

Edward L. Bernays Papers

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**Manuscript Division, Library of Congress
Washington, D.C.
1996
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<http://hdl.loc.gov/loc.mss/eadmss.ms003016>

LC Online Catalog record:

<http://lccn.loc.gov/mm78012534>

Prepared by John P. Butler, William Gralka, and Paul D. Ledvina
Revised and expanded by Connie L. Cartledge with the assistance of Patrick Kerwin, Susie H. Moody, and
Sherralyn McCoy

Collection Summary

Title: Edward L. Bernays Papers

Span Dates: 1777-1994

Bulk Dates: (bulk 1920-1990)

ID No.: MSS12534

Creator: Bernays, Edward L., 1891-1995

Extent: 227,000 items ; 860 containers plus 54 oversize ; 160.2 linear feet

Language: Collection material in English

Location: Manuscript Division, Library of Congress, Washington, D.C.

Summary: Public relations counsel. Correspondence, memoranda, research notes, speeches, articles, book drafts, surveys, reports, publicity material, scrapbooks, photographs, printed matter, and other material documenting Bernays's career as a pioneer in the field of public relations and the development of that profession and its influence on American society.

Selected Search Terms

The following terms have been used to index the description of this collection in the Library's online catalog. They are grouped by name of person or organization, by subject or location, and by occupation and listed alphabetically therein.

People

Bern, Paul, 1889-1932--Correspondence.

Bernays family.

Bernays, Doris Fleischman, 1892-1980--Correspondence.

Bernays, Doris Fleischman, 1892-1980. Wife is many women. 1955.

Bernays, Edward L., 1891-1995.

Bernays, Edward L., 1891-1995. Biography of an idea. 1965.

Black, Sam, 1915- --Correspondence.

Bolton, Frances Payne Bingham, 1885-1977--Correspondence.

Boomer, Lucius M. (Lucius Messenger), 1878-1947--Correspondence.

Boorstin, Daniel J. (Daniel Joseph), 1914-2004--Correspondence.

Capehart, Homer E. (Homer Earl), 1897-1979--Correspondence.

Cartier, Jacques, -1941--Correspondence.

Chesley, Willoughby S.--Correspondence.

Cowen, Myron M. (Myron Melvin), 1898-1965--Correspondence.

Creel, George, 1876-1953--Correspondence.

Edison, Thomas A. (Thomas Alva), 1847-1931--Anniversaries, etc.

Filene, E. A. (Edward Albert), 1860-1937--Correspondence.

Freud family.

Freud, Sigmund, 1856-1939--Correspondence.

Geddes, Norman Bel, 1893-1958--Correspondence.

Gerard, James Watson, 1867- --Correspondence.

Giannini, Amadeo Peter, 1870-1949--Correspondence.

Goldman, Eric Frederick, 1915-1989--Correspondence.

Hill, George W. (George Washington), 1884-1946--Correspondence.

Hoover, Herbert, 1874-1964--Correspondence.

Hoover, Herbert, 1874-1964.

Humphrey, Hubert H. (Hubert Horatio), 1911-1978--Correspondence.

Johnson, Lyndon B. (Lyndon Baines), 1908-1973--Correspondence.

Kahn, Otto Hermann, 1867-1934--Correspondence.

Klaw, Marc, 1858-1936--Correspondence.

Knopf, Alfred A., 1892-1984--Correspondence.

Lee, Gypsy Rose, 1914-1970--Correspondence.

Lee, Ivy L. (Ivy Ledbetter), 1877-1934--Correspondence.

Leinsdorf, Erich, 1912-1993--Correspondence.

Lewis, Sinclair, 1885-1951--Correspondence.
Luce, Clare Boothe, 1903-1987--Correspondence.
Luce, Henry Robinson, 1898-1967--Correspondence.
Martin, William McChesney--Correspondence.
McKee, Joseph V., -1956--Correspondence.
Mencken, H. L. (Henry Louis), 1880-1956--Correspondence.
Nehru, Jawaharlal, 1889-1964.
Page, David, 1892-1989--Correspondence.
Paley, William S. (William Samuel), 1901-1990--Correspondence.
Pandit, Vijaya Lakshmi, 1900-1990--Correspondence.
Phelps, George H. (George Harrison), 1883-1945--Correspondence.
Spanel, A. N. (Abram Nathaniel), 1901-1985--Correspondence.
Spingarn, Arthur B. (Arthur Barnett), 1878-1971--Correspondence.
Spivak, Lawrence E. (Lawrence Edmund), 1900-1994--Correspondence.
Terhune, Albert Payson, 1872-1942--Correspondence.
Wagner, Robert F. (Robert Ferdinand), 1910- --Correspondence.
Wallace, Henry A. (Henry Agard), 1888-1965--Correspondence.
Ward, William B. (William Breining), 1884-1929--Correspondence.
Whitman, Edmund S.--Correspondence.

Organizations

Allied Chemical & Dye Corporation.
American Nurses' Association.
American Psychological Association.
American Tobacco Company.
Ballets russes.
Bank of America.
Book Publishers Research Institute.
Brotherhood of Railroad Trainmen.
Cartier (Firm)
Columbia Broadcasting System, inc.
Committee for America Self-Contained.
Committee on the Cost of Medical Care.
Edward L. Bernays Foundation.
Exposition internationale des arts décoratifs et industriels modernes (1925 : Paris, France)
General Motors Corporation.
Jacques Seligmann & Co.
Light's Golden Jubilee (1929)
Mack Trucks, inc.
New York (N.Y.). Mayor's Committee for the Commemoration of the Golden Anniversary of the City of New York.
Philco Radio and Television Corp.
United Brewers Industrial Foundation.
United Fruit Company.
United States Information Agency.
United States Sugar Beet Association.
United States. President's Emergency Committee for Employment.
Ward Baking Company.

Subjects

Administrative agencies--United States.
Advertising.
Aging.
Arts--Public relations.
Automobile industry and trade--Public relations.
Bread industry--Public relations.

Brewing industry--Public relations.
Charities--Public relations.
Cigarettes.
Crime.
Depressions--1929.
Electric lighting--Anniversaries, etc.
Financial institutions--Public relations.
Health facilities--Public relations.
Human ecology.
Korean War, 1950-1953--Diplomatic history.
Loans.
Mayors--New York (State)--New York--Election--1940.
Public relations and politics.
Public relations--Periodicals.
Public relations--Pharmaceutical industry.
Public relations.
Radio broadcasting--Public relations.
Smoking.
Stock Market Crash, 1929.
Theater--New York (State)--New York.
Vietnam War, 1961-1975.
World politics--1933-1945.
World War, 1939-1945--Economic aspects.

Places

India--Foreign relations--United States.
New York (N.Y.)--Economic conditions.
United States--Foreign relations--India.

Occupations

Public relations consultants.

Administrative Information

Provenance

The papers of Edward L. Bernays, public relations counsel, were given to the Library of Congress between 1966 and 1995. Part I of the papers was deposited in two installments in 1966. Numerous additions received between 1968 and 1979 comprise Part II of the papers. Part III consists of material sent by Bernays as a deposit in 1991 and material bequeathed by the Bernays estate in 1995. All other deposits were converted to gifts upon receipt of the final installment of the papers.

Processing History

The papers of Edward L. Bernays were arranged and described in 1967. Subsequent material received from 1968 to 1979 was processed as Part II in 1979. Part III, consisting of items received between 1991 to 1995, was processed in 1996.

Additional Guides

A description of the Bernays Papers appears in *Library of Congress Acquisitions: Manuscript Division, 1994-1995*, pp. 61-66.

Transfers

Sound recordings have been transferred to the Library's Motion Picture, Broadcasting and Recorded Sound Division. Most of the photographs and a volume of rotogravure etchings received with the collection have been transferred to the Prints and Photographs Division. Some single-issue newspapers have been transferred to the Serial & Government Publications Division. Transferred material in each division is identified as part of the Bernays Papers.

Copyright Status

Copyright in the unpublished writings of Edward L. Bernays in these papers and in other collections of papers in the custody of the Library of Congress has been dedicated to the public.

Access and Restrictions

The papers of Edward L. Bernays are open to research. Researchers are advised to contact the Manuscript Reading Room prior to visiting. Many collections are stored off-site and advance notice is needed to retrieve these items for research use.

Preferred Citation

Researchers wishing to cite this collection should include the following information: Roman numeral designating the Part followed by a colon and container number, Edward L. Bernays Papers, Manuscript Division, Library of Congress, Washington, D.C.

Biographical Note

| <i>Date</i> | <i>Event</i> |
|---------------|--|
| 1891, Nov. 22 | Born, Vienna, Austria |
| 1908 | Graduated, DeWitt Clinton High School, New York, N.Y. |
| 1912 | A.B., Cornell University, Ithaca, N.Y. |
| 1913-1915 | Newspaper reporter, New York, N.Y. |
| 1918-1919 | Served with the United States Commission on Public Information at the Peace Conference, Paris, France |
| 1919-1963 | Public relations counsel, New York, N.Y. |
| 1922 | Married Doris E. Fleischman |
| 1923 | Published <i>Crystallizing Public Opinion</i> . New York: Boni and Liveright |
| 1925 | Assistant commissioner, Commerce Department, Paris, France, Exposition |
| 1928 | Published <i>Propaganda</i> . New York: H. Liveright |
| 1940 | Published <i>Speak Up for Democracy: What You Can Do--A Practical Plan of Action for Every American Citizen</i> . New York: Viking Press |
| 1945 | Published <i>Take Your Place at the Peace Table</i> . New York: Gerent Press |
| 1952 | Published <i>Public Relations</i> . Norman: University of Oklahoma Press |
| 1955 | Editor, <i>Engineering of Consent</i> . Norman: University of Oklahoma Press |
| 1961 | Published <i>Your Future in Public Relations</i> . New York: Richards Rosen Press |
| 1965 | Published <i>Biography of an Idea: Memoirs of Public Relations Counsel Edward L. Bernays</i> . New York: Simon and Schuster |

| | |
|--------------|---|
| 1968-1969 | Adjunct professor, School of Public Relations, Boston University, Boston, Mass. |
| 1970 | Editor, <i>Case for Reappraisal of U.S. Overseas Information Policy and Program</i> . New York: Praeger |
| 1970-1975 | Consultant, Bureau of Educational and Cultural Affairs, State Department Consultant, Mental Health Department of Massachusetts |
| 1976 | Consultant, Department of Health, Education and Welfare |
| 1977 | Consultant, Commerce Department |
| 1979 | Published <i>Your Future in a Public Relations Career</i> . New York: Richards Rosen Press |
| 1986 | Published <i>Later Years: Public Relations Insights</i> . Rhinebeck, N.Y.: H&M Publishers |
| 1995, Mar. 9 | Died, Cambridge, Mass. |

Scope and Content Note

Parts I and II

Parts I and II of the papers of Edward L. Bernays span the years 1890-1979, with the bulk of the material within the period 1920 to 1975. The papers consist mainly of correspondence, publicity material, and scrapbooks, supplemented by surveys, reports, printed matter, memoranda, research notes, photographs, lists, speeches, articles, drafts of books, and miscellaneous material. Series include [Family Correspondence](#); [General Correspondence](#); [Client, Institution, and Organization File](#); [Speech and Article File](#); [Book File](#); [Edward L. Bernays' Foundation File](#); [Doris Fleischman Bernays File](#); [Lists](#); [Miscellany](#); [Scrapbooks](#); [Speeches and Writings File](#); and [Oversize](#).

