

Edward L. Bernays
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Edward Bernays was born in Vienna in 1891. His mother was Sigmund Freud's sister Anna. His family emigrated to the U.S. in 1892, and Bernays received his B.S. from Cornell in 1912. He holds honorary doctorates from Boston College and Boston University.

Bernays married Doris E. Fleischman in 1922, and the two of them were the founders of the first U.S. public relations firm in 1919. Bernays became the first person to teach a college course in public relations, at New York University in 1923. He has also taught at the University of Hawaii and Boston University.

Bernays has been a consultant or adviser to the U.S. State Department, the U.S. Department of Commerce, New York University, the Ford Hall Forum, the Fletcher School of Law and diplomacy (Tufts University), and other institutions.

He has written for many newspapers and magazines and is the author of numerous books, including Public Relations (1952) and Biography of an Idea (1965). He has received the King Christian medal from Denmark, the Disting Service award and many other honors.

Although the concept of public relations can be traced back for hundreds of years, Bernays is generally given credit as the originator of his field as a profession and academic discipline. Whenever you see a boring and self-serving communication from some corporation on TV or in the press, you may hold Bernays responsible.

Theodore Parker

Theodore Parker, the eleventh son of a poor farmer, was born in Lexington, Mass., on Aug. 24, 1810. After an education at Harvard that was protacted due to his ill health, he was installed as pastor of West Roxbury Unitarian Church in 1837.

An outspoken advocate of reform in all matters, Parker did much to introduce the new critical tradition of biblical scholarship from Germany to america. Recognizing no form of supernaturalism or revalation, he was actually too liberal for the basically freethinking Unitarian Church. Though he never resigned or was expelled, he eventually became an independent preacher, whose notable series of sermons at Boston's Music Hall in the 1850s attracted a wide following and stirred much controversy.

A leading Abolitionist, Parker developed the concept of the "higher law" in agitation against the Fugitive Slave Laws. Though arrested for his part in the attempted rescue of fugitive slave Anthony Burns in Boston in 1851, Parker was disappointed when the grand jury refused to indict him and his five-hunded page defense remained unread in manuscript.

Parker died in florence in 1860.

Henry Steele Commager's Theodore Parker is an excellent biography.