

Regional Service Committee Records SFH 54

Finding aid prepared by Tim Wilson

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Describing Archives: A Content Standard

San Francisco History Center, San Francisco Public Library
2011
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Summary Information

Repository	San Francisco History Center, San Francisco Public Library
Title	Regional Service Committee Records
Date [bulk]	Bulk, 1939-1950
Date [inclusive]	1938-1978
Extent	9.0 boxes 8 boxes (7.25 cubic feet) + 1 flat box
Physical Location	The collection is stored onsite.
Language	English
Languages represented	Collection materials are in English.

Preferred Citation

[Identification of item], Regional Service Committee Records (SFH 54), San Francisco History Center, San Francisco Public Library.

Historical note

The Advisory Committee on Regional Service (ACRS) was created by resolution of the San Francisco Board of Supervisors on August 7, 1939. Board President Warren Shannon's resolution described a plan to improve San Francisco's cooperation, business relations and public image with the surrounding counties in Northern and Central California. The San Francisco Examiner of July 29, 1939 noted that the "functions of the proposed agency, under Shannon's plan, would include public relations, development of a service program to help communities in San Francisco's trade area and long range planning to stimulate the city's commercial relations with the rest of the State." The resolution was passed by unanimous vote. As a result of the Committee's publications and press releases, it was more commonly known as the Regional Service Committee (RSC).

The original 10 members of the RSC were: Mayor Angelo Rossi, City Controller Harold J. Boyd, Warren Shannon, the chairmen of the supervisors' finance and streets committees, the City's chief administrative officer, the county agricultural commissioner, the manager of utilities, the city attorney and the director of public health. The charge of the group was to formulate a program to dissipate existing 'misunderstanding' with agricultural areas of the State. (San Francisco Examiner, August 8, 1939). The committee's first chairman was Harold J. Boyd until his death in 1945, when he was succeeded by Thomas A. Brooks.

The RSC was created in response to two events in 1939. The first was a survey by Agricultural Trade Relations, Inc. of the area between the Tehachapis and the Oregon State line. The survey revealed that "agriculturists, industrialists, businessmen, educators and many others had a low regard for 'The City' for a variety of reasons. Most frequently mentioned were labor troubles and San Francisco's apparent lack of concern for anything but San Francisco. The second event was the severe drubbing given the perennial San Francisco-sponsored 'Harbor Bill' by the rural elements of the State Legislature." (California—Magazine of the Pacific, September 1949)

In September 1939 the Regional Service Committee contracted with the firm of John C. Lee and William J. Losh for promotion and establishment of better feeling in the hinterland. The contract specifically identified three areas of focus: 1) establish and maintain better relationships between San Francisco and the rural, neighboring metropolitan and suburban areas which constitute the city's trade area; 2) improve the services rendered by San Francisco to the trade area, enlisting co-operation of San Francisco citizens in the discharge of the city's obligations in the region; and 3) inaugurate or participate in activities designed to contribute to the prosperity of the entire region. (San Francisco Call, Sept. 21, 1939) The contract with Lee and Losh was renewed in September 1940 and Losh remained the primary contact through the 1950s. The \$12,000 annual budget for the firm was paid out of the City's publicity and advertising fund.

Early activities of the RSC included publicizing food surplus within the state to reduce the negative impact on the growers. Surplus problems included: the 1939 apple surplus in Watsonville, spring lamb and Delta potatoes in 1943, and the Gravenstein Apple sale of 1949. Other activities involved smoothing out misunderstandings that threatened to deprive San Francisco of business; often these situations were handled without fanfare or publicity. During the war years, the labor needed to harvest crops was

decimated due to military service and the removal of Japanese workers. The RSC worked with the San Francisco Chamber of Commerce to form the Wartime Harvest Council to coordinate the many volunteers who participated in harvesting the crops in the surrounding counties. The RSC also cooperated with agriculture through the creation of San Francisco Farmers' Free Market. In addition, the RSC also spent time publicizing the City's traffic and parking regulations to help non-San Franciscans from being ticketed or fined for infractions. (San Francisco Call, Sept. 21, 1939) (California—Magazine of the Pacific, September 1949)

Throughout the 1940s the RSC was involved with 4-H Club tours, speaking engagements, annual livestock events at the Cow Palace, and timber and mining issues in the state. Its Regional News Service, a weekly clip sheet, was distributed to some 300 newspapers in Northern and Central California to keep the rural press informed of news and developments in San Francisco.