Recording the work of more than half a century, the collection documents not only the career of a pioneer in the public relations field, but also the origins, growth, and development of public relations as a profession in the United States from its beginnings before World War I to its present state of influence in American life. The collection further reflects the changing mores of American society from the early 1900s through the 1960s.

A guide to much of the material in the collection can be found in Bernays's *Biography of an Idea: Memoirs of Public Relations Counsel Edward L. Bernays*. This volume is derived for the most part from material found in the collection. Especially helpful for subjects touched upon in the book are research notes in the [Book File](#) series prepared for use in Bernays's memoirs but not completely incorporated into the final version. In most cases these notes present a capsule summary of Bernays's relationship with the particular subject in question.

Bernays's professional career began during the World War I period and is extensively documented in the [Client, Institution, and Organization File](#) of Part I; the [Client, Institution, and Organization File subseries](#) of the [Part I: Scrapbooks](#) series; and the [Oversize series of Part I](#). Some of the earliest material covers Diaghileff's Ballets Russes, containing correspondence and oversized scrapbooks. For the 1920s, there is material on the arts, clients such as Cartier and Seligmann & Company, and the French industrial exposition of 1925. Industrial subjects include George W. Hill and the American Tobacco Company, the soap sculpture contests of Procter & Gamble, George H. Phelps and the automotive industry, Philco and Columbia Broadcasting Company's activities in the burgeoning radio industry, William B. Ward and the bread industry, the Light's Golden Jubilee recreating in 1929 the birth of the electric light by Thomas A. Edison, and many others.

Material on the stock market crash records its effects on the American economy. The Depression is reflected in files about President Herbert Hoover's Committee on Employment, the Committee on the Cost of Medical Care, and the plight of the construction industry, which are located in the [Part I: Client, Institution, and Organization File](#). The corporate activities of such companies as Allied Chemical & Dye Corporation and General Motors and the fight of Amadeo Peter Giannini and

the Bank of America against government control are also featured for this period. Files on the United Brewers Industrial Foundation depict the brewing industry's adjustment to the post-prohibition era.

World War II files in the [Client, Institution, and Organization File](#) series of Part I often focus on international problems. The America Self-Contained Committee, various war loan campaign movements, government agencies, and papers relating to the United States Sugar Beet Association present the public relations counsel's approach to the problems brought about by the war years and the wartime economy.

In the postwar era, Bernays assisted organizations and companies such as the American Nurses Association, the pharmaceutical industry, Mack Trucks, and the United Fruit Company to adjust their activities to a more industrialized and centralized economy. Files of the United Fruit Company, which cover a twenty-year period, document its fight against communism in central American republics. Papers on the India Information Service concern the efforts of Jawaharlal Nehru and India to regain American goodwill following India's neutrality during the Korean conflict.

The papers also document Bernays's affiliation in the 1950s with the New York City Anniversary Committee, the New York State Psychologists Association, and the National Multiple Sclerosis Society. His interest in the mass communications media and his efforts to promote public relations as a profession are reflected throughout Parts I and II. He authored a number of works in the public relations field, wrote numerous articles published in a wide range of publications, and gave speeches on a variety of communications topics.

The [Client files](#) and the [General Correspondence](#) series in Part I relating to *Fortune*, *Ladies' Home Journal*, *Good Housekeeping*, *New Republic*, *McCall's*, and *Printers' Ink* record the growth and development of the magazine industry from the 1920s to the 1950s and the public relations counsel's role in the development of this industry. Other subjects of interest are Vietnam (Part I: General Correspondence, Willoughby S. Chesley file), the United States Information Agency, 1956-1961 (Part I: General Correspondence; Part I: Client, Institution, and Organization File, "National Committee for an Adequate Overseas Information Program" folder; and Part II: Client, Institution, and Organization File), the mayoralty election in New York, 1940, (Part I: Client, Institution, and Organization File, William O'Dwyer folder), and Sigmund Freud, Bernays's uncle (Family Correspondence series in Parts I and II).

A number of surveys in the collection reflect pioneering efforts in the field of public relations research. Research on the downtown area of the city of New York, studies on buying habits, studies done for government officials at the federal, state, and municipal levels, and for the greeting card industry, Merritt-Chapman & Scott, the Nash-Kelvinator Corporation, the New York theater industry, the American Nurses Association, and the American Optometric Association indicate the approach taken by Bernays in applying public relations principles to individual as well as corporate needs.

Among the more prominent correspondents in this collection are Paul Bern, Frances Payne Bingham Bolton, Lucius Boomer, Daniel J. Boorstin, Homer E. Capehart, Jacques Cartier, Willoughby S. Chesley, Myron M. Cowen, E. A. Filene, Sigmund Freud, Norman Bel Geddes, James W. Gerard, Amadeo Peter Giannini, Eric Frederick Goldman, George W. Hill, Hubert H. Humphrey, Otto Hermann Kahn, Marc Klaw, Alfred A. Knopf, Ivy L. Lee, Erich Leinsdorf, Clare Boothe Luce, Henry Robinson Luce, Joseph V. McKee, William M. Martin, H. L. Mencken, David Page, William S. Paley, Vijayalakshmi Pandit, George H. Phelps, A. N. Spanel, Lawrence E. Spivak, Albert Payson Terhune, Robert F. Wagner, Henry Agard Wallace, and Edmund S. Whitman.

Part III

Part III of the Edward L. Bernays Papers spans the years 1777-1994, with the majority of the papers concentrated in the period 1923-1990. The papers supplement files in Parts I and II and pertain primarily to Bernays's career in public relations. Part III is organized largely according to the arrangement of Parts I and II and include seven series: [Family Papers](#); [General Correspondence](#); [Client, Institution, and Organization File](#); [Subject File](#); [Speeches and Writings File](#); [Miscellany](#); and [Oversize](#).

The [Family Papers](#), 1831-1993, consist primarily of correspondence between Bernays and family members and the papers of his wife, Doris Fleischman Bernays. The majority of the letters concern family matters and local news. Correspondence between Bernays and his wife provides a glimpse of their business activities as well as their personal relationship. Also included are photocopies of letters from Bernays's uncle, Sigmund Freud, and correspondence with Freud's children, Anna, Ernst, and Martin. Also notable in the series are drafts of writings about Sigmund Freud by Freud's sister, Anna Freud Bernays, and his niece, Lilly Freud-Marlé. The writings of Doris Bernays comprise the bulk of her papers, including a draft

of her book, *A Wife Is Many Women*. Edward Bernays played a prominent role in promoting that book. Doris Bernays's correspondence with Eleanor Roosevelt concerns writing a chapter for Bernays's book, *Outline of Careers for Women*.

Papers in the [General Correspondence](#) series, 1905-1994, chronicle Bernays's varied interests. The letters consist mainly of incoming correspondence relating to personal and professional matters. The majority of the correspondence is concentrated from 1962 through 1994 after Bernays's relocation from New York to Cambridge, Massachusetts. Many of the items in this series, the [Subject File](#), and in the [Miscellany](#) series were received by the Library in photograph albums with adhesive pages. Most of these items were detached by Library staff; those that could not be removed were photocopied. Notable correspondents in the series include Sam Black, Daniel J. Boorstin, George Creel, Herbert Hoover, Lyndon B. Johnson, Clare Booth Luce, Henry Robinson Luce, Gypsy Rose Lee, H. L. Mencken, Sinclair Lewis, Arthur B. Spingarn, Lawrence E. Spivak, Robert F. Wagner, and Henry Agard Wallace.

Comprising almost one-fourth of Part III is the [Client, Institution, and Organization File](#), 1913-1992. The series supplements the voluminous client files of Parts I and II and includes correspondence, reports, surveys, press releases, photographs, and background material. Clients and topics prominently featured in this series are the Book Publishers Research Institute, the Brotherhood of Railroad Trainmen, the Committee on Foreign Affairs, the United Fruit Company, the Light's Golden Jubilee, the Bernays Public Relations Counseling Letter, and surveys conducted by Bernays. Two of the more substantive surveys are "What the British Think of Us" and identifying the top ten newspapers in the United States.

The [Subject File](#), 1919-1994, illustrates Bernays's diverse activities and interests. The series chronicles his service and affiliation with various committees, foundations, and organizations such as the Citizens' Emergency Committee to Save Memorial Drive, the Edward L. Bernays' Foundation, and Boston University. Bernays used his public relations influence to assist in the environmental campaign to save Memorial Drive in Cambridge from expansion that could have lessened the park-like atmosphere of the area. The most prolific files in the series relate to the sponsorship of the Anglo-American international relations contest by the Bernays Foundation, a contest Bernays supported to dispel false images and myths Americans and British had of each other. This series also documents Bernays's promotion of the public relations field and his advocacy of licensing public relations practitioners. Also reflected is his interest in social issues such as crime, cigarette smoking, and aging.

The [Speeches and Writings File](#), 1912-1992, includes speeches, articles, books, book reviews, editorials, and newsletters. The bulk of the writings relates to his memoirs, *Biography of an Idea*. A bound volume includes various articles, pamphlets, and speeches by Bernays.

The [Miscellany](#) series in Part III, 1777-1993, consists chiefly of award certificates, financial and legal papers, biographical information, printed matter, sketches, scrapbooks, and manuscripts and pamphlets of others collected by Bernays. The scrapbooks contain both personal and client material. The "Manuscript and Pamphlet Collection" folder includes a colonial broadside of the state of Massachusetts regarding the Continental Army and a commission signed by Adolph Hitler removing individuals from active military service.

