

Edward L. Bernays Papers

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Washington, D.C.
1996
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LC Online Catalog record:

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

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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 H., 1867-1934--Correspondence.

Klaw, Marc, 1858-1936--Correspondence.

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

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

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

Leinsdorf, Erich, 1912-1993--Correspondence.

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

Organizations

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

Subjects

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

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

Places

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

Occupations

Public relations consultants.

Administrative Information

Provenance

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

Processing History

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

Additional Guides

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

Transfers

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

Copyright Status

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

Access and Restrictions

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

Preferred Citation

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

Biographical Note

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

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

Scope and Content Note

Parts I and II

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

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

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

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

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

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

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

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

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

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

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

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

Part III

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

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

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

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

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

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

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

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

Organization of the Papers

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

Part I:

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

Part II:

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

Part III:

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

Description of Series

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

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

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

BOX III:6-26

Part III: General Correspondence, 1905-1994

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

BOX III:26-40

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

Correspondence, memoranda, reports, minutes of meetings, newsletters, background information, surveys, notes, financial and legal papers, press releases, photographs, newspaper clippings, and printed matter.

Arranged alphabetically by name of person or organization, topic, or type of material and therein chronologically.

BOX III:40-56

Part III: Subject File, 1919-1994

Correspondence, memoranda, reports, minutes of meetings, background information, notes, interviews, press releases, photographs, lists, newspaper clippings, and printed matter.

Arranged alphabetically by name of person or organization, topic, or type of material and therein chronologically.

BOX III:56-74

Part III: Speeches and Writings File, 1912-1992

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

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

BOX III:74-77

Part III: Miscellany, 1777-1993

Correspondence, financial and legal papers, certificates, collected items, broadsides, pamphlets, sketches, scrapbooks, biographical material, newspaper clippings, and printed matter.

Arranged alphabetically by topic or type of material and therein chronologically.

BOX III:OV 1-30

Part III: Oversize, 1916-1966

Oversize scrapbooks.

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

Container List

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

Part I: General Correspondence, 1913-1963

Container

Contents

	Christmas seal campaign, 1913 (2 folders)
	<i>Contact</i> , 1927, 1937 (2 folders)
BOX I:5	"D" miscellaneous, 1923-1924 "E" miscellaneous, 1923-1924 Edie, Lionel, luncheon, 1931 Encomiums, 1921-1930 Financial statements, 1941 "G-H" miscellaneous, 1923-1924 (3 folders) Inter-American week, 1941 Interoffice memoranda, 1923-1924 "K-L" miscellaneous, 1923-1924 Lee, Ivy L., 1927 Manassas Industrial School for Colored Youth, Manassas, Va., 1922 Miscellaneous 1913-1924 (7 folders)
BOX I:6	1921-1932 (16 folders)
BOX I:7	1931-1946 (10 folders) One day conference re social welfare, New York, N.Y., 1943 (2 folders) Prospective clients, 1940-1941 (2 folders)
BOX I:8	"P-Q" miscellaneous, 1923-1924 Public relations fellowship, 1943 (2 folders) "R" miscellaneous, 1921-1924 (2 folders) Real property, 1931-1941 (5 folders) Rotary Club, 1920-1921 Sprague, O. M. W., luncheon, 1934 "Stage Fright," 1925 Survey on war in textbooks, 1935 Thirsen, J. Mitchell, 1924 Unemployment, 1922 "V-W" miscellaneous, 1923-1924 Weigand, Karl, luncheon, 1932
BOX I:9	1944 Awards "B-C" miscellaneous Cornell University, Ithaca, N.Y.
BOX I:10	Cushman, Robert E.

Part I: General Correspondence, 1913-1963

Container

Contents

	"D-M" miscellaneous
BOX I:11	"N-R" miscellaneous
	Real property
	"S-V" miscellaneous
	War loan campaign
	"Z" miscellaneous
BOX I:12	1945
	"A" miscellaneous
	American Red Cross
	Awards
	"B" miscellaneous
	Bender, Robert J.
	Boomer, Lucius
	"C" miscellaneous
	Collier, John
	Crank letters
	"D-E" miscellaneous
	Encomiums
BOX I:13	"F" miscellaneous
	Financial statements
	"G" miscellaneous
	Geddes, Norman Bel
	"H-I" miscellaneous
	Independent Citizens' Committee
	Jewish affairs
	Joint Coffee Promotion Committee
	"K" miscellaneous
	Karelsen, Frank
	"L" miscellaneous
	Labor unions
	Luce, Henry Robinson
	"M-O" miscellaneous
	Odum, Howard
	Otis, Elizabeth
BOX I:14	"P" miscellaneous
	Public education
	Public opinion newsletter
	"R" miscellaneous
	Rachmaninoff fund
	"S" miscellaneous
	State Department proposal
	"U-V" miscellaneous
	Veterans
	"W-Z" miscellaneous
BOX I:15	1946
	"A-C" miscellaneous

Part I: General Correspondence, 1913-1963

Container

Contents

	Awards
	Bender, Robert J.
	Bilbo, Theodore G.
	Citizens' Planning Committee
	"D-F" miscellaneous
	Financial statements
	Fuld, Stanley H.
	"G-I" miscellaneous
	Institute of World Control of Atomic Energy
	"J-K" miscellaneous
	Lee, Atherton
	"M-O" miscellaneous
	New York Public Library, New York, N.Y.
	"P-R" miscellaneous
	Radio broadcasts
	"S-Z" miscellaneous
	Wickware, Francis S.
	Wilson, Charles M.
	World governments
BOX I:16	1947
	"A-B" miscellaneous
	Advertisement, <i>New York Times</i>
	Buffalo, N.Y.
	"C" miscellaneous
	Cornell University, Ithaca, N.Y.
	"D-F" miscellaneous
	Financial statements
	"G-M" miscellaneous
	<i>March of Time</i>
	"N-P" miscellaneous
	New York Public Library, New York, N.Y.
	"Q-R" miscellaneous
	Roosevelt College, Chicago, Ill.
	"S-Z" miscellaneous
BOX I:17	1948
	"A" miscellaneous
	Abbott, Mary S.
	Air Products
	Army Industrial College, Washington, D.C.
	Awards
	"B-C" miscellaneous
	<i>Contact</i>
	Cornell University, Ithaca, N.Y.
	Crowell, Merle
	"D-F" miscellaneous
	Financial statements

Part I: General Correspondence, 1913-1963

Container

Contents

BOX I:18	"G-K" miscellaneous "L" miscellaneous "Lend an Ear" "M" miscellaneous Mason, Gregory Mencken, H. L. "N" miscellaneous <i>New York Herald Tribune</i> New York University, New York, N.Y. "O-P" miscellaneous Public relations "R" miscellaneous Radcliffe College, Cambridge, Mass. Rinehart & Co. Roelofs, Richard, Jr. "S" miscellaneous Samstag, Nicholas Tead, Ordway "W" miscellaneous
BOX I:19	1949 "A-B" miscellaneous "At War With the Army" Bibliography about Bernays British Museum, London, England "C-D" miscellaneous European trip "F" miscellaneous Financial statements Funke, Lewis "G-H" miscellaneous Gale, D. M. Goldsmith, Arthur Harvard University, Cambridge, Mass. House Magazine Institute "I-L" miscellaneous London, England, trip "M-N" miscellaneous New York University, New York, N.Y., professorship "O-R" miscellaneous "S" miscellaneous Solon, Lawrence "T-Z" miscellaneous 1950 Advertisement, <i>New York Times</i>
BOX I:20	Cornell University, Ithaca, N.Y. Hall of Fame, New York University, New York, N.Y., survey
BOX I:21	

