Laurence W. "Bill" Lane, Jr. papers, circa 1953-2010 M1811

Finding aid prepared by Bill O'Hanlon
Department of Special Collections and University Archives
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Title: Laurence W. "Bill" Lane, Jr. papers, circa 1953-2010
Identifier/Call Number: M1811
Contributing Institution: Department of Special Collections and University Archives
Language of Material: English
Physical Description: 25.0 Linear feet
Date: circa 1953-1910
Abstract: The papers include speeches, personal correspondence, and correspondence and documents relating to Lane Publishing Co., producers of Sunset Magazine, books, and films.
creator: Lane, L.W. (Laurence William), 1919-2010
Biographical Note
Laurence William Lane Jr. often known as Bill Lane (November 7, 1919 - July 31, 2010) was an American magazine publisher and philanthropist. Bill Lane graduated from Stanford University in 1942. The Lane family owned and published Sunset Magazine. As their father (who died on February 20, 1967) phased himself out of the business, Bill took over the magazine publishing and brother Melvin (1922–2007) managed the book business. The Lane publishing business was sold to Time Warner in 1990. Bill Lane was the first mayor and one of the founders of Portola Valley, California, in 1964. From 1975–1976 he served as US Ambassador-at-large and lived in Japan. From 1985 to 1989 he was appointed US Ambassador to Australia and Nauru. The Lanes sponsored an internship program at the National Museum of Natural History of the Smithsonian Institution. In 2005 a donation to Stanford University endowed the multidisciplinary Center for the Study of the North American West. The Center reflects Lane’s own interests, including involvement with cultural and environmental issues in the West.
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Acquisition Information
Preferred Citation
[identification of item], Laurence W. "Bill" Lane, Jr. papers, circa 1953-2010 (M1811). Dept. of Special Collections and University Archives, Stanford University Libraries, Stanford, Calif.
Scope and Contents
The papers include speeches, personal correspondence, and correspondence and documents relating to Lane Publishing Co., producers of Sunset Magazine, books, and films.
Subjects and Indexing Terms
California--History--1950-
California--History--1850-1950.
Sunset Magazine (Firm)
Notre Dame, College of -- Honorary Fellow
Harvard Business School Assn. of N. Calif.: Annual Businessman/Statesman Award to Mel and Bill. April 8, 1976
NACOA: National Advisory Committee on Oceansxand Atmosphere) 1972-1978[?] Lane Family Background
Oral History Interview: Bruce Campbell Interviews with Bill McGrew, Lou Richardson, and Gen Callahan
Laurence W. "Bill" Lane, Jr.
papers, circa 1953-2010 M1811
carton 3, folder 3
Talk given at Magazine Industry Seminar - 7/20/64
carton 3, folder 4
"Some Thoughts About Tourism from a Friend of Hawaii" - 12/12/64
carton 3, folder 5
UNESCO Talk, Nov 24, 1969
carton 3, folder 6
The Day the Tourists Stop Coming, September, 1969
carton 3, folder 7
carton 3, folder 8
"Publisher's View on the Challenge of Change," Audit Bureau of Circulations, 10/21/ 70 Speech and Forms, WACTI, Membership list, 12/2/1970
carton 3, folder 9
"Tourism: Opportunity with Responsibility," Pacific Basin Economic Cooperation Council (PBECC), 5/71
carton 3, folder 10
"Parks, Man, and His Environment," National Parks Centennial, Nov/Dec 1971
carton 3, folder 11
Speeches, National Park Service; Opening Comments, Press Mtg., NP Centennial Commission, 11/71
carton 3, folder 12
National Parks: Guardians of Our Heritage, Mar 24, 1972
carton 3, folder 13
Cows and Ecology, CA Cattlemen's Assn. Oakland, CA, 12/10/71
carton 3, folder 14
Is Hawaii Breaking It's Promise? June 26, 1972
carton 3, folder 15
Tourism Can Build a Better Environment, 4/13/73
carton 3, folder 16
Magazines in the Total Media Mix, Oct 24, 1973
carton 3, folder 17
Yes, Mr. Cole, I Would, Sept 10, 1974; Henry Johnson Fisher Award Luncheon
carton 3, folder 18
University of Nevada Talk, 5/9/74
carton 3, folder 19
"Everything's Coming Up Roses, Maybe," 1/24/75
carton 3, folder 20
Tourism: A Sound Economic Partner - Wellington, New Zealand, 4/9/75
carton 3, folder 21
"Go West Young Man and Be Kind To IT," WSAAA Talk, 3/4/77
carton 3, folder 22
The Second Chance, Gunn High School, 6/15/77
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"Tourism: A Sound Economic Partner and Good Environmental Influence," 4/9/75, New Zealand Travel Association
carton 3, folder 24
carton 3, folder 25
"Does the World Need a Travel Ethic," ASTA, Kailua - Kona, 4/28/88
carton 3, folder 26
"Winning in the West - With Print," 7/10/78, Stanford U Publishing Course
carton 3, folder 27
"The Western Business Climate: Healthy and Growing," Japan-California Assoc, 8/3/78
carton 3, folder 28
"Watching the West for Life Style," General Electric Consumer Sector Meeting, 10/1/78
carton 3, folder 29
ABC Talk [Audit Bureau of Circulation] 11/6/78
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"The Phenomenon of the Western American Traveler, " Tokyo, Japan, 11/28/79
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carton 3, folder 32
"Tourism: People-to-People Force for Peace" - May 29, 1980, PATA
carton 3, folder 33
"Western America: the Nation's Laboratory for the Future, " June 10, 1980, Western Governors' Conference
carton 3, folder 34
Honeymoon Over For Tourism, Oct 14-15, 1980, Grand Hyatt Hotel, NY
carton 3, folder 35
"The Inter-Relationship of Heritage Conservation and Tourism," July 22, 1982, Eas-West Center - Honolulu, Hawaii
carton 3, folder 36
"The USA Looks West to Japan," March 28,1983
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carton 3, folder 38
Opening Statement - Sen Foreign Relations Committee, 11/20/85
carton 3, folder 39
Dedication of UCSC Aboretum Aust. Coll., Delivered by John Melhuish, 6/21/86
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carton 3, folder 41
carton 3, folder 42
"The Responsibility of Ownership," UC-Davis, 10/12/89
carton 3, folder 43
"U.S. Business Can Get The Job Done In Australia," 11/29/89, Investment Seminar on Australia, Los Angeles
carton 3, folder 44
"Pacific Trade: Bid and Complex," Pacific Rim Forum, 4/25/90, SF
carton 3, folder 45
Idaho Governor's Centennial Conf. Keynote Address, 3/4/90
carton 3, folder 46
Correspondence re: Oral History Examples
"How Sunset Magazine Subscribers Evaluate the Magazines they Read: A Study of Magazine Preferences," Faville, David E. Prof of Marketing, GSB, Stanford University, 1940.


