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Nota di contenuto	Introduction : San Antonio's pedestrian rhetoric -- Battle of flowers : women and San Antonio's public culture, 1891-1900 -- The Order of the Alamo : heritage and Spring Carnival, 1900-27 -- Night in old San Antonio : the San Antonio Conservation Society, 1924-48 -- Juan Q. Public : Reynolds Andricks and the Fiesta San Jacinto Association, 1950-70 -- Rey Feo and the politics of inclusion, 1970-2000 -- Fiesta rowdiness : la Semana de Carnaval.
Sommario/riassunto	The story of how the multicultural identity of San Antonio, Texas, has been shaped and polished through its annual fiesta since the late nineteenth century.