THE PEOPLE AROUND HIM

JAMES H. EDWARDS

ARCHIE D. WILLIAMS

MRS. EDITH DAVIDSON

GEORGE E. BARRETT

MRS. DOROTHY McCOY

HARRY A. GAIL

MRS. PAT MORRISON

HAROLD HICKS

SUMMIT — While the candidate is out winning friends and influencing people, his staff holds its weekly strategy meeting. They are (clockwise) Jerold Hoffberger, confidant and advisor; Albert Salter, advertising director; Mrs. JoAnn Orlinsky, staff assistant; Victor Cushwa, Jr., treasurer, 1964 Maryland Democratic Campaign Committee; Joseph McInerney, staff assistant; Francis X. Gallagher, Tydings campaign treasurer and co-chairman, 1964 Maryland Democratic Campaign Committee; J. Hardin Marion, campaign staff director; Stephen H. Sachs, legal adviser; Frank Ellis, staff assistant; and Edgar L. Feingold, press secretary.

Much has been said and written about the "new image" projected by Joe Tydings, Democratic candidate for U.S. Senate, and the people he has attracted to the campaign.

A close examination of his official staff and the small army of volunteers reveals a conspicuous absence of the usual "old faces," well known in the political arena.

With the exception of Herbert R. O'Conor and Francis X. Gallagher, co-chairmen of the State Democratic Campaign Committee; and Philip H. Goodman, former Baltimore mayor, the Tydings campaign entourage is made up of new faces.

To illustrate:

J. Hardin Marion, former assistant U.S. district attorney, is campaign staff director; Stephen H. Sachs, son of well-known community leader Leon Sachs, and former U.S. prosecutor, is legal adviser.

Mr. and Mrs. Wally Orlinsky, Joseph McInerney, Frank Ellis, staff assistant; and Edgar L. Feingold, press secretary, are all neophytes in politics.

All, however, have common traits — youth, vigor, determination, and boundless energy. They are representative of the "Tydings Corps," which is generously sprinkled over the state and gave such an overwhelming account of itself during the primary election.

"Teas For Tydings," patterned after the 1960 "Teas for Kennedy," which sprang into prominence during the late President's Maryland Primary campaign, also reflect the "new image" concept of politicking.

Under the general direction of Mrs. William Hahn of Ellicott City, the "Teas For Tydings" have accounted for many heretofore uninterested housewives, college students, and young professionals being up to their proverbial ears in politics.

So tremendous has been the impact of the teas, that Mrs. Hahn was dispatched last week to New York to set-up a "Tea Circuit" to aid the Senate race of Robert F. Kennedy, who is opposing Sen. Kenneth Keating.

PRIVATE JOKE? — Whether Mrs. Tydings resorted to a witty joke to break the routine of a strenuous campaign is not known, but whatever she said caused her husband to break up during one of the by-now standard Teas for Tydings at a downtown hotel recently. Ginny, she prefers to be called, a seasoned campaigner herself, oftens spells Joe at teas and coffee klatches when scheduling prevents his attendance.

In the ranks of uptown Tydings boosters, the "new faces" concept is also prevalent.

Some typical reasons for plunging into politics were given by the new breed of uptown workers during an informal survey:

Mrs. Pat Morrison, secretary — "There are so many reasons. The most important, I believe, is that he is young, vigorous, sincere, and honest. A political campaign needs women because they can do so many things a man can't do. Joe has been responsible for involving a lot of good women in this campaign."

Mrs. Edith Davidson, teacher — "We need good leadership. We need a young, vigorous, and dedicated man in the Senate. He fits these requirements perfectly."

Archie D. Williams, attorney — "The established political order, has, to a great extent, ignored the contribution that all segments of the population can make toward good government. Joe recognizes this and is doing something about it."

James H. Edwards, health inspector — "The national administration needs youthful men who have new and sound ideas. This rapidly changing world demands that our government officials be alert. Joe's alert."

Mrs. Dorothy McCoy, teacher — "I like his principles, honesty, and forthrightness. I'm convinced that he will be a good senator."

James C. McCoy, craftsman — "Any man hand picked by JFK for an important office is good enough for me."

Stamina is a political must

To the prohibitive cost of conducting a political campaign — in terms of money — has been added still another obstacle, physical stamina.

Since entering the race for U. S. Senator early last spring, Joe Tydings estimates that he has travelled approximately 50,000 miles throughout the state.

A typical campaign day begins at 7 a.m. and runs far past midnight, sometimes as late as 3 a.m. Hopping trains, helicopters, chartered planes, and private auto, Mr. Tydings delivers as many as 20 speeches a day as a matter of routine.

