

Alfred Fleishman Papers

- Accession Number: MA 87:03
MA 93:23
MA 93:27
MA 05:01
- Location: MA-BIO Fl (Compton);
Manuscript Stacks, row 12 (photos and scrapbook)
- Dates: 1926-2002
- Size: 113 boxes, 1 film, 1 scrapbook, 1 oversized folder; 49.33 cu. ft.
- Creator/Collector: Created and collected by Alfred Fleishman.
- Acquisition info: Donated by Alfred Fleishman in 1987
Additional materials donated by Norton Beilenson, trustee for Al
Fleishman Trust in 2005
- Accruals: Further accruals not expected, but possible.
- Custodial history: In the fall of 1987, Alfred Fleishman, co-founder and chairman
emeritus of Fleishman-Hillard, Inc., donated a large collection of
his personal papers and business records to the St. Louis Media
Archives.
- The collection was assembled over time by Alfred Fleishman.
From 1987-2001, Alfred Fleishman donated four donations to the
Media Archives.
- The first accession of personal papers and business records (90-
100 lin. ft.) was donated from Alfred Fleishman in the Fall of
1987.
- The second accession was donated by Alfred Fleishman on June 3,
1993. The donation consisted of Fleishman's weekly column
"Common Sense & Communications" published between October
7-13, 1991 and April 27-May 3, 1992.

The third accession of a 1993 UMSL honorary degree and program was donated by Alfred Fleishman on July 7, 1993.

The fourth accession was donated by Norton Beilenson, Trustee of Alfred Fleishman's Trust, on November 8, 2005. The donation was 4 boxes (4.0 cu. ft.) of additional materials that were housed at Fleishman-Hillard upon Fleishman's death.

Language: English

Processed by: Adele Heagney, November 1993; Jean Gosebrink, 2002; Sarah Cain, 2014; Kristina Impastato, 2019

Conservation notes: All items placed into archival boxes and acid-free folders. Metal and elastic fasteners removed. Fragile items placed in mylar sleeves. Vinyl three ring notebooks removed and replaced with acid free folders.

Scope and Content: The papers of Alfred Fleishman (1905-2002) span the years 1926-2002, with the bulk dated between 1960 and 1982. The collection consists of extensive personal and professional correspondence, photographs, biographical materials, published articles, speeches & writings, clippings, awards, memorabilia, and audiovisual recordings. Materials in the collection related to Fleishman-Hillard, Inc. contain memorandums, correspondence, speeches, and published materials. The papers document Fleishman's public relations career, his work, travel, and wide-ranging civic involvement with the St. Louis, national and international Jewish communities.

Alfred 'Al' Fleishman was co-founder of the St. Louis public relations firm, Fleishman-Hillard, Inc. A native of St. Louis, Fleishman graduated from Central High School in 1924 and from St. Louis College of Pharmacy in 1926. By 1934, he worked as the Superintendent of Recreation for the City of St. Louis and received the distinguished service award of the U. S. Junior Chamber of Commerce.

After an eighteen-month service in the Missouri National Guard, Fleishman served in World War II in the Army Air Force. During this time, he was a special consultant on public relations to the Secretary of Defense at the Pentagon.

Shortly after returning to St. Louis in June of 1946, Fleishman partnered with Jack Hillard to create Fleishman-Hillard.

Fleishman continued his civic involvement in St. Louis by serving on a variety of organization boards including the Boy Scouts of America, the Urban League of St. Louis, and the St. Louis Public Library.

In the course of his career, he represented major institutions in St. Louis including the St. Louis Metropolitan Police Department, Emerson Electric, May Department Stores, the St. Louis Baseball Cardinals, and Anheuser-Busch.

Arrangement: Collection organized into subseries.

Subseries 1: Scrapbooks
Subseries 2: Photographs
Subseries 3: Israel
Subseries 4: Jewish Groups
Subseries 5: Personal
Subseries 6: Teaching
Subseries 7: Radio and Newspaper
Subseries 8: Speeches
Subseries 9: Publications
Subseries 10: Fleishman-Hillard
Subseries 11: Public Relations
Subseries 12: Anheuser-Busch
Subseries 13: Audiovisual Materials

Within subseries arrangement is typically alphabetically.

Restrictions: Unrestricted. Permission required to reproduce images.

Remarks: The majority of the collection is stored offsite and requires advance notice for access.

The Alfred Fleishman Diversity Scholarship is awarded annually by FleishmanHillard in honor of co-founder and chairman emeritus Alfred Fleishman.

An additional collection of the Alfred Fleishman papers is located at the Saul Brodsky Jewish Community Library and Archives at the Jewish Federation of St. Louis.

Alfred Fleishman Papers
1926-2002

1 scrapbook (lucite box), 52 legal Hollingers, 7 slim legal Hollingers, 22 letter Hollingers, 3 slim letter Hollingers, 1 tall legal Hollinger, 3 record storage cartons, 1 Paige box, 1 metal audiocassette box, 3 audiocassette boxes, 2 drop front storage boxes, 3 small flip-top photo boxes, 3 large flat Hollingers, 2 drop front photo boxes, 1 flat tabloid Hollinger, 6 slide storage boxes, 3 slide box sleeves, 1 film, 1 oversized folder; 49.33 cu. ft.

Box/Folder

Description

1/1

Finding aid

Series 1: Scrapbooks

Box 1: Scrapbooks

1/-

Scrapbook, 1933-38 [bulk 1933-34]

1/1

Certificate, St. Louis College of Pharmacy, 1926

1/2

Certificate, Missouri Board of Pharmacy, Jul. 24, 1926

1/3

Declaration of Recognition State of Missouri, Sept. 29, 1982

1/4

Globe-Democrat article, "Retired PR Man Enjoys Good Works, Philosophy," Jul. 21, 1985 [mounted on board]

1/5

Missouri House of Representatives Resolution, Jan. 24, 1991

1/6

St. Louis Cardinals honorary contract, 1955.

Box 2: Scrapbook

2/-

Scrapbook, "Presented to Fleishman by Hillard and Associates on the occasion of the anniversary of his nativity June 16, 1951" [red lucite box]

Box 2A: Scrapbooks, 1936-1973

2A/-

H. Sam Priest, 1936-1938.

2A/-

H. Sam Priest, 1938-1943.

2A/-

Anheuser-Busch clippings 1958-59

2A/-

Anheuser-Busch 1961-62

2A/-

Bound journal, Addresses and articles [by A. Fleishman] 1939-42

Series 2: Photographs

Box 3: Photos

3/1

Contact sheets – Civic

3/1A

Contact sheets – Israeli Photo Exhibit, Six-Day War

3/2

Contact sheets – Miscellaneous

3/3

Contact sheets – USO Saigon

- 3/4 Contact sheets and negatives - Baseball
- 3/5 Contact sheets and negatives - Personal
- 3/6 Contact sheets and negatives – Zoo, Grant’s Farm, and miscellaneous
- 3/7 Negatives
- 3/8 Fleishman – family
- 3/9 Fleishman, Lucille
- 3/10 Lucille and Alfred’s Christmas, 1971
- 3/11 Fleishman Family snapshots
- 3/12 Fleishman Family snapshots w/ Al Fleishman
- 3/13 Schneider, Deborah
- 3/14 Animals
- 3/15 Dog, Schnauzer
- 3/16 Interior Scenes
- 3/17 Misc. clippings and notes found among photos
- 3/18 Outdoor scenes/landscape
- 3/19 Press conferences

Box 3A: Photo Negatives-

- 3A/1 Large negatives Al Fleishman’s negatives
- 3A/2 Misc. negatives B/W
- 3A/3 Misc. negatives color
- 3A/4 Business meeting with “toy” vending machine [1960s]
- 3A/5 Stern concert
- 3A/6 Red Schoendienst with Bing Devine
- 3A/7 A. Busch, Jr. signing of Musial
- 3A/8 Busch elephant
- 3A/9 Busch & children
- 3A/10 Cardinals
- 3A/11 St. Louis Cardinals
- 3A/12 Israel negatives [Jun. 1970]
- 3A/13 Israel 1981[incl. Carmiel]
- 3A/14 Crosby/Israel July 1980 contact prints
- 3A/15 Crosby/Israel July 1980 negatives
- 3A/16 Crosby/Israel July 1981 contact prints
- 3A/17 Crosby/Israel July 1981 negatives
- 3A/18 Misc. negatives color
- 3A/19 A. Busch, Jr., 4x5”
- 3A/20 Vietnam negatives, USO Saigon, Nov. 1968
- 3A/- Israel 1979, roll of negatives
- 3A/- Chicago (?), roll of negatives

Box 4: Photos - Anheuser-Busch.

