

*The untold story:
how the
National Enquirer
covers the capital*
By
Randy Fitzgerald

A TABLOID ROMANCES WASHINGTON

YOU probably saw it on your way through the supermarket checkout counters last month. One could hardly have missed it, poking up like a miniature billboard and screaming for attention. JOIN OUR NATIONWIDE TAX CUT DRIVE, it read, yawning across the page just about seven inches above Merv Griffin's forehead. From there your eyes roved leftward to fix on: How Man Handles Money Reveals His Romantic Attitude.

The National Enquirer these days—hadn't you noticed?—is trying to get serious again. Its editors periodically engage in this self-therapy. They desperately want to be respectable. They want everyone in Washington to realize that down there in Florida at the home of the French Foreign Legion of American Journalism there's a stethoscope fixed on the pulse throb of lower and middle America.

Tabloids are always searching out, as good surfers do, an opportunistic ride on the most promising waves of public opinion, and the Enquirer is an old hand at the surfing game. Its cover trumpeted "The Amazing Appeal of Jaws" and "The Amazing Appeal of Roots" a month after those topics suddenly became fashionable. This does not necessarily mean, however, that one should greet with a horse-laugh the Enquirer's appointment of itself to "champion America's growing tax revolt" or its threat to run out of office all "fatcats and bloodsucking politicians." The Enquirer really believes that with a circulation approaching 6 million a week (71,910 in the Washington metropolitan area) and a reputation as tattletale for the American proletariat, it finally has accumulated enough political clout to hire and fire the pols at will. It may even be right.

"So get scared, Mr. Politician," warned an accompanying editorial in that July 11 issue, "CUT . . . CUT . . . CUT or we'll give your job to somebody else."

How ironical it is that many of these same politicians the Enquirer now threatens to fire are at least partly responsible for the success the tabloid today enjoys.

In the beginning, the National Enquirer under publisher Gene Pope was a graveyard of foul things. From 1952 until 1967, in a steadily increasing crescendo, the paper concentrated on hallucinatory doses of gore, sleaze and rabidly sensational fabrications. The I CUT OUT HER HEART AND

STOMPED ON IT era saw readership spurt in one three-year period from 350,000 to nearly a million sales a week.

Gore had a large and enthusiastic following, but there are only a finite number of psychotics, vampires, collectors of accident photos and deranged people in the world. Since Gene Pope has always yearned to see his tabloid sell 20 million a week worldwide (including Chinese language editions, in one version of his long-range dreams), a new approach had to be attempted. The Enquirer's destiny lay in the grocery cart of the American housewives.

The transformation of the paper into a squeaky-clean casserole of psychic predictions, romance, health and psychiatric advice did not noticeably alter its reputation. Ultimately Pope turned over \$600,000 yearly to a flamboyant publicist named Henry Dormann, who was best known at that time as founder of an organization he called the Library of Presidential Papers. Despite its name, however, and Dormann's successes in raising money for it, the New York-based library had no presidential papers.

Although Dormann was viewed with scorn by some Johnson administration figures, he appeared to have a ready entree to other prominent Washington politicians. "He has a sense of theater about everything," said a one-time Enquirer board member, describing the way Dormann operates. "There aren't many guys that go around in white Panamas in the summer and homburgs in the winter, wear chesterfield coats and ride in papal limousines. He trades on people and professes to know everybody."

In 1969, Dormann phoned up his friend Hubert Humphrey, who was at that time out of office. Humphrey agreed to act as intermediary between the Enquirer and the National Association of Food and Supermarket Chains. Through the association the tabloid hired food brokers and consultants. Working with the Nixon administration, Dormann arranged White House tours for visiting supermarket executives. At cocktail parties, administration officials and Washington movers-and-shakers put in appearances; the executives were duly impressed with Enquirer political connections.

"For the 1971 Supermarket Institute convention in Florida," recalls William Hall, then Enquirer marketing director, "Dormann got Hubert Humphrey, Sen. Bob Dole, Sen. Fritz Hollings and Sen. Charles Percy. How Dor-

mann did it, I don't know. There was an honorarium. He squired these guys around and the Enquirer hosted a luncheon for the four senators and invited all the supermarket retailers, many of whom were loath to go to anything the Enquirer sponsored. It was a big turning point. There was Jim Wille of Red Owl Stores (a major Upper Midwest supermarket chain). Being from Minneapolis, he knew Humphrey. Wille regarded the Enquirer as loathsome. But that day we made sure he got to ride in the limousine with Sen. Humphrey. We got into Red Owl stores shortly thereafter."

The most effective sales job was yet to come. "We were thinking of getting national advertising," Dormann related. "We needed something that would help the image of the Enquirer. So I was able to get Chet Huntley to narrate a film. We were able also to find a number of people to appear in the film who felt well about the Enquirer."

Here are some excerpts of the star-studded cast's remarks:

Sen. Mark Hatfield—"The growth in circulation of the National Enquirer as a national weekly newspaper points out the importance of maintaining free and accessible information over a wide range of subjects for the American citizen to be able to exercise his rights of citizenship more adequately."

Rep. Shirley Chisholm—"The new National Enquirer's growth in circulation is a clear indication that the Enquirer has become very involved with the issues and problems of concern and interest to the American people today. It shows a clear attunement and sensitivity to many of the things that Americans are talking about and want to know more about."

Sen. Frank Church—"The emergence of the Enquirer as a provocative national publication is evidence of the changing tastes and attitudes in American life during the decade of the 70s."

Sen. Barry Goldwater—"I like the new Enquirer. I read it regularly. It has established a reputation for fairness and it's read more and more here on the Hill because the people who read it know they're getting impartial reporting and very accurate reporting."

