



The New York Public Library
Billy Rose Theatre Division

Guide to the

Leo Lerman papers

1911-1986 [bulk 1940-1960]

*T-Mss 2012-040

Compiled by Leslie Reyman, 2013.

Summary

Creator: Lerman, Leo, 1914-1994

Title: Leo Lerman papers

Date: 1911-1986 [bulk 1940-1960]

Size: 14.11 linear feet (34 boxes)

Source: Unknown.

Abstract: Leo Lerman was an editor and writer who was associated with Condé Nast Press, most notably Vogue and Mademoiselle, for over 50 years. His early career was in the theater. The Leo Lerman papers are composed of drafts of magazines articles, manuscripts, research, and correspondence.

Access: Some collections held by the Dance, Music, Recorded Sound, and Theatre Divisions at the New York Public Library for the Performing Arts are held off-site and must be requested in advance. Please check the collection records in **the NYPL's online catalog** for detailed location information. For general guidance about requesting offsite materials, please consult:
<https://www.nypl.org/about/locations/lpa/requesting-archival-materials>

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Processing note: Compiled by Leslie Reyman, 2013.

Creator History

Leo Lerman was an editor and writer who was associated with Condé Nast Press, most notably Vogue and Mademoiselle, for over 50 years. His early career was in the theater.

Lerman was born in Harlem in 1914 to Samuel and Ida Lerman. He grew up in New York City and attended the Feagin School of Dramatic Arts on a scholarship for two years. During the 1930s he worked in the theater, beginning at Grossinger's Hotel in the Catskills and then on Broadway. He was a "jack-of-all-trades" working as an actor, stage manager, script reader and designer. From 1938 to 1939

he was the president of the Scenic Artists of America's costume division.

Lerman's writing career began with his first published article in *Vogue* in 1942. During that same year he also wrote for *House & Garden* and worked as the children's book editor at *The Saturday Review of Books*. He wrote two children's books, *Leonardo da Vinci: Artist and Scientist* (1940) and *Michelangelo: A Renaissance Profile* (1942).

In 1942, Lerman became a contributing editor at *Mademoiselle*. Over the years he held other editing positions including feature editor, consulting feature editor, and editor in chief. One of his last positions was as editorial adviser of Condé Nast Press. In addition to his editing duties, he wrote program notes for the New York Philharmonic Society's Young People's concerts, reviewed books for the *New York Times Book Review*, wrote columns for *Dance Magazine* and *Playbill*, and wrote the book *The Museum: 100 Years and the Metropolitan Museum of Art* in 1969. At the time of his death, on August 22, 1994, he was working on his memoir.

Source: Grimes, William, "Leo Lerman, 80, Editor at Conde Nast Magazines." *New York Times*, August 23, 1994.

Custodial History

The Leo Lerman Papers was originally split into two collections; one in the Billy Rose Theatre Division, and one in the Jerome Robbins Dance Division. The two collections were merged into one collection. The Dance collection contained correspondence and office Files.

Scope and Content Note

The collection is composed of drafts of magazine articles and manuscripts, correspondence, research, office files, and artwork. Also included are skits and lyrics performed at Grossinger's Hotel in the Catskills during the 1930s. Correspondence is wide-ranging from thank you notes to office memos.

In addition, there are articles, essays, and scripts written by other authors. Of interest among them is correspondence and draft manuscripts from the playwright Karl Vollmoeller. Vollmoeller was a German who immigrated to the United States. Lerman wrote a note that the material was important and that he would explain why he has them at a later time. There is no other mention of the Vollmoeller material in the collection.

Key Terms

Subjects

Art -- History and criticism
Motion pictures
Television
Theater -- 20th century

Genre/Physical Characteristic

Children's literature
Correspondence

Manuscripts for publication

Titles

Mademoiselle
Vogue

Occupations

Periodical editors

Names

Vollmoeller, Karl, 1877-1948
Conde_ Nast Press

Container List

Series I: Correspondence 1931-1986

This series contains letters, cards and telegrams. Most of the correspondence is thank you notes from performing artists who Lerman supported. There is some work-related correspondence such as interoffice memos.

