



experience and explore tucson's forgotten modern highway

# the neon mile

part of Tucson Modernism Week

Saturday, October 4th, 2014

starting time: 10:00am

7th Annual Historic Miracle Mile Event

starting point: Pima Community College Downtown Campus

Sponsors:

City of Tucson • Council Member Karin Uhlich • Monterey Court  
Old Pueblo Walking Tours • Ghost Ranch Lodge • Atlantic Development and Investment  
Tucson Historic Preservation Foundation • Pima Community College

For questions prior to the event, contact Ward 3, (520) 791-4711, ward3@tucsonaz.gov

# PROGRAM FOR: THE 7th ANNUAL HISTORIC MIRACLE MILE EVENT

A Part of Modernism Week

*Enjoy a day of learning, memories and fun!*

## TALKS - Sat., Oct. 4, Roosevelt Building (RV), Pima Community College Downtown Campus

The topic of each of the talks below has roots in the historic Miracle Mile corridor; come learn how.

The talks will take place in the historic Roosevelt School, named after President Theodore Roosevelt, who visited Tucson in September 1912.

Each classroom seats approximately 30 people. First come, first served.

### Room RV 120

10:30 am The 1950s, Part I: Population Growth, Sputnik, & Downtown Developments - *Dave Devine*

11:30 am The 1950s, Part II: Racial Disharmony, Personalities, & Rock & Roll - *Dave Devine*

### Room RV 135

10:30 am History of Tucson's Gem and Mineral Society and Show: It's Founding and Importance Today

11:30 am The Desert Museum, Past and Present - 62 Years

12:30 pm How to Read a Sign: A Guide to Appreciating Tucson Neon Signs of the 40's, 50's, & 60's - *Carlos Lozano*

## HISTORIC GHOST RANCH LODGE - Sat., Oct. 4, 801 W. Miracle Mile

10 am - 3 pm Stop by the Historic Ghost Ranch, 801 W. Miracle Mile. Learn about the award-winning rehabilitation of this local landmark, designed by renowned architect Josias Joesler for Arthur Pack, co-founder of the Arizona Sonora Desert Museum. See the iconic neon Ghost Ranch sign with the skull logo designed by well-known American artist Georgia O'Keefe. Tour the famous Desert Cactus Garden, with the largest Boojam Tree in Arizona. Enjoy some refreshments.

## MONTEREY COURT - Sat., Oct. 4, 505 W. Miracle Mile

11 am - 4 pm Enjoy something from the on-site café's special Miracle Mile menu.

Noon - 3 pm Children's activity: Have fun learning about the science of neon.

2 / 2:30 / 3 pm Take a site tour to learn about this former motel, built in 1941 as part of the glittering neon gateway into Tucson and transformed into artists' studios, shops, a music venue, and more in 2011.

7 - 10 pm End your day with live music, featuring blues by The Coolers (\$6).

## INFORMATION BOOTH

Pima Community College Downtown Campus, parking lot off Drachman between Stone and Oracle.

### STOP BY

Get your questions answered and pick up a **FREE** program guide, **FREE** Historic Miracle Mile self-guided driving brochure, **FREE** kids' coloring sheets and crayons. Enter a **FREE** raffle to win a magnet of one of Tucson's iconic neon signs (drawings every half hour).

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