

DAN QUAYLE

October 28-29, 1986

Frank Gullledge, John Gurney

I flew in Evansville on Monday night for a Tuesday trip with Dan. Reagan was to be in Evansville Tuesday morning, so that our trip was a half day trip. But I got to talk with some of the old Quayle guys--Steve Nix, Rich Galen, as well as (Dan?) <sup>14</sup>apllor~~dan~~ and \_\_\_\_\_ Albertson.

I went to the dining room when I got in, and there were Dan, Greg, plus Rick McIntyre and his wife Meredith. Rick is the Republican candidate in this tough, close congressional race.

Dan wants Rick, who will introduce Reagan, to "hit the Reagan theme" and he swept his arm outward and upward--the 'things are getting better' theme. He wishes the Republicans had a theme this time and says he told Laxalt that. As it is, he says, "There are no issues this year."

The other Quayle - <sup>like</sup> ~~little~~ item in the dinner conversation was an argument with Rich Galen (who came in later) about the wisdom of McIntyre riding the drug issue (that McCloskey tried marijuana while he <sup>was</sup> mayor). Rich says they had to use it because "the race had the smell of death. It was going nowhere. McIntyre had been campaigning for four years and he had just run out of gas." Dan believes it was a mistake, that it turned the campaign downward and that "everyone I talk to says the drug thing was a mistake." Rich gave his defense (quoted above) and Dan pointed his hands at his stomach and thrust his hands into his belt." "I'm telling you I feel it in my gut, deep down in my gut. Trust old dad. It's my instinct. I don't care what your polls tell you. I'm listening to people on the street. You have to trust your instinct."

re. Dan  
Rich Galen "He's the most competitive person I've ever met. Just to give you an example, one day we got into an argument driving to work as to which way was the quickest. He made me drive it one way, time it and then turn around, drive back home and start again just to prove that he was right. But that's the kind of person he is."

"He's very smart. He won't argue about angels on the head of a pin. But if there's some problem he can get his arms around, he'll go right straight to the center of it. If it's complex, he'll know just what it takes to win. And what he wants is to win." Diff. from Specter, who loves close argumentation.

Greg said a couple of things about Dan. He said the problem for the staff is to get Dan to "focus". If they can get him to focus, he'll get hold of a subject very quickly or prepare a set of remarks very quickly. But they can't be sure when he will focus.

Second, he said Dan was friendly with a lot of groups in college beyond his fraternity. He didn't say more, but it indicates something of that reaching out/characterizes Dan in politics. He likes plant gates as he said in 1980. At breakfast Rick McIntyre said he considered plant gates soemthing you do when you have nothing else to do. Dan didn't contradict, but he said that "They talk to their friends and a lot of people know you were there." I cite this because McIntyre seemed not to care whether he hit unions. He called them his greatest opponents--the group he would have to spend most time healing wounds after the election.

Greg also said he liked Dan because he knew when Dan was acting as boss and when as friend. he said he knew Dan as well as any staffer, but that when Dan asked him to take over as state director, he interviewed him as if he were any other job applicant.

Rich talked about the change in staff. "In the beginning our staff was mostly made up of campaign hacks. Dan realized that he needed an intellectual capacity and he changed the staff into a high powered legislative group. We could tell him when something could hurt him, but we couldn't tell him anything about Section 4 Subsection 3. Now he's started talking about a new balance between the intellectual and the political. He'd like to do a little more outside the state."

Rich talked about the House-Senate change. "It's like another country--except that they speak the same language. Senators have people to open the door, carry their luggage, bring their meals--it's like being President except that you have to stop at stop lights. Dan started in by telling everyone back home to come on down and see us--the way he always did. When he was a House member he'd say that and no one would come. But once he got to the Senate, everyone came. They probably saved money for the trip. We got so overwhelmed with groups we had to have a meeting to work out a procedure. And we had to tell Dan to stop inviting everyone. Another thing we had to tell him was to stop shooting from the hip. You do that as a lowly minority House member, nobody cares. But as a Senator, someone is there taking down everything you say."

