
Register of the Lodi (Calif.) Grape and Wine Festival Collection, 1907-1990

Collection number: Ms43

San Joaquin County Historical Society and Museum

Lodi, California

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Date Completed:

January 1999

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Descriptive Summary

Title: Lodi (Calif.) Grape and Wine Festival Collection,

Date (inclusive): 1907-1990

Collection number: Ms43

Creator:

Extent: 0.5 linear ft.

Repository: San Joaquin County Museum.

Lodi, CA 95241

Language: English

Access

Collection is open for research by appointment only.

Publication Rights

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Preferred Citation

[Identification of item], Lodi (Calif.) Grape and Wine Festival Collection, Ms43, San Joaquin County Historical Society and Museum.

personal name

Clark, Bertha de Almada (1887-1974)

corporate name

Lodi (Calif.) Grape & Wine Festival

subject

Festivals - California - Lodi

Advertising - Wine - California - Lodi

Wine industry - California - Lodi

geographic name

Lodi (Calif.) - Social life and customs

Lodi (Calif.) - History - Sources

Biography

The first Lodi Grape & Wine Festival, styled the "Tokay Carnival" (1907), was the brainchild of Charles Ray, local viticulturist and land developer. Other Lodi businessmen, including Henry F. Ellis, owner of the Lodi Sentinel, soon backed Ray's idea and the first agricultural festival in San Joaquin County was launched September 19-21, 1907. Celebration events included a speech by California Governor, James N. Gillett and a parade of floats. The Lodi Arch, a California Mission Revival style free-standing archway erected at the time of the Festival, still stands in downtown Lodi. Although the community was pleased with the Tokay Festival, backers lost money and the experience was not repeated during the pre-Prohibition years. Following Repeal, however, Lodi revived the Grape and Wine Festival (1934) and it has been celebrated each September since that date save for a four year hiatus during World War II. The Festival is made up of a number of events and activities, including a parade, a floral show, a fine arts show, grape exhibits and special appearances by noted entertainers.

Scope and Content

The Lodi Grape & Wine Show Collection consists of programs, memorabilia and clippings from the Tokay Carnival (1907), as well as programs (1934-1959), premium lists (1947-1977), fine arts awards lists (1952-1966) and histories of the Lodi Grape and Wine Festival (1934-).

BOX 1: LODI GRAPE FESTIVAL COLLECTION

- 1.1: Festival Queen [Bertha De Almada] Memorabilia (1907)**
 - a-Affidavit of birth**
 - b-Rcpt.for costume**
 - c-Card "To Queen Zinfandel"**
 - d-Card to Queen from her maids**
- 1.2: The Lodi Magazine. Carnival Souvenir Number (Oct 1907)**
- 1.3: Festival Postcards (1907)**
- 1.4: Lodi Grape Festival Programs (1907) [4]**
- 1.5: Lodi Grape Festival Clippings (1907)**
- 1.6: Grape & Wine Festival Programs (1934-1937)**
- 1.7: Arthur Marquardt [?]. "Re-birth Tokay Carnival" (1936) [typescript essay]**
- 1.8: Grape & Wine Festival Programs (1946-1949)**
- 1.9: Grape & Wine Festival Membership Rcpts. (1949)**
- 1.10: Grape & Wine Festival Programs (1950-51; 1954-59)**
- 1.11: Grape & Wine Festival Premium Lists (1947-49; 1953; 1955-58; 1960-69; 1974; 1976-77)**
- 1.12: Grape & Wine Festival Fine Arts Awards Programs (1952-53; 1957-58; 1960-61; 1963-64)**
- 1.13: Maurice Hill. "History of Tokay Carnival" in Discover the Valley (Sep-Oct 1990)**