

Richard Nixon Presidential Library
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| 65 | 14 | 10/24/n.d. | Other Document | Draft of speech titled "The Madison Avenue 'Prop Up' of Brown." 6 pgs. |
| 65 | 14 | n.d. | Other Document | TV campaign script for "Project X." 18 pages. |

THE MADISON AVENUE "PROP-UP" OF BROWN

Lou Harris has been well publicized as the image expert and pollster for the CIO-AFL.

When I announced for Governor last year he was hired by the Brown force to improve Pat's "image".

Since that time this New Yorker has conducted a series of polls in California and I have before me one taken in August of this year. It is an astonishing document.

This Madison Avenue survey rightly describes the importance of the California elections as follows:

"The national stakes for President Kennedy and for the Republican Party in the nation were literally huge. Indeed, perhaps for all America, not only California, this 1962 election for Governor could mark a turning point in American politics for a decade to come."

* * * * *

Brown's compulsion to attempt to make me a possible opponent of Kennedy's in 1964, as well as his urgent appeals for the President to come into the state as often as possible, becomes clear as to its origin when we read in this blueprint the following:

"There is no doubt that as long as Richard Nixon is unable to shake himself loose from appearing to be Kennedy's 1964 opponent for the Presidency, a direct Kennedy-Nixon comparison will invariably put Nixon in one of his most unfavorable lights.

"Based on this information, we would recommend in the strongest possible terms that the President be urged to come into California as often and as late as his schedule will permit to campaign for Pat Brown."

* * * * *

Based on the above, it is easy to understand why Brown on "Meet the Press" would throw out the clearly false statement that I, Nixon, as a private citizen and as a candidate for Governor had "criticized President Kennedy at every opportunity." Actually in this connection, the facts are.....

It is striking to note that Governor Brown has spent very little time in San Diego. When we read Mr. Harris' recommendations we can understand why:

"San Diego should not get much worse and might get better; but what will happen here is likely to be far more a following effect than anywhere else in the state. Democratic organizational efforts can be intensified here, but in terms of the Governor's time, heavy effort in San Diego will not pay off commensurate to other areas of concentration."

* * * * *

And now we come to Lous Harris' evaluation of the classes and splinter groups. And what a callous, cynical four paragraphs we find here:

"---The labor union vote, both members and families, reflect the solid status Pat Brown has here. With this group it is not going to require so much of the Governor's personal time and attention as it will the leadership of organized labor putting on a quiet but hard-hitting registration and get-out-the-vote drive.

"---Brown has scored well with the Italian and Irish groups, and special efforts should be made to consolidate these gains by appearances and separate concentration here.

"---The religious distribution of this vote is along classical lines. Brown has not budged an inch with the Protestants, but has moved to Kennedy proportions among Catholic voters. He has substantially held onto his good lead among Jewish voters.

"Observation: While there might be very quiet efforts to keep the Catholic vote nailed down to its present moorings, it would be a serious mistake in this dominantly white Protestant state for Brown to in any way be known as a candidate of the minority Catholic group. A whispering campaign has already begun to indicate that Brown has appointed Catholics almost exclusively, and this will undoubtedly parallel directly the 1960 attack on Kennedy on religion. Brown should scrupulously avoid any overt gestures which will feed this suspicion."

* * * * *

Next the survey goes into a long discussion of a section entitled "Profiles of Nixon and Brown." In it it comes up with this interesting language:

"The positives in the Nixon profile are that he has had experience as Vice President, a mark that having served in that high post, he is certainly qualified to serve as Governor of the state. Balanced against this is the feeling that Nixon is ineffectual. However, there are better than four times as many people who are positive about Nixon on the count of experience than are negative."

"Observation: Obviously it would be a serious mistake for the Democrats to attack Nixon on the element of experience. This is his strongest asset."

* * * * *

The report then states that to charge Nixon as being either corrupt or dishonest is "strong medicine"; they conclude that for really "effective campaign ammunition" to show Nixon as a "phoney moralist" they offer the following observations:

"Observation: Here, the charge that Nixon is interested in running for Governor to use that office solely as a stepping stone for the Presidency has a resiliency and effectiveness. It adds up to an indirect charge that Nixon is not sincere as a person, but it gears it to a specific act on his part, namely his race for Governor. It also allows the Democrats to charge that Nixon is not interested in California and the problems of the state. It also allows Brown to maneuver Nixon into making the 1962 Gubernatorial election a re-run of the 1960 Presidential election, except that this time Kennedy holds a 62-38 percent lead.

