

Index

- Acheson, Dean, 124, 134
 Advertising Council, 140
 Aide Refugee Chinese Intellectuals, 190
 Aldrich, Winthrop, 124
 Allen, Charles E., 150
 Allen, George, 146, 149
 Allende, Salvador, 211
 Allen-McIntosh Company, 97
 Altschul, Frank, 124
 America First Committee, 17, 100–5
 American Association for the United Nations, 15, 115–21
 American Chilean Council, 211–12
 American Committee for Non-Participation in Japanese Aggression, 86–88
 American Friends of Vietnam, 193–95, 200
 American Heritage Foundation, 140
 American Institute of Public Opinion, 83
 American Red Cross, 20
 Amtorg Trading Corporation, 57–58
 Árbenz, Jacobo, 154, 160
 Armstrong, Hamilton Fish, 198
 Austin, Warren, 191
- Baldwin and Mermey, 108, 111, 174.
 See also Baldwin, William
 and the Crusade for Freedom, 138–39
 Baldwin, Beach, and Mermey. *See* Baldwin, William
 Baldwin, William, 12, 108, 131, 209
 and Belgium, 177
 and Cuba, 176
 and the Department of State, 111–12
 and the Philippines, 176–77
 on representing foreign governments, 174–75
 Ballantine, Arthur, 115
 Barnum, P. T., 21
 Barrett, Edward, 144
 Barrett and Associates. *See* Hill and Knowlton
 Barton, Bruce, 101, 104
 Batchelor, Bronson, 37
 Batten, Barton, Durstine and Osborn, 12, 101
 Battersby, Roy, 181
 Bell, Tim, 218
 Bell, Ulric, 98–99
 Bell Pottinger, 218
 Benton, William, 101, 104
 and the United States Information Agency, 144
 Benton and Bowles, 12, 101, 210
 Bernays, Edward, 2, 5–6, 12–14, 16–18, 20–21, 40, 61, 115, 131, 175, 209
 and the Committee on Public Information, 29–30, 32–34
 and the CPI Foreign Press Bureau, 32–33
 and the Department of State, 119
 early years, 32
 and the Emergency Committee for a Reappraisal of United States Overseas Information Policies and Programs, 146
 and the end of WWI, 33
 and Guatemala, 160–73
 and India, 182–86
 and Lithuania, 46–48

- Bernays, Edward (cont.)
 and the Middle America Information Bureau, 155–59
 and the National Committee for an Adequate Overseas U.S. Information Program, 144–46, 170
 and promotion of the UN, 117–18
 and psychology, 10
 on public relations, 10, 38, 43–45, 219–20
 and South Vietnam, 198–200
 and the United Fruit Company, 15, 154–73
 and the United States Information Agency, 144–46
 and the USIA on Guatemala, 165
- Bhandari, P. L., 184
- Biddle, Francis, 134
- Black, Manafort, Stone and Kelly, 217
- Blankenhorn, Heber, 34
- Bliss, Robert, 104
- Bowles, Chester, 101, 103–4, 174, 183
- Braden, Tom, 190
- Brinkley, David, 198
- Brown, John Crosby, 98
- Buckley, Tom, 171
- Buckley, William F., 211
- Bullard, Arthur, 25
- Bunche, Ralph, 92
- Burger, Alex W., 90
- Burson, 217
- Burson-Marsteller, 209, 211, 217
 and Argentina, 212–13
- Bush, George H. W., 214
- Butler, Nicholas Murray, 47
- Buttinger, Joseph, 193
- Byoir and Associates, 210
- Byoir, Carl, 2, 12, 15, 17, 20, 61, 175, 209
 and the Committee on Public Information, 31–32
 and Cuba, 70
 early years, 31
 and front groups, 32
 and the German Tourist Information Office, 71
 and Lithuania, 46–48
 and the McCormack–Dickstein backlash, 78–79
 and the McCormack–Dickstein investigation, 72–73
 and WWII, 110
- Cahn, Julius, 166
- Camacho, Martin, 205
- Cantril, Hadley, 83
- Carey, James, 124, 134
- Carnegie Endowment for International Peace, 122
- Carter, Burnham, 74, 77
- Castillo Armas, Carlos, 154, 167–68
- Castle, William, 102
- Cater, Douglass, 201
- Chesley, Willoughby, 198–99
- Chilean Council of North America, 211
- Church, David McLaren, 82
- Citizens for a Free Kuwait, 213–15
- Clay, Lucius, 138
- Commission to Study the Organization of Peace, 112, 120
- Committee for the Marshall Plan, 15, 109, 122–27, 192
- Committee for/of One Million, 190–91
- Committee on Public Information, 16–17, 19–20
 Division of Advertising, 29, 31
 Domestic Section, 26–27
 Foreign Section, 28
 Four Minute Men, 29–30
 history, 24–29
 influence on PR, 29–31
- Committee to Defend America by Aiding the Allies, 17, 88–98, 192
- Coolidge, Calvin, 40, 45
- Crabtree, Nate, 138, 144, 148
- Creel, George
 and the Committee on Public Information, 19, 24–29, 38
 and the end of WWI, 33
 on Americans, 27
 on Carl Byoir, 31
- Creel committee. *See* Committee on Public Information
- Crittenberger, Willis D., 143
- Crusade for Freedom, 130–31, 143
- Darrow, Dick, 181–82
- de Tocqueville, Alexis, 3
- DeChant, John, 141
- Department of State
 Division of Public Liaison, 111
 Office of Public Affairs, 110–12
- Dewey, John, 40
 on public opinion, 42–43
 on public relations, 43
- Dewey, Thomas, 220
- Dickey, Carl, 70, 72