"When Dan first became chairman of the subcommittee, some one called over from there and said, we've got some mail over here. I said, send it over to the Senator's office. They brought it over--five big bags of it! I never knew people sent mail to subcommittees!"

"Birch Bayh underestimated him. He took a poll and found he was 18-20 points ahead. Then he went on television. And he assumed Dan would fold and Bayh would blow him away. He had no idea how competitive Dan is." That, at least, is the Quayle interpretation of what happened.

We went to the airport to see Reagan arrive on Air Force One. We went with Dan through the security gate and right out on the edge of the airport to watch Reagan come off the plane with Rick McIntyre. Frank Gullledge and I went back to his house to watch the rally on TV.

Reagan mentioned Dan Quayle twice and asked people to send him back. Ended the rally with the President in the center holding hands high with Dan on one side and McIntyre on the other.

We got caught in traffic trying to get from rally--where Frank had to go to pick up Dan's sister-in-law and four nieces--and I missed the plane! Dan and Greg took off and I lost my day with Quayle!

I hopped a flight back to Indianapolis, where I will meet them this evening. And I guess I'll stay another day.

I missed Jeffersonville, Madison, Greensburg and (maybe) Shelbyville. Mary Moses says she'll drive me to Shelbyville--or someone will.

Fred Mecum took me to Shelbyville for an event where Dan shook hands at a bowling alley.

Fred is a 25 year old who went to Yale, dropped out, went to Indiana, flunked out and is now in Rozanne Rothman's class at INPUI.

Fred told story indicating that Marilyn Quayle is the driving force behind Dan. "I've been told it's better to cross Dan than Marilyn." When her son was pitching she was catching she told Fred to swing at the ball even though it was nowhere near the plate. When he was on first and she was playing second, he playfully asked the coach, "Shall I run her down." She heard him and said "If you do, you'll live to regret it."

Fred thought Dan was aloof during the picnic. Made hamburgers for everyone, but didn't know Fred, just said hello to him and was by himself a lot. Not the center of things. Kept getting people to play baseball. Acted like the senator, he thought.



Fred's main point about Dan is that no one really loves him, that he is blessed by the stars right now and that he could be in trouble in a tough race in a tough year. He's not doing the job of party building in a time when the older party strength is being dissipated--Lugar has a ~~directed~~<sup>dedicated</sup> band of followers because of what he did in Indianapolis; Dan hasn't been around long enough to gain a loyal following. And he's not really stroking the local people this time. he picks up grumbling; Mark finds volunteers on phone banks grumbling. He just thinks of Dan's support as fragile and not reflected in Dan's large margin - no primary constituency. A kind of favored person.

"Depaw is a party school interrupted by classes. Dan was an average C student and an average person in an average fraternity. He was a Deke, not even a Sigma Chi or a Beta Theta Pi. No one knows where he came from."

The picture of living down pretty boy, light weight - strong with Fred.

At dinner, <sup>Dan</sup> we talked about JTPA a little. "I had taken the kids to a soccer game. We stopped at McDonald's and I used a public phone. I called Ed Meese; and he said he was thinking of vetoing the bill. I said, "over my dead body." He said we won't sign it unless you change this and this and this. I said 'you're crazy. That's the most important piece of <sup>Social</sup> ~~mail~~ legislation passed by your administration.'" He said again, how Repubs used it in 1982 and how John Chafee thanked him.

"It was. It helped in 1982. And John Chafee told me he thought it saved his hide in RI."

I asked him if Fort Wayne paper took pride in him and treated him as local boy who makes good. He said no they didn't. That he'd gone off to Congress, hadn't been home that much. But he said his old friends there were "very possessive" of him, wanted to sign off on all his major decisions. He has a personal constituency there - but definitely not the paper.