"We specifically tested this proposition in this survey. We asked voters if they thought Nixon were primarily interested in serving as Governor of California or in preparing another run for the White House."

* * * * *

Then in case any of Brown's hatchet men don't get the point, the Harris report urges the following action:

"This charge (that Nixon is not really interested in serving as Governor but only wants to run for President) can be made by top Democratic Party spokesmen first, and then should be picked up late in the campaign by Governor Brown, especially when he is campaigning with President Kennedy. Brown should turn to Kennedy on the platform and say that Nixon's real aim is not to serve as a Governor of California and to meet the very real problems facing the people of the state, but rather to run against this man, John F. Kennedy. Brown can then ask the voters who they would choose in such a case today, and that the way to stop such a calloused power play is to reject the Nixon bid for Governor in 1962."

If Brown follows this script as he has up to now, then all of us can watch with interest to see if he performs on cue when the President appears in California next weekend.

Now the survey turns to "the public profile of Edmund G. (Pat) Brown."

Then they quote again what is supposed to be typical comments by voters. Again,

I read directly from the report:

"In Tustin, we talked with an elderly insurance agent. He feels the Governor has been doing a poor job and gives his reasons why:

"I don't think he's been decisive on taking a stand against narcotics or law enforcement. In fact he's vacillated a great deal in most every aspect. I haven't felt any strength of character in him. Look at the way he handled the Chessman case- he emasculated the obligation of his office and displayed the most namby-pamby leadership imaginable. I don't like to use the expression 'wishy-washy' but he is on the anemic side and he just doesn't have the ability to handle most situations."

"A 37 year old wife of an electrical engineer will be voting a Republican ticket this November. Having moved to Castro Valley from Massachusetts three years ago, she explains why:

"Brown is leading us into a welfare state. He thinks we can spend ourselves into prosperity, but you can't balance a budget with present taxes and pie-in-the-sky spending. He has doubled the state bond indebtedness; he had around thirty-five press agents on the public payroll, which is entirely unnecessary; and the way he tried to hide the budget deficit by disguising it under a building program for schools was disgraceful. I feel that he's done a very poor job for California and think that if he doesn't lead the state to complete ruin, he will eventually lead us straight to Socialism."

* * * * *

After worrying about the fact that more people are concerned about Brown being a wild spender, this section concluded with the observation:

"Observation: We shall explore the spender charge more fully when we get to the issues. However, the claim that Brown is not a good speaker leads us to emphasize that he appear on television in well prepared TV spots which represent him as a clear and effective communicator. This can be done best in taped spots off teleprompters. It also means that Brown must get around a great deal in person, for when he does a sense of friendliness comes through that is not necessarily there on television.

"On the positive side, the Governor must repeatedly come back to his strength that he does care about California and the people's problems here, that he is not afraid to speak out and take decisive action, such as he has, for example, on water.

The report next considers what they call issues of concern to the voters of California . We find this language:

'On narcotics enforcement, voters see much importance, but the Governor has made no progress here. He stays at a 42-58 percent negative rating, despite an across-the-boards rise in nearly every other area.'

'Observation: Because the reverse side of the coin, the Chessman case, still remains a point of vulnerability, we would strongly urge that the Governor take strong and decisive and dramatic action to prove that he is determined to end the narcotics menace. He is simply not coming through here now, but surely he must in order to win re-election, or else be subject to a late campaign blitz by Nixon for being lax and weak on law enforcement.'

Now it becomes clear why Governor Brown after seeing this study rushed back to Washington to attend the so-called White House Conference on Narcotics.

* * * * *

The report concludes with the following general conclusion which I will read verbatim:

'Over-All Observation on the Brown-Nixon Race: Pat Brown is now moving well, and barring unforeseen events, has a real chance of defeating Richard Nixon this November. Above all else, Brown is moving well in a personal sense, and daily seems to add appeal to his personal support. It is always important that he personalize this campaign in every way possible. He must make his television spots human and warm with emphasis on human issues, such as education and bread and butter issues. He must also talk about accomplishment in office and the unfinished business he wants to complete in another term in the area of education. But he must point to what he has begun on water, its historic importance. Then he must pledge strongly that he will take action on narcotics and what is more, prove it by decisive acts now.

'The underlying theme throughout is that the state of California faces urgent and important problems and that it deserves a Governor whose sole ambition is to do the best job possible. Brown can lay claim to this and proudly say that he has worked for the state and the people of California.