Part I: General Correspondence, 1913-1963

Container

Contents

	1951
	Bibliography about Bernays
	Financial statements
	Public relations survey
BOX I:22	1952
	"A" miscellaneous
	Abbott, Mary S.
	American Civil Liberties Union
	Auchincloss, Douglas
	"B" miscellaneous
	Benton, William
	Bradley, Glenn P.
	"C" miscellaneous
	Citizens' Union of the City of New York
	City Center of Music and Drama, New York, N.Y.
	Clark, Marguerite
	Columbia University, New York, N.Y.
	Conference on Science, Philosophy, and Religion, New York, N.Y.
	Cornell University, Ithaca, N.Y.
	"D-F" miscellaneous
	Financial statements
BOX I:23	"G-H" miscellaneous
	Hellman, Geoffrey
	"I-L" miscellaneous
	Lottinville, Savoie
	"M-N" miscellaneous
	<i>New Leader</i>
BOX I:24	"O" miscellaneous
	<i>Opportunity</i>
	Otis, Elizabeth
	Overseas Press Club
	"P" miscellaneous
	Page, David
	<i>Printers' Ink</i>
	Promotion letters
	Advertising agency executives
	Business executives
	Consultant management engineers
	Former clients
	Miscellaneous
	<i>Printers' Ink</i> advertisers
	Sales executives
	"Q-R" miscellaneous
BOX I:25	"S" miscellaneous
	Samstag, Nicholas

Part I: General Correspondence, 1913-1963

Container

Contents

	Stevenson, Adlai E. (1900-1965)
	Stith, Mary E.
	"T-V" miscellaneous
	<i>United Nations' World</i>
	"W" miscellaneous
	Werner, William G.
	"X-Z" miscellaneous
BOX I:26	1953
	"A" miscellaneous
	American Civil Liberties Union
	"Author Meets the Critic" program
	"B" miscellaneous
	Baggett, S. G.
	"C" miscellaneous
	Cahn, Julius O. W.
	Capehart, Homer E.
	Clark, Marguerite
	Cominsky, Jack
	Cornell University, Ithaca, N.Y.
	"D" miscellaneous
	English-Speaking Union of the United States
	"E-F" miscellaneous
	Financial statements
BOX I:27	"G" miscellaneous
	Gimbel, Bernard F.
	"H" miscellaneous
	Herndon, Richard
	Holthusen, Henry
	"I-J" miscellaneous
	Jones, Ernest
	Lottinville, Savoie
	"M" miscellaneous
	MacGovern, James
	"N" miscellaneous
	National Planning Association
	Nursing homes
BOX I:28	"O" miscellaneous
	Otis, Elizabeth
	Overseas Press Club
	"P" miscellaneous
	Partridge, Russell G.
	Promotion letters
	Business executives
	Hotel executives
	Lawyers
	Millionaires of advertising

Part I: General Correspondence, 1913-1963

Container

Contents

	"R" miscellaneous
	Ross, Stanley
BOX I:29	"S" miscellaneous
	Samstag, Nicholas
	<i>Saturday Review of Literature</i>
	Strategic intelligence
	"T-W" miscellaneous
	Werner, William G.
	Whitman, Ann
	"X-Z" miscellaneous
BOX I:30	1954
	"A" miscellaneous
	Adult Education Association
	"B-C" miscellaneous
	Cahn, Julius W.
	Clarke, Marguerite
	Cominsky, Jack
	Cornell University, Ithaca, N.Y.
	"D-E" miscellaneous
	Educational Institute of the Air, New York, N.Y.
	English-Speaking Union of the United States
BOX I:31	"F-G" miscellaneous
	Gross, Ernest
	"H-J" miscellaneous
	Jones, Ernest
	"K-L" miscellaneous
	Levitas, Sol M.
	Lottinville, Savoie
	"M" miscellaneous
	Marvin, Burton W.
BOX I:32	"N-O" miscellaneous
	Otis, Elizabeth
	"P" miscellaneous
	Page, David
	"Q-R" miscellaneous
	Ruggles, William B.
	"S" miscellaneous
	Trailer Coach Manufacturers' Association
	"U-V" miscellaneous
	<i>Variety</i>
	"W" miscellaneous
	Wise, Ethel
	"X-Z" miscellaneous
BOX I:33	1955
	"A" miscellaneous
	All-day neighborhood schools

Part I: General Correspondence, 1913-1963

Container

Contents

	"B" miscellaneous
	Burnett, Leo
	"C-G" miscellaneous
	Gross, Ernest
	"H-P" miscellaneous
	New Hampshire trip
	Otis, Elizabeth
	Public School No. 184, New York, N.Y., class reunion
	<i>Reporter</i>
	"S-T" miscellaneous
	Schuster, Max
	Twenty leading Americans survey
BOX I:34	1956
	"A-I" miscellaneous
	Jones, Ernest
	"K-L" miscellaneous
	Leigh, Colston W.
	"M" miscellaneous
	Modern opera
	"N-S" miscellaneous
	Spanel, A. N.
	"T-Z" miscellaneous
BOX I:35	1957
	"A-C" miscellaneous
	Cowen, Myron M.
	"D-L" miscellaneous
	<i>Letters Abroad</i>
BOX I:36	"M" miscellaneous
	Maguire, Jeremiah D.
	"N" miscellaneous
	National Commission on Literacy
	"O-S" miscellaneous
	Spanel, A. N.
	Spivak, Lawrence E.
	"T-Z" miscellaneous
BOX I:37	1958
	"A" miscellaneous
	Advisory Commission on the Performing Arts
	"B-C" miscellaneous
	Cowen, Myron M.
	"D-F" miscellaneous
	Faulkner, Alexander H.
	Federation of Jewish Philanthropies
	Freedom of Information Center, University of Missouri, Columbia, Mo.
	"G" miscellaneous
BOX I:38	"H-J" miscellaneous

Part I: General Correspondence, 1913-1963

Container

Contents

	Japan
	"K-M" miscellaneous
	Martin, William M., Jr.
	"N" miscellaneous
BOX I:39	"O" miscellaneous
	Overseas Press Club
	"P-R" miscellaneous
	Real estate property
	"S" miscellaneous
	Spivak, Lawrence E.
	"T-W" miscellaneous
	Wortham, Howard F.
	"X-Z" miscellaneous
BOX I:40	1959
	"A-C" miscellaneous
	Citizens' Committee for Public Schools, New York, N.Y.
	Conference on Distribution, Boston, Mass.
	Cutlip, Scott M.
	"D" miscellaneous
	"Dime Novels"
	"E-H" miscellaneous
	Humphrey, Hubert H.
	Independent Citizens' Committee for Amendment Four
	"J" miscellaneous
BOX I:41	"K" miscellaneous
	Kerrison, Irvine L.
	"L" miscellaneous
	<i>Letters Abroad</i>
	"M" miscellaneous
	Mayers, Henry
	"N" miscellaneous
	<i>New York Times</i> , special supplement
	(3 folders)
BOX I:42	(7 folders)
	"O" miscellaneous
	"Open End" broadcasts
	"P" miscellaneous
	<i>Printers' Ink</i>
	"Q-R" miscellaneous
BOX I:43	Real property
	"S" miscellaneous
	<i>Scholastic</i>
	Shakespeare in Central Park, New York, N.Y.
	"T-U" miscellaneous
	United States Information Agency
	"V" miscellaneous