- Dickey, John Sloan, 111
 Dieckhoff, Hans-Heinrich, 68
 Dodd, William, 60, 68–69, 78
 Donovan, William, 193
 Downs, Kenneth, 205
 Dubinsky, David, 124
 Dudley, Pendleton, 11, 21–22
 Dulles, Allen, 124, 134, 163
 Dulles, John Foster, 163, 167
 Duncan, Robert, 90, 114, 117
 Durbin, William A., 149
- Early, Stephen, 93
 Edelman, 216–17
 Eichelberger, Clark, 89, 94, 112–13, 116–17, 120–22, 124–25, 127
 Eidson, Thomas, 214–15
 Eisenhower, Dwight, 134, 137, 162, 194
 Emergency Committee for a Reappraisal of United States Overseas Information Policies and Programs. *See* Bernays, Edward
 Emergency Rescue Committee, 119
 European Recovery Program, 122
- Faltermayer, Edmund K., 202, 206
 Farley, James, 134
 Fight for Freedom, 98–99
 Flanley and Woodward, 14, 139–40
 Fleischman, Doris, 14, 46–47, 185
 Flynn, John T., 105
 Foote, Cone and Belding Communications, 209
 Ford, Guy Stanton, 28
 Ford Foundation, 190
 Ford II, Henry, 141
 foreign agents
 Congressional investigations into, 203–6
 press investigations into, 201–3
 Foreign Agents Registration Act, 5, 76, 176, 202–3, 206, 212, 216–18
 France, Anatole, 6
 Fred Smith & Co., 140
 Free Asia Committee, 190
 Free Europe Committee. *See* National Committee for Free Europe
 Fulbright, J. William, 203, 208
- Gallup, George, 83, 144
 Geduldig, Al, 215
 Gemmill, Henry, 107–8
- Gilchrist, Huntington, 115
 Glass, Carter, 98
 Goebbels, Joseph, 68
 Goldstein, Henry, 14
 Gómez, Laureano, 178
 Goss, Bert, 181
 Green, William, 134
 Grew, Joseph, 133–34, 191
 Griswold, Glenn, 10
 Guggenheim, Harry F., 70
- Haas, Sydney, 159
 Hamilton Wright, 201
 Hamilton Wright Organization, 16, 22, 175, 209
 and Congressional investigations, 204–5
 early years, 186
 and the Republic of China (Taiwan), 187–88
 and South Africa, 187
 and the United States Information Agency, 188
 Harold L. Oram Inc., *See* Oram, Harold
 Hertzberg, Sidney, 101, 104
 Hickenlooper, Bourke, 164, 205
 Hill, John, 10, 12, 18, 129, 131–32, 181
 early years, 147
 on international expansion, 179
 and international propaganda, 147–48
 on Ludwig Von Mises, 133
 and the United States Information Agency, 146–50
 Hill and Knowlton, 2, 16, 131, 147, 150, 201, 209–11, 217. *See also* Hill, John
 and Colombia, 178–79
 and Edward Barrett, 179–81
 and Egypt, 181
 and the Gulf War, 213–15
 and Japan, 179–80
 and the League of Arab States, 181–82
 and the Suez Canal Company, 180
 Hinckle, Warren, 207
 Hobson, Henry W., 98
 Hoover, Herbert, 64, 102
 Horton, Michael, 213
 Howe, Stewart, 114
 Hufty, Page, 104
 Hull, Cordell, 111
- Ickes, Harold, 103–4
 International Rescue Committee, 190, 194

