

AARON EHRlich

Tony Schwartz
453 West 56th Street
New York, N. Y. 10019

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Tony,

It's twenty-seven years now that a group of creatives at Doyle Dane Bernbach developed and produced the Johnson vs. Goldwater political commercials.

I was one of those. I was also the executive producer and director of all Television and Radio for the campaign.

We produced some 40 plus commercials in a few short hectic months. One of those was the "DAISY" Commercial.

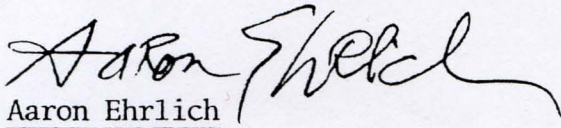
We NOT you created that commercial. I cast, directed, produced and edited that commercial. I hired you to do the track for that commercial. I admired your work and still do. The track was wonderful. BUT you furnished the track, you DID NOT CREATE the commercial.

Yet in interviews, lectures, TV, screenings.....you still take sole credit for that commercial. But you know that.

You've profited very handsomely for almost three decades with DAISY as a fulcrum of all your work.

And now the most recent of your tiresome claims; Randall Rothenberg's column, and Dr. Salgo's feature on CBS at 5:45 last night.

I know I could have written before, on numerous occasions. This business is notorious for assorted persons carrying other people's reels, but YOU Tony Schwartz. Please cease and desist. It effects my credibility every time I screen my work. Have you no shame?

Patience finally gone  Aaron Ehrlich

cc: Hartley Bernstein, Esq.