I asked which endorsements he prized - he mentioned South Bend Tribune firstly, then the Evansville papers. He said he expected the Indianapolis papers because they are family. He mentioned other papers, but pretty soon he got to all of them.

He said Tom Loftus of Courier Journal was best political writer ~~on~~ Indiana politics.

He spent a lot of time worrying about the liberal press, a lot of time scoping out senate races, and some time on Reykavik, some on Governor's announcement re holding up highway funds, some on the day in Evansville.

*I got here*  
On the campaign he said, "We haven't taken a poll since May, so we don't really know how we're doing. I assume we're doing very well. It certainly is different from 1980." I said that's some understatement, but I don't recall much else he said.

*JTPA*  
I asked what it would have been like without JTPA. He didn't skip a beat, but clearly it would have been different and he ~~would~~ have had to stretch claims to be able to use "effective leadership". He said, "I would have talked more about vocational education and adult illiteracy both of which I had been active in. I would have talked more about health care problems and I would have visited more health care facilities during the campaign. I would have claimed some success in that area. I would have emphasized human resource issues of some other kind. I might have talked more about agriculture. And I would have had to talk more about trade. That's a tough issue because it's so easy to demagogue on the other side. We have a trade policy, but it's not popular. With JTPA, I could focus on jobs instead of trade. After all what's the purpose of trade except jobs. With jobs, you can go in almost any direction. You can use it to lead into any subject. That's the beauty of it."

"The House was a terrible place to learn bipartisanship. I was on the Gov Ops Committee. Jack Brooks never shared anything with the Republicans. He never paid any attention to us. He wouldn't let us do anything. He regarded us as a nuisance. My last two years I was on Foreign Affairs I spent most of my time running for the Senate. I did almost get the Taiwan Institute to deal with our relationships with Taiwan. I lost that by 8 votes; and I think that surprised everybody."

I asked him if he learned bipartisanship in the House. (This came before the Jack Brooks comment - indeed the JB comment was tacked on the end of this one. He was relentlessly matter of fact about bipartisanship in the Senate.

Answer: "Hell no. The House is completely partisan. The Democrats run it and won't let the Republicans do anything. The House is the worst training ground in the world for bipartisanship. If anything, you come out of the House filled with hate--with venom! (he laughed). But when you go to the Senate you realize immediately that things are different, that the only way anything gets done there, with few exceptions, is through bipartisanship. If you want to get results, you have to be bipartisan. And I'm a results oriented person." It all seemed self evident to Dan--the product of a quick study, and little else.

I tried asking him about friendships with Dems, but he didn't go very far with it. "I was a member of the basketball group, and the guys I played basketball with were almost all Democrats. So I made a lot of Democratic friends that way."

I asked him if he thought of himself as a coalition builder, and he said yes. "I was a coalition builder on Defense Procurement and on JTPA. I worked to put together the votes, working in a bipartisan manner. But defense is a little different. I've been struggling there. People stake out positions

of a more ~~X~~theoretical nature and then gradually things coalesce and a compromise is reached. It's different from JTPA. No one is going around asking people what they're interested in and putting together a coalition. In defense I stake out a position and wait for the others to come to me. I don't have anything to do with putting it all together, but sometimes my position gets used. I worked with Wilson and Wallop to stake out some position. Do you see the difference? Defense is less of a coalition-building thing."

I asked about differential effects of electoral margins. "I have to get 55%. I'm counting on that. If I didn't get 55%, I don't know what I'd do. Anything between 55 and 60<sup>7</sup>/<sub>8</sub> is adequate. I couldn't complain. Anything over 60% would be great. That would bring a lot of national attention. Whether I would start behaving any differently, I don't know. I tend to doubt it. But I honestly don't know. I would depend on circumstances." Tom said at dinner he had some speech writers for Dan to talk to. If so, that's a change.

