

## EXHIBITORS

Academy Film Archive  
Associated Historical Societies of Los Angeles County  
Autry National Center, Libraries and Archives  
Ayn Rand Archives  
The Banning Museum  
The Baseball Reliquary  
Beverly Hills Public Library Historical Collection  
Boyle Heights Historical Society  
Cal Humanities  
California African American Museum  
California Historical Society  
California State University Channel Islands  
California State University Dominguez Hills, Archives & Special Collections  
California State University Fullerton, Center for Oral and Public History  
California State University Northridge, Institute for Arts & Media  
California State University Northridge, Special Collections and Archives  
Center for the Study of Political Graphics  
Chapman University, Frank Mt. Pleasant Library of Special Collections & Archives  
Chinese Historical Society of Southern California  
Claremont Colleges Special Collections  
Conference of California Historical Societies  
Culver City Historical Society  
David Boulé Collection: The Orange & the Myth of California  
Dominguez Rancho Adobe Museum  
Eagle Rock Valley Historical Society  
El Pueblo de Los Angeles Historical Monument  
Filipino American Library  
Friends of Greystone  
Gary Watkins Collection  
Gazin Contemporary Archive  
The Getty Research Institute  
Glendale Public Library  
The Go For Broke National Education Center  
Harvard-Westlake  
Highland Park Heritage Trust  
Historical Society of Centinela Valley  
Homestead Museum  
Japanese American National Museum  
LA84 Foundation Sports Library  
LACMA Balch Art Research Library  
La Señora Research Institute  
Little Tokyo Historical Society  
Los Angeles City Archives  
Los Angeles City Historical Society  
Los Angeles County Metropolitan Transportation Authority Library & Archive  
Los Angeles County Public Library Resource Centers  
Los Angeles Harbor Department Historical Archives  
Los Angeles Public Library  
Los Angeles Unified School District, Art and Artifact Collection  
Loyola High School  
Loyola Marymount University, Department of Archives and Special Collections  
Luna Imaging  
Marlborough School  
Marymount High School  
Mayme A. Clayton Library & Museum  
Melvin Hale, Classic American Photos/ArtistLA  
The Museum of the San Fernando Valley  
Natural History Museum of Los Angeles County, Museum Archives  
Natural History Museum of Los Angeles County, Seaver Center for Western  
History Research  
Occidental College Library  
ONE National Gay & Lesbian Archives

Orange County Archives  
Orange Empire Railway Museum  
Pacific Palisades Historical Society  
Pepperdine University Libraries Special Collections & University Archives  
Point Fermin Lighthouse  
Ronald Reagan Presidential Library and Museum  
Rose Hills: First Community in Los Angeles  
Santa Monica Public Library  
Society of California Archivists  
Southern California Genealogical Society & Library  
The Studio for Southern California History  
UC Irvine Special Collections and Archives  
UCLA Ethnomusicology Archive  
UCLA Film & Television Archive  
UCLA Library Special Collections  
UCLA William Andrews Clark Memorial Library  
USC Digital Library  
USC Libraries Special Collections  
Venice California "Coney Island of the Pacific" by Jeffrey Stanton  
Venice Heritage Museum  
Wally G. Shidler Historical Collection of Southern California Ephemera  
Writers Guild Foundation Library & Archive

All information was correct at time of printing.

## VISITOR INFORMATION

### LOCATION

USC DOHENY MEMORIAL LIBRARY  
SATURDAY, October 27, 2012 | 9:00 a.m. to 5:00 p.m.

### FOOD

A selection of light lunch and snack foods—as well as coffee and other beverages—is available at Starbucks near Leavey Library on the USC campus. There are a variety of restaurants at University Village at Hoover and Jefferson and near the southeast corner of Figueroa and Exposition.

## ABOUT L.A. AS SUBJECT

L.A. as Subject—an association of archival institutions hosted by the USC Libraries—is dedicated to improving the visibility, access, and preservation of archives and documenting the rich history of the Los Angeles region. Learn more at [www.laassubject.org](http://www.laassubject.org).

