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LAWRENCE, JUSTUS BALDWIN: Papers, 1934-2003

Accessions 92-18, 93-12, 94-12, 01-12, 02-8, 04-8

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The papers of Justus Baldwin Lawrence were deposited in the Dwight D. Eisenhower by his wife Carlene Lawrence in several shipments between 1992 and 2003.

Linear feet:	1.2
Approximate number of pages:	2,400
Approximate number of items:	1,000

Carlene Lawrence signed an instrument of gift for her husband's papers on July 26, 1993. Literary rights in the unpublished writings of Justus Baldwin Lawrence in this collection and in all other collections of papers received by the United States have been donated to the public. Under terms of the instrument of gift, the following classes of items are withheld from research use:

1. Papers which constitute an invasion of personal privacy or a libel of a living person.
2. Papers which are required to be kept secret in the interest of national defense or foreign policy and are properly classified.

SCOPE AND CONTENT NOTE

Justus Baldwin “Jock” Lawrence (1903-1987) was a native of Akron, Ohio. He graduated from Yale University in 1927 and settled in Hollywood, California, where he became a publicity expert for the motion picture industry. From 1933 to 1939 he was an assistant to Samuel Goldwyn, and from 1939 to 1941 was director of public relations for the Association of Motion Picture Producers. In 1942 he joined the Army and was assigned to Dwight D. Eisenhower’s headquarters in England. He represented Eisenhower at the headquarters of Lord Louis Mountbatten, who oversaw the training of British commando teams. In 1943, when Mountbatten was sent to Burma, Lawrence became chief public relations officer for the European Theater of Operations, U.S. Army.

After the war Lawrence became an executive of the J. Arthur Rank Corporation in New York City. In 1951 he returned to military service and was public relations officer at Eisenhower’s headquarters at NATO until 1952. He later started his own public relations firm, J.B. Lawrence, Inc., at which he worked until he retired.

The papers of Justus Baldwin Lawrence contain very little original information on his public relations career or his military service. Most of the original documentation consists of a small quantity of memorabilia, several books from his personal library, and his social correspondence with various important persons, such as Irving Berlin, Dwight D. Eisenhower, and Lord Mountbatten, with whom he was acquainted. The most significant items are two volumes of memoirs that he wrote in the 1980s at the request of his wife. One volume describes his work in Hollywood during the 1930s. The second volume describes his military service in World War II, with a brief epilogue covering his work at NATO in 1951-52.

After Lawrence died, his wife contacted surviving members of his World War II staff and solicited their recollections of her husband. Most of the resulting memoirs were only fragmentary comments. Herbert Bregston included copies of some of his letters regarding his photographic work. James M. Franey donated two notebooks that contained a detailed organizational outline of the European Theater of Operations, U.S. Army. This material was received at the Eisenhower Library as part of the Lawrence papers.

Mrs. Lawrence also compiled five scrapbooks relating to her husband’s career. These contain copies of letters, newspaper clippings and photographs covering his work for the motion picture industry and his military career. There is no material on his public relations career in the 1950s and 1960s.

CONTAINER LIST

Box No. Contents

- 1 Atlantic Council [Andrew Goodpaster]
- Irving Berlin (1)(2) [performance of “This is the Army” during World War II]
- Biographical (1)(2)
- Clippings (1)(2)
- Correspondence (1)(2) [Herbert Brownell; Harry Butcher; Robert Carney; Keith Glennan; Alfred Gruenther; 1984 speech re DDE at Hofstra University; Edward Michelson re 1941 congressional hearings, John F. Kennedy wedding reception; Barney Oldfield]
- Dieppe Raid
- Dwight D. Eisenhower (1)(2) [DDE at American Heart Association meeting, Jan 5, 1953]
- James M. Franey Notebook #1 (1) (2) [work of G-1 branch, ETOUSA, 1945]
- James M. Franey Notebook #2 (1) (2) [organization of ETOUSA, March 1945]
- 2 John C.H. Lee (1)-(3) [printed copy of Lee’s memoirs]
- Liberty January 20, 1934 [article by JBL re Lawrence of Arabia]
- Memoirs – Hollywood (1)(2) [motion picture industry, 1930s to 1942; comments on major stars and studios; Samuel Goldwyn; Hollywood resistance to Nazi influence]
- Memoirs – Hollywood [Copy 2] (1)(2)
- Memoirs – World War II (1)(2) [work for Mountbatten; U.S. Ranger units; Dieppe raid; Irving Berlin show “This is the Army”; work for ETOUSA; John C.H. Lee; planning for D-Day; Montgomery; Patton; merging of SHEAF and ETOUSA public relations offices; work at SHAPE, 1951-52]
- Memoirs – World War II [Copy 2] (1)(2)
- Memorabilia
- Lord Mountbatten

Newspapers Sept. 1941 (1)-(3) [coverage by Baltimore Sun and Washington Post re Congressional investigation of subversion in film industry]

Scrapbook #1 (1) (2) [JBL in Hollywood; Congressional investigation of Nazi influence in motion pictures, 1941]

Scrapbook #2 (1) (2) [JBL in World War II]

Scrapbook #3 [JBL at SHAPE; copies of letters from DDE in 1950s]

Scrapbook #4 [marriage to Carlene Roberts, 1968; social correspondence 1970s]

Scrapbook #5 [correspondence with Howard Strickling and Harry Brand re motion picture industry; JBL's death and funeral]

SHAPE Alumni

World War II Staff [memoirs of JBL's staff, collected by Mrs. Lawrence in 1992]

World War II Staff – Herbert L. Bregston [photo coverage of war]

World War II Staff – Howard L. Flast

World War II Staff – Kenneth L. Fox

World War II Staff – W. Gould Jones

World War II Staff – Wilfred M. Minton

World War II Staff – Merrill Panitt

World War II Staff – Robert Pollock [radio broadcasts]

END OF CONTAINER LIST