

# KYTLE, CALVIN.

## Calvin Kytle papers, 1947-1980

Emory University  
Stuart A. Rose Manuscript, Archives, and Rare Book Library  
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### Descriptive Summary

**Creator:** Kytle, Calvin.  
**Title:** Calvin Kytle papers, 1947-1980  
**Call Number:** Manuscript Collection No. 731  
**Extent:** 7.25 linear ft. (8 boxes)  
**Abstract:** Papers of Calvin Kytle, executive and public relations consultant including case and project files relating to Calvin Kytle Associates, press releases, promotional material, printed material, correspondence, and speeches.  
**Language:** Materials entirely in English.

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### Administrative Information

#### Restrictions on Access

Unrestricted access.

#### Terms Governing Use and Reproduction

All requests subject to limitations noted in departmental policies on reproduction.

#### Source

Gift, 1991, with subsequent additions.

#### Citation

[after identification of item(s)], Calvin Kytle papers, Stuart A. Rose Manuscript, Archives, and Rare Book Library, Emory University.

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### Collection Description

#### Biographical Note

Calvin Kytle, executive and public relations consultant, was an executive with the Nationwide Insurance Companies of Columbus, Ohio. He served as vice president for public relations and advertising from 1957-1964. Kytle's later positions included Acting Director and Deputy Director of the U.S. Community Relations Service, consultant to the Ford Foundation,

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information director for Urban America, Inc., and executive vice president for the Washington-based public relations firm, David Apter and Associates. In 1969, Kytle established his own firm, Calvin Kytle Associates.

**Scope and Content Note**

The collection consists of the papers of Calvin Kytle from 1947-1980. The papers include case and project files relating to Calvin Kytle Associates, the public relations and public interest consulting firm Kytle founded. Included are press releases, promotional material, collected printed material, publicity, brochures, correspondence, and speeches. Materials relate to such clients as the American Civil Liberties Union, the American Freedom from Hunger Foundation, Citizen Involvement Network, the Coalition of American Public Employees, the Conservation Foundation, the Committee for the Study of National Service, the Potomac Association, and the Task Force on Land Use and Urban Growth. *Who Runs Georgia*, written by Calvin Kytle and James A. Mackay, is represented in the collection by a photocopied, corrected typescript and corrected typescripts of interviews with political personalities, public officials, and citizen observers.

**Arrangement Note**

Arranged by record type.

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## Container List

Box	Folder	Content
1	1	Calvin Kytle Associates: Descriptive material and random correspondence, Brochure
1	2	Calvin Kytle Associates: Promotion Material: God's Eye
1	3	Calvin Kytle Associates: Client Contracts
1	4	Calvin Kytle Associates: Cousins, Norman: Correspondence
1	5	Calvin Kytle Associates: Correspondence, 1967
1	6	Calvin Kytle Associates: Correspondence, 1968
1	7	Calvin Kytle Associates: Correspondence, 1969
1	8	Calvin Kytle Associates: Master file 1969
1	9	Calvin Kytle Associates: 1970
1	10	Calvin Kytle Associates: Solicitation Flyer, 1980
1	11	American Assembly: Promotion Plan
1	12	American Assembly: Evaluation of the media Campaign for WORKER
1	13	American Civil Liberties Union: Proposal
1	14	American Civil Liberties Union: "The Bill of Rights and The Continuing American Revolution"
1	15	American Civil Liberties Union: Proposal
1	16	American Civil Liberties Union: 50th Anniversary Programme
1	17	American Civil Liberties Union: Correspondence
1	18	American Freedom from Hunger Foundation: Press Conference, March 1, 1970, Statler Hilton
1	19	American Freedom from Hunger Foundation: Publicity: Radio and T.V.
1	20	American Freedom from Hunger Foundation: Outreach Plan for International Walk
1	21	American Freedom from Hunger Foundation: Letters to Media
1	22	American Freedom from Hunger Foundation: Radio and T.V. spots for walk
1	23	American Freedom from Hunger Foundation: Walk for Development, May 8-9
1	24	American Freedom from Hunger Foundation: Promoting the Walk for Development, 1971
1	25	American Institute of Planners: Plan
1	26	Arts and Education: Contract
1	27	Arts and Education: Arts, Education and Americans
1	28	Arts and Education: Press releases
1	29	Arts and Education: Press Contacts
1	30	Arts and Education: Correspondence
1	31	Arts and Education: David Rockefeller File
1	32	Arts and Education: D.C. Conference and Luncheon Arrangements