Organization of the Papers

The collection is arranged in three parts composed of twenty-five series:

Part I:

- [Family Correspondence, 1901-1962](#)
- [General Correspondence, 1913-1963](#)
- [Client, Institution, and Organization File, 1916-1964](#)
- [Speech and Article File, 1919-1967](#)
- [Book File, 1890-1965](#)
- [Edward L. Bernays' Foundation File, 1946-1963](#)
- [Doris Fleischman Bernays File, 1923-1961](#)
- [Lists, 1943-1961](#)
- [Miscellany, 1896-1963](#)
- [Scrapbooks, 1918-1956](#)
- [Oversize, 1915-1945](#)

Part II:

- Family Correspondence, 1890-1972
- General Correspondence, 1911-1975
- Client, Institution, and Organization File, 1930-1970
- Speeches and Writings File, 1925-1975
- Edward L. Bernays' Foundation File, 1968-1975
- Doris Fleischman Bernays File, 1900-1975
- Miscellany, 1890-1979

Part III:

- Family Papers, 1831-1993
- General Correspondence, 1905-1994
- Client, Institution, and Organization File, 1913-1992
- Subject File, 1919-1994
- Speeches and Writings File, 1912-1992
- Miscellany, 1777-1993
- Oversize, 1916-1966

Description of Series

| <i>Container</i> | <i>Series</i> |
|------------------|--|
| BOX I:1-3 | <u>Part I: Family Correspondence, 1901-1962</u> Letters received and a few copies of letters sent supplemented by memoranda and printed material. Arranged alphabetically by name of family member and therein chronologically. |
| BOX I:4-55 | <u>Part I: General Correspondence, 1913-1963</u> Incoming and outgoing letters supplemented by memoranda, printed material, surveys, and reports. Arranged chronologically by year and therein alphabetically by name of person or organization, topic, or type of material. |
| BOX I:56-421 | <u>Part I: Client, Institution, and Organization File, 1916-1964</u> Correspondence, memoranda, printed matter, reports, surveys, newspaper clippings, financial papers, photographs, lists, press releases, and notes. Arranged alphabetically by name of person, organization, or topic and therein chronologically, except for the Procter & Gamble Co. file which is arranged alphabetically. |
| BOX I:422-449 | <u>Part I: Speech and Article File, 1919-1967</u> Drafts, printed copies, press releases, notes, research material, correspondence, and inquiries. Arranged chronologically. A partial index is filed in Container I:422. |
| BOX I:450-466 | <u>Part I: Book File, 1890-1965</u> Drafts, galley proofs, notes, research material, correspondence, and inquiries. Books are arranged in chronological order of publication. Research notes for <i>Biography of an Idea</i> are arranged alphabetically by subject. |
| BOX I:467-471 | <u>Part I: Edward L. Bernays' Foundation File, 1946-1963</u> Correspondence, minutes of meetings, legal documents, press releases, and financial papers. Arranged alphabetically by type of material, except for financial papers which are filed at the end of the series. |
| BOX I:472-477 | <u>Part I: Doris Fleischman Bernays File, 1923-1961</u> Drafts, galley proofs, printed copies of speeches and articles, research notes, correspondence, and a daily appointment book. |
| BOX I:478-495 | <u>Part I: Lists, 1943-1961</u> Index cards and printed lists of names and organizations. Arranged chronologically. The majority of the lists consist of index cards arranged by subject within each year. |
| BOX I:496-509 | <u>Part I: Miscellany, 1896-1963</u> Newspaper clippings, notes, memoranda, press releases, photographs, desk diaries, notebooks, a ledger, research files, a biographical file, lecture notes, student memorabilia, printed matter, and financial material. |
| BOX I:510-723 | <u>Part I: Scrapbooks, 1918-1956</u> |

- BOX I:510-700** **Client, Institution, and Organization File, 1919-1952**
Newspaper clippings, magazine articles, pamphlets, invitations, press releases, programs,
and awards.
Arranged alphabetically by subject and therein chronologically.
- BOX I:701-723** **Personal, 1918-1956**
Newspaper clippings, magazine articles, photographs, pamphlets, invitations, press releases,
programs, and awards.
Arranged chronologically.
- BOX I:OV 1-24** **Part I: Oversize, 1915-1945**
Oversize scrapbooks.
Organized and described separately.
- BOX II:1** **Part II: Family Correspondence, 1890-1972**
Incoming and outgoing correspondence between Bernays and family members.
Arranged chronologically.
- BOX II:1-14** **Part II: General Correspondence, 1911-1975**
Incoming and outgoing correspondence with accompanying enclosures, memoranda and
reports.
Arranged chronologically.
- BOX II:15-22** **Part II: Client, Institution, and Organization File, 1930-1970**
Correspondence, memoranda, printed matter, reports and surveys, clippings, photographs, lists,
press releases, and notes.
Arranged alphabetically by name of person, organization, or subject.
- BOX II:23** **Part II: Speeches and Writings File, 1925-1975**
Manuscript drafts, research notes, and printed copies.
- BOX II:24-51** **Part II: Edward L. Bernays' Foundation File, 1968-1975**
Essay entries for the Anglo-American International Relations Contest in 1969 and general
correspondence, press releases, financial papers and newspaper clippings.
Arranged alphabetically by topic or type of material.
- BOX II:52** **Part II: Doris Fleischman Bernays File, 1900-1975**
Correspondence, biographical material, drafts and printed copies of speeches and writings,
research notes, and newspaper clippings.
- BOX II:53-60** **Part II: Miscellany, 1890-1979**
Correspondence, memoranda, notes, newspaper clippings, reports and studies, printed matter,
bills and receipts, cards and invitations, grammar school and college notebooks and related
memorabilia, photographs, lists, and bibliographies.
Arranged alphabetically by name of person or organization, topic, or type of material.
- BOX III:1-6** **Part III: Family Papers, 1831-1993**
Correspondence primarily between Bernays and family members. Other papers include a diary,
financial and legal items, speeches, writings, notes, genealogical material, newspaper
clippings, and printed matter.

Arranged alphabetically by type of material and therein alphabetically by name of family member.

BOX III:6-26

Part III: General Correspondence, 1905-1994

Correspondence and memoranda, including attachments, between Bernays and friends, acquaintances, clients, and the public relating to his personal and professional activities. Arranged chronologically.

BOX III:26-40

Part III: Client, Institution, and Organization File, 1913-1992

Correspondence, memoranda, reports, minutes of meetings, newsletters, background information, surveys, notes, financial and legal papers, press releases, photographs, newspaper clippings, and printed matter. Arranged alphabetically by name of person or organization, topic, or type of material and therein chronologically.

BOX III:40-56

Part III: Subject File, 1919-1994

Correspondence, memoranda, reports, minutes of meetings, background information, notes, interviews, press releases, photographs, lists, newspaper clippings, and printed matter. Arranged alphabetically by name of person or organization, topic, or type of material and therein chronologically.

BOX III:56-74

Part III: Speeches and Writings File, 1912-1992

Correspondence, memoranda, speeches, articles, book drafts, book reviews, editorials, forewords and introductions, newsletters, pamphlets, background material, notes, bibliographies, outlines, poetry, announcements and programs, evaluations, newspaper clippings, and printed matter. Arranged alphabetically by type of material and therein chronologically. Arranged alphabetically into two categories, writings by Bernays and writings by others, which are further arranged alphabetically by type of material.

BOX III:74-77

Part III: Miscellany, 1777-1993

Correspondence, financial and legal papers, certificates, collected items, broadsides, pamphlets, sketches, scrapbooks, biographical material, newspaper clippings, and printed matter. Arranged alphabetically by topic or type of material and therein chronologically.

BOX III:OV 1-30

Part III: Oversize, 1916-1966

Oversize scrapbooks. Removed and organized and described separately. Arranged alphabetically into two categories, client, institution, and organization, and personal. The client scrapbooks are further arranged alphabetically by subject and the personal scrapbooks chronologically.

Container List

| <i>Container</i> | <i>Contents</i> |
|------------------|---|
| BOX I:1-3 | Part I: Family Correspondence, 1901-1962 Letters received and a few copies of letters sent supplemented by memoranda and printed material. Arranged alphabetically by name of family member and therein chronologically. |
| BOX I:1 | Bernays, Anne F. (daughter), 1948, 1954 Bernays, Doris Fleischman (wife), 1948 Fleischman, Harriet (mother-in-law), death of, 1953 Freud, Anna (cousin), 1961 Freud, Ernst (cousin), 1949 Freud, Martin (cousin), 1927 Freud miscellany, 1939-1941, 1947, 1959-1960 Freud, Oliver (cousin), 1940 Freud, Sigmund (uncle), 1919-1929, 1936, 1954-1956 |
| BOX I:2 | Freud, Sophie (aunt), 1953 Freud-Marlé, Lilly (cousin), 1927 Held, Doris Bernays (daughter) and Richard (son-in-law), 1952, 1958-1961 Heller, Judith (sister), 1948-1949, 1959-1961 Heller, Victor (brother-in-law), 1920-1923, 1933-1938 Kaplan, Anne F. (daughter) and Justin (son-in-law), 1960-1962 |
| BOX I:3 | Miscellany, 1901-1960 Winternitz-Freud, Paula (aunt), 1941 |
| BOX I:4-55 | Part I: General Correspondence, 1913-1963 Incoming and outgoing letters supplemented by memoranda, printed material, surveys, and reports. Arranged chronologically by year and therein alphabetically by name of person or organization, topic, or type of material. |
| BOX I:4 | 1913-1943 "A-F" miscellaneous, 1923-1924 (2 folders) Advertising, 1927 American-Jewish Committee, 1934 Army Industrial College, Washington, D.C., 1942 "B" miscellaneous, 1923 Beard, Charles, 1938 Bern, Paul, 1923-1924 Bruckner, Herbert, 1926 Business trends, 1940 "C" miscellaneous, 1923-1924 (2 folders) |

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| | <i>Contact</i> , 1927, 1937 (2 folders) |
| BOX I:5 | "D" miscellaneous, 1923-1924 "E" miscellaneous, 1923-1924 Edie, Lionel, luncheon, 1931 Encomiums, 1921-1930 Financial statements, 1941 "G-H" miscellaneous, 1923-1924 (3 folders) Inter-American week, 1941 Interoffice memoranda, 1923-1924 "K-L" miscellaneous, 1923-1924 Lee, Ivy L., 1927 Manassas Industrial School for Colored Youth, Manassas, Va., 1922 Miscellaneous 1913-1924 (7 folders) |
| BOX I:6 | 1921-1932 (16 folders) |
| BOX I:7 | 1931-1946 (10 folders) |
| | One day conference re social welfare, New York, N.Y., 1943 (2 folders) |
| | Prospective clients, 1940-1941 (2 folders) |
| BOX I:8 | "P-Q" miscellaneous, 1923-1924 Public relations fellowship, 1943 (2 folders) "R" miscellaneous, 1921-1924 (2 folders) Real property, 1931-1941 (5 folders) Rotary Club, 1920-1921 Sprague, O. M. W., luncheon, 1934 "Stage Fright," 1925 Survey on war in textbooks, 1935 Thirsen, J. Mitchell, 1924 Unemployment, 1922 "V-W" miscellaneous, 1923-1924 Weigand, Karl, luncheon, 1932 |
| BOX I:9 | 1944 Awards "B-C" miscellaneous Cornell University, Ithaca, N.Y. |
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| | American Red Cross |
| | Awards |
| | "B" miscellaneous |
| | Bender, Robert J. |
| | Boomer, Lucius |
| | "C" miscellaneous |
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| | "D-E" miscellaneous |
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| | "R" miscellaneous |
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| | Wickware, Francis S. |
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| | World governments |
| BOX I:16 | 1947 |
| | "A-B" miscellaneous |
| | Advertisement, <i>New York Times</i> |
| | Buffalo, N.Y. |
| | "C" miscellaneous |
| | Cornell University, Ithaca, N.Y. |
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| | <i>March of Time</i> |
| | "N-P" miscellaneous |
| | New York Public Library, New York, N.Y. |
| | "Q-R" miscellaneous |
| | Roosevelt College, Chicago, Ill. |
| | "S-Z" miscellaneous |
| BOX I:17 | 1948 |
| | "A" miscellaneous |
| | Abbott, Mary S. |
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| BOX I:19 | 1949 "A-B" miscellaneous "At War With the Army" Bibliography about Bernays British Museum, London, England "C-D" miscellaneous European trip "F" miscellaneous Financial statements Funke, Lewis "G-H" miscellaneous Gale, D. M. Goldsmith, Arthur Harvard University, Cambridge, Mass. House Magazine Institute "I-L" miscellaneous London, England, trip "M-N" miscellaneous New York University, New York, N.Y., professorship "O-R" miscellaneous "S" miscellaneous Solon, Lawrence "T-Z" miscellaneous |
| BOX I:20 | 1950 Advertisement, <i>New York Times</i> |
| BOX I:21 | Cornell University, Ithaca, N.Y. Hall of Fame, New York University, New York, N.Y., survey |

