THIS IS JOE TYDINGS— THE MAN — THE CANDIDATE

His smile is easy. His handshake is firm. His pace is deliberately slow, but he's a man in a hurry.

This is Joe Tydings — the man and the candidate.

Mr. Tydings, young (36), vigorous, and determined son of a former U.S. senator, is currently preoccupied with but one thought — winning a seat in the U.S. Senate.

Presently there are more than a few astute students of politics who are willing to wager that come Nov. 4 he will have done just that.

As candidates go, Mr. Tydings is a newcomer to the political arena. Prior to the "Kennedy Years," his identity and reputation were confined to his native Havre de Grace in Harford County specifically and the state generally.

Yet in the short span of four years his political fortunes have skyrocketed to the point where he is now seriously regarded as the next U.S. Senator from Maryland.

The former chief Federal prosecutor for Maryland is running against incumbent, Republican, 70-year-old Sen. J. Glenn Beall, who has staked his destiny on the fortune of his party's presidential candidate, Sen. Barry M. Goldwater.

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MR. TYDINGS, on the other hand, an admitted "Kennedy Democrat," has with far less hesitancy, embraced and is campaigning on the platform of the administration of President Lyndon Baines Johnson, whom he takes obvious pride in knowing personally.

How did the author of this new political force (he rolled up a 123,000 vote margin in the Maryland Primary against an admittedly political pro and organization man) come into being?

What set him on the course of what he terms "the creation of a new era of leadership for Maryland?"

Why and how has he captivated Maryland voters without the approval of the deeply-entrenched political order?

Answers to these and other questions were found in this author's study of Joe Tydings, the man, a study which dates back to his elevation to the post of U.S. District Attorney for Maryland in 1961.

As the son of a U.S. senator — the late Millard E. Tydings — Joe, the man, has been exposed to political personalities of varying degrees of importance from early childhood.

Among them were high government officials, including President. Perhaps the most cherished memory of the man in a hurry is the fact that it was his good fortune to count the martyred John Fitzgerald Kennedy in his circle of personal friends.

If there is any single factor which contributed most to what has become accepted as a "new political image in Maryland," it would be Mr. Tydings' acquaintance with and fondness for J.F.K.

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WITHOUT DIFFICULTY, this writer can recall Mr. Tydings' obviously deep satisfaction of his personal relationship with the late President.

"I am a Kenndy Democrat," he said shortly after he was sworn in. Then, with the flourish of a man contented with his achievements, he added:

"I am the only district attorney who was personally appointed by the President. . . against the wishes of local political leaders."

His decision to go for the Senate seat now held by Senator Beall, also had the personal stamp of approval of JFK, he admits without prodding.

"It was shortly before his death that the President was visiting my home in Oakington. 'Joe,' he quoted the late Mr. Kennedy as saying, 'why don't you enter the senate race?'

"That was enough. If there is any man I idolize, that man was President Kennedy," Mr. Tydings will say while displaying a feeling of pride and sorrow. Proud of knowing him as a friend and sorrow because he's no longer here.

The romance between Joe Tydings and the Kennedy New Frontier began in earnest in the spring of 1960 when the former directed the latter's Presidential preferential primary campaign in Maryland.

On the basis of his initial triumph in his home state the late President picked Mr. Tydings to perform similar duties in Delaware and Florida and later named him a key leader at the 1960 Democratic National Convention.

The DA post, personally delivered by the late President, was obviously a show of appreciation for a job well done.

It was in this capacity, it later developed, that Mr. Tydings displayed the qualities which blended well with the "Kennedy image."

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HONESTY, INTEGRITY, determination, courage, and other admirable traits shone brightest while the former state legislator occupied the swivel chair on the fourth floor of the Post Office Building.

"As long as you were right," a former assistant said recently, "no matter who was involved, Joe stood behind you."

During his less than three-year tour of duty, Mr. Tydings successfully prosecuted high-ranking political figures, much to the displeasure of local and state Party stalwarts.