## SCHEDULE OF SESSIONS AT A GLANCE

### 9:30-10:45 a.m.

**Wish You Were Here: Los Angeles in Postcards**  
(Intellectual Commons, Room 233)

**On the Record: Getting Started with Oral History**  
(Friends of the USC Libraries Lecture Hall, Room 240)

### 11:00 a.m.-12:30 p.m.

**A Very Quick Tour of Los Angeles Area Archives**  
(Friends of the USC Libraries Lecture Hall, Room 240)

### 1:00-2:30 p.m.

**CSI Los Angeles: Archival Case Study Investigations**  
(Intellectual Commons, Room 233)

**Start Your Engines: How L.A. Became the Center of Car Culture**  
(Friends of the USC Libraries Lecture Hall, Room 240)

### 3:00-4:30 p.m.

**Southern California Ranchos and Homesteads**  
(Intellectual Commons, Room 233)

### 3:00-5:00 p.m.

**Everyday Sunshine: The Story of Fishbone**  
(Friends of the USC Libraries Lecture Hall, Room 240)

# LOS ANGELES ARCHIVES BAZAAR

THE STORIES AND HISTORY OF LOS ANGELES. ALL DAY, ALL IN ONE PLACE, AT THE 7TH ANNUAL ARCHIVES BAZAAR  
[www.laassubject.org](http://www.laassubject.org)



The 7th-Annual  
Los Angeles Archives Bazaar  
Presented by L.A. as Subject

Saturday, October 27, 2012  
University of Southern California  
Doheny Memorial Library

LAasSUBJECT  
USC Libraries

## SPECIAL EVENT

1 **A VERY QUICK TOUR  
OF L.A. AREA ARCHIVES**

## PANEL DISCUSSIONS

2 **WISH YOU WERE HERE:  
LOS ANGELES IN POSTCARDS**

3 **CSI LOS ANGELES:  
ARCHIVAL CASE STUDY  
INVESTIGATIONS**

4 **START YOUR ENGINES:  
HOW L.A. BECAME THE CENTER  
OF CAR CULTURE**

5 **SOUTHERN CALIFORNIA  
RANCHOS AND HOMESTEADS**

## EDUCATIONAL SESSION

6 **ON THE RECORD:  
GETTING STARTED WITH  
ORAL HISTORY**

## FILM SCREENING

7 **EVERYDAY SUNSHINE:  
THE STORY OF  
FISHBONE**



## SPECIAL EVENT

CLUB ROOM, SECOND FLOOR

11:00 a.m. – 12:30 p.m.  
**A VERY QUICK TOUR OF LOS ANGELES  
AREA ARCHIVES**  
Friends of the USC Libraries Lecture Hall, Room 240

Just as speed dating brings together lonely hearts, this quick-paced series of 5-minute presentations will help connect scholars, students, and history buffs with the archival collections they need. More than a dozen L.A. as Subject members will share one notable item from their archives as a way of introducing their collections. Bring a notepad, watch the presentations, and then head down to the exhibition hall for a second date.

## DOCUMENTARY FILM SCREENING

CARDINAL ROOM AND GOLD ROOM, SECOND FLOOR

3:00 p.m. – 5:00 p.m.  
**EVERYDAY SUNSHINE:  
THE STORY OF FISHBONE**  
Friends of the USC Libraries Lecture Hall, Room 240

CLUB ROOM, SECOND FLOOR

**LEV ANDERSON** co-directed and co-produced *Everyday Sunshine*. A fine arts photographer whose work has been exhibited in San Francisco, Japan, and Mexico City, Anderson has been capturing the magic of music on video since the age of twelve. He previously directed the documentary short *Emergence: Art and Artificial Life*.

**CHRIS METZLER** co-directed and co-produced *Everyday Sunshine*. His experience in film and music video production has taken the USC graduate from the country and Christian rock scenes in Nashville to the world of commercial rock 'n' roll in Los Angeles. The recipient of a Billboard Music Video Award, Metzler also co-directed the 2004 documentary *Plagues & Pleasures on the Salton Sea*, which filmmaker John Waters narrated.