- 4/1 Anheuser-Busch dinner, Nov. 1, 1966
- 4/2 Anheuser-Busch Press Conference, Jan. 1968

- 4/3 August Busch, Jr. Portraits
- 4/4 Busch Family
- 4/5 Buying the Club from Fred Saigh, 1953
- 4/6 Cardinals baseball
- 4/7 Flood, Curt
- 4/8 Ground breaking at Los Angeles, Calif. Brewery, 1952
- 4/9 Hubert Humphrey with August Busch, Jr. All State Game 1966
- 4/10 Remodeling Sportsman's Park 1955
- 4/11 Schoendienst, Red [autographed]
- 4/12 Signing Stan Musial and Red Schoendienst

Box 5: Photos – Al Fleishman, mainly portraits

- 5/1 80th birthday party, June 9, 1985
- 5/2 1930s
- 5/3 Al Fleishman at Sportman's Park
- 5/4 Al Fleishman in candid
- 5/5 Al Fleishman in group photos
- 5/6 Al Fleishman in his office
- 5/7 Al Fleishman with camera
- 5/8 Award dinners
- 5/9 Bust sculpture
- 5/10 Headshots
- 5/11 Military service
- 5/12 Portraits
- 5/13 Speaking
- 5/14 Symphony, conducting
- 5/15 Teaching
- 5/16 Troubled Talk, 1980s
- 5/17 Copies of newspaper featuring Fleishman performance

Box 5A: Photos

- 5A/1 Autographed photo, Bob Broeg
- 5A/2 Autographed photo, Al Cervantes & Al Fleishman, 1969
- 5A/3 Autographed photo, Teddy Kollek & Al Fleishman, 1976
- 5A/4 Autographed photo, James E. Williams Sr. & Al Fleishman, 1972
- 5A/5 Central Library exhibit, Feb. 1, 1962
- 5A/6 House photos
- 5A/7 Human Development Corporation (hDC)
- 5A/8 Human Development Corporation (HDC), 5th Annual Awards Banquet 1975
- 5A/9 Human Development Corporation (HDC), 7th Annual Awards Banquet 1977
- 5A/10 Mississippi River travel snapshots 1967 & 1968
- 5A/11 St. Louis Cardinals snapshots, 1968

5A/12 St. Louis Cardinals Sportsman's Park
5A/13 St. Louis Cardinals Spring Training, St. Petersburg, Fla.
5A/14 St. Louis city buildings, 1968
5A/15 St. Louis Metropolitan Police Department Sept. 1993 [with Clarence Harmon]
5A/16 Unidentified
5A/17 Negatives
5A/18 Eugene Golden

Box 6: Photos

6/1 Biblical model of Jerusalem
6/2 Children, group portrait
6/3 Citadel in Jerusalem
6/4 Class photo, 1921 [Martin Schweig]
6/5 Fleishman candid [mounted on canvas]
6/6 Fleishman portrait [Edwyn-Saint Louis]
6/7 Fleishman portrait, [copy]
6/8 Fleishman with camera at Busch Stadium, May 17, 1967
6/9 Israeli children, signed by Fleishman [mounted on canvas]
6/10 Lucille Fleishman & child
6/11 Nazareth Mayor's Wife Visit
6/12 Photographs taken by Al Fleishman
6/13 Sam Fox portraits
6/14 Unidentified candid
6/15 Unidentified portraits
6/16 Unidentified landscape
6/17 Unidentified portrait [Edwyn Studios]
6/18 USO Saigon, Nov. 1968
6/19 Wiesel, Elie - Jan. 1976 [autographed]
6/20 Yad Vashem, In the Footsteps of Heroes sculpture
6/21 Yad Veshem, Warsaw Ghetto Uprising Remembrance Wall

Box 6A: Photos Miscellaneous

6A/- Photo album, Epstein Hebrew Academy 1972-1973
6A/- framed photo, signed by Alfred Fleishman

Box 7: Photo Enlargements

7/1 German children visit Bergen-Belsen
7/2 Holocaust & resurrection statues in Karmiel
7/3 Misc. Israel photos
7/4 Photos by Al Fleishman, misc. Israel
7/5 Photo to Al Fleishman autographed by Y. [Yitzhak?] Rabin
7/6 Detail of Ark at New Temple Israel
7/7 Miscellaneous Israel photos mounted [various sizes]

7/8 Photos by A. Fleishman misc. Israel
7/9 Misc. Israel photos
7/10 Misc. Israel photos [Jerusalem]
7/11 Unidentified man/Misc. Israel photos

Box 8: Photo Enlargements

8/1 Alfred and Lucille Fleishman portraits, early years
8/2 Fleishman [with cigar] portraits
8/3 Photos by A. Fleishman – Baseball Great Debate I, II, III (3)
8/4 Photos by A. Fleishman – Cardinals & Stan Musial [sepia](24)
8/5 Photos by A. Fleishman – Cardinals & Stan Musial [color] (4)
8/6 Photos by A. Fleishman – Hungry Bears (2)
8/7 Photos by A. Fleishman – St. Louis Symphony 1963 (4)
8/8 Photos by A. Fleishman – St. Louis Symphony 1963 (5)
8/9 Photos by A. Fleishman – Nuns at a Ball Game [mounted]
8/10 Photos by A. Fleishman - Shall I give Him a Hit or an Error? [mounted]
8/11 Photos by A. Fleishman – Weegee [mounted]
8/12 Photos by A. Fleishman – Unidentified man with KMOX microphone
8/13 Fleishman profile drawing [ink on paper]

Box 8A:

8A/- slide box, [Are We] Getting Thru I [39 transparency slides]

Box 8B:

8B/- slide box [Are We] Getting Thru Extras [31 transparency slides]

Series 3: Israel

Box 9: Israel: General

9/1 American Chemical Industry Delegation 1979
9/2 Eternal Light, Dr. Abraham Joshua Heschel
9/3 Maccabiah Games, programs
9/4 Middle East newsletter
9/5 Papers by others
9/6 Personal - Memo to myself, Mar. 1, 1982
9/7 Personal – “The Wailing Wall is Deserted” 1946
9/8 Photos by Alfred Fleishman
9/9 Seven-Day War
9/10 Speech material
9/11 Speeches
9/12 Speeches – Israel, The Importance of Language in Israel’s Dilemma

Box 10: Israel: General Correspondence & Public Relations

10/1 Clippings

10/2 Correspondence, 1987-88
10/3 Correspondence, Michael Finger-Drori
10/4 Printed material
10/5 Public relations, 1980-81 (1 of 2)
10/6 Public relations, 1980-81 (2 of 2)

Box 11: Israel: Newspapers, Pamphlets & clippings

11/1 Clippings
11/2 Clippings, Jerusalem Post
11/3 Clippings, Wall Street Journal
11/4 Correspondence
11/5 Editorials on Israel/Jewish materials
11/6 Handwritten notes on activities, 1970-76
11/7 Newspapers in Hebrew
11/8 Tourism brochures, maps & pamphlets

Box 12: Israel: Correspondence

12/1 1960s-1970s Teddy Kollek
12/2 1970
12/3 1974
12/4 1975
12/5 1976
12/6 1977
12/7 1978
12/8 1979
12/9 1980
12/10 1981
12/11 1982
12/12 1983
12/13 Misc. correspondence

Box 13: Israel: Tours

13/1 B'Nai Amoona Congregation, 1975
13/2 B'Nai Amoona Congregation, 1976
13/3 B'Nai Amoona Congregation, 1982
13/4 Correspondence, El Al Israel Airlines, 1984
13/5 Hanukkah Tour to Israel, 1987
13/6 Holy Land Tour with the Rev. Dr. Richard Fisher, 1976-77
13/7 *Israel Tourist News*
13/8 Jewish Federation of Saint Louis Study Mission to Israel, 1965
13/9 St. Louis Sentinel Newspaper Holy Land Trip, 1984
13/10 Travel clippings & map
13/11 Travel in Israel newsletter, 1983
13/12 Visit Israel, St. Louis Committee

13/13 YMCA/Jewish Community Relations Council pilgrimage, 1982

Box 14: Israel: Printed Material

14/1 "Eyewitness Report..." Germany 1964, St. Louis Jewish Light
14/2 "I saw the remnant of Israel"
14/3 "'Security' vs. 'Rights': A different view..."
14/4 The Wotka Case (2 copies)

Box 15: Israel: Photos

15/1 August A. Busch, Sr.
15/2 B'nai Amoona Synagogue, group trip photo 1975, 1977 & 1982
15/3 Conference, Oct. 1955
15/4 Contact sheets
15/5 David Ben-Gurion
15/6 Egypt
15/7 Egypt, 1975 (Al in front of pyramid)
15/8 Egypt, Ben-Ezru Synagogue
15/9 Israel, Nitzka Drori
15/10 Israel trip 1969, 1972 & 1979
15/11 Israel trip 1985
15/12 Israel trip. Al Fleishman with others
15/13 Israel trip, snapshots
15/14 Jerusalem
15/15 Melvin Dubinsky, wife and Al Fleishman
15/16 Metulla, The Good Fence
15/17 Miscellaneous
15/18 Monument
15/19 Moshe Dayan
15/20 Negatives
15/21 People
15/22 Press Conference
15/23 Rabbi Goren, Oct. 1973
15/24 Six-Day War/Arab-Israeli War 1967
15/25 Soldiers
15/26 Tanks
15/27 Yitzhak Rabin