Lane Publishing Company Archives: Master files and Sub-files
Sunset - Oral History: newspaper articles re "Oral History"
Sunset - Oral History: interviewee list
Sunset - Oral History: proposal - B. Campbell
Sunset - Oral History: transcript - Ruth Lane
Sunset - Oral History: transcript - Walter Doty
Sunset - Oral History: transcript - Pat James Lyman
Sunset - Oral History: transcript - Ken Copperidge
Sunset - Oral History: transcript - Don Campbell
Sunset - Oral History: transcript - Norm Gordon
Sunset - Oral History: transcript - Mel Lane
Sunset - Oral History: transcript - Harold Mathis
Sunset - Oral History: transcript - Martin Lipton
Sunset - Oral History: transcript - Al Le Conte
Sunset - Oral History: transcript - Elsa Knoll
Sunset - Oral History: transcript - Proctor Mellquist
Sunset - Oral History: transcript - Bill McGrew
Sunset - Oral History: transcript - Ebba Pehrson
Sunset - Oral History: transcript - George Pfeieffer
Sunset - Oral History: transcript - Howard Willoughby
Sunset - Oral History - [Correspondence]
Sunset - Oral History: transcript - Dave Clark (Dick Dunmire, interviewer)
Sunset - Oral History: transcript - Cliff May (Daniel Gregory, interviewer)
Sunset - Oral History: transcript - Harry Wong (Stan Garvey and Don Campbell, interviewers)
Sunset - Oral History: transcript - Newcomb (Buck) Shaw (Don Campbell and Bill McGrew, interviewers)
Sunset - Oral History: tapes - audiocassettes separated from folders 26-29.
Yosemite Centennial Gala, MC Comments, 11/14/1990, St. Francis
The Communication Explosion helped Defuse the Nuclear Explosion - U of O[regon] - 1/22/91
Robust Tourism/Global Health - PATA, Bali 4/9/91
"Challenge in the Pacific" - Commencement - Hawaii Loa 5/25/91
Opening Remarks - 75th Anniversary of the NPS - Vail, Colorado 10-7-91
Yes, Crystal, there really are Angels - Valley Presbyterian Church, 12-22-1992
The Pacific Century Marches On to a Different Beat - NASBITE - Portland, Ore, 3-25-1993
"PATA sets a Pioneer Role for APEC" January 28-29,1994
Vision Makes the World Go 'Round - NPCA 75th Anniversary May 18, 1994
The End of the Beginning - Jakarta, Indonesia, Dec 5, 1994
Special Park Legislative Hearing "Can we protect today's investment?", Sacramento, CA, 3-19-1996
Imperative Alliance - AAA - Sydney, July 2, 1996
Introduction of Jane Goodall - POST Lecture, May 6, 1997
Testimony/US Senate Sub-Committee - National Parks/Presidio, Nov 19,1997
Robert Redford Introduction - POST lecture series, 3/1/1999