- 1 33 Arts and Education: Preliminaries
- 1 34 Arts and Education: News Clips
- 1 35 Arts and Education: Transcripts of May 25.1977 Congressional Hearings
- 1 36 Arts and Education: Drafts of Congressional Testimonies, 5.25.117
- 1 37 Arts and Education: Reviews: Coming to our Senses Society
- 1 38 Asia Society
- 1 39 Children's Foundation: Contract
- 1 40 Children's Foundation: Client File
- 1 41 A Child's Journey: MacGraw-Hill, Work Plan
- 1 42 A Child's Journey: Publicity
- 1 43 Citizen Involvement Network: Communications, Function
- 1 44 Citizen Involvement Network: Brochure
- 1 45 Citizen Involvement Network: Press Clippings
- 1 46 Coalition of American Public Employees: Source File
- 1 47 Coalition of American Public Employees: *Promotion Plan for Public Work, Public Workers*
- 1 48 Coalition of American Public Employees: *Public Work, Public Workers: Reviews and Publicity*
- 2 1 Coalition of American Public Employees: General File
- 2 2 Coalition of American Public Employees: Work Plans
- 2 3 Coalition of American Public Employees: Symposium, General
- 2 4 Coalition of American Public Employees: NEA Convention, 1975
- 2 5 Coalition of American Public Employees: PR Campaign
- 2 6 Coalition of American Public Employees: The Symposium, March 25, 1974; Statler Hilton
- 2 7 Coalition of American Public Employees: Symposium, March 25, 1974
- 2 8 Coalition of American Public Employees: Democratic Forum
- 2 9 Coalition of American Public Employees: Brochures
- 2 10 Conference of Southern Mayors
- 2 11 Conservation Foundation: Contract
- 2 12 Conservation Foundation: Pre-development Campaign
- 2 13 Conservation Foundation: Proposal Organizing Effect, Communications
- 2 14 Conservation Foundation: Fund Raising Appeal Letters
- 2 15 Conservation Foundation: Eastern National Forests; Case Study
- 2 16 Conservation Foundation: "Outlook" Submission
- 2 17 Conservation Foundation: Press Release, *Lands Nobody*. . .
- 2 18 Conservation Foundation: SOE 182 Packets
- 2 19 Conservation Foundation: Release to Editorial Page Editors
- 2 20 Conservation Foundation: "Intro" To Environmental Update
- 2 21 Conservation Foundation: Luncheon: Wed. 16. Jun.1982, University Club

- 2 22 Conservation Foundation: News Release
- 2 23 Conservation Foundation: Eastern Forest Press Coverage, 4.77
- 2 24 Conservation Foundation: Publicity
- 2 25 Economic Opportunity, Office of: Community Action Concerted Management Improvement Program: agencies; Nathan, Robert R., Associates
- 2 26 Economic Opportunity, Office of: Nathan, Robert, "Youth, Dollars and Development"
- 2 27 Economic Opportunity, Office of: Communications as a Function of Management Vol I
- 2 28 Economic Opportunity, Office of: Communications as a Function of Management Vol II
- 2 29 Economic Opportunity, Office of: CMACAO Correspondence File
- 2 30 Economic Opportunity, Office of: MCHRD Detroit Newsletters
- 2 31 Economic Opportunity, Office of: STOP Correspondence
- 2 32 Economic Opportunity, Office of: CMACAO Columbus Communications
- 2 33 Economic Opportunity, Office of: CMACAO National Publicity
- 2 34 Economic Opportunity, Office of: St Paul RCCCEO: How to get Poor to Polls
- 2 35 Economic Opportunity, Office of: Robert Nathan: St Paul Gorusch Correspondence
- 2 36 Economic Opportunity, Office of: National Manpower Institute: Publicity
- 2 37 Energy, Department of: and Argonne National Laboratories: Energy Conservation and Community Energy Systems: Chron. File 1979
- 2 38 Energy, Department of: and Argonne National Laboratories: ERDA: Office of Conservation: Energy Research and Development Administration
- 2 39 Energy, Department of: and Argonne National Laboratories: Operation Powerplay: User's Manual
- 2 40 Energy, Department of: and Argonne National Laboratories: Organizing a Community Energy Coop: The First Steps
- 2 41 Energy, Department of: and Argonne National Laboratories: Operation Powerplay: A Marketing Strategy for the Community Energy Peak Levelling Programme
- 2 42 Energy, Department of: and Argonne National Laboratories: Press Kit: DOE
- 2 43 Energy, Department of: and Argonne National Laboratories: ANL: Community Energy Systems, Working Paper
- 2 44 Energy, Department of: and Argonne National Laboratories: ESCO News Releases: \$160,000 Saved at Goddard Center
- 2 45 Energy, Department of: and Argonne National Laboratories: Clearing House: Promoting Interest In
- 2 46 Energy, Department of: and Argonne National Laboratories: Clearing House: News Releases