Box 16: Israel: Photos

16/- 4 photo albums: color photos of Israel trips

Box 17: Israel: Photos

17/- 3 photo albums: color photos of Israel trip. Yom Kippur, Golan, Syria,
Oct. 13-16, 1977

- Box 18: Israel: Photos**
18/- Photo album, "The UJA in "Israel" [United Jewish Appeal in Israel] inscribed to Mr. Alfred Fleishman, Oct. 1955
- Box 18A: Israel: Mounted photos**
18A/- Israeli Photo Exhibit, Six-Day War
18A/- Egypt 1973 [11 mounted photos], Arab-Israeli War
- Box 19: Israel: Snapshots**
19/- Israel miscellaneous travel, undated (58)
19/- May 1976 (4)
19/- June 1979 (85)
19/- July 1979 (6)
19/- November 1979 (143)
19/- August 1980 (18)
19/- November 1984 (8)
- Box 20A: Israel: Slides**
20A/- Dead Sea, Egypt, Nile, Caesarea, Carmel, Golan, Golan 1973, Hadassah, Haifa, Hebron, Herzl, Jerusalem, Israel, Masada, Safed, Sinai, Suez, Suez 1973
- Box 20B: Israel: Slides**
20B/- Stock slides (13), B-75, WM, K, S1, WW Olives, Tanks
- Box 20C: Israel: Slides**
20C/- Faces (2), Kids, People, Portraits- A. Fleishman, Portraits-General, Workers, 1967 (2), 1973, 1973-Elie Weisel at Golan, 1973 Africa, 1974 (2), 1975, 1978, 1979-H79 & H, 1979, 1980
- Box 20D: Israel: Slides**
20D/- Miscellaneous slides
- Box 20E: Israel: Slides**
20E/- B&W Baseball photos. Color vacation photos.
- Box 20F: Slides (slide storage box)**
20F/- Slideshow - Soldiers at Wall '67, soldiers in Suez, praying – Egyptian prison, Elie Wiesel (2) at Golan, and Hebron & Eilat;
20F/- Cardinals – Busch Stadium & players;
20F/- Cardinals – Sportsmen's Park;
20F/- Cardinals – B/W;
20F/- Miscellaneous
- Box 20G: Slides (slide storage box)**

- 20G/- Slideshow – Misc. Mrs. F, Schneiders, Caesaria, Weizmann Institute –
T.V. [Tel Aviv] Air Lines, Hadassah Window, Mae Shearim
20G/- St. Louis – Arch & Old Cathedral
20G/- Helicopter [aerial views]
20G/- 1972 trip AF and others
20G/- T.V. [Tel Aviv]
20G/- Gnomes
20G/- Stan Musial & others [formal portraits]
20G/- Cardinals Old Timer's Game 8/8/1971

Series 4: Jewish Groups

Box 21: Congregation B'nai Amoona

- 21/1 B'nai Amoona Bulletin, 1973-75
21/2 B'nai Amoona Service programs, 1973-77
21/3 Correspondence to membership
21/4 Directory, 1987-88
21/5 ERUV Manual by Dr. Bertram Miller
21/6 Memorials
21/7 Printed materials
21/8 Services, Day of Atonement
21/9 Services, Pesach Guide for Seder (3 copies)
21/- Jewish holiday calendar, 1981-86
21/- Yamaka hat

Box 22: Jewish - Miscellaneous Correspondence

- 22/1 Correspondence, 1970s
22/2 Correspondence, 1981
22/3 Correspondence, 1982
22/4 Correspondence, 1983
22/5 Correspondence, miscellaneous
22/6 Correspondence, Jerold 'Jerry' Hoffberger
22/7 Correspondence, Philip Klutznick
22/8 Correspondence, Rabbi David Polish, Beth Emet The Free Synagogue
22/9 Correspondence, Dr. Abram Sachar, Brandeis University

Box 23: Jewish Miscellaneous

- 23/1 Black Liberation Front meeting notes, Jul. 2, 1969
23/2 Clippings
23/3 Hebrew language
23/4 Jerusalem Letter, 1987
23/5 Papers by others
23/6 Post WWII Jewish Affairs
23/7 Printed material

23/8 Publications
23/9 Reconstructionist: Israel Independence Issue, Dec. 1981, Apr. 1982
23/10 Songbooks
23/11 Southern Illinois Jewish Community News

Box 24: Jewish Groups: Correspondence

24/1 American Friends of the Hebrew University, St. Louis-Southern Illinois Chapter
24/2 American Israel Chamber of Commerce and Industry, St. Louis Chapter
24/3 American Jewish Committee
24/4 American Jewish Congress
24/5 American Jewish Press Association
24/6 American Society for Technion
24/7 Anti-Defamation League of B'nai B'rith
24/8 B'nai Amoona Men's Club
24/9 B'nai B'rith District Two
24/10 B'nai B'rith Hillel Foundation
24/11 B'nai B'rith Missouri Lodge
24/12 Board of Jewish Education of Greater St. Louis
24/13 Community Chaplaincy Service of the Jewish Federation of St. Louis
24/14 Congregation B'nai Amoona, Rabbi Bernard Lipnick
24/15 Congregation Shaare Emeth
24/16 Congregation Temple Israel
24/17 Consulate General of Israel
24/18 Council of Jewish Federations, Inc.
24/19 Editorial Conferences on the Middle East
24/20 Friends of Labor Israel
24/21 Hebrew University of Jerusalem
24/22 Hebrew Writers Association in Israel, 1973
24/23 Israel Government Tourism Office
24/24 Jerusalem Post

Box 25: Jewish Organizations: Correspondence

25/1 Jewish Agency for Israel
25/2 Jewish Center for the Aged
25/3 Jewish Community Centers Association [JCCA]
25/4 Jewish Relations Community Council
25/5 Jewish Council of Presidents of Synagogues and Temples
25/6 Jewish Federation of St. Louis

Box 25A: Jewish Groups: Correspondence

25A/1 Jewish Federation of St. Louis Presidency 1964
25A/2 Jewish/Lutheran Affairs –Missouri Synod
25A/3 Jewish National Fund

25A/4	Jewish War Veterans
25A/5	National Conference of Christians and Jews
25A/6	National Federation of Temple Brotherhoods, Midwest Region
25A/7	National Jewish Community Relations Advisory Council [NJCRAC]
25A/8	St. Louis Center for Holocaust Studies
25A/9	St. Louis Circle of Jewish Music
25A/10	St. Louis Jewish Light
25A/11	St. Louis Rabbinical Association
25A/12	St. Louis Rabbinical College, 1982-84
25A/13	United Hebrew Congregation
25A/14	United Jewish Federation, Marvin Migdol
25A/15	United Jewish Welfare Fund, Los Angeles
25A/16	United Synagogue of America
25A/17	Vaad Hoeir United Orthodox Jewish Community of St. Louis
25A/18	World Zionist Organization
25A/19	Miscellaneous

Series 5: Personal

Box 26: Personal: Memorabilia

26/-	World War II GI helmet
26/-	Code-a-Phone Electronic Dialer III
26/-	1957 St. Louis Cardinals All Star Press pins (3)
26/-	1966 St. Louis Cardinals All State Game pin (1)
26/-	1967 St. Louis Cardinals World Series pins (2)
26/-	St. Louis Cardinals 'Have a Ball at the Ball Park' note paper holder
26/-	St. Louis Cardinals Fred bird stickers (2)
26-	1966 St. Louis Cardinals ruler
26/-	Fountain pen
26/-	Budweiser golf tees
26/-	St. Louis Bicentennial 1964-1966 letter openers (2)
26/-	St. Louis Cardinals Football tie clip
26/-	Bolo tie with coin emblem
26/-	Letter opener, decorative
26/-	Wooden and metal note paper holder
26/-	PGCC, Member of Chamber of Commerce, coaster
26/-	Pipe with carving

Box 27: Personal: Army/World War II

27/1	Army Air Force manuals and pamphlets
27/2	Eagle Eye [Eagle Pass Army Air Field], 1943
27/3	Information Letter [Army Air Forces Convalescent Rehabilitation Training Program], 1943-45
27/4	The Soldier Returns, written by A. Fleishman

27/5 Women's Flying Training Detachment 319th AAFSTFD (three copies)

Box 28: Personal: Army/World War II

28/1 Army Air Force Convalescent Training
28/2 Correspondence, Army appointments
28/3 Correspondence, Quentin Reynolds and Colonel Howard Rusk
28/4 Correspondence, military record, 1942-44
28/5 Publications, by/containing Al Fleishman
28/6 Resumes & Letters of Recommendations
28/7 Speeches, 1946-1949
28/8 World War II Jewish displaced persons