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| | Bibliography about Bernays |
| | Financial statements |
| | Public relations survey |
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| | Abbott, Mary S. |
| | American Civil Liberties Union |
| | Auchincloss, Douglas |
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| | Bradley, Glenn P. |
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| | Citizens' Union of the City of New York |
| | City Center of Music and Drama, New York, N.Y. |
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| | Columbia University, New York, N.Y. |
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| | "A" miscellaneous |
| | American Civil Liberties Union |
| | "Author Meets the Critic" program |
| | "B" miscellaneous |
| | Baggett, S. G. |
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| | Cahn, Julius O. W. |
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| | <i>Saturday Review of Literature</i> |
| | Strategic intelligence |
| | "T-W" miscellaneous |
| | Werner, William G. |
| | Whitman, Ann |
| | "X-Z" miscellaneous |
| BOX I:30 | 1954 |
| | "A" miscellaneous |
| | Adult Education Association |
| | "B-C" miscellaneous |
| | Cahn, Julius W. |
| | Clarke, Marguerite |
| | Cominsky, Jack |
| | Cornell University, Ithaca, N.Y. |
| | "D-E" miscellaneous |
| | Educational Institute of the Air, New York, N.Y. |
| | English-Speaking Union of the United States |
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| | Gross, Ernest |
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| | Public School No. 184, New York, N.Y., class reunion |
| | <i>Reporter</i> |
| | "S-T" miscellaneous |
| | Schuster, Max |
| | Twenty leading Americans survey |
| BOX I:34 | 1956 |
| | "A-I" miscellaneous |
| | Jones, Ernest |
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| | Spanel, A. N. |
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| | "D-L" miscellaneous |
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| | Spanel, A. N. |
| | Spivak, Lawrence E. |
| | "T-Z" miscellaneous |
| BOX I:37 | 1958 |
| | "A" miscellaneous |
| | Advisory Commission on the Performing Arts |
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| | Cowen, Myron M. |
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| | Faulkner, Alexander H. |
| | Federation of Jewish Philanthropies |
| | Freedom of Information Center, University of Missouri, Columbia, Mo. |
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| | Spivak, Lawrence E. |
| | "T-W" miscellaneous |
| | Wortham, Howard F. |
| | "X-Z" miscellaneous |
| BOX I:40 | 1959 |
| | "A-C" miscellaneous |
| | Citizens' Committee for Public Schools, New York, N.Y. |
| | Conference on Distribution, Boston, Mass. |
| | Cutlip, Scott M. |
| | "D" miscellaneous |
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| | Independent Citizens' Committee for Amendment Four |
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| | <i>New York Times</i> , special supplement |
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| | Columbia University, New York, N.Y. |
| | Cutlip, Scott M. |
| | "D-F" miscellaneous |
| BOX I:45 | "G-H" miscellaneous |
| | <i>How to Be a Live American</i> |
| | "I-L" miscellaneous |
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| | Mayers, Henry |
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| | Sagendorph, Robb |
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| | White House Conference on Children and Youth, Washington, D.C. |
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| | Advertising Federation of America's Conference, Washington, D.C. |
| | Arden House, Arden, N.Y. |
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| | Chesley, Willoughby S. |
| | Citizens' Committee for the Rockefeller Foundation |
| | Columbia University, New York, N.Y. |
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| | Gould House symposium, New York University, New York, N.Y. |
| | "H" miscellaneous |
| | Harvard University, Cambridge, Mass. |
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| | Mayers, Henry |
| | "N" miscellaneous |
| | Naval War College, Newport, R.I. |
| | New York Public Library, New York, N.Y. |
| | New York Philharmonic Orchestra |
| | Newspaper survey |
| | (6 folders) |
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| | Suffolk University, Boston, Mass., lectures |
| | Walker, Harry |
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| | Correspondence, memoranda, printed matter, reports, surveys, newspaper clippings, financial papers, photographs, lists, press releases, and notes. |
| | Arranged alphabetically by name of person, organization, or topic and therein chronologically, except for the Procter & Gamble Co. file which is arranged alphabetically. |
| BOX I:56 | Acoustic Products Co., 1927-1932 |
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| | Alexander, Robert J., 1923 |
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| | American Booksellers' Association, 1924 |
| | American Clinica, 1942-1943 |
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| | American Hotel Association, undated |
| | American Institute of Baking, 1942-1943 |
| | American Jewish Committee, 1938 |
| | <i>American Journal of Nursing</i> , 1945-1946 |
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| BOX I:70 | American Nurses Association 1946-1949 (3 folders) |
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| BOX I:82 | American Radiator Co., 1930 (16 folders) |
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| | <i>Brooklyn Daily Eagle</i> , 1934 |
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Boni & Liveright
Bookman, Judith
Boomer, Lucius
Bourjois, Inc.
Bridges, Harry
Broun, Heywood Campbell
Brown Durell Co.
Burchell, Frederick D.
Byoir, Carl
Cartier, Pierre
Cheney Brothers
Clark, Frederick G.
Coburn, Charles
Coolidge, Calvin
Cooper, Mrs. Kent
Copeland, Royal S.
Corcoran, Thomas G.
Cornwall, Anne
Curtis Publishing Co.
Dewey, Thomas E.
Dodge Brothers
Donovan, William J.
Dort Motor Co.
Duncan, Isadora
Edison, Thomas A.
Elliott, James W.
Elman, Mischa
Epstein, Henry
Ernst, Morris L.
Farley, James A.
Fidelity and Deposit Co. of Maryland
Filene, E. A.
Flynn, John T.
Freud, Sigmund
Gest, Morris
Giannini, Amadeo Peter
Grant, Jane
Green, Belle A.
Hammerslaag, Sylvia
Hand, Charles A.

Harmsworth, Alfred C.
Harriman, William A.
Hart, Schaffner & Marx
Hays, Will
Henderson, Leon
Hershey, Burnet
Heyman, David
Hill, George W.
Hotel Association of New York
Ingersoll, Ralph M.
Inter City Radio Communications Service
Johns, Orricks
Jones, Robert E.
Kahn, Otto Hermann
Kaltenborn, H. V.
Kelly, Grace
Kerensky, Alexander
Kingsley, Walter J.
Klaw, Joseph and Alonzo
Kreuger, Ivar
LaGuardia, Fiorello
Leslie Banks & Co.
Little Opera Co. of America
Liveright, Horace
Lorimer, George H.
Lowell, Joan
Lucy Stone League
Macfadden, Bernarr
McGrady, Edward F.
Manassas Industrial School for Colored, Manassas, Va.
Marsh, Reginald
Masaryk, Thomas
Merritt-Chapman & Scott
Miller, Gilbert
Moller, Helen
Moskowitz, Belle
Murray, Virginia
NAACP
New Jersey Telephone Co.
Obolensky, Serge
O'Keefe, Georgia
Paley, William S.
Pearson, Drew
Phelps, George H.
Procter & Gamble Co.
Ramsdell, Sayre

BOX I:459

Part I: Book File, 1890-1965

Container

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| | |
|------------------|---------------------------------------|
| | Reichenback, Harry |
| | Roosevelt, Eleanor |
| | Ross, Harold |
| | Sanborn, Pitts |
| | Sanger, Margaret |
| | Schicht, George |
| | Schulte, David A. |
| | Seligmann, Jacques |
| | Sell, Henry B. |
| | Sokolsky, George |
| | Stark, Louis |
| | Stern, J. David |
| | Stewart, Milton |
| | Sullivan, Mark |
| | Swope, Herbert Bayard |
| | Taft, William H. (1857-1930) |
| | Thomas, Lowell |
| | United Fruit Co. |
| | United States Radium Corp. |
| | Vanderlip, Frank A. |
| | Waldorf-Astoria Hotel, New York, N.Y. |
| | Wallace, Irving |
| | Wasson, Gordon |
| | Wildenstein Galleries |
| | Wile, Frederick W. |
| | Wise, Stephen |
| | Worth, Jacques |
| | Wylie, Philip |
| | Zemurray, Samuel |
| BOX I:460 | Chronological file 1890-1919 |
| BOX I:461 | 1919-1925 |
| BOX I:462 | 1920-1927 |
| BOX I:463 | 1927-1946 |
| BOX I:464 | 1947-1961 |
| | Drafts |
| | Chapters I-XII |
| BOX I:465 | Chapters XIII-XVI |
| | Fragments, undated |
| BOX I:466 | General correspondence |
| | Boorstin, Daniel J. |
| | Dodd, Mead & Co. |
| | Doubleday & Co. |
| | Houghton, Mifflin & Co. |
| | McGraw-Hill Co. |
| | Miscellaneous |

Part I: Book File, 1890-1965

Container

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Otis, Elizabeth
Prentice Hall Co.
Simon and Schuster, Inc.
Van Auw, Ivan, Jr.
Variety

BOX I:467-471

Part I: Edward L. Bernays' Foundation File, 1946-1963

Correspondence, minutes of meetings, legal documents, press releases, and financial papers. Arranged alphabetically by type of material, except for financial papers which are filed at the end of the series.

BOX I:467

General correspondence
1950-1961

BOX I:468

1961-1963
Minutes of meetings, constitution, and by-laws, 1949-1961
Press releases, 1949-1954

BOX I:469

Subject correspondence
American Sociological Society Award, 1949-1952
Barnard College, New York, N.Y., 1950-1951
Boston Symphony Esplanade concert, Boston, Mass., 1959
College presidents' letters, 1959
Hawaiian award, 1951
Herald Tribune (New York) article, 1954
Juvenile Delinquency Committee, 1955
Karelsen & Karelsen, 1946-1961
Massachusetts Institute of Technology-Harvard University One Day Conference, Cambridge, Mass., 1955
National Association of Educational Broadcasters, 1954
National Public Relations Association, 1956-1957
New School for Social Research, New York, N.Y., 1953-1954
New York University, New York, N.Y., lectures, 1949-1951
One Day Conference on Television Advertising, proposed, 1954-1955
Shakespeare in Central Park, New York, N.Y., 1959
Social Responsibility of Management, by Stuart Chase, 1951
Society for the Psychological Study of Social Sciences, 1948-1952
Southern Conference Education Fund, 1946-1948
WNYC Institute of Education, 1954

BOX I:470

BOX I:471

Financial papers
Canceled checks, 1946-1952
Bank statements, 1946-1952
Check stubs, 1946-1960

BOX I:472-477

Part I: Doris Fleischman Bernays File, 1923-1961

Drafts, galley proofs, printed copies of speeches and articles, research notes, correspondence, and a daily appointment book.

