



Smithsonian
National Museum of American History
Kenneth E. Behring Center

Guide to the Sid Bernstein Oral History

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NMAH Staff

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Sid Bernstein Oral History Collection
Identifier:	NMAH.AC.0434
Date:	1989-1991.
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

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

Restrictions on Access

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

Terms Governing Use and Reproduction

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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

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| 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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