Edward L. Bernays

A Register of His Papers in the Library of Congress

Prepared by John P. Butler, William Gralka, and Paul D. Ledvina

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Manuscript Division, Library of Congress

Washington, D.C.

1996

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Collection Summary

Title: Papers of Edward L. Bernays

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

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

Abstract: 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.

Names:

Bernays, Edward L., 1891-

Bern, Paul, 1889-1932 -- Correspondence

Bernays, Doris Fleischman, 1891- -- Correspondence

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- -- Correspondence

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

Cartier, Jacques, d. 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, 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- -- Correspondence

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

Hoover, Herbert, 1874-1964.

Hoover, Herbert, 1874-1964 -- Correspondence

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- -- 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., d. 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- -- Correspondence

Pandit, Vijaya Lakshmi, 1900- -- 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- -- Correspondence

Terhune, Albert Payson, 1872-1942--Correspondence

Wagner, Robert F. (Robert Ferdinand), 1910- -- Correspondence

Wallace, Henry Agard, 1888-1965--Correspondence

Ward, William B. (William Breining), 1884-1929--Correspondence

Whitman, Edmund S .-- Correspondence

Bernays family

Freud family

New York (N.Y.). Mayor's Committee for the Commemoration of the Golden Anniversary of the City of New York

United States. President's Emergency Committee for Employment

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

Committee for America Self-Contained

Committee on the Cost of Medical Care

Edward L. Bernays Foundation

General Motors Corporation

Jacques Seligmann & Co.

Mack Trucks, inc.

Philco Radio and Television Corp.

United Brewers Industrial Foundation

United Fruit Company

United States Information Agency

United States Sugar Beet Association

Ward Baking Company

Exposition internationale des arts décoratifs et industriels modernes (1925 : Paris, France)

Light's Golden Jubilee (1929)

Bernays, Doris Fleischman, 1891-. Wife is many women

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

Subjects:

Advertising

Administrative agencies--United States

Aging

Cigarettes

Crime

Depressions--1929

Electric lighting--Anniversaries, etc.

Korean War, 1950-1953--Diplomatic history

Loans

Mayors--New York (State)--New York--Election--1940

Arts--Public relations

Automobile industry and trade--Public relations

Bread industry--Public relations

Brewing industry--Public relations

Charities--Public relations

Financial institutions--Public relations

Health facilities--Public relations

Human ecology

Radio broadcasting--Public relations

Public relations

Public relations--Periodicals

Public relations--Pharmaceutical industry

Public relations and politics

Smoking

Stock Market Crash, 1929

Theater--New York (State)--New York

Vietnamese Conflict, 1961-1975

World politics--1933-1945

World War, 1939-1945--Economic aspects

India--Foreign relations--United States

New York (N.Y.)--Economic conditions

United States--Foreign relations--India

Occupation:

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. 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 received with the collection have been transferred to the Prints and Photographs 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.

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

Date	Event
1891, Nov. 22	Born, Vienna, Austria
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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 Crystallizing Public Opinion. New York: Boni and Liveright
1925	Assistant commissioner, Commerce Department, Paris, France, Exposition
1928	Published <i>Propaganda</i> . New York: H. Liveright
1940	Published Speak Up for Democracy: What You Can DoA Practical Plan of Action for Every American Citizen. New York: Viking Press
1945	Published Take Your Place at the Peace Table. New York: Gerent Press
1952	Published Public Relations. Norman: University of Oklahoma Press
1955	Editor, Engineering of Consent. Norman: University of Oklahoma Press
1961	Published Your Future in Public Relations. New York: Richards Rosen Press
1965	Published Biography of an Idea: Memoirs of Public Relations Counsel Edward L. Bernays. New York: Simon and Schuster
1968-1969	Adjunct professor, School of Public Relations, Boston University, Boston, Mass.
1970	Editor, Case for Reappraisal of U.S. Overseas Information Policy and Program. 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 Your Future in a Public Relations Career. New York: Richards Rosen Press

1986 Published Later Years: Public Relations Insights. Rhinebeck, N.Y.: H&M Publishers

1995, Mar. 9 Died, Cambridge, Mass.