Part I: General Correspondence, 1913-1963

Container

Contents

	<i>Vision</i>
	"W-Z" miscellaneous
BOX I:44	1960
	"A" miscellaneous
	Arden House, Arden, N.Y.
	"B" miscellaneous
	Business leaders survey
	"C" miscellaneous
	Columbia University, New York, N.Y.
	Cutlip, Scott M.
	"D-F" miscellaneous
BOX I:45	"G-H" miscellaneous
	<i>How to Be a Live American</i>
	"I-L" miscellaneous
	<i>Letters Abroad</i>
	"M" miscellaneous
	Mayers, Henry
	"N-O" miscellaneous
	"Open End" broadcasts
BOX I:46	"P" miscellaneous
	Philippe, Claudius C.
	"R" miscellaneous
	Real estate property
	"S" miscellaneous
	Sagendorph, Robb
	Shakespeare in Central Park, New York, N.Y.
	"T-W" miscellaneous
	White House Conference on Children and Youth, Washington, D.C.
	"X-Z" miscellaneous
BOX I:47	1961
	"A" miscellaneous
	Advertising Federation of America's Conference, Washington, D.C.
	Arden House, Arden, N.Y.
	"B" miscellaneous
	Ballou, Robert O.
	Baumgartner, Leona
	Birthday greetings
	Book orders
BOX I:48	"C" miscellaneous
	Chesley, Willoughby S.
	Citizens' Committee for the Rockefeller Foundation
	Columbia University, New York, N.Y.
	Commerce Department
	Cutlip, Scott M.
	"D" miscellaneous
	"E" miscellaneous

Part I: General Correspondence, 1913-1963

Container

Contents

	Employment applications
BOX I:49	"F" miscellaneous
	"A Far Country"
	Follow-ups
	Foundation for Research in Human Behavior
	"G" miscellaneous
	Gould House symposium, New York University, New York, N.Y.
	"H" miscellaneous
	Harvard University, Cambridge, Mass.
	"I" miscellaneous
	Invitations
BOX I:50	"J-M" miscellaneous
	Mayers, Henry
	"N" miscellaneous
	Naval War College, Newport, R.I.
	New York Public Library, New York, N.Y.
	New York Philharmonic Orchestra
	Newspaper survey
	(6 folders)
BOX I:51	(11 folders)
BOX I:52	(1 folder)
	Northwestern University, Evanston, Ill.
	"O" miscellaneous
	Overseas Press Club
	"P" miscellaneous
	Public relations
BOX I:53	"R" miscellaneous
	Richards Rosen Press
	"S" miscellaneous
	Shakespeare in Central Park, New York, N.Y.
	"T-U" miscellaneous
	United States Information Agency
	"W" miscellaneous
	Wagner, Robert F.
	"X-Z" miscellaneous
BOX I:54	1962
	"A-Z" miscellaneous
	1963
	American surveys
	Book orders
	Brotherhood of Railway Trainmen
	Chesley, Willoughby S.
	Educational activities
	Employment applications
	Financial statements
	Foreign affairs
	Harvard University, Cambridge, Mass.

Part I: General Correspondence, 1913-1963

Container

Contents

	Invitations
	Miscellany
BOX I:55	New York State Department of Education
	Office supplies
	Pace College, New York, N.Y.
	Peace Research Institute
	Real estate property
	Requests for information
	Suffolk University, Boston, Mass., lectures
	Walker, Harry
BOX I:56-421	Part I: Client, Institution, and Organization File, 1916-1964
	Correspondence, memoranda, printed matter, reports, surveys, newspaper clippings, financial papers, photographs, lists, press releases, and notes.
	Arranged alphabetically by name of person, organization, or topic and therein chronologically, except for the Procter & Gamble Co. file which is arranged alphabetically.
BOX I:56	Acoustic Products Co., 1927-1932
	Actors' Equity Association, 1960
	Actors' Fund of America, 1919
	Aeolian Co., 1927-1929
	A. G. Spalding and Brothers <i>See Container I:342, Spalding and Brothers</i>
	Alexander, Robert J., 1923
	Allerton House Corp., 1923
BOX I:57	Allied Chemical & Dye Corp., 1933
BOX I:58	America Self-Contained Committee
	1933
	Jan.-Oct.
BOX I:59	Nov.
BOX I:60	Dec.
BOX I:61	1934
	Jan.
BOX I:62	Feb.
BOX I:63	Mar.
BOX I:64	Apr.-June
BOX I:65	July-Dec.
	1935
	Jan.-Mar.
BOX I:66	Apr.-Dec.
BOX I:67	1936
BOX I:68	American Academy of Pediatrics, 1946
	American Academy of Political and Social Sciences, 1938
	American Booksellers' Association, 1924
	American Clinica, 1942-1943
	American Distilling Co., 1933
	American Economic Foundation, 1935
	American Federation of Radio Artists 1949-1950

Part I: Client, Institution, and Organization File, 1916-1964

Container

Contents

	<i>American Hebrew and Jewish Tribune</i> , 1932
	American Hotel Association, undated
	American Institute of Baking, 1942-1943
	American Jewish Committee, 1938
	<i>American Journal of Nursing</i> , 1945-1946
BOX I:69	American Library Association, 1956
BOX I:70	American Nurses Association
	1946-1949
	(3 folders)
BOX I:71	(13 folders)
BOX I:72	1947
BOX I:73	1948
	Jan.-Apr.
BOX I:74	May-June
BOX I:75	July-Aug.
BOX I:76	Sept.
BOX I:77	Oct.
BOX I:78	Nov.
BOX I:79	Dec.
	1949
	Jan.
BOX I:80	Feb.-Apr.
BOX I:81	American Optometric Association, 1941-1945, 1962
	American Photographic Service Bureau, 1927
BOX I:82	American Radiator Co., 1930
	(16 folders)
BOX I:83	(6 folders)
	American Road Builders Association, 1941-1942
	American Safety Razor Corp., 1929
BOX I:84	American Tobacco Co.
	1926-1931
BOX I:85	1928-1931
BOX I:86	1929-1932
BOX I:87	1929
	Jan.-Mar.
BOX I:88	Apr.-Dec.
BOX I:89	1930
	Jan.-May
BOX I:90	June-Dec.
BOX I:91	1931
	Jan.-Feb.
BOX I:92	Mar.-May
BOX I:93	June-July
BOX I:94	July-Aug.
BOX I:95	Sept.-Dec.
BOX I:96	1932
BOX I:97	1933