'In contrast, Brown can charge that Nixon is not really interested in education, water, narcotics enforcement, solving and alleviating the problems of unemployment and the high cost of living. To the contrary, Nixon is hell-bent on using the Governor's office as a way of rebuilding his national political fortunes so that he can run against Kennedy again in 1964. No matter how much he disavows this, Brown can claim, the people can look at Nixon and tell otherwise. Then Brown can directly ask the people

who they would choose anyhow: Kennedy or Nixon?

"This double-edged attack, one of the positive, the other bringing Nixon down, are highly effective and are the pincers that can bust this election wide open."

PROJECT X

OPEN UP ON TIGHT SHOT OF LOU HARRIS COVER

VOICE OVER: PUTNAM (AGGRESSIVE)

What does this confidential report from a New York Public Relations Advisor - bought and paid for in the interests of Governor Pat Brown - have to do with your future and your childrens' future in California?

DOLLY BACK TO SHOW PUTNAM HOLDING THE BOOK:

PUTNAM:

I am George Putnam, a registered Democrat all my life. In the next thirty minutes it will be my intention to prove beyond any shadow of a doubt that Edmund G. Pat Brown cannot and must not in the best interests of the people of California be elected governor of the soon to be first state of the union. Let's face it, ladies and gentlemen, Pat Brown is a puppet... mouthing the cliches of highly paid political ghostwriters. His strategy in this campaign was devised some 3,000 miles away - in New York City - one block from Madison Avenue. It was devised by professional 'image makers'. But they're having difficulties with Brown - because as any housewife who has ever shopped a supermarket can tell you - while she may get fooled into buying a product once on false promises - she seldom, if ever makes the same mistake twice. Because it is her money involved.

And in the case of this election - more - her future and the future of her family is at stake.

For that reason - I ask you right now - take a few seconds - call a friend - ask him to tune into this program - I assure

you - this may well be the most important call you will ever be asked to make.

(RIPPLES THRU PAGES OF HARRIS REPORT)

There's dynamite in here, friends - I will reveal much of it for the first time publicly tonight - and it's all true - documented - provable - and dredged out of confidential files never before available to the voters of California.

Ladies and gentlemen - may I introduce - two loyal Californians - concerned over the future of our state - you know them thru the years of enjoyment they have provided - Victor Jory and Ronald Reagan.....

(CUT TO REAGAN AND JORY AT DESK, ADJACENT TO FILE CABINET WITH AS MANY DRAWERS AS WE HAVE SUBJECTS TO COVER HERE. IN EACH CASE - AS A NEW ISSUE IS RAISED - REAGAN OR JORY WILL OPEN DRAW LABELLED BROWN AND 'SUBJECT MATTER' AND REMOVE FROM THE FULL DRAWER OF FILES - ONE DOSSIER WHICH THEY WILL PROCEED TO DISCUSS.)

REAGAN: TO CAMERA

Before we open these files on Governor Brown - I would like a personal moment to tell you why I am so deeply concerned with the outcome of the most important election in California's history.

(REAGAN TALKS TO CAMERA - DOLLY IN FOR TIGHT CLOSE-UP AS HE DOES ONE MINUTE OF PERSONAL CONVICTIONS)

JORY:

DOES THE SAME. INCLUDE FACT THAT HE HAS BEEN DEMOCRAT 25 YEARS - THAT AS AN ACTOR HE TAKES CHANCE OF DIVIDING HIS AUDIENCE BUT IT IS WORTH IT NO MATTER WHAT THE PROFESSIONAL COST TO HIM TO ELECT DICK NIXON OUR NEXT AND BEST GOVERNOR. ALSO INCLUDE TALK FROM SAN DIEGO TELETHON.)

REAGAN AND JORY SEQUENCE ON COVERING OUR ISSUES:

ENDING WITH:

REAGAN:

Time does not permit us to go on, for George Putnam is standing by with what may well shock you - for this is one of the top headline stories of this entire campaign.

JORY:

As a registered Democrat - who has voted Democratic for 25 years - I urge my fellow Democrats to join me in electing Dick Nixon.

And never feel you are deserting your party.

Under Brown - our party has deserted us.

Thank you.

And here is George Putnam - another Democrat for Nixon.

(CUT TO PUTNAM HOLDING HARRIS POLL)

PUTNAM:

Ladies and gentlemen - as I warned you earlier - I am about to shock you.

