Carteles</i> , 1998
Box 3, Folder 2	<i>Hispanic Business</i> , January, February, 1982
Box 3, Folder 3	<i>Hispanic Business</i> , June 1991 <a href="#">Image(s)</a>
Box 3, Folder 4	Nuestro, January, February, 1979 <a href="#">Image(s)</a>
Box 3, Folder 5	<i>New Jersey Business</i> , May 1985 <a href="#">Image(s)</a>
Box 3, Folder 6	<i>Republica</i> , 1994 <a href="#">Image(s)</a>
Box 3, Folder 7	Newspaper articles, 1976-77
Box 3, Folder 8	Newspaper articles, 1979
Box 61, Folder 1	Scrapbook of newspaper articles, 1980
Box 3, Folder 9	Newspaper articles, 1981
Box 3, Folder 10	Newspaper articles, 1982
Box 61, Folder 2	Newspaper articles, 1983 <a href="#">Image(s)</a>
Box 3, Folder 11	Newspaper articles, 1984
Box 3, Folder 12	Newspaper articles, 1985
Box 3, Folder 13	Newspaper articles, 1986
Box 3, Folder 14	Newspaper articles, 1990
Box 3, Folder 15	Newspaper articles, 1992

Box 3, Folder 16	Newspaper articles, 1993
Box 61, Folder 3	Newspaper articles, 1993 <a href="#">Image(s)</a>
Box 61, Folder 4	Newspaper articles, April 1996
Box 61, Folder 5	Newspaper articles, June 1996
Box 61, Folder 6	Newspaper articles, July 1996
Box 61, Folder 7	Newspaper articles, August 1996
Box 61, Folder 8	Newspaper articles, September 1996
Box 61, Folder 9	Newspaper articles, October 1996
Box 3, Folder 17	Newspaper articles, 1998
Box 4, Folder 1	<i>Goya Foods, Incorporated, In The News</i> , September-December, 1992
Box 4, Folder 2	<i>Goya Foods, Incorporated, In The News</i> , April-June, 1993
Box 4, Folder 3	<i>Goya Foods, Incorporated</i> , October-December, 1993
Box 5, Folder 1	<i>ECOS de Goya</i> , February 1985
Box 6, Folder 19	Mother's Day greeting from Goya, undated
Box 5, Folder 2	Goya holiday greeting cards, 1995, undated
Box 60, Folder 3	Sports teams posters, 2000, 1994-1995
Box 5, Folder 3	Announcement for relocation of Goya distribution center and offices, 1974
Box 5, Folder 4	Statement for Three Kings Feast, Gracie Mansion, undated
Box 5, Folder 5	Baseball, undated <a href="#">Image(s)</a>
Box 5, Folder 6	Press release, Kraft and Goya summer promotion, 1988

Box 5, Folder 7	Press Release, <i>Se confiere el titulo de "caballero" al Sr. Joseph A. Unanue, Presidente de Goya Foods, Incorporated</i> , undated
Box 5, Folder 8	Other press releases, undated
Box 5, Folder 9	Press release and newspaper clippings, Queens, New York proclaims Goya Foods Day (Goya fifth anniversary), 1986 December 16
Box 5, Folder 10	Sales representatives annual dinner program, 1982
Box 5, Folder 11	National Conference of Christians and Jews Food Industry Brotherhood Award Dinner-Dance honoring Joseph Unanue, 1985 June 25
Box 5, Folder 12	Hispanic Auxiliary Police Association, Incorporated, annual dinner and dance program, 1988
Box 5, Folder 13	Lists of commercials, 1980s
Box 5, Folder 14	Publicity, 1997
Box 61, Folder 10	60th Anniversary Materials, 1996
Box 5, Folder 15	Publicity, 2000
Box 5, Folder 16	Publicity, undated
Box 7, Folder 1	Scrapbook, 1961 <a href="#">Image(s)</a>
Box 7, Folder 2	<i>El Dario-La Prensa</i> , 1973 September 14
Box 7, Folder 3	Press clippings scrapbook, 1980
Box 7, Folder 4	<i>Food Merchants Advocate</i> , May, June 1996

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## Series 3: United States Photographs, 1960s-1999, undated

## Subseries 3.1: Parades and Festivals, 1966-1999

- Box 9, Folder 1 Puerto Rican Parade, New York City, 1966 (Nelson Rockefeller and Bobby Kennedy in attendance)  
[Image\(s\)](#)
- Box 9, Folder 2 Unidentified parade, New York City, 1979 (Miss Universe Maritza Sayalero of Venezuela in attendance)
- Box 9, Folder 3 Unidentified parade, New York City, 1979
- Box 9, Folder 4 Unidentified parade, Puerto Rican Festival, New York City, 1980
- Box 9, Folder 5 Puerto Rican folk festival, circa 1981
- Box 9, Folder 6 Folk festival (Little Miss Unity Float), circa 1981
- Box 9, Folder 7 Puerto Rican parade, Paterson, New Jersey, 1982
- Box 7, Folder 5 Puerto Rican parade, Paterson, New Jersey, 1982
- Box 9, Folder 8 Unidentified Parade, Philadelphia, Pennsylvania, 1982
- Box 9, Folder 9 Puerto Rican Parade, New York City, 1983 (Tito Puente in attendance)
- Box 9, Folder 10 *Fiesta Folklorica*, New York City, Central Park, 1984
- Box 9, Folder 11 Cuban Day Parade, New York City, 1984
- Box 9, Folder 12 Puerto Rican Parade, New York City, 1984
- Box 10, Folder 1 Cuban Parade, New York City, 1985
- Box 10, Folder 2 *Fiesta Folklorica*, New York City, 1985
- Box 10, Folder 3 Puerto Rican Parade, New York City, 1985
- Box 10, Folder 4 Puerto Rican Parade, New York City, 1985
- Box 10, Folder 5 Dominican Parade, New York City, 1986
- Box 10, Folder 6 Elizabeth Carnival, Elizabeth, New Jersey, 1986