In 1956, it was reported that the committee had not met for 10 years. Supervisor Eugene McAteer asked for a full report of RSC activities. Mayor George Christopher required that the RSC meet every two months and that William Losh give a monthly report of its progress. There was continued scrutiny in 1958 as Dick Nolan reported in the San Francisco Examiner that the Committee had not met in 10 years, but Losh, a publicist, drew the \$15,000 fee for each year. That same year, the RSC met for the first time in 2 years, called by its chairman Chief Administrative Officer Chester MacPhee. The committee developed a plan of work, but no one volunteered to do it. The committee's budget had been \$15,000, and was cut to \$10,000 for the coming year.

In December 1958, the Board of Supervisors voted to rescind the 1939 legislation establishing the Advisory Committee on Regional Service (aka Regional Services Committee). It immediately adopted a new measure, reconstituting the Advisory Committee on Regional Service (ACRS). Its composition, purpose and powers are described in San Francisco Administrative Code (1987) sections 5.2, 5.3 and 5.4.

A San Francisco Examiner article in 1961 noted that the committee had not met in 3 years, but that the Chief Administrative Officer Sherman Duckel would have it now meet every 3 months, and that the director William Losh had been doing a "bang-up" job. Then in 1964 the San Francisco Examiner noted that the agency is as anonymous as the CIA, and that its job is two-fold: "to pay its director and to promote vague good will toward San Francisco by sending Christmas cards."

On September 8, 1987 the Board of Supervisors repealed the sections of the Administrative Code that established the ACRS.

CHRONOLOGY

August 7, 1939 Resolution No. 461 passed by San Francisco Board of Supervisors to establish the Advisory Committee on Regional Service (aka Regional Service Committee).

December 1958 Resolution No. 461 repealed; Resolution No. 1106-58 passed to establish Advisory Committee on Regional Service. (Board of Supervisors Journal of Proceedings (1958), p.818.)

September 8, 1987 Ordinance amending Administrative Code, by repealing various sections regarding the Advisory Committee on Regional Services. (Supervisor Walker) File 97-97-50 Ordinance No. 369-87. Repeals Sections 5.2, 5.3, 5.4. Finally passed." (Board of Supervisors Journal of Proceedings, Tuesday September 8, 1987, page 1058)

Scope and Contents

The collection contains material on the activities of the Regional Service Committee of San Francisco. The bulk of the material is from 1939 through 1950. A few reports from 1938 and 1939 describe the anti-San Francisco attitude of the California and Oregon counties and delineate plans to ameliorate the situation. In the wake of the 1934 general strike and later labor problems, San Francisco needed to re-establish a positive image in the eyes of the outlying agricultural and trade communities. At the same time the Golden Gate International Exposition on Treasure Island of 1939-1940 increased the City's visibility.

In the early 1940s, World War II negatively affected the labor available to harvest agricultural products. The RSC Records contain material on San Francisco's response during the war years—before during and after—including the handling of surplus foodstuffs, the lack of labor (Wartime Harvest Council), Mexican labor, and the promotion of milk and dairy cows.

There is some material from the 1950s when the RSC was exploring new ways to promote the City and trade. School visits and visiting speakers are some of the files that have material after 1950. The Regional News Service and Digests were regularly printed and distributed into 1972.

Arrangement

The collection is arranged in 3 series: Series 1: Administrative Files; Series 2. Reports and Agendas; Series 3. Publications, Promotional Materials, Clippings and Scrapbooks.

Administrative Information

Publication Information

San Francisco History Center, San Francisco Public Library 2011

Access

The collection is open for research. Please call the San Francisco History Center for hours and information at 415-557-4567.

Provenance

No information is available on the provenance of this collection. A bound volume with minutes and agendas (1974-1978) for the Regional Service Committee was transferred from the Government Information Center of the San Francisco Public Library in January 2011.

Related Materials

Related Materials

Researchers are encouraged to see also the William Jackson Losh Collection (15 boxes), 1908-1973 at the California State Library (CSL) . The collection contains correspondence, advertising, employee records, legal materials. Losh was Manager of California Stelos Company, a reporter for San Francisco Examiner, a member of the San Francisco Mayor's United Nations Conference Commission, an executive secretary for San Francisco Mayor's Japanese Peace Conference Committee, and an executive secretary of the Trustees for Conservation.

In addition CSL has a collection of material produced by Lee & Losh in the 1950s. The subjects of these items include California county supervisors, their affiliations and lengths of service, publicity for the years 1939-1942, and promotion of Western beef.

Collection Inventory

Series 1 Administrative Files, 1938-1955 4.0 boxes

Scope and Contents

This series contains a combination of correspondence, newspaper clippings, photographs, and ephemera relating to the work of the Regional Service Committee to promote commerce through all trade sectors of California's counties. Files include the upcoming activities of organizations and associations, county fairs and newspaper articles about new products and new employees. Some information was probably used for the Regional Service Committee's weekly digest/review of California activity. The county files often contain promotional brochures and magazines.