PATA’S Proud Past/DestinationJourney, Kuala Lumpur, Malaysia, April 9, 2001

"Down Memory Lane" - New Town Center - Groundbreaking, PV, April 28, 2007

Boyhood Companions; Celebration for Mel, September 11, 2007

Foreign Travel and Climate Change - Foreign Travel Club of SF, 1/24/2008

Acceptance - Dr. of Humane Letters - Cal Poly, June 15, 2008

San Mateo County History Maker, 9/25/2008

Get It Right/Lincoln and the West - Bill Lane Center, Stanford - 2/5/2009

Statement, Commonwealth Club Gala, April 17, 2009


PA Times, Jan. 22, 1970 - YPC Board

Pacific Business - One Man's Opinion, May-June 1972

Nation’s Business - “L.W. Lane Jr. of Sunset”, January, 1973


Peninsula Magazine, "Bill Lane: Inside Sunset’s Empire,” October, 1977


California Living, “Bill Lane’s Magical Gardens,” 5/13/1979

Travel Age West, 10th Anniversary Editorial, July 30, 1979


[US Postal Service “Tourism Aerogram” Issuance, 12/29/1980, clippings, invitation]


Historic Hawai’i News, “Conservation is Vital to Tourism Says Publisher,” 7/82

USA Today, Cover Story “On Taking the Pulse of USA Regions,” 1/21/1983


The Printer, “Sunset and Donnelley,” Winter, 1989

STET, “Mel Lane Welcomes?Bill Lane,” May, 1989

Canberra Times, 4/15/1989

Country Almanac, 6/14/1989

Country Almanac, 6/21/1989

LA Times, 6/19/1989

SF Chronicle, 7/29/1989

Peninsula Horsemanship, 1/7/1989

Peninsula Times Tribune, 5/25/1989

San Mateo Times, 7/23/1989


Weekend Australian, “?wins hearts of Island children,” October, 1986

Country Almanac, “B. Lane in Antarctica”

Hawaiian Beat, “We’ve Come A Long Way, Partner,” 2/1989

The Bulletin with Newsweek, 2/21/1989 (pg 91)