Box 28A: Personal: Awards and Certificates

28A/1 American Jewish Committee, 1978
28A/2 Boy Scouts of America, St. Louis Area Council, Silver Beaver Award, 1962
28A/3 JCCA Proclamation, 1982
28A/4 International Toastmistress Clubs, 1980
28A/5 The Media Club, 1960
28A/6 National Financial Publicists Directory
28A/7 Newspaper National Snapshot Awards, 1965
28A/8 Radio Information Service for Blind and Handicapped, 1978
28A/9 St. Louis Argus, 1972
28A/10 St. Louis College of Pharmacy, 1968 & 1976
28A/11 St. Louis County Juvenile Court, 1984
28A/12 St. Louis Globe-Democrat Humanitarian of the Year nomination, 1978
28A/13 State of Israel Prime Minister's Tourism Conference, Feb. 1982
28A/14 State of Missouri, Reserve Military Force, 1941
28A/15 State of Texas, Honorary Citizen of Texas certificate, 1961
28A/16 United States Coast Guard Auxiliary, 1974
28A/17 UMSL [University of Missouri-St. Louis], honorary degree 1993

Box 29: Personal: Biographical

29/1 Air Corps Command
29/2 Biographical
29/3 Clippings, family
29/4 Family history, 1965
29/5 Interview with Walter Ehrlich, 1981
29/6 Interview with Ronald A. Ruble, 1981
29/7 Memorabilia – Special letters
29/8 Passport
29/9 Programs
29/10 Receipts, 1982

29/11 Women pilots
29/12 World War II Service
29/13 Young Democratic Clubs of America, 1935-39
29/14 Photos, 1933-38

Box 30: Personal: International Society for General Semantics

30/1 Correspondence, 1960s
30/2 Correspondence, 1970
30/3 Correspondence, 1971
30/4 Correspondence, 1972
30/5 Correspondence, 1973
30/6 Correspondence, 1974
30/7 Correspondence, 1975
30/8 Correspondence, 1976
30/9 Correspondence, 1977
30/10 Correspondence, 1978-79
30/11 Correspondence, 1981-85
30/12 Glimpse Newsletter, 1977-83
30/13 Press releases & flyers
30/14 Printed material

Box 30A: Personal: International Society for General Semantics

30A/1 Programs & conferences
30A/2 Reprinted articles & reviews
30A/3 Speech, 10th International Conference on General Semantics, 1985
30A/4 Speech, General Semantics and Human Relations, 1954
30A/5 Talbot Winchell Award, 1989

Box 31: Personal: Correspondence

31/1 Correspondence, 1950s
31/2 Correspondence, 1960s
31/3 Correspondence, 1970s
31/4 Correspondence, 1980
31/5 Correspondence, 1981
31/6 Correspondence, 1982
31/7 Correspondence, 1983-1989
31/8 Correspondence, August A. Busch, Jr.
31/9 Correspondence, William L. Clay
31/10 Correspondence, Thomas Eagleton
31/11 Correspondence, Joe Garagiola
31/12 Correspondence, Richard Gephardt

Box 32: Personal: Biographical

32/1 54th Wedding Anniversary cards

32/2 80th Birthday Party, June 9, 1985
32/3 1982 Appointment book
32/4 Biographical clippings (1 of 2)
32/5 Biographical clippings (2 of 2)
32/6 Biographical sketch/resume
32/7 Boat trip log, 1979
32/8 Book proposal, 1975
32/9 Central High School
32/10 Coast Guard Flotilla
32/11 Human Development Corporation, Humanitarian Award, 1981
32/12 JCCA, *Awake and Sing* production, 1971
32/13 JCCA, Community Achievement Award, 1982

Box 33: Personal: Biographical

33/1 Johnson-Humphrey campaign, 1964
33/2 Mailing lists
33/3 Missourians for Spainhower, 1980
33/4 Obituaries & clippings
33/5 Personal
33/6 Photographs, published
33/7 Photography correspondence, 1960s
33/8 Photography correspondence, 1970s
33/9 Photography correspondence, 1980s
33/10 Photography correspondence, general
33/11 Photography exhibit, Central Library, Feb. 1962
33/12 Photography exhibit, Faces of the JCCA, 1964
33/13 Photography exhibit, St. Louis Symphony Orchestra, 1963
33/14 Politics
33/15 Frank Prince, Universal Match
33/16 Resumes
33/17 Howard Rusk
33/18 Beatrice Schwartz

Box 34: Personal: Biographical

34/1 Schwartz, Margaret 'Marty', 1972-76
34/2 Secretary of Defense
34/3 Shenker, Morris 1975
34/4 Silberman, Lou
34/5 Solomon, Sidney, Jr.
34/6 Speeches by others
34/7 St. Louis Business Journal Scholarship, 1982
34/8 St. Louis Jewish Light birthday ad, 1982
34/9 St. Louis Public Library
34/10 Stationary

34/11 Syndication agreement, 1976
34/12 Testimonial dinners
34/13 Trip to German itinerary, 1964
34/14 USO Saigon trip, Nov. 1968
34/15 Weisel, Elie

Box 35: Personal: Correspondence

35/1 Public appearances, 1950s
35/2 Public appearances, 1960
35/3 Public appearances, 1961
35/4 Public appearances, 1962
35/5 Public appearances, 1963
35/6 Public appearances, 1964
35/7 Public appearances, 1966
35/8 Public appearances, 1967
35/9 Public appearances, 1968
35/10 Public appearances, 1969
35/11 Public appearances, 1970-71
35/12 Public appearances, 1972
35/13 Public appearances, 1973
35/14 Public appearances, 1974
35/15 Public appearances, 1975
35/16 Public appearances, 1976
35/17 Public appearances, 1979

Box 35A: Personal: Correspondence

35A/1 Public appearances, 1980
35A/2 Public appearances, 1981
35A/3 Public appearances, 1982
35A/4 Public appearances, 1983
35A/5 Public appearances, 1985
35A/6 Public appearances, 1986
35A/7 Public appearances, 1987
35A/8 Public appearances, 1989
35A/9 Public appearances, 1990

Series 6: Teaching

Box 36: Teaching: Miscellaneous

36/1 Art of Negotiating
36/2 *Communication Briefings*, 1982, 1983
36/3 Clippings, communications
36/4 Clippings, human relations

- Box 36A: Teaching: Miscellaneous**
36A/1 Printed materials, general
36A/2 Printed materials, human relations
36A/3 Printed materials, public relations
- Box 37: Teaching: Miscellaneous**
37/1 Civil Rights Affirmation seminar, 1972
37/2 Clippings
37/3 Course notes, Human Communication
37/4 Jewish Hospital course, 1969
37/5 Material for classes
37/6 Presentation notes, Human Communications/Semantics/General Semantics
37/7 SIU-Edwardsville, Seminar in Human Communications
37/8 St. Louis University, Human Relations: Issues in Law Enforcement, 1975
37/9 St. Louis University lecture
37/10 Student papers
37/11 Teaching notes, "Mini course" In Human Communication
- Box 38: Teaching: Miscellaneous & notes**
38/- 12 notebooks of notes and class materials
38/- Correspondence
38/- 6 bound volumes for class
- Box 38A: Teaching: Miscellaneous & notes**
38A/- loose bound notes, Human Relations Lecture
38A/- loose bound notes, Scouts, 1962
38A/ loose bound notes, AF Notes on HR
- Box 39: Teaching: Washington University**
39/1 Publicity and flyers
39/2 *Role of Public Relations in Today's Business World*, Washington University seminar, 1972-1973
39/3 *Sense and Nonsense, a study in Human Communication*, Washington University, Oct. 25-Dec. 13, 1972
39/4 Teaching notes and papers
- Box 40: Teaching: Lindenwood College**
40/1 Correspondence
40/2 Courses, Fall 1977
40/3 Courses, Sense and Nonsense with Words
40/4 Courses, Winter 1978
40/5 Lesson books, Sense and Nonsense with Words

40/6 Oral Communication materials

Box 41: Teaching: Lindenwood College

41/1 Board of Overseers, 1983-84
41/2 Course notes, Public Relations, Spring 1977
41/3 Courses, Spring 1977
41/4 Lindenwood College course notes
41/5 Miscellaneous, c. 1964 - c.1980
41/6 Press releases and correspondence
41/7 Student papers, Human Communication, 1981
41/8 Student papers, Human Relations, 1978
41/9 Student papers, Public Relations, Spring 1978
41/10 Teaching, Human Relations, Fall 1976

