

# North Carolina Azalea Festival, 1948-2004

By Special Collections Staff

## Collection Overview

**Title:** North Carolina Azalea Festival, 1948-2004

**ID:** SC/MS/024

**Creator:** Johnson, David Ronald

**Extent:** 1.0 boxes

**Arrangement:** Chronological.

**Date Acquired:** 05/25/1977. More info below under Accruals.

**Languages:** English

## Scope and Contents of the Materials

This collection contains various souvenir books, programs, brochures, magazines, newspaper clippings and other ephemera related to the North Carolina Azalea Festival from 1948-2004. The Azalea Festival began in 1948 at the instigation of Dr. Houston Moore of Wilmington, NC. The first president was Hugh Morton, and Queen Azalea I was Jacqueline White, a movie actress with RKO Studios. Throughout the years, the Festival has filled three to four days with art and craft shows, a parade, coronation pageants, garden and historic tours, and several other shows and activities, which are described in these papers.

## Abstract

Miscellaneous programs, photographs and memorabilia from the North Carolina Azalea Festival.

## Administrative Information

### **Accruals:**

An additional gift by Mrs. E. L. Robbins of the 1957 Azalea Festival Souvenir Booklet was given at a later date. This collection has had several other undocumented additions.

**Use Restrictions:** Copyright retained by the authors of items in these papers, or their descendants, as stipulated by United States copyright law.

**Acquisition Source:** Various donors

**Acquisition Method:** Donation, 1977

**Preferred Citation:** [Identification of item] North Carolina Azalea Festival Collection, MS024, William M. Randall Library Special Collections, University of North Carolina Wilmington, Wilmington, NC.

**Processing Info:** Originally processed by Judith H. Davis. In 2014, this manuscript collection was re-folded and re-housed with current archival standard materials by Rebecca Baugnon.

**Finding Aid Revision History:** Finding aid revised and updated for conversion to Archon in October, 2014 by Rebecca Baugnon.

## Box and Folder Listing

### Box 1

**Folder 1: Azalea Festival Poster, 1948**

Includes a photograph of the 1948 Azalea Festival poster and a disc with the image on it. Courtesy of the Cape Fear Museum.

**Folder 2: Azalea Festival Sing Program, April 1, 1949**

**Folder 3: Azalea Festival Souvenir Book, 1955**

**Folder 4: Azalea Festival Brochure, 1956**

April 5-8, 1956

**Folder 5: Azalea Festival Souvenir Book, 1957**

Donated by Mrs. E.L. Robbins.

**Folder 6: Azalea Festival Souvenir Book, 1958**

**Folder 7: Photograph- Ronald Reagan and Luther H. Hodges, 1959**

Actor Ronald Reagan talking to N.C. Governor Luther H. Hodges on the sun-porch of the Cape Fear Country Club at the 1959 Wilmington, NC Azalea Festival.

**Folder 8: Azalea Festival Souvenir Book, 1960**

**Folder 9: The State Magazine, March 19, 1960**

Includes an article titled, "Once More, The Azalea Festival" by Old Trudge with photos by Hugh Morton.

**Folder 10: Azalea Festival Souvenir Book, 1965**

**Folder 11: Tarheel Wheels Magazine, 1967**

March 1967; includes focus on "Azalea-Land U.S.A."

**Folder 12: Azalea Festival Souvenir Book, 1971**

**Folder 13: Azalea Festival Souvenir Book, 1972**

**Folder 14: Azalea Festival Souvenir Book, 1973**

**Folder 15: Azalea Festival Worship Service Program, April 11, 1976**

Held at Brogden Hall, the auditorium of New Hanover High School.

**Folder 16: Azalea Festival Program, 1977**

Two copies of the booklet; Donated by David Ronald Johnson.

**Folder 17: Queen's Coronation Pageant Script, 1977**

Donated by David Ronald Johnson.

**Folder 18: Queen's Coronation pageant Cue Sheets, 1977**

April 15-16, 1977; Donated by David Ronald Johnson.

**Folder 19: Newspaper Clipping: Sunfish Regatta Winner, April 18, 1977**

Several news articles regarding the 15th Annual Azalea Festival Sunfish Regatta held in Wrightsville Beach, NC.

**Folder 20: Azalea Festival Program, 1978**

**Folder 21: Azalea Festival- Bob Hope Ticket Stub, 1981**

**Folder 22: Azalea Festival Program, 1983**

**Folder 23: Azalea Festival Schedule of Events, 1987**

Schedule of events for the 40th celebration, April 9-12, 1987.

**Folder 24: Azalea Festival Program, 2001**

**Folder 25: Azalea Festival Program, 2004**

**Folder 26: Azalea Festival Spring Art Show and Sale, 2004**

Hosted by the Wilmington Art Association at St. Thomas Preservation Hall.

**Url:** <http://randall3.uncw.edu/archon/index.php?p=collections/findingaid&id=39>