Leo Pearlstein papers, 1939-2011 LSC.2151

Finding aid prepared by Beth McDonald with assistance from Megan Hahn Fraser.
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Leo Pearlstein papers, 1939-2011

Language of Material: English
Contributing Institution: UCLA Library Special Collections
Title: Leo Pearlstein papers
Creator: Pearlstein, Leo
Identifier/Call Number: LSC.2151
Physical Description: 8.8 Linear Feet (14 document boxes and 1 shoebox)
Date (inclusive): 1939-2011

Abstract: Leo Pearlstein is an American public relations executive known as the "Culinary King of Public Relations" and one of the pioneers of food consulting. The collection is comprised of recipes, photographs, press releases, magazine clippings, letters, memoranda, emails, menus, leaflets, and brochures related to Pearlstein's public relations business with the food and beverage industry.

Language of Material: Materials are in English.

Stored off-site. Advance notice is required for access to the collection. Please contact the UCLA Library Special Collections for paging information.

Restrictions on Access
COLLECTION STORED OFF-SITE AT SRLF: Open for research. Advance notice required for access. Contact the reference desk for paging information.

Cookbooks in this collection have been individually cataloged in the UCLA Library online catalog. Records for these items may be found by searching this keyword string, "Leo Pearlstein papers."

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Preferred Citation
[Identification of item], Leo Pearlstein Papers (Collection 2151). UCLA Library Special Collections, Charles E. Young Research Library.

UCLA Catalog Record ID
UCLA Catalog Record ID: 7542678

Provenance/Source of Acquisition
Gift of Leo Pearlstein, 2012.

Biographical/Historical note
Leo Pearlstein is a retired American public relations executive. He is known as the "Culinary King of Public Relations" and is considered one of the pioneers of food consulting and an expert on the food industry. In 1950 he founded a full-service public relations and advertising firm, Lee & Associates, Inc. that included a food and beverage division, Western Research Kitchens.

Named one of the top agencies in the country specializing in food and beverage, Pearlstein's clients included Mrs. Cubbison's Stuffing, an account he held for 62 years. He was on the team that invented the "Pop-Up" turkey timer and handled promotions for the California Turkey Advisory Board for more than 25 years.

The company pioneered ways to promote food products for many of California's agricultural commodities that included advisory boards, trade associations and co-ops for almonds, apples, artichokes, asparagus, peaches, chives, figs, prunes, tomatoes, fish and shrimp industries and more. Pearlstein was a forerunner of product placement on radio, television and movies to garner publicity for his clients' products. His used celebrities, top chefs, home economists to develop recipes and ideas for the home cook to promote the food products of his clients.

Specifically his experience in the food industry and his knowledge of how to use the media for nutrition education resulted in a 1969 invitation to participate in the White House Conference on Food, Nutrition and Health. Pearlstein received his Bachelor of Science in Marketing at the University of Southern California, where he was honored with the Paul G. Hoffman Award, which is presented to the most outstanding marketing graduate. He has guest-lectured at UCLA and California State University, Long Beach, among others, on public relations and marketing in the food industry.

He has penned four books: *Celebrity Stew, Recipes of the Stars, Mrs. Cubbison's Best Stuffing Cookbook*, and *Adventures in PR.*
Scope and Content
The collection is comprised of recipes, photographs, press releases, magazine clippings, letters, memoranda, emails, menus, leaflets, and brochures related to Leo Pearlstein's public relations business with the food and beverage industry. A significant portion of the collection relates to the Mrs. Cubbison's Foods account, focusing on stuffing recipes. Other materials relate to food-specific industries including apples, artichokes, asparagus, chives, eggs, figs, papayas, peaches, pineapples, plums, prunes, seafood, and turkeys. Also included is a collection of Pearlstein's cookbooks.