There are references to labor problems in San Francisco and the ripple effect on small farmers and trade in the surrounding counties. The earliest items are correspondence from 1938 and minutes for the ACRS/RSC from 1938-1942. Of interest are files for motion picture and radio programs to promote the city, agriculture and trade, which include scripts and ideas for future programs.

Arrangement

The series is arranged alphabetically by folder title.

Box-folder

Advertising, 1939-1940 1.0 folder	1/1
Advertising, 1941-1942 1.0 folder	1/2
Advertising, 1943-1950 1.0 folder	1/3

Administrative Files,

Advertising Correspondence, 1939-1943 1.0 folder	1/4
Advertising Correspondence, 1944-1951 1.0 folder	1/5
Alta California, 1939-1950 1.0 folder	1/6
Bay Area Metropolitan Rapid Transit District, 1949 1.0 folder	1/7
RSC Butte County Affairs, 1939-1949 1.0 folder	1/8
RSC California Almond Growers Exchange, 1942-1955 1.0 folder	1/9
RSC California Cattlemen's Association, 1939-1949 1.0 folder	1/10
RSC California Farm Bureau Federation, 1939-1948 1.0 folder	1/11
California Holstein-Friesian Association, 1941-1949 1.0 folder	1/12
RSC California Mission Trails Association, 1939-1949 1.0 folder	1/13
RSC California Wool Growers Association, 1940-1949 1.0 folder	1/14

Administrative Files,

RSC California Wool Growers Association. Annual Meetings & Convention, 1943-1950 1.0 folder	1/15
RSC California Wool Growers Association. Ram Sale, 1946-1951 1.0 folder	1/16
California Wool Growers Association. Make It Yourself With Wool Sewing Contest, 1951-1954 1.0 folder	1/17
RSC CANCECS. Central and Northern California Association of Commercial Secretaries, 1942 1.0 folder	1/18
RSC Centennial Committee—San Francisco, 1947-1950 1.0 folder	1/19
RSC Christmas Mailing Lists, 1940-1952 1.0 folder	1/20
Clark and Leedom, 1946-1947 1.0 folder	1/21
General note Ralph Clark and Sam Leedom. California State Fair.	
RSC Correspondence—General, 1938-1949 1.0 folder	1/22
County Fair Trophy—Santa Cruz, 1948-1951 1.0 folder	1/23
General note	

Administrative Files,

[Photos]

1/24

County Fair Trophy—Others, 1946-1953 1.0 folder

1/25

RSC County Fairs, 1946, 1948 1.0 folder

1/26

County Picnics, 1945-1947 1.0 folder

1/27

RSC County Supervisors Association of California, 1939-1951 1.0 folder

1/28

Cow Palace – Budget & Financial Statements, 1941-1955 1.0 folder

General note

1-A District Agricultural Association. Grand National Livestock Exposition and Grand National Junior Livestock Exposition.

1/29

Dairy Cattle Slaughter, 1942 1.0 folder

1/30

Davis Marketing Tour. College of Agriculture—U.C., 1940-1950 1.0 folder

1/31

RSC Department of Finance (California), 1942 1.0 folder

1/32

RSC Digest. Regional Service News Digest (Review). Mailing List, 1940-1941, 1948. 1.0 folder

Administrative Files,

General note

Rural California Review, September 15, 1948; Rural California Review, December 28, 1948. Regional News Review. Regional Service News Digest.

El Dorado County, 1946-1948 1.0 folder 1/33

RSC [San Francisco] Examiner Windows, 1947-1949 1.0 folder 1/34

General note

[Photos]

Federal Land in San Francisco, 1944-1951 1.0 folder 1/35

RSC Fish and Game Commission [California Division of Fish and Game], 1939-1940, 1946 1.0 folder 1/36

RSC Fishermen's Fiesta, 1947 1.0 folder 1/37

RSC Flower Show, Inc. San Francisco, 1942 1.0 folder 1/38

Folder [i.e. Brochures] – "San Francisco Serves California," 1950-1955 1.0 folder 1/39

RSC 4-H Club Tours, 1939-1949 1.0 folder 1/40

General note

Administrative Files,

[Photos]

RSC Fresno County Affairs, 1940-1949 1.0 folder

1/41

RSC Future Farmers of America, 1941-1948 1.0 folder

2/1

General note

[Photos]

RSC Glenn County Affairs, 1939, 1948-1949 1.0 folder

2/2

RSC Good Neighbor Committee, 1939-1941 1.0 folder

2/3

Forest Service News Releases, 1950-1951 1.0 folder

2/4

ACRS Highway—Transportation, 1939-1942 1.0 folder

2/5

General note

See also Northern California Counties Highway Conference.

