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Finding aid for the  
Max Yavno Archive, 1911-1993  
AG 136

Finding aid updated by Paige Hilman, 2018

**Max Yavno Archive, 1911-1993**

**AG 136**

**Creator**

Yavno, Max

**Quantity/ Extent**

84 linear feet

**Language of Materials**

English

**Biographical/ Historical Note**

**1911** Born April 26 in New York City

**1927** June, graduates from Evander Childs High School in the Bronx, New York; begins working for the New York Stock Exchange as a page boy; begins studies at the City College of New York during evening sessions

**1930** Marries Alyse Abrams and purchases his first camera (divorced 1934)

**1932** Receives Bachelor of Social Science degree from the City College of New York

**1932-33** Attends the Graduate School of Business Administration at Columbia University

**1933-34** Enrolls in the graduate program in Political Science at Columbia University

**1935** Employed as a social worker at the New York City Home Relief Bureau

**1936-42** Employed by the Works Progress Administration (WPA) to process artists' applications and as a photographer

**1938-39** President of the Photo League

**1939-42** Shares an apartment with Aaron Siskind in New York

**1942-45** Serves in the United States Army Air Force during World War II as a photography instructor

**1945** Moves to Los Angeles; begins working as a freelance photographer for various magazines, including *Vogue* and *Harper's Bazaar*

**1946** Solo exhibition at the American Contemporary Gallery in Los Angeles

- 1947** Briefly lives in San Francisco; Siskind visits him
- 1948** Publishes *The San Francisco Book* (Boston: Houghton Mifflin Co.) with Herb Caen; solo exhibition at the California Palace of the Legion of Honor in San Francisco
- 1949** Siskind visits him in Los Angeles
- 1950** Publication of *The Los Angeles Book* (Boston: Houghton Mifflin Co.) with Lee Shippey
- 1952** Edward Steichen acquires nineteen (or twenty in some accounts) Yavno prints for The Museum of Modern Art, New York
- 1953** Awarded John Simon Guggenheim Memorial Fellowship with recommendations by Edward Weston and Steichen
- 1954 and 55** Awarded Art Directors Club Award, New York
- 1954-75** Owns and operates a commercial photography studio in Los Angeles
- 1962** Publication of *The Story of Wine in California* (Berkeley: University of California Press) with text by M.F.K. Fisher
- 1967** Travels to Europe
- 1968** Publication of *Natzler Ceramics* (Los Angeles: Los Angeles County Museum of Art)
- 1972-73** Studies cinematography, University of California at Los Angeles, Graduate Division of Theater Arts
- 1975** Travels to Death Valley, California; begins to make personal, artistic photographs
- 1976** Solo exhibition at the G. Ray Hawkins Gallery in Los Angeles
- 1977** Publication of *Portfolio One: Image as Poem* (Los Angeles) with text by Ben Maddow; and *Silver See* (Los Angeles) a group portfolio with text by Victor Landweber; solo exhibition at Halsted Gallery in Birmingham, Michigan
- 1978** Solo exhibition at G. Ray Hawkins Gallery in Los Angeles; and at the Gallery for Photographic Arts in New Orleans, Louisiana
- 1979** Travels to Israel and Egypt funded by a National Endowment for the Arts grant; solo exhibition at the Gallery for Photographic Arts in North Olmstead, Ohio; and at Marcuse Pfeifer Gallery in New York
- 1980** Solo exhibition at the California Palace of the Legion of Honor in San Francisco; and at the Equivalent Gallery in Seattle, Washington and G. Ray Hawkins Gallery in Los Angeles

**1981** . . . October to December, travels to Mexico; Publication of *The Photography of Max Yavno* (Berkeley and Los Angeles: University of California Press) with text by Ben Maddow; retrospective exhibition at the Los Angeles Municipal Art Gallery; exhibition at the Galería Manuel Alvarez Bravo, Cuanhtémoc, Mexico

**1982** Travels to Morocco

**1985** Dies April 4 in Los Angeles

**1992** Archive acquired by the Center for Creative Photography, The University of Arizona

[Information from *The Photography of Max Yavno*, with text by Ben Maddow (Berkeley: University of California Press, 1981).]

### **Scope and Content Note**

This archive includes a variety of material from the life and work of Max Yavno. This includes correspondences, biographical materials, exhibition records, writings, interviews, book projects, lectures, awards, business records, clippings, publications, Legal, financial, and medical records, audiovisual materials, memorabilia, posthumous materials, and photographic materials, including negatives, slides, and contact prints.

### **Arrangement**

Series 1: Correspondence, 1949-1984

Series 2: Biographical Materials, 1932-1985

Series 3: Exhibitions, 1946-1989

Series 4: Activity Files, 1950-1984

Subseries 1: Writings, 1952-1981

Subseries 2: Interviews, 1962-1980

Subseries 3: Book Projects, 1948-1981

Subseries 4: Lectures, Teaching, Workshops, 1950-1984

Subseries 5: Awards, Fellowships, 1946-1981

Series 5: Business Records, 1952-1985

Subseries 1: Miscellaneous Record, 1952-1985

Subseries 2: Camera equipment/processing records, 1956-1983

Subseries 3: Invoices, 1949-1983

Subseries 4: Commercial-work publications, n.d., 1953-1979

Series 6: Clippings, 1946-1986

Series 7: Publications, 1951-1985

Series 8: Legal/Financial/Medical Records, 1947-1985

Subseries 1: Legal Records, 1953-1983

Subseries 2: Tax Records, 1949-1985

Subseries 3: Investments, 1951-1985

Subseries 4: Banking, 1948-1985

Subseries 5: Receipts, n.d.

Subseries 6: Insurance/Medical Records, n.d, 1948-1984

Series 9: Audiovisual Materials, n.d., 1989

Series 10: Memorabilia/ Art/Artifacts, n.d., 1960, 1969

Series 11: Posthumous Materials, 1985-2005

Series 12: Photographic Materials, 1940-1985

Subseries 1: Black and white negatives, 4x5 and 2 ¼ x 2 ¼

Subseries 2: Color negatives and transparencies

Subseries 3: 35 mm Color Slides

Subseries 4: Color Slides from Binders

Subseries 5: Contact Prints, Proof Prints, Study Prints

## **Names and Subject Terms**

Yavno, Max [<http://vocab.getty.edu/ulan/500036973>]

## **Restrictions**

### **Conditions Governing Access**

Access to this collection requires an appointment with the Volkerding Study Center.

### **Conditions Governing Use**

It is the responsibility of the user to obtain permission from the copyright owner (which could be the institution, the creator of the record, the author or his/her transferees, heirs, legates or literary executors) prior to any copyright-protected uses of the collection.

The user agrees to indemnify, defend, and hold harmless the Arizona Board of Regents, the University of Arizona, Center of Creative Photography, including its officers, employees, and agents, from and against all claims made relating to copyright or other intellectual property infringement.

### **Provenance**

The archive was received in three accruals. The first arrived in 1992 after being sorted and distributed by the Museum of Contemporary Arts in Los Angeles. The second and third were received in 2008 from the Leonard and Marjorie Vernon Estate.

### **Accruals**

Accruals were received in 1992 and 2008.

### **Preferred Citation**

Max Yavno Archive, 1911-1993. AG170. Center for Creative Photography, University of Arizona, Tucson, AZ.

### **Processing Information**

Shortly after the 1992 shipment was received at CCP, the photographic component was examined by the curator and sorted into the fine print component and the study print component.

Finding aid updated by Paige Hilman, February 2018

**Container List****Series 1: Correspondence, 1949-1984**

Box	Folder	
1	1	A
	2	Abbott, Berenice, 1941
	3	Adams, Ansel, 1975-1982-1983
	4	Adams, Clinton and Mary, 1976
	5	American Academy in Rome, 1979
	6	Aperture, 1977, 1979-1984
	7	Arts Council of Great Britain, 1978
	8	B
	9	C
	10	Camerawork, 1983
	11	Caponigro, Paul, 1976
	12	Carlson, Janet, 1977
	13	Center for Creative Photography, Tucson, Arizona, 1978-1979
	14	Cohen, Rayner, 1970
	15	Cunningham, Imogen, 1952, 1983
	16	D
	17	Dawson, Michael, 1978
	18	Detroit Institute of the Arts, 1977
	19	E
	20	Eastman Kodak, 1958, 1960-1962, 1967-1968, 1971
	21	East Street Gallery, Grinnell, Iowa, 1976-1978
	22	Evans Walker, [n.d.]
	23	Flex Magazine, 1983
	24	Foots, Cone, and Belding Advertising, 1950-1951
	25	<i>Fortune Magazine</i> , 1949, 1951, 1953, 1957
	26	Friends of Photography, 1978-1983
2	1	G
	2	George Eastman House, Rochester, New York, 1977-1978
	3	Graphics Arts Council, 1977, 1979
	4	Graphicolor, 1962, 1968-1974
	5	G. Ray Hawkins Gallery, Los Angeles, 1976-1985
	6	H
	7	Halsted 831 Gallery, Birmingham, Michigan, 1976-1977, 1979
	8	Harcourt Brace, 1978
	9	Houghton Mifflin Company, [n.d.], 1947-1954, 1963
	10	I