Box 10, Folder 7 Hispanic Heritage Week Parade, New York City, 1986

Box 10, Folder 16 Hispanic Society of Suffolk County Parade, 1986

Box 10, Folder 8 Paterson Puerto Rican Parade, Paterson, New Jersey, 1986

Box 10, Folder 9 Puerto Rican Parade, New York City, 1986 (Tito Puente, Performer)

Box 10, Folder 10 Puerto Rican Parade, fifth anniversary of Goya, New York City, 1986

Box 10, Folder 11 Cuban parade of New York, New York City, 1987

Box 10, Folder 12 Dominican parade, New York City, 1987

Box 10, Folder 13 Hispanic American parade, New Jersey, 1987

Box 10, Folder 14 Hispanic American parade, New York City, 1987

Box 10, Folder 15 Jersey City Puerto Rican Day parade, Jersey City, New Jersey, 1987

Box 11, Folder 1 Puerto Rican parade, New York City, 1987 (Tito Puente, Grand Marshal)  
[Image\(s\)](#)

Box 11, Folder 2 Puerto Rican week festival, Philadelphia, Pennsylvania, 1987 (Eric Estrada, Grand Marshal)

Box 11, Folder 3 Puerto Rican Week Festival Parade, Philadelphia, Pennsylvania, 1987 (Eric Estrada, Grand Marshal)

Box 11, Folder 4 Puerto Rican parade, New York City, 1988

Box 11, Folder 5 Columbian festival, 1989

Box 11, Folder 6 Cuban parade, New York City, 1989

Box 11, Folder 7 Ecuadorian parade and festival, Bronx, New York, 1989

Box 12, Folder 1 Hispanic American Parade, New Jersey, 1989

Box 12, Folder 2-3 Puerto Rican Statewide Parade of New Jersey, 1989

Box 12, Folder 4 Puerto Rican Parade, New York City, 1989

Box 12, Folder 5	<i>Fiesta Folklorica</i> , Puerto Rico, New York City, 1989
Box 12, Folder 6	Cuban parade, New York City, 1990
Box 12, Folder 7	Dominican parade and festival, New York City, 1990
Box 12, Folder 8	Hispanic American parade of New Jersey, 1990
Box 13, Folder 1	Puerto Rican statewide parade of New Jersey, 1990
Box 13, Folder 2	Puerto Rican parade, New York City, 1990
Box 13, Folder 3	Spanish Society of Suffolk County parade, 1990
Box 13, Folder 4	Cuban parade, 1991
Box 13, Folder 5	Dominican parade, Paterson, New Jersey, 1991
Box 13, Folder 6	Dominican parade, New York City, 1991
Box 13, Folder 7	Hispanic parade, New York City, 1991
Box 14, Folder 1	Puerto Rican parade, New York City, 1991
Box 14, Folder 2	Spanish Society of Suffolk County parade, 1991
Box 14, Folder 3	Louis Enrique XXI Latin American festival, Washington, DC, 1991
Box 14, Folder 4	Columbian Festival, Flushing Meadows, New York, 1992
Box 14, Folder 5	Cuban parade, New York City, 1992
Box 14, Folder 6	Dominican parade of New Jersey, 1992
Box 14, Folder 7-8	<i>Fiestan</i> , New York City, 1992
Box 14, Folder 9	Puerto Rican festival, Boston, Massachusetts, 1992
Box 15, Folder 1	Puerto Rican parade, New York City, 1992
Box 6, Folder 2	Puerto Rican parade, New York City, 1992
Box 15, Folder 2	Puerto Rican parade of Long Island, New York, 1992

Box 15, Folder 3 West Indian Carnival, Brooklyn, New York, 1992

Box 15, Folder 4 African American parade, Harlem, New York, 1993 (Al Sharpton and Jesse Jackson in attendance)

Box 6, Folder 3 African American parade, Harlem, New York, 1993  
[Image\(s\)](#)

Box 15, Folder 5 Argentinian parade, New York City, 1993

Box 15, Folder 6 Elizabeth carnival, Elizabeth, New Jersey, 1993

Box 15, Folder 7 Columbian festival, 1993

Box 16, Folder 1 Dominican parade of New Jersey, 1993

Box 16, Folder 2 Dominican parade, New York City, 1993

Box 16, Folder 3 Ecuadorian parade and Festival, New Jersey, 1993

Box 16, Folder 4 Hispanic parade, New York City, 1993

Box 16, Folder 5 Hispanic parade, Queens, New York, 1993

Box 16, Folder 6 Hispanic parade, New Jersey, 1993

Box 16, Folder 7 Puerto Rican parade, New Jersey, 1993

Box 16, Folder 8 Puerto Rican parade, Newark, New Jersey, 1993

Box 16, Folder 9 Puerto Rican parade Trenton, New Jersey, 1993

Box 17, Folder 1-2 Puerto Rican parade, New York City, 1993 (Tito Puente, performer)