- b. 1 f. 1-4 A-D 1931-1985
- b. 1 f. 5 Dietrich, Marlene 1953-1964
- b. 2 f. 1 E-H 1938-1986
- b. 2 f. 2 Flexner, Carolin A 1940-1942
- b. 2 f. 3 Fonteyn, Margot 1949-1957
- b. 2 f. 4 Ford, Ruth 1944-1963
- b. 2 f. 5 G-H 1946-1966
- b. 2 f. 6 Harvey, Georgette 1938
- b. 2 f. 7 I-L 1942-1985
- b. 3 f. 1 Laurents, Arthur 1955-1966
- b. 3 f. 2 Loos, Anita 1954-1966
- b. 3 f. 3-5 M-P 1940-1966
- b. 3 f. 6 Mosseri, Maurice 1944-1945 (Telegrams)
- b. 3 f. 7-8 N-P 1936-1967
- b. 4 f. 1-6 R-Z 1936-1986
- b. 21 f. 1 Unidentified 1937-1962

Series II: Writings and Research 1911-1986

This series contains material that Lerman used in his editing and writing career at Condé Nast publications. Also present are address books, clippings, contracts, scripts, photographs, and artwork.

The majority of the documents are edited magazine drafts for articles in the magazines *Vogue* and *Mademoiselle*. There are also drafts for *Saturday Review* and *Playbill*. Additionally, there are galley proofs of manuscripts of the two children's books Lerman wrote: *Leonardo da Vinci: Artist and Scientist* and *Michelangelo: A Renaissance Profile*.

Drafts of articles, essays and plays written by others are held in this series. Some have been edited by Lerman. Of special note are the many unpublished materials by the playwright Karl "Peter" Vollmoeller. There are three boxes of material associated with Vollmoeller, including correspondence. All of this material is in German.

- b. 21 f. 2 Address Book undated
- b. 21 f. 3 *And Job in Answer Said* undated
- b. 20 f. 1 Artwork undated (Drawings and sketches)
- b. 21 f. 4 Brandeis University 1966
- b. 19 f. 1-2 Clippings 1947-1964
- b. 21 f. 5 Contracts 1937
- b. 21 f. 6 Costume Designer Union Rules undated
- Dance
- b. 21 f. 7 American Musical Notes
- b. 21 f. 8 Background to a Ballet
- b. 19 f. 3 Balletten I Dag 1952

Series II: Writings and Research (cont.)

Dance (cont.)

- b. 19 f. 8 Les Ballets de L'Opera de Paris 1968-1969
- b. 21 f. 13 *La Bayadère* 1845-1875
- b. 19 f. 4 Bolshoi Ballet 1959-1969
- b. 21 f. 9 Bolshoi Ballet Notes
- b. 21 f. 10 Dance General Notes
- b. 21 f. 11 Festival Latino in New York
- b. 21 f. 12 *Greek Theatre Magazine* 1957
- b. 19 f. 5 Jacob's Pillow Dance Festival 1960
- b. 19 f. 6 Jose Greco and His Company of Spanish Dancers 1955
- b. 19 f. 7 *The Leningrad Kirov Ballet Company - Swan Lake* 1971
- b. 19 f. 9 Louis Falco Dance Company 1972-1973
- b. 21 f. 14 Moiseyev Dance Company 1958
- b. 21 f. 15 *Musical Courier* 1954-1955
- b. 21 f. 16 Newsletters and Advertisements circa 1986
- b. 21 f. 17 *The Nutcracker - Notes*
- b. 22 f. 1-2 Photographs
 - b. 22 f. 3 Press Releases
- b. 19 f. 11 Posters
 - b. 22 f. 4 Riverside Dance Festival 1986
- b. 18 f. 1-2 The Royal Ballet 1957-1973
 - b. 18 f. 3 The Royal Danish Ballet 1960
- b. 19 f. 10 Russian Book on Ballet 1965
- b. 18 f. 4 Sadler's Wells Ballet 1953
- b. 22 f. 5 Sadler's Wells Ballet 1955
- b. 20 f. 4 Scrapbook
- b. 18 f. 5 St. Denis, Ruth 1976
- b. 18 f. 6 The Stuttgart Ballet 1969
- b. 18 f. 7-8 *The Art of Swan Lake* 1955
 - b. 22 f. 6 *The Art of Swan Lake* 1955
 - b. 22 f. 7 *Swan Lake*
 - b. 20 f. 3 *Swan Lake - Galleys* 1955
 - b. 22 f. 8 Venezia Danza Europe 1981
 - b. 22 f. 9 World Theatre 1957
- b. 19 f. 12 Zambelli, Charlotte 1974
- b. 22 f. 10-12 Drafts of Magazine Articles undated
 - b. 5 f. 1-6 Drafts of Magazine Articles undated
 - b. 6 f. 1-4 Drafts of Magazine Articles undated
 - b. 6 f. 5-6 Festival of Britain 1951
 - b. 18 f. 9 Fogg Museum undated
 - b. 7 f. 1-2 Grossinger Hotel Skits circa 1934-1937

Series II: Writings and Research (cont.)