"It was an acid test of his courage," an associate later said, "because it would have been so easy to look the other way."

At the time of his resignation to enter the senate race, the then DA offered this opinion in the way of an explanation during an interview with this writer:

"I took an oath to uphold the law. I only did what I had to do."

This bold move, coupled with a simultaneous crackdown on organized crime earned for him this grudging commendation from a hostile critic.

"He knows he's committing political suicide, so you have to give him credit for having guts."

It should be made a part of the record here that the first portion of the above opinion stands more than a fair chance of becoming one of the major inaccuracies in the annals of politics.

For instead of being politically dead, the former racket-busting DA is rapidly emerging as the darling of a new breed of politicians.

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IT IS worthy of more than passing note, too, that the popularity of the easy - going candidate has been achieved without the blessings of the established political order of the City and State.

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PUBLIC UTTERANCES to the contrary — more about which can be found on other pages of this special edition — Mr. Tydings is not one of the favorite people of regular party leaders.

This is vividly reflected in the legion of staff members and volunteers that make up the heart and soul of the Tydings drive for a seat on Capitol Hill.

His official campaign family is

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A MAN AND HIS IDOL — This photo of the late President John F. Kennedy and Democratic nominee for the U.S. Senate Joseph D. Tydings was taken shortly before the death of Mr. Kennedy. Mr. Tydings has said of him, "If there is any man I idolize, that man was President Kennedy." Because of their close friendship, Mr. Tydings has earned the title of "Maryland's edition of the New Frontier."

Vote For Joe Tydings
U.S. SENATOR
Pull Lever 2D

This advertisement by authority of Francis X. Gallagher, Treasurer, Joseph D. Tydings for U.S. Senate 26 E. Baltimore Street, Baltimore, Maryland 21202. Telephone: 539-1531

WHERE HE STANDS ON ISSUES

Since declaring for the Senate race, last spring, Joe Tydings has taken an unequivocal stand on the major issues of this campaign.

In the course of the primary and general election campaigns, which have taken him into the remotest corners and bustling areas of the state, the candidate has firmly stated his position on key issues including those of local, regional, national and international significance.

What follows are his views on some of the more vital issues:

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CIVIL RIGHTS — "It represents the foundation for a new future for all of the citizens of this country. The provisions of this law are nothing more than a national commitment to the principles we espouse and the freedoms we cherish in our democratic society. We must translate the language of the bill into acceptance of its tenets and observance of its meaning."

The occasion? The passage of the 1964 Civil Rights Act.

He added:

"Only when freedom is the way of life in every part of the nation can all individuals achieve the full measure of equality guaranteed by the Constitution and now underscored by the Civil Rights Act."

During the observance of "Law Day," he had this to say:

". . . It has been said that ours is a government of laws, not men. But we must remember that men make the laws, enforce the laws, interpret and adjudicate the laws.

"For these reasons, it is imperative that the courts, the legislators and the agencies of government are ever watchful that nothing is done to diminish or dilute the individual liberties contained in the Bill of Rights."

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DURING THE racial strife in Princess Anne, the candidate said this, among other things:

"Absence of leadership in the matters of human rights invites disaster in that it creates a climate wherein emotions are charged, and reason and understanding cannot prevail. Equality can be achieved provided moral leadership is assumed and exerted by the highest elected officials of this state before crises develop.

"The issue is not who is right or wrong in the events at Princess Anne. The fundamental issue is the absence of any affirmative leadership at high state levels to deal with the problem of human rights.

"I support the right of peaceful protest as protected in our Bill of Rights and provided by our Founding Fathers.

"I do not condone disorder in the streets, nor do I condone the use of police dogs to contain peaceful demonstrations."

EDUCATION — "Our nation has failed to fully commit its resources to give our public educational systems the support required to upgrade elementary and secondary schooling and to provide our youth with sound and challenging education programs."

This failure, he declares, has resulted in:

"1. Serious overcrowding and the retention of old, dilapidated and hazardous school facilities to accommodate surplus school population.

