

**University of Massachusetts Dartmouth
Archives and Special Collections
Ferreira-Mendes Portuguese-American Archives**

The Carlton M. Viveiros Papers

MC 86/PAA

Extent: 11.1 linear feet (5 manuscript boxes, 13 oversized boxes)

Biographical Note:

Carlton M. Viveiros was born in Fall River, MA in 1938 and grew up in the Portuguese community of Fall River. He became a prominent public figure in Fall River and was elected to the Democratic State Committee in 1968 and served as a Presidential Elector of Hubert Humphrey. While serving as a Democratic State Committeeman he was the Co-chairman of the Bylaws Committee of the Democratic State Committee. In 1971 he was elected to serve as State Representative in the Massachusetts House where he was Vice Chairman of the Legislative Committee on Human Services and Elder Affairs and Chairman of the House Subcommittee on Elder Affairs. As a Representative, he was a member of the Social Welfare Committee and a member of the Special Legislative Commission on Corrections. In 1977 Viveiros was elected as the Mayor of Fall River, which began his 13-year tenure.

Mr. Viveiros is the longest serving Mayor in Fall River's history and garnered many awards and accomplishments as Mayor. As Mayor he was a member of the Fall River Democratic Committee, the State Legislative Association, the National League of Cities, the Massachusetts Municipal Association Task Force and the Mayor's Community Development Committee, U.S. Conference of Mayors. In 1982 he served as the President of the Massachusetts Mayor's Association. Many of his awards include being named "Portuguese-American of the Year" in 1978 by the Journal de Fall River. In addition to that he was named "Outstanding Public Administrator of Massachusetts" in 1980 by the American Society of Public Administrators. He was also appointed to the "Order of Prince Henry" in 1983. The Order of Prince Henry is named for the famed Portuguese explorer Prince Henry, responsible for opening the Atlantic Ocean to the Americas, and it is the highest civilian commendation by the Government of Portugal. In 1986 he was cited as "Friend of Education" by the Fall River Educators Association. In 1987 Viveiros was awarded the Paul E. Tsongas award for Exceptional Leadership in Preserving the Historical and Cultural Heritage of the Commonwealth by the Massachusetts Democratic Committee. In 1988 Viveiros was named "Outstanding Citizen of the Year" by the Fall River Chamber of Commerce and was also named a "super delegate" to the Democratic National Convention by Governor Michael Dukakis. In 1990 he was appointed to the Clerk Magistrates Office of the Southeast Housing Committee ending his long and remarkable tenure as Mayor.

As Mayor of Fall River Viveiros established the Office of Economic Development, an industrial expansion assistance program between big business and the private community, transforming Fall River from a run-down mill town to a viable economic community. He essentially put the “city’s financial house” in order and during his tenure, Fall River won 16 Urban Development Action Grants worth \$12 million. These grants, coupled with the Office of Economic Development, launched a \$40 million Revitalization Program which coordinated the developers from both the public and private sector.

As a result of his dedication to public service and education Mr. Viveiros is being honored by the city of Fall River by renaming the newly-constructed Slade Elementary School the Carlton M. Viveiros Elementary School. The school will reopen with his name in Fall of 2008.

Scope and Contents note: the collection consists of correspondence, awards, photographs, ephemera, scrapbooks and loose newspaper clippings, and is broken down into five series. It documents his career as Mayor of Fall River, the projects he worked on, legislation he passed, and economic improvements made during his tenure as Mayor.

Access: unrestricted; copyright may be retained by other entities. See archivist for further information.

Acquisition: Donated by Carlton M. Viveiros on 3/9 and 3/23/07, Accession #07-14. Also on 8/17/07 Accession # 08-05. Accession # 08-18.

Processed: by Christine Fallo (Simmons College), April 2008.

Languages: Materials predominantly in English, but also in Portuguese.

Repository: University of Massachusetts Dartmouth, Claire T. Carney Library, Ferreira-Mendes Portuguese-American Archives, 285 Old Westport Road, N. Dartmouth, MA 02747. Telephone: 508-999-8684.

Box Inventory

Series I: Subject files and Correspondence, 1968-1991.

Box 1 contents: 15 folders

Folder 1: Electoral College of 1968. Contains copy of photo of representatives, proceedings book, guidelines, correspondence, newspaper clippings.