San Jose Mercury, “At Home With Bill and Jean Lane,” 4/9/1993


SF Chronicle, Feinstein and Wilson Letter to the Editor, 11/7/1994

carton 5, folder 78  Misc Articles, 1995

carton 5, folder 79  San Mateo County Times, "Former Sunset Publisher Sizes Up California," 7/22/1996


carton 5, folder 81  Country Almanac, Ormonda School Education Center, 11/27/1996


carton 5, folder 83  Almanac, Letter to the Editor, 6/17/1998


carton 5, folder 85  San Jose Mercury News, Voice Article, 3/17/1999

carton 5, folder 86  Sierra Magazine, "Urban Legends," Jan-Feb/2000

carton 5, folder 87  Almanac, "Bill Lane Near Potenntial Ground Zero," 9/19/2001

carton 5, folder 88  Almanac, “fight Back With Your Vote,” 10/10/2001

carton 5, folder 89  Almanac, Maximo Martinez Auction, 7/3/2003

carton 5, folder 90  Almanac, "Bill Lane to Advise Schwarze on Environment," 10/29/2003


carton 5, folder 92  Almanac, "50 Years Santa," 12/03/2003

carton 5, folder 93  Almanac, "Portola Valley at 40," 6/9/2004

carton 5, folder 94  Almanac, "Valley's Rural Space Alive and Well," 11/19/2003

carton 5, folder 95  Almanac, Reagan and Lane, 6/119/2004

carton 5, folder 96  Almanac, "Lane Gives $5 Million to Stanford," 3/2/2005

carton 5, folder 97  Sunset April 2005, Sierra Club Ad

carton 5, folder 98  Gentry, "Bill Lane Center for the Study of the West," July 2005

carton 5, folder 99  Almanac, "Lanes' honored at 'Blues and Barbecue,'" 8/31/2005


folder 100  Almanac, "Fond Thoughts About Almanac and Carol Ivie," 6/29/2005


folder 102  Redwood City Daily, "Lane Family Western History makers," 10/8/2008

folder 103  Almanac, "Bill Lane is Still Going Strong," 11/4/2009

folder 104  Mustang Daily, "Former Ambassador Addresses Students on the Economy," 1/27/2010

folder 105  Speech Tour, October 1988 AAF, Comst. Club, Linc Club, PSC and VB

folder 106  Visit of Parliamentary Joint Committee on Foreign Affairs and Defense, [September, 1987]

folder 107  Mr. and Mrs. Lane Presentation Portrait (Duplicate)

folder 108  Physical Description: Open Reel Sony videotape 1/2"

folder 109  Art Modin Interview by Binny Blechman : 3 audiocassettes; 2 copies of transcripts

folder 110  Jim Webb, interviewed by Don Campbell, May 1990; notes, 2 audiocassettes


folder 113  Transcript: Elsa Knoll, interviewed by BC [?], July 30, 1980; correspondence; office memo re: reorganizing Book Division, April 24, 1989

folder 114  Oral History Project "Archives"

folder 115  Portrait Presentation, Original 10-8-1966

folder 116  Hary Wong interview, by Stan Garvey, 3/7/1989

folder 117  Physical Description: Audiocassette
carton 6, folder 10  Sunset 75th Anniversary material: Picture of entire Sunset staff; pictures of totem poles; small photos of old illustrations in Sunset ad, SF Chronicle, 4/25/1973; miscellaneous items

carton 6, folder 11  Newspaper and magazines carrying Sunset 75th Anniversary Ad

carton 7, folder 1  Returns of material from Newcomen Society re: The Sunset Story?

carton 7, folder 2  The Sunset Story Address and Booklet, May 15, 1969

carton 7, folder 3  VIP Christmas Luncheon, December 13, 1977 [photographs]

carton 7, folder 4  Sunset's Millionth Visitor

carton 7, folder 5  50th Anniversary of Lane Publishing Co. [1979] Miscellaneous

carton 7, folder 6  50th Anniversary of Lane Publishing Co. February 1979 Sunset Anniversary Issue

carton 7, folder 7  50th Anniversary of Lane Publishing Co. Press Clippings

carton 7, folder 8  80th Anniversary of Sunset 1898-1978: Press Kit

carton 7, folder 9  80th Anniversary of Sunset 1898-1978: Media Correspondence and Clippings

carton 7, folder 10  80th Anniversary of Sunset 1898-1978: Advertisement

carton 7, folder 11  80th Anniversary of Sunset 1898-1978: Congratulatory Letters