## PANEL DISCUSSIONS

9:30 a.m. – 10:45 a.m.  
**WISH YOU WERE HERE: LOS ANGELES  
IN POSTCARDS**  
Intellectual Commons, Room 233

Postcards have been used since the nineteenth century as a way to inform friends of a pleasurable vacation destination. Collectors David Boulé and Melvin Hale discuss how Los Angeles, with its year-round sunny weather, has a long tradition of advertising its charms through this inexpensive form of media.

Third-generation Californian **DAVID BOULÉ** is an amateur historian and avid collector, having spent decades hunting for material on the California citrus industry. His collection includes rare books, marketing material, photographs, postcards, posters, records, and souvenirs. Boulé researches how the orange became the symbol of California as a place of health, reinvention, and fulfillment. His forthcoming book from Angel City Press is entitled *The Orange and the Myth of California*.

**MELVIN HALE** is currently conducting research in “ways of seeing” as part of his PhD studies at UCLA, where he is a recipient of a four-year Eugene V. Cota Robles Fellowship. Hale is also an internationally collected, award-winning digital artist specializing in L.A.-themed art as well as a four-time winner of the California State Fair Fine Art Competition. His work is part of the Sandor Family Collection, listed by *Art & Antiques* as one of “America’s Top 100 Private Collections.”



1:00 p.m. – 2:30 p.m.  
**CSI LOS ANGELES: ARCHIVAL CASE STUDY  
INVESTIGATIONS**  
Intellectual Commons, Room 233

Like the forensic detectives on television, history researchers can be confronted with a baffling number of contradictory sources and dead ends when trying to untangle a mystery. In this discussion, specialists analyze the difficulty in piecing together scanty historical data to tell an electrifying story.

**AMY JIN JOHNSON** is a PhD candidate in American Studies at Brown University. Her research focuses on Asian American history, ethnic studies, and immigration. She received her MA in history and public history from American University in 2008 and her BA in history from Kalamazoo College in 2005.

**CAROL A. WELLS** is an art historian, curator, and founding director of the Center for the Study of Political Graphics, an educational and research archive with more than 80,000 domestic and international social movement posters from the nineteenth century to the present. Wells has produced more than 75 poster exhibitions, which have travelled to over 300 venues throughout the U.S. and internationally. Her articles on political graphics have appeared in numerous publications and catalogs, including last year’s *Peace Press Graphics 1967–1987: Art in the Pursuit of Social Change*. In 2011, she received the Avery Clayton Spirit Award from L.A. as Subject.

## PANEL DISCUSSIONS



1:00 p.m. – 2:30 p.m.  
**START YOUR ENGINES: HOW L.A. BECAME  
THE CENTER OF CAR CULTURE**  
Friends of the USC Libraries Lecture Hall, Room 240

Drag races. Drive-thrus. The 405. Detroit may be the car capital of the world, but Los Angeles has long been associated with car culture. Learn about Southern California’s special connection with the automobile as panelists Leslie Kendall, curator of the Petersen Automotive Museum, and Ken Berg, an archivist at the Motorsports Education Foundation, discuss the history of motoring in Los Angeles.

**LESLIE KENDALL** has served as curator of the Petersen Automotive Museum since 1995. A Southern California native, Kendall’s expertise as an automotive historian is grounded in his lifelong interest in the motorcar. He serves on the boards of the Society of Automotive Historians and the National Association of Automotive Museums.

**KEN BERG** is an archivist with the Motorsports Education Foundation in Mission Viejo. His research has touched on the history of motive power in Los Angeles, from steam-powered water wheels to military aviation and from power winches on sailing vessels to high-performance racing cars.

3:00 p.m. – 4:30 p.m.  
**SOUTHERN CALIFORNIA RANCHOS AND HOMESTEADS**  
Intellectual Commons, Room 233

In the early nineteenth century, when Los Angeles was just a small pueblo, a number of ranchos populated the Southern California landscape. Paul Spitzzeri of the Homestead Museum, Carolyn Schoff from Pio Pico State Historic Park, and Steve Iverson of Rancho Los Cerritos talk about the challenges of preserving and interpreting their landmarks for a new generation.