For I will expose this report.

What is it?

It is a confidential report - meant chiefly for the eyes of one man - THIS man....

(CUT TO PICTURE OF PAT BROWN)

Who is he?

Even he doesn't know - or why would he have bought and paid for the services of a New York - Madison Avenue Public Relations Pollster to come 3,000 miles into our state and create a new image - a new role which Brown is trying to pattern himself to fit.

(CUT TO ANOTHER PICTURE OF PAT BROWN)

But now - let's get down to cases.

The truth speaks best for itself.

QUESTION: Who is Lou Harris?

FACT: Lou Harris is a highly paid political image-maker and is well known as the pollster for the CIO-AFofL.

This may come as a surprise to the many thousands of rank-and-file union members who pay their dues but who have no way of knowing how their hard-earned money is being spent. As a union member myself, I resent the fact that part of my dues money is used to aid candidates whose philosophies are directly and completely opposed to my own.

QUESTION: How did New Yorker Lou Harris get into the California election:

FACT: Lou Harris was hired by the Brown forces (over a year ago?) and has since been highly paid for his advice.

QUESTION: What role does Harris play for Brown?

FACT: Harris is a puppet-maker (manipulator of public opinion) - who said (Newsweek quote)

QUESTION: Exactly what does Harris do for Brown?

FACT: Listen to these cynical callous recommendations - ordered and paid for by Brown forces - and delivered as follows by Lou Harris.

(PUTNAM READS - STOPPING FREQUENTLY TO EXCLAIM SHOCK)

" -- The labor union vote, both members and families, reflect the solid status Pat Brown has here. With this group it is not going to require so much of the Governor's personal time and attention as it will the leadership of organized labor putting on a quiet but hard-hitting registration and get-out-the-vote drive.

" -- Brown has scored well with the Italian and Irish groups, and special efforts should be made to consolidate these gains by appearances and separate concentration here.

" -- The religious distribution of this vote is along classical lines. Brown has not budged an inch with the Protestants, but has moved to Kennedy proportions among Catholic voters. He has substantially held onto his good lead among Jewish voters.

"Observation: While there might be very quiet efforts to keep the Catholic vote nailed down to its present moorings, it would be a serious mistake in this dominantly white Protestant state for Brown to in any way be known as a candidate of the minority Catholic group. A whispering campaign has already begun to

indicate that Brown has appointed Catholics almost exclusively, and this will undoubtedly parallel directly the 1960 attack on Kennedy on religion. Brown should scrupulously avoid any overt gestures which will feed this suspicion."

(CAMERA CUTS BACK TO PUTNAM)

I repeat -

what you have just heard was order^{ed} - bought - paid for - in the interests of the man who asks you to select him now to guide you and your families through four more years of such hypocrisy.

Imagine -

playing people against people on the grounds of religion and ethnic background.

Imagine - too - the super-arrogance of these people. They claim they have the labor vote all sewed up. There is no necessity - they say - for Pat Brown to pay any more attention to workingmen. The labor bosses have that vote under control. So Lou Harris thinks.

But he may have another think coming.

What else is contained in this shocking Madison Avenue report? Mind you, this is but one of several Lou Harris reports submitted to guide Pat Brown through his campaign.

Let me quote from this confidential document again.

There is a long discussion entitled PROFILES OF NIXON AND BROWN.

It has this to say.....

(CAMERA CUTS TO PARAGRAPH AS PUTNAM READS)

"The positives in the Nixon profile are that he has had experience as Vice President, a mark that having served in that high post, he is certainly qualified to serve as Governor...Balanced against this is the feeling that Nixon is ineffectual. However there are better than four times as many people who are positive about Nixon on the count of experience than are negative.

"Observation: Obviously it would be a serious mistake for the Democrats to attack Nixon on the element of experience. This is his strongest asset."

(CAMERA CUT TO PUTNAM)

Mark this -

according to this Lou Harris poll bought and paid for by the Brown forces - Richard Nixon's strongest asset is his experience. After all - but for 100,000 votes, Mr. Nixon would now be President of the United States. It would be absurd therefore for a Pat Brown to attack Mr. Nixon on the grounds of experience.

DOLLY INTO PARAGRAPH HEADED "THE PUBLIC PROFILE OF EDMUND G. (PAT) BROWN"

Now what does this Madison Avenue-type report say about the public profile of Pat Brown?

The report quotes a resident of Tustin, an elderly insurance agent. He feels, says Lou Harris, that the Governor has been

doing a poor job and he gave these reasons.