carton 7, folder 12  80th Anniversary of Sunset 1898-1978: Miscellaneous

carton 7, folder 13  50th Anniversary of Sunset 1898-1973: Miscellaneous

carton 7, folder 14  75th Anniversary of Sunset 1898-1973: Miscellaneous

carton 7, folder 15  75th Anniversary of Sunset 1898-1973: Donnelly Mailing List

carton 7, folder 16  75th Anniversary of Sunset 1898-1973: Congratulatory Letters

carton 7, folder 17  80th Anniversary of Sunset 1978: [Miscellaneous]

carton 7, folder 18  Audio Cassettes [1 of 2]: KABC, Michael Jackson Show, Bill Lane, 50th Anniv Talk, 6/23/78 (2 copies, one labeled 6/23/79); Bill Lane, Denver Story, 10/2/1984; Michael Jackson: Yosemite, 5/9/85, KABC Radio (2 copies).


box 8, folder 1  Heart of the Golden State, California State Parks Foundation, 10/4/1995 dub
   Physical Description: VHS, 8:00

box 8, folder 2  Heart of the Golden State, California State Parks Foundation, 2/28/97 - new, dub (2 copies)
   Physical Description: VHS, 8:42

box 8, folder 3  Looking in on Sunset, revised, Sunset Publishing, 1985 (2 copies)
   Physical Description: VHS, 15:02

box 8, folder 4  Looking in on Sunset, revised, Sunset Publishing, 16/93 (2 copies)
   Physical Description: VHS, 15:02

box 8, folder 5  Looking in on Sunset, Wallace Stegner, with Bill Lane as Host (revised, 12/29/2004) (2 copies)
   Physical Description: VHS

box 8, folder 6  Getting to Know Our Readers Even Better; Introduction by Bill Lane, Publisher Sunset Magazine, 1989 (2 copies)

box 8, folder 7  A Fireside Chat With Bill Lane and a Few of His Friends
   Physical Description: VHS

box 8, folder 8  A Fireside Chat With Bill Lane - Revisited Upon Return From Australia, 1989
   Physical Description: VHS

box 9, folder 1  Tough Customers: How to Sell 'Em in the West; Sunset Magazine, 1988
   Physical Description: VHS, 23:00
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<th>Title</th>
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<td>9, folder 3</td>
<td>The Great Western Adventure (Marketing ’89), Sunset Film and Television</td>
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<td>9, folder 4</td>
<td>The Great Western Adventure (Marketing ’89), Sunset Film and Television</td>
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<td>California’s Gold: Firefall, hosted by Huell Howser, Show #706</td>
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<td>9, folder 6</td>
<td>Bill Lane Tribute: A Passion for Parks, 3/20/95, National Parks and Conservation Assn</td>
<td>VHS, 12:40</td>
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<td>9, folder 7</td>
<td>The Vision of Bill Mott, KRON - TV</td>
<td>VHS</td>
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<td>9, folder 8</td>
<td>The Global Village Revisited, 5/1993, Sunwest Media (3 copies)</td>
<td>VHS, 25:00</td>
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<td>Spirit of Australia Award: Ambassador L.W. “Bill” Lane, Jr., Australian/American Chamber of Commerce (2 copies)</td>
<td>VHS</td>
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<td>9, folder 10</td>
<td>Bill Lane Jr. - Sunset Magazine/Lane Publishing, 7/31/2000; SVCC’s Newswatch with Mike Cobb</td>
<td>VHS, 29:04</td>
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<td>10, folder 1</td>
<td>The PATA Story: Points of Vision (3 copies)</td>
<td>VHS, 18:20</td>
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<td>10, folder 2</td>
<td>Yosemite Fund Presentation, Sunset Films and Television</td>
<td>VHS, 06:07</td>
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<td>10, folder 3</td>
<td>The Yosemite Fund: Providing for Yosemite’s Future (may be same as above)</td>
<td>VHS</td>
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<td>10, folder 4</td>
<td>Succession Transitions in Family Business, Temoin Production, 4, 1996</td>
<td>VHS, 26:20</td>
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<td>10, folder 5</td>
<td>The American West with Bill Lane: Importances and Differences of Western America and the Pacific Basin, SRI International, 1981 (2 copies)</td>
<td>VHS</td>
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<td>10, folder 6</td>
<td>What’s So Great About the Bloomin’ West?, Sunset Fims and Television, 1969</td>
<td>VHS</td>
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<td>10, folder 7</td>
<td>And Now For The News, Sunset Films and Television, 1977</td>
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<td>10, folder 8</td>
<td>Speaking of Menlo Park: Bill Lane</td>
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box 10, folder 9  Menlo Park Shop Talk I, Sunset Films and Television,
    Physical Description: VHS, 18:00