11 J  
12 Kacho, Ruth, 1975-1976  
13 L  
14 Los Angeles Center for Photographic Studies, [n.d.], 1978, 1979  
15 Los Angeles County Museum of Art, [n.d.], 1980-1983  
16 *Los Angeles Times*, 1971, 1976  
17 M  
18 M. H. DeYoung Museum, San Francisco, 1971, 1979-1980  
19 Museum of Fine Arts, Houston, 1974-1979, 1980, 1981  
20 Museum of Modern Art, New York, 1978  
21 Music Center for the Performing Arts, Los Angeles, [n.d.], 1966  
3 1 N  
New West Magazine, 1977  
2 New York Graphic Society, 1978-1979  
3 Newhall, Beaumont, 1981  
4 O  
5 Orange Coast College, Costa Mesa, California, 1976, 1979  
6 P  
Penguin Books, 1971  
7 Pinkel, Sheila, [n.d.]  
8 Pittenger, H. W., 1962  
9 Putnam, Wallace, 1976, 1978  
10 R  
11 S  
12 San Francisco Camerawork, 1983  
13 San Francisco Museum of Modern Art, 1982-1984  
14 Santa Barbara Museum of Art, 1949  
15 Sheets, Milliard and Mary, 1949  
16 Siebel, Julia, 1983-1984  
17 Siskind, Aaron, 1949, 1980-1983  
18 Soho Cameraworks, 1978  
19 Southeby Parke Benet, 1978  
20 Stamm, Alan, 1982  
21 Stransky, Judith, 1981  
22 T  
23 Tiburon Vintner,s 1971  
24 Time Life Books, Inc., 1953-1954, 1978-1982  
25 U  
26 University of Michigan, 1977  
27 University of California Press, 1978-1984  
28 V



29	Vinci 1840, Paris, 1978
30	W
31	Weston, Brett and Edward, 1949, 1982
32	Whitehead, Margaret, 1978
33	Y
34	Yavno, Max , Outgoing Correspondence, [n.d.], 1948, 1950-1951, 1956-1957, 1962-1963, 1973, 1978, 1981-1983
35	Yavno, Max, Love Letters (to), 1949-1951
36	Yavno, Max, Greeting Cards (to)
37	Z
38	Zide, [?] Mike, [n.d.]
4	1 Unidentified correspondents, [n.d.], 1949-1951, 1958, 1965, 1974, 1979, 1983-1984
	2 Envelopes found loose in collection

### Index to Correspondence

Armitage, Mike, undated. *See* "A"  
 Abbott, Berenice, 1941  
 Acme Hardware Company, Inc, 1961, 1969. *See* "A"  
 Adams, Ansel, 1975, 1982-1983  
 Adams, Clinton and Mary, 1976  
 Advertising Agency Production Managers of Los Angeles, 1960. *See* "A"  
 Afterimage (The), 1983. *See* "A"  
 Alland, Alexander, 1978. *See* "A"  
 Allied Artists Pictures Corporation, 1958. *See* "A"  
 Alf, Maria, 1978. *See* "A"  
 American Academy in Rome, 1979  
 Appoloni, Mario and Mies, 1984. *See* "A"  
 Archives of American Art, 1983. *See* "A"  
 Arizona State University, 1981. *See* "A"  
 Arts Council of Great Britain, 1978

Books & Co, 1981. *See* "B"  
 Bakel, Carl. *See* Coronet Magazine  
 Baker, Morton, 1948. *See* "B"  
 Barker, Margerit, undated. *See* "B"  
 Bass, Saul, 1958. *See* "B"  
 Bibliothèque Nationale, 1978,1979. *See* "B"  
 Borhan, Pierre, 1984. *See* "B"  
 Breard, Ben. *See* Afterimage (The)  
 Brett Lithographing Company, 1958. *See* "B"

Brien, Lige, 1958. *See* "B"

Broadway Department Store, Inc, 1950. *See* "B"

Broidy, Steve. *See* Allied Artists Pictures Corporation

Brooks, Mr., 1948. *See* "Yavno Outgoing Correspondence"

Burleigh Brooks Optics, 1971. *See* "B"

California Palace of the Legion of Honor, 1948-1949. *See* "C"

Cameravision, 1979. *See* "C"

Camerawork, 1983

Camp Newspaper Service, 1944. *See* "C"

Caponigro, Paul, 1976

Carlson, Janet, 1977

Carnovsky, Morris, 1964. *See* "C"

Casanave, Martha Pearson, 1984. *See* "C"

Center for Creative Photography, 1978-1979

Clay, Gerald, 1963. *See* "Yavno Outgoing Correspondence"

Coastline Community College, 1984. *See* "C"

Cohen, Rayner, 1970

Cohen, Steve. *See* Cameravision

Coiner, Charles, 1957. *See* "Yavno Outgoing Correspondence"

Columbia Artists Management, 1950. *See* "C"

Consolidated Film Industries, 1955. *See* "C"

Coronet Magazine, 1951. *See* "C"

Crocker Company Inc (H.S.), 1949. *See* "C"

Cunningham, Imogen. 1952, 1985

Da Silva, Howard, 1953. *See* "D"

Dawson, Michael, 1978

Deardorff & Sons Inc (L.F.), 1958. *See* "D"

Detroit Institute of Arts, 1977

Diaframma (II), 1983. *See* "D"

Dorsey, Harry, 1973. *See* "Yavno Outgoing Correspondence"

D. Productions Inc. *See* Engelson, Dale

Dunitz, Jay, 1982. *See* "D"

Eastman Kodak, 1958, 1960-1962, 1967-1968, 1971

East Street Gallery, 1976-1978

Embassy of the United States, 1982. *See* "E"

Engelson, Dale, 1982, 1984. *See* "E"

Evans, Walker, undated

Fahey, 1983-1984. *See* "F"

Fine Arts Museum of San Francisco, 1980, 1982. *See* "F"

Flex Magazine, 1983

Foote, Cone & Belding Advertising, 1950-1951  
Forbes, Katheryn, 1949. *See* "F"  
Fortune Magazine, 1949, 1951, 1953, 1957  
Fotofolio, Inc. *See* Landry, Susan  
Friends of Photography, 1978-1983  
Fruge, August, 1962. *See* "Yavno Outgoing Correspondence"

Gay, Andrea, 1983. *See* "G"  
George Eastman House, Rochester, 1977-1978  
Gosling, Glenn, 1952. *See* "G"  
Graphicolor, 1968-1974  
Graphics Art Council, 1977, 1979  
G. Ray Hawkins Gallery, 1976-1985  
Guffy, Dione, 1956. *See* "Yavno Outgoing Correspondence"  
Guidi, Bob. *See* Tri-Arts

Hallinan, Vivian, 1949. *See* "H"  
Halsman, Phillippe, 1952. *See* "H"  
Halstaed 831 Gallery, 1976-1977, 1979  
Harcourt Brace, 1978  
Harcus, Portia, 1978. *See* "H"  
Hartwell, Ted. *See* Minneapolis Institute of Arts  
Henderson, Sybil, 1973. *See* "Yavno Outgoing Correspondence"  
Hilegarde, 1947-1948. *See* "H"  
Hoerres, Mollie, 1987. *See* "H"  
Houghton Mifflin Company, undated, 1947-1954, 1963

International House of Japan, Inc, 1979. *See* "I"  
International Photographers, 1950. *See* "Yavno Outgoing Correspondence"

Jackson, Mickey. *See* Coastline Community College  
Jarmel, Dorle. *See* Columbia Artists Management  
Jay, Bill. *See* Arizona State University  
Judd, William, 1950. *See* "J"

Kacho, Ruth, 1975-1976  
Karlstrom, Paul. *See* Archives of American Art  
Kester, Lenard, 1984. *See* "K"  
Kismaria, Carole, undated. *See* "Yavno Outgoing Correspondence"  
King, Elaine. *See* Northwestern University  
Kota, S., 1981. *See* "K"  
Kozo, Carolyn. *See* "K"

Ladies' Home Journal, 1950. *See* "L"

Landry, Susan, 1984. *See* "L"  
Legeron, Patrich, 1978. *See* "L"  
Lemagny, Jean Claude. *See* Biliothèque Nationale  
Leong, P., 1985. *See* "L"  
Lerner, Irving, 1967, 1971, 1974. *See* "L", *See also* "Yavno Outgoing Correspondence"  
Levitin, Sue, 1983. *See* "L"  
Lewis, Stanley. *See* Books & Co.  
Life Magazine, 1943. *See* "L"  
Ligeron, Patrick, 1978. *See* "Yavno Outgoing Correspondence"  
Loken, Burton, undated, 1951. *See* "L"  
Los Angeles Center for Photographic Studios, undated, 1978-1979  
Los Angeles County Museum of Art, undated, 1977, 1980-1983  
Los Angeles Public Library, 1983. *See* "L"  
Los Angeles Times, 1971, 1976  
L & S Productions, 1954. *See* "L"

Magnum, 1954. *See* "M"  
Magnum Photos Inc, 1950. *See* "M"  
Mednick, Sol. *See* Philadelphia College of Art  
Melmont Publishers, Inc, 1955. *See* "M"  
Metnick, Alan, 1978. *See* "M"  
M.H. DeYoung Museum, 1971, 1979-1980.  
Minneapolis Institute of Arts, 1979. *See* "M"  
Morris, John. *See* Ladies' Home Journal  
Moyano, B, 1983. *See* "Yavno Outgoing Correspondence"  
Mullally, Donn, 1971. *See* "M"  
Museum of Fine Arts, Houston, 1979, 1980-1981  
Museum of Modern Art (New York), 1978  
Music Center for the Performing Arts, undated, 1966

Nash, Graham, 1978. *See* "N"  
National Endowment for the Arts, 1979. *See* "N"  
Neuf, 1951. *See* "N"  
New York Graphic Society, 1978-1979  
New West magazine, 1971  
Newhall, Beaumont, 1981  
Nishi, Midori. *See* International House of Japan, Inc.  
North American Aviation, Inc, 1960. *See* "N"  
Northwestern University, 1979. *See* "N"  
Novitiate de Los Gatos, 1953. *See* "N"

O'Brien, Mary, 1950. *See* Broadway Department Store, Inc.  
Old Dominion University, undated. *See* "O"  
Orange Coast College, 1976, 1979