Scope and Content Note

Parts I and II

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 <u>Book File</u> 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 <u>Client, Institution, and Organization File</u> 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 <u>Client files</u> and the <u>General Correspondence</u> 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; <a href="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 <u>Client, Institution, and Organization File</u>, 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 <u>Subject File</u>, 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 <u>Speeches and Writings File</u>, 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, n.d.

Speech and Article File, 1919-1967, n.d.

Book File, 1890-1965, n.d.

Edward L. Bernays' Foundation File, 1946-1963

Doris Fleischman Bernays File, 1923-1961

Lists, 1943-1961, n.d.

Miscellany, 1896-1963, n.d.

Scrapbooks, 1918-1956, n.d.

Oversize, 1915-1945

• Part II

Family Correspondence, 1890-1972, n.d.

General Correspondence, 1911-1975, n.d.

Client, Institution, and Organization File, 1930-1970

Speeches and Writings File, 1925-1975, n.d.

Edward L. Bernays' Foundation File, 1968-1975

Doris Fleischman Bernays File, 1900-1975

Miscellany, 1890-1979, n.d.

Part III

Family Papers, 1831-1993, n.d.

General Correspondence, 1905-1994, n.d.

Client, Institution, and Organization File, 1913-1992, n.d.

Subject File, 1919-1994, n.d.

Speeches and Writings File, 1912-1992, n.d. Miscellany, 1777-1993, n.d. Oversize, 1916-1966, n.d.

Description of Series

Container Series

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: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:56-421 Part I: Client, Institution, and Organization File, 1916-1964, n.d.

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 Part I: Speech and Article File, 1919-1967, n.d.

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 Part I: Book File, 1890-1965, n.d.

Drafts, galley proofs, notes, research material, correspondence, and inquiries.

Books are arranged in chronological order of publication. Research notes for *Biography of an Idea* are arranged alphabetically by subject.

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: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:478-495 Part I: Lists, 1943-1961, n.d.

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 Part I: Miscellany, 1896-1963, n.d.

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 Part I: Scrapbooks, 1918-1956, n.d.

BOX I:510-700 Client, Institution, and Organization File, 1919-1952, n.d.

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, n.d.

Incoming and outgoing correspondence between Bernays and family members.

Arranged chronologically.

BOX II:1-14 Part II: General Correspondence, 1911-1975, n.d.

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, n.d.

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.

Part II: Miscellany, 1890-1979, n.d.

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, n.d.

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, n.d.

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, n.d.

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, n.d.

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, n.d.

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, n.d.

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, n.d.

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

Container	Contents
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)
	Christmas seal campaign, 1913
	(2 folders)

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Contact, 1927, 1937
                              (2 folders)
                            "D" miscellaneous, 1923-1924
                            "E" miscellaneous, 1923-1924
BOX I:5
                            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
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BOX I:537-539	1926-1927
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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
вох 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
вох І: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, n.d.
BOX I:579	Loft, Inc., 1936
BOX I:580	McCall's
	1946

Part I: Scrapbooks, 1918-1956, n.d.

Container	Contents
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, n.d.
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, n.d.
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.)
BOX I:637	General
	1925-1927

Part I: Scrapbooks, 1918-1956, n.d.

Container	Contents
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.
	Middle America 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
BOX I:680-682	
	1946

Part I: Scrapbooks, 1918-1956, n.d.

Container	Contents
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., n.d.
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, Speak Up for Democracy
BOX I:713	1942-1943
BOX I:713	1942-1943, "The Future of Private Enterprise in the Post-War World"
BOX I:715	1944
BOX I:716	1945, Take Your Place at the Peace Table
BOX I:710	1945-1947
BOX I:717	1948-1949
BOX 1:718 BOX I:719	1950
BOX 1:719 BOX I:720	1951
BOX 1:720	1953
BOX 1:721	1954-1955
DUA 1. / 22	1/JT 1/JJ

Part I: Scrapbooks, 1918-1956, n.d.

