

# 'Cohen Poll' Inventor Is Among Recipients of Huge GOP Spending

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Rabbi David Luchins is a Democrat. Last summer he coordinated Hubert H. Humphrey's national effort to get Jewish support for his bid for the presidential nomination.

Now, Luchins gets consulting fees from Richard M. Nixon's Finance Committee to Re-elect the President.

The New York rabbi, 25, invented the "Cohen Poll," the essence of which is to call up everyone named Cohen in the telephone book in any given city to get a reading on how Jews feel about an issue or a candidate.

"We cannot as Americans, as Democrats or as Jews support the candidacy of Sen. George McGovern," Luchins said after McGovern won the Democratic presidential nomination.

The finance committee, in the three weeks ending Aug. 31, paid Luchins

\$1,225. It is, of course, a comparatively miniscule item.

Since April 7, when the Federal Elections Campaign Act went into effect, the Finance Committee and its main national affiliates (the Media, Radio and Television Committees to Re-elect the President) have reported spending \$18,021,270, including transfers of \$7,542,915 to affiliated units. The two principal McGovern committees, in reports for the same April 7-Aug. 31 period, reported expenditures of \$8,156,774, or less than half as much.

Even the \$18 million spent by the Nixon committees pales alongside the mate projected expenditures of \$40 million. In the remaining weeks before the Nov. 7 election they will spend possibly \$9 million on radio and television advertising, compared with a mere \$105,787 allocated through Aug. 31 for all media.

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## FINANCE, From A1

The ultimate cost of a national campaign is expected to be about \$6 billion. Programs to enlist ethnonational phone operation is expensive support—including phone, mailing and voter-turn-out efforts—may come to about \$20 million.

Merely in the 3-week period ended Aug. 31, the Finance Committee alone, by an unofficial tally, spent \$1.3 million, most to gear up for centralized voter canvassing with computerized voter lists, postage and mailing materials and phone arrangements.

Of almost \$600,000 listed for computer firms, a total of \$108,996 went to Ed Nichols and Associates in Kensington, Md., (for "data processing," "polling research," "political direct mail services" and "data base tapes-mail.") Another \$269,236 was paid to University Computing Co. in Dallas (for "political direct mail services," "special processing" and "data base tapes-mail.")

Transportation and hotel bills—many of them related to the national convention in Miami Beach—exceeded \$275,000 in the 3-week period.

An incomplete compila-

tion of such miscellaneous promotional items as "Nixon Now" shirts, balloons, "Nixonette" hats, campaign buttons and bumper stickers and golf balls added up to almost \$500,000.

Also during the 3-week period, the finance committee recorded \$677,984 for "personal services, salaries and reimbursed expenses."

This broad category included salary payments, after unspecified deductions, of \$2,965.11 to Clark MacGregor, campaign director of the parent committee for the Re-election of the President (his gross salary, the only one publicly disclosed, is \$60,000); \$3,724.40 to his deputy, Frederic V. Maiek, and \$2,603.33 to an assistant campaign director, Jeb S. Magruder.

The President's brother, Edward C. Nixon, director of the Citizens Committee to Re-elect the President, is down for \$1,885.83.

Jan Ehrlichman, a secretary in the youth division, is listed at 4360.35, and her brother, Peter, also an aide, at \$429.48. Their father is John Ehrlichman, counselor to the President.

Harry Haldeman, son of H. R. Haldeman, assistant to the President, was paid \$338.02 for work in the youth division.

How did the three young people happen to be hired? "They walked in and asked for jobs," a finance committee spokesman said.

The reports disclose numerous instances of a more esoteric osmotic process by which persons shuttle back and forth through the membranes that separate government service from partisan campaigning.

Currently, the classic example is that of Maurice H. Stans, Director of the Bureau of the Budget in the Eisenhower administration, he became, after returning to private life, a principle fund-raiser for Richard Nixon. On being elected President, Mr. Nixon named Stans Secretary of Commerce. Stans then resigned that post to become chairman of the Finance Committee to Re-elect the President.

Although the committee's

payroll abounds in additional examples of shifts of prominent officeholders (Fred Malek from the White House staff, Robert C. Mardian from the Justice Department, Clayton Yeutter from the Agriculture Department's Consumer and Marketing Service, Gordon Gooch from the Federal Power commission) one of the more memorable success stories is that of Edward (The Judge) Failor.

A former municipal court judge in Dubuque, Iowa,

Failor, 44, was for six years state chairman of the Iowa Young Republicans and became a charter member of the Iowa Young Republican Hall of Fame.

In 1964 Failor worked for Barry Goldwater, first as a top aide to F. Clifton White, the New York public relations man who helped organize the senator's quest for the presidential nomination, then as a Goldwater regional director in the Midwest.

The next year, Failor was

in Miami Beach directing the campaign of a former aide to White for chairman of the national Young Republicans.

In 1968, back in Iowa, Failor managed the unsuccessful campaign of a state senator who ran against Democrat Harold E. Hughes for the U.S. Senate.

Two years later, Failor was an account executive and consultant in the unsuccessful bid for a Senate seat made in Minnesota by then Rep. Clark MacGregor.

Along the way, Failor was a registered lobbyist for the Iowa Association of Coin Operated Laundries.

In January, 1971, Failor, who had no experience with coal mines, was named to the \$30,000 post of "enforcer" of coal mine safety standards in the Bureau of Mines of the Interior Department.

A few months ago, he left the bureau to join the Finance Committee to Re-elect the President. There, he is a special assistant to Mac-

Gregor in charge of keeping track of statements by the Democratic presidential nominee and discussing them with White House communications officials.

The Finance Committee report lists a net salary payment to Failor, during the period Aug. 10 through Aug. 31, of \$2,025.65.

The report lists 11 corporate executives for "budget advances," usually of \$2,000 each; some were not spent and are being returned.

The money was intended

to offset incidental expenses, such as stationery and postage, for the executives, each of whom is a regional chairman of the Business and Industry Committee to Re-elect the President. This is a unit of the Committee for the Re-election of the President headed by Donald M. Kendall, president of Pepsico, Inc., and a close personal friend of President Nixon.

The purpose of the unit is not to raise money but "to stir up business and indus-

try support for the President," said an aide of one of the regional chairmen, Lynn A. Townsend, chairman of Chrysler Corp.

Other regional chairmen include William S. Renchard, chairman of Chemical Bank of New York; Jack A. Vickers, chairman of Vickers Petroleum Co. in Denver; Forrest N. Shumway, president of the Signal Cos. in Los Angeles, and J. Kirk Sullivan, associate government affairs director of Boise Cascade Corp. in Boise, Idaho.