The physical toll — even at 36 — becomes obvious.

"These schedules are killing," he said recently after a wairlwind tour of the city which included television and radio appearances.

His opponent, Sen. Beall, at 70, is maintaining a far less ambitious campaign schedule.

One campaign aide who has been on the heels of Mr. Tydings throughout this campaign sums up this new dimension thusly:

"Sufficient campaign funds are not enough — you must also be a physical specimen."

This advertisement by authority of Francis X. Gallagher, Treasurer, Joseph D Tydings for U.S. Senate 26 E. Baltimore Street, Baltimore, Maryland 21202, Telephone: 685-1351

CAMPAIGN TRAIL

What does a political candidate say to the hundreds of people he talks to in the course of a campaign day or night and/or both.

For many office seekers, campaigning brings an excellent opportunity for an exercise in double-talk, or shunning issues that are unpopular in a given section of the city or state.

"Always leave them happy," one veteran politician once said, "by telling them what they want to hear."

On this score, Joe Tydings has proven to be somewhat of a non-conformist.

Throughout his marathon traveling and talking sessions, the candidate has addressed himself to what he calls "central issues of the campaign."

Among these he includes: Disarmament, strict control of nuclear weapons; a strong United Nations, Federal aid to education, school dropouts, equality of education, housing.

Slums, poverty, extremism, Medical Care for the Aged; unemployment, retraining projects to offset the effect of automation.

Liberalization of immigration laws, honesty and integrity in government, racialism, and so on.

Without reservation, he takes the Kennedy and Johnson positions on these issues and chides his Republican opponent for having voted against many of them.

* * *

After a two-week observation of the candidate during appearances before groups which cut across all political, religious, cultural, ethnic, economic, and educational lines, Mr. Tydings has maintained noticeable consistency in his dialogue.

"This nation cannot afford Sen. Goldwater," he tells audiences all across the state. "He brings out the worst in us, he pits brother against brother, section against section.

"President Kennedy literally picked up this nation and started it moving. We must elect Lyndon Johnson to keep it moving," is one of his often - repeated admonitions.

In addition to meeting and telling his side of the issues to the voters, the young Democrat gets maximum mileage out of the ancient art of handshaking.

"Hi, how are you, I'm Joe Tydings, candidate for the Senate. I wish you will give me consideration when you go to the polls on Nov. 3," he says waile grasping outstretched hands during the by-now patent "Tydings handshaking sprees."

Last week, beginning at the Lexington Market and weaving his way through West Baltimore, Mr. Tydings made no attempt to deliver political oratory.

"Smiling warmly, and wearing his LBJ lapel button, Mr. Tydings hit every stall in the market, shaking hands with merchants and employees.

Many of the merchants, busy cutting meat or preparing other merchandise for sale, grabbed for their aprons to clean soiled hands before greeting the tall, deliberate, and confident candidate.

Customers, too —many of whom have seen him on tele-

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TIME FOR TYDINGS — These charming lassies, sporting the rakish "Tydings Hats," are part of the estimated 20,000 volunteers who are covering the State in behalf of the candidate whose uncanny ability to show up at the right place at the right time has become a standard part of the campaign. Food markets, teas, churches, farms, fairs, steel plants, banquets, schools, office buildings, or anywhere there are people, have become favorite stomping grounds for the tireless Tydings. Fourth District Del. Clarence M. Mitchell, third from left, is a Tydings booster; so is Frank Ellis, right, an official member of the campaign staff.

POLITICS AND RELIGION — The Rev. M. R. Silver, pastor, Concord Baptist Church, greets Mr. Tydings, who spoke briefly at Sunday morning services. "There are those who say politics has no place in church. I beg to differ," the minister told his congregation upon introducing the candidate.

A CHURCH VISIT—The candidate and youthful Sunday school students had a friendly chat during the visit to the Friendship Baptist Church where he heard the pastor, the Rev. Preston Johnson say, "We've worked for freedom, fought for freedom and we'll vote for freedom. We are going to elect President Johnson, Senator Humphrey and we are going to elect you."

FROM THE PULPIT — Candidate Tydings took to the pulpit of Friendship Baptist Church where he heard the pastor, the Rev. Preston Johnson say, "We've worked for freedom, fought for freedom and we'll vote for freedom. We are going to elect President Johnson, Senator Humphrey and we are going to elect you." Sen. Goldwater seeks to divide this nation by bringing out the worst in us, you must vote for President Johnson and his running mate."

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