

McGovern Plans TV Assault On Nixon as Campaign Closes

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By WARREN WEAVER Jr. OCT 24 1972.

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WASHINGTON, Oct. 23 — "Since Mr. Nixon has been President, rape is up 22 per cent," an announcer observes in a matter-of-fact tone. "Since Mr. Nixon has been President, aggravated assault is up 25 per cent."

This message, in print that moves up the television screen while the voice reads, is one of a number of attacks aimed at the President in the final phase of Senator McGovern's media campaign to unseat Mr. Nixon.

During the next two weeks, the Democrats will invest up to \$2-million in both radio and television versions of a new series of commercials that attack the President frontally on such issues as crime, unemployment, inflation, Vietnam, the Watergate case and his refusal to debate.

The broadcast material is by far the most outspoken that the McGovern campaign has employed. Until now, virtually all the Democratic spots were designed to promote the South Dakota Senator rather than tear down his opponent.

Charges Are Blunt

Some of the charges in the new spots are blunt, but the presentation is far from visually sensational. The television spots consist of nothing but a "crawl"—white type moving slowly up a black screen as a voice reads the same message.

At the end, the standard closing frame of the McGovern spots appears briefly: A profile of the Senator, his last name in large type and a small line acknowledging that this has been a paid political announcement. The usual spoken tagline, "McGovern . . . Democrat . . . for the country," has been dropped.

The new radio commercials consist of the soundtrack of the television spots. One radio spot that was not produced for television suggests that John B. Connally is supporting Mr. Nixon because the President has said he not only favors present tax advantages for the oil industry "but going even further than that."

The crime spot, one of the toughest of the new sequence, reads in full:

"In 1968, candidate Richard Nixon said: 'A Nixon Administration can wage war against crime and violence.' Since Mr. Nixon has been President, rape is up 22 per cent. Since Mr. Nixon has been President, aggravated assault is up 25 per cent. Since Mr. Nixon has been President, robbery is up 27 per cent."

"Since Mr. Nixon has been President, theft is up 47 per cent. When he came into office, the number of serious crimes reported each day in America was 10,000. Today it is 17,000. In a nationwide radio address in 1968, Mr. Nixon said: 'For my part, I will make this pledge: I will never promise what I can't deliver.'"

Nixon Quotes Used

In other spots, the McGovern forces repeatedly use Mr. Nixon's past statements against him, recalling that he once observed:

¶On the value of televised debates between Presidential candidates, "Television debates give voters the opportunity to see the real man, not the synthetic product of public relations experts."

¶On reports that a Republican campaign aide tapped Democratic telephone lines and submitted his findings to the chief White House Congressional liaison man, "The President's chief function is to lead, not to oversee every detail but to put the right people in charge, provide them with basic guidance and let them do the job," said in 1968.

¶On ending the war in Vietnam, "those who have had a chance for four years and could not produce peace should not be given another chance," said in 1968.

The new McGovern media material will replace his earlier milder spots in all network time slots except those for five-minute segments. In the two dozen states where the Democrats are running additional national spots, they will be divided about equally between the old and new commercials.