Box 17, Folder 3 Puerto Rican parade, Bronx, New York, 1993

Box 17, Folder 4-5 West Indian carnival, 1993

Box 6, Folder 4 Columbian festival, 1994

Box 6, Folder 5 Dominican parade, 1994

Box 18, Folder 1 Puerto Rican parade, Connecticut, 1994

Box 18, Folder 2-3 Puerto Rican parade, New York City, 1994

Box 6, Folder 6 Puerto Rican parade, New York City, 1994

Box 18, Folder 4 Columbian Community festival, 1996

Box 18, Folder 5 Unidentified parade, [Philadelphia, Pennsylvania], 1970s

Box 18, Folder 6 Unidentified parade, [Brooklyn or Queens, New York], circa 1970s or early 1980s

Box 18, Folder 7 Unidentified parade, circa 1980s

Box 18, Folder 8 Puerto Rican parade, New Jersey, circa 1980s

Box 18, Folder 9 Puerto Rican parade, Newark, New Jersey, circa early 1980s

Box 18, Folder 10 Cuban parade, New York City, circa late 1980s

Box 18, Folder 11 Puerto Rican parade, New York City, circa 1980s

Box 19, Folder 1 *Festival Independencia de Columbia*, New York City, circa 1990s

Box 19, Folder 2 *Fiesta Folklorica*, undated

Box 19, Folder 3 Unidentified outdoor festivals, undated

Box 19, Folder 4-5 Unidentified parades, circa 1970s-1990s.

Box 6, Folder 7 Unidentified parade, undated  
[Image\(s\)](#)

### Subseries 3.2: Parties and Banquets, 1970s-1990s

Box 20, Folder 1 *Auspiciado por Goya*, various events, 1970s

Box 20, Folder 2 Unidentified event, circa late 1970s

Box 20, Folder 3 Employee party, 1979



[Image\(s\)](#)

Box 20, Folder 4	<i>Fiesta de fotografos dedicado a Joseph A. Unanue</i> , 1979
Box 20, Folder 5	Banquet visited by Governor, Philadelphia, Pennsylvania, 1979
Box 20, Folder 6	Merchants of Puerto Rico Dinner, circa late 1970s or early 1980s
Box 20, Folder 7	Cuban parade party, circa 1980s
Box 20, Folder 8	Unidentified part with Miss Goya, circa 1980s
Box 20, Folder 9	Unidentified party with "Old Buenos Aires" theme, circa 1980s
Box 20, Folder 10	Unidentified event, circa 1980s
Box 20, Folder 11	Various sales banquets, circa 1980-1986
Box 21, Folder 1	Unidentified banquet(s) [Goya Party?], circa 1980s
Box 21, Folder 2	Unidentified event [ <i>Auspiciado por Goya</i> ], circa 1980
Box 21, Folder 3	Street party, 1982
Box 21, Folder 4	Puerto Rican parade banquet, 1984
Box 21, Folder 5	Cuban parade sixtieth anniversary banquet, 1984
Box 21, Folder 6	Unidentified event, circa 1985
Box 21, Folder 7	Sales banquet, <i>Años de Agressividad y Logros</i> , 1985
Box 22, Folder 1	Fund-raising dinner for <i>Museo del Barrio</i> , New York, 1986 (Ed Koch in attendance)
Box 22, Folder 2	Cuban parade banquet, 1986
Box 22, Folder 3	Dominican prade banquet, 1986
Box 22, Folder 4	Hispanic American parade, banquet, 1987
Box 22, Folder 5	Unidentified party, 1987

Box 22, Folder 6	Dominican parade conference and banquet, 1987
Box 22, Folder 7	Puerto Rican parade banquet, Paterson, New Jersey 1987
Box 22, Folder 8	Unidentified event, 1987
Box 22, Folder 9	Hispanic American parade of New Jersey, 1987
Box 22, Folder 10	Jersey City parade related events, 1987
Box 22, Folder 11	Unidentified event, 1987
Box 22, Folder 12	Banquet, 1987 (Honoring Oscar de la Renta)
Box 23, Folder 1-2	Puerto Rican parade banquet, 1988
Box 23, Folder 3	Cuban parade banquet, 1989
Box 23, Folder 4	Hispanic parade banquet, 1989
Box 23, Folder 5	Puerto Rican parade of New Jersey, 1989
Box 23, Folder 6	Puerto Rican parade of New York, 1989
Box 24, Folder 1	National Supermarkets Association, Incorporated, banquet, circa 1990s
Box 24, Folder 2	Unidentified party, circa 1990s
Box 24, Folder 3	Cuban parade banquet, 1990
Box 24, Folder 4	Dominican parade banquet, 1990
Box 24, Folder 5	Puerto Rican parade of New Jersey banquet, 1990
Box 24, Folder 6	Puerto Rican parade of New York banquet, 1990
Box 24, Folder 7	Goya party, <i>Fiesta Goya</i> , 1991
Box 24, Folder 8	Puerto Rican parade of the Bronx, New York, 1991
Box 24, Folder 9	Dominican parade of New Jersey banquet, 1992
Box 24, Folder 10	Dominican parade of New York, reception at Gracie Mansion, 1992