"2. Inadequate attention to the special educational requirements for children in the slums or depressed rural areas, particularly for children of pre - school age who need advance training to insure they will not fall behind in reading comprehension in the primary grades.

"3. A wholesale drop - out problem, amounting to one million youths a year, or one out of every three students now in the fifth grade.

"4. Inequity in educational opportunities for colored children and other nonwhite minorities. As contrasted with a 70 percent completion rate of high school for whites, less than 46 percent of our nonwhite population finishes high school."

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ON ANOTHER occasion, while calling for Federal aid to education, the candidate declared:

"Education of the children of the cities is in a state of crisis." He proposed "drastic action be taken by Federal, state, and local governments to upgrade schools in blighted areas and provide educational incentives for children of the slums."

On the current New York controversy over racial balance in schools, he said:

"The real problem in schools is not a problem of balance.

"The real problem is due to the failure of school officials to provide equal resources and facilities for all schools. States have failed to spend equal funds in all schools. Raise the standards, and the problem of imbalance will be solved."

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JOBS — Hailing President Johnson's "War on Poverty," Mr. Tydings proposes the creation of a commission to blueprint a program "for jobs and job opportunities."

"The war on poverty," he said, "is a step in the right direction," noting that funds earmarked to finance it were taken from the 'haves' (defense establishments) and transferred to the 'have-nots,' (education, training and social welfare)." The candidate added:

"We have an opportunity now to utilize funds freed from defense commitments in a meaningful way and in the war on poverty we have a challenging front line from which to launch an offensive for better education, better and more plentiful jobs, higher standards of health care and a more productive nation."

Further, he proposes an "extension of minimum wage coverage to insure at least subsistence levels for some 1.5 million additional workers. "Some 24 million workers are presently covered by the $1.25 minimum wage rate.

"Even though this figure is below what is regarded as the proverty level in this country it does guarantee a minimum salary floor of $50 per week."

Pointing out that the average manufacturing wage level is $2.50 per hour due to organized labor negotiations, he said further:

"Nevertheless, Federal minimum wage protection is denied to hundreds of thousands of workers employed in hotels, motels, restaurants and other food service establishments, as well as employees of laundries and dry cleaning establishments, hospitals and other health services, small logging operations and agricultural handling or processing."

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ON OTHER key labor issues, Mr. Tydings has gone on record as being opposed to "right - to - work legislation" and would "support action in the Congress to repeal provisions of the Taft-Hartley Act giving states authority to enact such union-busting measures."

Right - to - work laws, he said, which have been adopted in some 20 states, are designed to "undermine the principle of collective bargaining. Such legislation has sapped the strength of the labor movement in its organizing activities."

He also wants a stepped - up program to cope with the critical unemployment problem growing out of automation and a halt to "the use of lie detectors screening applicants for jobs in the Federal Government and private industry."

Here's why:

"Not only are the results of lie detector tests scientifically unreliable, but the use of polygraph machines are offensive and degrading to individuals tested."

He has promised to support legislation to standardize unemployment compensation.

SLUMS — He favors the creation of an eight - state East Coast Planning Authority to "help control blight and suburban sprawl and to properly coordinate diversified land and water use in the megalopolis along the Atlantic Seaboard."

HOUSING — He supports "establishment of a cabinet - level Department of Housing and Urban Affairs to deal with the neglected problems of urban and suburban areas on a meaningful scale."

"Interstate planning, an enlightened urban renewal project, public works to provide for hospitals, libraries and schools, low cost housing — private and public — and development of an interurban rapid transit system are possible remedies for chronically critical urban housing problems, he feels.

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POVERTY — "I fully endorse the Johnson Poverty program," the hard - running candidate said, while calling for a Federal food stamp program.

"Not only will the food stamp program help improve levels of nutrition among our low - income families, but it is designed to stimulate business for retail food markets as

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WHERE HE STANDS — Joseph D. Tydings, in the accompanying text, leaves no doubt as to where he stands on the major issues of the current political campaign. Without hesitation, he states his position on local, regional, national and international issues.

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