



## FOR IMMEDIATE RELEASE

### **Library Awarded Grant to Digitize 45,000 Rarely Seen Post-War Images of San Fernando Valley**

#### **Preview of historic photos from the *Valley Times* newspaper collection on view at Central Library through Jan. 3, 2015**

The Los Angeles Public Library is digitizing nearly 45,000 rarely seen photographs from the *Valley Times* newspaper archive and, during the next year, will make them available for public viewing for the first time. The images provide a unique visual record of the post-War suburban growth of the San Fernando Valley, which served as a national model for the transformation of cities throughout the U.S. A preview of selected photos highlighting the changing roles of women in the post-War era is currently exhibited at the Central Library, 630 W. Fifth St., downtown, through January 3, 2015.

This portion of the digitization project is funded by a grant from federal Library Services and Technology Act (LSTA) secured through the Library Foundation of Los Angeles and Photo Friends.

Photos in the collection represent all aspects of the valley's dramatic growth including land development, business, politics, youth culture, social organizations, sports, religion and civil rights. Also captured are industries such as aerospace, motion picture and banking, which fueled the economic engine of the city and state.

At the end of the one-year LSTA grant, over 6,000 *Valley Times* images will be added to the Los Angeles Public Library's online photograph collection, doubling the number of available photos from the newspaper's image archive, and creating a valuable presence for Valley communities, which are often under-represented in the current online collection.

"This is an astonishing collection of images that vividly brings to life the history of the San Fernando Valley," said City Librarian John F. Szabo. "Digitizing these photos

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Peter Persic, Public Relations & Marketing Director

and making them available to people in Los Angeles and around the world is another exciting way for the library to celebrate the city's rich history and share it with the widest possible audience."

The *Valley Times* was published as a daily newspaper from 1946 to 1970 and focused on all communities in the San Fernando Valley. The photos are both unique and represent an innovation in photo journalism, as the newspaper's staff photographers were the first to regularly use 35mm film. The photos were used to create pictorial spreads unlike any in the Los Angeles region at the time.

The Los Angeles Public Library's popular archive of over 3 million photographs include 97,000 images in a searchable online collection and is viewed an average of 900,000 times every month. The collection focuses on the history of Southern California, including extensive images from the *Los Angeles Herald Examiner* newspaper and Security Pacific National Bank Collection. The *Valley Times* Collection provides an important addition that documents the tremendous change in the city's post-World War II development.

In addition to digitizing the images, the grant provides for the preservation and archiving of the photographs. The Library will be adding 550 images per month to its online collection.

The Los Angeles Public Library serves the largest and most diverse population of any library in the nation. Its Central Library, 72 branch libraries, more than 6 million books, and state-of-the-art technology accessible at [www.lapl.org](http://www.lapl.org), provide everyone with free and easy access to information and the opportunity for life-long learning.

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