

EDWARD L. BERNAYS EULOGY

by Joan Vondra

With the passing of Edward L. Bernays those of us who knew him have lost a dear and inspirational friend and teacher. But with his loss we also see the ending of a glorious era in America's history. Edward played a vital role in the twentieth century, and his influence will continue long into the next.

Edward, who celebrated his 103rd birthday last November, was brought up in the old school of social graces in an America that soared with optimism while being firmly grounded in principle.

The nephew of Sigmund Freud, Bernays is credited with having taken his uncle's psychology of the individual and applied it to the masses. Known as the "Father of Public Relations", Edward dedicated his life to forwarding the field with honor, intelligence and the ethical values that he thought would best serve an ambitious, optimistic America. His seminal book, *Crystallizing Public Opinion*, published in 1923, helped define the field and establish its worldwide recognition. With his wife and partner, Doris E. Fleishman, a groundbreaking feminist, he set forth to change the way individuals, companies, organizations and governments view relations with the public.

His influence on the 20th Century was formidable. Edward knew and worked with such major figures as Thomas Edison, Henry Ford, opera singer Enrico Caruso and ballet dancer Vaslaw Nijinsky. He counseled U.S. Presidents from Calvin Coolidge to Dwight Eisenhower, assisted foreign dignitaries and royalty worldwide. He worked with the U.S. Army, Navy, and Treasury as well as the Departments of Commerce, and Health, Education and Welfare. He worked with such Fortune 500 companies as General Motors, General Foods, and Proctor & Gamble. Edward influenced political candidates, newspaper and broadcasting institutions, and social movements. Cited as one of the 100 most influential people of the