Jeanne Dixon—"I feel that The National En-

Randy Fitzgerald, former Enquirer reporter, is co-author with Chris Torem of Give Me the Minds of Peasants, an as-yet-unpublished book about the National Enquirer.

I LIKE THE NEW ENQUIRER. I READ IT REGULARLY. IT HAS ESTABLISHED A REPUTATION FOR FAIRNESS AND IT'S READ MORE AND MORE HERE ON THE HILL BECAUSE THE PEOPLE WHO READ IT KNOW THEY'RE GETTING IMPARTIAL REPORTING AND VERY ACCURATE REPORTING.



Sen. Barry Goldwater

quirer is headed for even greater prominence than it now enjoys. I have a real good feeling about this paper. It has over 12 million readers . . . it appeals to readers who are alert and positive and who take a constructive approach to life."

Chet Huntley—"This day [the American housewife] spent more than \$100,000 on the National Enquirer. We don't know everything about this lady, but we can know this: What she did not spend at the supermarket today, she'll spend tomorrow, and we'll be there. We're hers and she's ours. The National Enquirer . . ." (a little jazz fade out).

Dixon knew that the film was intended to promote the Enquirer, and she did occasionally receive fees from the tabloid for services she rendered, although she stressed the money in every case was turned over to her Children-to-Children Foundation. But why would members of Congress lend their reputations to the promotion of a product then thought of as a scandalous aberration dredging the journalistic gutter? The answers are not clear. Dormann, who severed his ties with the Enquirer in 1976 and, most recently, began publishing Chief Executive magazine, a quarterly sent free to an exclusive clientele of world leaders, is purposefully vague: "I had known them for some years and from time to time, I would invite them to speak to various functions and they accepted and when I asked them to do this, I thought it was a good audience for them and I think they agreed."

Hatfield participated "because they were shifting their image," said his press secretary. "The Enquirer was becoming more investigative-oriented and with that understanding, and given his friendship with Henry Dormann, the senator was happy to help."

Church offered a similar explanation. "He did not know precisely what the film was for, only that it was some kind of promotional," said Church's press secretary. "He did it as a

favor to Henry Dormann, an old friend."

Said Chisholm: "They wanted a reaction to their new image. They were trying to appeal to consumers. I write many endorsements for authors of books and so forth, but I never go beyond that. I did not give my statement as a promotional for the Enquirer. I've known Henry Dormann for many years, even before I got into politics. He's a very outgoing man and makes the cocktail circuit."

Goldwater's longtime press secretary, Tony Smith, did not recall the senator's appearance in the film. "It would be against our policy to do that for any publication." Several days later, after conferring with Goldwater, Smith elaborated: "He has absolutely no recollection of the film. I'm inclined to think he thought at the time he was doing it for the National Observer or National Review."

The Enquirer's romance with Washington is a love-hate relationship that dates back to 1952, the year Gene Pope resigned from the CIA's psychological warfare division and bought the paper for \$75,000. He left government, so he told an associate, "because I got fed up with bureaucracy." There may also have been other reasons. "I don't know anybody who has a heartier contempt for politicians," said William Hall in explaining why Pope ridicules politicians even as he seeks to manipulate them. "Pope is an enigma. He is a contradiction."

Pope himself declined to be interviewed for this article, but the contradiction of which Hall spoke is mirrored each week in the Enquirer, which Pope likes to think is an extension of his personality. The tabloid more often than not reads like a parody of itself. You're liable to find anything in there. They've either uncovered another new cure for cancer, solved the Kennedy and King assassinations once again, or communicated with the dead. They'll exploit both sides of any and everything. One week, VITAMIN A CAN PREVENT CANCER AND CURE IT. Then, a few months later, LARGE DOSES OF VITAMIN A CAUSE LIVER DAMAGE THAT COULD BE FATAL.

Where else today can you find a mass-circulation publication carrying articles on why processed foods are better for you than natural foods, how sugar is not bad for you, exercise is unnecessary, and ocean oil spills cause no harm? What other newspaper would fly into Washington five "amazing" psychics, as the Enquirer did, and station them across from the Russian embassy to intuit secrets? Where else would editors entertain the idea of dispatching five psychics to the Senate gallery to predict the fate of important legislation, or contemplate smuggling a psychological stress evaluator into White House press conferences so the press corps could yell "liar" in unison when the device detected forked-tongue answers? One enterprising reporter spent his career at the tabloid pushing the idea that Enquirer employees on assignment in Washington should wear flying-saucer beanies with whirlybird attachments on top and National Enquirer emblazoned on the rim.

At a starting salary of \$34,500 a year, the highest in all newspaper journalism, even the most serious-minded reporters for the En-

quirer are sufficiently bought to endure the frivolous and wildly absurd demands placed periodically on each of them. Three reporters work fulltime from a small office in the National Press Building. Others are sent up from Florida every week on special assignment. Rarely does one know what the other is doing; teams of reporters and editors compete for stories, resulting in confusion and duplication, but presumably a greater incentive to produce the scandal and titillating trivia on which the tabloid thrives. Dozens of free-lancers in the Washington area submit article ideas and stories to editors based in the home office. Since only one out of three completed stories is ever okayed by Gene Pope for publication (though pieces are usually paid for when accepted by an editor), and a freelancer can make \$300 to \$1,000 for just a few paragraphs, competition is stiff. So many requests from Enquirer reporters and freelancers bombarded the Food and Drug Administration that FDA officials refused to cooperate until the tabloid began funneling queries through a channel of editors.