"I don't think" - said the Tustin man about Pat Brown - "he's been decisive on taking a stand against narcotics or law enforcement. In fact he's vacillated a great deal in most every aspect. I haven't felt any strength of character in him. Look at the way he handled the Chessman case - he emasculated the obligation of his office and displayed the most namby-pamby leadership imaginable. I don't like to use the expression 'wishy-washy' but he is on the anemic side and he just doesn't have the ability to handle most situations."

CAMERA DOLLYS IN ON PUTNAM
(PUTNAM PAUSES, LAYS DOWN MANUSCRIPT, AND LOOKS RIGHT INTO CAMERA. THEN SPEAKS SLOWLY)

I repeat -

Governor Brown doesn't have the ability to handle most situations. That's the quotation appearing in this Madison Avenue report bought and paid for by Brown forces.

Now back to the public profile of Pat Brown.

CAMERA CUTS TO PARAGRAPH

The no-longer confidential Harris report quotes a 37-year-old Castro Valley housewife who explains why she is voting the Republican ticket this November. And this is what she said -- "Brown is leading us into a welfare state. He thinks we can spend ourselves into prosperity, but you can't balance a budget with present taxes and pie-in-the-sky spending. He has doubled the state bond indebtedness; he had around thirty-five

press agents on the public payroll, which is entirely unnecessary; and the way he tried to hide the budget deficit by disguising it under a building program for schools was disgraceful. I feel that he's done a very poor job for California and think that if he doesn't lead the state to complete ruin, he will eventually lead us straight to Socialism."

CUT TO PUTNAM

That's what the woman said.

Now - what are the changes in image proposed for Pat Brown?
CAMERA DOLLYS TO POSTER READING "PROPOSED IMAGE CHANGES
FOR GOVERNOR BROWN."

One -

because Pat Brown is a poor speaker -

Lou Harris recommended that the Governor -

quote - "appear on television in well-prepared TV spots which represent him as a clear and effective communicator. This can be done best in taped spots off teleprompters" - end of quote.

In other words -

while Pat Brown refuses to debate with Richard Nixon -

he is appearing in well-rehearsed TV commercials in which - again quoting Lou Harris -

he is presented as caring about California and people's problems and demonstrating - another direct quote -

"he is not afraid to speak out and take decisive action such as he has, for example, on water."

CUT TO PUTNAM

And here - ladies and gentlemen - let's stop for a moment to examine how Madison Avenue - with Pat Brown's connivance - has perpetrated a hoax on Californians. Here is a still photograph -

CAMERA DOLLYS IN ON PICTURE

taken from the paid TV commercial which by now most of you must have seen. It shows Pat Brown looking very decisive as he discusses water -

and we all know Pat Brown invented water.

But what is that in the background?.....

(Robert Finch will provide rest of data, plus visual data)

CUT TO PUTNAM

Thus we are presented with probably the biggest hoax of the 1962 California campaign. A TV forgery bought and paid for by the Brown-for-Governor committee. A fraudulent, untruthful pictorial representation, the kind of phoney TV commercial which only a few years ago brought the wrath of Congress down on Madison Avenue's soap salesmen. But Brown's phoney commercials aren't selling soap or deodorants. They're designed to sell a colorless, vacillating nonentity as a fearless, decisive leader who has the yet unproved ability to lead the people of California in the troubled, complex years ahead. Governor Pat Brown should apologize immediately to the people of California for this outrageous TV forgery. He should scrap his phoney commercials.

But there is much more to the Lou Harris report.

Unfortunately - we have time for only a few more choice passages.

CAMERA DOLLYS TO SIGN READING "NARCOTICS ENFORCEMENT"

And this is what Harris says about Pat Brown and narcotics enforcement.

CUT TO PUTNAM

Though the voters see much importance in this subject, Harris says that the Governor has made no progress here.

The Harris report adds - quote - "Because the Chessman case still remains a point of vulnerability we strongly urge that the Governor take strong and decisive and dramatic action to prove that he is determined to end the narcotics menace. He is simply not coming through here now, but surely he must in order to win re-election, or else be subject to a late campaign blitz by Nixon for being lax and weak on law enforcement." End of quote.

PUTNAM LAYS DOWN MANUSCRIPT AS
CAMERA DOLLYS IN ON PUTNAM FOR CLOSE-UP

Now we understand why Governor Pat Brown flew off to Washington in the middle of the campaign to attend a so-called White House Conference on Narcotics -- a conference which - by the way - solved nothing -

but which obviously was supposed to help Brown's new image as a foe of the dope peddlers.