Paradowski, Anita, 1984-1985. *See* "P"  
Pasch, Dean. *See* Advertising Agency Production Managers of Los Angeles  
Pen and Inc, undated. *See* "P"  
Penguin Books, 1971  
People and Places Magazine. *See* Loken, Burton  
Philadelphia College of Art, 1965. *See* "P"  
Phoenix Art Museum, 1980. *See* "P"  
Photographic Arts Museum, 1980. *See* "P"  
Piazza del Biscione, 1985. *See* "P"  
Pinkel, Sheila, undated. *See* "P"  
Pinney, Roy, 1951. *See* "Yavno Outgoing Correspondence"  
Pittenger, H.W., 1962. *See* "P"  
Polaroid Corporation, 1979. *See* "P"  
Putnam, Wallace, 1976, 1978

Richards, Michael, 1982. *See* "R"  
Rondanini Galleria d'Arte Contemporanea, 1984. *See* "R"  
Rosenblum, Walter, 1977, 1979. *See* "R"

Salzmann, Frida, 1950. *See* "S"  
San Francisco Camerawork, 1983. *See* "S"  
San Francisco Museum of Modern Art, 1982-1983  
Santa Barbara Museum of Art, 1949  
Santibanez, Mary Jo, 1969. *See* "S"  
Sarra, Inc, 1957. *See* "S"  
Scheel, Fred, 1983. *See* "S"  
Schneidman, Sara, 1981. *See* "Yavno Outgoing Correspondence"  
Sheets, Mary and Millard, 1949, 1951  
Sheriden, Bart. *See* Life Magazine  
Siebel, Julia, 1983-1984.  
Silverman, Ruth, 1986. *See* "S"  
Siskand, Aaron, 1949, 1980-1983  
Smith, Joan, 1984. *See* "S"  
Soho Cameraworks, 1978  
Sotheby Parke Benet, 1978  
Stamm, Alan, 1982  
Standard Oil Company of California, 1956. *See* "S"  
Stanford University, undated. *See* "S"  
Stern, 1963. *See* "S"  
Stern, James, 1984. *See* "S"  
Stransky, Judith, 1981  
Sosenko, Anna. *See* Hilegarde  
Steichen, Edward, 1951. *See* "Yavno Outgoing Correspondence"

Steinberg, J. *See* L & S Productions  
Stokes, James. *See* Sarra, Inc  
Sussman, Deborah, undated. *See* "S"

Tatham-Laird, Inc, undated. *See* "T"  
Thompson (J. Walter) Company, 1958. *See* "T"  
Tiburon Vintners, 1971  
Time-Life Books Inc, 1953-1954, 1978-1982  
Tremont Temple, 1949. *See* "T"  
Tri-Arts, 1962. *See* "T"  
Tuchler, Maier, 1949. *See* "T"  
Turner, Peter, 1978. *See* "T"

U.S. Camera, 1956. *See* "U"  
Umekubo, Mari, 1985. *See* "U"  
United Artists Corporation, 1958. *See* "U"  
United States Information Agency, 1963- 1964. *See* "U"  
University of California Library, 1949-1950. *See* "U"  
University of California Press, 1951, 1978- 1984  
University of California, Riverside, 1976  
University of Michigan, 1977

Verdugo, René, 1981. *See* "V"  
Verwaltung, Redaktion Und. *See* Magnum  
Vinci 1840, 1978  
Volkening, Henry, 1952. *See* "V"

WAAM, 1981. *See* "W"  
Wallace, Jack, 1948. *See* "Yavno Outgoing Correspondence"  
Waldman, Martin. *See* Consolidated Film Industries  
Watson, Philip, 1972. *See* "W"  
Wayne, June, 1972, 1978. *See* "W"  
Weston, Brett and Edward, 1949, 1982  
White, Ann Leon, 1985. *See* "W"  
Whitehead, Margaret, 1978  
Winston, Elizabeth, 1954. *See* "W"  
Woolley, Peter. *See* Camp Newspaper Service  
Worman, Bob, 1964. *See* "W"

Yamato Travel Bureau, 1975, *See* "Y"

Zaug, Dawson, 1975. *See* "Z"  
Zelaya, Elena, 1984. *See* "Z"  
Zide, Mike, undated.

**Series 2: Biographical Materials, 1932-1985**

Box	Folder		
4	3	Biography, ca. 1953	
	4	Biographies	
	5	<i>Who's Who in America</i> , 1974	
	6	Resume, 1980	
	7	Passports, 1964, 1974, 1979	
	8	Hand analysis, 1948	
	9	Birth records, 1911 (issued 1936)	
	10	Christmas card list, 1970	
	11	City College of New York (transcripts), 1927-1932	
	12	Columbia University (transcripts), 1932	
	13	University of California, Los Angeles, 1972	
	14	Personal organization memberships	
	15	Emotional Health Association	
	16	Professional organization memberships	
	17	U.S. Army, 1941-1945	
	18	Federal Bureau of Investigation, 1951, 1953, 1955-1959, 1978	
	19	WomanSpace/ <i>The Rip-Off</i> [Yavno is character in play], 1973	
	5	1	Diary, undated
		2	Address book (photocopy), undated, possibly 1970s
3		Miscellaneous addresses	
4		Notebook, ca. 1984	
5		Blank notebooks	
6		Obituaries, 1985	
7		Posthumous, Max Yavno Memorial, 1985	
8		Posthumous condolences, 1985 (To Marjorie and Leonard Vernon)	
9		Egypt, 1979	
10		Israel, 1979	
11		Italy, 1983-1984	
12		Japan, 1979	
13		Mexico, 1981-1984	
14		Morocco, 1982	
15		Reference file: copyright	
16		Reference file: "Location Tips," undated clipping	
17		Reference file: Photo League	
18		Reference file: prints/platinum prints	
19		Reference file: Prelutsky, Burt	
20		Recipes	

	21	Miscellaneous notes
	22-23	Portraits of Max Yavno
6		Cards from Rolodex file
7		Datebooks, 1955-1985

### Series 3: Exhibitions, 1946-1989

Box	Folder	
8	1	Exhibition labels (photocopies), undated
	2	Los Angeles, CA, American Contemporary Gallery, 1946 (solo)
	3	San Francisco, CA, California Palace of the Legion of Honor, 1948 (solo)
	4	Los Angeles, CA, University of California Los Angeles, 1949 (solo)
		Philadelphia, PA, Philadelphia College of Art, 1966 (group exhibition of Guggenheim fellows, travelling)
		Los Angeles, CA, G. Ray Hawkins Gallery, 1976 (solo)
		Los Angeles, CA, Los Angeles Institute of Contemporary Art, "Exposing Photographic Definitions," 1976 (group)
		Birmingham, MI, Halsted 831 Gallery, 1977 (solo)
		Rochester, NY, Visual Studies Workshop, Photographic Crossroads: The Photo League," 1977-1979 (group traveling)
		San Francisco, CA, Fine Arts Museums of San Francisco, Downtown Center, "The Work Show," 1978 (group)
		New York, NY, Marcuse Pfeifer Gallery, 1979 (solo) Seattle, WA, Equivalent Gallery, 1980 (solo)
		San Francisco, CA, Fine Arts Museums of California, California Palace of the Legion of Honor, "Urban Evolution 1945-1980: Photographs by Max Yavno," 1980 (solo)
		San Francisco, CA, Simon Lowinsky Gallery, "Max Yavno: Vintage Photographs," 1980 (solo)
		Los Angeles, CA, Municipal Art Gallery, Barnsdall Park, 1981 (solo)
		Cuanhtémoc, Mexico, Galería Manuel Alvarez Bravo, 1981 (solo)
		London, England, The Photographers' Gallery, "Max Yavno: Photographs 1939-1979," 1982 (solo)
		New Orleans, LA, A Gallery for Fine Photography, 1982 (solo)
		Los Angeles, CA, G. Ray Hawkins Gallery, 1983 (solo)
		Los Angeles, CA, Bullock's Beverly Center and G. Ray Hawkins Gallery, 1984 (group)
		San Diego, CA, Museum of Photographic Arts, "Photography in California 1945-1980," 1985 (group, traveling)



San Diego, CA, Museum of Photographic Arts, "Max Yavno: Poetry and Clarity," 1986 (solo)

**Series 4: Activity Files, 1950-1984**

Subseries 1: Writings, 1952-1981

Box	Folder	
9	1	Miscellaneous by Yavno, n.d.
	2	"Max Yavno: Still Kicking After All These Years," by Nina French-Frazier, 1976
	3	Poems inspired by Max Yavno Photographs, 1981
	4	Ben Maddow filmscript, "The Savage Eye," 1952
	5	Ben Maddow, "Image as Poem," 1977
	6	Ben Maddow, "Yavno," 1978
	7	Ben Maddow, "Notes for text on Max Yavno," 1980
	8	Ben Maddow, "After the Fire," 1980
	9	Ben Maddow, "The Broken Horizon," 1980
	10	Ben Maddow, untitled manuscript, 1981

Subseries 2: Interviews, 1962-1980

See also: Book Projects

Box	Folder	
9	11	Interview for Art Director's Los Angeles News, "Max Yavno on Creativity," 1962
	12-13	Interview for IMP/GEH Oral History Project, by James McQuaid and Steven Lewis, 1977
	14-17	Interview for the book, <i>The Photography of Max Yavno</i> , by Ben Maddow, 1980

Subseries 3: Book Projects, 1948-1981

Box	Folder	
10	1	San Francisco book, book jacket, 1948
	2	Los Angeles book, announcements, book jackets, photo list, 1950
	3	Wine Institute correspondence, 1951-1953, 1963
	4-7	<i>The Story of Wine in California</i> , 1961-1962
	8	Portfolio I: Image as Poem, 1977
	9-13	<i>The Photography of Max Yavno</i> , galleys and correspondence, 1980-1981
11		Book maquette for <i>The Photography of Max Yavno</i> , 1981