Series 7: Radio and Newspaper

Box 42: Radio

42/- KMOX At Your Service, 1964-68, scripts

Box 43: Radio

43/1 KMOX 2500 Years of Olympic Games, flyers
43/2 KMOX At Your Service scripts, 1963
43/3 KMOX At Your Service scripts, 1964
43/4 KMOX At Your Service scripts, 1965
43/5 KMOX At Your Service scripts, 1966
43/6 KMOX At Your Service scripts, 1967
43/7 KMOX At Your Service scripts, 1968
43/8 KMOX Human Communication script
43/9 KMOX Jewish music program scripts, Feb. 1962
43/10 KMOX Listening script, n.d.
43/11 Lindenwood College of the Air KMOX-FM, Sense and Nonsense with Words
43/12 [Lindenwood] College of the Air KMOX-FM 103, "How Many?"
43/13 Live from Tel Aviv, Oct. 15, 1973
43/14 KSD Radio broadcast script, 1941-42
43/15 WIL Radio broadcast scripts 1941

Box 44: Radio

44/1 Bring the Art of Communication Down to Earth course book, 3 copies
44/2 Bring our 'Human Communication' Down to Earth, Nuts and Bolts discussion course book, 2 copies
44/3 Sense and Nonsense. A Study in Human Communication course book, Lindenwood College of the Air
44/4 Sense and Nonsense with Words, sixteen mini discussions, course book

44/5 Bring the Art of Communication Down to Earth, unedited notes

Box 45: Newspaper Columns

45/1 HFL News, Homes for Living Network, 1974-76
45/2 HFL News, Homes for Living Network, September 1976-78
45/3 HFL News, Homes for Living Network, 1979-1981
45/4 Human Development Corporation, 1976-1980
45/5 St. Louis Sidelights, *National Jewish Post and Opinion*, 1961
45/6 St. Louis Sidelights, *National Jewish Post and Opinion*, 1962
45/7 St. Louis Sidelights, *National Jewish Post and Opinion*, 1963

Box 45A: Newspaper Columns

45A/1 Fleishman's Flight, *National Jewish Post and Opinion*, 1991-93
45A/2 Fleishman's Flight, *National Jewish Post and Opinion*, 1994-96
45A/3 Fleishman's Flight, *National Jewish Post and Opinion*, 1996-2001

Box 46: Newspaper Columns

46/1 Correspondence
46/2 Miscellaneous columns
46/3 Common Sense Communications, *St. Louis Business Journal*,
1981
46/4 Common Sense Communications, *St. Louis Business Journal*,
1982
46/5 Common Sense Communications, *St. Louis Business Journal*,
1983-89
46/6 Common Sense Communications, *St. Louis Business Journal*,
1990
46/7 Common Sense Communications, *St. Louis Business Journal*,
1991
46/8 Common Sense Communications, *St. Louis Business Journal*,
1992
46/9 Common Sense Communications, *St. Louis Business Journal*,
1993
46/10 Common Sense Communications, *St. Louis Business Journal*,
1994
46/11 Common Sense Communications, *St. Louis Business Journal*,
1995-1996
46/12 Common Sense Communications, *St. Louis Business Journal*,
1997-1998
46/13 Common Sense Communications, *St. Louis Business Journal*,
1999-2000
46/14 Conversations with Gussie, *St. Louis Business Journal*, 1982
46/15 The Stadium' Celebrates a 25th Birthday, *St. Louis Business
Journal*, 1991

Box 47: Newspaper Columns & Clippings

- 47/1 Everything you always knew about human communication ... but forgot! An assortment of weekly columns by Alfred Fleishman in the St. Louis Business Journal, Vol. 2, 1981-1991
- 47/2 "As I see it", *St. Louis Jewish Light*

Series 8: Speeches

Box 48: Speeches: Client & Civic: A-K

- 48/1 Advertising Club of St. Louis, 1939
- 48/2 A.S. Aloe Company of Brunswick Corporation, 1960
- 48/3 Alvey
- 48/4 American Society of Industrial Security, 1971
- 48/5 Association of American Railroads, 1956
- 48/6 Assumption Parish, Communion Breakfast, 1941
- 48/7 Bank Management Conference, 1966
- 48/8 Bankers Conference [Quincy, IL], 1963
- 48/8A Bettendorf's Address to Supervisors, 1950
- 48/9 Better Business Bureau, 1969
- 48/10 Boy Scouts McDonnell Aircraft Corp., 1966
- 48/11 Boy Scouts National Council, 1959
- 48/12 Brandeis University Group, St. Louis Chapter
- 48/13 Civil Rights
- 48/14 Cornell College, 1956 & 1957
- 48/15 Country Day School, 1970 & 1972
- 48/16 East St. Louis Bar Association, 1966
- 48/17 Electrical Board of Trade, 1967
- 48/18 First Presbyterian Church, Centralia, Illinois, 1939
- 48/19 Florida Public Relations Society, 1961
- 48/20 Frontiers Annual Dinner, 1961
- 48/21 Fruin-Colnon, 1967
- 48/22 Greater Kansas City Federal Executive Board, 1965
- 48/23 Hebrew Academy, Washington, DC, 1949
- 48/24 Indiana Consumer Finance Association, 1962
- 48/25 Internal Revenue Service Conference, 1965
- 48/26 Jewish Federation of St. Louis, 1966 & 1983
- 48/27 Jewish National Fund
- 48/28 Kol Nidre Services, 1973

Box 49: Speeches: Client & Civic: L-W

- 49/1 Last Night Israel, 1969
- 49/2 Mid Continent Dental Congress
- 49/3 Minnesota Beer Wholesalers Convention

49/4 Minnesota Public Relations Forum, 1954
49/5 Missouri Association of Social Welfare, 1948
49/6 Missouri Corrections Association, 1965
49/7 Missouri Hospital Association, 1955
49/8 National Secretaries Association [Bay Area Seminar]
49/9 Parkway Senior Central High School, 1987
49/10 Public Relations Society of America, St. Louis Chapter
49/11 Realtors address
49/12 Sales Executives Club of Northeastern Iowa, 1964
49/13 St. Louis County Juvenile Courts, 1982
49/14 St. Louis University
49/15 United States Brewers Association
49/16 University of Missouri, School of Journalism, 1968
49/17 Washington University, 1960
49/18 What the Cold War is All About
49/19 Whitfield School, 1982

Box 50: Speeches: Alphabetical

50/1 Are We Getting Thru?
50/2 Communications Talk, 1967
50/3 Everyone Wants to Learn
50/4 How to Keep People from Bothering You
50/5 Importance of Cooperation
50/6 James Wesley McAfee, July 1982
50/7 Lee Kling Award Dinner, Missouri Democratic Party, 1/16/1982
50/8 People vs. Machines
50/9 Public Relations and Advertising...Is There a Dividing Line?
50/10 Sense and Nonsense About Human Communications
50/11 Unidentified speeches

Box 51: Speeches: Assorted

51/1 Clippings
51/2 Copy requests, "So You're Going to Make a Speech", 1983
51/3 Management seminars
51/4 Miscellaneous articles
51/5 Miscellaneous drafts
51/6 Published articles
51/7 Speech notes, handwritten and printed cards
51/- Teleprompter roll, untitled speech

Series 9: Publications

Box 52: Publications: Troubled Talk - original artwork -
52/- 55 hand drawn "slides" on mat board, untitled

Box 53: Publications: Troubled Talk

- 53/1 Troubled Talk, 1973 (3 copies with one signed)
- 53/2 Columns
- 53/3 Correspondence, Chiefs of Police
- 53/4 Mailings
- 53/5 Mock-up
- 53/6 Newsletter
- 53/7 Outline
- 53/8 Publicity
- 53/9 Responses
- 53/10 Troubled Talk Test
- 53/- one issue, *ETC: A Review of General Semantics*, Vol. 31, No. 2, June 1974

Box 54: Publications: Dialogue with Street Fighters

- 54/- Dialogue with Street Fighters
- 54/- *et cetera*, Vol. 37, #1, Spring 1980 (2 copies)
- 54/1 Book reviews
- 54/2 Clippings, Street Academy 1981
- 54/3 Correspondence
- 54/4 Transcripts #1-9

Box 55: Publications: Miscellaneous

- 55/1 Communicating with the Consumer
- 55/2 Communications, St. Louis Business Journal
- 55/3 Famous-Barr Supervisor's Guide 1949
- 55/4 Human Communication and Possible Violent Effects, first draft
- 55/5 Miscellaneous notes
- 55/6 Miscellaneous publications
- 55/7 People Problems and Finding the Answers
- 55/8 Publicity clippings
- 55/9 The Realtor...and Human Communications
- 55/10 Role of Communications in Public Relations
- 55/11 Women's Crusade Against Crime

Box 55A: Publications

- 55A/- "The Human Side of Supervision", Bureau of Business Practice [loose issues] 1952-1982