Organization and Arrangement
This collection has been arranged in the following series:
- Series 1: Recipe Binders, 1957-1995
- Series 2: Mrs. Cubbison's Recipes, 1953-2011
- Series 3: Leaflets and Brochures, 1960s-1980s
- Series 4: Recipe Cards, 1952-1972
- Series 5: Cookbooks, 1939-2006

Subjects and Indexing Terms
Recipes
Public relations -- United States
Food industry and trade -- Advertising
Advertising -- Food
Mrs. Cubbison's Foods

Series 1: Recipe Binders 1957-1995
Scope and Contents
This series is comprised of recipes, press releases, clippings, letters, and memoranda on different types of food being publicized by Lee & Associates, Inc. A number of the recipes were produced by Western Research Kitchens, the food and beverage division of Lee & Associates, Inc., to promote a particular food.

Organization and Arrangement
Documents have been removed from original binders, but their original organization has been maintained. Binders labeled "Miscellaneous" contain recipes for more than one kind of food.

box 1, folder 1-2 Seafood Recipes 1961-1993
box 1, folder 3 Lobster Recipes 1984-1987
box 1, folder 4 Seafood Recipes 1957-1994
box 1, folder 5 Prune Recipes 1960-1974
box 2, folder 1 Fig Recipes 1982-1994
box 2, folder 2 Fig Recipes: Jewish Holiday recipes 1970-1994
box 2, folder 3-4 Westcoast Seafood Institute Manual 1975-1990
box 2, folder 5, Fish: Salmon Recipes 1977-1992
box 3, folder 1
box 3, folder 2 Apple Recipes circa 1969
box 3, folder 3-4 Prune Recipes 1966-1975
box 3, folder 5 Egg School Lunchbox Point-of-Sale Color Transparency undated
box 3, folder 6 LASCCO Color Transparencies (Deli News) undated
box 3, folder 7 Magazine Articles 1965-1974
box 4, folder 1 Miscellaneous Recipes: Prunes, Cheese, Peaches undated
box 4, folder 2 Miscellaneous Recipes: Chives, Pork undated
box 4, folder 3-4 Fish Recipes 1964-1995
box 4, folder 5 Miscellaneous Recipes: Artichokes, Asparagus 1977-1993
box 4, folder 6 Miscellaneous Recipes: Papaya, Pineapple, Grapes, Plums 1977-1993
box 5, folder 1 Miscellaneous Recipes: Apples, Prunes 1966-1975
box 5, folder 2 Miscellaneous Recipes: Chives, Eggs, Prunes, Artichokes 1964-1982
Series 2: Mrs. Cubbison's Recipes 1953-2011

Scope and Contents
This series is comprised of recipes, photos, press releases, menus, and website information about Mrs. Cubbison's Foods, one of the major clients for Lee & Associates, Inc. Mrs. Cubbison's Foods specializes in stuffing mixes, though they also produce croutons, meatloaf mixes, and other bread products. All of the recipes have been created or modified to use Mrs. Cubbison's products as ingredients.

Organization and Arrangement
The first four folders, though labeled “Miscellaneous” are a collection of recipes regarding stuffing, Thanksgiving meals, and Thanksgiving leftovers. All other materials are grouped by primary ingredient, topic, or individual.