Subseries 4: Lectures, Teaching, Workshops, 1950-1984

Box	Folder	
12	1	University Club of Los Angeles, 1950

- |    |   |
|----|---|
| 2  | Fourth Aspen Design Conference, 1954                  |
| 3  | AAPM/Advertising Agency Production Managers, 1960     |
| 4  | National Society of Art Directors, ca. 1963           |
| 5  | Industrial Photographers of Southern California, 1968 |
| 6  | Art Center College of Design, 1972-1975               |
| 7  | Workshops in Photography by Max Yavno, 1973           |
| 8  | Society for Photographic Education, 1978, 1984        |
| 9  | Hollywood Arts Review, 1982                           |
| 10 | San Francisco Camerawork, lecture series, 1983        |

Subseries 5: Awards, Fellowships, 1946-1981

Box Folder

- |    |       |  |
|----|-------|--|
| 12 | 11    | Awards [ <i>See also:</i> AG136:40 and 41 for more awards] |
|    | 12-14 | John Simon Guggenheim Memorial Fellowship, 1946-1978       |
|    | 15    | National Endowment for the Arts, 1980-1981                 |

**Series 5: Business Records, 1952-1985**

Subseries 1: Miscellaneous Record, 1952-1985

Box Folder

- |    |       |   |
|----|-------|---|
| 13 | 1     | Building maintenance; 1959, 1961-1963               |
|    | 2     | Building expenses; 1960-1963, 1967-1974, 1978, 1983 |
|    | 3     | Studio work orders                                  |
|    | 4     | Building supplies                                   |
|    | 5-6   | Photograph print notes; no date, 1980               |
|    | 7     | Printing  |
|    | 8     | Print order; 1985                                   |
|    | 9     | Rate schedules, publications; 1952-1954             |
|    | 10    | Miscellaneous notes, commercial work; 1960s-1970s   |
|    | 11    | Max Yavno Photography, Inc; 1983 (minutes)          |
|    | 12    | Laica; 1976-1979                                    |
|    | 13    | Stamps and Postage                                  |
|    | 14    | Stationers  |
|    | 15    | Max Yavno stationary and business cards             |
|    | 16    | Yavno letterhead, advertising                       |
|    | 17    | Photographers Assistants                            |
|    | 18    | Models  |
|    | 19-20 | Models, content and release forms                   |

## Subseries 2: Camera equipment/processing records, 1956-1983

Box	Folder	
14	1	Burleigh Brooks, Burke & James; 1967-1979
	2	Calumet
	3	Color labs
	4	Film tests
	5	Filters
	6	Hasselblad camera; 1972, 1975
	7	Lenses
	8	Lens tests
	9	Mole-Richandoon Company; 1968, 1969-1972
	10	Paper & Board, paper cutters; 1976-1969-1972
	11	Pan Pacific Camera; 1962, 1971-1983
	12	Props and Rentals; 1956-1972
	13	Samy's camera; 1978-1984
	14	Schaeffer Photo & Camera supply; 1961-1978

## Subseries 3: Invoices, 1949-1983

Arrangement is alphabetical by client.

Box	Folder	
15		Unidentified [Monument Valley, AZ trip], undated Acme Hardware, 1962, 1963, 1964, 1966-1967, 1968, 1968 Acquavella Galleries, 1973 Advertising Designers Incorporated, 1972-1974 Anderson-McConnell Advertising Agency, Inc., 1961 Arthur Froehlich, 1956 Atherton, Privett, Inc., 1956-1957, 1962 Barcelona Productions, 1977 Barlow, Sidney, 1973 Barnes Chase, 1956 Batten, Barton, Durstine, and Osborn, Inc., 1949, 1958, 1960-1965, 1983 Bill Melendez Productions, 1957 Botsford, Constantine and Gardner, 1957, 1964 Bozell and Jacobs, Inc., 1971-1973, 1975 California Test Bureau, 1957 Calkins and Holden, 1956-1958 Campbell-Mithun, Inc., 1966 Carson Roberts, Inc., 1957, 1962-1963 Conrac Corporation, 1970 [annual report]

Crocker-Union Plant, [n.d.]  
Cunningham and Walsh, 1957-1958  
Dan B. Miner Company 1956-1957  
David Larsen Advertising, 1961, 1963  
Deane Brothers, Inc., 1969  
Diana Newman and Associates, 1978  
Divers plus McCormack, 1973, 1974  
Donahue and Coe, Inc., 1963  
Dot Records, 1960-1961, 1965  
Doyle, Dane, Bernbach, Inc., 1956-1958, 1960  
Dreyfus Company, 1958  
Earle Ludgin and Company, 1966  
Encyclopaedia Britannica, 1971  
Eisaman, Johns and Laws Advertising, 1965-1968, 1972-1973  
Erwin Wasey, Ruthrauff and Ryan, 1964, 1966-1967  
Flaire Agency, 1956-1958, 1960-1961  
Fletcher Richards, Calkins and Holder, Inc., 1962-1963  
Forbath Advertising, 1969  
Foote, Cone, and Belding Advertising, 1956, 1964, 1966  
Frank Miller Laboratories, 1958  
Fred A. Niles Communications, 1968  
Fred Kopp Advertising Art, 1956  
Fuller and Smith and Ross, Inc., 1961-1962  
Gould-Smith, 1956  
Graphic Films Corporation, 1957  
Grey Advertising, Inc., 1962  
Hiebert, Inc., 1962  
Hixson and Jorgensen, Inc., 1956-1957, 1964, 1966, 1968-1969  
Honig-Cooper and Harrington Advertising, 1969  
Human Interaction Research, 1969  
Hunt Foods, 1962, 1966, 1969-1970, 1976  
Imperial Records, 1957  
James B. Lansing Sound, 1967  
Jane McCowan Photography, 1973  
J.M. Straus and Company Advertising, 1957  
John Monsos, 1956  
Jon Byk Advertising, 1960, 1962  
June Wayne, 1971-1973  
J. Walter Thompson Company, 1965, 1966-1968  
Ken Parkhurst, 1966  
Klosterman, 1963-1964

Knox Reeves Advertising, 1958  
Knudsen Creamery, 1966  
Lee and Associates, 1964  
Litton Industries, 1958  
Los Angeles County Art Museum, 1967  
Malcolm Steinlauf, 1962  
M.C. McMenemy, Inc., 1967  
MacManus, John and Adams, Inc., 1968-1969  
Mary Webb Davis Agency, 1958, 1960-1961  
Mason Williams, 1966  
Max Factor and Co., 1969  
McCann-Erickson, Inc., 1958-1959, 1964, 1966, 1968  
Mercedes Bates, 1956-1957  
Merle Norman Cosmetics, 1970  
Millicent Deming Modeling Studio, [n.d.]  
*Modern Bride* magazine, 1969  
Music Center, 1967  
Myers, Bateman, and Wartnik, 1972-1973  
Nina Blanchard Agency, 1964, 1968  
N. Lee Lacy and Associates, 1963  
N.W. Ayer and Son, Inc., 1960  
Perrett Company, 1962  
Peterson Company, 1976  
Phyllis Morrie Originals, 1964  
Planning Research Corporation, 1966-1967  
Revell, Inc., 1957  
River Niger Film Group, 1975  
Riviera Manufacturing Company, 1970-1971  
Reprise Record Sales, 1962-1964  
Rexall Drug and Chemical, 1963-1964  
Robert C. Frojen and Associates, 1963  
Robert M, Runyon, 1967  
R.W. Webster Advertising, 1956-1957  
Sarra, Inc., 1957-1958  
Saul Bass, 1957  
Sears Roebuck, 1963  
Shakey's Pizza, 1967  
Sid Avery, 1976  
Smithsonian Institution, 1973  
Smock, Debnam and Waddell, Inc., 1963-1964, 1965  
Studio Artists, 1961, 1972

- Swafford and Company Advertising, 1963
- Tatham-Laird, Inc., 1961
- Teledyne Corporation, 1967
- Thermador, 1961
- Tilds and Cantz, 1960, 1964-1965
- Top-Wip, 1957
- Tracy's Woodturning, 1971
- Tri-Arts, 1956, 1962
- Tullis Company, 1966, 1967, 1968 [for Jose Cuervo Tequila]
- T.V. Guide*, 1958, 1960-1963
- Unigraphics, 1972
- United California Bank, 1966, 1967
- Verve Records, 1958
- Walter Swarthout Studios, 1978-1979, 1983
- Wartnik Advertising, 1969, 1975
- Western Advertising, 1957
- Western Growers and Shippers, 1966
- West, Weir and Bartel, 1966-1968
- Winner-Clippinger, 1967
- Woman's Day*, 1965
- Young and Rubicam, Inc., 1955, 1956-1957, 1960-1963, 1968, 1979
- Zimmer-Lieberman Construction, 1957
- 17 Commercial work, client payment records, undated – 1970s
- 18 Spiral bound books of photographs, portraits. Possibly as examples of work.
- 19 Spiral bound books of photographs, portraits. Possibly as examples of work.

Subseries 4: Commercial-work publications, n.d., 1953-1979

Tearsheets, clippings, and advertisement mock-ups documenting commercial work done for clients. Alphabetical by client name or if client is unknown by project.