"JTPA is almost always the first thing I talk ~~about~~<sup>about</sup>. I did several radio interviews today. Their first question was 'why people should reelect Dan Quayle?' I began with 'effective leadership' and swung right into JTPA. It's right there. It's about jobs, which is our number one problem and the catalyst for all economic development. After all economic development is what it's all about--except for war and peace."

"Indiana is changing. I think southern Indiana is on the verge of becoming more Republican. That's been our biggest weakness. Almost all the successful statewide Democrats have come out of Southern Indiana. In our poll we asked people whether, in general, they would prefer to vote for a Democrat for Senator or a Republican. It came out 40-42, which confirmed my basic belief that the basic split<sup>is</sup> 40%-40%--that each party has 40% of the vote and we fight over the rest. If Southern Indiana were to change, the whole equation would change.



I think there's a chance of change, <sup>too,</sup> in South Bend. The paper there is a very liberal paper; and they endorsed me this time. They spoke of effective leadership and mentioned JTPA."

Dan talked about AS. "He's a good campaigner, isn't he? He's got a good mind and a pretty sharp tongue...I don't know him well. He sticks to himself. There's not a lot of collegiality there. And he votes against me on almost everything. But I suppose when a guy is running, he has to do whatever he has to do."

In the morning, he interviewed a guy named Melowitz and (I have it on tape). He's in Indianapolis bureau of Fort Wayne News Sentinel.

When he first said hello to Dan and said something about not much of a campaign, Dan said "We're out there every day creating sunshine, organization~~s~~ and votes." It's the 'sunshine' that is so typically Dan.

Similarly, last night as we got to Indianapolis after driving up from Shelbyville, he said "Aren't you amazed at the change in Indianapolis in six years. It's moving so fast that it makes the job <sup>easier</sup> for the rest of us. It's an example of what public and private cooperation can do. We might be able to do in this state what Mass. has done. This state has a very bright future." Went on to talk of pockets of trouble esp. North West Indiana and some in Richmond, Terre Haute. But Indianapolis personifies Dan's upbeat views - is supporting evidence justifying it.

We talked about his getting into politics and after the story, I asked him if he thought of himself as a risk taker.

"No it's more a matter of self confidence. I have complete confidence that whatever I want to do I can do. I am confident that things will turn out right for me. And they always have. I haven't had many failures. So I just keep going, on the theory that when you're hot you're hot. Now what

will happen when the roof caves in on me, I don't know. It hasn't yet. And I never think about it doing so. A lot of people in politics are insecure. I'm at the other extreme. I'm very secure. I don't worry about things. My problem is that sometimes I act too quickly and I'll make a mistake. But if I do, my attitude is: 'I'll fix that up when I get to it.' It's that old saying that if you see ten troubles coming down the road, 9 will go away before they get to you. Some people spend a lot of time thinking 'Should I do this or that.' I don't. I just decide what I want to do and do it. I don't go over and over *decisions*. My wife does but I don't. It's a matter of self confidence. In my race against Roush and in my Senate race I was the only person who believed that I could do it. I surprised everyone but myself. So I've risen very fast--first office, Congress, two terms and then the Senate. I never earned my spurs as they say. And I guess I'm still flying high."

"I don't know what I'll do if the Democrats take over the Senate. I only know that I will hate it. I'll hate it. What I like about this job is being able to set the agenda, get *my teeth* into things and have an impact. I want to affect the results. If I can't, I'm not interested. My staff gets very nervous thinking about me being in the minority. They remember that in the House, if I couldn't affect something, I ignored it. I'm not happy going off making speeches somewhere if I can't influence the results. I suppose the minority can do more in the Senate. It will be interesting to see what I do. But I know I'll go crazy." Then, into talk about what the Democrats will do, relations with Reagan, the veto, the struggle for 1988, etc.

Highlights from the story of getting into politics.