- 2 47 Energy, Department of: and Argonne National Laboratories: OSI: President  
Carter on Energy Conservation
- 3 1 Grace Energy: Natural Gas Deregulation: Correspondence
- 3 2 Grace Energy: Press Releases
- 3 3 Grace Energy: Background Pieces
- 3 4 Grace Energy: Testimony at Hearings
- 3 5 Grace Energy: News Clippings
- 3 6 Education Association, National: "Education for Responsible Citizenship",  
Drafts: Press Release, Feb. Luncheon
- 3 7 Education Association, National: "A Study Finds"; Robert G. Chollar Article,  
Jan. 1978
- 3 8 Education Association, National: Kettering Foundation: Related Press Clippings,  
2.78
- 3 9 Education Association, National: Correspondence
- 3 10 Education Association, National: Communications
- 3 11 Education Association, National: PR Committee
- 3 12 Education Association, National: PR Plan
- 3 13 Education Association, National: Teachers and Public Education: Opinion Polls
- 3 14 Education Association, National: Terry Herndon
- 3 15 International School of America: Correspondence
- 3 16 International School of America: "One Option for the Future"
- 3 17 Kettering Foundation: NIS Correspondence
- 3 18 Kettering Foundation: Responses to Invitations
- 3 19 Kettering Foundation: NIS Conference Plan
- 3 20 Kettering Foundation: NIS Letter of Invitation
- 3 21 Kettering Foundation: Plans II
- 3 22 Lazarus, F & R Inc.: Consumerism and Retailing: Consumer Study
- 3 23 Lazarus, F & R Inc.: General
- 3 24 Lazarus, F & R Inc.: Bios.
- 3 25 Lazarus, F & R Inc.: Academy for Contemporary Problems
- 3 26 Lazarus, F & R Inc.: Speeches: James Robinson
- 3 27 Lazarus, F & R Inc.: Responses to Speeches
- 3 28 Lazarus, F & R Inc.: Carter, C.
- 3 29 Lazarus, F & R Inc.: Speeches
- 3 30 Lazarus, F & R Inc.: Speech Publicity: Charles Y. Lazarus
- 3 31 Lazarus, F & R Inc.: Responses to C.L. Bowling Green Speech
- 3 32 Lazarus, F & R Inc.: General Correspondence
- 3 33 Lazarus, F & R Inc.: Robinson, J.: Correspondence, CATV
- 3 34 Lazarus, F & R Inc.: Laz. Book
- 3 35 Lazarus, F & R Inc.: Lazarus, Robert Jr.