Part I: Client, Institution, and Organization File, 1916-1964

<i>Container</i>	<i>Contents</i>
BOX I:98	1934 Jan.-Feb.
BOX I:99	Mar.-May
BOX I:100	June-Dec.
BOX I:101	1935-1936
BOX I:102	American Watch Assemblers' Association, 1943-1945 Ansco Photo Products, 1927 Apple Blossom Festival, Kingston, N.Y., 1938 Arrowhead Hot Springs, Calif., 1947 Art Lamp Manufacturing Co., 1926-1927
BOX I:103	Arthritis and Rheumatism Foundation 1956-1957
BOX I:104	1957-1961
BOX I:105	Artists for Victory, 1943-1944 Association of Actors and Artists of America, 1949-1950 Automobile Manufacturers' Association, 1938 Aviation Corp. of America, 1932-1933 Babies' Hospital of the City of New York, New York, N.Y., 1921 Bailey Brothers, 1923
BOX I:106	Ballet Theater, 1946 Ballets russes <i>See Container I:150, Diaghileff Ballets Russes</i>
BOX I:107	Bank of America 1938-1939
BOX I:108	1939
BOX I:109	1939-1940
BOX I:110	Barrett Co. 1933-1934, 1940-1945
BOX I:111	1938-1939
BOX I:112	1939
BOX I:113	Beechnut Packing Co., 1925 Benedetti, René, 1921-1922 Benedict, Agnes E., 1941-1942 Bermuda, undated Bern, Paul, 1925 Best Foods, Inc., 1926-1927 Bird Cage Co., 1949-1950 Blackman Co., 1931
BOX I:114	Blumenthal Co., 1928-1929 (15 folders)
BOX I:115	(16 folders)
BOX I:116	Bock Co., 1932-1933
BOX I:117	Bolton, Frances Payne Bingham 1941-1955
BOX I:118	1953
BOX I:119	1954
BOX I:120	Boni & Liveright, 1919-1926

Part I: Client, Institution, and Organization File, 1916-1964

Container

Contents

	Book Publishers Research Institute
	1930
	(8 folders)
BOX I:121	(13 folders)
BOX I:122	(14 folders)
BOX I:123	1930-1931
BOX I:124	Book-Cadillac Hotel, Detroit, Mich., 1925
	Bourjois, Inc., 1923-1925
	Brant & Brant, 1927-1928
	Brant & Kirkpatrick, 1920
	<i>Brooklyn Daily Eagle</i> , 1934
	Brooklyn-Manhattan Transit System, New York, N.Y., 1937
BOX I:125	Brotherhood of Railroad Trainmen, 1963-1964
	Brown Durell Co., 1926
	Brunswick-Balke-Collendar Co., 1925
	Bureau for Musical Service, 1927
	Business Builders, 1921-1922
BOX I:126	Calderone, Frank A., 1955-1956
	California Survey Corp., 1952
	Camillus Cutlery Co., 1950, 1956
BOX I:127	Cardiac Committee, 1920-1921
	Carnegie Hall Corp.
	1960-1961
BOX I:128	1961-1962
BOX I:129	Cartier
	1921-1929
BOX I:130	1922-1930
BOX I:131	1925-1931
BOX I:132	Case Co., 1937
	Celanese Corp. of America, 1929
	Central Savings Bank, 1933
BOX I:133	Cheney Brothers
	1923-1927
BOX I:134	1926-1928
BOX I:135	Cincinnati Symphony Orchestra, Cincinnati, Ohio, 1929-1930
	Citizens' Budget Commission, 1923, 1931-32
	City Stores Mercantile Co., 1934
	Citywide Citizens' Committee on Harlem, 1942
	Columbia Broadcasting System, 1929-1930
	Columbia University, New York, N.Y., 1950-1951
BOX I:136	Columbian Rope Co.
	1947
	Jan.-June
BOX I:137	July-Sept.
BOX I:138	Oct.
BOX I:139	Nov.-Dec.
BOX I:140	Dec.

Part I: Client, Institution, and Organization File, 1916-1964

<i>Container</i>	<i>Contents</i>
BOX I:141	1948 Jan.
BOX I:142	Feb.-Apr.
BOX I:143	May
BOX I:144	Committee for Consumer Legislation, 1934 Committee for Modern Zoning, 1960 (5 folders)
BOX I:145	(3 folders) Committee on Publicity Methods in Social Work, 1926-1927
BOX I:146	Committee on the Cost of Medical Care, 1931-1932 Community Chest, 1931
BOX I:147	Condé Nast Publications, 1930-1931 Continental Baking Co., 1925
BOX I:148	<i>Cosmopolitan</i> , 1921-1922 Council for Democracy, 1941 Countess Mara, Inc., 1945
BOX I:149	Creange, Henry, 1925-1928 Credit Union National Association, 1955 Crowther, Samuel, 1934 Curtis Publishing Co., 1932 (5 folders)
BOX I:150	(7 folders) DeForest, Robert, 1929 Diaghileff Ballets Russes, 1915-1916 Diamond, Milton, 1942-1943
BOX I:151	Dodge Brothers 1927
BOX I:152	1928
BOX I:153	1928 Jan.-June
BOX I:154	Feb.-May
BOX I:155	Mar.-June
BOX I:156	May-Dec.
BOX I:157	1928-1929
BOX I:158	1929
BOX I:159	1929-1930, 1938
BOX I:160	Dort Motor Co., 1921 Downtown Businessmen's Association, undated Duncan, Anna, 1927 Durant Motors, Inc., 1929
BOX I:161	East Orange, N.J., 1958-1960
BOX I:162	Eastern Millinery Association, 1925 Edible Gelatin Manufacturers Association, 1924-1927 Edison Splitdorf Co., 1928 Egert Research Corp., 1945 Electronic Exhibitors, 1940 Elkus, Abram I., 1920

Part I: Client, Institution, and Organization File, 1916-1964

Container

Contents

	Fairchild Engine and Airplane Corp., 1953
	Fidelity and Deposit Co. of Maryland, 1925-1926
BOX I:163	Filene, E. A. 1927-1929
BOX I:164	1930-1931
BOX I:165	1930 Jan.-June
BOX I:166	Apr.-Dec.
BOX I:167	Oct. 1931 Jan.
BOX I:168	Jan.-Apr.
BOX I:169	Fish and Seafood Institute, 1935
BOX I:170	Flannigan, James R., 1948 Flotil Products Corp., 1947-1950 Fokine, Michael and Vera, 1919-1920 Folding Paper Box Association of America, 1954 Food Education Bureau, 1927-1928 Foreign Woods Committee, 1930 <i>Fortune</i> magazine 1937 (4 folders)
BOX I:171	(9 folders)
BOX I:172	1937-1938 Foundation for Research on Human Behavior, 1957
BOX I:173	Frankl Galleries, 1938 Franklin Institute, Philadelphia, Pa. 1941-1942
BOX I:174	1943-1944 French Day Nursery, New York, N.Y., 1920-1922 French Industrial Exposition, Paris, France, 1924-1925 Friends of Danish Freedom and Democracy, 1940 F. W. Woolworth Co., 1936-1937 Gantner & Mattern Co., 1947
BOX I:175	Gartner & Bender, 1947 Gasoline Manufacturers Pump Association, undated Geddes, Norman Bel, 1944-1945 General Food Corp., 1942 General Mills, Inc., 1948 General Motors Corp. 1932-1933 (16 folders)
BOX I:176	(13 folders)
BOX I:177	1933-1934
BOX I:178	Goldenberg, Inc., 1948 Goldman, Eric Frederic, 1946-1950
BOX I:179	Goldman, Sachs & Co., 1944

