

UNIVERSITY *of* PENNSYLVANIA



The University Archives  
and Records Center

A Guide to the  
Bernie Cleff Photograph Collection  
1960-1967

0.25 Cubic feet

UPX 12 C624

Prepared by Timothy H. Horning  
January 2015

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**PROVENANCE**

The Bernie Cleff Photograph Collection was donated to the University Archives by Bernie Cleff in October 2008 (accession number 2014:054).

**ARRANGEMENT**

The Bernie Cleff Photograph Collection is arranged alphabetically.

**BIOGRAPHICAL NOTE**

Bernie Cleff (1927- ) was a freelance photographer based in Philadelphia, Pennsylvania. After serving in the Navy during World War II, he attended the Philadelphia College of Art (now called the University of the Arts) where he studied advertising before switching to photography; he graduated in 1950.

Cleff specialized in aerial, architectural, corporate, and sculpture photography. His work has appeared in periodicals such as *Business Week*, *Cosmopolitan*, *Forbes*, *Fortune*, *National Sculpture Review*, *Sports Illustrated*, *Venture*, and *The New York Times Sunday Magazine*. His work has also appeared in the books *The Cape May Handbook*, *Historic Rittenhouse: A Philadelphia Neighborhood*, *Daniel Chester French: An American Sculptor* (Cleff's photographs taken for this book are now among the permanent collections of the Smithsonian American Art Museum's Photograph Archives), and the critically-acclaimed survey of sculpture in Philadelphia's Fairmount Park *Sculpture of a City: Philadelphia's Treasures in Bronze and Stone*.

A life member of the American Society of Media Photographers (ASMP), Cleff was one of the founding members of its Philadelphia chapter. Bernie Cleff is now retired.

### **SCOPE AND CONTENT**

The Bernie Cleff Photograph Collections contains prints and negatives Cleff took of University of Pennsylvania professor Dr. Loren Corey Eiseley (1907-1977), novelist Conrad M. Richter (1890-1968), and Temple University professor Joseph Wolpe (1915-1997).

### **RELATED ARCHIVAL MATERIALS**

The Athenaeum of Philadelphia ([www.philaathenaeum.org](http://www.philaathenaeum.org)) also holds a collection of Bernie Cleff photographs.

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**INVENTORY**

<b>PHOTOGRAPHS</b>	<b>Box</b>	<b>Folder</b>
Eiseley, Loren 1960 May 12	1	1
Richter, Conrad 1966 August 29	1	2
Wolpe, Joseph 1967 May 17	1	3