Table of Contents

Collection Overview ........................................................................................................ 1
Administrative Information .............................................................................................. 1
Arrangement..................................................................................................................... 2
Scope and Contents note................................................................................................ 2
Biographical/Historical note.............................................................................................. 1
Names and Subjects ....................................................................................................... 2
Container Listing ............................................................................................................. 3
  Series 1: Oral History Interviews, 1989-10-30-1990-06-05........................................... 3
  Series 2: Interviewee Files, undated........................................................................ 5
  Series 3: Bernstein Articles, undated....................................................................... 6
  Series 4: Bernstein on Advertising, undated............................................................ 7
  Series 5: Administrative, undated............................................................................ 8
Collection Overview

Repository: Archives Center, National Museum of American History
Title: Sid Bernstein Oral History Collection
Identifier: NMAH.AC.0434
Extent: 3 Cubic feet (7 boxes)
Creator: Flaherty, Stacy A.
Crain Communications.
Bernstein, Sid
Language: English

Administrative Information

Immediate Source of Acquisition
Collection donated by Sid Bernstein of Crain Communications.

Processing Information
Collection processed by NMAH Staff.

Preferred Citation

Restrictions on Access
Collection is open for research. Only Subseries 1.3 (audiotapes) may be used by researchers.

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**

<table>
<thead>
<tr>
<th>Box 1, Item 1</th>
<th>Stan Cohen, 1989-10-30</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 1, Item 2</td>
<td>Sid Bernstein, 1989-11-28</td>
</tr>
<tr>
<td>Box 1, Item 3</td>
<td>Jack &amp; Betty Graham, 1989-11-28</td>
</tr>
<tr>
<td>Box 1, Item 4</td>
<td>Sid Bernstein, 1989-11-29</td>
</tr>
<tr>
<td>Box 1, Item 5</td>
<td>Gertrude Crain, 1990-01-30</td>
</tr>
<tr>
<td>Box 1, Item 6</td>
<td>Rance Crain, 1990-03-21</td>
</tr>
<tr>
<td>Box 1, Item 7</td>
<td>Sid Bernstein, 1990-06-05</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Box 2, Item 1</th>
<th>Sid Bernstein, 1989-11-28</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 2, Item 2</td>
<td>Sid Bernstein, 1989-11-29</td>
</tr>
<tr>
<td>Box 2, Item 3</td>
<td>Sid Bernstein, 1990-06-05</td>
</tr>
<tr>
<td>Box 2, Item 4</td>
<td>Sid Bernstein, 1989-10-30</td>
</tr>
<tr>
<td>Box 3, Item 1</td>
<td>Gertrude Crain, 1989-10-30</td>
</tr>
<tr>
<td>Box 3, Item 2</td>
<td>Rance Crain, 1989-10-30</td>
</tr>
<tr>
<td>Box 3, Item 3</td>
<td>Jack &amp; Betty Graham, 1989-10-30</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Box 4; Box 5</th>
<th>Sid Bernstein, 1989-11-28</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 4</td>
<td>Sid Bernstein, 1989-11-29</td>
</tr>
<tr>
<td>Box 4</td>
<td>Sid Bernstein, 1990-06-05</td>
</tr>
<tr>
<td>Box 4</td>
<td>Stan Cohen, 1989-10-30</td>
</tr>
<tr>
<td>Box 4</td>
<td>Gertrude Crain, 1990-01-30</td>
</tr>
</tbody>
</table>
Box 4  Rance Crain, 1990-03-21
Box 4  Jack & Bety Graham, 1989-11-28

Return to Table of Contents
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

Return to Table of Contents
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
<table>
<thead>
<tr>
<th>Series 4: Bernstein on Advertising, undated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 7, Folder 1  Bernstein excerpts, undated</td>
</tr>
<tr>
<td>Box 7, Folder 2  Drafts of Bernstein on Advertising, undated</td>
</tr>
<tr>
<td>Box 7, Folder 3  Notes on text, undated</td>
</tr>
<tr>
<td>Box 7, Folder 4  Photocopies of photos, undated</td>
</tr>
<tr>
<td>Box 7, Folder 5  Bernstein essays, undated</td>
</tr>
<tr>
<td>Box 7, Folder 6  Drafts, undated</td>
</tr>
<tr>
<td>Box 7, Folder 7  Final copies, undated</td>
</tr>
</tbody>
</table>

Return to Table of Contents