Box Folder

- 20 [Flower, n.d.]
- Acme Appliance Manufacturing Company, [n.d.]
- "Add An Egg," [n.d.]
- All American Markets, 1953
- American President Lines,
- Arcadia Metal Products, [n.d.]
- Art Director and Studio News, 1953

Audience Tested Advertising for Kwikset Locksets, n.d.  
ATP / Audience Tested Productions, n.d.  
Avco Thrift, n.d.  
Batten, Barton, Durstine, and Osborn, Inc., for Rexall Drug Company,  
1961  
Batten, Barton, Durstine, and Osborn, Inc., for North American Aviation,  
1958-, 1963  
Bestford, Constantine & McCarty, Inc. for Varian Associates, 1968  
Beverly Hills National Bank, [n.d.]  
Brett Lithographing Company, ca. 1958  
Blue Cross-Blue Shield, 1955-1957  
California Test Bureau, 1957  
California Turkey and Hot Cling Peaches, [n.d.]  
Calkins and Holden, for The Rand Corporation, 1957  
Chanel [?], ca. 1977  
*Chicago Sunday Tribune Magazine*, 1963  
Community Chest, [n.d.]  
"Concrete," [n.d.]  
Consolidated Film Industries, [n.d.]  
Culligan Soft Water Service, [n.d.]  
Doyle, Dane, Bernbach, Inc., for Rexall, Inc., [n.d.]  
Doyle, Dane, Bernbach, Inc., for Lear, Inc., 1956  
Eisaman, Johns and Laws Advertising, for Penzoil, 1966-1967  
Eisaman, Johns and Laws Advertising, for Kahlua, 1972  
Erwin Wasey, Ruthrauff and Ryan, for The Carnation Company, 1960  
Falstaff Brewing Company, 1965  
Foote, Cone, and Belding Advertising, for Catalina Swimwear, 1957  
Ford, 1967-1969  
George T. Stagg Company (Old Stagg Bourbon), 1957  
Ginsburg & Levy, Inc., [n.d.]  
Hildegarde, 1947  
Hixson and Jorgensen, Inc., for Pacific Mutual Life Insurance Company,  
1959  
Hixson and Jorgensen, Inc., for Yamaha, 1969-1971  
Hunt Foods, Inc., 1959  
Johnson & Lewis Advertising for American President Lines, Inc., 1959  
Kaiser Aluminum, 1962  
KPFK 90.7 AM, Los Angeles, CA, 1962  
KRLA, Los Angeles, CA, 1965  
Lark Cigarettes, [n.d.]  
Max Factor, [n.d.]

McCann-Erickson, Inc., for Forest Lawn Memorial Park Association, 1958  
 Myers , Bateman, & Wartnik for Ford, 1972  
 Portland Cement, [n.d.]  
 Ralston-Purina, Inc., [n.d.]  
 RCA/Southern California Gas Company, 1958  
 Reprise Record Sales, [1962-1964]  
 Sarra, Inc., for “Los Angeles Policeman-Editorial,” [1957-1958]  
 Tullis Company for Jose Cuervo Tequila, 1966  
 Young and Rubicam, Inc., for Coke, Inc., [1979?]  
 Young and Rubicam, Inc., for Ernst and Julio Gallo Winery, [n.d.]  
 Webcor Phonographs, 1957  
 West, Weir and Bartel, for ITT, 1968  
 Weston Engraving Corporation for Pillsbury “Poppin’ Fresh” Yeast Bread,  
 [n.d.]  
 White Stag Manufacturing Company, [n.d.]  
 William Esty Company, Inc. for Camel Cigarettes, 1958

**Series 6: Clippings, 1946-1986**

Box	Folder
22	Clippings, undated, 1946-1969
23	Clippings, 1972-1986

**Series 7: Publications, 1951-1985**

Box	Folder
24	<p><i>ADIA News</i> [Art Directors Club, Los Angeles] n.d.  <i>American Photographer</i> 3:1 (July 1979)  <i>American Photographer</i> 5:2 (February 1981)  <i>Applied Photography</i> 36 (1968)  <i>Arts and Architecture</i> 68: 9 (September 1951)  <i>Art and Auction</i> (July/August 1984)  <i>Art Direction</i> 7:3 (June 1956)  <i>Art Direction</i> 10:12 (March 1959)  <i>Art for Pleasure and Profit</i> [Los Angeles Times Advertising Supplement]                      (March 1976)  <i>Art in America</i> 64:1 (January/February 1976)  <i>Art News</i> 39: 8 (November 1940)  <i>Art Now Gallery Guide</i> 9:9 (May 1979)  <i>ARTnews</i> (April 1976)</p>



*ARTnews* (October 1978)  
*Artweek 7:7* (February 1976)  
*California Living* (June 21, 1981)  
*California Living* (January 8, 1984)  
*Camera 2* (February 1981)  
*Cliches 15* (April 1985)  
*Computer Systems Analysis and Programming*. [bulletin]. Planning Research Corporation.  
Cyprus Mines Corporation. *1973 Annual Report*.  
*Editor and Publisher* 84:12 (March 1951)  
*Engineering and Science* 14 (December 1950)  
*Foto 2* (November 1982)  
*Home* [Los Angeles Times supplement] (May 1967)  
Hunt Foods and Industries, Inc. *1962 Annual Report*.  
*Impression* (December 1957)  
*Impression* (Fall 1958)  
*Journal 9* [Los Angeles Institute of Contemporary Art] (January/February 1976)  
Lear Siegler, Inc. *1966 Annual Report*.  
Lear Siegler, Inc. *1967 Annual Report*.  
*Life* 56:1 (January 1964)  
*Life* 56:6 (February 1964)  
*Life* 56:8 (February 1964)  
*Los Angeles Time Advertising Supplement* (October 18, 1964)  
*New West* 1:16 (November 1976)  
*New West* 2:12 (June 1977)  
*Newsweek* 32:27 (December 1948)  
*Ovo Magazine* 10: 40/41 (1981)  
*Photo Bulletin* [G. Ray Hawkins Gallery] 1:2 (February/March 1978)  
*Photo Bulletin* [G. Ray Hawkins Gallery] 3:4 (August 1980)  
*Photo Bulletin* [G. Ray Hawkins Gallery] Special Edition volume (November/December 1984)  
*Photo Metro* 2:15 (December 1983/January 1984)  
*Picture Magazine* 14 (1980)  
Planning Research Corporation. *Annual Report 1965*.  
*PM* [Bulletin of the Advertising Agency Production Managers of Los Angeles] (April 1960)  
*Printletter* 15 (May/June 1978)  
*Rangefinder* 11:10 (October 1962)  
*San Diego Magazine* (January 1985)  
*See* 10:2 (March 1951)

*Soviet Life* 8:287 (August 1980)  
*TV Guide* 8:39 (September 24, 1960)  
*TV Guide* 8:49 (December 3, 1960)  
*TV Guide* 8:51 (December 17, 1960)  
*TV Guide* 9:11 (March 18, 1961)  
*TV Guide* 9:13 (April 1, 1961)  
*TV Guide* 9:37 (September 15, 1961)  
*TV Guide* 9:37 (September 16, 1961)  
*TV Guide* 9:38 (September 23, 1961)  
*TV Guide* 11:37 (September 14, 1963)  
*28<sup>th</sup> National Competition and Exhibit of Outdoor Advertising Art*  
[catalog]. Outdoor Advertising Inc., 1960.  
*University of California Press: New Books*. [catalog]. Berkeley, 1981.  
*University Publishing* (Winter 1984)  
*Western Association of Art Museums Catalog of Exhibitions*. [catalog].  
San Francisco, 1981  
*Western Advertising* 70:1 (August 1957)  
*Working for Wings* 3:1-2 (January/February 1944)

**Monographs that do not contain Yavno images** (stored on bookshelves)

Adams, Ansel. *Artificial-Light Photography*. 5<sup>th</sup> printing. Hastings-on-Hudson, NY: Morgan and Morgan, 1968, 1971.

Adams, Ansel. *Natural-Light Photography*. 7<sup>th</sup> printing. Hastings-on-Hudson, NY: Morgan and Morgan, 1971.

*Basic Photography: Technical Manual*. Washington, DC: War Department, 1941.

*Color Photography Outdoors*. [bulletin]. Rochester, NY: Eastman Kodak, 1960.

*Elementary Photographic Chemistry*. Rochester, NY: Eastman Kodak, 1936.

Gernsheim, Helmut. *Beautiful London*. Reprint. London: Phaidon Press, 1960.

Kellsey, Lewis L. *Corrective Photography*. Chicago: L.F. Deardorff & Sons, 1947.

*Kodak Color Dataguide*. [bulletin]. 3<sup>rd</sup> edition, second printing. Rochester, NY: Eastman Kodak, 1968.

*Operating Instructions for Type 1501-A Light Meter*. New York: General Radio Co., n.d.

*Photography, Volume 1*. Washington, DC: Navy Department, 1947.

Pintado, Jose Manuel & Pablo Ortiz Monasterio, photos. *Los Pueblos del Viento*. [catalog]. Mexico City: Instituto Nacional Indigenista, 1981.

Spottiswoode, Raymond. *Film and Its Techniques*. Berkeley: University of California Press, 1951.

Stouman, Lou. *Ordinary Miracles: The Photography of Lou Stouman*. Los Angeles: Hand Press, 1981.

*Studio Lighting for Product Photography*. [bulletin]. Rochester, NY: Eastman Kodak, 1959, 1964 printing.

Thompson, Bob, ed. *California Wine*. A Sunset Pictorial. Menlo Park: Lane Publishing, 1973.

Weinstein, Robert A. *Tall Ships on Puget Sound: The Marine Photographs of Wilhelm Hester*. Seattle: University of Washington Press, 1978.

White, Minor. *Zone System Manual: How to Previsualize Your Pictures*. 4<sup>th</sup> printing. Dobbs Ferry, NY: Morgan and Morgan, 1972.

### **Other monographs – not photography related**

Anderson, Jean, ed. *Family Circle Illustrated Library of Cooking*. Rockville Centre, NY: Rockville House Publishing, Inc., 1972.

*Art at Scripps: The Early Years*. [catalog]. Lang Art Gallery, 1988

*Arts of Southern California, vii, 20 Photographers*. [catalog]. Long Beach Museum of Art, n.d.