Part I: Client, Institution, and Organization File, 1916-1964

Container

Contents

	Goldwyn, Samuel, 1920
	<i>Good Housekeeping</i> , 1920-1921
	Grainger, Percy, 1917
BOX I:180	Grauer, Ben, 1950
	Great Atlantic and Pacific Tea Co., 1931-1933
BOX I:181	Great Northern Railway, 1935-1936
	Greater New York Real Estate Bondholders' Committee, 1932
BOX I:182	Greeting Card Industry Committee, 1941-1945
	Grossman, Albert, 1926-1927
BOX I:183	Habima Theater, 1927
	Hairdressers' Association, 1924
	Hampshire House, 1931
	Hart, Schaffner & Marx, 1925
	Hartol Products, 1934-1935
BOX I:184	Harvitt, Henry G., 1921-1922
	Havana Cigar Industry, 1932-1935
	Heifetz, Jascha, 1937
	Herman Shoe Co.
	1926
	Feb.-Sept.
BOX I:185	Apr.
BOX I:186	Apr.
BOX I:187	Apr.-Sept.
	Herndon & Pangborn, 1931
	Heyman, Donald M., 1931
	Hillman Foundation, 1938
BOX I:188	Hillside Housing Corp.
	1932-1933
BOX I:189	1933
BOX I:190	1933
BOX I:191	Horse Show of Art, 1932-1933
	Hospital for Joint Diseases, New York, N.Y., 1958-1961
BOX I:192	Hotel Association of New York, 1922-1923
	Howe & Lescaze
	1931-1932
BOX I:193	1932
	Jan.-June
BOX I:194	May-Dec.
	1933
	Hutton, Barbara <i>See Container I:350, Troubetzkoy, Barbara Hutton</i>
	Independent Oil Companies of America, 1933
BOX I:195	India Information Service
	1949-1952
BOX I:196	1951-1952
BOX I:197	1951-1952
BOX I:198	1952

Part I: Client, Institution, and Organization File, 1916-1964

Container

Contents

	Feb.-Apr.
BOX I:199	Apr.-Aug.
BOX I:200	Indian Refining Co., 1924
	Individual Drinking Cup Co., 1932-1933
	Institute of Effective Speaking and Personality, n.d
	Institute of Inter-American Relations, 1926
	International Artifical Flower Trade Service, 1929
	International Arts and Crafts Exposition, 1923
BOX I:201	International Film Congress, 1926
	International Library Bureau, 1933-1934
	International Pediatrics Association, 1947
	International Psycho-Analytical Press, 1920-1922
	Isbrandtsen Steamship Lines, 1947
BOX I:202	Jewish Mental Health Society, 1928
	Joint Council of New York State Psychologists on Legislation, New York, N.Y., 1954-1956
	Junior Monthly Book Service, 1926-1927
BOX I:203	Kahn, Ely Jacques, 1930-1931
	Kapp & Hoffenstein, 1925
	Kastor, Robert N., 1922
	King, Wilfred, 1933
	Klaw, Joseph and Alonzo, 1920
BOX I:204	Klaw, Marc
	<i>French Leave</i> , 1920
	General
	1920-1921
	(9 folders)
BOX I:205	1921-1922
	(2 folders)
	<i>J'Accuse</i> , 1921
	<i>Sonya</i> , 1921
BOX I:206	<i>We Girls</i> , 1921
	<i>Yellow Jacket</i> , 1921
BOX I:207	Knickerbocker Village Committee, New York, N.Y., 1933-1934
BOX I:208	Knox Gelatin Co.
	1924-1928
BOX I:209	1927-1928
BOX I:210	1927
	Apr.-Dec.
BOX I:211	Nov.-Dec.
	1928-1929
BOX I:212	1928, Feb.-Oct.
BOX I:213	1928-1929
BOX I:214	1929-1930
	Kossuth, Egor, 1921
BOX I:215	<i>Ladies' Home Journal</i>
	1931

Part I: Client, Institution, and Organization File, 1916-1964

<i>Container</i>	<i>Contents</i>
BOX I:216	1931-1932
BOX I:217	1932
BOX I:218	1932
	Jan.-Feb.
BOX I:219	Feb.-Nov.
BOX I:220	Le Boutillier, 1921-1922
	League of New York Theaters, 1949
	Lehigh Portland Cement Co., 1925
	Leinsdorf, Erich, 1944, 1952-1953
	Lelong, Lucien, 1931
BOX I:221	Lewis, Mary, 1938
	Life Extension Institute, 1921
	Liggett & Myers Tobacco Co., 1927-1928
	Lighthouse for the Blind, 1919-1921
BOX I:222	Light's Golden Jubilee
	1929
BOX I:223	1929
BOX I:224	1929
BOX I:225	1929
	June-Aug.
BOX I:226	Sept.-Dec.
BOX I:227	Lipton, Estelle L., 1922-1923
	Lithuanian National Council, 1919-1921
	Loft, Inc., 1935-1937
	Lowell, Joan, 1929
	Lowry, Helen Bullitt, 1922
	Luce, Clare Boothe, 1945-1946
	Lucy Stone League, 1922-1923
	Luggage Information Service, 1927
BOX I:228	McAlpin Hotel, New York, N.Y., 1922
	<i>McCalls</i>
	1946-1949
BOX I:229	1949
	Jan.-Mar.
BOX I:230	Mar.-May
BOX I:231	Apr.-May
BOX I:232	May-Aug.
BOX I:233	June-Aug.
	Macfadden Publications
	1926-1927
BOX I:234	1927-1928
BOX I:235	McKey, Joseph V., 1933
	McKinley, Barry, undated
	Mack Trucks, Inc.
	1948-1950
BOX I:236	1950

Part I: Client, Institution, and Organization File, 1916-1964

<i>Container</i>	<i>Contents</i>
BOX I:237	1950-1951
BOX I:238	1950-1951
BOX I:239	1950
	June-Aug.
BOX I:240	Aug.-Oct.
BOX I:241	Nov.-Dec.
	1951
	Jan.
BOX I:242	Jan.-Apr.
BOX I:243	May-Sept.
BOX I:244	Sept.-Nov.
BOX I:245	Nov.-Dec.
	1952
	Jan.-Feb.
BOX I:246	Feb.-June
BOX I:247	June-Dec.
BOX I:248	Macy & Co., 1922
	Madison Square Garden Corp., 1935
	<i>Magazine of Wall Street</i> , 1929-1930, 1936-1937
	Malcoskey, Edna Walker, 1931-1932
	Market Research Corp. of America, 1938
	Mary Imogene Basset Hospital, Cooperstown, N.Y., 1929
	Mayer & Associates, 1947
BOX I:249	Mayflower Associates, 1933-1936
	Medalie, George Z., 1931-1932
BOX I:250	Medical Administration Services, 1941
	Mendelsohn, Sigmund, 1926
	Merchants' Association of New York, 1937
BOX I:251	Merritt-Chapman & Scott
	1932-1949
BOX I:252	1955-1958
BOX I:253	1957-1959
BOX I:254	1957-1959
BOX I:255	1959
BOX I:256	1959
BOX I:257	1959-1960
BOX I:258	1959-1961
BOX I:259	1960
BOX I:260	1960
BOX I:261	1961
BOX I:262	Meter Service Corp., 1929
	Metropolitan Educational Television Association, 1958
BOX I:263	Metropolitan Music Bureau, 1919
	Metropolitan Opera Co., 1916
	Middle of the Road Recovery Committee, 1934
	Miller, Gilbert, 1922