BOX I:472

Careers for Women (1928), correspondence and statistical data, 1927-1928

BOX I:473

"Going Steady" (unpublished), 1946

Part I: Doris Fleischman Bernays File, 1923-1961

Container

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| | |
|---------------|---|
| | Correspondence and research notes |
| BOX I:474 | Drafts and personal interview notes |
| BOX I:475 | "The Last Strike" (unpublished) |
| | Correspondence, galley proofs, and drafts, 1946-1947 |
| BOX I:476 | Speeches, 1939-1961 |
| | General correspondence, 1923-1930 |
| | Rejected short stories, 1926-1944 |
| BOX I:477 | Subject correspondence |
| | Authors Guild, 1958 |
| | Luncheon for African-American colleges, 1954 |
| | New York Committee for Young Audiences, 1961 |
| | Woman Pays Club, 1958-1961 |
| | Women's Conference Group, 1959-1960 |
| BOX I:478-495 | Part I: Lists, 1943-1961 |
| | Index cards and printed lists of names and organizations. |
| | Arranged chronologically. The majority of the lists consist of index cards arranged by subject within each year. |
| BOX I:478 | 1943-1946 |
| BOX I:479 | 1947-1948 |
| BOX I:480 | 1949-1950 |
| BOX I:481 | 1949-1956 |
| BOX I:482-484 | 1951 |
| BOX I:485 | 1951-1952 |
| BOX I:486 | 1951-1953 |
| BOX I:487 | 1953 |
| BOX I:488 | 1954-1955 |
| BOX I:489 | 1955-1956 |
| BOX I:490 | 1956-1957 |
| BOX I:491 | 1957-1961 |
| BOX I:492 | 1958-1959 |
| BOX I:493 | 1960-1961 |
| BOX I:494-495 | Undated |
| BOX I:496-509 | Part I: Miscellany, 1896-1963 |
| | Newspaper clippings, notes, memoranda, press releases, photographs, desk diaries, notebooks, a ledger, research files, a biographical file, lecture notes, student memorabilia, printed matter, and financial material. |
| BOX I:496 | Newspaper clippings |
| | 1919-1963, undated |
| BOX I:497 | Undated |
| BOX I:498 | Notes, memoranda, press releases, photographs, and surveys |
| | 1913-1961 |
| BOX I:499 | Undated |
| BOX I:500 | Undated |
| | Desk diaries, 1936-1942 |

Part I: Miscellany, 1896-1963

Container

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| | |
|---------------|--|
| | Child's composition book, 1935 |
| | Notebook, undated |
| | Accounts payable ledger, 1938 |
| | Guest register, undated |
| BOX I:501 | Research material |
| | Psychoanalysis |
| | Morale in wartime |
| | Public relations |
| BOX I:502 | Propaganda |
| | Big business |
| BOX I:503 | Biographical material |
| | <i>Propaganda Analysis</i> , Oct. 1937-Sept. 1939 |
| | New York University, New York, N.Y., lecture notes, 1949-1950 |
| BOX I:504 | Cornell University, Ithaca, N.Y., laboratory reports, 1909-1910 |
| | Notes and drawings, 1896-1906 |
| | Legal documents |
| BOX I:505 | Estate papers of Ely Bernays |
| | 1897-1934 |
| BOX I:506 | 1933-1957 |
| BOX I:507 | Printed matter |
| | 1904-1931 |
| BOX I:508 | 1932-1942 |
| BOX I:509 | 1943-1962, undated |
| BOX I:510-723 | Part I: Scrapbooks, 1918-1956 |
| BOX I:510-700 | Client, Institution, and Organization File, 1919-1952 |
| | Newspaper clippings, magazine articles, pamphlets, invitations, press releases, programs, and awards. |
| | Arranged alphabetically by subject and therein chronologically. |
| BOX I:510-511 | A. G. Spalding and Brothers <i>See Containers I:657-661, Spalding and Brothers, A.G.</i> |
| | America Self Contained Committee, 1933-1935 |
| | (2 vols.) |
| BOX I:512-513 | American Economic Foundation, 1935 |
| | (2 vols.) |
| BOX I:514 | American Institute of Baking, 1938 |
| BOX I:515 | Associated Bakers of America, 1938 |
| BOX I:516 | American Nurses Association |
| | 1945-1946 |
| BOX I:517 | 1947-1948 |
| BOX I:518 | 1948 |
| BOX I:519-522 | American Tobacco Co. |
| | 1929 |
| | (4 vols.) |
| BOX I:523-524 | 1931 |
| | (2 vols.) |

Part I: Scrapbooks, 1918-1956

Container

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| | |
|---------------|---|
| BOX I:525 | American Whaling Information Service, 1939 |
| BOX I:526 | Best Foods, Inc., 1926-1927 |
| BOX I:527 | Council of Better Business Bureaus 1949 |
| BOX I:528 | 1951 |
| BOX I:529 | Camillus Cutlery Co., 1950 |
| BOX I:530 | Cheney Brothers 1923 |
| BOX I:531-534 | 1924 (4 vols.) |
| BOX I:535 | 1924-1926 |
| BOX I:536 | 1925 |
| BOX I:537-539 | 1926-1927 (3 vols.) |
| BOX I:540 | Silk Association of America (Velvet Group), 1925 |
| BOX I:541 | Velvet Fashion Service Bureau, 1925 |
| BOX I:542-545 | Color Fashion Bureau, 1934 (4 vols.) |
| BOX I:546 | Columbian Rope Co., 1947-1948 |
| BOX I:547 | Commission on Inquiry on National Policy in International Relations, 1934 |
| BOX I:548 | Commission on Inquiry on Public Service Personnel, 1933-1934 |
| BOX I:549 | Dartnell Corp., 1939 |
| BOX I:550 | Dodge Brothers, 1928 |
| BOX I:551 | Eastern Millinery Association, 1925-1929 |
| BOX I:552 | Edible Gelatin Manufacturers Association, 1926-1927 |
| BOX I:553-555 | Fish and Seafood Institute, 1935 (3 vols.) |
| BOX I:556 | National Franklin Committee 1942-1943 |
| BOX I:557 | 1943 |
| BOX I:558 | Thomas P. Henry Co., type book, 1928 |
| BOX I:559 | French Industrial Exposition, Paris, France 1924 |
| BOX I:560-566 | 1925 (7 vols.) |
| BOX I:567 | General Baking Co., 1925 |
| BOX I:568 | Goldman, Eric Frederic, 1948 |
| BOX I:569 | Great Northern Railway Co., 1935 |
| BOX I:570 | Hampshire House, 1931 |
| BOX I:571-573 | Hart, Schaffner & Marx, 1925 (3 vols.) |
| BOX I:574 | Hillside Homes Housing Development, 1933 |
| BOX I:575 | Independent Oil Companies of America, 1933 |
| BOX I:576-577 | Dixie Cup Co., 1933-1934 (2 vols.) |
| BOX I:578 | First International Artificial Flower Show, undated |
| BOX I:579 | Loft, Inc., 1936 |

Part I: Scrapbooks, 1918-1956

Container

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| | |
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| BOX I:580 | <i>McCall's</i> 1946 |
| BOX I:581 | 1949 |
| BOX I:582 | 1949, Eleanor Roosevelt, memoirs |
| BOX I:583 | Mack Trucks, Inc. 1950 |
| BOX I:584 | 1950-1951 |
| BOX I:585-586 | 1951 (2 vols.) |
| BOX I:587 | 1952 |
| BOX I:588 | Madison Square Garden Corp., 1935 |
| BOX I:589 | Miscellany, 1943-1946 |
| BOX I:590 | Miller, Banks L., 1935 |
| BOX I:591 | Millinery Fashion Bureau, 1940 |
| BOX I:592-602 | Nash-Kelvinator Corp. 1936 (11 vols.) |
| BOX I:603-608 | 1937 (6 vols.) |
| BOX I:609 | National Association of Curled Hair Manufacturers, undated |
| BOX I:610 | National Association of Glue Manufacturers, 1945 |
| BOX I:611 | National Broadcasting Co., 1939-1940 |
| BOX I:612 | National Council of American Importers and Traders, 1921 |
| BOX I:613 | National Electronic Radio and Television Exposition, 1946 |
| BOX I:614 | Television Authority, 1949-1950 |
| BOX I:615 | New York, N.Y., tourism, undated |
| BOX I:616 | New York Real Estate Securities Exchange, 1929 |
| BOX I:617 | Pearl Associates, 1939 |
| BOX I:618-619 | Pennsylvania Optometric Association, 1942 (2 vols.) |
| BOX I:620-623 | Philco Radio and Television Corp. 1934 (4 vols.) |
| BOX I:624-625 | 1935 (2 vols.) |
| BOX I:626 | 1935-1936 |
| BOX I:627-629 | 1936 (3 vols.) |
| BOX I:630 | 1936-1937 |
| BOX I:631 | Procter & Gamble Co. Drene Shampoo 1941 |
| BOX I:632 | 1941-1944 |
| BOX I:633 | 1942 |
| BOX I:634 | 1944-1945 |
| BOX I:635-636 | 1945 (2 vols.) |

Part I: Scrapbooks, 1918-1956

| <i>Container</i> | <i>Contents</i> |
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| BOX I:637 | General 1925-1927 |
| BOX I:638 | 1932 |
| BOX I:639 | 1952 |
| BOX I:640 | Ivory Soap, 1941 |
| BOX I:641 | National Glycerine Service, 1925 |
| BOX I:642-643 | Soap sculpture contest 1926 (2 vols.) |
| BOX I:644-645 | 1928-1929 (2 vols.) |
| BOX I:646 | 1929 |
| BOX I:647 | 1930 |
| BOX I:648-649 | 1931 (2 vols.) |
| BOX I:650-651 | 1933 (2 vols.) |
| BOX I:652 | 1933-1934 |
| BOX I:653 | 1934 |
| BOX I:654 | Pullman Co., 1938 |
| BOX I:655 | Radio Institute of the Audible Arts, 1935 |
| BOX I:656 | Sherry-Netherlands Hotel, New York, N.Y., 1922-1923 |
| BOX I:657 | Spalding and Brothers, A.G. 1938 |
| BOX I:658 | 1939 |
| BOX I:659-661 | 1940 (3 vols.) |
| BOX I:662 | Starret Investing Co., 1935 |
| BOX I:663 | Steward and Co., 1929 |
| BOX I:664 | Tanners' Council of America 1945 |
| BOX I:665 | 1945-1946 |
| BOX I:666 | 1946 |
| BOX I:667 | 1946-1947, National Foot Health Council |
| BOX I:668 | 1946-1947 |
| BOX I:669 | Trunk Luggage and Leather Goods Manufacturers, 1927 |
| BOX I:670 | United Fruit Co. <i>Middle America</i> by Charles Morrow Wilson 1942-1944 |
| BOX I:671 | 1942-1947 |
| BOX I:672-675 | Middle America Information Bureau 1943 (4 vols.) |
| BOX I:676-677 | 1944 (2 vols.) |
| BOX I:678 | 1944-1945 |
| BOX I:679 | 1945 |