Container	Contents
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 <u>See Container I:OV 9</u> , Diaghileff Ballets Russes
BOX I:OV 8	Cosmopolitan, "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, n.d.
	Incoming and outgoing correspondence between Bernays and family members. Arranged chronologically.
BOX II:1	1890-1972, n.d.
	(2 folders)
BOX II:1-14	Part II: General Correspondence, 1911-1975, n.d.
	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
7 0 7 H 2	(4 folders)
BOX II:5	1970
	(4 folders)

Part II: General Correspondence, 1911-1975, n.d.

Container	Contents
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, n.d.
	(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.
	Arranged alphabetically by hame 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, ca. 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., ca. 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

Container	Contents
вох II:21-22	Television commercials, 1954
	(6 folders)
BOX II:23	Part II: Speeches and Writings File, 1925-1975, n.d.
	Manuscript drafts, research notes, and printed copies.
BOX II:23	Rough drafts, research notes, and offprints, 1925-1975, n.d.
	(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.
nov II.20 21	(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)
7 07 H 52 60	
BOX II:53-60	Part II: Miscellany, 1890-1979, n.d. 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
	Case for Reappraisal
	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

	Handicapped persons' facilities, 1969-1970
	Lists and bibliographies, 1958, 1966-1970, n.d.
	(5 folders)
II 55	Motion Picture Association, 1949-1964
BOX II:55	Bills, receipts, identification cards, and miscellaneous items
	(2 folders)
	Cards, invitations, lists, and memoranda
BOX II:56	(4 folders) Newspaper clippings, 1890-1979
BOX 11.30	(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, n.d.
BOX III.1 0	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, n.d.
	Bernays, Doris Fleischman (wife), 1915, 1923-1945, n.d.
	Bernays, Ely (father) and Anna Freud (mother), 1895-1912, 1922-1923, n.d.
	Bernays, Peter M. (nephew), 1947, 1981-1990, n.d.
	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, n.d.
	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, n.d.
	Other papers
	Bernays, Anna Freud (mother)
	Article about Sigmund Freud, n.d
	Miscellany, 1904, 1918, 1928, 1939-1955, n.d.
	Bernays, Anne F. (daughter), 1965-1989, n.d.
BOX III:2	Bernays, Doris Fleischman
	Biographical file, 1970-1977, n.d.
	Clippings, 1923-1989, n.d.