box 10, folder 10 Bill Lane/Sunset Magazine, Sun Up San Diego, KFMB-TV, San Diego, 7/25/1989
    Physical Description: VHS, 03:41

box 11, folder 1 Making Future History: A Campaign for the Leland Stanford Mansion Restoration, 8/93
    (2 copies)
    Physical Description: VHS, 15:52

box 11, folder 2 Celebrate a Legacy in Tourism: A Tribute to Bill and Jean Lane, University of Hawai‘i Foundation, 9/23/03
    Physical Description: VHS, 08:35

box 11, folder 3 Celebrate a Legacy in Tourism: Governor Ariyoshi Tribute, 11/12/2002
    Physical Description: VHS

box 11, folder 4 2000 Lane Family Lecture, Todd Auditorium, 10/12/2000
    Physical Description: VHS

    Physical Description: VHS

box 11, folder 6 Coastal Clash, KQED Public Television Production
    Physical Description: VHS, 56:46

box 11, folder 7 Mineral Policy Center, NBC Nightly News: Fleecing of America
    Physical Description: VHS

box 11, folder 8 "Sunday on Seven" Sunset Show, May 1998
    Physical Description: VHS

    Physical Description: VHS

box 11, folder 10 Elsa Knowles Interview, Edited Comments (Copy)
    Physical Description: VHS

box 11, folder 11 Copies of videotapes in previous boxes
    Physical Description: VHS

box 12

carton 13, folder 1 First Citizen Banquet Salem Oregon Talk

carton 13, folder 2 Dow Jones National Management Conference 11/28/1967

carton 13, folder 3 District 4 California Park and Recreation Society (West Bay Area) 10/19/1967


carton 13, folder 5 Menlo Park Lions Club, 10/16/1967

carton 13, folder 6 "Is The West All It's Cracked Up To Be", San Diego Ad Club 9/13/1967