3	36	Lazarus, F & R Inc.: News Releases
3	37	Lazarus, F & R Inc.: Social Indicators Letters
3	38	Lazarus, F & R Inc.: Leza Gooden: Welfare Program
3	39	Lazarus, F & R Inc.: Bowling Green Speech
3	40	Lazarus, F & R Inc.: Bowling Green Speech: Publicity
3	41	Lazarus, F & R Inc.: Bowling Green Speech: Correspondence
3	42	Lazarus, F & R Inc.: Consumerism: Uniform Consumer Credit Code
3	43	Lazarus, F & R Inc.: Buyer's Guide
3	44	Lazarus, F & R Inc.: Black Santa Clauses
4	1	Lazarus, F & R Inc.: "Talk Out", 10.31.68: Potomac Institute
4	2	Lazarus, F & R Inc.: Robert Fuoss Correspondence
4	3	Lazarus, F & R Inc.: Contract Correspondence
4	4	Lazarus, F & R Inc.: Correspondence with J. Robinson
4	5	Lazarus, F & R Inc.: Correspondence with Jim Goodrich
4	6	Lazarus, F & R Inc.: World Trade and National Goals
4	7	Lazarus, F & R Inc.: Work reports
4	8	Lazarus, F & R Inc.: Correspondence with Lazarus
4	9	National League of Cities: Contract
4	10	National League of Cities: Correspondence General
4	11	National League of Cities: Correspondence General
4	12	National League of Cities: Communications Problems
4	13	National Manpower Institute: Boundless Resources, Correspondence
4	14	National Manpower Institute: Work Reports
4	15	National Manpower Institute: Correspondence
4	16	National Manpower Institute: Promotion
4	17	National Rural Center: Contract
4	18	National Rural Center: Correspondence
4	19	National Rural Center: Communications in Rural Areas
4	20	National Rural Center: General
4	21	National Rural Center: Broadband Communications For
4	22	National Rural Center: National Conference on Rural America
4	23	National Service. Committee for the Study of: Contract
4	24	National Service. Committee for the Study of: General
4	25	National Service. Committee for the Study of: Media
4	26	National Service. Committee for the Study of: Affinity Groups, Luncheon Feb. 6.
4	27	National Service. Committee for the Study of: Work Plan and Budget
4	28	National Service. Committee for the Study of: Conference, May 30-31, 1979
4	29	National Service. Committee for the Study of: Post-Conference Activity
4	30	National Service. Committee for the Study of: Workshop and Position Papers

- 4 31 National Service. Committee for the Study of: Tape Transcripts, TV and Radio
- 4 32 National Service. Committee for the Study of: High School Debates
- 4 33 National Service. Committee for the Study of: Governors
- 4 34 National Service. Committee for the Study of: Mayors
- 4 35 National Service. Committee for the Study of: Congress (House)
- 4 36 National Service. Committee for the Study of: Correspondence Misc.
- 4 37 National Service. Committee for the Study of: "Youth and the Needs of the  
Nation" 1979
- 4 38 Non-profit Housing Center
- 4 39 Occidental Life Insurance Co.
- 5 1 Potomac Associates Inc. with additional Case Histories Analysis and Research  
Program
- 5 2 Potomac Associates Inc.: Marketing Plan
- 5 3 Potomac Associates Inc.: "Hopes and Fears of the American People"
- 5 4 Potomac Associates Inc.: "Hopes and Fears" Booklet
- 5 5 Potomac Associates Inc.: "Hopes and Fears" Press Releases
- 5 6 Potomac Associates Inc.: "Hopes and Fears Publicity
- 5 7 Potomac Associates Inc.: Marketing: General
- 5 8 Potomac Associates Inc.: Book: Subscription Program
- 5 9 Potomac Associates Inc.: "Hopes and Fears" Survey on Refusals
- 5 10 Potomac Associates Inc.: Watts, William, Correspondence
- 5 11 Potomac Associates Inc.: "Limits to Growth"; Marketing Plan
- 5 12 Potomac Associates Inc.: "Limits to Growth": Foreign Editions
- 5 13 Potomac Associates Inc.: "Limit's". General Correspondence
- 5 14 Potomac Associates Inc.: "Limits": Authors
- 5 15 Potomac Associates Inc.: For Your Information: The Club of Rome Background
- 5 16 Potomac Associates Inc.: "Limits"; Client Contact Report'
- 5 17 Potomac Associates Inc.: "Limits"; Inter-Office Memos
- 5 18 Potomac Associates Inc.: "Limits": General Correspondence
- 5 19 Potomac Associates Inc.: Lesh, Donald
- 5 20 Potomac Associates Inc.: "Limits": Media Coverage, Dennis's Interview  
Schedule
- 5 21 Potomac Associates Inc.: "Limits": Basic News Release
- 5 22 Potomac Associates Inc.: "Limits": Marketing Plan
- 5 23 Potomac Associates Inc.: "Limits": Advance News Releases
- 5 24 Potomac Associates Inc.: "Limits ": Invitees, Smithsonian Conference, March 2
- 5 25 Potomac Associates Inc.: News Release
- 5 26 Potomac Associates Inc.: "Limits": Publicity Program
- 5 27 Potomac Associates Inc.: "Limits"; News Release Takeouts
- 5 28 Potomac Associates Inc.: "State of the Nation"; What CKA did to Promote