Gene Pope personally approves story ideas and, without exception, every completed story before it gets into print. Usually four or five Washington stories appear in each issue. In that July 11 tax cut edition there were an unprecedented 15, five on the tax revolt and government spending, others attacking retired military "fatcats," a National Science Foundation study, government lawyers and one by Reston free-lancer Arline Brecher criticizing

No one seems to know where the original is of this photograph, reprinted from the National Enquirer, of President Gerald Ford reading the Enquirer. Nor can it be determined who snapped it. The Enquirer says it's a White House photo. Ford personal photographer David Kennerly says he didn't take it and the White House says it's not theirs.



...A CREDIT TO THE FOURTH ESTATE.



Sen. Russell Long

President Carter for appointing a lesbian to a national commission. That is the serious side of the tabloid. You're just as likely to see stories portraying public servants as the playmates of Enquirer reporters, together out for a stroll in a theater of the absurd.

Enquirer Reporter Hoaxes Oil-Hungry Washington . . . Phony Sheik Gets VIP Treatment From U.S. Senators," a recent headline gloated. An Australian free-lancer for the tabloid, former Toronto Star reporter Brian Hogan, wrote that he had posed as Sheik Ongha Biran, ruler of Halat Al-Bhudi, a fictitious oil-rich state on the Persian Gulf, to gain entrance to four Senate offices where his interpreter told tall tales about the sheik's vast oil supply.

Sen. Henry Bellmon (R-Okla.), after bowing, shaking hands and back-slapping with the sheik, asked about the location of Halat Al-Bhudi: "Is this one of the Trucial States?"

"No," said the interpreter, Enquirer reporter Patrick Wilkins, "it's independent. And I'm sure that you'll want to stress that the U.S. has a very firm relationship with the Arab countries."

"Right," Bellmon snapped.

Bellmon did not learn of the hoax until the Enquirer story appeared. "He thought it was ridiculous," commented Andrew Tevington, Bellmon's press secretary.

"The first dignitary to fall over himself trying to befriend the phony sheik," the tabloid reported, was Sen. James Abourezk (D-S.D.).

"I am of Arab heritage myself and I am very happy to greet the sheik," said Abourezk. But when he began chatting in fluent Arabic, the sheik and his interpreter quickly had to excuse themselves. Abourezk later refused to comment on the incident, but he is known to have been furious. Sen. Gaylord Nelson (D-Wis.) and Sen. John Danforth (R-Mo.) were also suckered into the hoax, bowing and handshaking with the Enquirer reporters. Danforth even took time to explain how the U.S. government works.

Thirty-year-old Jay Gourley undertook the assignment that several other freelancers couldn't stomach—going through the Russian embassy's garbage in search of scandal.

"I wasn't stupid enough to think there was anything important in there," says the reporter who made headlines three years ago rummaging through Henry Kissinger's trash. "The Russians take their garbage seriously. And even if I found plans for a sneak attack on the United States, who would believe us anyway?"

He tried convincing the Enquirer that the story was a waste of time. They wouldn't listen. Someone at the tabloid, probably the publisher himself, wanted an inventory of Russian garbage, no matter what the cost. At \$150 a day plus expenses, Gourley wasn't too particular about whose eccentric curiosity he was satisfying.

For seven days, eight to ten hours at a stretch, Gourley sat reading philosophy and formal logic in a borrowed white pickup parked illegally across from the embassy on 16th Street. Executive Protective Service guards periodically asked for his press credentials or told him to move backward or forward

"I Reported for the National Enquirer"

The National Enquirer knocked on my door about six years ago when an editor called from the Lantana, Fla., headquarters to ask if I'd write a 10-paragraph story for \$250. Plus \$75 for a photo.

The editor sounded breathless. Ron Caylor was his name, and he explained he was trying out for his job and would I please get the story in one day before he was fired for nonperformance?

So I interviewed a Washington lawyer who thought most mental hospital patients were institutionalized against their will. (One nice thing about writing for the Enquirer—you don't search out other points of view; each story makes a simple point with no debate.) A couple of weeks later I interviewed and photographed an FDA nutritionist who said the average American's diet obviated the need for vitamin supplements. Then it was off to Harrisburg to learn the skinny on a toll-free complaint phone line Pennsylvania began for its residents.

Two of the three stories appeared, which is a good batting average in the scrappy world of Enquirer writers. Of course they were severely rewritten in the terse, certain style of the tabloid, and phony bylines were attached, since I had requested that my name not be used. The checks arrived, and my stock rose considerably in the eyes of my apartment building desk clerk (the only person I knew who read the tabloid) when I told her of my new free-lance job; I no longer had to deposit \$5 to borrow the spare key at the front desk.

The reporting may be mundane, the result may be homogenized and the pace may be rushed, but helping the Enquirer in its sprint for stories is a matter of bucks. Caylor let me know a mere story tip would result in a check. And the paper is no less aggressive now that it was in the early '70s. Recently an employee for one of Ralph Nader's web of

organizations was offered \$200 per usable story idea. I once appeared on Panorama with the Enquirer's gossip columnist. Dapper in a suit with a boutonniere, he described his fleet of legmen, corps of secretaries (one just to arrange his hectic international travel schedule). I reflected on the average reporter's back-up staff: children who answer the phone when Mommy or Daddy is covering the county sewer hearings.

The name of my first Enquirer contact, Ron Caylor, has risen steadily on the newspaper's masthead, though not everyone prospers. Drawn by the high salary, one ex-Washington Star editor went southward and spent his two-week tryout frantically calling friends asking for story ideas; the first 100 he had submitted were rejected. And to succeed, an editor had to get those assignments cooking in the field, back into the house for editing and onto the printed page. My old friend—whose plaintive voice each time he phoned from Lantana depressed me—happily works in another city now, his recollection of his weeks at the Enquirer resembling less a professional sojourn than, say, a bout with influenza.