Re interest - "It has always been there because of my family. The publishing business and politics are very compatible--the people you see, the functions you go to. So the interest was there. But I didn't think seriously about

it until I went to work in the governor's office.... In college I was vice president of the fraternity, was the rush chairman, the fraternity representative on the inter-fraternity council. I did all those things. But I was never involved in student government; I didn't run for student body president. When you work in the governor's office you look around you and you think 'this is fun.' That's when I first thought of going into politics, thought of moving back to Huntington and running for state representative. I had my eye on an incumbent Democrat who had been in office for a while. But I never thought of running for Congress."

"Ed Roush was a very popular congressman. He had beaten Ross Adair and had been in for \_\_\_ years. All the big guns in the district had tried to beat him and failed--two well known state senators, for example. And no body was anxious to run against him. Ernie Williams was editor of the Fort Wayne News Sentinel and a friend of mine. One day he said to Orvas Beers, the county chairman, 'Instead of running someone from Fort Wayne every year and losing, why don't you give young Dan Quayle down in Huntington a chance.'"

They were having some press group meeting somewhere and after the meeting Beers asked Dan if he would run for Congress. "I told him that I had been thinking of running for state representative, but that I was not ready for Congress. I told him he should ask the other more qualified people. He said 'I've asked them all and no one wants to run.' I said that I couldn't give him a decision, that I would have to think it over, but that I wouldn't consider it unless they guaranteed me <sup>that I'd have</sup> no primary opposition and that they would raise money for me."

He goes to a press meeting in Williamsburg with wife.

"She did not like it at all. She did not want to move to Washington or live out there." He always calls DC 'out there.' Then went on to say how

his kids had skipped the political life because he was so young.

He calls his father who is in Australia to tell him he wouldn't be around as much as his father had planned to have him, on the paper. "He told me to go ahead but that I couldn't win. He said he'd been trying to beat Roush for 20 years and it couldn't be done. I said, we'll see. I beat him by 54%. I was a 29 year old kid nobody ever took seriously. Roush didn't take me seriously till about ten days before election. It was too late.

Went into national guard after college - July to January. Got out and worked in Att. Gen.'s office. "I wanted to go to law school but I also wanted to work while I was in law school. I was sick of just school. So I went to school at night and worked in the Attorney General's Office in the daytime. It was the natural place to work if you wanted to be a lawyer."

From there to Governor's office. It was out of the work experience that the bug really developed.

Talked about campaign and how second one set a record and paved way for <sup>Dan</sup> Coats.

Re him and Long." She has to go into a lot of detail in describing the problems she's talking about. We don't. We just say everything is rosy, more jobs, more people working. All the reporters ask me about my failures. Are they kidding? There are no failures. Failure? Failure isn't in my vocabulary."

"I worked much harder in '85 than in '86. In '86 there was a much heavier legislative load. But '85 was much more important at home. When the Mayor of Fort Wayne was thinking of running, we went into Fort Wayne and held a big fundraiser right under his nose. When the major of Evansville was thinking of running, we held JTPA hearings there and invited him to come in as a witness. We made him help us. When Congressman Sharp was thinking of running we held Lincoln Day Dinners in Anderson, Muncie, Richmond and \_\_\_\_\_ all in his district.



We were saying to everyone of them 'come on, take me on, we're ready for you.' And none of them wanted any part of that kind of tough race. They all backed off."

Re DP "He's always coming up with these half-assed amendments that look good in the press but are totally political. I think if I sat down with him and talked, he wouldn't be like that. I think he's really better than his amendments. But he sticks them in and we crush him. Sometimes we convince him not to bring up the amendment at all. (Like threatening to attack Republican communication allowances). But I don't understand why he proposes these totally political amendments. It must be because he is in the minority." He sees DP as gadfly and political. I think DP just has to stay in motion.

