



The New York Public Library  
Schomburg Center for Research in Black Culture,  
Manuscripts, Archives and Rare Books Division

Guide to the

**Ludlow W. and Georgianna Werner papers**

1919-2002 [bulk 1950-1959]

Sc MG 666

## Summary

**Creator:** Werner, Georgianna, 1906-2002

**Title:** Ludlow W. and Georgianna Werner papers

**Date:** 1919-2002 [bulk 1950-1959]

**Size:** 1.58 linear feet (5 boxes)

**Source:** Gift of Freda Wormley, April 2003.

**Abstract:** The Ludlow W. and Georgianna Werner papers consist primarily of material documenting some of the work of the Ludlow Werner Associates firm, particularly their account with the New York City Board of Education. Georgianna Werner served as the public relations coordinator for Districts 11-14 in northern Manhattan.

**Preferred citation:** [Item], Ludlow W. and Georgianna Werner papers, Sc MG 666, Schomburg Center for Research in Black Culture, Manuscripts, Archives and Rare Books Division, The New York Public Library

**Language of the Material:** English

**Processing note:** Accessioned by Diana Lachatanere, 2003, and Janice Quinter, 2011.

**Separated Materials:**

Transferred to the Photographs and Prints Division: photographs

## Creator History

Ludlow W. (1907-1967) and Georgianna Werner (1906-2002) opened their own public relations firm in 1948, Ludlow Werner Associates. Located in Harlem, they had a variety of clients, among them the Community Service Society, Boy Scouts of America, New York City Board of Education, Delta Sigma Theta Sorority, and the Southeast Harlem Area Services Project.

An African American journalist, Ludlow W. Werner worked for the *New York Age* from 1926-1948,

serving in a variety of capacities: circulation manager, reporter, managing editor, editor, and publisher. Georgianna Werner had college degrees in social work and education. She taught home economics and was a nutritionist, and from 1939-1943, she was the food editor for the *New York Age*. In 1965, she founded a school for single mothers, Parent Preparation, Inc. Werner's father, Ludlow Eugene Werner, invented mixing machines and other items, founding the Werner Manufacturing Company in the 1930s; he died in 1946.

## **Scope and Content Note**

The Ludlow W. and Georgianna Werner papers consist primarily of material documenting some of the work of the Ludlow Werner Associates firm, particularly their account with the New York City Board of Education. Georgianna Werner served as the public relations coordinator for Districts 11-14 in northern Manhattan. There are three scrapbooks containing press releases and news clippings (from the Black and general press) with reports of meetings, recitals, school activities, exhibits, PTA activities, and community relations programs, 1950-1952. There are also files for other clients, such as Delta Sigma Theta Sorority (Mrs. Werner was chairman of the public relations committee for the 1954 National Convention), Community Services Society, and Harlem's St. Philip's Church. Files on the Southeast Harlem Area Services Project, a project administered by the City of New York that undertook a vest pocket low-income housing and rehabilitation program, contain Werner's press releases on the public exhibit and opening ceremony of the proposed work, 1966-1968. Georgianna Werner was also president of the West 142nd Street 500 Block Association in Hamilton Heights, which sought to maintain and improve this block. Her files for this organization contain a speech she gave stating the accomplishments of the Association on the first anniversary, membership lists, by-laws, press releases, and news clippings, 1953. Additionally, a file documents a few of the inventions that Ludlow E. Werner either created or promoted, some with illustrations, 1933-1934.

**Arrangement:** Arranged into two series: (1) Personal and (2) Professional.

## **Key Terms**

### **Subjects**

African American women public relations personnel -- New York (State) -- New York  
Public relations consultants -- New York (State) -- New York

### **Geographic Names**

Harlem (New York, N.Y.)

### **Genre/Physical Characteristic**

Scrapbooks

### **Names**

Werner, Georgianna, 1906-2002  
Werner, Ludlow Waymouth, 1907-1967  
New York City Public Schools  
Southeast Harlem Area Services Project  
West 142nd Street 500-Block Association (New York, N.Y.)

## Container List

### Personal 1919-2002

- b. 1 f. 1 Werner, Ludlow Eugene 1919-1946
- b. 1 f. 2 Werner, Ludlow Waymouth 1919-1961
- b. 1 f. 3 Werner, Georgianna 1951-2002
- b. 1 f. 4 Correspondence 1946-1971

### Professional 1944-1980

- b. 1 f. 5 Ludlow Werner Associates public relations booklet 1951
- b. 1 f. 6 Community Service Society 1950-1951
- Delta Sigma Theta Sorority
  - b. 1 f. 7-9 1953-1954
  - b. 1 f. 10 1974-1978
  - b. 1 f. 11 Frederick Douglass J.H.S. 139 1944-1945
  - b. 1 f. 12 New Englanders 1953
  - b. 2 f. 1 Parent Preparation, Inc ca. 1980
  - b. 2 f. 2 St. Philip's Church 1953
  - b. 2 f. 3 Sentinel Society, Monroe Davis Dowling Event 1951
- Southeast Harlem Area Services Project
  - b. 2 f. 4-5 Public exhibits 1966-1967
  - b. 2 f. 6 1966-1968
  - b. 2 f. 7 Weekly contact reports 1967
- b. 2 f. 8-9 West 142nd Street 500-Block Association 1953-1954
- b. 2 f. 10 Public relations consultancies 1950s
- New York City Board of Education
  - Georgianna Werner was the Public Relations Coordinator.
  - b. 3 v. 1 Scrapbook of publicity reports on school activities, District 10-14 1949-1950
- b. 3 f. 2-4 Press releases and news clippings, Districts 10-14 1950 September-November
  - b. 4 v. 1 Scrapbook of public relations program, Districts 12-14 1951-1952
- b. 4 f. 2-3 "The Uptown Reporter" 1950 December-1951 June
- b. 4 f. 4 Correspondence 1950-1951
  - b. 5 v. 1 Scrapbook of publicity reports on school activities, Districts 12-14 1952-1953
- b. 5 f. 2-8 Press releases and news clippings, Districts 12-14 1951 January-July