Box 24, Folder 11	Dominican parade banquet, 1992
Box 25, Folder 1-2	Puerto Rican parade of New York banquet, 1992
Box 25, Folder 3	Dominican week party and Reception at Gracie Mansion, 1993
Box 25, Folder 4	Party in honor of Tito Puente's scholarship fund, 1993
Box 25, Folder 5	Puerto Rican parade of New York reception at Gracie Mansion, 1993
Box 6, Folder 9	Dominican parade banquet, 1994
Box 25, Folder 6	Goya party, 1994
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Box 25, Folder 8	Employee Christmas parties, circa 1970s and 1980s
Box 25, Folder 9	Banquet for Hispanic-Americans of New Jersey, circa 1980s
Box 25, Folder 10	Executives and employees at various events, circa late 1970s or early 1980s (including Mr. And Mrs. Joseph Unanue)
Box 25, Folder 11	Raphael Toro (Public Relations) at unidentified event, circa 1980s
Box 25, Folder 12	Raphael Toro, Joseph Unanue, Joseph Unanue, Jr. and others at unidentified event, circa 1980s
Box 26, Folder 1-2	Goya Party -- <i>Bienvenidos....¡ Esta es tu fiesta!</i> , circa late 1970s [may be several parties from various years] <a href="#">Image(s)</a>
Box 26, Folder 3-4	Banquets [various banquets taking place in same location-possibly Goya employee parties], circa 1970s and 1980s
Box 27, Folder 1	Banquet [sales award event?], circa 1990s
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Box 27, Folder 4 Unidentified event, circa 1970s (Joseph Unanue photographed often)

Box 27, Folder 5-6 Unidentified parties, and dinners, 1970s-1990s  
[Image\(s\)](#)

Box 27, Folder 7 Unidentified Parties, 1980s-1990s

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Box 28, Folder 2 Puerto Rican Family Institute Christmas party, 1985

Box 28, Folder 3 Union of Martians Ladies, Union City, New Jersey, circa 1986

Box 28, Folder 4 Christmas Party at *Casa de Don Pedro*, Newark, New Jersey, 1986

Box 28, Folder 5-6 School tour of Goya facility, 1986

Box 28, Folder 7a Press conference for United Organization of the Bronx, 1986

Box 28, Folder 7b Event at Manhattan Valley Golden Age Senior Center, 1986

Box 28, Folder 8 *Asociacion de Directores Ejecutivos de Puerto Rico* (APRED) Press Conference, New York, 1987

Box 28, Folder 9 Puerto Rican Family Institute Christmas party, 1987

Box 28, Folder 10 Event at Manhattan Valley Golden Age Senior Center in association with the Puerto Rican parade, 1987

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Box 28, Folder 12 Promesa's Annual Anti-Drug block party, 1987

Box 28, Folder 13 National Conference for Puerto Rican Women, 1987

Box 28, Folder 14 Donation to New Jersey Community Food Bank, 1987

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Box 29, Folder 1 Aspira Student Achievers, 1988

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Box 29, Folder 11	<i>La Casa de Don Pedro</i> Christmas Party, 1990
Box 29, Folder 12	Children's Art Event, circa 1990
Box 29, Folder 13	<i>Con Curso Malta Goya Canal 47</i> , 1990
Box 29, Folder 14	Puerto Rican Traveling Theater, 1990
Box 30, Folder 1	<i>Una Noche de Abrazo Boricua</i> , 1991
Box 30, Folder 2-4	<i>La Casa de Don Pedro Una Feliz Navidad</i> , 1991
Box 30, Folder 5	<i>Campamento Alianza Hispana</i> , Boston, Massachusetts, 1991
Box 30, Folder 6	Public School 161, 1991
Box 30, Folder 7	Puerto Rican heritage and culture month, Board of Education luncheon
Box 30, Folder 8	Puerto Rican heritage and culture month, reception at Gracie Mansion, 1991
Box 30, Folder 9	<i>Somos Uno Conference</i> , 1991
Box 30, Folder 10	<i>Teatro Rodante Puertorriqueno</i> , 1991
Box 31, Folder 1	<i>La Casa de Don Pedro</i> Christmas party, circa 1992

Box 31, Folder 2	<i>Fiesta de los Tres Reyes Magos</i> at Gracie Mansion, 1992
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Box 31, Folder 8	Dominican week art exhibit, New York City, 1993
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Box 31, Folder 11	Hispanic Youth Showcase, 1993
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Box 32, Folder 1	Henry Street Settlement Christmas party, 1994
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Box 32, Folder 4	Unidentified Children's events, circa 1970s and 1980s
Box 32, Folder 5	Salute to the Dominican parade, circa 1980s
Box 32, Folder 6	Joseph F. Unanue, Jr. presents check for day care center opening, circa 1980s
Box 32, Folder 7	Girl Scouts, circa 1980s
Box 32, Folder 8	<i>Goya con La Juventud</i> , circa 1980s

