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.


Box Inventory


Box 1 contents: 15 folders


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 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 10: Dukakis Campaign ephemera.

Folder 11: Administrator Award, 1980.


**Box 2 contents:** 8 folders

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

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


Folder 4: Mayoral race campaign flyers.


**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.


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


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


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

Box 1: Scrapbook 1: Dec 27, 1977-Apr 26, 1978  
   1 *Fall River Herald Newspaper*—Industry Edition 1978  
   1 *The Brockton Observer*-April 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  

Box 4: Scrapbook 11: Jul 10, 1980-Jan 6, 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  

Box 9: Scrapbook 26: Aug 1, 1988-Apr 16, 1989  

   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 plague
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