Part I: Client, Institution, and Organization File, 1916-1964

Container

Contents

	Motor Fair Price League, 1921
	Mutual Benefit Life Insurance Co.
	1943
BOX I:264	1943
	Nash-Kelvinator Corp.
	1936-1937
BOX I:265	1936-1938
BOX I:266	1936-1938
BOX I:267	1936
	May-Aug.
BOX I:268	Aug.-Oct.
BOX I:269	Oct.-Nov.
BOX I:270	Nov.-Dec.
	1937
	Jan.-Mar.
BOX I:271	Mar.-July
BOX I:272	Aug.-Dec.
BOX I:273	1938
BOX I:274	1938
	National Association for Mental Health, 1948-1949
	National Association of Broadcasters, 1950-1951
BOX I:275	National Association of Chain Drug Stores, 1943
	National Association of Glue Manufacturers
	1945-1947
BOX I:276	1951
	National Association of Secondary School Principals, 1950
	National Better Business Bureau, 1950
	National Board of Fire Underwriters
	1941
BOX I:277	1941
BOX I:278	National Committee for an Adequate Overseas Information Program
	1954-1955
BOX I:279	1954-1958
BOX I:280	1955
BOX I:281	1955
BOX I:282	1955-1956
BOX I:283	1955-1958
BOX I:284	1956-1960
BOX I:285	National Committee for Mental Hygiene, 1948
	National Cystic Fibrosis Association, 1960-1961
	National Household Service, 1928
	National Industrial Conference Board, 1938
	National Macaroni Manufacturers Association, 1949
	National Multiple Sclerosis Society, 1954-1961
BOX I:286	National Pharmacy Committee
	1943

Part I: Client, Institution, and Organization File, 1916-1964

<i>Container</i>	<i>Contents</i>
BOX I:287	1943
BOX I:288	1944 National Probation and Parole Association, 1956-1960 National Prosperity Bureau, 1922 National Recreation Association, 1960-1961
BOX I:289	National Starch Products, 1954 National Statistical Survey of Business Attitudes, 1934-1935
BOX I:290	National Sugar Refining Co., 1933-1934 National Surety Co., 1933-1934 Negbaur & Co. 1960
BOX I:291	1960-1961 New Jersey Telephone Co., 1925 <i>New Orleans Item</i> , 1954-1955 <i>New Republic</i> , 1946
BOX I:292	New York City Anniversary Committee, 1952-1953 New York County Lawyers' Association 1961
BOX I:293	1961 New York Infirmary for Women and Children, 1933 New York Merchants' Association, 1939
BOX I:294	New York Real Estate Securities Exchange 1929
BOX I:295	1929 July-Aug.
BOX I:296	Sept.-Dec.
BOX I:297	1929-1930
BOX I:298	New York Real Estate Securities Exchange 1930
BOX I:299	New York State Bar Association, undated New York State Optometric Association 1939-1944
BOX I:300	1944 New York State Psychologists Association, 1955 New York State Reconstruction Commission, 1920 Non-Partisan Fact Finding Committee for Herbert Hoover, 1932
BOX I:301	Norway, undated O'Dwyer, William 1940
BOX I:302	1940 Orvis, Ina Leland, 1930
BOX I:303	Park & Tilford, 1933 Patenotre, Jacqueline T., 1957 Patterson Brothers Tobacco Co., 1923 Pauley, Edwin W., 1935 Peabody, Ernest H., 1928

Part I: Client, Institution, and Organization File, 1916-1964

Container

Contents

	Pearl Associates, 1938-1939
BOX I:304	Pennsylvania, Ohio, & Colorado Miners' Relief Committee, 1928
	Pennsylvania Optometric Association, 1942-1945
	Philco Radio and Television Corp.
	1934-1937
BOX I:305	1934-1935
BOX I:306	1934-1937
BOX I:307	1934-1937
BOX I:308	1935-1936
BOX I:309	Philharmonic Symphony Society of New York, N.Y., undated
	Philipp, John, 1921-1922
	Play-of-the-Month Guild, 1950-1951
	Play Schools' Association, 1955
	Posner Shoes, 1930
	<i>Postgraduate Medicine</i> , 1948-1949
BOX I:310	Printers' Ink, 1953-1957
BOX I:311	Procter & Gamble Co.
	A-B
BOX I:312	B-C
BOX I:313-314	C
BOX I:315	D-H
BOX I:316	H-M
BOX I:317	M
BOX I:318	M-P
BOX I:319-320	P
BOX I:321	Q-R
BOX I:322	R-S
BOX I:323-328	S
BOX I:329	S-W
BOX I:330	Propeller Club, 1951
	Public Education and Child Labor Association, 1946
	Public Education Association, 1938
	Pullman Co., 1939
	Queensboro Corp., 1923
	Rabinowitz, Aaron, 1929
	Racine, Wis., 1934
BOX I:331	Rezoning Protest Committee, 1939-1940
	Roheim, Geza, 1928
BOX I:332	Russian Exposition, New York, N.Y., 1929
	St. Dennis Offices Corp., 1921, 1927-1928
BOX I:333	St. George Hotel, Brooklyn, N.Y., 1937
	Schenley Industries, 1935-1936
BOX I:334	Schicht Co., 1924-1927
BOX I:335	Schulte Stores
	1932
	Schulte-United

Part I: Client, Institution, and Organization File, 1916-1964

<i>Container</i>	<i>Contents</i>
	1928-1929
BOX I:336	1928-1929 Seligmann & Co.
	1926-1927
BOX I:337	1927-1928 Senior Citizens' Committee
	1956
BOX I:338	1956 Sherry-Netherlands Hotel, New York, N.Y., 1949-1950
BOX I:339	Shubert, Milton I., 1930-1931 Smith, Carl A., 1946
BOX I:340	Social Science Research Council 1933-1934
BOX I:341	1935
BOX I:342	Spalding & Brothers, 1937-1938 Spanish Child Welfare Association, 1938 Starrett Brothers, 1935-1936
BOX I:343	State Bank of Long Beach, 1957 Stearns Co., 1929 Steinway & Sons, 1951 Stevenson, W. Yorke, 1920 Stewart & Co., 1929 Stix, Baer & Fuller Co., 1944-1946 Straus Co., 1921-22 Street and Smith Publications, 1950 Sunroc Refrigerator Co., 1950
BOX I:344	Tanners' Council of America 1945-1947
BOX I:345	1945-1947
BOX I:346	1946
BOX I:347	1946-1947
BOX I:348	Telephone Message Bureau, 1928 Terhune, Albert Payson, 1932-1933
BOX I:349	Third War Loan Campaign Committee, 1943 Tobe & Associates, 1947-1950 Trainer, Wortham & Co. 1957
BOX I:350	1957 Travelers Aid Society, 1938-1942 Troubetzkoy, Barbara Hutton, 1949 Trunk Luggage and Leather Goods Manufacturers, 1925-1927 Uniformed Firemen's Association of Greater New York, 1950-1951
BOX I:351	United Brewers' Industrial Foundation 1936-1937
BOX I:352	1936-1937
BOX I:353	1937