How cynical can any politician get?

How ridiculous can Brown get?

Do Brown's Madison Avenue puppeteers actually believe they can sell nonsense to the people of California?

Apparently these Machiavellians think they can.

Listen to this - again from Lou Harris.

His report states that it would be wrong for Brown to accuse Richard Nixon of being either corrupt or dishonest. Obviously such accusations are ridiculous. For really effective campaign ammunition - as the report puts it -

Nixon must be falsely charged with being a - quote -
"phoney moralist" - unquote.

His sincerity must be repeatedly questioned.

He himself must be made the chief issue.

CAMERA DOLLYS IN ON PARAGRAPH "ANTI-NIXON ACCUSATIONS"

Again I quote from the incredible Lou Harris recommendations to Pat Brown.

"The charge that Nixon is interested in running for Governor to use that office solely as a steppingstone for the Presidency has a resiliency and effectiveness. It adds up to an indirect charge that Nixon is not sincere as a person, but it gears it so a specific act on his part, namely his race for Governor. It also allows the Democrats to charge that Nixon is not interested in California and the problems of the state. It also allows Brown to maneuver Nixon into making the 1962 Gubernatorial election a re-run of the 1960 Presidential election, except that this time Kennedy holds a 62-38 percent lead.

"We specifically tested this proposition in this survey. We asked voters if they thought Nixon were primarily interested in serving as Governor of California or in preparing another run for the White House."

CUT TO PUTNAM

This of course explains why - despite Mr. Nixon's repeated contentions to the contrary - Pat Brown keeps singing the

Madison-Avenue-written refrain that Nixon wants to run for President in 1964. As if -- even if true -- it were some sort of crime.

Pat Brown obviously has a short memory. The Man You Can Trust - as he now bills himself - announced himself as a Presidential candidate shortly after he was elected Governor in 1958. Ridiculous as it may now sound - Pat Brown then actually believed he was of White House calibre.

To get back to this sensational Lou Harris report....

"There is no doubt" - and I am again quoting directly -

CAMERA DOLLYS IN ON PARAGRAPHS

"there is no doubt that as long as Richard Nixon is unable to shake himself loose from appearing to be Kennedy's 1964 opponent for the Presidency, a direct Kennedy-Nixon comparison will invariably put Nixon in one of his most unfavorable lights.

"Based on this information - we would recommend in the strongest possible terms that the President be urged to come into California as often and as late as his schedule will permit to campaign for Pat Brown." End of quote.

CUT TO PUTNAM

Well - ladies and gentlemen - this helps explain President Kennedy's recent traveling habits and why the people of

California have been so honored lately by his august presence.

But in case any of Brown's hatchet men didn't get the point -
Lou Harris urged the following.

Please listen carefully.

CAMERA DOLLYS IN TO PARAGRAPHS

I quote -

(PUTNAM EVIDENCES SHOCK)

"This charge" - that Nixon is not really interested in the
Governorship but only in the Presidency -

"can be made by top Democratic spokesmen first, and then should
be picked up late in the campaign by Governor Brown, especially
when he is campaigning with President Kennedy.

"Brown should turn to Kennedy on the platform and say that
Nixon's real aim is not to serve as a Governor of California
and to meet the very real problems facing the people of the
state, but rather to run against this man - John F. Kennedy.

"Brown can then ask the voters who they would choose in such
a case today, and that the way to stop such a calloused power
play is to reject the Nixon bid for Governor in 1962."

End of quote.

CUT TO PUTNAM

Isn't this the most unbelievable thing you have ever heard
in any political campaign?

Isn't this the height of hypocrisy?

Only the press agent minds of Madison Avenue characters can dream up a script like this for the President of the United States to follow on his visit here tomorrow. And as the soap opera teasers have it - Will the President perform on cue as directed by these Madison Avenue advisers when he arrives?

We will know tomorrow.

But until then - ladies and gentlemen -
here is our own commercial.

If you want these disclosures to continue, if you want to hear more from this sensational Lou Harris Report, we will need your help.

Quite frankly - we will need your money.

(More on money pitch, where to send money, etc.)

(PUTNAM POINTS TO AMERICAN AND CALIFORNIAN FLAGS)

And here's to a better America and a greater California.

Ladies and gentlemen -

it's up to you!