Box 56: Publications: Sense & Nonsense: A Study in Human Communication

- 56/1 Ad boards
- 56/2 Artwork

- 56/3 Brochures and flyers
56/4 Correspondence, 1967-1972
56/5 Sense & Nonsense, bound master copy [signed]
56/6 Sense & Nonsense, bound personal copy [signed]
56/7 Sense & Nonsense, 1970
56/8 Sense & Nonsense [prepared for D'Arcy Advertising], 1970
56/9 Sense & Nonsense, 1971 (2 copies)
56/10 Sense & Nonsense Lindenwood College of the Air (2 copies)

Box 57: Publications: Sense & Nonsense with Words

- 57/1 Sense & Nonsense with Words, signed copy
57/2 Sense & Nonsense with Words, Introduction – Chapter 16
57/3 Sense & Nonsense with Words, unbound (2 copies)
57/4 Clippings
57/- Sense & Nonsense, cassettes (2 copies)

Box 58: Publications: Miscellaneous A-Br

- 58/1 Advertising & Public Relations...Is There a Dividing Line?
58/2 Are You – And What Do You Hear? (3 copies)
58/3 Boating Bug #1-3 pamphlet (2 copies)
58/4 The Boss and Human Problems
58/5 Breakdown in Communications [Specialty Salesman, April 1961]
58/6 Bringing Our "Human Communication" Down to Earth
58/7 Bringing Our "Human Communication" Down to Earth, book 2
58/8 Bringing Our "Human Communication" Down to Earth, unedited notes
58/9 Bringing Our "Human Communication" Down to Earth, working copy

Box 59: Publications: Miscellaneous C-E

- 59/1 Common Sense and Veterans
59/2 Common Sense Communications
59/3 Common Sense Management 1984
59/4 Everybody Wants to Get into Public Relations, booklets
59/5 Everybody Wants to Get into Public Relations, correspondence 1966-68

Box 60: Publications: Miscellaneous G-Ho

- 60/1 General Semantics and Human Relations
60/2 Getting PR Out of the Front Office
60/3 Good Supervision as a Key to Job Satisfaction
60/4 How to Break Up a Meeting in Ten Easy Lessons (2 copies)
60/5 How-to-do-it Handbook on Public Relations (2 copies)
60/6 How-to-do-it Handbook on Public Relations at Anheuser-Busch (3 copies)

Box 61: Publications: Miscellaneous Ho-P

- 61/1 How to Sabotage a Meeting/Who is Sabotaging Your Communications
61/2 I.F.D. Formula
61/3 KORZYBSKI—THE WORD MASTER
61/4 “Mini” Course in Human Communication (3 copies)
61/5 Off the Street: A Teaching Experience in the Street Academy of St.
Louis
61/6 Public Relations Aspects of Credit and Collection Procedure
61/7 Public Relations What it Is--What it Is Not

Box 62: Publications: Miscellaneous S-Y

- 62/1 So You are Going to Make a Speech?
62/2 Some Sure Fire Ways to Foul Up Communications
62/3 Some Random Notes on Communication in the “Great American Game”
62/4 There are No People Like Boat People
62/5 This Human Relations Stuff
62/6 What is Publicity?
62/7 Words vs. Noise...the Words that Come Back to Haunt
62/8 Working Manual for Public Relations
62/9 Working Manual for Public Relations, working draft

Box 63: Publications

- 63/1 Absolutely, Positively, Right & Wrong
63/2 Are We Listening?
63/3 Are We Talking About the Same Thing?
63/4 Art of Plain Talk
63/5 Can We Do Anything about Quarrels
63/6 Can We Exchange Views and Opinions without...
63/7 Can We Take Praise?
63/8 Communication is a Human Process
63/9 Communications System
63/10 Courtesy
63/11 Courtesy Lit Up the Switchboard
63/12 Do We Want to Achieve Consensus All the Time?
63/13 Either/Or – Does it Have to Be that Way?
63/14 Emotions and Feelings
63/15 Enter the Computer
63/16 ETC
63/17 The Hello’s, Good-Bye’s and Thank-You’s
63/18 How and Where do We Get our Notions...
63/19 Is Anything What We Say it Is?
63/20 Is Conflict of Ideas Bad?
63/21 Is the Dictionary Meaning King
63/22 Is the Real Thing the Words We Use
63/23 Is ‘vocabulary’ the same as General Semantics?

63/24	The Map and the Territory
63/25	Mental Health & General Semantics
63/26	More About Elections
63/27	More About the Allness Theory
63/28	Music Critic
63/29	Name Calling
63/30	Non-Verbal Communication
63/31	On the Use of Common Sense
63/32	Other People's Problems
63/33	Post-Election Post Mortem
63/34	Prejudice
63/35	Propaganda Device
63/36	Propaganda – Is it Good or Bad?
63/37	Questions, Questions, Questions
63/38	Research in Communication
63/39	Rumors
63/40	Sabotaging Communication
63/41	Self-Fulfilling Prophecy
63/42	Semantic Habits
63/43	Semantic Reactions
63/44	Should We Get Mad at People?
63/45	Some Exercise in Communication
63/46	Structure a Situation
63/47	Symbols & Status
63/48	Tactile Communications
63/49	That Self Fulfilling Prophecy
63/50	There Goes the Public Image
63/51	Those Questions Again
63/52	Total Agreement
63/53	Understanding Semantics
63/54	We can Avoid Headaches, Ulcers, Etc...
63/55	What Good is What You Know
63/56	What is 'Truth'?
63/57	What We Can Learn from Children
63/58	What Words Do to Our Nervous System
63/59	What's Your Breaking Point?
63/60	Whats Courtesy Got to Do with General Semantics
63/61	Who's Ben Kuroki?
63/62	Words can Drive Us Crazy
63/63	Words can Make You Sick
63/64	Words...the Most Powerful Tools we have
63/65	The Word is Not the Thing

Series 10: Fleishman-Hillard

Box 64: Fleishman-Hillard: Correspondence A-D

- 64/1 Aetna Finance Company, 1950
- 64/2 Alvey, Inc.
- 64/3 Blue Cross
- 64/4 Catholic Hospital Association, 1966
- 64/5 City Center Redevelopment Corporation
- 64/6 Civic Progress, Inc.
- 64/7 Dine-Aire [division of Sportsservice Corp.] 1961
- 64/8 Emerson Electric, W. R. 'Buck' Persons
- 64/9 Esquire, Inc. 1983
- 64/10 Essex Industries, 1979-82
- 64/11 Fire Fighters Local 73, 1976
- 64/12 First National Bank of St. Louis
- 64/13 Florissant, City of
- 64/14 Football Cardinals
- 64/15 Group Hospital Service, Inc. 1952
- 64/16 Home Builders Association, 1968
- 64/17 International Shoe Company, 1947
- 64/18 Jewish Hospital of St. Louis, 1968
- 64/19 Junior Chamber of Commerce
- 64/20 Junior College District Campaign 1965, Book I
- 64/21 Junior College District Campaign 1965, Book II

Box 65: Fleishman-Hillard: Correspondence: K

- 65/1 KMOX, Charles Ashman

Box 66: Fleishman-Hillard: Correspondence: K-U

- 66/1 Krivit Communications
- 66/2 Lambert Airport Parking Corp.
- 66/3 Lambert Airport Reinhardt Mural Foundation
- 66/4 Lammerts
- 66/5 Landmark Bancshares Corporation
- 66/6 Lutheran Medical Center
- 66/7 Missouri Baptist Hospital, 1964
- 66/8 McDonnell Douglas Corporation & St. Louis Management Club, 1978
- 66/9 Marriott's Pavillion Hotel, 1979
- 66/10 Metropolitan Sewer District [MSD]
- 66/11 Millstone Construction
- 66/12 Missouri Athletic Club (Civic Progress) 1968
- 66/13 Missouri Baptist Hospital, 1964
- 66/14 Missouri Sportsservice Lambert Field
- 66/15 Northern States Power Company, 1949
- 66/16 Parks Aircraft Sales & Service

66/17 Pipefitters Local Union 562, 1968
66/18 Rent Strike 1969
66/19 St. Louis Bicentennial Celebration 1964
66/20 St. Louis Community Playhouse
66/21 St. Louis Dental Society Centennial Anniversary 1956
66/22 St. Louis Railroads
66/23 St. Louis Real Estate Board
66/24 St. Louis Regional Commerce & Growth Association
66/25 St. Louis Symphony Orchestra
66/26 St. Louis Union Trust Company, 1951
66/27 Sales Tax Campaign [STAX] 1982
66/28 Sansone Group
66/29 South St. Louis Rehabilitation and Housing Program
66/30 Synthetic Industries Inc. 1976-80
66/31 Synthetic Industries Inc., financial statements
66/32 Synthetic Industries International, Sam Fox
66/33 Synthetic Industries, Board Members photos
66/34 Synthetic Industries [includes Northern Ireland], photos
66/35 Synthetic Industries, contact sheets
66/36 U.S. Army corps of Engineers Lock & Dam 26
66/37 United Van Lines