- Box 32, Folder 9 Hispanic Community "New Jersey and You Perfect Together," circa 1980s
- Box 32, Folder 10 Manhattan Valley Golden Age Senior Center, sixteenth anniversary event, circa 1980s
- Box 32, Folder 11 Mayoral Proclamations, circa 1980s and 1990s
- Box 32, Folder 12 Goya Salutes the Hispanic Youth Showcase, circa 1990s
- Box 32, Folder 13 *Aspira y Goya Honran ha ex-alumnos*, undated
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- Box 33, Folder 3 Pageants, 1980s
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- Box 33, Folder 9 Miss Puerto Rico of Paterson, New Jersey pageant, 1987
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- Box 33, Folder 11 Unidentified Pageant, 1989
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- Box 34, Folder 4 Puerto Rican parade of New Jersey pageant, 1989
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- Box 35, Folder 3 *Chivas Regal* sponsored events with Miss Columbia U.S.A, circa 1990s
- Box 35, Folder 4 Unidentified pageants, circa 1980s
- Box 35, Folder 5 *San Jose de Palisad* pageant with "Miss Piggy", undated
- Box 35, Folder 6 Young girls in pageants, circa 1980s
- Subseries 3.5: Employees, Plants, and Offices, 1960s-1990s, undated**
- Box 36, Folder 1 Employee Dance, circa 1960s
- Box 36, Folder 2 Outdoor Snapshots at Goya Building, New Jersey, circa 1970s



Box 36, Folder 3      Staff Recreation Room, 1970  
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Box 36, Folder 4      Joseph Unanue with President of P.B.A., circa 1979

Box 36, Folder 5      Products, circa 1980s  
[Image\(s\)](#)

[Contact sheet with 27 images of product packaging for Goya Foods, Inc. : black-and-white photoprint: contact sheet], ca. 1970-1990  
*1 Item (9" x 11".)*

[Image\(s\): \[Contact sheet with 27 images of product packaging for Goya Foods, Inc. : black-and-white photoprint: contact sheet\].](#)

Goya Foods, Inc., Advertiser

English.

Photographer unidentified.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Silver gelatin on paper.

Local Numbers

03069443.tif (AC Scan)

In Box 36, Folder 5.

Bibliography

Used April 27, 2010, on the Smithsonian Photographic Initiative web site, "click! photography changes everything" (<http://click.si.edu>) to accompany contributor Jeremy Wolfe's (a professor at Harvard School of Medicine who investigates visual attention) story, which reflects on how photography changes what and how much we remember.

Topic:            Food -- Packaging

Genre/           Contact sheets -- 1970-1990

Form:            Photographs -- 1970-1990 -- Black-and-white photoprints -- Silver gelatin

Box 36, Folder 6      Grocery stores, circa 1980s

Box 36, Folder 7      Goya offices and personnel, Secaucus, New Jersey, circa early 1980s  
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Box 36, Folder 9	Goya executives with women in Korean [?] costumes, circa 1980
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Box 36, Folder 11	Goya employees store, 1980
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Box 6, Folder 19	Employees party and awards ceremony, 1992
Box 6, Folder 20	Antonio Santamaria, 1994
Box 37, Folder 1-4	Employees, 1960s-1990s <a href="#">Image(s)</a>
Box 38, Folder 1-2	Executives, employees (and others) at unidentified events, 1960s-1990s <a href="#">Image(s)</a>
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Box 38, Folder 3	Groundbreaking at unidentified site, undated
Box 38, Folder 4	New staff store ribbon cutting, undated
Box 38, Folder 5	Security workers and garage staff, undated
Box 38, Folder 6	Raphael Santana at Goya Plant, undated

- Box 38, Folder 7      Tim Galbreth, undated
- Box 38, Folder 8      Former Public Relations head with others, undated
- Box 38, Folder 9      Food displays and demonstrations with employees or other persons, undated  
[Image\(s\)](#)
- Box 38, Folder 10     Goya product displays in grocery stores, undated  
[Image\(s\)](#)
- Box 38, Folder 11     Subway advertisements, undated  
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- Box 38, Folder 12     Aerial photograph of Florida plant, undated
- Box 38, Folder 13     Shipping and receiving, undated (slides)  
[Image\(s\)](#)
- Box 38, Folder 14     Goya warehouse and office, undated  
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- Box 38, Folder 15     Goya factory signs, undated  
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- Box 38, Folder 16     Goya plant in Sevilla, Spain, 1980s  
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[Image\(s\)](#)

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- Box 39, Folder 2      Employee awards ceremony, circa 1980s
- Box 39, Folder 3      Awards recognition event, 1982
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- Box 39, Folder 5      The Antillian-Civic Cultural Institute, New Jersey, 1987
- Box 39, Folder 6      *Abrazo Boricua*, 1987

