

# Guide to the Justus Baldwin Lawrence Papers

MS 1639



compiled by Carol King

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## Table of Contents

Collection Overview .....	3
Requesting Instructions .....	3
Administrative Information .....	3
Conditions Governing Access .....	3
Conditions Governing Use .....	4
Preferred Citation .....	4
Biographical / Historical .....	4
Scope and Contents .....	4
Collection Contents .....	5
Original accession .....	5
Accession 1994-M-100: Additional Material .....	6
Selected Search Terms .....	7

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## Collection Overview

**REPOSITORY:** Manuscripts and Archives  
Yale University Library  
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<http://www.library.yale.edu/mssa/>

**CALL NUMBER:** MS 1639

**CREATOR:** Lawrence, Justus Baldwin, 1903-1987

**TITLE:** Justus Baldwin Lawrence papers

**DATES:** 1985-1987

**PHYSICAL DESCRIPTION:** 0.75 linear feet (2 boxes)

**LANGUAGE:** English

**SUMMARY:** The papers consist of memoirs of Justus Baldwin Lawrence, staff reminiscences, and a memorial service program.

**ONLINE FINDING AID:** To cite or bookmark this finding aid, please use the following link: <https://hdl.handle.net/10079/fa/mssa.ms.1639>

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## Requesting Instructions

To request items from this collection for use in the Manuscripts and Archives reading room, please use the request links in the HTML version of this finding aid, available at <https://hdl.handle.net/10079/fa/mssa.ms.1639>.

To order reproductions from this collection, please go to [http://www.library.yale.edu/mssa/ifr\\_copy\\_order.html](http://www.library.yale.edu/mssa/ifr_copy_order.html). The information you will need to submit an order includes: the collection call number, collection title, series or accession number, box number, and folder number or name.

Key to the container abbreviations used in the PDF finding aid:

b.      box  
f.      folder

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## Administrative Information

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### Conditions Governing Access

The materials are open for research.

## Conditions Governing Use

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## Preferred Citation

Justus Baldwin Lawrence Papers (MS 1639). Manuscripts and Archives, Yale University Library.

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## Biographical / Historical

Justus Baldwin Lawrence was born on December 16, 1903, and graduated from Yale in 1927. Lawrence started his career as a reporter for the Hearst newspapers, worked for RKO, and then for six years was advertising and publicity chief for Samuel Goldwyn. From 1939-1942, Lawrence was public relations director for the Motion Picture Producers Association, and his work related to American involvement in the war brought him into contact with Franklin Roosevelt and other national figures. During World War II, Lawrence served as chief public relations planner for Combined Operations Headquarters in England and then chief public relations officer for the U.S. Army, European theater. In 1951, at the request of General Eisenhower, Lawrence became the chief public relations planner and the deputy chief for plans and public affairs at SHAPE, the military headquarters for NATO. He returned to civilian life in 1953 and formed The Lawrence Organization, a public relations firm to advise American and British industrial and financial companies. Justus Lawrence died on April 21, 1987.

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## Scope and Contents

The Justus Baldwin Lawrence Papers consist of the memoris of Justus Lawrence Baldwin, reminiscences of his staff when Lawrence was chief public relations officer for the U.S. Army, European theater, and a memorial service program.

The papers were the gift of Carlene Lawrence in 1993.

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## Collection Contents

### Original accession

b. 1, f. 1	"Some Personal Memoirs of Justus 'Jock' Lawrence" English	1986 December
b. 1, f. 2 - 4	"A Staff Remembers" English	1940s
b. 1, f. 5	Memorial service program	1987 May 12

## Accession 1994-M-100: Additional Material

b. 1, f. 1	<i>Include Me in Hollywood's Golden Age - A Few Glimpses</i> , by Jock Lawrence English	1985
b. 1, f. 2	Photographs	1928-1933, undated

## **Selected Search Terms**

The following terms have been used to index the description of this collection in the Library's online catalog. They are grouped by name of person or organization, by subject or location, and by occupation and listed alphabetically therein.

### **Subjects**

Motion picture industry -- California -- Los Angeles  
Motion picture industry -- United States  
Public relations  
World War, 1939-1945 -- Personal narratives, American

### **Names**

Lawrence, Justus Baldwin, 1903-1987

### **Corporate Body**

United States. Army (Public relations)