- James, Daniel, 163
 John Price Jones Corporation, 17, 108
 and the American Committee for
 Non-Participation in Japanese
 Aggression, 86–88
 and America's Gift to France, 48–49
 campaign strategy, 85–86
 and the China Famine Fund, 49–50
 and the Committee to Defend America
 by Aiding the Allies, 88–98
 and the Crusade for Freedom, 140–41
 early campaigns, 48–51
 and the League of Nations Association/
 American Association for the United
 Nations, 112–17
 and the National Committee for Free
 Europe, 136–37
 and the Woodrow Wilson Foundation, 48
 Jonas, Gilbert, 193, 195–96
 Jones, John Price, 12–13, 17, 20, 40, 61, 209
 definition of public relations, 82
 early years, 35
 and the Liberty Loans, 35–36
 and WWII, 110
 J. P. Morgan bank, 53
 Judd, Walter, 191
 J. Walter Thompson, 210
- Kastor, Hilton, Chesley, Clifford &
 Atherton Inc., 175, 202
 and South Vietnam, 197–200
 Kaul, B. N., 185
 Kelley, Robert
 on Ivy Lee, 57–58
 Kellogg, Frank, 56
 Kennan, George, 133
 Kennedy, John F., 194
 Ketchum Inc.
 and Russia, 216
 Khashoggi, Jamal, 216
 Kinzer, Stephen, 171
 Kishi, Nobusuke, 180
 Kizis, Marion, 47
 Kleffuss, Harry, 204
 Klep, Otto, 72
 Klien, Julius, 204
 Koch, Arnold, 171
- Ladejinsky, Wolf, 193, 195, 196
 Lall, Arthur, 184
 Lamont, Thomas, 36, 49
 Lantos, Tom, 214
- LaRoche, Chester, 97
 Lasswell, Harold, 6
 Lawrence, David, 25
 Leaf, Robert, 9
 League of Nations, 53
 League of Nations Association, 112–15
 League of Nations Non-Partisan
 Association, 112
 Lee, Ivy, 2, 5, 12–13, 15, 17, 20,
 25, 40–41
 and the American Red Cross, 36–37
 early years, 22
 and I. G. Farben, 69
 on George Creel, 25
 and international propaganda, 62–63
 and the McCormack–Dickstein
 backlash, 75–78
 and the McCormack–Dickstein
 investigation, 73–75
 and Nazi Germany, 69
 on public relations, 44–46
 and Standard Oil, 59–60, 64
 on U.S. foreign relations, 51–52
 and U.S. loans to Europe, 52–55
 and the USSR, 61
 and Woodrow Wilson, 36
 Lee II, James W., 66
 Lehman, Herbert, 124
 Levitas, Sol, 163
 Lewis, Fulton, 142
 Liebman, Marvin, 190–92
 and Chile, 212
 Lindbergh, Charles, 100, 102–5
 Lippmann, Walter, 1, 3, 5, 40, 75,
 165, 220
 and the American Expeditionary Force, 34
 and the Committee on Public
 Information, 25
 on public opinion, 41–43
 on public relations, 42–43
 Lippsett, Alexander, 127
 Lissner, Will, 160–1, 167, 172
 Lithuanian National Council, 46–47
 Litvinov, Maxim, 56, 60
 Lodge, Henry Cabot, 47
 Luce, Henry, 134, 194
 Ludlow Massacre, 22
 Lukashenko, Alexander, 218
- MacArthur, Douglas, 25
 MacArthur, John R., 214
 Machado, Gerardo, 69

