DESCRIPTION

The Cabat-Gill Advertising Co. Collection consists of representative samples of brochures, flyers, stationary, maps, and signs produced by the company for merchants and companies. Items included feature companies in Tucson, other locations in Arizona, and California. A large portion of the collection consists of photographs produced by outside professional photographers that were likely used for production ideas. Images depict Tucson churches, schools, scenery, and rodeo parades. Other photographs outside Tucson show activities and facilities at guest ranches, Mt. Lemmon in the winter, Tombstone cemetery, and Arizona desert scenery. Five folders highlight actors and scenes for the movie “Arizona” filmed at Old Tucson Studios outside Tucson in 1939.

6 Boxes, 5 linear ft.

HISTORICAL NOTE

The Cabat-Gill Advertising Agency was owned and operated by Ernest Cabat and Norval Gill. Both worked during World War II for the Consolidated-Vultee facility in Tucson as production illustrators and opened their private company in 1945. The company business centered around providing newspapers and magazines advertising, folders, letterhead stationary, and brochures for local merchants. Ernest Cabat came to Tucson in 1942 and had previously worked as the art director for a division of Time and Life magazines. Norval Gill attended school in California but moved to Tucson to teach in the art department of Tucson Senior High School.

ACQUISITION

Donated by Erni and George Cabat in 1994.

ACCESS - There are no restrictions on access research to this collection.

COPYRIGHT

Requests for permission to publish material from this collection should be addressed to the Arizona Historical Society, Tucson, Archives Department. Most photographs in this collection carry photographer’s stamps thus requiring permission to use for publication.

PROCESSING

The collection was processed by Dave Tackenberg in July 2010.
Box 1

Folder 1 Article: “Advertising Is Their Art” The Tucson Magazine Feb. 1950
f.2 Cabat Studio Christmas Bulletins 1975 – 1993
f.3 Advertising Agency Brochures N.D.
f.4 Advertising Agency Stationary N.D.
f.5 Advertising Agency Samples – Cabat-Gill Agency Identified
f.6-8 Advertising Agency Samples – Tucson Locations
f.9 Advertising Agency Samples – Arizona Locations but Outside Tucson
f.10 Advertising Agency Sample – With Arizona Range News 1949
f.11-12 Advertising Agency Samples – Outside Arizona
f.13 Advertising Agency Samples – Stationary Samples
f.14 Photographs – Cabat Family Images of Family at Home 1947 – 1949
f.15 Photographs – Cabat Family Travels in Arizona 1946 – 1947
f.16 Photographs – Tucson Aerial Views
f.17 Photographs – Tucson Buildings – Mostly Identified City Buildings
  County Health Building
  Temple of Music and Art
  Y.W.C.A.
  Carnegie Free Library
  Tucson City Hall
  El Conquistador Hotel
  Pima County Court House
  Others
f.18 Photographs – Tucson Schools – Mostly Identified
  Sam Hughes
  Mansfeld Jr. High
  Safford School
  Arizona Sunshine School
  Tucson High School
  Fenster
f.19-20 Photographs – Tucson Churches – Mostly Identified
  First Methodist Church
  St. Phillips in the Hills
  St. Augustine Catholic Church
  First Church of Christian Scientist
  Santa Cruz Catholic Church
  Others
f.21 Photographs – La Fiesta de Los Vaqueros Parade 1947/1948/1950
f.22 Photographs – La Fiesta de Los Vaqueros Rodeo
f.23 Photographs – Tucson, Rancho Barra Nada
  Buildings and Guest Activities
f.24 Photographs – Tucson, Treehaven School with Student Activities
f.25 Photographs – Tucson, University of Arizona/Buildings/Mall/Students 1949
f.26 Photographs – Tucson, Mt. Lemmon with Snow and Mountain Scenery 1953
f.27 Photographs – Tucson, Old Tucson Sets

Box 2

f.19-20 Photographs – Tucson Churches – Mostly Identified
  First Methodist Church
  St. Phillips in the Hills
  St. Augustine Catholic Church
  First Church of Christian Scientist
  Santa Cruz Catholic Church
  Others
f.28-32 Photographs – Tucson, Filming of “Arizona” at Old Tucson Studios 1939  
(Likely Produced for Publicity Purposes)  

**Box 3**  

f.33 Photographs – Guest Ranch Facilities with Buildings and Walls  
f.34-35 Photographs – Guest Ranch Activities with Dancing/Sports/Relaxing  
f.36 Photographs – Guest Ranch Trail Rides  
f.37-40 Photographs – Rancho de Los Caballeros & Other Guest Ranches  
Interior and Exterior Scenes and Activities  
f.41 Photographs – Tombstone, AZ with Cemetery and Street Scene  
f.42 Photographs – Golfing Scenes  
f.43 Photographs – Tumacacori Mission Building Ruins  
f.44 Photographs – Aerial Photos (Possibly Tucson)  
f.45-46 Photographs – MISC People & Activities  
f.47 Photographs – MISC Structures & Facilities  

**Box 4**  

f.48-49 Photographs – MISC Landscape Images  
f.50 Photographs – Mexico Street Scenes/Parade/Port City  
f.51 Postcards of Tucson & Arizona  
f.52 Slides – University of Arizona and MISC Structures  
f.53 Slides – Horses and Trail Ride Scenes 1983  
f.54 Slides – Arizona Highways Slide Show of Arizona Scenery  
f.55 Slides – Arizona Cactus/Flowers/Trees/Vegetation 1983  

**Box 5**  

9 Photographs of Winners in Horse Racing Events 1954 – 1956  
7 Images from Rillito Race Track of Tucson  
1 Image from Prescott, AZ  
1 Image from State Fairgrounds in Phoenix, AZ  

**Box 6**  

Photographs  
Folder #1:  
Images of Guests Around Resort Swimming Pool  
Folder #2:  
Photographs of Couple with Picnic Basket by Stream  
Folder #3:  
Desert Scenes with Couple Admiring Saguaro  
Desert Saguaro and Hills  
Folder #4:  
Photographs of Couple and Children at San Xavier del Bac  
Folder #5:  
Photographs of Couple in Desert Meeting Rider on Horseback  

**One Oversized Item**  

Pictorial Map of Activities in Tucson for Tucson Chamber of Commerce 1943