

Edward L. Bernays Papers

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**Manuscript Division, Library of Congress
Washington, D.C.
1996
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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	<p><u>Part I: Family Correspondence, 1901-1962</u></p> <p>Letters received and a few copies of letters sent supplemented by memoranda and printed material.</p> <p>Arranged alphabetically by name of family member and therein chronologically.</p>
BOX I:4-55	<p><u>Part I: General Correspondence, 1913-1963</u></p> <p>Incoming and outgoing letters supplemented by memoranda, printed material, surveys, and reports.</p> <p>Arranged chronologically by year and therein alphabetically by name of person or organization, topic, or type of material.</p>
BOX I:56-421	<p><u>Part I: Client, Institution, and Organization File, 1916-1964</u></p> <p>Correspondence, memoranda, printed matter, reports, surveys, newspaper clippings, financial papers, photographs, lists, press releases, and notes.</p> <p>Arranged alphabetically by name of person, organization, or topic and therein chronologically, except for the Procter & Gamble Co. file which is arranged alphabetically.</p>
BOX I:422-449	<p><u>Part I: Speech and Article File, 1919-1967</u></p> <p>Drafts, printed copies, press releases, notes, research material, correspondence, and inquiries.</p> <p>Arranged chronologically. A partial index is filed in Container I:422.</p>
BOX I:450-466	<p><u>Part I: Book File, 1890-1965</u></p> <p>Drafts, galley proofs, notes, research material, correspondence, and inquiries.</p> <p>Books are arranged in chronological order of publication. Research notes for <i>Biography of an Idea</i> are arranged alphabetically by subject.</p>
BOX I:467-471	<p><u>Part I: Edward L. Bernays' Foundation File, 1946-1963</u></p> <p>Correspondence, minutes of meetings, legal documents, press releases, and financial papers.</p> <p>Arranged alphabetically by type of material, except for financial papers which are filed at the end of the series.</p>
BOX I:472-477	<p><u>Part I: Doris Fleischman Bernays File, 1923-1961</u></p> <p>Drafts, galley proofs, printed copies of speeches and articles, research notes, correspondence, and a daily appointment book.</p>
BOX I:478-495	<p><u>Part I: Lists, 1943-1961</u></p> <p>Index cards and printed lists of names and organizations.</p> <p>Arranged chronologically. The majority of the lists consist of index cards arranged by subject within each year.</p>
BOX I:496-509	<p><u>Part I: Miscellany, 1896-1963</u></p> <p>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.</p>
BOX I:510-723	<p><u>Part I: Scrapbooks, 1918-1956</u></p>

- 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
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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.
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	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.
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	(4 vols.)
BOX I:523-524	1931
	(2 vols.)

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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
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BOX I:584	1950-1951
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BOX I:588	Madison Square Garden Corp., 1935
BOX I:589	Miscellany, 1943-1946
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BOX I:591	Millinery Fashion Bureau, 1940
BOX I:592-602	Nash-Kelvinator Corp. 1936 (11 vols.)
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BOX I:635-636	1945 (2 vols.)

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BOX I:640	Ivory Soap, 1941
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BOX I:642-643	Soap sculpture contest 1926 (2 vols.)
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BOX I:648-649	1931 (2 vols.)
BOX I:650-651	1933 (2 vols.)
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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
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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
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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.)
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BOX I:697	1928-1929
BOX I:698-699	Samples of printed matter 1928
BOX I:700	Undated
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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
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BOX I:712	1940-1942, <i>Speak Up for Democracy</i>
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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>
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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>
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BOX I:OV 9	Diaghileff Ballets Russes 1915
BOX I:OV 10	1915-1916
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BOX I:OV 15-OV 16	Drene Shampoo 1941 (2 vols.)
BOX I:OV 17	1943
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BOX I:OV 22-OV 23	Procter & Gamble Co., Ivory Soap, 1941 (2 vols.)
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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)
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Part II: General Correspondence, 1911-1975

<i>Container</i>	<i>Contents</i>
BOX II:5	1970 (4 folders)
BOX II:6	1970-1971 (3 folders)
BOX II:7-8	1971 (8 folders)
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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)
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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

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- 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
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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

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Get well, 1956, undated
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Roosevelt, Eleanor, 1927-1928
- Diary, undated
- Legal papers, 1980
- Miscellany, 1915, 1947, 1970-1988, undated
- BOX III:3** Research material
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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
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(1 folder)
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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
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- 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
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Freud, Sigmund
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Part III: Family Papers, 1831-1993

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	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.
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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>
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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)
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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

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- Columbia Broadcasting Co., 1975
Columbia University, New York, N.Y., 1925, 1947, 1957-1960, undated
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BOX III:30 Committee on Foreign Affairs, 1966-1968, undated
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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
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BOX III:31 General Electric Co., Pittsfield, Mass., union members, 1961
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Henry Clay and Bock and Co., cigar plant, 1932-1933, undated
Howell, James, 1990
Humphrey, Hubert H., 1958, 1968
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Light's Golden Jubilee
General, 1929, 1986, undated
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(2 folders)
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Lipkin, Arthur Bennett, 1936, 1944, 1955-1968, undated
(5 folders)
BOX III:33 Massachusetts Bar Association, 1972-1976
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Massachusetts Bay United Fund, 1968-1969
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Miscellany, 1921-1928, 1936-1937, 1949, 1964, undated
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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
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Philco Radio and Television Corp., undated
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BOX III:34 Press releases, 1923-1924, 1939, 1949, 1966-1968, undated
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	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
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BOX III:35	Newspapers, top ten, 1961, 1969-1974, undated (4 folders)
	"What the British Think of Us"
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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
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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

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	West Valley College, Campbell, Calif., 1968
	Worker-management study
	1941
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	(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
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	Seventy-fifth, 1966-1967
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	Ninetieth, 1981-1982
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	Ninety-second, 1983
	Ninety-fourth, 1985, undated
	(2 folders)
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	Ninety-sixth, 1987
BOX III:43	Ninety-ninth, 1990
	One hundredth, 1991
	Boston University, Boston, Mass., 1962-1985, undated
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	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
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	(4 folders)
	General, 1962-1965, undated

Part III: Subject File, 1919-1994

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	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)
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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

Contents

	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)
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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

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	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

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	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>
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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