Somewhere in the discussion of his self confidence--after the discussion of security, he said "I believe in getting my fair share of credit. But who gets the credit is not one of my big concerns. A lot of these guys spend all their time working to see who goes first, I don't worry about top billing. I want to get something done. I want my share, but I don't get all upset if it doesn't happen."

He also said again--appropos of being "results oriented"--that he left the House because "I was bored in the House, I was bored to death. I couldn't accomplish anything. I don't know why any member of the minority party would want to stay in the House. I asked myself whether there was a chance that the Republicans would ever control the House--ever in my lifetime--and I didn't see how they could. All I could look forward to was tending my constituency for the next 25 years. That's not enough. I just wanted to get out. It was the easiest decision in the world for me. It wasn't really a decision at all. I had other things. I'd rather spend my time. I never looked back." He didn't say he ever thought what he would have done had he lost. I don't think he thinks about losing.

5/11  
He said he's looking for a speech writer. "I'm doing it all out of my own head now. It limits what I can do. My staff gives me notes and then I get up and put them together myself. I need more help so that I can take part more on the floor, write some op ed pieces. for the papers and for magazines and give more in-depth speeches on the subjects that interest me." He's moving very cautiously into extra-Indiana activity. He never said it, but the speech writer indicates it to me.

He said, with respect to not earning his spurs, that Bowen did not approve of his running for the Senate. "You should wait your turn" was his attitude. Dan went through Bowen's own record of state Rep. - one defeat for governor(?) and his progression up the ladder. He said that swift ascent was a problem with a lot of the old timers at first--but not any longer. Actually, he preempted the ~~file~~<sup>eld</sup> and all the rest ~~move~~<sup>were</sup> left with might have beens.

10/28  
He talked about the committee and he obviously has thought about running it. "It would be a hard committee to run. But I would try to work with Kennedy. He controls that side of the committee. I'd go to Kennedy first. If I couldn't get Kennedy, I'd have to try to pick off some other Democrat. And the only one who thinks for himself is Simon. So I'd have to go for Simon. Maybe Dodd, but he won't stray too far from Kennedy. On my side I'd have to deal with Weicker. But I can do that. You have to ask him what he wants--usually something for the handicapped--give him what he wants and than say Lowell, I need you with me on the rest of this. Now Kennedy and Weicker are pretty close and they work a lot together. When they do, they can control the committee. Under Hatch they have run the committee most of the time. The Democrats love Hatch as chairman because they can roll right over him. If they tried that with me--and they would--I'd try to beat them in committee. If I couldn't, I'd vote their bill out of committee and tell them that I intended to put my bill in on the floor and beat them there. On the floor, I'd argue that the committee

is not representative of the Senate and the committee bill is not representative of the Senate and offer my substitute. And I'd beat them on the floor. I'd prove to them that they no longer controlled the committee agenda, that I could and would take them on the floor and that they would have to compromise on my terms inside the committee. I know I'd have to do that sooner or later. But it would be very hard committee to manage. I'd probably start with some education issue."

He talked about members. Metzenbaum - "nothing to do with him--even when he was subcommittee ranking." Sparky - "He's a nice guy but..." Pell, not interested - Wallop 'Malcolm' not interested - Nickles - interested in some labor issues. Hawkins - he throws up hands. Stafford - "I can deal with Stafford."

Hatch "Hatch's staff is so bad. I don't think it's their fault; I think it's Hatch. He's not interested in the work of the committee except on labor issues. That's where he sees things as matter of principle. On everything else, he doesn't see it as principle and so he's not interested. The trouble is he doesn't know enough about the issues to know whether they are matters of principle or what the principle is. He loves to come in at the very end of things and arrange some big compromise and throw his weight around. But he doesn't know what he's doing. So - most of the time Kennedy runs the committee, with Weicker helping him. Hatch is awful, just awful."