Box 39, Folder 7	Awards event, 1987
Box 39, Folder 8	Ramon Emeterio Betances awards by Attainment Systems, 1987
Box 39, Folder 9-11	Goya Super Salesmen Awards, 1988
Box 39, Folder 12	Goya salutes the Hispanic Community, 1989
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Box 40, Folder 6	<i>Comite Noviembre</i> , November committee, 1991
Box 40, Folder 7	<i>Intar</i> , 1991
Box 40, Folder 8	Hispanic Youth showcase, 1991
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Box 40, Folder 10	Bronx Marathon, 1992
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- Box 40, Folder 17      Award presented to Jose R. Moret for supporting Manhattan Valley Golden Age Center, undated
- Box 40, Folder 18-20      Employee awards, undated
- Box 40, Folder 21      Joseph Unanue named "Man of the Year" by New Jersey March of Dimes, undated
- Box 40, Folder 22      Joseph Unanue receives honorary degree, undated
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- Box 41, Folder 2      Presidential visit by Ronald Reagan to Goya facility, New Jersey, 1987
- Box 41, Folder 3      Rafael Toro with Miguel Agosto Durante, *Presidente del Senado de Puerto Rico*, 1988
- Box 41, Folder 4      Miss Puerto Rico, publicity still, 1988
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- Box 41, Folder 6      Welcome Party for Olga Elena Mattei, 1991
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- Box 41, Folder 8      Goya supports Bush/Quayle, 1992
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- Box 41, Folder 11 Political campaigning, Democrats supporting reelection of David Dinkins (Mayor-NYC) and Roberto Ramires (Council Candidate), July 1993
- Box 41, Folder 12 Christine Todd Whitman at Goya, 1993
- Box 41, Folder 13-14 Visit of Senator Lautenberg to Goya Foods Plant, New Jersey, 1993
- Box 42, Folder 1 Herman Badillo, New York City politician, undated
- Box 42, Folder 2 George H. W. Bush, undated
- Box 42, Folder 3 Roberto Clemente postage stamp event, undated
- Box 42, Folder 4 Cardinal Cooke, New York City, undated
- Box 42, Folder 5 Mayor Dinkins (New York City) and Governor Florio (New Jersey), undated
- Box 42, Folder 6 Governor Kean (New Jersey) with Joseph Unanue, undated
- Box 42, Folder 7 Ed Koch presenting Certificate of Appreciation to Goya Foods, undated  
[Image\(s\)](#)
- Box 42, Folder 8 Ed Koch at unidentified event, undated (autographed)  
[Image\(s\)](#)
- Box 42, Folder 9 Ed Koch at unidentified event, undated
- Box 42, Folder 10 Tito Puente presented with fifty years in music appreciation award from Goya Foods, undated
- Box 42, Folder 11 Andrew Stern, City Council President, undated

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- Box 43, Folder 2 Sports teams, circa 1970s
- Box 43, Folder 3 Baseball tam with R. Toro, Mayor Koch, circa 1980s
- Box 43, Folder 4 Inauguration of Goya stars women's softball team, Brooklyn, New York, circa 1980s

Box 43, Folder 5	Sports awards events, circa 1980s
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Box 46, Folder 5          Trade show, undated

Box 46, Folder 6          Trade shows, undated

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[Image\(s\)](#)

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- Box 48, Folder 1            Hispanic parade, 1986
- Box 48, Folder 2            Dominican parade, 1989
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- Box 48, Folder 4            Puerto Rican parade, New York, 1991 [press conference?]
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	Goya / Ripe Plantains / Platanos Maduros [color cardboard packaging], ca. 1980-1990

1 Item (Ink on paper.; 7.5" x 12".)

Image(s): [Goya / Ripe Plantains / Platanos Maduros \[color cardboard packaging\]](#).

Goya Foods, Inc., Advertiser

English.

Cardboard packaging with reproduced color photograph of cooked plantains; photographer unidentified.

Local Numbers

02069405.tif (AC Scan)

In Box 49, Folder 15.

Topic:	Ethnic food industry Food -- Packaging Plantains
Genre/ Form:	Packaging materials -- 1980-1990

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| Box 8, Folder 3  | Newspaper, <i>El Mundo de Hoy</i> , 1988 October 10-16                             |
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### Subseries 6.2: Parties and Banquets, 1970-1996

Box 51, Folder 2            *Bienvenidos Gran Familia, circa 1970s*

Box 51, Folder 3            Unidentified event, circa 1970s

Box 51, Folder 4            Unidentified event, 1979

Box 51, Folder 5            Homage to Ramon Luis Rivera, Mayor of Bayamón, and State Senator Anibal Marrevo, circa 1980s

Box 51, Folder 6            Unidentified event, circa 1980s

Box 51, Folder 7            60 anniversary event, *Fiesta las Palmas*, 1996 July 4

Box 51, Folder 8            60th anniversary event, *Fiesta Planta* and *Fiesta Palomino*, 1996 July 5

Box 51, Folder 9            60th anniversary event, *Baile Gala*, 1996 July 6

Box 51, Folder 10            Goya Celebrates *el Dia de los Tres Reyes*, circa 1990s

Box 51, Folder 11            Reception for Governor Rafael Hernandez Colón, circa 1990s  
[Image\(s\)](#)

Box 51, Folder 12            Unidentified party, circa 1990s

Box 51, Folder 13            Unidentified banquets, circa 1970s-1990s

### Subseries 6.3: Community Events, 1972-1999, undated

Box 51, Folder 14            Mrs. Liia Mayora-First Lady of Puerto Rico, 1972

Box 51, Folder 15            Council Action for Senior Citizens [*Concilio de Accion para Personas Mayores*], circa 1980s

Box 51, Folder 16            *Estudiantes de Escuela Casiano Cepeda de Río Grande* (part of *La Educación del Nuevo Milenio*), 1999

- Box 51, Folder 17      *La Escuela Segunda Unidad Julián Marrero de Corozal (part of La Educación del Nuevo Milenio), 1999*
- Box 51, Folder 18      School teachers receiving gift certificate awards (part of *La Educación del Nuevo Milenio*), 1999
- Box 51, Folder 19      Día de Logros: Alianza Metropolitana de Padres para la Educación, 1999
- Box 51, Folder 20      Theatre performers, undated