Box 67: Fleishman-Hillard: Correspondence: W-Z

67/1 Washington University, Dept. of Zoology, 1962
67/2 Washington University School of Dentistry, 1963
67/3 Washington University School of Medicine, 1976
67/4 Washington University Arthur Holly Compton Research Laboratory of
Physics
67/5 Washington University Research, 1962
67/6 Water & Wastewater Technical School
67/7 Webster College
67/8 Weiss & Neuman Shoe Company

Series 11: Public Relations

Box 68: Public Relations: Creve Coeur/Coeur de Royale

68/1 City of Creve Coeur correspondence
68/2 City of Creve Coeur, Welcome to Public Relations in Creve Coeur
68/3 Coeur de Royale
68/4 Coeur de Royale Correspondence, 1975-80
68/5 Creve Coeur Area Chamber of Commerce
68/6 Creve Coeur Days

Box 69: Public Relations: Fleishman-Hillard

- 69/1 35th Anniversary song lyrics
69/2 Alpha client list, 1983
69/3 Clippings
69/4 Credentials, Fleishman-Hilliard, Inc. [3 copies]
69/5 Credentials, Fleishman, Hillard & Associates Public Relations
Counselors [3 copies]
69/6 Credentials, Incorporation announcement, 1954
69/7 Memos, John Graham
69/8 Office Handbook, 1976
69/9 Outline for Public Relations Plan, 1983
69/10 Presenting Fleishman-Hillard, Inc.
69/11 Public Relations Organizational Principles
69/12 Staff list, 1983
69/13 Staff memorandums, 1962-1983
69/14 Program Evaluation and Measurement
- Box 69A: Public Relations: Proposals by Others**
- 69A/1 A Public Relations Guide for DMI People
69A/2 AMC Jeep Renault St. Louis Area Dealers, Aaron Cushman and
Associates
69A/3 AMC Jeep Renault St. Louis Area Dealers, Drohlich Associates,
69A/4 AMC Jeep Renault St. Louis Area Dealers, Kerlick & Switzer
69A/5 Peat, Marwick, and Mitchell, Inc.
69A/6 Price Waterhouse & Company, Public Relations proposal, Wright &
Manning
69A/7 Ralston Purina Company
69A/8 Valley Industries
- Box 70: Public Relations: Harbour Group, Ltd.**
- 70/1 Publicity
70/2 Civic Entrepreneurs Org., 1981-83
70/3 Current Activities, flyers
70/4 Greenfield Tap & Die
70/5 Internal Memoranda, 1982
- Box 71: Public Relations: Homes for Living**
- 71/1 Bicentennial booklet
71/2 Correspondence, 1979-80
71/3 Correspondence, Krawll & Shafran
71/4 Public Relations manual
- Box 72: Public Relations: Human Development Corporation**
- 72/1 Annual Report 1996
72/2 Clippings

72/3 Clippings, The New Day, 1976-82
72/4 Correspondence, 1978-80
72/5 Correspondence, Street Academy, 1980
72/6 Transcript, The New Day, *As I See It* column
72/7 Transcript, Remarks by Eugene Camp, Chief of Police, 1975
72/- Public Relations Society of America, Communication with Ethnic
Groups: A Laboratory

Box 73: Public Relations: St. Louis

73/1 City of St. Louis
73/2 City of St. Louis, Human Relations Notebook for Supervisory
Personnel, 1967
73/3 St. Louis Community Foundation
73/4 St. Louis Convention Center Service Manual 1979
73/5 St. Louis University

**Box 74: Public Relations: St. Louis Metropolitan Police Department
& Human Relations**

74/1 Communications Advisory Committee
74/2 Common Sense Communication draft
74/3 *Communicator*, issues #1-6
74/4 Correspondence, 1975
74/5 Human Relations and Human Communication in Police Work
74/6 Operations Manual for Compliant Evaluation
74/7 Publications, *The Police Chief*, 1965
74/8 Police & Community Relations papers
74/9 Sense & Nonsense About Human Communications #1-8
74/10 Speeches, Police Academy and Desk Sergeants

Box 75: Public Relations: St. Louis Metropolitan Police Department

75/1 Board of Commissioners
75/2 Communication Advisory Committee, 1982
75/3 Communication Advisory Committee, 1983
75/4 Correspondence, 1974
75/5 Correspondence, 1978
75/6 Correspondence, 1979-80
75/7 Correspondence, Norman Seay
75/8 Study of Communication Techniques
75/9 Community Relations Conference, 1972

Series 12: Anheuser-Busch

Box 76: Anheuser-Busch: August A. Busch, Jr. [Busch Family]

76/1 70th birthday

76/2 Baseball in Israel, speech
76/3 Biography
76/4 Clippings
76/5 Conversations with Gussie Busch, 2nd rough draft
76/6 Press Club, 1967
76/7 Press releases & speeches, 1958-1982
76/8 Time magazine, July 11, 1955
76/9 National Conference of Christians and Jews, 1982

Box 77: Anheuser-Busch: St. Louis Cardinals Baseball

77/1 1967 World Series, clippings
77/2 1967 World Series, ticket allocation & correspondence
77/3 Breens Public Relations
77/4 Busch Stadium, clippings & press releases
77/5 Clippings
77/6 D'Arcy Advertising survey, 1953
77/7 Fleishman-Hillard proposed reallocation
77/8 "The Game Nobody Saw"
77/9 Negatives
77/10 Programs & yearbooks
77/11 Public relations
77/12 Public relations notepad, 1955
77/13 Publications
77/14 Remarks, Busch Memorial Stadium, 1967
77/15 Speeches, Eddie Stanky
77/16 Statements to ballplayers
77/17 Vice-President Hubert Humphrey's visit, Mar. 4, 1966

Box 78: Anheuser-Busch: St. Louis Cardinals Baseball-Harry Caray

78/1 Biography
78/2 Clippings
78/3 Correspondence, 1954-60
78/4 Correspondence, 1970-71
78/5 Letters from fans, 1969
78/6 Script, Randolph re: Caray release
78/7 Statements
78/8 Transcript, Bill Fields Show, 1970
78/- 1 reel, Harry Caray Interview on KSD-TV with Ron Jacober

Box 79: Anheuser-Busch: St. Louis Cardinals Baseball-Stan Musial

79/1 Clippings
79/2 Program, Stan Musial Dedication of Statue, Aug. 4, 1968 (three copies)
79/3 Record, Twelve Days of the Cardinals, Tony Caradonna, 1982
79/4 Yearbooks, 1952-68

- 79/- Cherry Diamond Missouri Athletic Club, bound & embossed with
"Stanley F. Musial"
79/- binder, St. Louis Cardinals Baseball/Swingline, Inc.
79/- tote bag, St. Louis Cardinals Baseball/KMOX-Radio/Chevrolet

Box 80: Anheuser-Busch: Public Relations

- 80/1 1950s (1 of 2)
80/2 1950s (2 of 2)
80/3 1960s
80/4 1970s
80/5 AB Wholesalers Advisory Panel
80/6 Grants Farm
80/7 Media Training Manual, 1980
80/8 Miscellaneous

Box 81: Anheuser-Busch: General

- 81/1 Robert Burke, confidential
81/2 Bob Gibson Day 1975
81/3 Correspondence 1960s
81/4 Correspondence to Shareholders/Wholesaler Family
81/5 Newsletters, Memo from A-B, Inc., 1961-67
81/6 Newsletters, Memo from A-B, Inc.
81/7 Newsletters, Budcaster, 1967
81/8 Personal

Box 82: Anheuser-Busch: General

- 82/1 Antitrust Suit 1966
82/2 Leo Chears Show
82/3 Los Angeles Anheuser-Busch Sales Convention
82/4 Los Angeles Brewery Groundbreaking 1952
82/5 Miscellaneous
82/6 *Post-Eagle* Boycott 1970
82/7 Reception for John F. Kennedy 1960
82/8 Fred Saigh

Box 83: Anheuser-Busch: General

- 83/1 Shareholders meeting speech, "Where it All Began", 1971
83/2 Stationary, Busch Gardens The Dark Continent

**Box 84: Anheuser-Busch: Public Relations, Training Materials,
Press Kits**

- 84/1 Are We Getting Through? (3 paper copies, 2 bound)
84/2 Big Budweiser Hot Air Balloon Media Information Kit
84/3 Bringing Public Relations Down to Earth