- b. 7 f. 3-6 *Leonardo Manuscript* circa 1940
Leonardo da Vinci: Artist and Scientist
- b. 8 f. 1-4 *Leonardo Manuscript* circa 1940
- b. 18 f. 10 *The Listener* 1951
- b. 18 f. 11 *London Calling* 1951
Mademoiselle
 - b. 8 f. 5 Centennial 1955
- b. 33 f. 1 Flyers circa 1957-1960
- b. 33 f. 2 Something to Talk About Column 1951-1957
- b. 20 f. 2 Magazine Tear Sheets undated
- b. 8 f. 6-7 *Michelangelo Manuscript* circa 1942
Michelangelo: A Renaissance Profile
- b. 9 f. 1-6 *Michelangelo Manuscript* circa 1942
- b. 10 f. 1-2 *Michelangelo Manuscript* circa 1942
 - b. 10 f. 3 Miscellaneous undated
 - b. 10 f. 4 *The New Jewish Forum* 1936
 - b. 10 f. 5 New York State Council on the Arts 1967
 - b. 33 f. 3 New York Theaters 1958-1959
- b. 10 f. 6-7 *The Nutcracker Television Special* 1958
 - b. 10 f. 8 The Philharmonic Symphony Society of New York 1949
- b. 33 f. 4 Piccolo Theater circa 1960
- b. 10 f. 9-10 *Places Please!* undated
 - b. 11 f. 1 *The Playbill Diarist* circa 1957
- b. 18 f. 12 *Radio Times* 1950-1951
 - b. 11 f. 2 Rejects undated
- b. 11 f. 3-7 Research Notes undated
 - b. 12 f. 1 Research Notes undated
 - b. 33 f. 5 Rodgers and Hammerstein 1953-1961
 - b. 33 f. 6 Russian Theater 1959
 - b. 12 f. 2 *Saturday Review* 1943
 - b. 12 f. 3 Sotheby's Auction 1957-1963
 - b. 12 f. 4 *The Saint, The Spot* undated
 - b. 33 f. 7 Stage Managers 1954
 - b. 33 f. 8 Teaching the Arts 1952
- b. 33 f. 9-10 Theater Research and Articles 1960-1961
 - b. 12 f. 5 The Theatre Guild, Inc 1929-1931
 - b. 12 f. 6 *Uncle Vanya* undated
- Writings by Others
 - b. 12 f. 7 Amiel, Denys circa 1930
 - b. 12 f. 8 *The Black Book*
 - b. 12 f. 9 Blackwell, Betsy Talbot 1960
 - b. 12 f. 10 Buckmaster, John

Series II: Writings and Research (cont.)

Writings by Others (cont.)