Beard, Charles A. and Mary R. *The Beards' Basic History of the United States*. New York: Doubleday, Doran & Company, 1944.

Bell, Clive. *French Impressionists in Full Colour*. London: Phaidon Press, n.d.

*Betty Crocker's Dinner in a Dish Cookbook*. New York: Golden Press, 1965.

*California Wine Country*. A Sunset Travel Book, n.d.

Forbes, Kathryn. *Transfer Point*. New York: Harcourt, Brace and Company, 1940s.

Griffith, Beatrice. *American Me*. Boston: Houghton-Mifflin, 1948.

Jean, Frank Covert, Ezra Clarence Harrah and Fred Louis Herman. *Man and the Nature of His Physical Universe*. Boston: Ginn and Company, 1934.

Lockridge, Ross, Jr. *Raintree Country*. Boston: Houghton-Mifflin, 1948.

Nicolaides, Kimon. *The Natural Way to Draw*. Boston: Houghton-Mifflin, 1941.

Prelutsky, Burt. *How to Survive in the City*. Lakeworld, 1971.

Sister Magdalen Mary. *Irregular Bulletin: The Gloria Issue*. Los Angeles: Immaculate Heart College, 1961 (?)

Sperry, Vicci. Drawings by Vicci Sperry. Boston: Boston Book and Art Shop, Inc., 1969.

Sperry, Vicci. The Art Experience. Boston: Boston Book and Art Shop, Inc., 1969.

Snowman, A. Kenneth. *Carl Faberge: Goldsmith to the Imperial Court of Russia*. New York: Greenwich House, 1979.

Suzuki, Shunryu. *Zen Mind, Beginner's Mind*. Eighth paperback printing. New York: Weatherhill, 1975.

Staff at University of California Press. *Reflections from a Publishing Career: August Fruge*. Berkeley: U of California, 1977.

25                    *American Geographical Society: Around the World Program*.  
[Approximately 50 copies]. Garden City, NY: Nelson Doubleday, 1958.

26                    Periodicals with no Yavno images identified  
*Applied Photography* 13 (1959)  
*Applied Photography* 15 (1961)  
*Applied Photography* 17 (1962)  
*Applied Photography* 18 (1962)  
*Applied Photography* 20 (1963)  
*Applied Photography* 21 (1964)  
*Applied Photography* 22 (1964)  
*Applied Photography* 23 (1964)  
*Applied Photography* 24 (1965)  
*Applied Photography* 25 (1965)  
*Applied Photography* 26 (1965)  
*Applied Photography* 27 (1965)  
*Applied Photography* 28 (1966)  
*Applied Photography* 30 (1966)  
*Applied Photography* 32 (1967)  
*Applied Photography* 33 (1967)  
*Applied Photography* 34 (1967)  
*Applied Photography* 35 (1967)  
*Applied Photography* 37 (1968)  
*Applied Photography* 38 (1968)  
*Applied Photography* 39 (1968)  
*Applied Photography* 41 (1969)  
*Applied Photography* 43 (1970)  
*Art Direction* 12: 9 (January 1961)  
*Art Direction* 12: 10 (February 1961)  
*Art Direction* 13:2 (April 1961)  
*Art Direction* 13:2 (May 1961)  
*Arts Quarterly: A Guide to the Performing Arts* (Fall 1985)  
*CA The Magazine of the Communication Arts* 6:4 (July/August 1964)

*California: People, Problems, Potential.* Bank of America, n.d.  
Commercial Camera 16/17 (1962)  
Commercial Camera 19/20 (1963)  
Commercial Camera 22 (1964)  
Commercial Camera 23 (1964)  
Commercial Camera 24 (1965)  
Commercial Camera 26 (1965)  
Commercial Camera 27 (1965)  
Commercial Camera 29 (1966)  
Commercial Camera 32 (1967)  
Commercial Camera 33 (1967)  
Commercial Camera 34 (1967)  
Commercial Camera 35 (1967)  
Commercial Camera 37 (1968)  
Commercial Camera 38 (1968)  
*Newsweek* 92:16 (October 1978)  
*New West* 3:3 (February 13, 1978)  
*New West* 3:5 (March 13, 1978)  
*New West* 3:6 (March 27, 1978)  
*Ovo Magazine: The Automobile* 30/31 n.d.  
*Ovo Magazine* 9:42 (1981)  
*The Rangefinder* 11 (November 1959)  
*The Rangefinder* 34:8 (August 1985)  
*SF Camerawork Quarterly* 12:1 (Spring 1985)  
*Technical Photography* 14:5 (May 1982)  
*Technical Photography* 17:9 (September 1985)  
*Technical Photography* 17:10 (October 1985)  
*Time* 121:24 (June 12, 1983)  
*Weaving Traditions of Highland Bolivia*, December 19, 1978 to February 4, 1979. [catalog]. Los Angeles: Craft & Folk Art Museum  
*Western Advertising* 69:7 (March 1957)  
*Western Advertising* 70:1 (August 1957)  
*Western Advertising* 72:2 (February 1958)  
*Western Advertising* 73:2 (February 1959)  
*Western Advertising* 75:2 (February 1960)  
*Western Advertising* 77:3 (February 1961)  
*Western Advertising* 78:5 (September 1961)  
*Western Advertising* 79:3 (February 1962)  
27 Technical Literature, A-L  
28 Technical Literature, M-Z  
29 Technical Manuals

*Goerz American* [photo lenses]. C.P. Goerz American Optical Company, 1951.

*Kodak B/W Photographic Papers*, 1978

*Kodak Bulletin for the Graphic Arts* 5 (1964)

*Kodak Bulletin for the Graphic Arts* 6

*Kodak Bulletin for the Graphic Arts* 11

*Kodak Bulletin for the Graphic Arts* 12

*Kodak Bulletin for the Graphic Arts* 13 (1968)

*Kodak Bulletin for the Graphic Arts* 14 (1968)

*Kodak Bulletin for the Graphic Arts* 15 (1968)

*Kodak Bulletin for the Graphic Arts* 16, 1968 (?)

*Kodak Color Films*, 1971

*Kodak Filters for Scientific and Technical Uses*, 1970

*Kodak Newsletter for Professional Photography Instructions* 15:1 (1982)

*Kodak Professional Black-and-White Films*, 1976

*Kodak Technical Pan Film*, 1982

*Mimiya PD Prism Finder Instructions*, n.d.

*Polaroid Black & White Polaroid Land Films*, 1978 (?)

30-31

Duplicate exhibition announcements and publications

**Series 8: Legal/Financial/Medical Records, 1947-1985**

Receipts for personal and business expenses, banking and investment records, tax records, medical expenses, and legal files.

Subseries 1: Legal Records, 1953-1983

Box	Folder	
32	1-2	Litigation, 1964, 1974
	3	Loan from Yavno, 1964-1968
	4	Louis Yavno estate, 1965-1969
	5	Santa Fe Properties, Ltd., 1967-1969
	6	Max Yavno Photography, Inc. (Incorporating papers), 1972-1984
	7	9352 Properties Partnership, 1979
	8	Max Yavno wills, 1980s
	9	Max Yavno, Last Will and Testament, 1985
	10	Lease to Yavno, 8911 Sunset Blvd, 1953
	11-17	Leases from Yavno to others, 7207 Melrose Ave., 1962-1983
	18	Deed, 9352 Van Nuys Blvd, 1979
	19	Title, 7207 Melrose Ave, 1983
	20	Oil and gas lease, 7207 Melrose Ave, 1983

## Subseries 2: Tax Records, 1949-1985

Box	Folder	
32	21	Accountant records, 1960s-1970s
	22	Expenses, 1960
	23	Assets / Liabilities, 1961
	24	Correspondence from IRS, 1950s-1960s
	25	Earnings statements, 1960, 1978, 1981
	26-30	Income tax returns: U.S. individual: 1947-1949; 1951-1984
	31	Income tax returns: California individual: 1949-1950; 1953; 1980
	32	Income tax returns: U.S. partnership, 1967-1970
	33	Income tax returns: U.S. corporate, 1972-1980, 1983
	34	Income tax returns: California corporate, 1974-1981
	35	California sales tax, 1950-1984
	36	Los Angeles sales taxes, 1963-1985
	37	Property Tax Assessments, 1960-1984
	38	Employee related tax records

## Subseries 3: Investments, 1951-1985

Box	Folder	
33	1	Social Security documents, 1951, 1974-1980
	2	Max Yavno stock, 1968
	3	E. F. Hutton, 1967-1984
	4	Hutten/Energy Assets, 1983-1984
	5	Sierega & Company, Inc/Pacific Coast Stock Exchange, 1969-1970
	6	Oppenheimer investor services, 1983-1985

## Subseries 4: Banking, 1948-1985

Box	Folder	
33	7	Loans from Bank of America, 1952-1956
	8	Security First National Bank: Loans, 1961-1971
	9	Security First National Bank: Loan from Vlier, Blain H & Irene, 1961-1975
	10	Westdale Savings & Loan, 1965-1983
34		Cancelled checks and bank statements, check stubs, 1948-1985
35		Cancelled checks, 1967-1982
		Check registers, 1962-1961
		Bank by mail deposits, 1961-1980
		Savings registers, 1949, 1967-1985
		Bank by mail deposits, Max Yavno Photography, 1972-1975
		Check registers, Max Yavno Photography, Inc., 1972-1973; 1978-1985

Cancelled checks, Max Yavno Photography, Inc., 1972-1981  
Bank statements, Max Yavno Photography, Inc., 1972-1975, 1978-1985

Subseries 5: Receipts, n.d.