carton 13, folder 7 National Home Fashion League Los Angeles Chapter, 7/19/1967

carton 13, folder 8 Vacaville Rotary Club, March 23, 1967

carton 13, folder 9 Better Business Bureau of Spokane WA, Jan 23, 1967

carton 13, folder 10 American Hotel and Motel Association Convention Conservation Panel, 12/1/1966
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Associating Press Managing Press Editors at Hotel del Coronado, Nov. 16, 1966
"How Deep Is The Western Well": Sales Promotion Executives Assoc. in Las Vegas, May 16, 1966
East Bay Lawyers' Wives, Oakland CA, June 2, 1966
California Avocado Advisory Board, San Diego area, May 19, 1966
Pacific Coast Electric Association, San Diego, CA, May 19, 1966
Pot and Kettle Club Convention, Hoberg's, June 29, 1966
Seafare-Rotary Club, Seattle WA, 8/3/1966
Keep America Beautiful, San Francisco, CA 9/30/1966
National Airlines Sales Meeting, Jack Tar Hotel, 4/26/1966
Pacific Coast Gas Assn. (Seattle) 9/8/1965
American Photoengravers Speech, Los Angeles, 9/20/1965
S.A.T.O. [South American travel Organization], Miami, FL, 10/29/1965
Seattle and Portland Ad Club talk: Does It Pay to be Honest?, 4/12-13/1966
WACTI (Western America Convention and Travel Institute), Seattle, 6/10/1965
Western Red Cedar Lumber Assn (Western Wood Products Assn.), Qualicum Beach, B.C., 6/11/1965
American Assoc. of Nurserymen, Inc., Portland, OR, 7/21/1965
Advertising Assoc. of the West (AAW), Honolulu, 6/30/1965
Just A Little Bit of Tourism, San Diego C and VB [Convention and Vacation Bureau], 1965
Fresno State, 1965
Challenge of Change, ABC, 1965
Magazine Industry Seminar, Harvard Graduate School of Business, July 20, 1964
Materials for Speeches (General) [1 of 2]
Conservation
Challenge in the Pacific: Plenary Session Second Pacific Area Travel Conference, Honolulu, 3/13/1953
Integrity [notes scribbled on scrap of paper]
Is Hawaii Breaking It's Promise, 6/26/1972
1972 Sunset Hawaii Reader Survey: Returned Questionnaires [1 of 3]
1972 Sunset Hawaii Reader Survey: Returned Questionnaires [2 of 3]
1972 Sunset Hawaii Reader Survey: Returned Questionnaires [3 of 3]
National Parks Centennial Commission Opening Press Statement
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<th>Bring Me Men to Match My Mountains: 54th DMAA Conference, Fairmont Hotel, 9/13/1971</th>
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<td>carton 14, folder 7</td>
<td>Tourism: California's Opportunity Industry, 1st Official California Tourism Conference, 6/15/1971</td>
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<td>carton 14, folder 8</td>
<td>May 1971 FES [Floyd E. Shaw] Reader Surveys: Orinda</td>
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<td>May 1971 FES [Floyd E. Shaw] Reader Surveys: San Rafael</td>
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<td>May 1971 FES [Floyd E. Shaw] Reader Surveys: Foster City</td>
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<td>Tourism: Opportunity with Responsibility, May 1971</td>
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<td>Oregon Travel Industry Conference, II, Speech by Governor John McCall, 4/14/1971</td>
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<td>Los Banos Chamber of Commerce, Dec 7, 1970</td>
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<td>carton 14, folder 14</td>
<td>Reno Executive Club, Nov. 30, 1970</td>
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<td>carton 14, folder 16</td>
<td>Western Candy Conference, Monterey, February, 1970</td>
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<td>&quot;Environment is Everybody's Thing,&quot; Santa Barbara Chamber of Conference, January 1970</td>
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<td>Governor's Conference on California's Changing Environment, Nov 17-18, 1969</td>
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<td>People and Water Panel: Governor's Conference on California's Changing Environment, Nov 17-18, 1969</td>
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<td>People and Water Panel: Not In Transcript or partially in Transcript</td>
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<td>People and Water Panel: Prepared Speeches Already In Transcript</td>
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<td>carton 14, folder 22</td>
<td>&quot;The West and It's Opportunities,&quot; Nevada Governor's Conference, November, 1969</td>
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<td>&quot;The Sunset Story, or, Don't Kill the Fish,&quot; Newcomen Society Dinner, May 15, 1969</td>
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<td>Coronado Rotary Club, 5/7/1969</td>
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<td>Daisy Awards, Banquet, May 7, 1969</td>
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<td>Architectural Aluminum Maunfacturers Assn, April 23, 1969</td>
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<td>carton 14, folder 27</td>
<td>Advertising Club of LA, 3/12/1969</td>