- b. 12 f. 11 Cain, James M
- b. 12 f. 12 *The Changing Ways of Love* 1957
- b. 12 f. 13 Cohn, Ellen
- b. 12 f. 14 Coleman, Emily 1967
- b. 12 f. 15 Dowling, Colette
- b. 16 f. 12 Edschmid, Kasimer 1946-1947
- b. 12 f. 16 Everson, William K
- b. 12 f. 17 Funke, Phyllis
- b. 12 f. 18 Gottlieb, Morton
- b. 12 f. 19 Harvey, Georgette
- b. 13 f. 1-2 Harvey, Georgette 1920
- b. 13 f. 3 Hough, Donald
- b. 13 f. 4 Kafka, Barbara Poses
- b. 13 f. 5 Leigh, Julian 1937
- b. 13 f. 6 Lyons, Leonard
- b. 13 f. 7 Martin, John
- b. 16 f. 13 Nabokov, Vladimir
- b. 16 f. 14-15 Notizen
- b. 17 f. 1-3 Notizen
- b. 13 f. 8 Saltzman, Pauline
- b. 13 f. 9 Salomon, Henry 1955
- b. 13 f. 10 Sayers, Frances Clarke
- b. 13 f. 11 Scott, Evelyn
- b. 13 f. 12 Siegel, Marcia
- b. 13 f. 13-14 Stead, Christina 1940
- b. 17 f. 4 Stefan, George
- b. 14 f. 1 Stephan, Ruth
- b. 14 f. 2 Stephens, Peter John 1948
- b. 14 f. 3 Stevenson, Robert Louis
- b. 14 f. 4 Torn, Rip
- b. 14 f. 5 Trilling, Diana
- Vollmoeller, Karl
- b. 15 f. 3 *Abschied*
- b. 14 f. 6 Biography and Obituaries circa 1948
- b. 14 f. 7-10 Correspondence 1939-1948
- b. 15 f. 1-2 Correspondence 1939-1948
- b. 15 f. 8 *Drie Frauer in Eine*
- b. 15 f. 9 *Entwurte*
- b. 15 f. 10 *Europa*
- b. 15 f. 11 *Fortschritt and Other Short Stories*
- b. 15 f. 4 *Die Fuerstin*

Series II: Writings and Research (cont.)

Writings by Others (cont.)

Vollmoeller, Karl (cont.)

- b. 15 f. 12 *Ines*
- b. 15 f. 13 *Kleine Bilderaus*
- b. 15 f. 5 *Die Machtigen and Und Die Macht*
- b. 15 f. 14-15 *Das Mirakel* 1911
- b. 16 f. 1 *Das Mirakel* 1911
- b. 15 f. 6 *Die Paiva* 1935
- b. 16 f. 2 *Port of Call*
- b. 16 f. 3-4 Research Notes
- b. 16 f. 5 *Rechnungen*
- b. 16 f. 6 *Roman*
- b. 15 f. 7 *Die Sanfte and Zwiegesprach*
- b. 16 f. 7-8 *This Man David*
- b. 16 f. 9 *Triumph der Liebe*
- b. 16 f. 10 *Um Ein Uhr Dreissig Starb die Fuerstein*
- b. 16 f. 11 *Zirkusluft* 1935
- b. 17 f. 5 Warren, Virginia Lee
- b. 17 f. 6 Wylie, Elima 1921
- b. 17 f. 7 Yorck, Ruth Landoff

Series III: Office Files 1946-1983

This series consists primarily of publicity materials that were sent to Lerman, most of which concern theater, motion pictures, and other performing arts. Files include press releases, press packets, flyers, brochures, and notes from press agents.

- b. 31 f. 1-2 Art and Design 1956, 1959
- b. 23 f. 1 Art and Design 1972
- b. 31 f. 3-4 Arts Festivals 1954-1960
- b. 31 f. 5-7 Dance 1955-1960
- Motion Pictures
- b. 23 f. 2 20th Century Fox Pictures 1972-1973
- b. 23 f. 3 The American Film Institute 1969-1973
- b. 32 f. 3 Art Films 1960
- b. 23 f. 4 The Bernard Lewis Company undated
- b. 32 f. 4 *Breakfast at Tiffany's* 1961
- b. 32 f. 1 Brochures and Flyers 1957-1965
- b. 23 f. 5 Brochures and Flyers undated
- b. 32 f. 5 Burton, Richard 1959-1960
- b. 23 f. 6 Caine, Michael 1964-1965
- b. 32 f. 6-7 *Celebrity Bulletin* 1959-1961
- b. 23 f. 7-8 *Celebrity Bulletin* 1966-1973
- b. 32 f. 8 Charrier, Jacques 1959-1960
- b. 23 f. 9 Cinema Center Films undated
- b. 23 f. 10 *A Clockwork Orange* 1971
- b. 23 f. 11 Columbia Pictures 1965-1972

Series III: Office Files (cont.)

Motion Pictures (cont.)