I'll always remember Caylor's words after I'd proved myself under fire six years ago. He asked when I was going to get smart and double my salary by joining the Enquirer. I recalled the stories I'd heard of the publisher's mercurial editorial vision. I thought of the formula stories about the occult, health and government, the pressure to outbid someone else for information. And I thought of the desperation in Caylor's voice the first time he phoned me. I decided I was a hungry, young reporter, but not that hungry.

"You sure?" Caylor asked, before adding seductively: "Listen, let me tell you something. The mudfishing sure is great down here."

—Rudy Maxa

THE EMERGENCE OF THE ENQUIRER AS A PROVOCATIVE NATIONAL PUBLICATION IS EVIDENCE OF THE CHANGING TASTES AND ATTITUDES IN AMERICAN LIFE DURING THE DECADE OF THE SEVENTIES.



Sen. Frank Church

a few yards. On a Thursday Gourley finally targeted his prey. "I'm not usually very excited when I see a garbage truck," he says, recalling that moment when a private trash collection truck pulled up to the embassy compound. Two carts were rolled out, the garbage dumped in the truck, and away the truck sped down 18th Street with Gourley in pursuit.

He signaled the driver over in front of the State Department.

"You want to pay me for that trash?" the sanitation worker stammered, when Gourley offered \$40 for the entire load. They transferred about a half-ton of muck to the pickup. "He was the happiest garbageman I'd ever seen," Gourley recalled.

With his girlfriend helping, Gourley separated and catalogued the garbage on the RFK stadium parking lot. They found lots of empty vodka bottles, ashes and melted metal, cheap Russian consumer goods and about what you'd expect to find. Saving a few items so trivial he doesn't remember what they were, Gourley mailed the inventory to Enquirer headquarters. The story never ran.

THE NEW NATIONAL ENQUIRER'S GROWTH IN CIRCULATION IS A CLEAR INDICATION THAT THE ENQUIRER HAS BECOME VERY INVOLVED WITH THE ISSUES AND PROBLEMS OF CONCERN AND INTEREST TO THE AMERICAN PEOPLE TODAY.



Rep. Shirley Chisholm

More recently, Gourley picked up four or five bags of garbage from the homes of presidential aides Hamilton Jordan and Jody Powell. He pieced together several suspiciously shredded letters but found nothing of consequence. "They aren't very interesting people," he concluded.

When the Enquirer assigned me to test Bicentennial security precautions by planting imitation dynamite throughout the Capitol building, I can't remember being particularly concerned over the implications. One Senate photographer, paid by the tabloid to record this madness, did back out at the last moment, afraid his reputation would be ruined. I spent three days scurrying along Capitol corridors, hiding 10-inch sticks of peppermint in air ducts, cigarette cans, elevators and under the seats of Senate subway cars, trying all the

THE GROWTH IN CIRCULATION OF THE NATIONAL ENQUIRER AS A NATIONAL WEEKLY NEWSPAPER POINTS OUT THE IMPORTANCE OF MAINTAINING FREE AND ACCESSIBLE INFORMATION OVER A WIDE RANGE OF SUBJECTS FOR THE AMERICAN CITIZEN TO BE ABLE TO EXERCISE HIS RIGHTS OF CITIZENSHIP MORE ADEQUATELY.



Sen. Mark Hatfield

while to act and look suspicious. No one paid much attention. By the third day, only 11 of the 42 sticks of dangerous peppermint had been discovered by Capitol police.

Rep. Lionel Van Deerlin (D-Calif.), as a favor to his friend and my editor E. G. Martin, accompanied me when I retrieved the peppermint. As I pulled 10 sticks of candy from behind a chair outside the Senate Foreign Relations hearing room for the benefit of an Enquirer photographer, Van Deerlin played along according to script: "My God," he exclaimed, "this is incredible. I'm shocked and amazed." The completed story never ran because Gene Pope feared someone in the Enquirer's "wonderful family of readers" might attempt to reenact the stunt with real explosives.

Sen. Edward Kennedy, on the other hand, is one on Capitol Hill for whom the Enquirer is no laughing matter. "The Enquirer would call us with startling regularity," Dick Drayne, Kennedy's former press secretary. For several weeks Enquirer reporter Leon Wagener followed Kennedy around with a radar gun in an attempt to catch him speeding, apparently intending to make some remote connection to Chappaquiddick. A woman reporter assigned to help begged off because the radar gun "looked like a high-powered rifle and I wasn't about to stick that out of a car at a Kennedy."

A key component of the Enquirer operation is the band of news "sources" that the tabloid's reporters and editors refer to affectionately as the "trained seals"—physicians, psychiatrists and politicians who will say whatever the Enquirer asks them to say whenever they are queried. "You described some report or project for them," said one Enquirer reporter Walter Gordon, "this report they have never read; they would spend 10 minutes criticizing it, saying whatever you wanted them to say."

Perhaps 20 or more members of Congress fall into this category. You can see their

names regularly in stories that sputter on about "fat-cat federal bureaucrats [who] are up to their old tricks." These politicians are portrayed as "fuming" and "outraged" and "disgusted." They call for investigations and promise reform. They praise the Enquirer for preaching fiscal sanity, for being the voice of the taxpayer-protest movement. They thank the Enquirer for telling 6 million readers every week, Here is a politician you can trust.

Five months as an Enquirer reporter afforded me the opportunity to learn all the tricks of

IF A PUBLICATION GENERATES MAIL IN MY OFFICE, THEY HAVE POWER.