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Correspondence
                                 General, 1914-1979, n.d.
                                 Get well, 1956, n.d.
                                    (4 folders)
                                 Roosevelt, Eleanor, 1927-1928
                               Diary, n.d.
                               Legal papers, 1980
                               Miscellany, 1915, 1947, 1970-1988, n.d.
BOX III:3
                               Research material
                                 Education, n.d.
                                 Education and women, 1949-1950, n.d.
                                 Miscellaneous, 1949, n.d.
                               Speech file, 1956-1966, 1972, n.d.
                               Writings
                                 Articles
                                    Correspondence, 1948-1949
                                    Texts and related material, 1915-1920, 1949, 1977, n.d.
                                 Book reviews, 1968-1976, n.d.
                                 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, n.d.
                                         (1 folder)
BOX III:4
                                         (2 folders)
                                      General, 1955-1956, n.d.
                                      Printed matter, 1955-1963, n.d.
                                         (3 folders)
                                    Miscellany, 1941, 1957-1961, n.d.
                                      (3 folders)
                            Bernays, Ely
                               Correspondence, 1883, 1898-1903, 1910-1923, n.d.
BOX III:5
                               Miscellany, 1890-1899, 1911-1923, n.d.
                                 (2 folders)
                            Bernays, Hella Freud (sister), 1963, 1974-1979, 1985
                            Fleischman, Harriet (mother-in-law), 1943, 1950-1953, n.d.
                            Freud, Anna (cousin), 1971
                            Freud, Harry (cousin), 1938
                            Freud, Jacob (grandfather), 1866, 1892
                            Freud, Martha Bernays (aunt), 1909, n.d.
                            Freud, Sigmund
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Article, 1930
                               Miscellany, 1936, 1958-1962, 1970-1989, n.d.
                               Movie, 1961-1963 For additional material see Container III:1, Freud, Ernst L.
                             Freud-Marlé, Lilly (cousin)
                               Draft of book about Sigmund Freud, n.d.
                                  (4 folders)
                               Miscellany, 1931-1938, 1969-1979, n.d.
BOX III:6
                             Freud papers, sale by the Bernays family, 1962-1963, 1990-1991
                             Genealogical material, 1962-1965, 1975-1988, n.d.
                             Held, Doris Bernays, and family, 1972-1979
                             Legal papers, 1990-1993
                             Miscellany, 1831, 1856, 1876, 1895, 1925-1934, 1964-1991, n.d.
                             Wedding of Edward L. Bernays and Doris E. Fleischman, 1922
BOX III:6-26
                        Part III: General Correspondence, 1905-1994, n.d.
                          Correspondence and memoranda, including attachments, between Bernays and friends,
                              acquaintances, clients, and the public relating to his personal and professional activities.
                          Arranged chronologically.
                           1905-1932
BOX III:6
                             (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)
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	1976