Part I: Scrapbooks, 1918-1956

| <i>Container</i> | <i>Contents</i> |
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| BOX I:680-682 | 1946 (3 vols.) |
| BOX I:683 | 1946-1948 |
| BOX I:684 | 1947 |
| BOX I:685 | 1948 |
| BOX I:686 | Veterans of Foreign Wars of the United States, Ladies Auxiliary, 1938 |
| BOX I:687-689 | Victory Book campaign, 1942-1943 (3 vols.) |
| BOX I:690 | Erwin Wasey & Co., undated |
| BOX I:691-693 | Woods, Arthur, 1919 (3 vols.) |
| BOX I:694 | Child Research Clinic of the Woods Schools 1934-1938 |
| BOX I:695 | 1939-1941 |
| BOX I:696 | House of Worth 1926-1927 |
| BOX I:697 | 1928-1929 |
| BOX I:698-699 | Samples of printed matter 1928 |
| BOX I:700 | Undated |
| BOX I:701-723 | Personal, 1918-1956 Newspaper clippings, magazine articles, photographs, pamphlets, invitations, press releases, programs, and awards. Arranged chronologically. |
| BOX I:701 | 1918-1942 |
| BOX I:702 | 1919-1930 |
| BOX I:703 | 1927-1932 |
| BOX I:704 | 1930-1933 |
| BOX I:705 | 1932-1935 |
| BOX I:706 | 1933-1936 |
| BOX I:707 | 1935 |
| BOX I:708 | 1936-1938 |
| BOX I:709 | 1936-1939 |
| BOX I:710 | 1937-1945 |
| BOX I:711 | 1938-1945 |
| BOX I:712 | 1940-1942, <i>Speak Up for Democracy</i> |
| BOX I:713 | 1942-1943 |
| BOX I:714 | 1942-1943, "The Future of Private Enterprise in the Post-War World" |
| BOX I:715 | 1944 |
| BOX I:716 | 1945, <i>Take Your Place at the Peace Table</i> |
| BOX I:717 | 1945-1947 |
| BOX I:718 | 1948-1949 |
| BOX I:719 | 1950 |
| BOX I:720 | 1951 |
| BOX I:721 | 1953 |

Part I: Scrapbooks, 1918-1956

| <i>Container</i> | <i>Contents</i> |
|-------------------|---|
| BOX I:722 | 1954-1955 |
| BOX I:723 | 1956 |
| BOX I:OV 1-24 | Part I: Oversize, 1915-1945 Oversize scrapbooks. Organized and described separately. |
| BOX I:OV 1-OV 7 | Artificial Flower Style Service, 1929 (7 vols.) Ballets russes <i>See Container I:OV 9, Diaghileff Ballets Russes</i> |
| BOX I:OV 8 | <i>Cosmopolitan</i> , "The Pace That Kills," 1921 |
| BOX I:OV 9 | Diaghileff Ballets Russes 1915 |
| BOX I:OV 10 | 1915-1916 |
| BOX I:OV 11-OV 14 | 1916 (4 vols.) |
| BOX I:OV 15-OV 16 | Drene Shampoo 1941 (2 vols.) |
| BOX I:OV 17 | 1943 |
| BOX I:OV 18 | 1943-1944 |
| BOX I:OV 19 | 1944 |
| BOX I:OV 20 | 1944-1945 |
| BOX I:OV 21 | Nash-Kelvinator Corp., 1936 |
| BOX I:OV 22-OV 23 | Procter & Gamble Co., Ivory Soap, 1941 (2 vols.) |
| BOX I:OV 24 | United Fruit Co., Middle America Information Bureau, 1942-1943 |
| BOX II:1 | Part II: Family Correspondence, 1890-1972 Incoming and outgoing correspondence between Bernays and family members. Arranged chronologically. |
| BOX II:1 | 1890-1972, undated (2 folders) |
| BOX II:1-14 | Part II: General Correspondence, 1911-1975 Incoming and outgoing correspondence with accompanying enclosures, memoranda and reports. Arranged chronologically. |
| BOX II:1 | 1911-1938 (3 folders) |
| BOX II:2 | 1940-1965 (6 folders) |
| BOX II:3 | 1966-1968 (4 folders) |
| BOX II:4 | 1968-1969 (4 folders) |

Part II: General Correspondence, 1911-1975

| <i>Container</i> | <i>Contents</i> |
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| BOX II:5 | 1970 (4 folders) |
| BOX II:6 | 1970-1971 (3 folders) |
| BOX II:7-8 | 1971 (8 folders) |
| BOX II:9-10 | 1972 (8 folders) |
| BOX II:11 | 1973 (4 folders) |
| BOX II:12 | 1973-1974 (4 folders) |
| BOX II:13 | 1974-1975, undated (3 folders) Miscellaneous photocopied material, 1911-1972 (2 folders) |
| BOX II:14 | (3 folders) |
| BOX II:15-22 | Part II: Client, Institution, and Organization File, 1930-1970 Correspondence, memoranda, printed matter, reports and surveys, clippings, photographs, lists, press releases, and notes. Arranged alphabetically by name of person, organization, or subject. |
| BOX II:15 | "Free Clients," 1969-1970 (2 folders) Gantron reports and releases, 1947 International cigars, 1932-1933 (2 folders) |
| BOX II:16 | Mental health, circa 1969 (4 folders) Procter & Gamble Co., beautiful hands contest, 1930 (2 folders) Railroad account Scudamore, Rene |
| BOX II:17 | Town Affiliation Association, 1969 United States Information Agency, 1969 (8 folders) |
| BOX II:18 | (8 folders) |
| BOX II:19 | (3 folders) West Valley College, Campbell, Calif., circa 1968-1970 (3 folders) |
| BOX II:20 | Surveys and questionnaires "Comments on First Questionnaire," 1925-1927 White, Percival, 1936-1937 (2 folders) News censorship, 1954 |

Part II: Client, Institution, and Organization File, 1930-1970

| <i>Container</i> | <i>Contents</i> |
|------------------|---|
| BOX II:21-22 | Television commercials, 1954 (6 folders) |
| BOX II:23 | Part II: Speeches and Writings File, 1925-1975 Manuscript drafts, research notes, and printed copies. |
| BOX II:23 | Rough drafts, research notes, and offprints, 1925-1975, undated (6 folders) |
| BOX II:24-51 | Part II: Edward L. Bernays' Foundation File, 1968-1975 Essay entries for the Anglo-American International Relations Contest in 1969 and general correspondence, press releases, financial papers and newspaper clippings. Arranged alphabetically by topic or type of material. |
| BOX II:24-28 | Anglo-American International Relations Contest, 1969 General correspondence, publicity, etc. (19 folders) |
| BOX II:29-31 | American and British inquiries (7 folders) |
| BOX II:32-41 | American essay entries (35 folders) |
| BOX II:42-50 | British essay entries (25 folders) |
| BOX II:51 | General correspondence, clippings, etc., 1968-1975 (9 folders) |
| BOX II:52 | Part II: Doris Fleischman Bernays File, 1900-1975 Correspondence, biographical material, drafts and printed copies of speeches and writings, research notes, and newspaper clippings. |
| BOX II:52 | Correspondence, biographical material, research notes, rough drafts of speeches and articles, offprints of articles, and newspaper clippings, 1900-1975 (12 folders) |
| BOX II:53-60 | Part II: Miscellany, 1890-1979 Correspondence, memoranda, notes, newspaper clippings, reports and studies, printed matter, bills and receipts, cards and invitations, grammar school and college notebooks and related memorabilia, photographs, lists, and bibliographies. Arranged alphabetically by name of person or organization, topic, or type of material. |
| BOX II:53 | Boston University, Boston, Mass., class survey, 1969 <i>Case for Reappraisal</i> Class notes and memorabilia, 1900-1910 (2 folders) Committee of Eighty, eightieth birthday celebration |
| BOX II:54 | Committee on Public Information, 1919 Crime and Correction Committee, 1969 Emergency Committee to Save Homes for Family Life in Cambridge, Mass., 1969 Freud, Sigmund, 1907-1971 |

Part II: Miscellany, 1890-1979

Container

Contents

- Handicapped persons' facilities, 1969-1970
Lists and bibliographies, 1958, 1966-1970, undated
(5 folders)
Motion Picture Association, 1949-1964
- BOX II:55** Bills, receipts, identification cards, and miscellaneous items
(2 folders)
Cards, invitations, lists, and memoranda
(4 folders)
- BOX II:56** Newspaper clippings, 1890-1979
(5 folders)
Photographs
- BOX II:57-58** Printed matter
- BOX II:59** Reports and memoranda
- BOX II:60** World Health Organization
Yaffe, Bertram
Your Future in Public Relations (1961)
- BOX III:1-6** **Part III: Family Papers, 1831-1993**
Correspondence primarily between Bernays and family members. Other papers include a diary, financial and legal items, speeches, writings, notes, genealogical material, newspaper clippings, and printed matter.
Arranged alphabetically by type of material and therein alphabetically by name of family member.
- BOX III:1** Correspondence
Bernays, Anne F. (daughter) and Doris (daughter), 1938-1950, undated
Bernays, Doris Fleischman (wife), 1915, 1923-1945, undated
Bernays, Ely (father) and Anna Freud (mother), 1895-1912, 1922-1923, undated
Bernays, Peter M. (nephew), 1947, 1981-1990, undated
Freud, Anna (cousin), 1958-1962
Freud, Ernst L. (cousin), 1957-1966
Freud, Harry (cousin), 1937-1941, 1958
Freud, Martin (cousin), 1923, 1939-1940, 1958
Freud, Sigmund (uncle), 1919-1931
Freud, Walter (cousin), 1958-1990
Held, Doris Bernays (daughter) and family, 1967-1972, 1986, undated
Heller, Judith (sister) and Victor (brother-in-law), 1923, 1933-1938, 1958, 1964-1966
Wiener, Walter F. (nephew), 1984-1993
Other relatives, 1942, 1954-1991, undated
Other papers
Bernays, Anna Freud (mother)
Article about Sigmund Freud, n.d
Miscellany, 1904, 1918, 1928, 1939-1955, undated
Bernays, Anne F. (daughter), 1965-1989, undated
- BOX III:2** Bernays, Doris Fleischman
Biographical file, 1970-1977, undated
Clippings, 1923-1989, undated

Part III: Family Papers, 1831-1993

Container

Contents

- Correspondence
General, 1914-1979, undated
Get well, 1956, undated
(4 folders)
Roosevelt, Eleanor, 1927-1928
- Diary, undated
Legal papers, 1980
Miscellany, 1915, 1947, 1970-1988, undated
- BOX III:3**
Research material
Education, undated
Education and women, 1949-1950, undated
Miscellaneous, 1949, undated
Speech file, 1956-1966, 1972, undated
Writings
Articles
Correspondence, 1948-1949
Texts and related material, 1915-1920, 1949, 1977, undated
Book reviews, 1968-1976, undated
Books
Outline of Careers for Women, 1928-1929
A Wife Is Many Women *For additional material see Container III:2, Roosevelt, Eleanor*
Correspondence
Bernays, Doris Fleischman, 1955-1958
(2 folders)
Bernays, Edward L., 1955-1957, 1965
(3 folders)
Draft, undated
(1 folder)
BOX III:4
(2 folders)
General, 1955-1956, undated
Printed matter, 1955-1963, undated
(3 folders)
Miscellany, 1941, 1957-1961, undated
(3 folders)
- Bernays, Ely
Correspondence, 1883, 1898-1903, 1910-1923, undated
- BOX III:5**
Miscellany, 1890-1899, 1911-1923, undated
(2 folders)
Bernays, Hella Freud (sister), 1963, 1974-1979, 1985
Fleischman, Harriet (mother-in-law), 1943, 1950-1953, undated
Freud, Anna (cousin), 1971
Freud, Harry (cousin), 1938
Freud, Jacob (grandfather), 1866, 1892
Freud, Martha Bernays (aunt), 1909, undated
Freud, Sigmund
Article, 1930