Sen. Charles McC. Mathias

the trained seal trade. If someone proved stubborn or uncooperative, we were told to pry answers from them by using the interrogating technique of "Don't you believe . . ." or "Surely you won't deny . . ." Then if the victim answers a simple yes or no, the reporter quotes them as having said, "Yes, I believe . . ." and "I can't deny . . ." always adding, of course, that the source was "shocked" or "outraged." I negotiated for quotes with staff assistants to Rep. John Murphy (D-N.Y.) and Rep. Robert Bauman (R-Md.). They never complained when I attributed quotes to them that I or an Enquirer editor had concocted in a moment of feverish inspiration.

"We cooperated with The Enquirer naturally because of its circulation," said Alan Bock, former press secretary to Bauman. "The Enquirer always came to us with predone quotes. They were seeking maximum indignation. But I always felt ambivalent about dealing with them. While they were the only national publication going after government waste, it was usually such piddly stuff. They sensationalized it and failed to put it in perspective."

The consensus of Enquirer staffers is that the Enquirer's most dependable friends in Congress are Rep. Larry McDonald (D-Ga.), Sen. William Proxmire (D-Wis.) and Rep. Mario Biaggi (D-N.Y.).

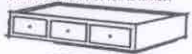
"We're not just giving away information free . . . we're actually using taxpayers'

TRUNDLE AND STORAGE BEDS

Our space saving, sturdy trundle beds and storage beds provide extra sleeping accommodations, extra drawers, or both.



WHATEVER YOUR SPACE OR STORAGE PROBLEM WE CAN HELP WITH A SELECTION OF STYLE & FINISH



THE SLEEP SPECIALISTS...
BEDS & boards

6918 Braddock Road
Bradlick Shopping Center
Annandale, Va. 22003
941-4100

OPEN DAILY 10 A.M.-6 P.M.
MON. & THURS. EVE. TIL 9 P.M.
FINEST QUALITY - LOWEST PRICE - BEST VALUES

After your home perhaps the best investment you'll ever make.



CUSTOM GUNITE & VINYL POOLS

An Aquarius Pool is an investment that brings special pleasure and rewards both now and in the future. It will become a central part of your family way of life. An investment not only in terms of health, beauty, and prestige, but also for what it adds to the tangible value of your home. An Aquarius Pool pays daily dividends. If you ever decide to sell your home, your Aquarius Pool will enhance both its price and marketability. Get all the facts. Call or come in today.

Aquarius Pools

VISIT OUR DISPLAY SHOWROOMS

VIRGINIA
11335 LEE HIGHWAY
FAIRFAX, VA. 22030

MARYLAND
415 S. FREDERICK AVE.
GAITHERSBURG, MD. 20740

CALL 591-5590 OR WRITE FOR FURTHER INFORMATION

MEMBER

NAME

ADDRESS

CITY STATE ZIP

PHONE

The Washington Post Magazine/August 6, 1978

money to give it away," stormed an "outraged" McDonald in a recent issue, criticizing a tour by Chinese technicians of a U.S. oil facility. McDonald's employees say they "deal with the Enquirer all the time," but beyond that they declined to discuss their relationship with the tabloid.

"Sen. Proxmire is practically a staffer," Enquirer publisher Gene Pope told an interviewer in 1971. An aide to Proxmire confirmed that his office deals with the tabloid so frequently that Enquirer free-lancer William Bernhill has been designated their liaison.

Biaggi's connection with Pope and the tabloid goes even further back, by Biaggi's recollection to 1949, when as a police officer in New York he dealt with the Generoso Pope Foundation over grants to the Police Benevolent Association.

Stirring mail from its "ever-growing family of readers" is one technique the Enquirer uses to exercise whatever power circulation alone affords. In 1972, when the tabloid published an appeal for readers to write in support of a constitutional amendment expelling chronically absent members of Congress, more than 20,000 responded. Sen. Russell Long (D-La.) took to the Senate floor and praised the Enquirer as "a credit to the Fourth Estate."

"If a publication generates mail in my office," says Maryland Sen. Charles McC. Mathias, "they have power."

Enquirer readers don't seem to mind that their favorite tabloid contradicts itself every week. You're never certain what to believe. For instance, the newspaper vehemently attacks and ridicules government freebies—free cookbooks, flags, films, etc. distributed by members of Congress and the various federal agencies—yet publishes stories periodically encouraging readers to "take advantage of little-known freebies available from the government."

Waving a copy of the Enquirer, Rep. Robert Badham (R-Calif.) one day last year directed the attention of his House Administration Committee colleagues to that

It's Time to Shop For BACK TO SCHOOL



Choose from our large selection and wide range of sizes in Children's Apparel and . . .

Private & Parochial School Uniform Items.
Boys' Odd and Even Sizes thru 20,
Huskies' Sizes 25 thru 36 inch Waist.
Girls' thru size 14
Also Infants & Toddlers' sizes

LAD & LASSIE SHOP

5444 Westbard Ave., Bethesda, Md. 656-2026
Westwood Shopping Center

LANE BRYANT

"WESTERN" POLYESTER PANTSUIT SIZES 16½ TO 32½

VALUE! 3-PIECE ONLY \$12

Full coverage: Western yoke blazer-jacket, sleeveless back-zip tunic top in pretty print. Solid color pull-on pants. Navy or brown. BUDGET PANTSUITS



932 F St. NW—Downstairs Store • (202) 347-1500 • Landover • Springfield • Branches Open Sunday 12 'til 5 and Late Every Night • Shop Downtown Monday 10 'til 9 • Add sales tax for your area plus \$1-delivery charge on orders under \$20—C.O.D. add \$1.



