

Ann M. Barton
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P.O. Box 425203
Denton, Texas 76204-5203

November 8, 2000

Fact Checking Department
The New Yorker
4 Times Square
New York, N.Y. 10036

Dear Researcher:

"The Word Lab" article in the October 16-23, 2000 issue of *The New Yorker* states that Frank "Luntz encountered Tony Schwartz ... who is still best known for the television ad he did for Lyndon Johnson's Presidential campaign in 1964....the one that showed a little girl plucking the petals off a daisy...."

I was wondering if you could tell me exactly what role Mr. Schwartz played in that campaign. I was secretary to Mr. James H. Graham at Doyle, Dane, Bernbach, Inc. who was the account supervisor at the agency. Pete Hamill wrote an article in *The New York Times Magazine*, published October 25, 1964, specifically on the advertising which is enclosed. To my knowledge, that piece accurately listed the creative personnel involved. Mr. Schwartz is not mentioned, and I do not remember him. As far as I know, Mr. Schwartz did not come forward at that time to protest not being acknowledged, nor does he seem to mind DDB was the agency paid by the Democratic National Committee for the ad he claims to have created.

So where was Mr. Schwartz?

Sincerely,

Ann M. Barton

cc: Nicholas Lemann
c/o *The New Yorker*

Nicholas Lemann

December 11, 2000

Dear Ann Barton,

Your letter, which the fact checking department passed on to me, was fascinating. Tony Schwartz has been dining out on the daisy ad for decades--he mentions it constantly in interviews, and in his books, and on his web page. For the story you read, he took credit for it first in an interview with me and then with the checker. To tell you the truth, it has never occurred to me that he might be simply making up hi involvement in the ad. But if the occasion ever arises for me to refer to the ad again, I'll surely check more carefully.

Thanks for writing.

Sincerely,

A handwritten signature in black ink, appearing to read "Nick Lemann", with a long horizontal flourish extending to the right.