

EDWARD L. BERNAYS FOUNDATION

INCORPORATED
26 EAST 64TH STREET
NEW YORK 21, N. Y.

December 29, 1962

EDWARD L. BERNAYS
President
DORIS F. BERNAYS
Vice-President
HOWARD W. CUTLER
Secretary

*Check rec'd today for
\$1500 payable to S.U.*

My dear Dr. Haley,

I was greatly impressed by the credo for your university and the goals you have set for yourselves. I see a great potential for the institution as a vital living national symbol, which embodies democratic concepts of higher education.

Let me signalize the passing of the old year and the coming of the new year with a gesture of interest and support. Please find check for fifteen hundred dollars enclosed herewith.

One thousand dollars is for defraying out of pocket expenses for a series of talks, along the line of our discussion, that should be a valuable contribution to society and enhance the reputation of the University.

Five hundred dollars is for the purchase of an Edward L. Bernays Foundation Public Relations Library for use in your public relations and developmental activities. This collection would contain the best books on public relations fund raising, press and community relations, etc. This foundation has presented a number of such collections to bodies that depend for their maintenance on public understanding and support. I know that these books have aided these groups in more effectively meeting their aims.

We shall of course be glad to assist in the selection of these books.

With holiday greetings, I am
Yours sincerely

Edward Bernays
Edward L. Bernays
7 Lowell Street,
Cambridge, 38