

BERNAYS, Edward L., public relations counsel; b. Vienna, Austria, Nov. 22, 1891; s. Ely and Anna (Freud) B.; prep. edn., De Witt Clinton High Sch., New York; B.S., Cornell U., 1912; children--Doris Fleischman, (Mrs. Richard M. Held), and Anne Fleischman (Mrs. Justin D. Kaplan). Wrote for newspapers, N.Y. City, 1913-15; publicity mgr. Russian Ballet tour in U.S. for Met. Opera Co., 1915-16, of Caruso and other musical stars, 1917-18; served with U.S. Com. on Public Information at Peace Conf., Paris, 1918-19; re-employment ex-service men, U.S. War Dept., 1919; asst. commr. U.S. Dept. of Commerce, Paris Expn., 1925; counsel on pub. relations to Light's Golden Jubilee, 1929; counsel on public relations in partnership with Doris B. Fleischman to government, industries, corps. and trade orgns. since 1919; lecturer on public relations, N.Y.U., 1923; adjunct prof. pub. relations, N.Y.U., 1949-50, Grad. Sch. Edn., Yeshiva University, N.Y.C., 1958; vis. prof. public relations U. of Hawaii, 1950. Member Pres. Hoover's Emergency Com. for Employment, 1930-31. Mem. N.Y. State Com. on Discrim. in Employment, 1942; mem. Nat. Pub. Relations Com., A.R.C., 1942--; mem. Mayor's Com. for Aged, N.Y.C.; bd. govs. N.Y. State chpt. Arthritis and Rheumatism Found.; trustee Hosp. for Joint Diseases N.Y.C., Metropolitan Educational Television Association; member bd. dirs. National Multiple Sclerosis Society; co-chmn. Victory Bk. Campaign, 1943; chmn. U.S. Treas. nat. pub. adv. com. 3d War Loan; chmn. nat. com. for an adequate overseas U.S. information program. Pres. Edward L. Bernays Foundation. Awarded Officer Pub.

Instrn. (French), 1926, King Christian Medal (Danish), 1946; bronze medallion, S.W. Journalism Forum and So. Meth. U., Sociol. Soc., Soc. Applied Anthropology, Soc. for Psychol. Study of Social Issues, Park Assn. of N.Y.C., Play Schs. Assn. (bd. directors Academy of Political Science, Clubs: Overseas Press, Cornell, Public Opinion, 1923; (with others) Broadway Anthology, 1917; Propaganda, 1928; Speak Up for Democracy, 1940; Take Your Place at the Peace Table, 1945; Public Relations, a Growing Profession, 1945; Public Relations, 1952. Editor, contbr.: Outline of Careers, 1927; Engineering of Consent, 1955. Home: 480 Park Av., N.Y.C.22. Office: 26 E. 64th St.; N.Y.C. 21.