- b. 32 f. 9 *The Conjugal Bed* 1963
- b. 32 f. 10 *Fanny* 1961
- b. 32 f. 11 Fellini, Federico 1963
- b. 23 f. 12 *Finnegan's Wake* 1964
- b. 32 f. 12 Foreign Films 1957-1960
- b. 23 f. 14 Foreign Films 1964-1971
- b. 32 f. 13 Frankel, J. Jay undated
- b. 23 f. 16 *Hitchcock's Frenzy* undated
- b. 23 f. 15 *The Greatest Show on Earth* 1969
- b. 32 f. 14 *The Guns of Navarone* 1960
- b. 32 f. 15 Harris, Julie 1963
- b. 32 f. 16 Hemingway, Ernest 1957-1959
- b. 32 f. 17 Hepburn, Audrey 1962-1963
- b. 32 f. 18 Hepburn, Katharine 1959-1960
- b. 32 f. 19 *It's a Mad, Mad, Mad, Mad World* 1963
- b. 24 f. 1 Janus Films 1959-1964
- b. 24 f. 2 Jerry Lewis Cinema 1972
- b. 30 f. 1 *Journey Through Rosebud* 1971
- b. 24 f. 3 *Juliet of the Spirits* 1965
- b. 24 f. 4 *Kinetic Art* undated
- b. 24 f. 5 Metro-Goldwyn-Mayer 1972-1973
- b. 24 f. 6 Miscellaneous 1965-1972
- b. 24 f. 7 New York Film Festival 1972
- b. 32 f. 20 Page, Geraldine 1961
- b. 24 f. 8 Paramount Pictures 1960-1970
- b. 24 f. 9 *Pardon Me, Sir* 1964
- b. 24 f. 10 Photographs undated
- b. 30 f. 3 Photographs undated
- b. 30 f. 2 Posters 1971-1972
- b. 24 f. 11 Press Releases undated
- b. 32 f. 2 Press Releases 1961-1966
- b. 24 f. 12 Production Notes 1962-1972
- b. 24 f. 13 *The Pumpkin Eater* undated
- b. 24 f. 14 *A Rage to Live* undated
- b. 32 f. 21 San Francisco International Film Festival 1960
- b. 24 f. 15 Segal, George 1964
- b. 32 f. 22 Sellers, Peter 1963-1964
- b. 24 f. 16 Sklar, Michael 1973
- b. 25 f. 1 Solters, Sabinson, Roskins, Inc undated
- b. 25 f. 2 *Tales From The Crypt* undated
- b. 25 f. 3 *Thoroughly Modern Millie* 1966

Series III: Office Files (cont.)

Motion Pictures (cont.)

- b. 25 f. 4 United Artists 1964-1972
- b. 25 f. 5 Unitalia Films 1964-1972
- b. 25 f. 6 Universal Pictures undated
- b. 25 f. 7 *The Victors* undated
- b. 32 f. 23 Von Sydow, Max circa 1960
- b. 25 f. 8 Walt Disney Productions 1967
- b. 25 f. 9 Warner Brothers Pictures 1960-1972
- b. 32 f. 24 York, Susannah 1961

Music, Opera, and Radio

Photographs and press releases

- b. 25 f. 10-12 1960-1973
- b. 31 f. 8-12 1959-1965

Television

- b. 25 f. 13 American Broadcasting Company 1972-1973
- b. 25 f. 14 *An American Family* 1972
- b. 26 f. 1-2 Columbia Broadcasting System 1972
- b. 31 f. 13 Downs, Hugh 1960
- b. 26 f. 3 *Get Smart* undated
- b. 26 f. 4 *I Spy* 1966
- b. 31 f. 14 King, Dave 1959
- b. 26 f. 5 *The Man From U.N.C.L.E.* undated
- b. 26 f. 6 *Masterpiece Theatre* 1972
- b. 31 f. 15 *Mr. Novak* 1963
- b. 26 f. 7 Montalban, Richardo 1972
- b. 26 f. 8 National Broadcasting Company 1960-1973
- b. 26 f. 9 Photographs and Press Releases 1965-1973
- b. 31 f. 16 *PM East and PM West* 1961
- b. 31 f. 17 *The Power and the Glory* 1961
- b. 26 f. 10 Public Broadcasting System 1972
- b. 31 f. 18 Santangelo, Michael 1960
- b. 31 f. 19 Slezak, Walter 1959
- b. 26 f. 11 Thomas, Marlo 1965
- b. 26 f. 12 Untitled Scripts undated
- b. 26 f. 13 Universal Pictures 1968

Theater

- b. 26 f. 14 American Academy of Dramatic Arts 1964-1965
- b. 26 f. 15 American Shakespeare Festival Theatre and Academy 1966
- b. 31 f. 20 American Shakespeare Festival Theatre and Academy 1960
- b. 26 f. 16 The American Theatre For Poets, Inc 1965
- b. 26 f. 17 American Theater Wing 1972-1973
- b. 31 f. 21 Amram, David 1961

Series III: Office Files (cont.)