Part III: Family Papers, 1831-1993

Container

Contents

| | |
|--------------|--|
| | Miscellany, 1936, 1958-1962, 1970-1989, undated |
| | Movie, 1961-1963 <i>For additional material see Container III:1, Freud, Ernst L.</i> |
| | Freud-Marlé, Lilly (cousin) |
| | Draft of book about Sigmund Freud, undated (4 folders) |
| | Miscellany, 1931-1938, 1969-1979, undated |
| BOX III:6 | Freud papers, sale by the Bernays family, 1962-1963, 1990-1991 |
| | Genealogical material, 1962-1965, 1975-1988, undated |
| | Held, Doris Bernays, and family, 1972-1979 |
| | Legal papers, 1990-1993 |
| | Miscellany, 1831, 1856, 1876, 1895, 1925-1934, 1964-1991, undated |
| | Wedding of Edward L. Bernays and Doris E. Fleischman, 1922 |
| BOX III:6-26 | Part III: General Correspondence, 1905-1994 |
| | Correspondence and memoranda, including attachments, between Bernays and friends, acquaintances, clients, and the public relating to his personal and professional activities. Arranged chronologically. |
| BOX III:6 | 1905-1932 (6 folders) |
| BOX III:7 | 1933-1945 (9 folders) |
| | 1946 Jan.-July (2 folders) |
| BOX III:8 | Aug.-Dec. 1947-1963 (9 folders) |
| BOX III:9 | 1964 (4 folders) |
| | 1965 Jan.-Nov. (5 folders) |
| BOX III:10 | Dec. 1966 Jan.-Aug. (7 folders) |
| BOX III:11 | Sept.-Dec. (2 folders) |
| | 1967 (8 folders) |
| BOX III:12 | 1968-1974 (10 folders) |
| | 1975 Jan.-June |
| BOX III:13 | July-Dec. (2 folders) |

Part III: General Correspondence, 1905-1994

| <i>Container</i> | <i>Contents</i> |
|------------------|-----------------|
|------------------|-----------------|

| | |
|------------|-----------------------------------|
| | 1976 (7 folders) |
| BOX III:14 | 1977-1978 (7 folders) |
| | 1979 Jan.-Oct. (3 folders) |
| BOX III:15 | Nov.-Dec. |
| | 1980 (3 folders) |
| | 1981 Jan.-Aug. (3 folders) |
| BOX III:16 | Sept.-Dec. (2 folders) |
| | 1982 (6 folders) |
| BOX III:17 | 1983 (5 folders) |
| | 1984 Jan.-Mar. |
| BOX III:18 | Apr.-Dec. (7 folders) |
| BOX III:19 | 1985 Jan.-July (7 folders) |
| BOX III:20 | Aug.-Dec. (5 folders) |
| | 1986 Jan.-Feb. (2 folders) |
| BOX III:21 | Mar.-Aug. (7 folders) |
| BOX III:22 | Sept.-Dec. (4 folders) |
| | 1987 Jan.-July (4 folders) |
| BOX III:23 | Aug.-Dec. (3 folders) |
| | 1988 Jan.-Sept. (5 folders) |
| BOX III:24 | Oct.-Dec. (2 folders) |
| | 1989 (3 folders) |
| | 1990 |

Part III: General Correspondence, 1905-1994

Container

Contents

| | |
|---------------|---|
| | Jan.-June (2 folders) |
| BOX III:25 | July-Dec. (5 folders) |
| | 1991 (4 folders) |
| BOX III:26 | 1992-1994, undated (5 folders) |
| BOX III:26-40 | Part III: Client, Institution, and Organization File, 1913-1992 Correspondence, memoranda, reports, minutes of meetings, newsletters, background information, surveys, notes, financial and legal papers, press releases, photographs, newspaper clippings, and printed matter. Arranged alphabetically by name of person or organization, topic, or type of material and therein chronologically. |
| BOX III:26 | American Optometric Association, 1943, 1962, 1969, undated American Tobacco Co. General, 1927-1935, 1992, undated Green campaign, 1930-1934 (2 folders) Ballets russes <i>See Container III:30, Diaghileff Ballets Russes</i> Bernays public relations counseling letter Correspondence 1959 (3 folders) |
| BOX III:27 | 1960-1961, undated General, 1959-1960, 1972, undated (2 folders) Proposal and legal papers, 1959, 1971-72, undated Questionnaires, 1972 Book Publishers Research Institute England, 1930 General 1930-1931 (2 folders) Price cutting, 1930 |
| BOX III:28 | Reading habits of outstanding Americans, 1930 Women, 1930 Word contest, 1930 Brotherhood of Railroad Trainmen Correspondence, 1963-1966, undated (2 folders) General, 1963-1964, undated (4 folders) |
| BOX III:29 | Cartier, 1918-1924, undated (3 folders) Charles River Hospital, Cambridge, Mass., 1980 Cheney Style Service, 1924 |

Part III: Client, Institution, and Organization File, 1913-1992

Container

Contents

- Columbia Broadcasting Co., 1975
Columbia University, New York, N.Y., 1925, 1947, 1957-1960, undated
Columbian Rope Co., Auburn, N.Y., 1947, undated
Commerce Department, 1974-1977, undated
(2 folders)
- BOX III:30** Committee for the Study of Mankind, 1957-1958
Committee on Foreign Affairs, 1966-1968, undated
(5 folders)
Diaghileff Ballets Russes, 1915-1916, 1939, undated
F. A. Stahl and Associates Architects, 1967
Farmers' Campaign for Monetary Reform, 1931-1932, undated
Ferenczi, Sandor, 1925-1928
Gelatin committee bulletins, 1925-1926
(2 folders)
- BOX III:31** General Electric Co., Pittsfield, Mass., union members, 1961
Harken, Dwight E., 1976
Health, Education, and Welfare, Department of, 1976, undated
Henry Clay and Bock and Co., cigar plant, 1932-1933, undated
Howell, James, 1990
Humphrey, Hubert H., 1958, 1968
International Psychoanalytical Foundation, 1925-1926, undated
Light's Golden Jubilee
General, 1929, 1986, undated
(2 folders)
Photographs, undated
(2 folders)
- BOX III:32** Scrapbook, 1929, undated
(3 folders)
Lipkin, Arthur Bennett, 1936, 1944, 1955-1968, undated
(5 folders)
- BOX III:33** Massachusetts Bar Association, 1972-1976
(2 folders)
Massachusetts Bay United Fund, 1968-1969
Massachusetts Department of Mental Health, 1972-1976, undated
Miscellany, 1921-1928, 1936-1937, 1949, 1964, undated
Mutual Benefit Life Insurance Co., 1913, 1924-1928, 1941-1944, 1964, undated
National Association of Manufacturers, 1947
National Board of Fire Underwriters, 1941
National Committee for an Adequate Overseas Information Program, 1954
National Committee to Study and Resolve the Problems of Aging Americans, undated
New York World's Fair, New York, N.Y., 1939
Pace University, New York, N.Y., 1983
Philco Radio and Television Corp., undated
Photographs, undated
- BOX III:34** Press releases, 1923-1924, 1939, 1949, 1966-1968, undated
Process Research, Inc., 1971
Procter & Gamble Co.

Part III: Client, Institution, and Organization File, 1913-1992

Container

Contents

| | |
|-------------------|---|
| | General, 1949-1967 |
| | Soap sculpture contest, undated (2 folders) |
| | Retail Millinery Association, undated |
| | Roosevelt, Eleanor, 1958 |
| | Social Science Research Council, undated |
| | State Bank of Long Beach, Long Beach, N.Y., 1957 |
| | State Department, 1971-1977, undated |
| | Suffolk University, Boston, Mass., 1962-1965 |
| | Surveys |
| | American business and life, undated |
| | American movies overseas, 1958 |
| BOX III:35 | Newspapers, top ten, 1961, 1969-1974, undated (4 folders) |
| | "What the British Think of Us" |
| | Correspondence |
| | 1957 (2 folders) |
| | 1958 |
| | Jan.-Feb. (3 folders) |
| BOX III:36 | Mar.-Dec. (7 folders) |
| | 1959, undated |
| BOX III:37 | Form letter orders, 1957-1958 (3 folders) |
| | General, 1939-1967 |
| | Report, 1958 |
| | Women's City Club of Boston, Mass., 1966-1973, undated (2 folders) |
| | Truman, Harry S., 1945 |
| | United Fruit Co. |
| | General, 1950 |
| | Guatemala and Honduras |
| | 1950-1953 |
| | 1954 |
| | Mar.-June (2 folders) |
| BOX III:38 | July-Dec. (3 folders) |
| | 1955-1957 (8 folders) |
| BOX III:39 | 1958, 1976-1977, undated (3 folders) |
| | United States Information Agency, 1955-1976, undated (2 folders) |
| | University of Wisconsin, School of Journalism, Madison, Wis., 1955-1958 |

Part III: Client, Institution, and Organization File, 1913-1992

Container

Contents

| | |
|---------------|---|
| | Waldorf-Astoria Hotel, New York, N.Y., 1923, undated |
| | West Valley College, Campbell, Calif., 1968 |
| | Worker-management study |
| | 1941 |
| | June |
| | (2 folders) |
| BOX III:40 | July-Nov. |
| | World Health Foundation, undated |
| BOX III:40-56 | Part III: Subject File, 1919-1994 |
| | Correspondence, memoranda, reports, minutes of meetings, background information, notes, interviews, press releases, photographs, lists, newspaper clippings, and printed matter. Arranged alphabetically by name of person or organization, topic, or type of material and therein chronologically. |
| BOX III:40 | Addresses, 1977, 1992, undated |
| | (2 folders) |
| | Advertising for Bernays's office, 1945-1946, undated |
| | Aging, 1981-1991, undated |
| BOX III:41 | Art, 1965-1975, undated |
| | Birthdays |
| | Seventieth, 1961-1962 |
| | (5 folders) |
| | Seventy-fifth, 1966-1967 |
| | Eightieth, 1971-1972 |
| | (6 folders) |
| BOX III:42 | Eighty-third, 1975 |
| | Ninetieth, 1981-1982 |
| | (5 folders) |
| | Ninety-second, 1983 |
| | Ninety-fourth, 1985, undated |
| | (2 folders) |
| | Ninety-fifth, 1986-1987 |
| | (3 folders) |
| | Ninety-sixth, 1987 |
| BOX III:43 | Ninety-ninth, 1990 |
| | One hundredth, 1991 |
| | Boston University, Boston, Mass., 1962-1985, undated |
| | (4 folders) |
| | Childs, Harwood L., 1934-1935 |
| | Cigarette smoking, 1962-1964, 1975, 1983, undated |
| BOX III:44 | Committees and organizations |
| | Citizens' Emergency Committee to Save Memorial Drive, Cambridge, Mass. |
| | Background material, 1923, 1961-1965, undated |
| | (2 folders) |
| | Correspondence, 1960-1965, undated |
| | (4 folders) |
| | General, 1962-1965, undated |