Part I: Client, Institution, and Organization File, 1916-1964

<i>Container</i>	<i>Contents</i>
BOX I:354	1937 Mar.-June
BOX I:355	June-Aug.
BOX I:356	1938
BOX I:357	United Fruit Co. 1942-1945
BOX I:358	1942-1945
BOX I:359	1943-1946
BOX I:360	1943 Mar.-May
BOX I:361	June-Oct.
BOX I:362	Nov.-Dec. 1944 Jan.-Feb.
BOX I:363	Mar.-June
BOX I:364	July-Dec.
BOX I:365	1945 Jan.-July
BOX I:366	Aug.-Dec.
BOX I:367	1946-1947
BOX I:368	1946, Apr.-Nov.
BOX I:369	1946-1947
BOX I:370	1947
BOX I:371	1947-1948
BOX I:372	1948-1950
BOX I:373	1949 Mar.-Dec. 1950 Jan.
BOX I:374	Feb.-Dec.
BOX I:375	1951-1959
BOX I:376	1951-1959
BOX I:377	1951 Jan.-July
BOX I:378	July-Dec. 1952 Jan.-Mar.
BOX I:379	Apr.-Dec.
BOX I:380	1953 Jan.-Aug.
BOX I:381	Sept.-Dec.
BOX I:382	1954 Jan.-June
BOX I:383	June-Oct.
BOX I:384	1954-1955
BOX I:385	1954

Part I: Client, Institution, and Organization File, 1916-1964

Container

Contents

	Nov.-Dec.
	1955
	Jan.-Apr.
BOX I:386	May-Oct.
BOX I:387	Nov.-Dec.
	1956
	Jan.-Aug.
BOX I:388	1956-1957
BOX I:389	1956
	Sept.-Dec.
	1957
	Jan.-Dec.
BOX I:390	1958
BOX I:391	1958-1959
BOX I:392	Undated
BOX I:393	United Parcel Service
	1958-1961
BOX I:394	1960-1963
BOX I:395	United States Government
	President's Committee on Government Contracts, 1950-1954
BOX I:396	President's Emergency Committee on Employment
	1930-1931
BOX I:397	1930-1932
	War Department, 1919, 1925
BOX I:398	United States Sugar Beet Association
	1942
BOX I:399	1942-1943
BOX I:400	Uris Brothers, 1952
	Vacuum Oil Co.
	1926-1930
BOX I:401	1930-1931
BOX I:402	1930-1931
BOX I:403-404	1931
BOX I:405	Veterans of Foreign Wars of the United States, 1949-1953
	Veterans of Foreign Wars of the United States, Ladies Auxiliary
	1938, 1946
BOX I:406	1946-1947
	Victory Book Campaign, 1942
	Vienna, Austria, 1927
BOX I:407	Waldorf-Astoria Hotel, New York, N.Y., 1937
	Wallace, Henry Agard, 1932
	Walska, Ganna, 1928
	Ward Baking Co.
	1924
BOX I:408-410	1924
BOX I:411	1924-1926

Part I: Client, Institution, and Organization File, 1916-1964

<i>Container</i>	<i>Contents</i>
BOX I:412	1928-1929 Wasey & Co., 1941 Watson, Archibald, 1930-1931
BOX I:413	Waumbec Mills, 1955-1956 Wemyss, George J., 1928
BOX I:414	Western & Southern Life Insurance Co., 1951 White, Harry C., 1927 Whitman & Goodman, 1929-1930
BOX I:415	Whitney National Bank, 1961 Wiener, Felix F., 1920-1921 Wildenstein & Co. 1945-1947
BOX I:416	1947
BOX I:417	1947-1948, 1954-1958
BOX I:418	Winston, Inc., 1934-1935 Wise, Ethel H., 1943 Wolfson Family Foundation 1959-1960
BOX I:419	1960-1961
BOX I:420	Worker-management survey, 1941 Woods School, Langhorne, Pa. 1934-1939
BOX I:421	1934-1948 Worth, Inc., 1926-1928
BOX I:422-449	Part I: Speech and Article File, 1919-1967 Drafts, printed copies, press releases, notes, research material, correspondence, and inquiries. Arranged chronologically. A partial index is filed in Container I:422.
BOX I:422	1919-1934
BOX I:423	1934-1935
BOX I:424	1936
BOX I:425	1936-1937
BOX I:426	1937-1938
BOX I:427	1938-1940
BOX I:428	1940
BOX I:429	1940-1942
BOX I:430	1942-1944
BOX I:431	1944 March
BOX I:432	Apr.-June
BOX I:433	June-Dec.
BOX I:434	1945
BOX I:435	1945-1946
BOX I:436	1946-1947
BOX I:437	1947
BOX I:438	1948-1949

Part I: Speech and Article File, 1919-1967

<i>Container</i>	<i>Contents</i>
BOX I:439	1948-1950
BOX I:440	1951-1952
BOX I:441	1952-1953
BOX I:442	1953-1954
BOX I:443	1954-1956
BOX I:444	1956
BOX I:445	1956-1958
BOX I:446	1958
BOX I:447	1958-1961
BOX I:448	1961-1967
BOX I:449	Undated
BOX I:450-466	Part I: Book File, 1890-1965 Drafts, galley proofs, notes, research material, correspondence, and inquiries. Books are arranged in chronological order of publication. Research notes for <i>Biography of an Idea</i> are arranged alphabetically by subject.
BOX I:450	<i>Crystallizing Public Opinion</i> (1923) <i>Propaganda</i> (1928) <i>Speak Up for Democracy</i> (1940) <i>Take Your Place at the Peace Table</i> (1945)
BOX I:451	<i>Public Relations</i> (1952) <i>Engineering of Consent</i> (1955)
BOX I:452	<i>Crystallizing Public Opinion</i> (1961 edition)
BOX I:453	<i>Biography of an Idea: Memoirs of Public Relations Counsel Edward L. Bernays</i> (1965) Final draft with corrections pp. 1-806
BOX I:454	pp. 807-1746
BOX I:455	Preliminary drafts Sections Nos. I-V
BOX I:456	Nos. VI-VIII
BOX I:457	Research notes Alphabetical file Adler, Cyrus Aeolian Co. Akins, Zoe Allerton House Corp. Allied Chemical & Dye Corp. American Safety Razor Corp. American Tobacco Co. Ansco Photo Products Appleby, Paul Art Lamp Manufacturing Co. Backer, George Bank of America Bara, Theda

Part I: Book File, 1890-1965

Container

Contents

BOX I:458

Barnum, P. T.
Beck, Thomas
Bern, Paul
Blumenthal, Sidney
Bok, Edward W.
Bolton, Francis Payne Bingham
Boni & Liveright
Bookman, Judith
Boomer, Lucius
Bourjois, Inc.
Bridges, Harry
Broun, Heywood Campbell
Brown Durell Co.
Burchell, Frederick D.
Byoir, Carl
Cartier, Pierre
Cheney Brothers
Clark, Frederick G.
Coburn, Charles
Coolidge, Calvin
Cooper, Mrs. Kent
Copeland, Royal S.
Corcoran, Thomas G.
Cornwall, Anne
Curtis Publishing Co.
Dewey, Thomas E.
Dodge Brothers
Donovan, William J.
Dort Motor Co.
Duncan, Isadora
Edison, Thomas A.
Elliott, James W.
Elman, Mischa
Epstein, Henry
Ernst, Morris L.
Farley, James A.
Fidelity and Deposit Co. of Maryland
Filene, E. A.
Flynn, John T.
Freud, Sigmund
Gest, Morris
Giannini, Amadeo Peter
Grant, Jane
Green, Belle A.
Hammerslaag, Sylvia
Hand, Charles A.

