



By JACK ANDERSON

WASHINGTON — Joe McGinnis's book, "The Selling of a President," revealed in excruciating detail how presidential candidate Richard Nixon was marketed to the American public in 1968 like a bottle of bubble bath beads.

He was taken in hand by advertising and television specialists who prepared him for public display. They preened, powdered and pomaded him. They taught him how to project a warm, fatherly, presidential image on the tube.

What Nixon stood for was of secondary importance. The overriding goal was to sell not the issues but the image to the people.

Now he is being fitted with a new image for 1972. The conservative Nixon of 1968 is rapidly being liberalized before our eyes.

The process began last fall with his personal appearance.

He fired his barber and hired Milton Pitts, a tonsorial artist, who is billed as "Washington's leading men's hair stylist."

Pitts promptly washed the oil and goo out of Nixon's hair, combed out the curly ends, lowered his sideburns, and gave him a razor-cut. Result: a more modern "natural" look. According to one insider, the President even colors his hair to hide the gray.

Nixon's tailor, H. Freeman & Son of Philadelphia, is also sending the President modestly designed double-breasted suits with wider lapels. Nixon has also started wearing more modern, three-inch wide ties.

He watches his weight (170 pounds), gets plenty of sleep (seven hours minimum), and shaves as often as three times a day.

**LOCKER ROOM JOKES** — Attorney General John Mitchell, who is expected to resume his role as campaign manager in 1972, also appreciates the value of a good image. At a recent Washington party, he was heard to declare that the "Nixon men are not all squares." To prove his point, he rose to toast the hostess and told two locker room jokes of W. C. Fields vintage.

"We have got to change the Nixon image," he later explained. "People do not see the President for what he really is or

see what he is really doing."

An ally in his cause, Mitchell said, was Treasury Secretary John Connally, who had already met with some Republican Senators to admonish them for "not selling the President to the country."

If GOP Senators aren't selling the President as they should, the White House crew is more efficient. The Presidential image makers weigh Nixon's every word and monitor his every step. They plan campaigns to promote his programs, bring in congressmen for breakfast meetings, coordinate with business leaders and special interest groups, arrange endless briefings.

They paint the President as a wise ruler forever being fondled by the rosy fingertips of fortune. They rush to poke their thumbs in every hole in the dam. The Laos operation, they would have us know, was a smashing success: the campuses, their intelligence

sources say, are now seas of tranquility.

**NIXON AND NETWORKS** — For all of the Administration's bellyaching about the networks, Nixon has commandeered more prime time on the nation's TV screens than did all his predecessors combined.

Image experts note that Nixon is careful to choose formats that tend to project him as a "warm" figure. They also point out that when he is interviewed on television, he invariably chooses to be questioned by the network

"anchor men" rather than by reporters who cover him daily and are more familiar with the White House operation.

For the public's benefit, President Nixon pretends to be unconcerned about his image and deprecates the "experts" who attempt to plaster his beard with makeup or adjust the television lights to hide the bags under his eyes.

"I don't worry about images," he said on television. "The public relations experts always come in and are constantly riding me — 'You have got to do this, that and the other thing to change your image.' I am not going to change my image."

This seeming indifference over his image is really part of the studied effort to make his image appear genuine. Actually, the White House is crawling with professional image makers who hide behind a variety of titles but who contribute to presenting the President to the public in the best possible light.

No one will say how many image specialists are on the White House payroll. But confidential sources put the number at about 55, counting secretaries.

Of course, all Presidents have attempted to sell themselves and their programs. But never in the history of the Republic has a President attacked the task with more cold calculation and more expert help than has Richard Nixon.

**BARGAIN CADILLACS** — We were the first to report that congressional chairmen were able to lease gleaming new Cadillacs, Lincolns and Chrysler Imperials for token fees. It is only fair to report, therefore, that we have now caught the Pentagon wangling the same bargain. Ten new Cadillac Fleetwoods have been delivered to the Pentagon for the riding comfort of high officials. The Pentagon pays less than \$100 a month for each car. Any-one else would have to pay at least four times that amount. General Motors happens to be one of the nation's biggest defense contractors. The officials who ride around in GM's \$100-a-month Cadillacs, of course, determine who gets defense contracts.

**TAX CUTS** — President Nixon is eager to get the economy booming again before the 1972 election. He is tempted to stimulate the economy by speeding up the income-tax cuts that are scheduled to take effect in 1972 and 1973. The President's economic advisers, however, have warned that too much stimulus could cause soaring inflation. Best guess is that the President will accept the political risk of a lagging economy and will hold to a slower pace of recovery.