- 5 29 Potomac Associates Inc.: "State of the Nation"; Press Interest in "Limits": News Clippings Columns
- 5 30 Potomac Associates Inc.: "Limits": Book Review News Clippings  
Potomac Associates Inc.: "Limits": Editorial News Clippings
- 5 32 Potomac Associates Inc.: "Limits": Misc. Articles and Clippings
- 5 33 Potomac Associates Inc.: "Limits": News Clippings
- 5 34 Potomac Associates Inc.: "State of the Nation": Press Coverage
- 5 35 Potomac Associates Inc.: "State of the Nation"
- 5 36 Potomac Associates Inc.: "Limits": Film Proposals
- 5 37 Potomac Associates Inc.: "State of the Nation": Publicity
- 6 1 Potomac Associates Inc.: "State of the Nation": Summary of Mailings
- 6 2 Potomac Associates Inc.: "State of the Nation"
- 6 3 Potomac Associates Inc.: "State of the Nation": Press releases
- 6 4 Potomac Associates Inc.: "State of the Nation": Book Review Distribution
- 6 5 Potomac Associates Inc.: "State of the Nation": Highlights
- 6 6 Potomac Associates Inc.: "State of the Nation": Timetable and Responsibilities
- 6 7 Potomac Associates Inc.: "Limits": Promotional Campaign
- 6 8 Potomac Associates Inc.: "Limits": Request and thank you notes for review copies
- 6 9 Potomac Associates Inc.: "Limits": List Development and piggyback
- 6 10 Potomac Associates Inc.: "Limits": Wallet Reply, FAB Members
- 6 11 Potomac Associates Inc.: "Limits": Work Plan
- 6 12 Potomac Associates Inc.: Potomac Associates Inc.: Potomac Assoc. Proposal
- 6 13 Potomac Associates Inc.: Potomac Associates Inc.: PAI General Correspondence
- 6 14 Potomac Associates Inc.: Potomac Associates Inc.: PAI Publishing Programs
- 6 15 Potomac Associates Inc.: Potomac Associates Inc.: PAI Health: General Correspondence
- 6 16 Potomac Associates Inc.: PAI Income Maintenance: R. Theobald
- 6 17 Potomac Associates Inc.: PAI: "Metropolity" by Don Canty
- 6 18 Potomac Associates Inc.: PAI: Potomac Publications Program
- 6 19 Potomac Associates Inc.: U.S. Health Care: Publicity
- 6 20 Potomac Associates Inc.: ANI: Advance News Release
- 6 21 Potomac Associates Inc.: ANI: Clippings
- 6 22 Potomac Associates Inc.: PAI: Client Reports
- 6 23 Sloan Commission on Government and Higher Education: Correspondence
- 6 24 Sloan Commission on Government and Higher Education: A Program for Renewed Partnership
- 6 25 Sloan Commission on Government and Higher Education: Sloan Report: Current
- 6 26 Task Force on Land Use and Urban Growth: Book Summary
- 6 27 Task Force on Land Use and Urban Growth: Original letters, memos and releases