Hill Parking, 1946-1947 1.0 folder

2/6

RSC Hotel Senator (Sacramento, California), 1942-1943 1.0 folder

2/7

General note

Administrative Files,

Includes Angelo Rossi letter.

2/8

ACRS Hotels—General, 1939-1948 1.0 folder

General note

Contains brochures for several hotels: The Hotel Whitcomb; “Three Great Hotels in a Great City” Hotel Canterbury, Hotel Maurice, Hotel Drake-Wiltshire; The Fairmont Hotel; San Francisco’s Hotel Sutter; San Francisco’s Hotel Californian (2); In San Francisco The Hotel Senate (2); San Francisco Hotel St. Francis; San Francisco Hotel Sir Francis Drake; San Francisco New Fielding Hotel and Apartments; San Francisco The Plaza on Union Square; San Francisco Hotel Bellevue; San Francisco Hotel Drake Wiltshire; San Francisco Hotel Somerton; San Francisco’s Golden State Hotel; San Francisco Hotel Baldwin; San Francisco Stratford Hotel; The Palace Hotel in San Francisco; The Clift San Francisco; San Francisco Federal Hotel; San Francisco Alexander Hamilton Hotel.

2/9

Humboldt County, 1941-1949 1.0 folder

2/10

ACRS The Industrial West, Inc., 111 Sutter St., San Francisco, 1938-1939 1.0 folder

General note

Includes “The Industrial West,” vol.1, no. 11 (November 1, 1939), San Francisco, Calif.

2/11

Inyo-Mono County, 1941-1944 1.0 folder

General note

Includes scattered issues of “Inyo-Mono Bulletin,” 1942.

Administrative Files,

ACRS Kern County Affairs, 1939-1949 1.0 folder	2/12
General note	
Includes Kern County Chamber of Commerce. Official Wildflower Bulletin, no. 1 (February 19, 1941).	
RSC Kings County, 1941-1948 1.0 folder	2/13
RSC Kline, Ben G., 296 City Hall, 1940-1949 1.0 folder	2/14
General note	
Executive Secretary to, and later, Director for the, Chief Administrative Officer of City and County of San Francisco, and later Department of Finance and Records.	
ACRS Labor Relations, General, 1939-1946 1.0 folder	2/15
ACRS Labor Relations, Teamsters, 1939 1.0 folder	2/16
ACRS Labor Relations, Waterfront, 1939-1940 1.0 folder	2/17
RSC Lakeview, Oregon Project, 1947-1949 1.0 folder	2/18
RSC Lapham, Roger D. Mayor of San Francisco, 1943-1949 1.0 folder	2/19

Administrative Files,

2/20

RSC Lassen County, 1942-1946 1.0 folder

2/21

League of California Municipalities. San Francisco City, 1939-1942 1.0 folder

General note

[League of California Cities]. "League Newsletter," vol. 1, no. 1 (November 15, 1939), and vol. 3, no.1 (January-February 1942).

2/22

RSC Lemon "Beef," 1941 1.0 folder

2/23

RSC Supervisor Chester MacPhee, 1943-1946 1.0 folder

2/24

ACRS Madera County Affairs, 1939-1946 1.0 folder

General note

"Progressive Chowchilla," April 1946.

2/25

RSC Manufactures and Wholesalers Association, 1940 1.0 folder

2/26

Marin County, 1941-1942 1.0 folder

2/27

McLaughlin, Frank Y., 1941-1942 1.0 folder

General note

Administrative Files,

Union Square Garage stock

2/28

RSC Mendocino County, 1941-1951 1.0 folder

2/29

RSC Merced County, 1941-1949 1.0 folder

General note

It's May Day in Los Banos.

2/30

RSC Milk, 1942-1943 1.0 folder

2/31

Middlebrook, Wren, 1939-1946 1.0 folder

General note

Milk prices (1941) [Auditors/Controllers Office]

2/32

RSC Mining, 1938-1943 1.0 folder

2/33

RSC Mining. Strategic Mineral Survey. County Supervisors
Association, 1942-1943 1.0 folder

2/34

RSC Mining. Western Mining Council, 1943-1947 1.0 folder

2/35

ACRS Minutes. Regional Service Committee, 1939-1942 1.0 folder

Administrative Files,

General note

Also includes Minutes of Advisory Committee on State Legislation, 1938-1940.

2/36

RSC Miscellaneous, 1940-1943 1.0 folder

General note

Includes letters to Edmund G. (Pat) Brown.

2/37

San Francisco Modernization, 1947-1948 1.0 folder

2/38

Modoc County, 1945 1.0 folder

2/39

ACRS Monterey County Affairs, 1940-1948 1.0 folder

2/40

RSC Motion Pictures of San Francisco, 1941-1954 1.0 folder

General note

Includes script.