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

BOX I:459

Part I: Book File, 1890-1965

Container

Contents

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

Part I: Book File, 1890-1965

Container	Contents
-----------	----------

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

BOX I:467-471

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

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

BOX I:467

General correspondence
1950-1961

BOX I:468

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

BOX I:469

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

BOX I:470

BOX I:471

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

BOX I:472-477

Part I: Doris Fleischman Bernays File, 1923-1961

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

BOX I:472

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

BOX I:473

"Going Steady" (unpublished), 1946

Part I: Doris Fleischman Bernays File, 1923-1961

Container

Contents

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

Part I: Miscellany, 1896-1963

Container

Contents

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

Part I: Scrapbooks, 1918-1956

Container

Contents

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

Part I: Scrapbooks, 1918-1956

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

Part I: Scrapbooks, 1918-1956

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

Part I: Scrapbooks, 1918-1956

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

Part I: Scrapbooks, 1918-1956

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

Part II: General Correspondence, 1911-1975

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

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

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

Part II: Miscellany, 1890-1979

Container

Contents

	Handicapped persons' facilities, 1969-1970
	Lists and bibliographies, 1958, 1966-1970, undated (5 folders)
	Motion Picture Association, 1949-1964
BOX II:55	Bills, receipts, identification cards, and miscellaneous items (2 folders)
	Cards, invitations, lists, and memoranda (4 folders)
BOX II:56	Newspaper clippings, 1890-1979 (5 folders)
	Photographs
BOX II:57-58	Printed matter
BOX II:59	Reports and memoranda
BOX II:60	World Health Organization
	Yaffe, Bertram
	<i>Your Future in Public Relations</i> (1961)

BOX III:1-6

Part III: Family Papers, 1831-1993

Correspondence primarily between Bernays and family members. Other papers include a diary, financial and legal items, speeches, writings, notes, genealogical material, newspaper clippings, and printed matter.
Arranged alphabetically by type of material and therein alphabetically by name of family member.

BOX III:1

Correspondence

- Bernays, Anne F. (daughter) and Doris (daughter), 1938-1950, undated
- Bernays, Doris Fleischman (wife), 1915, 1923-1945, undated
- Bernays, Ely (father) and Anna Freud (mother), 1895-1912, 1922-1923, undated
- Bernays, Peter M. (nephew), 1947, 1981-1990, undated
- Freud, Anna (cousin), 1958-1962
- Freud, Ernst L. (cousin), 1957-1966
- Freud, Harry (cousin), 1937-1941, 1958
- Freud, Martin (cousin), 1923, 1939-1940, 1958
- Freud, Sigmund (uncle), 1919-1931
- Freud, Walter (cousin), 1958-1990
- Held, Doris Bernays (daughter) and family, 1967-1972, 1986, undated
- Heller, Judith (sister) and Victor (brother-in-law), 1923, 1933-1938, 1958, 1964-1966
- Wiener, Walter F. (nephew), 1984-1993
- Other relatives, 1942, 1954-1991, undated

Other papers

- Bernays, Anna Freud (mother)
 - Article about Sigmund Freud, n.d
 - Miscellany, 1904, 1918, 1928, 1939-1955, undated
- Bernays, Anne F. (daughter), 1965-1989, undated
- Bernays, Doris Fleischman
 - Biographical file, 1970-1977, undated
 - Clippings, 1923-1989, undated

Part III: Family Papers, 1831-1993

Container

Contents

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

Part III: Family Papers, 1831-1993

Container

Contents

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

Part III: General Correspondence, 1905-1994

Container

Contents

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

Part III: General Correspondence, 1905-1994

Container

Contents

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

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

Container

Contents

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

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

Container

Contents

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

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

Container

Contents

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

Part III: Subject File, 1919-1994

Container

Contents

	Press, 1963-1965, undated
	Statements, 1964-1965, undated
	Emergency Committee for a Reappraisal of United States Overseas Information Policies and Programs, 1969-1970
BOX III:45	General, 1925-1931, 1947, 1961-1990, undated
	Condolences re Doris Fleischman Bernays's death, 1980-1981 (5 folders)
	Credit expansion and recovery, 1931-1936, undated
	Creel, George, 1964, undated
BOX III:46	Crime, 1964, 1970-1975, undated
	Darlington, Helen, 1944-1945
	Disarmament action network media project, 1986
	Edward L. Bernays' Foundation
	Anglo-American international relations contest
	Award winners
	General, 1967-1968, undated
	Luncheon, 1967-1968
	Clippings, 1966-1968, undated (3 folders)
	Correspondence
	General, 1966-1968 (4 folders)
BOX III:47	United Kingdom press, 1967-1968 (3 folders)
	United States press and organizations, 1966-1968 (3 folders)
	General, 1966-1968, undated (2 folders)
	Luncheon, 1966-1967
	Press releases, 1966-1968, undated
	Watson, Cowan, 1968
BOX III:48	Economic justice for homemakers program, 1977-1979, undated
	General, 1964-1985, undated (2 folders)
	Lecture series
	Edward R. Murrow Center of Public Diplomacy, Medford, Mass., 1965-1973, undated (3 folders)
	Freedom of expression lectures, 1971 (2 folders)
BOX III:49	General, 1963-1971, undated (4 folders)
	Society for the Psychological Study of Social Issues, 1973-1977
	Event planning, 1952
	Galard-Terraube, Genevieve de, 1954, 1967
	Hale and Dorr, 1962-1963
	Harold Ober Associates, 1964-1965
	Information, 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)
BOX III:68	
BOX III:69	<i>Your Future in a Public Relations Career</i> (1979) Draft, undated General, 1977-1980, undated <i>Your Future in Public Relations</i> (1961), 1961-1962, 1969 Editorials for the <i>Dietetic and Hygienic Gazette</i> , 1913 Forewords and introductions, 1934, 1965, undated Letters to editors, 1920, 1940-1986, undated (5 folders) Lists, 1948-1951, undated

Part III: Speeches and Writings File, 1912-1992

Container

Contents

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

Part III: Miscellany, 1777-1993

Container

Contents

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

Part III: Oversize, 1916-1966

<i>Container</i>	<i>Contents</i>
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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