- 6 28 Task Force on Land Use and Urban Growth: Discussion Guide
- 6 29 Task Force on Land Use and Urban Growth: Corr: The Use of Land
- 6 30 Task Force on Land Use and Urban Growth: Corr: Mr L. Rockefeller "Thank You" Letter re. Thoth Award
- 6 31 Task Force on Land Use and Urban Growth: Correspondence General: William Reilly
- 6 32 Task Force on Land Use and Urban Growth: Announcement of Report and Request Forms
- 6 33 Task Force on Land Use and Urban Growth: Book: Publisher, Thomas Y. Cowell Co. Inc.
- 6 34 Task Force on Land Use and Urban Growth: Strategy Plans I
- 6 35 Task Force on Land Use and Urban Growth: Book: Use of Land
- 6 36 Task Force on Land Use and Urban Growth: Subcontractors
- 6 37 Task Force on Land Use and Urban Growth: Smithsonian Conferences: Speeches
- 6 38 Task Force on Land Use and Urban Growth: Acknowledgements; Use of Land
- 6 39 Task Force on Land Use and Urban Growth: Choosing a Publisher
- 6 40 Task Force on Land Use and Urban Growth: Report on Land Use: Lunch, 5.15.73
- 6 41 Task Force on Land Use and Urban Growth: Press Releases: Basic Press Release, 5.14.73
- 6 42 Task Force on Land Use and Urban Growth: Special News Release: Real Estate and Development
- 6 43 Task Force on Land Use and Urban Growth: Special News Release; Rural and Agricultural
- 6 44 Task Force on Land Use and Urban Growth: Special News Release: Outdoors and Recreation
- 6 45 Task Force on Land Use and Urban Growth: Smithsonian Conference Attendees
- 6 46 Task Force on Land Use and Urban Growth: Media for Smithsonian Conference
- 6 47 Task Force on Land Use and Urban Growth: Smithsonian Conference
- 6 48 Task Force on Land Use and Urban Growth: Land Use: Reilly, Today Show
- 6 49 Task Force on Land Use and Urban Growth: The Use of Land: Features
- 6 50 Task Force on Land Use and Urban Growth: The Use of Land: News Stories
- 6 51 Task Force on Land Use and Urban Growth: The Use of Land: Editorials
- 6 52 Task Force on Land Use and Urban Growth: Publicity: Duplicates
- 6 53 Task Force on Land Use and Urban Growth: Publicity: Press Clippings, Media, Use of Land
- 7 1 Task Force on Land Use and Urban Growth: Regional Land Use Conferences
- 7 2 Task Force on Land Use and Urban Growth: Reviews of Books
- 7 3 Task Force on Land Use and Urban Growth: Smithsonian Speeches
- 7 4 Task Force on Land Use and Urban Growth: Video Tape Talks (Transcripts)
- 7 5 Task Force on Land Use and Urban Growth: Video Tape Prospectus

- 7 6 Task Force on Land Use and Urban Growth: Program for promotion and distribution of Videotape
- 7 7 Task Force on Land Use and Urban Growth: Videoscript: The Use of Land
- 7 8 Task Force on Land Use and Urban Growth: Video tape: General
- 7 9 Task Force on Land Use and Urban Growth: Video tape Experience Report: Publicity
- 7 10 Task Force on Land Use and Urban Growth: Exhibits
- 7 11 Task Force on Land Use and Urban Growth: Video tape Orders
- 7 12 Task Force on Land Use and Urban Growth: Video tape Evaluation
- 7 13 Task Force on Land Use and Urban Growth: Environmental Agenda: Work Plan and Budget
- 7 14 Task Force on Land Use and Urban Growth: Environmental Agenda: Task Force: Samples
- 7 15 Task Force on Land Use and Urban Growth: Environmental Agenda: Barney Interview, Star 6.7.77
- Task Force on Land Use and Urban Growth: Unfinished Agenda
- 7 16 Task Force on Land Use and Urban Growth: The Unfinished Agenda, 8.77
- 7 17 Task Force on Land Use and Urban Growth: Newsletter Unfinished Agenda
- 7 18 Task Force on Land Use and Urban Growth: Environmental Agenda Correspondence
- 7 19 Task Force on Land Use and Urban Growth: Global 2000: General Release

**"Who Runs Georgia" (addition)**

- 8 1 "Who Runs Georgia," by Calvin Kytle and James A. Mackay, 1947: photocopies corrected typescripts
- 8 2 "Who Runs Georgia," corrected typescripts of interviews with political personalities, public officials, and citizen observers
- 8 3 "Who Runs Georgia" corrected typescripts of interviews with political personalities, public officials, and citizen observers
- 8 4 "A Long, Dark Night for Georgia," by Kytle published in *Harper's Magazine*, Sept 1948
- 8 5 "Race in the News" by Kytle, published by Southern Regional Council, no date
- 8 6 "Block Voting" by Kytle, pamphlet published by Georgia Committee on International Cooperation, no date
- 8 7 Dummy edition of PACE, 1946 Jun 19