\$7,970.*
on your lot

Blue Ridge



A quality chalet for weekend recreational use in the country setting of your choice. Model pictured is basic 20'x24' shell with optional deck and front window well. *Price includes construction on a pier foundation within 50 miles of Upperville. Costs and dealer locations beyond 50 miles upon request. See the Blue Ridge and four other models in Upperville on Rt. 50 just 6 miles west of Middleburg, 23 miles east of Winchester. Hours weekdays 8:00-Dusk, Sat. & Sun. 10:00-Dusk. Metro toll free call 471-1423 or (703) 592-3232. Dealers available in Ocean City, Md., Montross, Charlottesville, & Fredericksburg, Va., Nags Head & Winston-Salem, N.C.

Rt. 50 West, P.O. Box 97 - Upperville, Va. 22176

Please send me your FREE brochure
 Enclosed is \$2.00 for your full color brochure.
Dealer inquiries invited.

Name _____
Address _____
City _____ State _____
Zip _____ Phone () _____
I plan to build in: City _____ State _____

week's front page headline: "Exclusive New Evidence: Lee Harvey Oswald Did Not Kill JFK."

"Here's all the secret nonsense that we had yesterday," said Badham scornfully, referring to information in a House Assassination Committee report, April 30, 1977, used to justify further funding of the JFK investigation.

Badham complained that the Enquirer article contained "the same type of unsubstantiated rumors" as the

assassination report. He proposed that instead of money, members of the Assassinations Committee be given subscriptions to the Enquirer. The motion died for lack of a second.

Two weeks later, at check-out counters in every major grocery store chain, millions of readers learned how the "Enquirer's New JFK Assassination Evidence Is As Good As Anything The Government Has." Badham's sarcastic remarks had been cleverly twisted to make it

appear he was praising rather than ridiculing the nation's most widely read newspaper.

Self-promotion is an integral function of editorial policy at the Enquirer. Manipulating the news appears to be the logical extension of Gene Pope's philosophy that any publicity, no matter how disparaging, will serve to benefit the tabloid's quest for readers.

When Enquirer free-lancer Jay Gourley confiscated Henry Kissinger's garbage one hot July night in 1975, the resulting firestorm of media attention was manipulated to make Kissinger, rather than the Enquirer, the butt of a national joke.

"Are there any senators you can talk to?" articles editor E. G. Martin, formerly of Copley News Service, asked two of his reporters one morning the week after Gourley's trash foray. Martin's face had the waxy pallor of a man who had spent the night locked in a closet with a horde of rats. His reporter, rattled off the names of their favorite trained seals.

"Good. Now drop everything you're doing and call them up. See if they will say the Enquirer did a public service in exposing the security leak in Kissinger's garbage!"

There was a moment of stunned silence. The "security leak" consisted of a few dozen routine Secret Service working papers wadded up amidst the empty cans of Cadillac dog food, two unopened jars of Mott applesauce, Nancy Kissinger's mascara-smeared tissue, and assorted perishable goo. Nothing even remotely spectacular had been found.

With dubious enthusiasm, Chris Torem and I divided up the senators. We initially had pinned our hopes on colorful senators like Roman Hruska of Nebraska (the defender of mediocrity on the Supreme Court) and William Scott of Virginia (who once called a press conference to deny published reports he was the "dumbest senator"). But even these two refused to be associated with garbage. Finally, after surprisingly little coaxing, the late Sen. Lee Metcalf (D-Mont.) and Sen. Jennings Randolph (D-W.Va.) volunteered statements to Torem condemning Kissinger for having left his trash on a public sidewalk.

Montessori—

"M" is for
An adventure
in learning and personal
growth that can last a
lifetime.

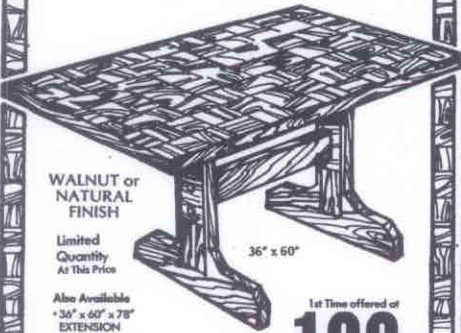
Your child's
potential is his most valuable
asset. Help him develop
it to the fullest.

Children: 2 1/2-12
Hours: 8:30-5:30

2nd RENAISSANCE
MONTESSORI SCHOOL
36th & Massachusetts Avenue, N.W.
298-6700 or 338-3892



TABLES OF Parquet & Oak



WALNUT or
NATURAL
FINISH

Limited
Quantity
At This Price

Also Available
• 36" x 60" x 78"
EXTENSION
• 42" x 48"
ROUND PEDESTAL
• 48" OCTAGONAL

1st Time offered at

199.
compare at 350.

We use an industrial showroom for over 30 factories
handling over 1500 different models sets. Many on
display for immediate delivery.
EVERYTHING AT DISCOUNT PRICES

Areas from American Legion and Knights of Columbus

8213 BALTIMORE BLVD
COLLEGE PARK, MD
CREDIT CARDS ACCEPTED

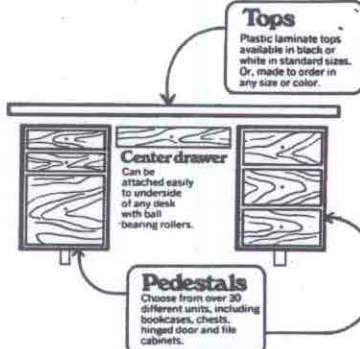
ONE MINUTE OFF LATE — 202 275 0811, 1
HOURS Mon-Fri, 11-6, SAT. 10-4, CLOSED SUN.

**DINETTE
GALLERY**

474-1440

DESKS

choose from our standard line
or design your own



Tops

Plastic laminate tops
available in black or
white in standard sizes.
Or, made to order in
any size or color.

