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## Guide to the Reseda Chamber of Commerce Papers

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**Language of Material:** English

**Contributing Institution:** Special Collections & Archives

**Title:** Reseda Chamber of Commerce Papers

**Creator:** Reseda Chamber of Commerce (Reseda, Los Angeles, Calif.)

**Identifier/Call Number:** URB.RCC

**Extent:** 5.10 linear feet

**Date (inclusive):** 1935-1989

**Abstract:** The Reseda Chamber of Commerce was formed by area merchants in 1935 to promote the welfare of the community, and to cultivate the business and social interests of its members. The records of the Reseda Chamber of Commerce document the functions of the organization through meeting minutes, correspondence, financial records, newsletters, business directories, event records, newspaper clippings and photographs. The collection dates from 1935 to 1989 and illustrates various chamber activities such as community outreach, municipal development, street improvements, merchant promotions, clean-up campaigns, beauty pageants, and civic awards.

**Language of Material:** English

**Historical Note:**

The Reseda Chamber of Commerce was formed by area merchants in 1935 to promote the welfare of the community and to cultivate the business and social interests of its members. In the 1920s and 1930s, Reseda was a small agricultural community in the San Fernando Valley, and was known for its sugar beets, lima beans, and lettuce crops.

Billed as "the ideal home community" in 1943, the area began to attract a larger residential population. In response to that growth, the chamber involved itself in such municipal concerns as parking, flood control, street development, and zoning issues. The organization also promoted local business by providing information about the community to attract potential commercial and residential growth.

**Scope and Contents**

The *Reseda Chamber of Commerce Papers* document the functions of the organization through meeting minutes, correspondence, financial records, newsletters, business directories, event records, newspaper clippings and photographs. The collection dates from 1935 to 1989 and illustrates various chamber activities such as community outreach, municipal development, street improvements, merchant promotions, clean-up campaigns, beauty pageants and civic awards. The collection includes information from other local and state chambers of commerce and the Reseda Merchants Association, including numerous newspaper clippings from 1955-1957 about Reseda chamber activities. Of interest are correspondence and reports on San Fernando Valley freeway and surface street development. The collection is divided into four series: **Administrative Records** (1935-1989), **Chamber Activities and Subject Files** (1946-1986), **Historical Scrapbook** (1955-1957; 1981-1982), and **Non-Manuscript Material** (1956-1983).

Series I, **Administrative Records**, includes Articles of incorporation, board of directors meeting minutes, business directories, by-laws, correspondence, financial records and officers' reports. The series also includes records of the Reseda Retail Merchants Association and the United Chambers of Commerce of the San Fernando Valley. The files are arranged in alphabetical order.

Series II, **Chamber Activities and Subject Files**, contain correspondence, newspaper clippings, beauty pageant and civic award nominations, newsletters, statistics, reports, and related items that document the various activities of the Reseda Chamber such as the Fernando Award, the Miss Reseda Beauty Pageant, the Fun Fair and the annual Golf Tournament. Also included are documents recounting municipal issues such as the widening of the Reseda Boulevard-Sherman Way intersection, freeway development in the San Fernando Valley, population figures and zoning issues. The files are arranged alphabetically by subject.

Series III, **Historical Scrapbook**, contains newspaper clippings copied onto acid-free paper from two RCC scrapbooks. The newspaper clippings date primarily from 1955 to 1957 and detail Reseda Chamber activities and sales promotions. The series also contains miscellaneous newspaper clippings from 1981-82. Files are arranged in chronological order.

Series IV, **Non-Manuscript Material**, consists of oversized maps and photographs.

**Arrangement of Materials:**

Series I: Administrative Records, 1935-1989

Series II: Chamber Activities and Subject Files, 1946-1986

Series III: Historical Scrapbook, 1955-1957, 1981-1982

Series IV: Non-Manuscript Material, 1956-1983

**Electronic Format:**

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Digital reproductions of selected items in this collection are available electronically as a part of the [San Fernando Valley History Digital Library](#) .

**Related Material**

[Associated Chambers of Commerce of the San Fernando Valley Collection](#)

[Northridge Civic Association Papers](#)

[Reseda Woman's Club Collection](#)

[Industrial Association of the San Fernando Valley Collection](#)

[West Van Nuys Chamber of Commerce Collection](#)

**Conditions Governing Access:**

The collection is open for research use.

**Conditions Governing Use:**

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**Accruals:**

2003

**Immediate Source of Acquisition**

Reseda Chamber of Commerce, 04/28/1987

For information about citing items in this collection consult the appropriate style manual, or see the [Citing Archival Materials](#) guide.