We talked about House, Senate differences--and incumbent weaknesses in Senate. "A Senator can be killed in the media because that's the only way people know you. So when they see a negative ad, they'll say 'I didn't know that son of a bitch did that' or 'said that' or 'voted that way'. If you're a House member and people see the same ad, they'll say, 'That's not Dan Quayle. I know him. He was at our church picnic last month.'"

*method*  
Point is Senators live by the media and die by the media. One corollary is that I can't explain Senate races--since they depend so heavily on the media. And that's what I don't see.

Dan gave two interviews, which I have on tape, one to the Indianapolis repres. of the Fort Wayne paper Joel Merylowitz(?) and one to Jim Newland of the Indianapolis Star.

In both of them he answered the 'How's it going' question with words of optimism, talks about "a sense of hope", talks a lot about the future, "era of good feelings". "The general message is that things are going well." "rosy" "upbeat and positive campaign".

Re plans for the future, he always starts by saying he wants to expand JTPA by extending it to the welfare system. Doesn't know how, but wants to break cycle of welfare-poverty. Says he didn't know answer to job training when he began either, only that CETA wouldn't work.

Says he had set asides for senior citizens on JTPA.

He was asked on one of them what he learned and said he learned through JTPA that had an effect on his view of what gov't could do in partnership with private sector - got deeper appreciation and deeper commitment to improving social welfare of society. Said he always had the idea that you should help others. Says there was tavern across from newspaper and father cooked lunches for the poor - sense of obligation crystallized in terms of gov't as partner.

Then on other side, more sensitive to ferret threat and more concerned for security of country - interested in arms control.

He talked in Newland interview about protecting his attendance record no matter waht. Newland tried to get him to admit he stayed in DC because he had easy race. But he said he'd do his legislative stuff no matter. He was stung early on that.



But he never once said to me in private nor in public a sentence that indicated he had an easy race. He was very careful in that sense. Once, when she was quoted as saying she would run against Lugar, he smiled, paused and said "Lugar could do worse." But he always treated Long with respect in private conversation. When I talked about my reaction to the debate, he smiled and didn't say much. He said at ~~one~~ point that considering it was her first time, she really did well in the debate. ~~He~~ didn't mention her in public at all.

*John  
Labs*  
I tried to get him to talk about the kind of campaigning he liked best. It was a hard question to phrase right. But his conclusion, to a couple of different phrasings was "What I really enjoy most is to get together a large group and talk about JTPA or talk to a large audience like the one at Magnavox about SDI. I like to be able to get below the surface, two or three levels down in the argument. It's not easy as what we've been doing today (shaking hands in factories and offices) but it's more fun for me." Well, that jibes with his desire to get a speech writer. He's looking for larger, more substantive audiences.

*Camp*  
Re debate - "It's the incumbent who has everything to lose. Every word you say is watched, every little word, to see if you will make a mistake. Your opponent can make a lot of mistakes and no one will notice. But if the incumbent makes one, the media will be all over him. You worry about that all through the debate."

On Thursday--I stayed over because of the lost day Wednesday--we flew to South Bend, and Dan toured a AM Division (of LTV) plant that makes Hummer vehicles--the successor to the jeeps for the Army. They employ 1100 workers (UAW) make 86 <sup>vehicles</sup> a day - have a 3 mile long assembly line. Dan was able to say that he worked hard for the contract and helped. Great platform from which to talk about his membership on Armed Services Committee and bringing home the bacon. I have the press release. Greg called it "our ace of the whole

campaign, the one we've been saving for last."

We then walked through a small van conversion plant in Elkhart. Had lunch in Elkhart, went to Goshen to a linen cleaning plant that employs JTPA people, then to Milford to a quirky newspaper, and then to Warsaw to an orthopedic device factory (Dupuy). At night we went to Marion County rally (where I met Iva Lee) and then to the costume party fund raiser. Afterward, Dan and I had a couple of beers at the hotel and that was it. Actually, it was a good break that I missed the plane Wednesday. I got more time with Dan than I would have under the original arrangement.