3/1

ACRS Napa County, 1939-1947 1.0 folder

3/2

National Wooden Box Association, 1949 1.0 folder

3/3

Nevada County, 1943-1949 1.0 folder

Administrative Files,

RCS News Releases, 1942 1942 1.0 folder	3/4
RCS News Releases, 1942-1944 1942-1944 1.0 folder	3/5
General note	
Labeled "1943"	
News Releases, 1944-1946 1944-1946 1.0 folder	3/6
News Releases, 1947-1949 1947-1949 1.0 folder	3/7
ACRS Northern California Counties Highway Conference, 1939-1941 1.0 folder	3/8
Out of Town Traffic Tags, 1941-1943 1.0 folder	3/9
RSC Peninsula Affairs, 1940 1.0 folder	3/10
RSC Plumas County, 1944-1949 1.0 folder	3/11
Project, 1941-1950 1.0 folder	3/12
General note	

Administrative Files,

Chronological tracking sheets for all actions (correspondence, phone calls, etc.) for each project that the Regional Service Committee was involved with.

3/13

RSC Printing – Correspondence, 1941-1942 1.0 folder

3/14

RSC Printing-Folders, Etc. [Brochures], 1939-1945 1.0 folder

General note

Brochures: “San Francisco Serves California,” “The Port of San Francisco Serves California,” Regional Service in Action,” “San Francisco A Friendly Neighbor,” “Potentialities of the Postwar Farm Labor Problem,” “San Francisco: the City That Is Learning How,” “San Francisco: Suggested Points of Interest for School Groups,” “A Program of Activities for the House of Representatives Committee on Naval Affairs,” “At Your Service...”

3/15

Public Health Department, City of San Francisco, 1940-1941 1.0 folder

3/16

RSC Public Utilities Commission, 1941-1949 1.0 folder

3/17

RSC Publishers, Metropolitan Papers, 1941-1948 1.0 folder

3/18

RSC Radio Correspondence and Scripts, 1939-1950 1.0 folder

General note

Administrative Files,

Includes scripts for “Friendly Neighbor” radio broadcasts. Brochures: “Help!” (San Francisco Wartime Harvest Council), “What the San Francisco Farmers’ Market Means to Farmers,” “San Francisco Serves California.”

3/19

RSC Radio – General Reference, 1938-1948 1.0 folder

General note

Includes sample scripts.

3/20

RSC Radio – Friendly Neighbor, 1939-1946 1.0 folder

General note

David F. Selvin. Radio scripts. 8-Point Milk Production for 1944 information kit; “Livestock Comes to Town” by Betty Ballantine (reprinted from California—Magazine of the Pacific, December 1941); San Francisco: Hub of Western Industry (San Francisco Chamber of Commerce, 1939); Brochures: San Francisco, a Friendly Neighbor; Why San Francisco Should Think of the Farmer. San Francisco’s Six Years of Achievement (1938); Brochure: San Francisco Helps the Harvest...a report to the Farmers of California; San Francisco—World City (Reprinted from Western Advertising July 1941. Distributed with the compliments of the San Francisco Chamber of Commerce). “Dr. J. C. Geiger Tells Why San Francisco Likes Its Bottle...With Milk In It” (reprinted from California—Magazine of the Pacific, December 1940). “San Francisco—Wine Capital of America” by Harold J. Boyd (reprinted from California—Magazine of the Pacific, December 1943). “San Francisco Helps Harvest” by Betty Ballantine (reprinted from California—Magazine of the Pacific, September 1942). The Story of Regional Service: an account of the Origin and Activities of the Regional Service Committee of the City and County of San Francisco (1942). “Work of the Regional Service Committee” by Harold J. Boyd (from Daily Commercial News 1939-1940 Year Book). “San Francisco Joins Up” by Betty Ballantine (reprinted from California—Magazine of the Pacific, June 1942). “San Francisco Medical Mecca” by J. C. Geiger (reprinted from California

Administrative Files,

—Magazine of the Pacific, March 1942). Brochure: “‘The City’ and Rural Affairs: a progress report on San Francisco’s Relations with its Neighbors” by Dr. Raymond W. Miller and David W. Miller.

3/21

Rapid Transit—Bay Area, 1948 1.0 folder

3/22

Red Cross, 1944 1.0 folder

General note

Regarding negative publicity of the blood drive in San Francisco.

