



City of Cambridge

36.

IN CITY COUNCIL
November 18, 1991

MAYOR WOLF

- WHEREAS: Edward Bernays, the "Father of Public Relations" and distinguished Cambridge resident for the last 29 years, celebrates his 100th birthday on November 22, 1991; and
- WHEREAS: Mr. Bernays revolutionized public relations with the publication of his book, Crystallizing Public Opinion; and
- WHEREAS: Mr. Bernays helped draw attention to issues such as civil rights, venereal disease, multiple sclerosis, and women's rights; and
- WHEREAS: Mr. Bernays helped form the National Association for Mental Health; and
- WHEREAS: Many nations around the world, as well as the League of Nations and numerous United States government agencies, have all been assisted by Mr. Bernays; and
- WHEREAS: Three generations of students have been touched by Mr. Bernays at a variety of universities; and
- WHEREAS: Mr. Bernays assisted Eleanor Roosevelt's campaign to have Marian Anderson perform on the steps of the Lincoln Memorial after the D.A.R. denied her permission to sing in Philadelphia's Constitution Hall; and
- WHEREAS: On a local level, Mr. Bernays was an active participant in the effort to save the trees along Memorial Drive in 1965; and
- WHEREAS: Since becoming a Cambridge resident, Mr. Bernays has provided advice to mayors on both sides of the political aisle; now therefore be it
- RESOLVED: That this City Council heartily congratulates Edward Bernays on his 100th birthday and a lifetime of exceptional achievement; and be it further
- RESOLVED: That the City Clerk be and hereby is requested to prepare a suitably engrossed copy of this resolution for presentation to Edward Bernays at his birthday celebration.

In City Council November 18, 1991.
Adopted by the affirmative vote of nine members.
Attest:- Joseph E. Connarton, City Clerk.

A true copy;

ATTEST:-

A handwritten signature in cursive script, reading "Joseph E. Connarton".

Joseph E. Connarton, City Clerk.



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of 9 members

Joseph E. Conerton
City Clerk

Consent Order # 36 5-116)

Mayor Wolf resolutions on the 100th
birthday of Edward Bernays.

In City Council,

November 18, 1991

Order adopted