box 5, folder 3
Miscellaneous Stuffing Recipes 1999-2008

box 5, folder 4
Miscellaneous Recipes 1988-1998

box 5, folder 5
Dressing Recipes 1953-2011

box 6, folder 1
Miscellaneous Recipes 1953-1999

box 6, folder 2
Appetizers undated

box 6, folder 3
Steve Kasmar 2002

box 6, folder 4
Trade Tech Recipes circa 1999

box 6, folder 5
Helen Feingold Recipes undated

box 6, folder 6
Miscellaneous Salad or Other undated

box 6, folder 7
Croutons undated

box 6, folder 8
Raisins undated

box 6, folder 9
Italian Sausage 1976-2002

box 6, folder 10
Stuffed Fish undated

box 6, folder 11
Oysters undated

box 6, folder 12
Stuffing for Lamb 1969-2003

box 6, folder 13-15
Nut Recipes undated

box 6, folder 16-17
Muffin Recipes undated

box 6, folder 18
Stuffing Ideas undated

box 6, folder 19
Quiche undated

box 6, folder 20-23
Casserole Recipes undated

box 6, folder 24-26
Artichoke Recipes undated

box 6, folder 27-28
Bacon Recipes undated

box 6, folder 29-36
Stuffing with Chicken undated

box 6, folder 37
Cubbison’s - Dairy undated

box 6, folder 38-39
Fruit Recipes undated

box 6, folder 40-48
Vegetables undated

box 7, folder 1
Stuffing with Duck undated

box 7, folder 2
Stuffing with Goose undated

box 7, folder 3-7
Figs undated

box 7, folder 8-12
Stuffing with Pork undated

box 7, folder 13-18
Stuffing with Game Hens undated

box 7, folder 19-26
Stuffing with Fish undated

box 7, folder 27
Mrs. Cubbison’s Saucepan Stuffing undated

box 7, folder 28
Mrs. Cubbison’s Photos/Releases 1962-1983
<table>
<thead>
<tr>
<th>Box and Folder</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>box 7, folder 29-47</td>
<td>Prunes undated</td>
</tr>
<tr>
<td>box 7, folder 48-66</td>
<td>Stuffing with Turkey undated</td>
</tr>
<tr>
<td>box 7, folder 67-70</td>
<td>Ham undated</td>
</tr>
<tr>
<td>box 7, folder 71</td>
<td>Old Holiday Menus undated</td>
</tr>
<tr>
<td>box 8, folder 1-2</td>
<td>Spanish Language Recipes undated</td>
</tr>
<tr>
<td>box 8, folder 3</td>
<td>Spanish Croutons undated</td>
</tr>
<tr>
<td>box 8, folder 4</td>
<td>Martin Yan 1998</td>
</tr>
<tr>
<td>box 8, folder 5</td>
<td>Old Website undated</td>
</tr>
<tr>
<td>box 8, folder 6</td>
<td>2011 Web List 2011</td>
</tr>
<tr>
<td>box 8, folder 7</td>
<td>Book Recipes circa 2004</td>
</tr>
<tr>
<td>box 8, folder 8-9</td>
<td>Various leaflets 1960s-1980s</td>
</tr>
<tr>
<td>box 9</td>
<td>Culinary Institute of America, USDA Agricultural Research Service, and commercial recipe cards ca. 1962-1972</td>
</tr>
<tr>
<td>box 10</td>
<td>United States Naval Recipe Service 1952</td>
</tr>
<tr>
<td>box 11-15</td>
<td>Series 5: Cookbooks 1939-2006</td>
</tr>
</tbody>
</table>

Series 2: Mrs. Cubbison's Recipes 1953-2011

Scope and Contents
This series is comprised of Mrs. Cubbison's recipes and cooking tips for various foods and ingredients.

Series 3: Leaflets and Brochures 1960s-1980s
Scope and Contents
This series is comprised of leaflets, brochures, menus, and magazine inserts with recipes and cooking tips for various foods and ingredients.

Series 4: Recipe Cards 1952-1972
Scope and Contents
This series is comprised of several sets of recipe card collections. Included are three discrete card collections: one from the Naval Recipe Service, one from the Culinary Institute of America, and one from the USDA's Agricultural Research Service. The rest of the cards include branded recipes from food companies and groups such as Tabasco, Dole, Idaho Potatoes, Armanino Chive Farms, the Cling Peach Advisory Board, and the California Prune Advisory Board, as well as a number of non-branded or labeled printed cards.

Series 5: Cookbooks 1939-2006
Scope and Contents
This series is comprised of four boxes of cookbooks which are individually cataloged in the UCLA Library online catalog.