- MacLeish, Archibald, 110, 119
 MacMonnies, Charles, 48
 MacNider, Hanford, 101
 Manafort, Paul
 and Russia, 217–18
 Manning, Selva and Lee, 209
 Marshall, George, 122, 191
 Matthews, Herbert, 167, 184
 McCann, Thomas, 170–72
 McCormack–Dickstein Committee, 64
 and Carl Byoir, 72–73
 and Ivy Lee, 73–75
 press reaction, 75–78
 McKee, Frederick, 121, 124
 Menocal, Mario, 70
 Merz, Charles, 34
 Meshlauk, Valery, 58
 Messersmith, George, 68
 Milburn McCarty Associates, 202
 Mills, Sheldon, 178
 Moore, Charles, 144
 Moore, Hugh, 124
 Moore, Richard, 105
 Moulik, Moni, 183–84
 Mueller, Robert, 217–18
- National Committee for an Adequate
 Overseas U.S. Information Program.
 See Bernays, Edward
 National Committee for Free Europe, 16,
 18, 131, 135, 143
 Nayirah, 214
 Nehru, Jawaharlal, 185
 Newsom, Doug, 214
 Newsom, Earl, 116, 141, 148
 Ngo Dinh Diem, 175
 visit to the USA, 194–95
 Nitze, Paul, 130
 Non-Partisan Committee for Peace Through
 Revision of the Neutrality Act, 89
 North American Committee to Aid Spanish
 Democracy, 119
 Nye, Gerald P., 77, 100
- O'Daniel, John W., 193, 196
 Office of Facts and Figures, 110
 Office of Policy Coordination, 131, 134
 Office of Public Opinion Research, 83
 Office of War Information, 110
 Oram, Harold, 12, 109, 132, 140,
 175, 201
 accepting clients, 210
- and the American Association for the
 United Nations, 120–21, 128
 and China, 190–91
 and the Committee for the Marshall
 Plan, 123–27
 early years, 119–20
 political-legislative strategy, 124
 and South Korea, 192
 and South Vietnam, 189–97
 and United World Federalists, 128
 Ortiz, David, 198
 Overseas Companies of Portugal, 205
- Packard, Vance, 7, 151
 Page, Arthur, 11, 17–18, 20, 131–32, 134,
 147, 155, 209
 and American freedom, 136
 and the Committee for the Marshall
 Plan, 124
 and the Crusade for Freedom, 137,
 141–43
 and the Department of State, 111
 early years, 34
 as independent PR consultant, 135
 and the National Committee for Free
 Europe, 136
 and WWI propaganda, 34–35
 and WWII, 110
 Page, Walter Hines, 34
 Pandit, Vijaya Lakshmi, 182
 Parker and Lee, 22
 Parrish, Harcourt, 53–54
 Patman, Wright, 79, 81
 Patterson, Robert, 122, 124
 Pearson, Drew, 167
 Pendray, G. Edward, 11
 Peurifoy, John, 166
 Phillips, William, 68
 Pincus, Walter, 201, 204
 Pinochet, Augusto, 211, 218
 Pittinger, Dudley, 74
 Plumley, Charles, 126
 Poole, DeWitt, 138
 Porter, John Edward, 214
 Portuguese-American Committee on
 Foreign Affairs, 203, 205
 Price, Harry, 87
 Public Relations
 and advertising, 11–12
 defining, 7–12
 industry origins, 21–23
 and lobbying, 12