#### Subseries 6.4: Employees, Plants, and Offices, 1961-1999, undated

- Box 51, Folder 21      Goya Plant of Puerto Rico, 1961  
[Image\(s\)](#)
- Box 51, Folder 22      Employees wearing "¿Que, de Quien Soy?." tee shirts, circa 1970s  
[Image\(s\)](#)
- Box 51, Folder 23      *Goya fiesta empleatos, 22 December 1995*
- Box 51, Folder 24      Plant and offices, circa 1995-1996
- Box 51, Folder 25      Offices, 1996
- Box 51, Folder 26      Unidentified employee event, circa 1996
- Box 51, Folder 27      *Se Retira des Pues de so Años de Seruicio, 1997*
- Box 51, Folder 28      Employees, 1999, 1998
- Box 52, Folder 1      Employee Awards Ceremony: *Premiación de ventas [Actividad Anual de la Fuerza de Ventas Goya]*, 6 March 1999
- Box 52, Folder 2      Employee parties, Fiestas de Madres y Padres, 1999
- Box 52, Folder 3      Employee party, Fiesta de Navidad, 1999
- Box 52, Folder 4      *Semana de las Secretarias, 1999*
- Box 52, Folder 5      *Nuevo Taller de Mecánica de Island Can, 1999*
- Box 52, Folder 6      Employee Parties [possibly *Fiestas de Madres y Padres*], 1999
- Box 52, Folder 7      Employees, Plants, and Offices, circa 1970s-1990s



[Image\(s\)](#)

Box 52, Folder 8      *Flotilla de Camiones "Goya"*, undated  
[Image\(s\)](#)

Box 52, Folder 9      Negatives of factory, undated

**Subseries 6.5: Awards, 1970s-1996, undated**

Box 52, Folder 10      Prudencio Unanue Award presented to Sra. Herma Burges, Presidente Condevisa, 1987

Box 52, Folder 11      Unidentified Awards Ceremony, circa 1996

Box 52, Folder 12      *Goya premiación a vendedores*, 12 April 1997

Box 52, Folder 13      Awards, circa 1970s-1990s

Box 52, Folder 14      Prudencio Unanue Award presented to Manuel G. Colina, undated

**Subseries 6.6: Sporting Events, Teams, and Awards, 1970s**

Box 52, Folder 15      Sporting events, circa 1970s

**Subseries 6.7: Travel, 1960s, undated**

Box 52, Folder 16      Boca Cagrejos, Puerto Rico, circa 1960s

Box 52, Folder 17      Unidentified resort, undated

**Subseries 6.8: Products, 2000, undated**

Box 52, Folder 18      Advertisement photograph shoot, 2000

Box 52, Folder 19      Goya products, undated

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## Series 7: Puerto Rican Corporate Materials, 1970s-2000, undated

Box 53, Folder 1	Commercial scripts, circa early-1970s
Box 53, Folder 2	List of television commercials, undated
Box 53, Folder 3-5	<i>Archivo General de Comerciales Goya</i> (Archive of Goya Commercials), circa 1970s
Box 54, Folder 1	Inter-Americas advertising blank contract, undated
Box 54, Folder 2	Office forms for in-house use, undated
Box 54, Folder 3	Folder with Goya de Puerto Rico, Incorporated, circa 1990s
Box 54, Folder 4	Blank 60th Anniversary letterhead and envelopes, 1996
Box 54, Folder 5	Notepads, <i>Danza Goya</i> , 1992
Box 54, Folder 6	Commercial story board, circa 1998
Box 54, Folder 7	Artwork, undated
Box 60, Folder 11	Advertisement proofs, 1993 and 1996
Box 54, Folder 8	Printed advertisements, undated <a href="#">Image(s)</a>
Box 60, Folder 12	Advertisements in publications, 1996, 1995
Box 54, Folder 9	Goyaman Juice Promotion for employees, undated
Box OS	Poster, <i>Picasso Suite Vollard: Museo de Arte de Ponce, 5 abril de 1998</i>
Box OS	Banner: <i>Goya = una sola calidad...la mejor si es Goya ¡Tiene Que Ser Bueno!</i>
Box 54, Folder 10	Product cookbooks, undated
Box 54, Folder 11	Promotional items, undated
Box 54, Folder 12	Press kit, <i>Nectares Goya y Maggy</i> , 1985
Box 54, Folder 13	Press kit, <i>A Whole Lot More Than Just Beans...</i> , undated

Box 54, Folder 14	Empty press kit folders, undated
Box 54, Folder 15	<i>Menú Criollo Goya</i> , undated
Box 54, Folder 16	<i>Menú Criollo Goya</i> , undated
Box 54, Folder 17	Press kit, <i>Casera</i>
Box 54, Folder 18	Press kit, Goya Builds Your Business, undated
Box 54, Folder 19	Holiday greeting card, undated
Box 54, Folder 20	Calendar, 1981
Box 54, Folder 21	Calendars, 1984
Box 62, Folder 6	Calendar, 1987
Box 62, Folder 7	Calendar, 1989
Box 62, Folder 8	Calendar, 1990
Box 62, Folder 9	Calendar, 1991
Box 62, Folder 20	Calendar, 1993
Box 62, Folder 11	Calendar, 1994
Box 54, Folder 22	Goya sponsored calendar, 1998
Box 62, Folder 12	Calendar, 2000
Box 54, Folder 23	Children's activity booklet, <i>Goyaman: Adventura con los Dinosaurios</i> , circa 2000
Box 54, Folder 24	Goya Vaqueros schedule, 2000
Box 54, Folder 25	Production facilities tour brochure, undated
Box 54, Folder 26	Invitation, <i>La 1 era Reunión de Mercadeo</i> , 1999 January 8
Box 54, Folder 27	Invitation to opening of new facility, 1977 November 18

