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DE SELB :MO
AVERS BERNA

A definitive study of Your Future in

Public Relations

by Edward L. Bernays

Strategy Imper
Publicist

The
made
Mr

Bernays Gift
Public Relations
A \$300 fellowship
the study of pub
Western Reserve U
financed by the
Bernays, New York
The money will
graduate student
"how, in the last
ment, education,
and the press have
public relations."
G. Leutner annou

wednesday, April 7, 195

Bernays, TV & the 4 B's

BERNAYS HOLDS CONI ON AMERICAN

subject of
ld in the
adjoining
under the
Bernays on
discussion
interest in
son, Sao Paulo, Havana
This council is in
izing American citizens
so that they might con
and other governments
the American people
based upon their ex

Exchange Seeks Expert Advice On Publicity

Bernays and Dr. Hueb
Talk With Commit
Public Relations

New York Stock Exchange,
relation of the public rela

Barkeepers, barbers, beauticians and butchers a
beef, beards, bobs and bones about blurbs. I
Bernays (Edward L.) to the fore. Couple of mon
relations counsel released a haul of quotes fro
other uppercrusters hitting out against tv com
says his aim is purely in the public service since
as the first, is not for a client.

Bernays' poll was in the form of a questionn
equal quantity" among members of the four B
Davenport and Iowa City, Iowa; Boston, San Fra
Chicago, Cincinnati, Cleveland, Dallas, Fort W
Savannah. He declares his first study was att
interests" because it gave the reactions of intel
and longhairs who "overweighted his conclusi
claims the four B's are equally intellectual, egi
haired because they too are "fed up" with tv co

"Many critics in both groups use precisely
The main difference between the two is that ba
butchers and beauticians have a more colorful
our previous respondents," Bernays said.

The "more colorful literary style" refers to s
as "nerve wracking, big-mouthed and low, chee
ably silly, air of limburger, boring, lying, unscr
borax and bunk, too much yak-yak about nothi

Bernays declares his two studies show that

BANKS MUST RE-EDUCATE PUBLIC, SA E. L. BERN

Must Symbolize Int
And Public Se
Not Greed And
ruption.

Atlantic City,

If banks are to regain
respect to which they
led they must find a y
rich will make the pub
them as a necessary a
rce in the economic lif
tion, not as a special
lf-seeking individuals,
z to Edward L. Berna
ork public relations exp
dressed the Financial
sers Association cor
re. He said in part:

The Public Relations Counsel Looks at Investment Counsel

By EDWARD L. BERNAYS*

Leading public relations authority notes new profession of
investment counsel must overcome difficulties stemming from
public's unawareness and lack of knowledge. Maintaining
profession requires dynamic action, for survival and growth,
including following steps: scope and functions must be con
sually clarified for public; appropriate additional legal
measures for mutual protection must be devised; broad-scale

CAREERS
IN DEPTH