BOX III:14	(7 folders) 1977-1978
	(7 folders)
	1979
	JanOct.
	(3 folders)
BOX III:15	NovDec.
	1980
	(3 folders)
	1981
	JanAug.
	(3 folders)
BOX III:16	SeptDec.
	(2 folders)
	1982
	(6 folders)
BOX III:17	1983
	(5 folders)
	1984
W 10	JanMar.
BOX III:18	AprDec.
nov III.10	(7 folders)
BOX III:19	1985
	JanJuly
BOX III:20	(7 folders) AugDec.
BOX III.20	(5 folders)
	1986
	JanFeb.
	(2 folders)
BOX III:21	MarAug.
	(7 folders)
BOX III:22	SeptDec.
	(4 folders)
	1987
	JanJuly
	(4 folders)
BOX III:23	AugDec.
	(3 folders)
	1988
	JanSept.
nov. III. 24	(5 folders)
BOX III:24	OctDec.
	(2 folders)
	1989 (3 folders)
	(3 folders) 1990
	1770

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Jan.-June
                               (2 folders)
BOX III:25
                             July-Dec.
                               (5 folders)
                           1991
                             (4 folders)
BOX III:26
                           1992-1994, n.d.
                             (5 folders)
BOX III:26-40
                        Part III: Client, Institution, and Organization File, 1913-1992, n.d.
                          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, n.d.
                           American Tobacco Co.
                             General, 1927-1935, 1992, n.d.
                             Green campaign, 1930-1934
                               (2 folders)
                           Ballets russes See Container III:30, Diaghileff Ballets Russes
                           Bernays public relations counseling letter
                             Correspondence
                                1959
                                  (3 folders)
BOX III:27
                               1960-1961, n.d.
                             General, 1959-1960, 1972, n.d.
                                (2 folders)
                             Proposal and legal papers, 1959, 1971-72, n.d.
                             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, n.d.
                               (2 folders)
                             General, 1963-1964, n.d.
                               (4 folders)
BOX III:29
                           Cartier, 1918-1924, n.d.
                             (3 folders)
                           Charles River Hospital, Cambridge, Mass., 1980
                           Cheney Style Service, 1924
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	Columbia Broadcasting Co., 1975
	Columbia University, New York, N.Y., 1925, 1947, 1957-1960, n.d.
	Columbian Rope Co., Auburn, N.Y., 1947, n.d.
	Commerce Department, 1974-1977, n.d.
	(2 folders)
	Committee for the Study of Mankind, 1957-1958
BOX III:30	Committee on Foreign Affairs, 1966-1968, n.d.
	(5 folders)
	Diaghileff Ballets Russes, 1915-1916, 1939, n.d.
	F. A. Stahl and Associates Architects, 1967 Farmers' Campaign for Monetary Reform, 1931-1932, n.d.
	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, n.d.
	Henry Clay and Bock and Co., cigar plant, 1932-1933, n.d.
	Howell, James, 1990
	Humphrey, Hubert H., 1958, 1968
	International Psychoanalytical Foundation, 1925-1926, n.d.
	Light's Golden Jubilee
	General, 1929, 1986, n.d.
	(2 folders)
	Photographs, n.d. (2 folders)
BOX III:32	Scrapbook, 1929, n.d.
D 0M III.32	(3 folders)
	Lipkin, Arthur Bennett, 1936, 1944, 1955-1968, n.d.
	(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, n.d.
	Miscellany, 1921-1928, 1936-1937, 1949, 1964, n.d.
	Mutual Benefit Life Insurance Co., 1913, 1924-1928, 1941-1944, 1964, n.d.
	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, n.d.
	New York World's Fair, New York, N.Y., 1939
	Pace University, New York, N.Y., 1983
	Philco Radio and Television Corp., n.d.
	Photographs, n.d.
BOX III:34	Press releases, 1923-1924, 1939, 1949, 1966-1968, n.d.
	Process Research, Inc., 1971
	Procter & Gamble Co.