Center drawer

Can be
attached easily to
underside
of any desk
with ball
bearing rollers.

Pedestals

Choose from over 30
different units, including
bookcases, chests,
hinged door and file
cabinets.

Country Workshop ready-to-finish components can be combined in many ways to make your desk space work for you. Or you can choose from our nine standard desks including single or double pedestal models, corner desks and hanging desks. All Country Workshop furniture is quality crafted from solid walnut and white maple. Stop in or send 25¢ for our fully illustrated catalog.

Country Workshop

1417 22nd St. at P St. N.W., 20037, (202) 296-0792
Tues - Sat 10 - 5:30, Mon 10 - 8, Sun 1 - 5

Seid Randolph: "An unusual approach [like going through garbage] to something like this can lead to some well-reasoned thinking."

President Gerald Ford found himself suckered into promoting the Enquirer with alarming regularity. On one occasion a photographer caught him in an unguarded moment and thrust a copy of the Enquirer into his hands. As Ford cautiously opened it, the photographer snapped a shot that ran a few weeks later with the headline, "President and Mrs. Gerald Ford belong to the Enquirer's wonderful, ever-growing family of readers."

Two months later, in August 1975, the Enquirer dumped at the White House gate 23 cartons of letters weighing more than 600 pounds from readers demanding that Ford take action to halt the breeding of pedigreed dogs for profit. Those that did not meet pedigree standards, so the tabloid alleged, were left to die. The Enquirer promised its readers that Ford would personally receive their letters and 65,000 responded. "It was nothing but an Enquirer publicity stunt," says Bill Cole, the reporter who delivered the letters. "There was no way I could get all those letters through White House security. So I put them out in my backyard and burned them."

The final break in relations between Ford and the Enquirer occurred when presidential press secretary Ron Nessen refused to allow a dog named Lucky, the Enquirer's mascot, to play on the White House lawn with Ford's dogs. "We won't lend ourselves to this kind of gimmick," Nessen told reporter Phil Garlington. Six weeks later Lucky got revenge when the Enquirer published: "3 Leading Psychiatrists Agree . . . President Ford Is Accident Prone Because He Feels Guilty About His Job." (Lucky regained his luck in the Carter administration. Through the assistance of the First Lady's press office, Lucky posed on the White House lawn with Amy Carter's spaniel Grita, a pose duly recorded in the National Enquirer.)

During the 1976 presidential campaign, based in part on the Georgian's professed belief in flying saucers, the Enquirer threw its support

VACATION AT HOME

If you can't get away . . .
let them vacation at home.



Quick Installation

GUINTE • VINYL • FIBERGLASS
INSTALLED IN-GROUND POOLS

POOLS by BROWNING

A Division of Browning Construction Co., Inc. Est. 1942

23731 RIDGE ROAD, GERMANTOWN, MD. 20767

(3 miles south of Damascus on Rt. 27)

(301) 972-3800 • 253-2875

VISIT OUR POOL DISPLAY AND RETAIL STORE

Open Daily 9-6 Sat. 9-4 Sun. 1-4:30

Member of the NATIONAL SWIMMING POOL INSTITUTE

NEW
Redwood
Hot Tubs

SHENANDOAH CO., VA.
"RESORT HOMES"
Office at "Golf Course" entrance to:

BRYCE RESORT

AVAILABLE NEARBY

- * Tennis courts (2 bubbles)
- * Snow & Grass Skiing
- * Swimming pool
- * Fishing
- * Sailing
- * Horseback riding
- * 18 hole golf course
- * Million dollar restaurant
- * Playground, covered
- * Airport
- * Bike & Boat rentals, airport
- * E.M. Bell Forest

These innovative "PEDESTAL"

Retreats (Shown)

overlooking the Golf Course are ideal for a

year round home, prices begin at \$65,000. It's a perfect place to relax and live, or use as a vacation home.

LONG TERM BANK AND S&L FINANCING PLANS AVAILABLE

Also ask about our heavily wooded 3 acre lots and dramatic view sites revealing the "SKYLINE DRIVE".

FROM D.C. Beltway to the 841 U.S. 50W to Winchester - 181E. Exit 69 (off Jackson). Rte 243 to Bryce residence - 1 mile past Bryce State 127. Right on R243. Turn right into RESORT HOMES.

A Division of "SCRIPTURE BUILDING CORP."
P.O. BOX 138, BASYE, VA. 22810



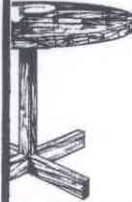
3 ACRE LOT & SHELL \$20,500

PRICE INCLUDES: Plumbing, operational bathroom, w/ tub, toilet & sink, running water, central water hook up, septic, electricity in the house, decking, exposed rafters cathedral ceiling, & framed rooms.

CALL FOR AN APPOINTMENT
TODAY! 703-856-2181

Now you can
buy direct...the way
dealers do, in the
original factory
containers.

GREAT OAK SALE!



42" Round Solid Oak Butcher Block Table creates a rich look in your home. With this truly great value.

SPECIAL \$149.

36x60 Oak Butcher Block Table, the warm look of oak will enhance any Dining area.

SPECIAL \$169⁰⁰



OAK PARSON TABLE



for that person who wants a real fine styled table with great strength and durability we recommend one of our custom Oak Parsons Tables 30"x60".

Special \$215.

OAK & GLASS

42" Round glass top sits on a richly crafted solid oak base. We have combined the light look of glass with the warmth of oak wood.

SPECIAL \$129



dinette
distributors
of america

Open 10 to 9 Daily
Sunday 11 to 5

MD
12225 Nabel St, Rockville, MD
770-1430

VA
8453 Tyson Rd Tysons Corner, VA
893-1630

DINETTE WORLD
WAREHOUSE SHOWROOM
Open To The Public

20-40% DISCOUNT AND MORE

Over 300 sets in stock for immediate FREE delivery.

