

THE PERMANENT CAMPAIGN

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by Sidney Blumenthal

The Inside Story of the
Revolution in American
Politics-- How Consult-
ants and Media Wizards
Package and Sell Candi-
dates for Public Office
Before, During, and
After Their Election.

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"A Splendid Book."

-Chicago Sun-Times

CHAPTER ONE

THE INTERPRETATION OF AMERICAN DREAMS

EDWARD L. BERNAYS

A common thread is woven through American political campaigns. It is the handicraft of political consultants, often called the image-makers, a new elite in politics. I began my inquiry into their origins, influence, and meaning as near the beginning as I could. I knocked on the massive windowless black door of a white clapboard mansion on elegant Brattle Street in Cambridge, Massachusetts. A short, shoeless old man wearing a knit tie loosened at the collar answered. In a soft voice he apologized for his sore throat. In spite of his infirmity and advanced age of eighty-eight, he was eager to talk. I was invited into his booklined sitting room where he motioned for me to sit on the couch. Propped comfortably on a pillow was a doll resembling Sigmund Freud.