Part III: Subject File, 1919-1994

Container

Contents

| | |
|------------|--|
| | Press, 1963-1965, undated |
| | Statements, 1964-1965, undated |
| | Emergency Committee for a Reappraisal of United States Overseas Information Policies and Programs, 1969-1970 |
| BOX III:45 | General, 1925-1931, 1947, 1961-1990, undated |
| | Condolences re Doris Fleischman Bernays's death, 1980-1981 (5 folders) |
| | Credit expansion and recovery, 1931-1936, undated |
| | Creel, George, 1964, undated |
| BOX III:46 | Crime, 1964, 1970-1975, undated |
| | Darlington, Helen, 1944-1945 |
| | Disarmament action network media project, 1986 |
| | Edward L. Bernays' Foundation |
| | Anglo-American international relations contest |
| | Award winners |
| | General, 1967-1968, undated |
| | Luncheon, 1967-1968 |
| | Clippings, 1966-1968, undated (3 folders) |
| | Correspondence |
| | General, 1966-1968 (4 folders) |
| BOX III:47 | United Kingdom press, 1967-1968 (3 folders) |
| | United States press and organizations, 1966-1968 (3 folders) |
| | General, 1966-1968, undated (2 folders) |
| | Luncheon, 1966-1967 |
| | Press releases, 1966-1968, undated |
| | Watson, Cowan, 1968 |
| BOX III:48 | Economic justice for homemakers program, 1977-1979, undated |
| | General, 1964-1985, undated (2 folders) |
| | Lecture series |
| | Edward R. Murrow Center of Public Diplomacy, Medford, Mass., 1965-1973, undated (3 folders) |
| | Freedom of expression lectures, 1971 (2 folders) |
| BOX III:49 | General, 1963-1971, undated (4 folders) |
| | Society for the Psychological Study of Social Issues, 1973-1977 |
| | Event planning, 1952 |
| | Galard-Terraube, Genevieve de, 1954, 1967 |
| | Hale and Dorr, 1962-1963 |
| | Harold Ober Associates, 1964-1965 |
| | <i>Information</i> , 1925-1929 |

Part III: Subject File, 1919-1994

Container

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| | |
|------------|---|
| | Institute of Public Relations, London, England, 1957, 1966, undated |
| | Interviews |
| | 1956-1970 |
| BOX III:50 | 1971-1991, undated |
| | (5 folders) |
| | Jones, Ernest, 1957 |
| | Library of Congress, 1964-1970 |
| | (2 folders) |
| | Lists |
| | 1919, 1925, 1931-1936, 1949-1962 |
| BOX III:51 | 1963-1983, undated |
| | (5 folders) |
| | Massachusetts prosperity program, 1989-1990 |
| | NAACP, 1964-1965, 1973, 1980 |
| | Pharmaceutical profession, 1943, undated |
| | Promotion samples |
| | 1943-1944, 1958 |
| BOX III:52 | 1959, undated |
| | Propaganda, 1928-1931, 1938, 1944, 1970-1971, undated |
| | Public relations |
| | Associations, national, 1970-1977, undated |
| | (2 folders) |
| BOX III:53 | Card file |
| BOX III:54 | General, 1935-1938, 1947, 1964-1969, 1975-1980, 1990, undated |
| | (5 folders) |
| | Licenses for practitioners, 1947, 1974-1993, undated |
| | (2 folders) |
| | Notes, 1955, undated |
| | Printed matter |
| | 1922-1932, 1941-1946, 1960-1968 |
| BOX III:55 | 1975-1994, undated |
| | Rank, Otto, 1923-1924 |
| | Rieber, Torkild, 1941 |
| | Schedules and itineraries, 1984-1989, undated |
| | Sullivan, Mark, 1932 |
| | Travel |
| | Europe, 1949, 1957, 1966 |
| | (4 folders) |
| | Puerto Rico, 1984 |
| | United Nations, 1964 |
| | United States, image abroad |
| | 1968 |
| | Apr.-June |
| | July |
| | 2-10 |
| BOX III:56 | 11-23 |
| | 1969-1970, undated |

Part III: Subject File, 1919-1994

Container

Contents

Vietnam Conflict, 1962-1972
Vondra, Joan, 1988-1992
Wedding anniversary, fiftieth, 1972

BOX III:56-74

Part III: Speeches and Writings File, 1912-1992

Correspondence, memoranda, speeches, articles, book drafts, book reviews, editorials, forewords and introductions, newsletters, pamphlets, background material, notes, bibliographies, outlines, poetry, announcements and programs, evaluations, newspaper clippings, and printed matter.

Arranged alphabetically by type of material and therein chronologically. Arranged alphabetically into two categories, writings by Bernays and writings by others, which are further arranged alphabetically by type of material.

BOX III:56

Speech file

Announcements and programs, 1923-1953, 1961-1992, undated
(8 folders)

Evaluations, 1985-1987

BOX III:57

Miscellany, 1935, 1961, 1981-1987, undated

Press, 1933-1992, undated
(5 folders)

Texts and related material
1925-1929, 1936-1964
(7 folders)

BOX III:58

1965-1980

(8 folders)

BOX III:59

1981-1990

(2 folders)

Undated

(6 folders)

BOX III:60

(1 folder)

Writings

By Bernays

Articles and related material

1912-1946

(9 folders)

BOX III:61

1947-1992

(9 folders)

BOX III:62

Undated

(5 folders)

Book reviews, 1926, 1951-1989, undated

(3 folders)

Books

Biography of an Idea: Memoirs of Public Relations Counsel Edward L. Bernays (1965)

Advertising and promotion, 1964-1966, undated

(2 folders)

BOX III:63

Background material, 1916, 1923, 1929-1966, undated

(2 folders)

Correspondence

Part III: Speeches and Writings File, 1912-1992

Container

Contents

| | |
|------------|---|
| | 1949, 1957-1964 (2 folders) |
| | 1965 Jan.-Oct. (4 folders) |
| BOX III:64 | Nov.-Dec. (2 folders) 1966, 1988, undated (3 folders) General, 1965, undated (2 folders) |
| BOX III:65 | Outlines, 1963, undated Permissions, 1964, undated (4 folders) Reviews, 1965-1967 Simon and Schuster, Inc., 1963-1968, undated (3 folders) |
| BOX III:66 | Various drafts, undated (8 folders) |
| BOX III:67 | (6 folders) <i>Broadway Anthology</i> (1917), 1917-1918, undated <i>Case for Reappraisal of U.S. Overseas Information Policies and Programs</i> (1970), 1970-1971 <i>Crystalizing Public Opinion</i> (1924), 1924, 1961-1962, undated <i>Engineering of Consent</i> (1955), 1955-1956, 1963, 1970, 1986, undated "I Take My Pen in Hand" (unpublished), undated <i>Later Years: Public Relations Insights, 1956-1986</i> (1986), 1987, undated <i>Outline of Careers: A Practical Guide to Achievement</i> (1927), 1927-1929 <i>Propaganda</i> (1928), 1928-1929, undated Proposed, 1938, undated <i>Public Relations</i> (1952), 1952, 1965-1966, 1978-1984, undated (2 folders) "Public Relations Counsel: A Personal History" (unpublished), undated <i>Speak Up for Democracy</i> (1940), 1938-1941, undated <i>Take Your Place at the Peace Table</i> (1945), 1945, undated Untitled manuscripts, undated (4 folders) |
| BOX III:68 | |
| BOX III:69 | <i>Your Future in a Public Relations Career</i> (1979) Draft, undated General, 1977-1980, undated <i>Your Future in Public Relations</i> (1961), 1961-1962, 1969 Editorials for the <i>Dietetic and Hygienic Gazette</i> , 1913 Forewords and introductions, 1934, 1965, undated Letters to editors, 1920, 1940-1986, undated (5 folders) Lists, 1948-1951, undated |

Part III: Speeches and Writings File, 1912-1992

Container

Contents

| | |
|---------------|---|
| | Miscellany, 1927, 1964-1971, 1978-1979, undated (3 folders) |
| BOX III:70 | Newsletters <i>Contact</i> Correspondence (bound) 1922-1932 (2 folders) |
| BOX III:71 | 1925-1936 (2 folders) |
| BOX III:72 | 1935 Texts, undated Untitled, undated Notes, 1970, 1984, undated Pamphlets <i>Future of Private Enterprise</i> , correspondence, 1942-1943 A-F G-Z (6 folders) <i>Universities-Pathfinders in Public Opinion</i> , 1936-1938 (2 folders) Poetry, 1925, undated Volume of writings, 1920-1942, undated |
| BOX III:73 | Fragments, undated By others Bibliographies of Bernays's writings 1957 edition, 1955-1958 1978 edition Correspondence, 1976-1979 General, undated Press, 1977-1979 General, 1926-1937, 1945, 1961, 1967, 1976, 1982-1987, undated (2 folders) |
| BOX III:74 | |
| BOX III:74-77 | Part III: Miscellany, 1777-1993 Correspondence, financial and legal papers, certificates, collected items, broadsides, pamphlets, sketches, scrapbooks, biographical material, newspaper clippings, and printed matter. Arranged alphabetically by topic or type of material and therein chronologically. |
| BOX III:74 | Awards and honors 1925-1926, 1941-1954, 1960-1990 (5 folders) |
| BOX III:75 | 1991-1993, undated (3 folders) Biographical file, 1931-1938, 1956-1965, 1971-1993, undated (3 folders) Citizenship papers, 1946-1947 |

Part III: Miscellany, 1777-1993

Container

Contents

| | |
|---------------------|---|
| | Financial and legal papers, 1903, 1925-1938, 1948-1966, 1980, 1990-1991 (3 folders) |
| BOX III:76 | Manuscript and pamphlet collection, 1777, 1797, 1833, 1861-1865, 1885-1886, 1942, undated Miscellany, 1911, 1918-1923, 1930, 1942-1947, 1954, 1964-1970, 1980-1988, undated (2 folders) Printed matter 1913-1976 (6 folders) |
| BOX III:77 | 1977-1992, undated (8 folders) Sketches, undated |
| BOX III:OV 1-30 | Part III: Oversize, 1916-1966 Oversize scrapbooks. Removed and organized and described separately. Arranged alphabetically into two categories, client, institution, and organization, and personal. The client scrapbooks are further arranged alphabetically by subject and the personal scrapbooks chronologically. |
| BOX III:OV 1 | Scrapbooks Client, institution, and organization file Gelatin 1924, undated |
| BOX III:OV 2 | 1925-1926, undated |
| BOX III:OV 3 | Retail Millinery Association 1925 Jan.-Feb. |
| BOX III:OV 4 | Jan.-Mar |
| BOX III:OV 5-OV 8 | Feb. (4 vols.) |
| BOX III:OV 9 | Feb.-Mar. |
| BOX III:OV 10-OV 12 | Mar. (3 vols.) |
| BOX III:OV 13 | Mar-Apr. |
| BOX III:OV 14 | Velvet Fashion Service Bureau 1925 Mar. |
| BOX III:OV 15-OV 16 | Mar.-Apr. (2 vols.) |
| BOX III:OV 17 | Mar.-May |
| BOX III:OV 18 | May-July |
| BOX III:OV 19 | July |
| BOX III:OV 20 | July-Aug. |
| BOX III:OV 21 | Aug. |
| BOX III:OV 22 | Personal 1916-1922 |
| BOX III:OV 23 | 1917-1927 |
| BOX III:OV 24 | 1927-1930 |
| BOX III:OV 25 | 1952 |

Part III: Oversize, 1916-1966

| <i>Container</i> | <i>Contents</i> |
|------------------|-----------------|
|------------------|-----------------|

| | |
|---------------|-----------|
| BOX III:OV 26 | 1952-1953 |
| BOX III:OV 27 | 1957-1958 |
| BOX III:OV 28 | 1959-1960 |
| BOX III:OV 29 | 1960-1961 |
| BOX III:OV 30 | 1965-1966 |