For The "Coolest" Savings in Town!



\$399
Reg. \$670 Value

Everyday is Sale Day at Dinette World. Unbeatable Bargains. Quality, Selection & Service.

WAREHOUSE SAVINGS AT OUR WAREHOUSE SHOWROOM

TAKE RANDOLPH RD. TO HEBEL ST. TO SIGN THE LEFT TO DINETTE WORLD

770-7076
13053 Hebel St.
Rockville, Md.
Off Randolph Rd.

HOUSES DAILY & SAT 10A-6P
MORN & THURS TIL 9
SUNDAY 12A

behind Jimmy Carter. It wasn't a direct editorial endorsement. Gene Pope prefers to disguise his opinions as the tabloid's usual exotic pabulum.

"It was made clear to us," recalled Inette Miller-Conte, a former Time correspondent then part of the Enquirer Washington bureau, "nothing unfavorable about Jimmy Carter was going to be published in the Enquirer."

On April 13, 1976, more than two entire pages were devoted to six stories about Carter, including an analysis of his handwriting, three "top psychiatrists" explaining "The Secret of His Astonishing Appeal," and a "truth detector" test that revealed Carter as "The Honest Man Who'll Never Lie to the American Public." One week later appeared: "Gov. Carter's Wife: Jimmy and I Lived In a Haunted House for Five Years."

On June 8, 1976, the paper's cover announced in one-inch tall letters: **JIMMY CARTER: THE NIGHT I SAW A UFO . . .** If Elected I'll Make All the Govt's UFO Information Public." Says the future president: "I am convinced that UFO's exist because I've seen one."

Once his nomination was secured, Enquirer editors began portraying Carter as the only human being capable of putting the fear of God in the Russians. Aug. 3, for example: "Why Soviet Leaders Are Terrified of Jimmy Carter Becoming President." Sept. 21: "Russians Keep Trying to Influence U.S. Presidential Elections—Now They Want Ford to Win." No mention of any consequence was ever made of Gerald Ford during the campaign except to imply that he had the support of the Kremlin.

But the Enquirer, as one might expect, has turned on the president it helped put in office. Apparently Jimmy Carter has reneged on his promise to make public all the information on UFOs contained in U.S. government files. "Carter Broke His Promise on UFOs," moaned a May 27 (1978) headline.

Fumed an indignant Rep. Biaggi: "The U.S. government is engaged in an outer-space Watergate of mind-boggling proportions."

jus' kids

Pre-Season **OUTERWEAR SALE**
20% OFF
New Fall Prices
Loyalty Available


IT'S BACK TO SCHOOL TIME



Loyalty Items Infant thru Size 14 Boys & Girls

Lower Level
Rt. 28 and Quince Orchard Rd.
Gaithersburg, Md.
Phone: 926-7003
Hours: 10:00 a.m. - 4:30 p.m. Daily

VACATION HOMES



... Just 10 miles west of Winchester, Va.
A unique mountain wilderness the whole family will enjoy . . .

An Established Community of over 250 Families

FACILITIES		EACH SHELL HOUSE INCLUDES	
Security Guard	<input checked="" type="checkbox"/>	Hiking	<input checked="" type="checkbox"/>
Lake	<input checked="" type="checkbox"/>	Lodge	<input checked="" type="checkbox"/>
Beaches	<input checked="" type="checkbox"/>	Restaurant	<input checked="" type="checkbox"/>
Golf	<input checked="" type="checkbox"/>	Hunting	<input checked="" type="checkbox"/>
Tennis	<input checked="" type="checkbox"/>	Fishing	<input checked="" type="checkbox"/>
Pool	<input checked="" type="checkbox"/>	Horseback Riding	<input checked="" type="checkbox"/>
		Insulated Glass	<input checked="" type="checkbox"/>
		Electric	<input checked="" type="checkbox"/>
		Septic	<input checked="" type="checkbox"/>
		Rooms Studded	<input checked="" type="checkbox"/>
		Complete plumbing	<input checked="" type="checkbox"/>
		With bathroom fixtures	<input checked="" type="checkbox"/>

PRICE OF SHELL HOUSES . . . from \$17,995
PRICE OF COMPLETED HOUSES . . . from \$26,970
INCLUDING WOODED LOT.

EXCELLENT FINANCING AVAILABLE

DIRECTIONS: From Washington Falls Parkway to Virginia Interstate Route 66 to right on Route 30 West to Winchester. Continue past Winchester on Route 30 ten miles to Route 614. Turn left and follow signs to Showers-land and model homes. From Bollinger Lake DPO West to I-81 South to Va. Exit 82 South to Route 30 West. Then proceed on above.

OPEN 7 DAYS A WEEK 10-5
WRITE FOR FREE BROCHURE

WOODLAND DEVELOPMENT Corp.
SHAWNEE-LAND, WINCHESTER, VA. 22601
(703) 667-6868

LANE BRYANT

EXTRA SPECIAL! LOUNGE/SLEEP TRIO
SIZES 38 TO 48

3-PC. VALUE \$13



Relax in a button front coat and tunic topped pajama. Acetate/nylon tricot in a bold floral print. Hot pink, jade green or wedgwood blue grounds.

Loungewear, Second Floor

923 F St., NW • (202) 347-1500 • Landoner • Springfield • Tysons Corner
• Montgomery Mall • Branches Open Sunday 12 'til 5 and Late Every Night
• Shop Downtown Monday 10 'til 9 • Add sales tax for your area plus \$1 delivery charge on orders under \$20—C.O.D. add \$1.