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General, 1949-1967
                             Soap sculpture contest, n.d.
                               (2 folders)
                          Retail Millinery Association, n.d.
                          Roosevelt, Eleanor, 1958
                          Social Science Research Council, n.d.
                          State Bank of Long Beach, Long Beach, N.Y., 1957
                          State Department, 1971-1977, n.d.
                          Suffolk University, Boston, Mass., 1962-1965
                          Surveys
                             American business and life, n.d.
                             American movies overseas, 1958
BOX III:35
                             Newspapers, top ten, 1961, 1969-1974, n.d.
                               (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, n.d.
BOX III:37
                               Form letter orders, 1957-1958
                                 (3 folders)
                               General, 1939-1967
                               Report, 1958
                             Women's City Club of Boston, Mass., 1966-1973, n.d.
                               (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, n.d.
                                 (3 folders)
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United States Information Agency, 1955-1976, n.d.
                            (2 folders)
                          University of Wisconsin, School of Journalism, Madison, Wis., 1955-1958
                          Waldorf-Astoria Hotel, New York, N.Y., 1923, n.d.
                          West Valley College, Campbell, Calif., 1968
                          Worker-management study
                             1941
                               June
                                 (2 folders)
BOX III:40
                               July-Nov.
                          World Health Foundation, n.d.
BOX III:40-56
                        Part III: Subject File, 1919-1994, n.d.
                          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, n.d.
                            (2 folders)
                          Advertising for Bernays's office, 1945-1946, n.d.
                          Aging, 1981-1991, n.d.
BOX III:41
                          Art, 1965-1975, n.d.
                          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, n.d.
                               (2 folders)
                            Ninety-fifth, 1986-1987
                               (3 folders)
                            Ninety-sixth, 1987
BOX III:43
                            Ninety-nineth, 1990
                            One hundredth, 1991
                          Boston University, Boston, Mass., 1962-1985, n.d.
                            (4 folders)
                          Child, Harwood L., 1934-1935
                          Cigarette smoking, 1962-1964, 1975, 1983, n.d.
BOX III:44
                          Committees and organizations
                             Citizens' Emergency Committee to Save Memorial Drive, Cambridge, Mass.
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Background material, 1923, 1961-1965, n.d.
                                 (2 folders)
                               Correspondence, 1960-1965, n.d.
                                 (4 folders)
                               General, 1962-1965, n.d.
                               Press, 1963-1965, n.d.
                               Statements, 1964-1965, n.d.
                             Emergency Committee for a Reappraisal of United States Overseas Information Policies and
                              Programs, 1969-1970
BOX III:45
                            General, 1925-1931, 1947, 1961-1990, n.d.
                          Condolences re Doris Fleischman Bernays's death, 1980-1981
                          Credit expansion and recovery, 1931-1936, n.d.
                          Creel, George, 1964, n.d.
BOX III:46
                          Crime, 1964, 1970-1975, n.d.
                          Darlington, Helen, 1944-1945
                          Disarmament action network media project, 1986
                          Edward L. Bernays' Foundation
                             Anglo-American international relations contest
                               Award winners
                                 General, 1967-1968, n.d.
                                 Luncheon, 1967-1968
                               Clippings, 1966-1968, n.d.
                                 (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, n.d.
                                 (2 folders)
                               Luncheon, 1966-1967
                               Press releases, 1966-1968, n.d.
                               Watson, Cowan, 1968
BOX III:48
                             Economic justice for homemakers program, 1977-1979, n.d.
                            General, 1964-1985, n.d.
                               (2 folders)
                            Lecture series
                               Edward R. Murrow Center of Public Diplomacy, Medford, Mass., 1965-1973, n.d.
                                 (3 folders)
                               Freedom of expression lectures, 1971
                                 (2 folders)
BOX III:49
                               General, 1963-1971, n.d.
                                 (4 folders)
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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
                          Information, 1925-1929
                          Institute of Public Relations, London, England, 1957, 1966, n.d.
                          Interviews
                             1956-1970
BOX III:50
                             1971-1991, n.d.
                               (5 folders)
                          Jones, Ernest, 1957
                          Library of Congress, 1964-1970
                             (2 folders)
                          Lists
                             1919, 1925, 1931-1936, 1949-1962
BOX III:51
                             1963-1983, n.d.
                               (5 folders)
                          Massachusetts prosperity program, 1989-1990
                          NAACP, 1964-1965, 1973, 1980
                          Pharmaceutical profession, 1943, n.d.
                          Promotion samples
                             1943-1944, 1958
BOX III:52
                             1959, n.d.
                          Propaganda, 1928-1931, 1938, 1944, 1970-1971, n.d.
                          Public relations
                             Associations, national, 1970-1977, n.d.
                               (2 folders)
BOX III:53
                             Card file
BOX III:54
                             General, 1935-1938, 1947, 1964-1969, 1975-1980, 1990, n.d.
                               (5 folders)
                             Licenses for practitioners, 1947, 1974-1993, n.d.
                               (2 folders)
                             Notes, 1955, n.d.
                             Printed matter
                               1922-1932, 1941-1946, 1960-1968
BOX III:55
                               1975-1994, n.d.
                          Rank, Otto, 1923-1924
                          Rieber, Torkild, 1941
                          Schedules and itineraries, 1984-1989, n.d.
                          Sullivan, Mark, 1932
                          Travel
                             Europe, 1949, 1957, 1966
                               (4 folders)
                             Puerto Rico, 1984
                          United Nations, 1964
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United States, image abroad
                             1968
                               Apr.-June
                               July
                                  2-10
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                                  11-23
                             1969-1970, n.d.
                           Vietnam Conflict, 1962-1972
                           Vondra, Joan, 1988-1992
                          Wedding anniversary, fiftieth, 1972
BOX III:56-74
                        Part III: Speeches and Writings File, 1912-1992, n.d.
                          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
                          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, n.d.
                               (8 folders)
                             Evaluations, 1985-1987
BOX III:57
                             Miscellany, 1935, 1961, 1981-1987, n.d.
                             Press, 1933-1992, n.d.
                               (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)
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                                  (1 folder)
                          Writings
                             By Bernays
                               Articles and related material
                                  1912-1946
                                    (9 folders)
BOX III:61
                                  1947-1992
                                    (9 folders)
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(5 folders)

