







# Edward M. Kennedy needs help!

Chappayiddick has shaken—if not severed altogether—his apparently firm grasp on the 1972 Democratic Presidential nomination. He has fallen on evil times imagewise. Recognizing that image molding is an advertising function of considerable historic and honorable precedence... and assuming it is not too late to make a convincing argument for the senator's political efficacy, the editors of *Esquire* decided to provide a dramatically creative answer

to the vital question, "what is to be done?". A uniquely *Esquire* answer. What we did was to turn to some of the best minds in the most creative advertising agencies urging the preparation of a political campaign leading to a reconsideration of Kennedy as a Presidential candidate. All but three turned us down. But those public spirited few—Trahey/Wolf, Mathison/Reese, Solow/Wexler—have provided us with one of the year's most extraordinary editorial

features: the rationale and ingredients for three different advertising campaigns, whose sole purpose is to deal with the nation's indecision over its prodigal son. Will the public buy the idea expressed in this June *Esquire* feature? Who can say? The public political mind is notably unpredictable. But that's not really the essential point. Because what our public—*Esquire's* growing audience of alert, concerned and remarkably affluent

young men—will buy is the editorial idea behind the feature... the notion of taking a fresh look at a situation, of doing something original and interesting about it. The facts, they give us their attention and reading loyalty precisely because we give them an honest something to think about. And a growing audience of affluent, educated young men—at a very competitive cost per thousand—is an honest something for advertisers to think about, too.

*Esquire*

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**ESQUIRE**  
It's right about now!