

Make a vital contribution to the City of Los Angeles, help discover fascinating historic photographs, and learn more about Southern California—past and present.

Become a member of **Photo Friends**, a nonprofit organization that supports the Los Angeles Public Library's History Department and its photograph collection by improving access to the collection, promoting the collection through programs, events, and exhibits, and acquiring new photographs.

Join **Photo Friends** today at one of the following levels:

- |                            |   |  |
|----------------------------|---|--|
| <b>\$20 Student/Senior</b> | } | Benefits include a subscription to <i>Lasting Images</i> , our regular e-newsletter, invitations to exhibit openings and other special events, and exciting volunteer opportunities. |
| <b>\$30 Individual</b>     |   |  |
| <b>\$50 Household</b>      |   |  |
| <b>\$100 Patron</b>        |   | Benefits include all of the above, and your choice of an 8"×10" print from the Library's collection.   |
| <b>\$250 Benefactor</b>    |   | Benefits include all of the above, plus a signed 5"×7" Gary Leonard photograph.  |
| <b>\$500 Lifetime</b>      |   | Benefits include all of the above, plus an 11"×14" enlargement of a library image, and an invitation to an exclusive evening with a noted photographer.                              |

**Enclosed is my annual contribution of:**

- |  |  |   |   |
|--|--|---|---|
| <input type="checkbox"/> \$20 Student/Senior | <input type="checkbox"/> \$30 Individual | <input type="checkbox"/> \$50 Household | <input type="checkbox"/> \$500 Lifetime |
| <input type="checkbox"/> \$250 Benefactor    | <input type="checkbox"/> \$100 Patron    |   |   |

I have enclosed an additional tax-deductible contribution of \$\_\_\_\_\_ to further support important **Photo Friends** programs.

I am interested in volunteering. Please contact me with more information.

Make your check payable to **Photo Friends**

photo  
friends

NAME

ADDRESS

CITY / STATE / ZIP

( )

PRIMARY PHONE

E-MAIL

Send completed form and check to:

**Photo Friends**, c/o Carolyn Cole

Los Angeles Public Library, History Department • 630 West Fifth Street • Los Angeles CA 90071

For more information, contact Carolyn Cole, Curator of Photographs • 213 228-7403 • ccole@lapl.org

# IF YOU LIKE PHOTOGRAPHY, HISTORY, AND SOUTHERN CALIFORNIA, **PHOTO FRIENDS** WANTS YOU!



[photofriends.org](http://photofriends.org)



## Los Angeles Public Library Photo Collection

In 1981, when Los Angeles celebrated its 200th birthday, Security Pacific National Bank gave its noted collection of 250,000 historical photographs to the Los Angeles Public Library. This gift included the Security Pacific National Bank (SPNB) Collection of more than 100,000 images of early Los Angeles from the the 1880s to the 1930s, as well as the Works Progress Administration (WPA) photographs of 1930s Los Angeles, and the *Hollywood Citizen News/Valley Times* Newspaper Collection of 30,000 images that represent the growth of the San Fernando Valley.

In 1990, The Hearst Corporation donated their acclaimed *Herald Examiner* archive of 2.2 million photographs to the Library, securing its reputation as a world-class resource for visual images.



[lapl.org](http://lapl.org)



LOS ANGELES PUBLIC LIBRARY

**Photo Friends** is a nonprofit support group founded in 1990 for the Los Angeles Public Library's photograph collection. With almost 3 million photographs and minimum staff, there was a great need to attract volunteers to help in the archives. We needed to make the images more accessible to the public and promote them so that people could learn more, and become interested in the wonderful history of Los Angeles.

Within months of incorporating, Photo Friends sponsored **Shades of L.A.: A Search for Visual Ethnic History**, a 6-year inclusive project where we copied 10,000 photographs from family albums all over Los Angeles to broaden the photograph collection's representation of ethnicities in our city. Exhibits were sent around the city and a book, titled: *Shades of L.A.: Pictures from Ethnic Family Albums*, was published by The New Press.

Photo Friends also created **The L.A. Neighborhoods Project**, where we commission photographers to document the neighborhoods of the city. So far, we have documented over 16 neighborhoods. In addition to these wonderful projects, we also host a bimonthly lunchtime lecture series which showcases Los Angeles photographers. **The Photographer's Eye** is held on the second Wednesday of February, April, June, August, October and December.

We want you to join Photo Friends. We are an enthusiastic group of photographers, writers, historians, business people, politicians, academics, and many others, all bonded by our passion for photography, history, and Los Angeles.

You'll enjoy yourselves and help Los Angeles. What could be better than that?

[photofriends.org](http://photofriends.org)

## New Photo Friends Project: Industrial L.A.

Please join Photo Friends as we begin to research the rich and visually exciting images of the growth of industry in the greater Los Angeles area. The Library's Photograph Collection has accepted thousands of gift photographs from retiring industrial photographers over the last decade and needs your help in their investigation of this little-known, but fascinating history of Los Angeles.



Jonathan Tillman

### What you can do to help:

- Your ideas, experience and imagination will help guide us in our research and short-term planning.
- Help us create a bibliography of Los Angeles industrial history and locate the early articles and newspaper stories that documented the impressive and unprecedented growth of Los Angeles into the industrial field.
- Help us research old city directories for addresses of fabulous warehouses, small manufacturers, and one-owner shops from the 1920s through 1970.
- Take on one of the big guys—choose one of the major industries and unearth the people, events, and discoveries that resulted in its distinguished longevity.
- Research the role of unions in Los Angeles—an exciting history whose story is little known.

[photofriends.org](http://photofriends.org)