

PROF. DR. FREUD

WIEN IX., BERGGASSE 19

26.XI.25.

Lieber Edward!

Ich bestätige Dir dankend den Empfang des
Checks über 150 Dollars von Boni & Liveright
und bewundere von neuem Deine Geschicklichkeit.
In dem andern Falle, wo es sich um den Abdruck
einiger Seiten aus der Psychopathologie des
Alltags handelte, habe ich auf Entschädigung
verzichtet.

Ich grüsse Dich und Doris herzlich und
werde immer bereit sein, Neues von Dir zu hören.

Dein

Freud

Freud to Edward Bernays, 26 November 1925, Christie's, London, 10 July 2024, lot 87, £1,008.

Catalogue Description

Sigmund Freud (1856-1939): Typed letter signed ('Onkel Sigm.') to Edward [Bernays], Vienna, 26 November 1925, In German. One page, 228 x 149mm. Headed paper. *Provenance*: International Autograph Auctions Ltd, 16 May 2009, lot 137.

Freud to his nephew Edward Bernays on payment for his work. Freud confirms he has received a cheque for \$150 from New York publishers Boni & Liveright and adds that he admires his correspondent's skill. The psychiatrist further states, 'in the other case where it was a matter of reprinting a few pages from *The Psychopathology of Everyday Life*, I chose to waive indemnification.' He warmly greets him and Doris [Fleischman], Bernays' wife.

Edward Bernays (1891-1995) was Sigmund Freud's nephew. Bernays' mother, Anna (1858-1955) was Freud's sister, and his father Eli (1860-1921) was the brother of Freud's wife, making Freud his 'double uncle'. An American pioneer of modern public relations, Bernays helped define propaganda as an effective marketing tool. In 1919, Boni & Liveright hired him to consult on publicity, and he brokered Freud's association with the publishing house. He also published *Crystallizing public opinion*, his bestselling book on public relations, with Boni & Liveright, in 1923.