Folder 2: Mayoral Correspondence from 1974-1991.

Folder 3: Mayoral Telegrams, appear to be on an interoffice system, no dates.

Folder 4: Family Records

Folder 5: Fall River Office of Economic Development 1977-1978.

Folder 6: Leather bound binder, Office of Economic Development report.

Folder 7: Business cards.

Folder 8: Mayor's speeches, (7 total) 1978-1989, candidacy announcement.

Folder 9: Dukakis Campaign, folder of correspondence and paperwork, 1987-1988.

Folder 10: Dukakis Campaign ephemera.

Folder 11: Administrator Award, 1980.

Folder 12: Massachusetts Municipal Association folder, 1981-1982.

Folder 13: Harvard-MIT seminar, 1982.

Folder 14: Police contract, 1985-1986.

Folder 15: Housing Court correspondence and speeches, 1990-1991.

Box 2 contents: 8 folders

Folder 1: Fall River Voter's Precinct Book, 1959.

Folder 2: Fall River Regional Task Force, 1979 – 1990

Folder 2a: Greater Fall River Task Force, 1978.

Folder 3: Azores Sister City trip, 1978-1990.

Folder 4: Mayoral race campaign flyers.

Folder 5: *Bristol—Portuguese People Magazine* 1974.

Folder 6: *The Beacon*—Municipal News flyer, April 1978. *The Golden Connection*—
Economic Resources Publication

Folder 7: *Industry Magazines*, 1979, 1981, & 1982.

Folder 8: *Buildings Magazine*, 1982.

Folder 9: *S/F Real Estate Magazine*, 1989.

Series II: Scrapbooks, photo albums, and primarily photographs and newspaper clippings of Mayoral campaign and election.

Box 3 contents: 3 Scrapbooks.

Scrapbook 1: 1977 Preliminary Mayor's Election Campaign Scrapbook compiled by Alice Desjardins. Newspaper clippings of the campaign race, Viveiros Campaign flyers, events tickets and invitations, campaign ephemera.

Scrapbook 2: 1977 Mayoral Election Scrapbook compiled by Alice Desjardins. Contains newspaper clippings on election, Viveiros BIO photo, event tickets, campaign leaflets, news articles about voter recount and other various articles.

Scrapbook 3: Massachusetts Municipal Association. Photo Album of the MMA function of Sep 30, 1982. Photos are of the attendees and function at Battleship Cove.

Box 4 contents: Contains 4 Scrapbooks and 3 photos on cardboard backing.

Scrapbook 1: Inaugural Day Photo Album, Jan 2, 1978.

Scrapbook 2: Newspaper clippings, Mayoral Invitations and Programs 1978-1979.
*****This album has both English and Portuguese news articles.**

Scrapbook 3: Mayor's race newspaper clippings 1977-1978.

Scrapbook 4: Newspaper clippings, Mayoral campaign events, 1987-1988.

Folder 1: 3 photos mounted on cardboard.

Box 5 contents: hard-cover photo box, containing 105 photos in protective sheets.

Box 6 contents: photo albums of Azores trip.

Photo album 1: Azores and Lisbon trip, Aug. 1978

Photo album 2: Arrival and Ponta Delgada Key to the City Ceremony

Photo album 3: Arrival and Ponta Delgada Key to the City Ceremony

Series III: 31 scrapbooks, primarily newsclippings, compiled by staff. Majority from the *Fall River Herald News* 1977-1991.