**STEVE IVERSON** worked as an employment counselor, carpenter, custodian, cabinetmaker, and antique repairman before obtaining an MA in public history and starting work as curator at Rancho Los Cerritos Historic Site in Long Beach. He plans to retire at year’s end—after 23 years—in order to restore his 1944 John Deere tractor.

**CAROLYN SCHOFF** received graduate degrees in cultural anthropology from California State University Fullerton, the University of New Mexico, and the University of California, Irvine, where she specialized in issues of class and gender in Mexico. She currently serves as the president of the Friends of Pio Pico and president of the California League of Park Associations. She has worked at several historic sites in Southern California including Pio Pico State Historic Park, the Homestead Museum, and Rancho Los Cerritos.

**PAUL SPITZZERI** is assistant director of the Homestead Museum, a City of Industry historic-cultural landmark. He has published on regional and state history in *California History*, *Southern California Quarterly*, and *Journal of the West*. His biography on the Workman and Temple families received an Award of Merit from the American Association for State and Local History in 2009. He is a director of the Historical Society of Southern California.

## EDUCATIONAL SESSION

9:30 a.m. – 10:45 a.m.  
**ON THE RECORD: GETTING STARTED  
WITH ORAL HISTORY**  
Friends of the USC Libraries Lecture Hall, Room 240

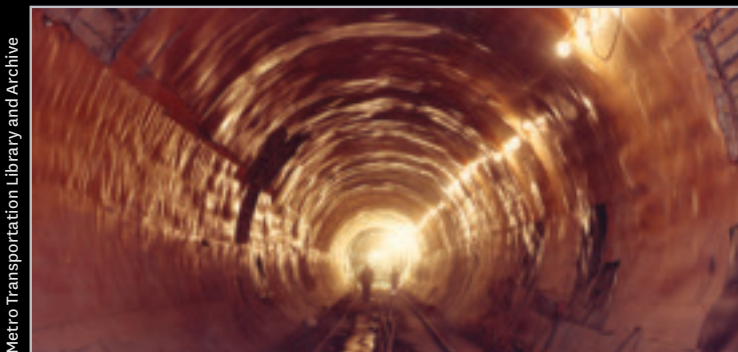
Natalie M. Fousekis will introduce attendees to the process of conducting oral history interviews. Subjects to be covered include preparing for interviews, proper recording equipment, transcription, and the kind of paperwork needed for depositing the results in an archive.

**NATALIE M. FOUSEKIS** is director of the Center for Oral and Public History at California State University, Fullerton. She has been engaged in oral history work for over fifteen years—conducting dozens of interviews, teaching oral history methodology to undergraduate and graduate students, and coordinating and directing a number of oral history projects. She is the author of the recently published book, *Demanding Child Care: Women’s Activism and the Politics of Welfare, 1940–1971*.  
CLUB ROOM, SECOND FLOOR

## EXHIBITIONS

CLUB ROOM, SECOND FLOOR

In conjunction with the Archives Bazaar, two exhibitions will be on view in Doheny Library. On the ground floor is *Water and Power*, a collection of images contributed by L.A. as Subject member organizations, exploring the role water and power have played in shaping the history of the Southern California region. Timed for the campaign season, *All Politics is Local* on the second floor by the USC Libraries Special Collections takes a look at the important role Angelenos have played in local, state, and national elections.



**WATER AND POWER**  
Rotunda, Ground Floor



**ALL POLITICS IS LOCAL: CAMPAIGNS AND ELECTIONS  
IN CALIFORNIA**  
Special Collections, Second Floor

## ACKNOWLEDGMENTS

Many thanks to our sponsor [Luna Imaging](http://www.lunaimaging.com). To learn more, please visit them in our exhibition area, or go to their website at [www.lunaimaging.com](http://www.lunaimaging.com).



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