**Processing Information:**

Robert G. Marshall and Cathy Sluter, 1987

**Subjects and Indexing Terms**

Documents

Photographs

Scrapbooks

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Box 12, Folder 11	<b>Photos-Honorary Mayor of Reseda</b>
Box 12, Folder 12	<b>Photos-Light Rail Starter Line</b>
Box 12, Folder 13	<b>Photos-Miss Reseda Beauty Pageant, 1981</b>
Box 12, Folder 14	<b>Photos-Miss Reseda Beauty Pageant, 1981</b>
Box 12, Folder 15	<b>Photos-Miss Reseda Beauty Pageant, 1981</b>
Box 12, Folder 16	<b>Photos-Miss Reseda Beauty Pageant, 1981</b>
Box 12, Folder 17	<b>Photos-Miss Reseda Beauty Pageant, 1981</b>
Box 12, Folder 18	<b>Photos-Miss Reseda Beauty Pageant, 1982</b>
Box 12, Folder 19	<b>Photos-Miss Reseda Beauty Pageant, 1982</b>
Box 12, Folder 20	<b>Photos-Miss Reseda Beauty Pageant, 1982</b>
Box 12, Folder 21	<b>Photos-Miss Reseda Beauty Pageant, 1982</b>
Box 12, Folder 22	<b>Photos-Miss Reseda Beauty Pageant, 1982</b>
Box 12, Folder 23	<b>Photo -Miss Reseda Beauty Pageant, 1983</b>
Box 12, Folder 24	<b>Photos-Miss Reseda Beauty Pageant, 1983</b>
Box 12, Folder 25	<b>Photos-Miss Reseda Beauty Pageant, 1983</b>
Box 12, Folder 26	<b>Photos-Miss Reseda Beauty Pageant, 1983</b>
Box 12, Folder 27	<b>Photos-Officer of the Year</b>
Box 12, Folder 28	<b>Photos-Officer of the Year</b>
Box 12, Folder 29	<b>Photos-Pioneer</b>
Box 12, Folder 30	<b>Photos-Politicians</b>
Box 12, Folder 31	<b>Photos-Reseda 34th Birthday Party</b>
Box 12, Folder 32	<b>Photos-Reseda 34th Birthday Party</b>
Box 12, Folder 33	<b>Photos-Reseda Beautiful Campaign</b>
Box 12, Folder 34	<b>Photos-Reseda/Burbank Sister City Day</b>
Box 12, Folder 35	<b>Photos-Reseda Boulevard</b>
Folder 3, Item 1	<b>Map: Intersection of Sherman Way &amp; Reseda Boulevard</b>
Folder 3, Item 2	<b>Map: Reseda Zone Change</b>
Folder 3, Item 3	<b>Tract Map: Cohasset-Sherman Way-Wilbur-Reseda Boulevard</b>
Folder 3, Item 4	<b>Tract Map: Reseda Boulevard Tract Map: Victory-Saticoy-Baird-Canby</b>
Folder 3, Item 5	<b>Tract Map: Reseda-Nestle-Sherman Way-Saticoy</b>
Folder 3, Item 6	<b>Tract Map: Reseda-Nestle-Vanowen-Sherman Way</b>



Folder 3, Item 7	<b>Tract Map: Sherman Way-Bassett-Reseda-Wilbur</b>
Folder 3, Item 8	<b>Tract Map: Sherman Way-Hart-Reseda-Hesperia</b>
Folder 3, Item 9	<b>Tract Map: Valerio-Sherman Way-Reseda-Hesperia</b>
Folder 3, Item 10	<b>Tract Map: Yolanda-Reseda-Sherman Way-[Street]</b>
Folder 3, Item 11	<b>Tract Map: Yolanda-Reseda-Sherman Way-[Street]</b>
Folder 1, Item 1	<b>Map: Proposed San Fernando Metro Bus Service, 1965</b>
Folder 1, Item 2	<b>Map: Reseda Community Map</b>
Folder 1, Item 3	<b>Map: San Fernando Valley Map, 1956</b>
Folder 1, Item 4	<b>Map: San Fernando Valley Grid Bus Service Map</b>
Folder 1, Item 5	<b>Map: San Fernando Valley Metro Transit Authority Map, 1962</b>
Folder 1, Item 6	<b>Map: West San Fernando Valley Land Use Plan, ca. 1965</b>
Folder 2, Item 1	<b>Newspaper: <i>3rd Century</i> The Newspaper of the Los Angeles City Bicentennial Committee, January 1975</b>
Folder 2, Item 2	<b>Proclamation: City of Los Angeles to Amanda Blake, 1967 January 10</b>
Folder 2, Item 3	<b>Proclamation: County of Los Angeles to Reseda Chamber of Commerce, Golden Anniversary, 1968 January 20</b>
Folder 2, Item 4	<b>Proclamation: City of Los Angeles to Amanda Blake</b>
Folder 2, Item 5	<b>Proclamation: County of Los Angeles to Amanda Blake</b>