3/23

RSC Route No. 6, 1941-1942 1.0 folder

3/24

Rural California. “What’s Happening in Rural California,” 1943 1.0 folder

3/25

Rural Life and Education Conferences, 1949 1.0 folder

3/26

ACRS Regional News Service (correspondence re), 1939-1949 1.0 folder

3/27

RSC Sacramento County Matters, 1943-1950 1.0 folder

General note

Hub of Western Industry: Sacramento, California (Sacramento Chamber of Commerce, 1944). Brochure: Revel in Roarin’ Camp Sacramento (1939).

Administrative Files,

RSC San Benito County, 1939-1948 1.0 folder	3/28
San Francisco Chamber of Commerce, 1938-1945 1.0 folder	3/29
San Francisco Chamber of Commerce. Agricultural Business Conference, 1948-1950 1.0 folder	3/30
San Francisco Chamber of Commerce. Commission District correspondence, 1939-1950 1.0 folder	3/31
General note	
Produce Market Sub-Committee of the Agricultural Committee minutes (1944-1945).	
San Francisco Chamber of Commerce. Mexican Nationals (sub-committee of Agriculture), 1943 1.0 folder	4/1
General note	
Mexican Worker Morale Subcommittee of Agricultural Committee.	
San Francisco Chamber of Commerce. Mining Committee, 1943-1949 1.0 folder	4/2
San Francisco Chamber of Commerce. Rural Attitude Toward San Francisco, 1939 1.0 folder	4/3

Administrative Files,

	4/4
San Francisco Chamber of Commerce. Special Events, 1939-1940 1.0 folder	
	4/5
San Francisco Chamber of Commerce. Surplus Crop Marketing Committee [Potatoes], 1943 1.0 folder	
	4/6
San Francisco Chamber of Commerce. Sunnyvale, 1939 1.0 folder	
	4/7
RSC San Francisco Historical, 1939-1940 1.0 folder	
	4/8
City – San Joaquin County Matters, 1939-1946 1.0 folder	
	4/9
RSC San Luis Obispo County, 1941-1943 1.0 folder	
	4/10
ACRS San Mateo County Affairs, 1940-1949 1.0 folder	
General note	
[Photo]	
	4/11
ACRS Santa Clara County Affairs, 1939-1949 1.0 folder	
General note	
San Francisco Chamber of Commerce News-Letter, vol. 1, no. 10, Wednesday August 30, 1939.	

Administrative Files,

4/12

ACRS Santa Cruz County Affairs, 1939-1949 1.0 folder

General note

Brochure: When War is Done and Freedom Won: Watsonville, Hub of the Monterey Bay Empire. Life In Beautiful Santa Cruz County (1947). Brochure: Salient Facts About the Pajaro Valley, Valley of the Birds.

4/13

RSC Santa Barbara County, 1941 1.0 folder

4/14

School Visits to San Francisco, 1950-1955 1.0 folder

4/15

RSC Sell San Francisco Campaign, 1938-1939 1.0 folder

4/16

RSC Shasta County, 1944-1952 1.0 folder

4/17

Shasta-Cascade Literature, 1941-1948 1.0 folder

General note

Shasta-Cascade Wonderland Association. Shasta-Cascade Wonderland Program. The Shasta-Cascadian.

4/18

RSC Shasta-Cascade Wonderland Association, 1940-1949 1.0 folder

4/19

RSC Sierra County, 1941-1949 1.0 folder

Administrative Files,

4/20

RSC Siskiyou County, 1945-1949 1.0 folder

4/21

Solano County, 1941-1945 1.0 folder

4/22

ACRS Sonoma County, 1939-1950 1.0 folder

4/23

[Sonoma County] Gravenstein Apple Sale, 1949 1.0 folder

General note

[Photo]

4/24

RSC Speakers' Bureau – Correspondence, 1939-1950 1.0 folder

4/25

ACRS Stanislaus County, 1939-1945 1.0 folder

4/26

State Chamber of Commerce – Correspondence, 1939-1948 1.0 folder

4/27

State Chamber of Commerce reprints, 1941-1947 1.0 folder

General note

“San Francisco Serves California”

4/28

RSC Sugar Beet Growers, 1940-1941 1.0 folder

Administrative Files,

4/29

CITY—Suggestions, general, 1939 1.0 folder

4/30

Thirty-Thursdays, Citizens Committee Against, 1939 1.0 folder

General note

Northern California Campaign Against \$30 Thursday. Ham 'N Eggs; Ham and Eggs.