- 84/4 Budweiser Ramblin' Raft Races Media Information Kits
84/5 Busch Gardens Tampa: The Dark Continent information kit
84/6 Busch Heading for the Mountains Busch Hot Air Balloon, media information kit
84/7 An Eagle Has Landed in Colonial Virginia
84/8 Effective Communication & the Future of Anheuser-Busch, rough draft
84/9 Everybody Wants to Get into Public Relations
84/10 Grant's Farm Survey 1971, copy 1
84/11 Grant's Farm Survey 1971, copy 2
84/12 Great Kings of Africa Budweiser News Release
84/13 Guide to More Effective Meetings
84/14 Here Comes the King! A-B Clydesdales media information kit (2 copies)
84/15 Key Potential Account Program
84/16 Media Training Manual for A-B, Inc. 1983
84/17 Michelob Boating Education and Safety Program
84/18 Michelob Boating Education and Safety Program Vol. 3
84/19 Michelob Boating Education and Safety Program, Vol. 7
84/20 Natural Light Beer Master Angler Tournament News Information Kit
84/21 Natural Light Bill Davis News Release
84/22 People Problems and Finding the Answers part 8
84/23 Principles & Programs Part 1, 1957
84/24 Program Outline for Wholesalers, Brand, & Management at A-B, Inc., 1972
84/25 Public Relations Proposed Program Extension (2 copies)
84/26 Special Study of Attitudes and Opinions 1972
84/27 Welcome
84/28 What is Publicity?
84/29 Your Speech... Your Image

Box 85: Anheuser-Busch: Published Articles

- 85/1 American Brewer, May 1959
85/2 Bay Play, Jan. 1962
85/3 Brewers Digest, Mar. 1967, May 1969
85/4 Business Week
85/5 Columbus Business Forum, Sept. 1966
85/6 Forbes
85/7 Fortune
85/8 Globe-Democrat Sunday Magazine
85/9 Key Magazine

Box 86: Anheuser-Busch: Published Articles

- 86/1 Life
86/2 New York Times Magazine, Apr. 1965

86/3 Post-Dispatch, Anheuser-Busch
86/4 Post-Dispatch, Busch Gardens
86/5 Post-Dispatch, Cardinals
86/6 St. Louis Argus-American-Sentinel, Feature Supplement, Aug. 22, 1970
86/7 St. Louis Business Journal, Jan. 26, 1987
86/8 St. Louis Magazine, Mar. 1979
86/9 Saga True Adventures for Men, Jun. 1958
86/10 Saturday Evening Post, May 18, 1957
86/11 Sepia, Oct. 1961
86/12 Town & Country, Sept. 1964

Subseries 13: Audiovisual Materials

Box 87: Recordings

87/- recording, What's Wrong with Today [Don Stern Productions, Hollywood, CA]

Box 88: Miscellaneous recordings

88/- Under the Influence. Today Show, Joe Garagiola and Peter Herson, Jul. 2, 1991; CNN Business Day with Peter Herson, author, Jul. 3, 1991.
88/- KMOV March in St. Louis. Let My People Go [re: Russian Jews] Al Fleishman rally chairman human rights violations.
88/- Press Club of Metropolitan St. Louis presents 1989 Media Person of the Year Award Al Fleishman, Feb. 2, 1989.
88/- Focus Week, Oct. 2-6, 1983 (17:40 min.)
88/- Unidentified magnetic tape
88/- KSD-Radio, Entire Caray Interview by Ron Jacober, 8:00 min.
88/- Rabbi Heschel, Feb. 13, 1965. Interview by Rabbi Lipnick side 1 & 2

Box 89: Audiocassettes [Lindenwood] College of the Air Masters

89/- College of Air Nov. 15, 9-10A, 11A Studio
89/- FM-A Nov. 27, 1977
89/- Fleishman Lipnik Bresra (?)
89/- Fleishman JR Bolnick (?)
89/- College of Air No. I A from radio No. 16
89/- College of Air 2A & 3A(from air), Oct. 2, 1977
89/- College of Air/KMOX-FM 3A & 4A
89/- College of Air KMOX Newseries 5A
89/- From Studio 6A-7A
89/- 103-FM A 25-26-27
89/- Master A13-14-15 & 16-17-18
89/- Master A series from studio tape 7-8-9 & 10-11-12 A
89/- Master FM 103 19-20-21 & 22-23-24
89/- KMOX FM Promos

89/- FM 7A Oct. 29, 1977
89/- Nov. 20, 1977
89/- Master from tape to deck head 9 & 10
89/- Master tape deck 1-2 CRO2 Recording/ 3 & 4
89/- Master from tape deck 13-14-15-16
89/- Master from tape deck 5-6, 7-8
89/- FM Studio 12A-13A; 14-15A studio

Box 90: Audiocassettes

90/- Angie
90/- Assumption 156A
90/- Communications Theory. How to ask questions
90/- Council Delcrest Hopkins 1975-76
90/- HDC [Human Development Corporation] Police 1 of 2
90/- HDC[Human Development Corporation] Police 2 of 2
90/- Housing 1
90/- Housing 2
90/- Housing 3
90/- Housing 4
90/- Human Communication
90/- Institute of Banking, Feb. 19, 1987, copy 1
90/- Institute of Banking, Feb. 19, 1987, copy 2
90/- Institute of Banking, Feb. 19, 1987, copy 3
90/- Institute of Banking, Feb. 19, 1987, copy 4
90/- Israeli songs
90/- Joel Roth – B'nai Amoona, Feb. 22, 1987
90/- JCA dedication. [Abe] Sachar
90/- KMOX radio Human Relations in the police work: Lectures 1,2,3
90/- Lindenwood
90/- Lindenwood
90/- Lindenwood
90/- Lindenwood
90/- Lindenwood
90/- Lindenwood
90/- Lindenwood
90/- Newly commissioned police officers lecture, Aug. 9, 1977
90/- Police mini-course
90/- Police mini-course
90/- Senior citizens March 1984
90/- Two hour shorthand
90/- United Presbyterian Church, March 1984
90/- University of Missouri
90/- Yiddish Klez. Music Streets of Gold

Box 91: Audiocassettes

- 91/- Antoine Gammon
- 91/- Berkeley School District faculty St. Louis County 8/26/74
- 91/- Berman
- 91/- Chas. Ruprecht – home ret 9/25/710
- 91/- Chassid songs
- 91/- Core Report, 9/17/70
- 91/- Core
- 91/- Core 12/12/83
- 91/- Core Press Copy Cleveland
- 91/- Eban Press conf Tel Aviv-Golan 10/23/73
- 91/- Exodus, Yom Kippur, War Songs
- 91/- Fiddler, Kiss Me Kate, Music Man 5/78
- 91/- Gammon – cont'd 9/25/70
- 91/- Heart Association 9/3/1983
- 91/- Housing tape 3
- 91/- KMOX Cents and Non-Cents
- 91/- Kossevitsich Sabbath Super
- 91/- Lindenwood
- 91/- Marty, 12/24/72
- 91/- Marty, 12/26/72 - excerpts (2 copies)
- 91/- Marty, 12/27/72
- 91/- Marty, 1/4/73
- 91/- Methodist Children's Home
- 91/- Miles Ecology Disc
- 91/- Mini course 2
- 91/- Mini Course in Human Communication
- 91/- Point of order, McCarthy hearings, 1954
- 91/- Police, 1950
- 91/- Police Graduation 1951, from disc record
- 91/- Police Mini Course, June 1983
- 91/- Railroad Women 11/77
- 91/- Report on Core, 9/17/70
- 91/- Sabbar Service
- 91/- Schaefer Report on Core Chicago Handley Wright 11/17-18/80
- 91/- Seder Service Tucker
- 91/- Shabbot Sholam
- 91/- Shenker Carson Coty
- 91/- Solo90/-mon Rooks – phone
- 91/- Stern 6090/-th Anniversary
- 91/- United Presbyterian Church St. Louis 3/84
- 91/- Woods, Porter, Field, 8/24/71
- 91/- Yiddish East side Wedding
- 91/- Miscellaneous tapes (3)

- 91/- Relaxation – mass tape
- 91/- Relation - mass tape
- 91/- Music – minus drum
- 91/- Common Sense & Communication
- 91/- General Semantics & Human Communication

Box 92: Miscellaneous Audiocassettes

- 92/- 43 unidentified audiocassettes

Box 93: Miscellaneous Audio Visual Recordings

- 93/- Fleishman Part 1, Tape #2, UCA 30s [videocassette]
- 93/- Street Academy Master, D'Arcy MacManus & Masius [umatic videocassette]
- 93/- KTVI Channel 2 News Department, #65, 15 min
- 93/- Bernard Krauss-Esquire Incorporated CNN-TV, CNN Net, Inside Business, Oct 17, Sun, 6:30pm. [Radio TV Reports, Inc]
- 93/- Interview with Chief Rabbi of Frankfurt, Germany, Dr. Lichtichfels; Side 2 Margartha B. Malsen, 1st Woman in PR in Germany [reel]
- 93/- CBS Reports: Miami: The Trial That Sparked Riots, 9/27/80[tape]

Oversized items:

- [oversized] St. Louis Post-Dispatch column,
Pickles, Politics and PR Power, Jan. 24, 1988