Box Folder

36 Camera equipment, credit card, household and studio receipts

Subseries 6: Medical Records, n.d, 1948-1984

Box Folder

37 Medical records (including some medical insurance)

38 Miscellaneous insurance records, undated, 1948-1984

**Series 9: Audiovisual Materials, n.d., 1989**

Box Folder

39 8mm film "Yavno Project 1 Picture  
2 16mm full coat magnetic sound film. Soundtrack for Project 1  
2 Super 8mm films, "Outtakes of Yavno Project": Bits and pieces of film  
for the Yavno movie – not used in final film and poor quality.  
8 boxes of Super 8 Kodak Ektachrome film; only 7 contain film  
*Reference DVD combines Yavno Project 1, music, and Outtakes from  
Project 1*  
1 35 mm film: Filmways Productions, black-and-white counting leader, no  
picture content  
1 box Kodak White Movie Leader 7985  
1 Cassette tape "Leonard Vernon on 'Max Yavno' Sept. 10, 1989"  
1 Cassette tape "Sally Stein on 'Max Yavno' Sept. 28, 1989" (Museum of  
Contemporary Art Los Angeles)

**Series 10: Memorabilia/ Art/Artifacts, n.d., 1969**

Box Folder

40 Scrapbook with clippings and awards  
41 Awards: plaques  
42 Doña Rosa black pottery of fish (Mexican Ceramic)  
Grey seated male figure (Mexican Ceramic)  
Red male figure (Mexican Ceramic)  
Flat figure of male head (Mexican Ceramic)  
43 Green and brown pottery shaped like fish (Mexican Ceramic)  
Natzler bottle, orange-red crater glaze, 1969, d. 18 cm, h. 14.5 cm



44	Grey abstract sculptural piece
	Brown abstract sculptural piece
	Green abstract sculptural piece
	Square blue abstract sculptural piece
45	Red beaded and embroidered hat
	Tan beaded and embroidered hat
	Tan wool poncho
46	Black rotary telephone
	Rolodex file (empty; cards in Biographical Materials)
47	Red and black seated male figure
48	Bronze fish
	Bronze dish
	2 metal dishes
49	Large abstract sculptural piece inscribed by Yavno
50	Ceramic bust
51	2 Large green and brown metal lids
52	Printing plates
53	Max Yavno personal items; keys
53A	3 sets of blueprints, 1960
	"Max Yavno Studio Building, Addition and Alteration of 7207 Melrose Avenue"

**Series 11: Posthumous Materials, 1985-2005**

Box	Folder	
54	1	Requests to reproduce Yavno photographs
	2	Estate correspondence
	3	Yavno scholarship fund
	4	Kawasaki Museum, Japan
	5-7	Museum of Contemporary Art, Los Angeles
	8	G. Ray Hawkins Inventory
	9	Print distribution general file
	10	Friends of Photography
	11	Huntington Museum
	12	MOPA (Museum of Photographic Arts)
	13	MOMA – San Francisco Museum of Modern Art
	14	Donations
	15	Max Yavno funeral arrangements, 1985
	16-18	Photography equipment inventory, undated, 1986
	19	Posthumous correspondence to Yavno, 1985

55	1	Max Yavno Property, 1985-1986
	2	Studio lease, 1985-1986
	3	Receipts, estate, 1984-1985
	4-8	Estate records, 1985-1988, 1992, 2005
	9	Banking records, all accounts
	10	Check registers
	11-12	Security Pacific National Bank, 1985-1988
	13	Savings, 1987
	14-19	First Los Angeles Bank
	20	Cash receipts, 1988-1989
	21-23	Cash receipts/cash disbursements, 1986
	24 I	Investment accounts, 1986-1991
	25	Tax information, 1986, 1987
	26-27	Yavno tax returns, 1985-1991
	28	Tax documents
56	1	Blue Cross
	2	Bills – Medical
	3	Medical Bills – Unpaid
	4	Medicare
	5	Insurance

**Series 12: Photographic Materials, 1940-1985**

Subseries 1: Black and white negatives, 4x5 and 2 ¼ x 2 ¼

Box Folder

57	4 x 5 inch and 2 ¼ x 2 ¼ inch b/w negatives
	The San Francisco Book, numbered by Yavno (see attached list)
	The San Francisco Book, not numbered
	The San Francisco Book, in page number order
	Ben Maddow book
	Miscellaneous unidentified color
	Miscellaneous identified
	Miscellaneous unidentified
	Vineyards, unidentified
	Vineyards, identified
	Unidentified 4 x 5 inch negatives
	Portraits of Aaron Siskind by Yavno
	Yavno self portraits
58	Los Angeles Book – negatives, contact prints, model releases
	Yavno exhibition – G. Ray Hawkins Gallery, 1980

- [Plates in Maddow book?]  
 Israel, Egypt  
 Bay Area, Morocco, Italy, 1983  
 59 "Most crowded block," 1940-1941  
 ["Most crowded block"?]  
 San Francisco  
 Los Angeles  
 [Consuelo Kanaga and Wallace Putnam]  
 [Aaron Siskind]  
 [Kuniyoshi]  
 Maddow book plates  
 Unidentified portraits  
 Bull fighting  
 60 San Francisco [reject negatives?]  
 Views  
 Embarcadero  
 Chinese  
 Buildings  
 Bridges  
 San Francisco reject negatives  
 Market Street  
 61 Mexico, 1981-1982  
 [Early Mexico?]  
 62 Miscellaneous  
 Wine in California negatives  
 Commercial & Portrait work (alphabetical) A-F  
 63 Commercial & Portrait work G-R  
 64 Commercial & Portrait work (alphabetical) Q-Z – out of order  
 Wineries  
 65 mainly commercial, 4x5 negatives, n.d.  
 66 4x5 b/w negatives, Vicci Sperry artwork, 1970s  
 2-1/4 b/w negatives, misc. art & commercial, undated  
 67 2-1/4 b/w negatives, A-D, undated, 1948-1968  
 68 2-1/4 b/w negatives, E-L, undated, 1950-1968  
 69 [13], 1951-1965; undated  
 2-1/4 b/w negatives, M-P  
 70 2-1/4 b/w negatives, M-P, undated, 1957-1968  
 71 2-1/4 b/w negatives, "Rejects," alpha-numeric, \$.33-W, undated  
 2-1/4 b/w negatives, miscellaneous, undated  
 72 2-1/4 b/w strip negatives, undated, 1938-1940s  
 73 2-1/4 b/w test strip negatives, undated, 1967-1977

- 74 2-1/4 b/w negatives, "Selects and Rejects," 1970-1984
- 75 2-1/4 b/w negatives, Doc. Proj. Rejects, undated
- 76 33mm b/w strip film, "Mexico", undated
- 77 Miscellaneous sizes; b/w negatives; color negatives and transparencies—  
commercial, undated, 1975  
35mm b/w film strip—Test patterns  
2-1/4 b/w negatives—Grand Canyon (?)  
2-1/4 b/w negatives—Bank of California  
4x5 b/w negatives—San Francisco  
4x5 b/w negatives—Group of businessmen  
8x10 b/w negatives—Commercial & a portrait  
8x10 b/w negatives—Commercial  
35mm color slides & strip film of Yavno  
2-1/4 color negatives of Yavno & unidentified women (Pat Berger?)  
2-1/4 color transparency, Yavno in Mexico  
4x5 color transparencies—Commercial  
8x10 color transparencies—Yavno & actors (?)  
8x10 color transparencies—Commercial  
Color separation guides

Subseries 2: Color negatives and transparencies

Box Folder

- 78 Various sizes and 8x10 color transparencies:
  - Alf, Martha
  - Automobiles
  - Bass, Saul
  - Bissonette, Greg (Chateau Chevalier)
  - Carlson, Janet Marie
  - Chicken Delight
  - Christian Brothers
  - Coca-Cola
  - Draper
  - Eggs
  - Flowers
  - Ford
  - Fruit
  - Furniture
  - Gallo
  - Goodyear
  - Hair

- 79                   Hand  
                      Various sizes and 8x10 color transparencies:  
                      Hunts  
                      Kaiser  
                      Knudsen  
                      Korbel  
                      L.A. Nite  
                      Los Angeles Times  
                      Lear Siegler  
                      Leitz  
                      Lens Tests  
                      Paul Masson  
                      Max Factor  
                      Men  
                      Milk  
                      Models  
                      Peaches  
                      Penzoil  
                      Publicity
- 80                   Various sizes and 8x10 color transparencies:  
                      Purex  
                      Purina  
                      Rexall  
                      Riviera  
                      Rocks  
                      Royal Typewriter  
                      Silver ware  
                      Squirt  
                      Telephone  
                      Thermador  
                      TV Guide  
                      Union 76  
                      Vegetables  
                      Wayne, June  
                      Wheaties  
                      Wilshire Oil  
                      Wine Book  
                      [Wine] Miscellaneous  
                      [Wine], Tests  
                      Yamaha  
                      Yavno, Max

- 81 Yosemite  
[Models in Yosemite]  
8x10 mounted color transparencies  
Miscellaneous commercial work
- 82 4x5, 2 ¼  
Miscellaneous commercial  
Otto Natzler (4x5)
- 83 Various sizes, color transparencies  
Napa
- 84 Miscellaneous commercial, various sizes, color transparencies  
Hunt's  
2 ¼ Portraits

Subseries 3: 35 mm Color Slides

Box Folder

- 85 2 ¼ mounted color slides, "Hunt's peaches," undated
- 86 1967- 1980  
1967:  
Original tests  
Coliseum firsts  
La Sainte Chappelle seconds  
Piccadilly firsts  
Gears  
[Orbs]  
1968: unidentified party  
1974: duplicates of [Napa?] show  
1974-78: miscellaneous; no identification  
1978: b/w slides associated with *The Photography of Max Yavno* (1981)  
1979:  
New York  
Black/white slides of cityscape [New York?]  
1980:  
Jerusalem  
Watts and Cairo  
Egypt  
Cairo
- 87 1973-1974  
Napa Valley  
Various vineyards  
Portraits

88

1966-1980

1966: McCall's [House?] rejects; some of shot with Mandelbaum

1967:

Coliseum rejects

[Italy?] (3 boxes)

London, plane in foreground

Piccadilly Circus rejects

La Sainte Chapelle seconds

Eiffel [Tower]; lost Chappell seconds

Gyro mandolins

1969: Bob Wheeler and Dean Bras

1975 [?]:

[Napa; wine country]

Moon [Grand Canyon; Canyon de Chelly; marina]

Cockpit seconds

[Grand Canyon; Canyon de Chelly]

1980 [Black & White]:

Cairo; Jerusalem

Tests

89

1967-1982

1967-1974: Vignes

1967-1969: Orange Juice

1967:

Gyro

Venice rejects

Gyro seconds

Slates of prints

Industrial seconds (2 boxes)

Industrial[?]