The day's main discussion was about whether or not to include Gary in the Quayle family, fly-around on Monday. The argument against it was that no one would come. You couldn't get a rally because there are no troops. And you couldn't get TV because it would come too late in the day--with the result that you'd only get publicity the next day i.e. Election day--too late. The argument for <sup>it</sup> was preventive maintenance. Even if no one came, no one could say "Dan Quayle has ignored northwest Indiana, again." Dan looked at original schedule, which left Gary out, and balked. He wanted Gary in. Greg called Mary a couple of times. Mary resisted because Dan's first suggestion was to take out Lafayette and Mary said they always had a good rally at Lafayette. Then they decide they could take out Elkhart, because the Elkhart people could go to South Bend. But the Elkhart people always feel dumped on because they don't get attention independent of South Bend. And, anyway, cutting Elkhart will only save ten minutes. Then Dan says add Gary and we'll just get to Fort Wayne a little late." But the problem there is that they'll lose evening TV in Fort Wayne if they do that. And that's his home town, really. Finally, Dan suggests that his wife fly to Gary with one or two of the kids and that he take one or two and they meet up somewhere. The drawback there is "You

won't get the whole family picture that we like so much" says Greg. but they begin to get enthusiastic about Marilyn taking a separate flight and they begin to add cities to her flight. They get a whole southern Indiana tour arranged for her--and the discussion begins to take on the tone of "Where is there an airport?" Pretty soon they've got a 14 city tour for the Quayles and begin to think how that will play in the papers. It will look like they are campaigning hard all over the state. "It will be a first for Indiana" says Greg. It is a politician's natural solution to a problem--expand the pie, keep everyone happy, apply universalism! Talk begins to center on how soon they can pin down the details so that they can hype the schedule and the event in the media. Can they get in Sunday? Or will it have to be a Monday's story? There is, of course, a possible hitch. No one has asked Marilyn! So Dan tries to get her before we get on the plane for Indianapolis from Warsaw. No answer. "She's probably out playing tennis. What a hard life." Anyway, when I leave Dan to go to bed at 11:30, he still (says) he hasn't gotten hold of her. So how it will all wash out, I have no idea. As I ride home to Rochester (Friday) Dan is flying back to Washington for the weekend. He tells the media, of course, that he is campaigning hard!

The other concern, of course, was whether we got media at various stops <sup>today</sup>. At Hummer plant we got two TV stations and one reporter. "We hit one big media market" says Dan at night. In Elkhart, we got one reporter for "The Truth" who asked a couple of perfunctory questions as we ate lunch. At Goshen we got a reporter whose tape recorder ran out of batteries just as she asked first question. But we got one radio and one reporter at the candy store.

In Milford, the editor, who was a Democrat, hid out while we were there and it turned out the paper was a weekly that came out on Wednesday! The day after the election! So she asked him what he'd do if he lost. Took his picture. "Nice going Greg!" In Warsaw we got one reporter who had no camera.

Talking in the evening about an article by John Kull (I have it "Lifeboat....") Dan noted that Kull said Dan knew a lot about amount of sewage processed by plants in Gary--or wherever. "I have the ability to look at numbers quickly and remember them. I always try to start with some statistics. People are impressed with numbers. When you reel off a bunch of numbers they say to themselves. 'This guy really knows what he's talking about'. And they won't pay attention to what you say after that."

He talked about Ernie Williams and the congressional race.

"After I won a lot of people wanted to take credit for suggesting it to me. Very few people know that it was Ernie Williams who suggested it in the first place. I couldn't have won the race either without Ernie to guide me through the party factions without getting killed. We had what we called 'the Quayle quartet'--Ernie Williams, Orvas Beers--or someone else from the party--Gutmen and \_\_\_\_\_ and Jim Loomis too. They represented all the factions of the party and they were in on all the campaign decisions." Said he had two paid people at \$90 a week and a volunteer campaign manager who was a housewife.