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Book reviews, 1926, 1951-1989, n.d.
                                  (3 folders)
                               Books
                                  Biography of an Idea: Memoirs of Public Relations Counsel Edward L. Bernays (1965)
                                    Advertising and promotion, 1964-1966, n.d.
                                       (2 folders)
BOX III:63
                                    Background material, 1916, 1923, 1929-1966, n.d.
                                       (2 folders)
                                    Correspondence
                                       1949, 1957-1964
                                         (2 folders)
                                       1965
                                         Jan.-Oct.
                                            (4 folders)
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                                         Nov.-Dec.
                                            (2 folders)
                                       1966, 1988, n.d.
                                         (3 folders)
                                    General, 1965, n.d.
                                       (2 folders)
BOX III:65
                                    Outlines, 1963, n.d.
                                    Permissions, 1964, n.d.
                                       (4 folders)
                                    Reviews, 1965-1967
                                    Simon and Schuster, Inc., 1963-1968, n.d.
                                       (3 folders)
BOX III:66
                                    Various drafts, n.d.
                                       (8 folders)
BOX III:67
                                       (6 folders)
                                  Broadway Anthology (1917), 1917-1918, n.d.
                                  Case for Reappraisal of U.S. Overseas Information Policies and Programs (1970),
                                    1970-1971
                                  Crystalizing Public Opinion (1924), 1924, 1961-1962, n.d.
                                  Engineering of Consent (1955), 1955-1956, 1963, 1970, 1986, n.d.
                                  "I Take My Pen in Hand" (unpublished), n.d.
                                  Later Years: Public Relations Insights, 1956-1986 (1986), 1987, n.d.
                                  Outline of Careers: A Practical Guide to Achievement (1927), 1927-1929
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                                  Propaganda (1928), 1928-1929, n.d.
                                  Proposed, 1938, n.d.
                                  Public Relations (1952), 1952, 1965-1966, 1978-1984, n.d.
                                    (2 folders)
                                  "Public Relations Counsel: A Personal History" (unpublished), n.d.
                                  Speak Up for Democracy (1940), 1938-1941, n.d.
                                  Take Your Place at the Peace Table (1945), 1945, n.d.
                                  Untitled manuscripts, n.d.
                                    (4 folders)
BOX III:69
                                  Your Future in a Public Relations Career (1979)
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Draft, n.d.
                                    General, 1977-1980, n.d.
                                  Your Future in Public Relations (1961), 1961-1962, 1969
                               Editorials for the Dietetic and Hygienic Gazette, 1913
                               Forewords and introductions, 1934, 1965, n.d.
                               Letters to editors, 1920, 1940-1986, n.d.
                                  (5 folders)
                               Lists, 1948-1951, n.d.
                               Miscellany, 1927, 1964-1971, 1978-1979, n.d.
                                  (3 folders)
BOX III:70
                               Newsletters
                                  Contact
                                    Correspondence (bound)
                                       1922-1932
                                         (2 folders)
BOX III:71
                                       1925-1936
                                         (2 folders)
BOX III:72
                                       1935
                                    Texts, n.d.
                                  Untitled, n.d.
                               Notes, 1970, 1984, n.d.
                               Pamphlets
                                  Future of Private Enterprise, correspondence, 1942-1943
                                    A-F
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                                    G-Z
                                       (6 folders)
                                  Universities-Pathfinders in Public Opinion, 1936-1938
                                    (2 folders)
                               Poetry, 1925, n.d.
                               Volume of writings, 1920-1942, n.d.
BOX III:74
                               Fragments, n.d.
                             By others
                               Bibliographies of Bernays's writings
                                  1957 edition, 1955-1958
                                  1978 edition
                                    Correspondence, 1976-1979
                                    General, n.d.
                                    Press, 1977-1979
                               General, 1926-1937, 1945, 1961, 1967, 1976, 1982-1987, n.d.
                                  (2 folders)
BOX III:74-77
                        Part III: Miscellany, 1777-1993, n.d.
                           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
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1925-1926, 1941-1954, 1960-1990
                               (5 folders)
BOX III:75
                             1991-1993, n.d.
                               (3 folders)
                          Biographical file, 1931-1938, 1956-1965, 1971-1993, n.d.
                             (3 folders)
                          Citizenship papers, 1946-1947
                          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, n.d.
                          Miscellany, 1911, 1918-1923, 1930, 1942-1947, 1954, 1964-1970, 1980-1988, n.d.
                          Printed matter
                             1913-1976
                               (6 folders)
BOX III:77
                             1977-1992, n.d.
                               (8 folders)
                          Sketches, n.d.
BOX III:OV 1-30
                        Part III: Oversize, 1916-1966, n.d.
                          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, n.d.
BOX III:OV 2
                                 1925-1926, n.d.
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
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Part III: Oversize, 1916-1966, n.d.

Container	Contents
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
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