4/31

University of Wisconsin, 1944 1.0 folder

General note

John M. Gaus

4/32

RSC USDA [United States Department of Agriculture] – War Boards,
Agriculture, 1942-1943 1.0 folder

4/33

RSC War Production Board – Sub-contracting, 1942 1.0 folder

4/34

ACRS Waste Utilization, Oswald Wilson, 1940-1941 1.0 folder

4/35

Western Livestock Journal, 1942-1953 1.0 folder

General note

1942 Beef Cattle Tour

Reports and Agendas,

4/36

What They're Saying. "What San Francisco's Neighbors Are Saying About Her: a digest of editorial comment in the California press" issues dated: December 5, 1946; May 1, 1947; January 12, 1948; September 3, 1948. 1948 1.0 folder

4/37

RSC Win the War Committee, 1942 1.0 folder

General note

"Win the War" Bulletin, April 2, 1942

Series 2 Reports and Agendas, 1939-1978 10.0 folders**Scope and Contents**

Includes "What California and Southern Oregon Farmers Think of San Francisco: a report on a farm survey made by Agricultural Trade Relations, Inc. for the San Francisco Chamber of Commerce" (June 1939), the report which prompted the Board of Supervisors to form the Regional Service Committee. Other reports include the annual report from 1939, activity reports for the 1940s and 1950s, and minutes and agendas of 1974-1978.

Arrangement

The series is arranged chronologically.

Box-folder

5/1

"What California and Southern Oregon Farmers Think of San Francisco: a report on a farm survey made by Agricultural Trade Relations, Inc. for the San Francisco Chamber of Commerce," June 1939 1.0 folder

Reports and Agendas,

5/2

“A Plan for San Francisco Involving Creation of the San Francisco Regional Service Committee,” July 24, 1939 1.0 folder

5/3

1939 Year End Report. Regional Service Committee Activities, 1939 1.0 folder

5/4

Regional Service Committee. Miscellaneous Materials, 1939-1944. Divided into sections: Clippings 1939-1941, Greeting, 1941, Highway Conference 1941, [Harold J.] Boyd Reports 1939, Outlines 1939-1941, Wine Booklet, Crop Prospects 1943-1944, Adj[ustment] to War January 25, 1943 “What’s Happening in Rural California,” Quarterly Reports April & July 1943 1939-1944 1.0 folder

5/5

Portfolio of Regional Service Committee Activities #1, 1939-1941 1.0 folder

General note

Divided into sections: Publications, News Releases, Pamphlets, Articles, Advertising, Cow Palace, Acknowledgements [Photos]

5/6

Portfolio of Regional Service Committee Activities #2, 1942-1944 1.0 folder

General note

Divided into sections: Publications, News Releases, Pamphlets, Articles, Advertising, Wartime Harvest, Western Mining, Farmers’ Market, Acknowledgements

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Portfolio of Regional Service Committee Activities #3, 1945-1947 1.0 folder

General note

Publications, Promotional Materials, Clippings and Scrapbooks,

Divided into sections: Publications, News Releases, Articles, Folders [Brochures], Advertising, Pictorial California, Acknowledgements, Farmers' Market, Examiner Windows.

5/8

RSC Activities Reports, 1945-1958 1.0 folder

5/9

Report of the San Francisco Surplus Gravenstein Apple Committee, 1949 1.0 folder

5/10

Regional Service Committee Minutes and Agenda, April 17, 1974-April 11, 1978. 1.0 folder

Series 3 Publications, Promotional Materials, Clippings and Scrapbooks, 1939-1972 45.0 folders

Scope and Contents

This series contains portfolios and clippings scrapbooks of the activities and publications of the RSC. Of particular interest are the scrapbooks on the Wartime Harvest Council from 1942.

This series also includes the news digests/bulletins that the RSC provided to newspapers to promote agricultural products and other trade. Some of the news digests contain items about how San Francisco was covered by the rural press. Other digests were aimed at the local press to promote the activities and products of rural communities. The Regional News Service was published from 1939-1972, with slight variations in title.

Arrangement

The series is arranged chronologically.

Box-folder

Publications, Promotional Materials, Clippings and Scrapbooks,

5/11

“Regional Service Committee. Service Clubs. Portfolio,” (2 copies: copy 2 is missing the Board of Supervisor’s Resolution #455 [#461] that established the Regional Service Committee, and the pamphlet “Irrigation Districts Association of California Convention, October 1939) 1939 1.0 folder

5/12

“Cows Are News. A Demonstration by San Francisco’s Newspapers of Their Active Interest in Rural California,” 1939 1.0 folder

5/13

Regional Service Committee. Bulletin September 1939-March 1944 1.0 folder

Box

9

Portfolio, 1939-1972 1.0 oversize items

General note

Includes representative sample of Regional Service Committee activities through brochures, newspaper and magazine clippings, correspondence, press releases and photographs.

Box-folder

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Regional Service Committee. Digest (Review), October 7, 1940-September 24, 1941. 1940-1944 1.0 folder

General note

Variant titles: Regional Service News Digest, and Regional News Digest, and Regional News Review. Folder also includes: Bulletin of the Regional Service Committee, March 15, 1944; Basic Industries Report, December 22, 1943.