Box 54, Folder 28	Invitations to art exhibit openings, 1998 and undated
Box 55, Folder 1	60th anniversary sales convention program, July 1996
Box 55, Folder 2	Annual report, 1998
Box 55, Folder 3	Annual report, 1999
Box 55, Folder 4	Newsletter, <i>Goya Noticias y Más</i> , 1999
Box 55, Folder 5-9	Newsletter, <i>En Contacto con Goya</i> , 1995-2000
Box 8, Folder 5	Employee newsletters, <i>La fuerza de ventas Goya</i> , 1997 January 10 1997 and 1997 January 14 <a href="#">Image(s)</a>
Box 55, Folder 6	60th anniversary mailing envelope, 1996
Box 55, Folder 7	Advertising, undated
Box 55, Folder 8	Photocopies of packaging, undated
Box 55, Folder 9	" <i>Resumen '99</i> " [Items for PR Annual Report], 1999

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## Series 8: Film and Video Materials , 1959-1990s, undated

## Subseries 8.1: Videotapes, 1990s, undated

Box 56, Folder OV	Goya Fifth Anniversary ½" videotape  English Version  30:00  1/19/93
Box 56, Folder OV	"Maestro" BetacamSP  00:30  9/8/99  Interamericas Advertising
Box 56, Folder OV	Super Show Goya: <i>Día De Acción de Gracias Bobby Capó (13)</i> ½" videotape
Box 56, Video OV	<i>Habichuelita Goya "Don Julio"</i> ½" videotape  00:30  8/3/00  Interamericas Advertising
Box 56, Video 3 OV	Unlabeled
Box 57, Item AC0694- OV0003	Commercial Compilation <i>1 Videocassettes (VHS)</i> ½" videotape  <i>Habichuelita Goya</i>  <i>Sofrito Goya</i>  <i>Gandules</i>  <i>Recaito</i>  <i>Cubitos</i>  <i>Adobo- Fiel Amigo</i>  <i>Salsa de Tomate</i>

**Digital reference copy in Smithsonian Institution Digital Asset Management System (DAMS)**

- Box 57, Folder OV      The Story of Joseph F. Unanue  
½" videotape  
  
Edelman PR
- Box 57, Folder OV      Goya 60th Anniversary Celebration, 1936-1996  
½" videotape  
  
English and Spanish  
  
10:00/11:00  
  
1996  
  
Interamericas Advertising
- Box 57, Folder 6 OV      *60th Aniversario de Goya: Hotel Conquistador*  
BetacamSP  
  
5 julio 1996
- Box 58, Folder OV      *Mensaje: Don Francisco Unanue: Premio Prudencio Unanue*  
¾" videotape  
  
05:39  
  
2/20/96  
  
A&V Productions
- Box 58, Folder OV      Commercial Compilation  
¾" videotape  
  
*Goya Navidad "Somos Hermanos"*  
  
00:60  
  
*Goya Navidad "Somos Hermanos" version 1*  
  
00:30  
  
*Goya Navidad "Somos Hermanos" version 2*  
  
00:30  
  
Interamericas Advertising
- Box 58, Folder OV      *Copiar Habichuelita Goya Ammirda*  
(*Esta en cue*)

- 3/4" videotape
- Box 58, Folder OV      Demo: *Lo Nuestro "Jose Unanue"*  
3/4" videotape  
13:00  
WSJN TV Canal 24
- Box 58, Folder OV      Demo: Business Review Grande  
3/4" videotape  
05:17  
3/8/95  
Interamericas Advertising
- Box 59, Folder OV      *Bosque Magico*  
1" videotape, 3170 ft.  
66:00
- Subseries 8.2: Audio, 1959, undated**
- Box 63, Folder OT      *Festival de Musica Goya, TV, 30"-Boston*  
694.1                      5 inch open reel audiotape, 00:30  
  
Corporate Producer: Inter-Americas Advertising, Secaucus, New Jersey
- Box 63, Folder OT      *Festival de Musica Goya, TV, 30"-Hartford*  
694.2                      5 inch open reel audiotape, 00:30  
  
Corporate Creator: Inter-Americas Advertising, Secaucus, New Jersey
- Box 63, Folder OT      *Festival de Musica Goya, TV, 30"-Nueva York*  
694.3                      5 inch open reel audiotape, 00:30  
  
Corporate Creator: Inter-Americas Advertising, Secaucus, New Jersey
- Box 63, Folder OT      *Festival de Musica Goya, TV, 30"-Washington*  
694.4                      5 inch open reel audiotape, 00:30  
  
Corporate Creator: Inter-Americas Advertising, Secaucus, New Jersey
- Box 63, Folder OT      *Festival de Musica Goya, Radio General Reel (Todes la Ciudades)*  
694.5                      5 inch open reel audiotape, 00:30  
  
Corporate Creator: Inter-Americas Advertising, Secaucus, New Jersey

Item Ref. cassette  
OD##694      *50 Aniversario Goya, 1936/1986*  
12 inch LP disc, 3 disc set

Performer: Bobby Capo

Copyright:

Corporate Creator:

Producer:

Other Credits:

Content Description:

Item Ref. cassette OTC  
694      *Gran Concierto Popular-1959 Arturo Somohano*  
audio cassette tape, 31:14, side a: 15:50, side b: 15:24

Symphonic music, with some singing, from the Gran Concierto Popular. Based on the audio cassette tape's label, this was conducted by Arturo Somohano.

Item Ref. cassette OD  
694      *Hommage a Pablo Casals*  
12 inch LP audio discs

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