

Honoring Harold Burson One Year Following His Death



The Museum of Public Relations

As we remember the great Harold Burson, who died one year ago, let's look back at one of the first known references Burson made about launching a PR agency. In 1945, while he was serving in the Army at the end of WWII, Burson described to a friend the kind of agency he hoped to lead one day.

Now, all that I must do is get out of the Army & get some accounts, which may or may not be difficult. We have to our advantage the fact that there is no public relations agency in N.Y. which makes a specialty of industrial accounts. In fact, the larger agencies don't like them, preferring, of course, to handle consumer product accounts. All of which are a lot of pipe dreams & pretty far into the future, I suppose. But it does give me something to look forward to - without which my being here would lose a lot of its purpose.

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This original letter is part of a large archive of artifacts Burson donated to the Museum prior to leaving NYC for Memphis in 2019. It was one of the first of 2500 artifacts digitized by the Museum. **Please support our Digitization Project at prmuseum.org.**



Harold Burson