- Public Relations Society of America, 9,
 131, 146, 148, 214
 and the United States Information
 Agency, 148–49
 Pyle, Ernie, 115
- Qorvis Communications
 and Saudi Arabia, 216
- Radio Free Europe, 18, 130–31, 134–35,
 141–42
- Randolph, A. Philip, 92
- Redmond, Kenneth, 161, 164
- Reed, David, 58
- Reynolds, Conger, 148–49
- Rockefeller, John D., 22
- Roger Brown Inc., 139
- Rollins, Richard, 80
- Roper, Elmo, 83
- Ross, James, 11
- Ross, T. J., 77
- Roy Bernard Company, 181, 201
- Rubicam, Raymond, 115
- Ruder Finn, 217
 and the breakup of
 Yugoslavia, 215–16
- Salter, Arthur, 53
- Sanger, Elliott, 171
- Scheer, Robert, 198, 207
- Schlesinger, Stephen, 171
- Schmitt, Kurt, 68
- Schribbe, Harry, 101
- Schwartz, Harry, 165
- Selvae, James, 11, 17
 and the America First Committee, 101–5
 and Angola, 203
 and Congressional investigations, 205
 early years, 101–2
- Selvae and Lee. *See* Selvae, James
- Selvae and Smith, 101, 103
- Sen, Binay Ranjan, 184–85
- Senate Foreign Relations Committee,
 143, 145
 investigations into foreign
 agents, 203–6
- Seymour, Harold J., 92
- Shipp, Thomas, 22
- Shotwell, James T., 113
- Sinclair, Upton, 21
- Smith, Margaret Chase, 191
- Smith, Ward, 188
- Smith, William Wolf, 22
- Spanish-American War, 23
- Special Committee on Un-American
 Activities. *See* McCormack–Dickstein
 Committee
- Steffans, Lincoln, 21
- Stettinius, Edward, 111, 118
- Stimson, Henry, 87, 122, 135
- Streitbart, Theodore, 145
- Struelens, Michel, 202
- Stuart, R. Douglas, 100–3
- Sullivan and Cromwell, 163
- Sulzberger, Arthur Hays, 160
- Sulzberger, C. L., 141
- Swinehart, Gerry, 79
- Swope, Gerard, 115
- Sydney S. Baron, 211
- Szulc, Tad, 203
- Tamblyn, George, 98
- Tamblyn and Brown
 and Fight For Freedom, 98–100
- T. J. Ross and Associates, 209
- Toriello, Guillermo, 167
- Tran Van Chuong, 194, 196–97, 199
- Tran Van Dinh, 199
- Trout, Charles E., 149
- Truman Doctrine, 122
- Trump, Donald, 217
- Ucker, William, 165
- United States Information Agency, 16, 18,
 130, 150, 192
 Panel on Public Relations Policies and
 Techniques, 149–50
- Vanderbilt, William, 21
- Velmans, Loet, 150
- Viereck, George Sylvester, 71–73,
 75, 78
- Voice of America, 141
- Wallace, Henry, 127
- Washburn, Abbott, 137–38, 140, 145,
 162, 192
- Weeks, Edward, 198
- Weil, T. Eliot, 183
- Welles, Sumner, 115, 120
- West, Carroll R., 149
- Wheeler, Burton, 100
- White, William Allen, 89, 93, 103, 114
 resignation from the CDAAA, 94

Index 241

Whitman, Edmund, 144, 153, 159–62, 164, 170 on success in Guatemala, 169–70	Wilson, Woodrow, 52
Wiggins, J. R., 141	Winchell, Walter, 167
William Harshe Inc., 101	Wisner, Frank, 134
Williams, Chester, 179, 181 and connections between PR and the U.S. government, 129–30	Wood, Robert E., 100, 102–3, 105
Willkie, Wendell, 103	Yanukovych, Viktor, 217
Wilson, Charles Morrow, 157, 159	Young and Rubicam, 209
	Zemurray, Samuel, 155, 160
	Zuleta-Angel, Eduardo, 178