

PROF DR FREUD

WIEN, IX., BERGGASSE 19.

Freud 27. febr 1920

Herrn Edward
Kraus Kaufmann & Co.
Kaufmann, von Langen, der
£ 100 Jahr in der Bank
beständig. Sie werden mich
ein Adress für die
ersten Goldproduktionen,
die ich für mich selbst
Leppmann, Rosenthal & Co
Amsterdam Spiegelstraat 8
auf Prüfung Dr Ernest Jones
London.

Meine Unentschuldigung mit
unserem Maxlag zu arbeiten
kann ich jetzt. Dr Jones
111 Harley St. London wird
ein Häufiges kommen
zu sein. Ich werde mich
umfragen die Übersetzung
sobald als möglich zu prüfen.
Der Maxlag beschäftigt,

sonst in mein, auf eine
Ausgabe für England
zu machen.
Ich habe schon, dass ich in
America einen guten
Namen habe, aber ich in
Gold einzusetzen ist sehr
schwer.
Ich bin in der letzten
Größe, wie du es
Sigmund Freud

Lot 196: Freud, Sigmund. Autograph letter to Edward Bernays, signed ("Sigm Freud"), in German, 2 pages, sold by Profiles in History, Calabasas Hills, CA, USA, 19 December 2013, lot 196, \$8,500

Catalogue Description

Autograph letter signed ("*Sigm Freud*"), in German, 2 pages (8.25 x 5.25 in.; 210 x 133 mm.), Vienna, 27 February 1920, on his personal Berggasse stationery to his nephew, Edward Bernays (1891-1995).

Despite his growing reputation, Sigmund Freud is discouraged with the prospect of publishing one of his books in America, General Introduction to Psychoanalysis, which would later become one of his most popular and successful writings. Freud writes in full: *Received your letter of 5th of this month. I have already confirmed the receipt of \$100. You will not forget the address for further remittances of money. I am repeating it here: Lippmann, Rosenthal & Col, Amsterdam, Spiegelstraat 8 on the account of Dr Ernest Jones, London. I am very happy about your willingness to work with our publisher. Dr Jones, 111 Harley St., London, will give you further details in a letter. Please send me two copies of the translation as soon as possible. As far as I know, the publisher is planning an edition for England as well. I am pleased to hear that I have a good reputation in America but it is not easy now to make money with it. Sigm Freud*

Edward Bernays was the son of Freud's sister and his brother-in-law. The two families became unusually bound as double in-laws, when Freud's sister Anna married his wife's brother Eli. Around the turn of the century Anna and Eli immigrated to America where they raised Edward and his siblings. By the time he was thirty, Edward Bernays had developed a new business discipline, public relations, which has almost as far reaching an effect on the world as his uncle's foundation of psychoanalysis. His pioneering research into the psychology of advertising and mass communications resulted in startling and new theories on merchandising, which were put to the test soon after he opened an office in New York City. Eager to assist his uncle, Bernays proposed Boni and Liveright that they publish an English translation of Freud's "*Vorlesungen zur Einfuhrung in die Psychoanalyse*," a series of six lectures given at the University of Vienna three years earlier. Bernays explained his motivations to assist Freud in his 1965 autobiography, *Biography of an Idea*; he wished to further the widespread recognition of his uncle's work and clarify the public's misconceptions about psychoanalysis, while earning Freud some money.

Uncle Sigmund was not entirely enthusiastic about Bernays' book publishing ideas and we know from this and other letters that he was prejudiced against America and its people. After some negotiations and agreement, the volume was published in 1920 as *A General Introduction to Psychoanalysis*. It was issued in an edition of 3,000 copies, and sold for \$4 each--Freud received a 15% royalty. As it was the most easily understood of Freud's works, it was a publishing success. In 1923, Freud wrote that it was "...the only book which pays." The \$100 mentioned in this letter was advanced

against royalties for the book. Freud's disciple, the Welsh psychoanalyst Dr Ernest Jones (1879-1958), founded the *International Journal of Psycho-Analysis* and helped manage the psychoanalytical foundation/publishing house that published the Journal. In 1938, he played a key role in securing Freud and his family's release from occupied Austria.

An important letter in which Freud expresses doubts about the salability of one of his most important works, *A General Introduction to Psychoanalysis*, which would soon become one of his most successful. **\$6,000 - \$8,000**

Related letters include:

Freud to Edward Bernays, 12 August 1920 letter sold by Signature House Autographs, Bridgeport, WV, USA, 11 February 2006, lot 498

Catalogue Description

FREUD PREPARES TO PUBLISH "A GENERAL INTRODUCTION TO PSYCHOANALYSIS" "I WILL DO MY BEST TO CORRECT THE NUMEROUS MISTAKES IN THE TRANSLATION" SIGMUND FREUD (1856-1939). Austrian neurologist and founder of psychoanalysis. ALS "Freud" on both sides of his imprinted correspondence card, 5.25in x 3.5in, Berggasse 19, Vienna, Aug 12, 1920. Excellent content regarding the publication in America of an English translation of his Vorlesungen, eventually published under the name of Introduction to Pshychoanalysis, a seminal English translation of his work To his nephew Edward Bernays (1911-1995) in full, "In answer to your clarifying letter of July 12, I am once more confirming the receipt of two copies and the amount that arrived in Dutch guilders. I hope that the book will sell well. I will do my best to correct the numerous mistakes in the translation, partly due to negligence regarding the purpose, partly due to insufficient knowledge to German, after all. I am sending the list to London for the English edition. Then, Dr. Jones will let you have it on request. I hear that Lucy and Felix [Bernays children] are in Berlin. I am afraid that, again, I will not see them as I am going to Holland from here." The Bernays family and Freud's were double in-laws through Freud's sister and wife's brother who married and moved to America. Their son, Edward developed a new business discipline by the time he was 30, public relations, which was to have almost as far-reaching an effect on the world as the foundation of psychoanalysis by his uncle. At the time Freud penned this letter, Bernays was just beginning to operate as the world's first PR man. From his office in

New York City, his pioneering research into the psychology of advertising and mass communication resulted in new theories of merchandising. Eager to assist his uncle, Bernays proposed to the publishers Boni and Liveright that they issue an English translation of Freud's *Vorlesungen zur Einfuehrung in die Psychoanalyse*, a series of six lectures given at the University of Vienna three years earlier. Bernays explained his motivations to assist Freud in his 1965 autobiography, *Biography of an Idea*, in which he wished to further the widespread recognition of his uncle's work as well as clarify the public misconception about psychoanalysis and earn the cash-strapped Freud some money. After some negotiations, the volume was published in 1920 as *A General Introduction to Psychoanalysis* with an initial issue of 3000 copies, sold for \$4 each, of which Freud received a 15% royalty. As it was the most easily understood of Freud's works, it was a publishing success. Welsh psychoanalyst Dr. Ernest Jones (1879-1958) whom Freud mentions in his letter, was at the time managing the foundation and publishing house which propagated Freud's theories and played a key role in 1938 in securing Freud and his family's release from occupied Austria.