Publications, Promotional Materials, Clippings and Scrapbooks,

Regional News Service, April 7, 1941–1972 35.0 folders		Box-folder
vol. 9-11 April 7, 1941–August 4, 1941 1.0 folder		5/15
vol. 12 –17, August 11, 1941–March 9, 1942 1.0 folder		5/16
vol. 18–22, March 16, 1942–October 5, 1942 1.0 folder		5/17
vol. 23–27, October 12, 1942–May 3, 1943 1.0 folder		5/18
vol. 28–36, May 10, 1943–May 15, 1944 1.0 folder		5/19
vol. 37–46, May 22, 1944–July 16, 1945 1.0 folder		6/1
vol. 47–58, July 23, 1945–December 2, 1946 1.0 folder		6/2
vol. 59–67, December 9, 1946–December 17, 1947 1.0 folder		6/3
vol. 68–76, December 22, 1947–December 27, 1948 1.0 folder		6/4
vol. 77–85, January 3, 1949–January 9, 1950 1.0 folder		6/5

Publications, Promotional Materials, Clippings and Scrapbooks,

vol. 86–93, January 16, 1950–December 11, 1950 1.0 folder 6/6

vol. 94–102, December 18, 1950–December 24, 1951 1.0 folder 6/7

vol. 103–110, December 31, 1951–January 12, 1953 1.0 folder 6/8

vol. 111–115, January 19, 1953–August 10, 1953 1.0 folder 6/9

vol. 116–121, August 17, 1953–April 26, 1954 1.0 folder 6/10

vol. 122–126, May 3, 1954–November 22, 1954 1.0 folder 6/11

vol. 127–132, November 29, 1954–September 12, 1955 1.0 folder 6/12

vol. 133–138, September 19, 1955–May 21, 1956 1.0 folder 6/13

vol. 139–144, May 28, 1956–January 28, 1957 1.0 folder 7/1

vol. 145–148, February 4, 1957–June 24, 1957 1.0 folder 7/2

vol. 148–150, July 1, 1957–April 7, 1958 1.0 folder 7/3

vol. 151–160, April 14, 1958–June 22, 1959 1.0 folder 7/4

Publications, Promotional Materials, Clippings and Scrapbooks,

vol. 161–167, July 9, 1959–April 18, 1960 1.0 folder	7/5
vol. 168–173, April 25, 1960–December 26, 1960 1.0 folder	7/6
vol. 174–179, no.2, January 2, 1961–June 26, 1961 1.0 folder	7/7
vol. 179, no. 3–vol. 185, no. 1, July 3, 1961–February 26, 1962 1.0 folder	7/8
vol. 185, no. 2–vol. 192, no. 1, March 5, 1962– November 26, 1962 1.0 folder	7/9
vol. 192, no. 2–vol. 197, no. 6, December 3, 1962–July 29, 1963 1.0 folder	7/10
vol. 198, no. 1–vol. 204, no. 4, August 5, 1963–June 29, 1964 1.0 folder	7/11
vol. 204, no. 5–vol. 208, no. 6, July 13, 1964–June 28, 1965 1.0 folder	7/12
vol. 209, no. 1–vol. 215, no. 1, July 12, 1965–December 19, 1966 1.0 folder	7/13
vol. 215, no. 2–vol. 222, no. 3, January 2, 1967–December 23, 1968 1.0 folder	7/14
vol. 222, no. 4–vol. 226, no. 3, January 6, 1969–December 22, 1969 1.0 folder	7/15
vol. 226, no. 4–vol. 230, no. 3, January 5, 1970–December 28, 1970 1.0 folder	7/16

Publications, Promotional Materials, Clippings and Scrapbooks,

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vol. 230, no. 4–vol. 236, no. 1, January 11, 1971, March 15, 1971–June 30, 1972 1.0 folder

General note

June 30, 1972 was final issue.

Box-folder

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Regional Service Committee. “What They’re Saying About San Francisco” (A Digest of Rural Press Comment), April 23, 1941–December 31, 1945 1.0 folder

8/1

San Francisco Wartime Harvest Council. News Clippings, May–August 1942 1.0 folder

8/2

San Francisco Wartime Harvest Council. News Clippings, September–October 1942 1.0 folder

8/3

“What’s Happening in Rural California: a brief survey of The San Francisco Region’s Adjustment to War,” 1943–1948 1.0 folder

8/4

Samples of 3 RSC publications, 1948 1.0 folder

General note

What San Francisco’s Neighbors are Saying About Her, January 12, 1948; Regional News Service, January 19, 1948 and March 29, 1948; Rural California Review, December 28, 1948.