- Box 1: Scrapbook 1: Dec 27, 1977-Apr 26, 1978
Scrapbook 2: Apr 30, 1978-Oct 19, 1978
1 *Fall River Herald Newspaper*—Industry Edition 1978
1 *The Brockton Observer*-April 1978
- Box 2: Scrapbook 3: Oct 20, 1978-Dec 30, 1978
Scrapbook 4: Jan 1, 1979-Feb 22, 1979
Scrapbook 5: Feb 24, 1979-Apr 5, 1979
Scrapbook 6: Apr 6, 1979-May 23, 1979
Scrapbook 7: May 24, 1979-Jul 12, 1979
- Box 3: Scrapbook 8: Jul 12, 1979-Sep 4, 1979
Scrapbook 9: Sep 5, 1979-Feb 9, 1980
Scrapbook 10: Feb 11, 1980-Jul 9, 1980
- Box 4: Scrapbook 11: Jul 10, 1980-Jan 6, 1981
Scrapbook 12: Jan 7, 1981-Jun 5, 1981
Scrapbook 13: Jun 6, 1981-Oct 23, 1981
1 *Fall River Herald Newspaper*--Business & Industry edition, Mar 24, 1981
- Box 5: Scrapbook 14: Oct 24, 1981-Mar 17, 1982
Scrapbook 15: Mar 30, 1982-Sep 10, 1982
Scrapbook 16: Sep 11, 1982-May 3, 1983
- Box 6: Scrapbook 17: May 4, 1983-Oct 18, 1983
Scrapbook 18: Oct 19, 1983-Apr 16, 1984
Scrapbook 19: Apr 17, 1984-Nov 22, 1984
- Box 7: Scrapbook 20: Nov 23, 1984-Jun 17, 1985
Scrapbook 21: Jun 18, 1985-Jan 28, 1986
Scrapbook 22: Jan 29, 1986-Sep 6, 1986
- Box 8: Scrapbook 23: Sep 7, 1986-Apr 18, 1987
Scrapbook 24: Apr 19, 1987- Nov 25, 1987
Scrapbook 25: Nov 26, 1987-Jul 30, 1988
- Box 9: Scrapbook 26: Aug 1, 1988-Apr 16, 1989
Scrapbook 27: Apr 16, 1989-Oct 4, 1989
Scrapbook 28: Oct 5, 1989-Dec 9, 1989
- Box 10: Scrapbook 29: Dec 10, 1989-Apr 22, 1990
Scrapbook 30: Apr 23, 1990-Aug 25, 1990
Scrapbook 31: Aug 26, 1990-Dec 18, 1990

Series IV: Audiovisual—DVD copies of VHS commercials, debates, speeches, awards. Original VHS tapes were returned to donor.

Disc 1: Mayoral election 1978--Inaugural Day Ceremonies
John Kerry Introduction to Chamber of Commerce Award, Nov 17, 1988
Televised Mayoral Debate between Whittey/Viveiros, Oct 12, 1989
Viveiros Campaign Commercial English/Portuguese, Sep 12, 1989

Disc 2: Copy of Inaugural Day activities, 1978
Copy of John Kerry Chamber of Commerce intro., 1988
Copy of Whittey/Viveiros Mayoral debate, 1989

Disc 3: Copy of Inaugural Day activities, 1978
Copy of John Kerry Chamber of Commerce intro, 1988
Copy of Whittey/Viveiros Mayoral debate, 1989

Disc 4: Partner's In Progress televised special
Fall River Quality of Life campaign commercial, 1986
Mayor's televised farewell speech, 1989

Series V: Artifacts, awards, ephemera

Box 7 contents: oversize box with ephemera, posters and books.

Contains: 1970 Fall River election statistics book
Viva Fall River Music Album by Jorge Ferreira
Fall River Key to the City, 3 total
Fall River City Seal--stone, 3 total
Carlton Viveiros Mayor's plaque
Folder 1: Newspaper clippings, 1970-1988
Folder 2: Portuguese Newspaper articles, 1978-1984
Folder 3: Large Viveiros election posters, 8 total
Folder 4: Mayor's race campaign flyers

Box 8 contents: artifacts box.

Medals: #1 Camara Municipal De Lagoa Medal
#2 Prince Henry Society Medal Jun 10, 1989
#3 Azores Presidential Medal 1439-1989
#4 Azorean Emigrants Medal 1883-1983
#5 Astrolabio Nautico Portuguese Medal 1624
#6 Ponta Delgada-Portas Da Cidade Medal 1546
#7 Banco Comercial Dos Acores Medal 1989

Medals case containing 5 Infante Medals: Infante D. Duarte 1391-1438
Infante D. Pedro 1393-1449
Infante D. Henrique 1394-1460
Infante D. Joao 1400-1442
Infante D. Fernando 1402-1443

Ponta Delgada letter opener
Ponta Delgada Key to the City
Fall River Key to the City
Viveiros campaign face stamp
Dukakis campaign buttons, 4 total
Carlton Viveiros campaign nail file
Viveiros campaign buttons and patches, 8 total