Industrial selects

Eye 9 Springs

[Turquoise ring]

[Monument Valley Tours]

1971: Sailboats

1974: Wine grape varieties

1975:

Airplane cockpit

[Death Valley?]

[Grand Canyon]

1981-1982: b/w slides associated with *The Photography of Max Yavno*  
(1981)

- 90 1982: b/w slides associated with *The Photography of Max Yavno* (1981)  
 1967-1975  
 1967:  
     Gyro  
     Heating/Air condition  
     IBM  
     [Computer?] [miscellaneous]  
     [miscellaneous]  
 1974: Wine country photos  
 1975: Napa
- 91 35 mm color slides of California wine country, undated, 1973-1974

Subseries 4: Color Slides from Binders

Color slides were originally housed in three-ring binder notebooks. Yavno's descriptions for each slide page are listed here.

Box Folder

- 92 Binder labeled: "Reproductions of Advertisements"  
 2 Chinese men, 1973  
 Aaron, 1973  
 Death Valley, 1975  
 Eggs, 1973  
 Guggenheim, 1973  
 Grey card tests, 1973  
 Griffith Park Observatory, 1974  
 Max Factor, 1973-1974  
 Ford, 1972-1973  
 Hunts Ketchup, 1973  
 Los Angeles, 1971, 1973, 1975  
 McCall's, 1966, 1973  
 Miscellaneous, 1967, 1973-1974  
 North American, 1973  
 Pennzoil, 1973  
 San Francisco, 1973  
 Studio kitchen, 1974  
 Squirt, 1973  
 Sunsets, 1974  
 Vegetables, 1973  
 Wine book, 1973  
 Yamaha, 1973
- 93 Binder labeled: "Almedan – Franzia, Seconds"



- Miscellaneous, 1973, 1974, 1982  
Almedan Book, 1973-1974  
Back Lit Book, 1974  
Bear Mountain Winery Book, 1974  
Beaulieu book, 1974  
Beringer book, 1974  
Brookside book, 1974  
Buena Vista book, 1974  
Chappelet book, 1973-1974  
Christian Brothers Book, 1973-1974  
Churches book, 1974  
Coucannon book, 1974  
Cucamonga book, 1974  
Draper book, 1973-1974  
Eastside book, 1974  
Fermenting book, 1973-1974  
David Fickker book, 1974  
Fog Book, 1973  
Franzia Book, 1974  
Misc. 8x10 Color Transparences, [n.d.], (11)  
Misc. 4x5 Color Transparences, [n.d.], (6)  
Misc. 2x3 Color Transparences, [n.d.], (4)  
94 Binder labeled: "Almedan – Christian Brothers, Thirds"  
Almedan-Paicentes, 1973-1974  
Almedan-Saratoga, 1973  
Almedan-Los Gatos, 1974  
Bear Mountain Winery, 1974  
Beaulieu, 1974  
Beringer, 1974  
Brookside, 1974  
Buena Vista, 1974  
Chappellet, 1973  
Christian Brothers, 1974  
Chateau Chevalier, Greg Bissonette, 1973  
Christian Brothers, St. Helena, 1973-1974  
Christian Brothers, Mt. La Salle, 1974  
95 Binder labeled: "Napa Valley – Yavno, Seconds"  
Napa Valley Co-Op, Book, 1974  
Parducci, 1974  
Fred Perella Minetti, Delano Book, 1974  
Picking Grapes [empty]

Planting, Book, 1974  
Rancho California Book, 1974  
Ridge Book, 1974  
St. Helena [empty]  
San Gabriel Book, 1974  
Schramsberg Book, 1974  
Sebastian Book, 1974  
Silverado Book, [empty]  
Simi Book, 1974  
Smudge Pot Book, 1974  
Chateau Sauverain Book, 1974  
Sauverain Cellars Book, 1974  
Sterling Book, 1974  
Stony Hill Book, 1974  
Sunai Book, 1974  
Vallejo, General Book, 1974  
Vignes Street, 1975  
Vines Book, 1974  
Vineyards Book, 1974  
Wente Book, 1974  
Wind Machine Book, 1974  
Widmer Book, 1974  
Windsor Book, 1974  
Winkler Vine, 1974  
Binder Labeled: "Book"  
    1973  
    1, 1973-1974  
    2, 1974  
    4, 1973-1974  
    3, 1974  
    5, [empty]  
    6, [empty]  
    7, [empty]  
    [no label], 1973, 1974  
96 Binder labeled: "Freemark – Mustard, Seconds"  
Freemark, Book, 1974  
Freemark Abbey Book, 1974  
Gallo Book, 1974  
Geysler Peak Book, 1974  
Grapes Book, 1973-1974  
Hanzell Book, 1974

Heitz Book, 1974  
Helicopter Book, Sonoma to St. Helena, 1974  
Inglenook Book, 1974  
Italian Swiss Book, 1974  
Korbel Book, 1974  
Krug Book, 1974  
L. Martini Book, 1974  
Paul Masson Book, 1974  
Maya camas Book, 1974  
Mechanical Harvester Book, 1974  
Misc. Book, 1974  
Modesto Book, 1974  
Mondavi Book, 1974  
Moon Book, 1974  
Mustard Book (Next to (South of) Office and Napa Valley Co-Op Crush),  
1973  
Binder labeled: "Dupes"  
Tests, 1974  
Dana Point, 1976  
Canyon de Chelly, 1976  
Almedan, 1974-1975  
Back Light, 1974-1975  
Blue Grapes, 1974-1975  
Century City, 1974-1975  
Chateau Chevalier, 1975  
Christian Brothers, 1974-1975  
Cucamonga, 1974-1975  
Draper Mustard, 1974-1975  
Draper Vineyard, 1975  
Fog, 1975  
Green Grapes, 1974-1975  
Korbel Redwood Stumps, 1974-1975  
Korbel Tractor, 1975  
Krug, 1974-1975  
Masson, 1973, 1975  
Misc., 1975  
Mustard, 1974-1975  
Simi, 1975  
Stagg Leap, 1975  
Stony Hill Red, 1974-1975  
Waves, 1973, 1975

- 97           Wente, 1974  
              Widner, 1974-1975  
              “B & W” [Black-and-white copy slides]  
              Rejects, 1976  
              Firsts, 1976  
              N.Y., 1976, 1978  
              Dupes, 1976  
              L.A., Old, 1976, 1978  
              S.F., 1976, 1978  
              Imperial Valley, L.A. New, 1978  
              National Parks, 1978  
              Portraits, 1978  
              Dupes Extra, 1976, 1978
- 98           “Churches through Mechanical Harvester, Thirds” and “Christian Brothers  
              through Inglenook”  
              Churches, 1974  
              Concannon, 1974  
              Crushing, 1973  
              Cucamonga, 1974  
              Draper, 1973-1974  
              Fricklin, 1974  
              Fog, El Camino, 1973  
              Franzia, 1974  
              Freemark Abbey, 1974  
              Gallo, 1974  
              Grapes, 1973-1974  
              Hanzell, 1974  
              Joe Heitz, 1974  
              Helicopter, Sonoma to St. Helena, 1974  
              Inglenook, 1974  
              Korbel, 1973-1974  
              Krug, 1974  
              L. Martini, 1974  
              Paul Masson, 1973-1974  
              Mayacamas, 1974  
              Mechanical Harvester, 1974
- 99           “Misc through Yavno, Thirds” and “Wine Pics, Korbel through Winkler”  
              Misc., 1974  
              Modesto (Gallo?), 1974  
              Modesto, Gallo, Helicopter, 1974  
              Mondavi, 1974

Moon, 1974  
 Perelli-Minetti, 1974  
 Rancho California, 1974  
 Ridge, 1974  
 San Gabriel, 1974  
 Schramsberg, 1974  
 Silverado Road, 1973-1974  
 Simi, 1974  
 Smudge Pots, 1974  
 Stag's Leap, 1973  
 Sterling, 1974  
 Stony Hill, 1974  
 Thomas, 1974  
 Vines, 1974  
 Vineyards, 1974  
 Wente, 1974  
 Widmer, 1974  
 Windsor, 1974  
 Winkler Vine Book, 1974

Subseries 5: Contact Prints, Proof Prints, Study Prints

Box Folder

100	Contact sheets
101	Contact sheets
102	Proof prints – 4 x 5
103	Proof prints – 4 x 5
104	Proof prints – 8 x 10
105	Proof prints – 11 x 14
106	Study prints – San Francisco, 1940's
107	Study prints – San Francisco, 1940's / 1970's
108	Study prints – Los Angeles, 1940's / 1970's
109	Study prints – Los Angeles, 1940's / 1970's
110	Study prints – Utah, 1975; New Orleans, 1978; Oakland, 1983
111	Study prints – Morocco, 1982
112	Study prints – Italy, 1984
113	Commercial work
	Portraits of Max Yavno
	Pastel drawing of Max Yavno