



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Sid Bernstein Oral History

NMAH.AC.0434

NMAH Staff

1998

Archives Center, National Museum of American History
P.O. Box 37012
Suite 1100, MRC 601
Washington, D.C. 20013-7012
Business Number: Phone: 202-633-3270
Fax Number: Fax: 202-786-2453
archivescenter@si.edu
<https://americanhistory.si.edu/archives>

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Sid Bernstein Oral History Collection
Date:	1989-1991.
Identifier:	NMAH.AC.0434
Creator:	Flaherty, Stacy A. Crain Communications. Bernstein, Sid
Extent:	3 Cubic feet (7 boxes)
Language:	English .
Summary:	Oral histories conducted by Sid Bernstein was a noted advertising critic and columnist for Ad Age Magazine.

Administrative Information

Immediate Source of Acquisition

Collection donated by Sid Bernstein of Crain Communications.

Processing Information

Collection processed by NMAH Staff.

Preferred Citation

Sid Bernstein Oral History Collection, 1989-1991, Archives Center, National Museum of American History.

Restrictions on Access

Collection is open for research but audiovisual boxes 3 and 4 are stored off-site and special arrangements must be made to work with it. Contact the Archives Center for information at archivescenter@si.edu or 202-633-3270.

Terms Governing Use and Reproduction

Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Archives Center cost-recovery and use fees may apply when requesting reproductions.

Biographical Note

Sid Bernstein was a noted advertising critic and columnist for Ad Age Magazine, a prominent trade publication for the advertising industry. This oral history project was supported by a grant from Crain Communications, Inc., New York.

Scope and Contents

Audiotapes, Series 1: Interviews with Bernstein and others, conducted by Stacy A. Flaherty, coordinator and historian of the Center for Advertising History (an Archives Center program). Subseries 1.1 Audiocassette masters; Subseries 1.2: Reel-to-reel masters; Subseries 1.3: Audiocassettes for researcher use (2 copies).

Arrangement

Collection is arranged into five series

Series 1: Oral history interviews (audiotapes)

Series 2: Interviewee files

Series 3: Bernstein article

Series 4: Bernstein on advertising

Series 5: Administrative

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

advertising

Types of Materials:

Audio cassettes -- 1980-1990

Audiotapes -- 1980-1990

Audiotapes -- Open reel

Interviews -- 1980-1990

Oral history -- 1980-1990

Names:

Advertising Age (magazine)

Crain, Gertrude

Crain, Rance

Container Listing

Series 1: Oral History Interviews, 1989-10-30-1990-06-05

Subseries 1.1: Audiocassette Masters, 1989-10-30-1990-06-05

Box 1, Item 1	Stan Cohen, 1989-10-30
Box 1, Item 2	Sid Bernstein, 1989-11-28
Box 1, Item 3	Jack & Betty Graham, 1989-11-28
Box 1, Item 4	Sid Bernstein, 1989-11-29
Box 1, Item 5	Gertrude Crain, 1990-01-30
Box 1, Item 6	Rance Crain, 1990-03-21
Box 1, Item 7	Sid Bernstein, 1990-06-05

Subseries 1.2: Reel-to-Reel Masters, 1989-10-30-1990-06-05

Box 2, Item 1	Sid Bernstein, 1989-11-28
Box 2, Item 2	Sid Bernstein, 1989-11-29
Box 2, Item 3	Sid Bernstein, 1990-06-05
Box 2, Item 4	Sid Bernstein, 1989-10-30
Box 3, Item 1	Gertrude Crain, 1989-10-30
Box 3, Item 2	Rance Crain, 1989-10-30
Box 3, Item 3	Jack & Betty Graham, 1989-10-30

Subseries 1.3: Audiocassette Researcher Copies (2 copies), 1989-10-30-1990-06-05

Box 4; Box 5	Sid Bernstein, 1989-11-28
Box 4	Sid Bernstein, 1989-11-29

Box 4	Sid Bernstein, 1990-06-05
Box 4	Stan Cohen, 1989-10-30
Box 4	Gertrude Crain, 1990-01-30
Box 4	Rance Crain, 1990-03-21
Box 4	Jack & Bety Graham, 1989-11-28

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Series 2: Interviewee Files, undated

Box 6, Folder 1	Sid Bernstein #1, undated
Box 6, Folder 2	Sid Bernstein #2, undated
Box 6, Folder 3	Sid Bernstein #3, undated
Box 6, Folder 4	G.D. Crain, undated
Box 6, Folder 5	Gertrude Crain, undated
Box 6, Folder 6	Rance Crain, undated
Box 6, Folder 7	Stan Cohen, undated
Box 6, Folder 8	Jack & Betty Graham, undated
Box 6, Folder 9	Bernstein Papers in J. Walter Thompson Collection, undated
Box 6, Folder 10	Articles About Bernstein, undated

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Series 3: Bernstein Articles, undated

Box 6, Folder 11 Ad Age articles by Bernstein, undated

Box 6, Folder 12 Articles by Bernstein, undated

Box 6, Folder 13 Creative Workshop, undated

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Series 4: Bernstein on Advertising, undated

Box 7, Folder 1	Bernstein excerpts, undated
Box 7, Folder 2	Drafts of Bernstein on Advertising, undated
Box 7, Folder 3	Notes on text, undated
Box 7, Folder 4	Photocopies of photos, undated
Box 7, Folder 5	Bernstein essays, undated
Box 7, Folder 6	Drafts, undated
Box 7, Folder 7	Final copies, undated

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Series 5: Administrative, undated

Box 7, Folder 8

Correspondence, undated

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