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<td>carton 14, folder 28</td>
<td>Council of California Growers, 2/26/1969</td>
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<td>carton 14, folder 30</td>
<td>Burlingame Rotary Club Talk, 12/11/1968</td>
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<td>carton 14, folder 31</td>
<td>&quot;Fresh Ideas Are All Around Us,&quot; National Home Fashions League, 1968</td>
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<td>carton 14, folder 32</td>
<td>San Francisco Rotary Club Talk, October 8, 1968</td>
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<td>carton 14, folder 33</td>
<td>&quot;Where Do We Go From Here?&quot;, San Francisco Rotary Club, 10/1/1968</td>
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<td>carton 15, folder 1</td>
<td>AAF (American Advertising Federation) Portland Convention, July 7-11, 1968</td>
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<td>Wine Institute, 6/7/1968</td>
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San Diego Dairy Luncheon Talk, 6/4/1968
Talk to Western Association of Food Chains
Talk to International Aviation, 5/21/1968
Liberal Arts Series - Vandenberg Air Force Base Speech, 5/1/1968
Talk to Salt Lake City Ad Club, 3/27/1968
Talk to Oakland Chamber of Commerce, 3/12/1968
Talk to Salt Lake City Ad Club, 3/27/1968
Cultural Heritage Conservation Seminar, 7/21/1968
Cultural Heritage Conservation Seminar Talk, LWL Jr., 7/22/1968
Keynote Address - International Tourism Workshop - Seattle, Red Lion Inn/Sea Tac [1981?]; audiotape
Tourism: People-To-People Force for Peace, Washington D.C., May 29, 1980
GMA (Grocery Manufacturers of America) Talk, July 28, 1980
Seminar of the Century: Vancouver B.C. Talk November 24, 1980 [Some photos, negatives]
Resort Committee of the American Hotel Assn., Salishan Hotel, Oregon, 9/16-20/1979
JCA (Japan - California Association) "The Western Business Climate," 1978
Watching the West for Lifestyle: General Electric Speech, 10/1/1978
Futura Caution AAAA (American Association of Advertising Agencies), Del Monte 10/11/1976
"Everything Coming Up Roses?", Juneau, 1975
"Yes Mr. Cole, I Would," HJF (Henry Johnson Fisher) Award, 1974
"Magazines in the Total Media Mix," Magazine Day Luncheon, LA, 10/24/1973
"Tourism," PBEC (Pacific Basin Economic Council) Tour, 1973
Speeches, 1973 [photographs]
Atlanta MAR (Magazine Advertisers Representatives of the South) Talk, 11/11/1974
Magazine Day in San Francisco, 11/6/1974
Vinegar Institute Talk, St Francis Hotel, 1/25/1973
Hughes Air West, 1/23/1973
"National Parks, Our Biggest Arboretum," 1972
Stanford Business School - San Francisco Club, 11/28/1972 [no speech/talk, correspondence]
San Francisco Rotary Club Talk, 10/10/1972
Lakeside Talk, 7/23/1972
Monterey Ad Club, La Playa Hotel, 1972
T.I.E. Conference, 6/16/1972
California Chamber of Commerce (published in Pacific Business), 4/13/1972
<p>| carton 16, folder 7 | SMEA April 3, 1972 |
| carton 16, folder 8 | National Parks: Guardians of our heritage, Fresno, Chamber of Commerce, March 24, 1972 |
| carton 16, folder 9 | PATA 1979 Korea |
| carton 16, folder 10 | 1980 Paris Board Meeting (PATA Also Oberamagau) |
| carton 16, folder 11 | PATA Manila Lane Itinerary |
| carton 16, folder 12 | Miscellaneous (Marcos, Aspiras, Steinberg, Mansfield) |
| carton 16, folder 13 | U.S. Night Manila (Wine etc.) |
| carton 16, folder 14 | A-V Presentation |
| carton 16, folder 15 | New Members?? |
| carton 16, folder 16 | 1981 Accomodations |
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| carton 16, folder 19 | Gerald R. Ford, JR. |
| carton 16, folder 20 | President James E. Carter |
| carton 16, folder 21 | Carlos Romulo |
| carton 16, folder 22 | Sheik Ahmad Zaki Yamani |
| carton 16, folder 23 | James Michener |
| carton 16, folder 24 | Walter Cronkite |
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| carton 16, folder 26 | Wells Fargo |
| carton 16, folder 27 | Duncan Hamilton |
| carton 16, folder 28 | Ken Chamberlain |
| carton 16, folder 29 | Walter Cronkite |
| carton 16, folder 30 | Lars Lindblad |
| carton 16, folder 31 | Miguel Aleman |
| carton 16, folder 32 | Lim Chin Beng |
| carton 16, folder 33 | Kurt Waldheim |
| carton 16, folder 34 | Richard Ferris |
| carton 16, folder 35 | Lee Kwan Yew |</p>
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<tr>
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<td>carton 17, folder 14</td>
<td>Misc. (Ranston-Brademas) Warner</td>
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<td>Ernie Ford</td>
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<td>carton 17, folder 19</td>
<td>&quot;Chevron USA Dinner Tues. Feb. 24&quot;</td>
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<td>Peter Dailey</td>
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<td>&quot;PATA 1981 Hit list&quot;</td>
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<td>PATA '81 Gifts</td>
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