Theater (cont.)

- b. 26 f. 18 *Approching Simone* 1972
- b. 27 f. 1 Articles 1962-1973
- b. 27 f. 2 *Big Time Buck White* 1968-1969
- b. 27 f. 3 Bristol Old Vic undated
- b. 27 f. 4-6 Brochures and Flyers 1962-1974
- b. 27 f. 7 Brooklyn Academy of Music 1972
- b. 27 f. 8 Center Stage 1971-1973
- b. 27 f. 9 Chautauqua Lectures by William C. Craig 1966
- b. 27 f. 10 Cleo 1966
- b. 27 f. 11 Colloquium 67 1967
- b. 28 f. 1 *A Delicate Balance* circa 1964
- b. 23 f. 13 *Follies* undated
- b. 28 f. 2 The Friends of George Spelvin 1969-1983
- b. 28 f. 3 *Gamme De Sept* undated
- b. 31 f. 22 Holbrook, Hal 1959
- b. 28 f. 4 *I Am Woman* 1973
- b. 28 f. 5 *The Impossible Years* undated (Photographs)
- b. 28 f. 6-7 Invitations 1964-1982
- b. 28 f. 8 *The Killing of Sister George* 1965
- b. 28 f. 9 *La Lupa* undated (Photographs)
- b. 31 f. 23 The Living Theater 1959
- b. 31 f. 24 *Lock Up Your Daughters* 1959
- b. 28 f. 10 *March Girls* 1965
Resume's and photographs of women to be considered in the March 1965 issue of Mademoiselle Magazine.
- b. 31 f. 25 Merrick, David 1961
- b. 31 f. 26 Monk, Julius 1956
- b. 28 f. 11 Montresor, Beni 1965
- b. 28 f. 12 Moscow Circus 1973
- b. 28 f. 13 The Negro Ensemble Company 1972
- b. 28 f. 14 The New Alley Theatre 1965
- b. 28 f. 15 The New York Free Theater 1968
- b. 28 f. 16 New York Shakespeare Festival 1972
- b. 28 f. 17 New York State Council on the Arts 1970
- b. 28 f. 18 Newsletters 1963-1973
- b. 28 f. 19 *Oklahoma* 1946
- b. 28 f. 20 *The Open Stage* 1965
- b. 28 f. 21 The Paperbag Players 1968-1973
- b. 28 f. 22 *Performing Arts Theater Study* 1969
- b. 28 f. 23 Phoenix Theatre 1972
- b. 29 f. 1 *Playbill: A Century of Playgoing Pleasure by Louis Botto* undated
- b. 29 f. 2 *Playbill, Inc. (a script)* undated

Series III: Office Files (cont.)

Theater (cont.)

- b. 29 f. 3 Playbill-The Sexual Ethic undated
- b. 30 f. 4 Posters 1968, 1973
- b. 29 f. 4 Press Releases undated
- b. 29 f. 5 Prince, Harold undated
- b. 29 f. 6 Production Notes 1970-1973
- b. 29 f. 7 The Repertory Theater of Lincoln Center 1972
- b. 29 f. 8 Roundabout Theatre 1973
- b. 29 f. 9 Royal Shakespeare Theatre circa 1966
- b. 31 f. 27 Schwartz, Risa 1959
- b. 29 f. 10 Shaw Festival 1973
- b. 29 f. 11 Solters, O'Rourke and Sabinson, Inc 1965
- b. 29 f. 12 Stratford Shakespeare Festival 1953-1972
- b. 29 f. 13 Theater Hall of Fame 1972
- b. 29 f. 14 *The Theatrical Calendar* 1972-1973
- b. 29 f. 15 *Three Penny Opera (Arkansas Arts Center)* 1965
- b. 29 f. 16 *You and Your Clouds* 1972
- b. 33 f. 11-14 Unsorted Publicity Materials circa 1958-1961
- b. 34 f. 1-5 Unsorted Publicity Materials circa 1958-1961