



FOR IMMEDIATE RELEASE

ONLINE EXHIBIT OF VINTAGE POSTCARDS SHOWCASES HISTORIC LOS ANGELES COUNTY

MONTEBELLO, CA – Beginning this summer, 2018, the **Los Angeles Almanac** is thrilled to present a permanent online exhibit of vintage postcards showcasing locations around Los Angeles County. The exhibit takes visitors on a virtual tour of the county's past, from the early 1900s through the mid-20th Century. The postcard images are digitized from **more than 550 originals** in the Los Angeles Almanac collection, some posted more than a century ago.

"This postcard collection is our own historical treasure and a wonderful sampling of the early social media form we call the 'Instagram of the past,'" says **Los Angeles Almanac editor Gary Thornton**. "We felt this to be too wonderful a picture into our past to not share and it expands our effort to promote interest in the history of Los Angeles County."

The exhibit depicts bustling streets in Los Angeles such as Broadway, Wilshire, and Olvera and iconic parks such as Pershing, Exposition, and Lincoln. Also featured are scenes from communities such as Hollywood, Long Beach, and Santa Catalina Island and historical and government buildings, hospitals, churches, courthouses, schools and missions.

Many of the postcards contain written personal messages about life in Southern California, some of the more interesting highlighted for the exhibit. For example, on August 16, 1911, Ethel, a worker at Bullock's, briefly updated her family on her life in L.A.:

Rec'd your cards. Very much surprised but glad to hear from you. I am just fine – working all the time. I am still in Bullock's – been there more than a year. Like L.A. better all the time. Kiss the babies for me and write a letter soon.

On January 16, 1921, Truitt of Highland Park wrote to a friend about her local impressions:

It is wonderfully beautiful here. I wish you were here with me. Everything is so beautiful. I am going to church and then off to Lincoln Park.

On January 18, 1927, Bobbie & Eply, struggling to make it in L.A., wrote hopefully:

We rec[eived] the letter and the money. It sure helped us out. Will return it soon as I can. I am working again now. But not making much. There is about a [thousand] men to every job here now. All the bums in the world come here in the winter time. Bobbie says he likes Calif the best. We will make it all right now.

Launched online in 1998, the **Los Angeles Almanac** is a unique online reference resource focused on telling the story of Los Angeles County, past and present, through descriptions and statistics.

Visit www.laalmanac.com/postcards to view the digital exhibition, to see other highlighted personal messages, and to obtain more information about the collection.

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