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Three top Pentagon publicity men receiving more than the base pay of General William Westmoreland, Vietnam commander, today were cited "examples of how the administration is financing a government-wide pitchman corps at an amazing tax expense," by Rep. Bob Dole (R-Kans) in a speech delivered at the Annual State Conference of Republican Women here last night.

be used more effectively in supporting the men who are doing the fighting," Dole said. "These highly-paid 'image makers' are in every federal agency from the White House down with a wide variety of titles."

"The head pitchman at the Pentagon, who has the lengthy title of Deputy Assistant Secretary of Defense for Public Affairs, gets an annual salary of \$27,000 plus a limousine, chauffeur and other fringe benefits. His two top assistants receive \$25,890. All are starting salaries of the new pitchmen before any pending federal pay rise.

"The base pay of General Westmoreland, after 26 years of military service, is \$2,001.60 a month or \$24,019.20 a year, and there is no comparison in the importance and responsibility in the positions concerned. General Westmoreland's total pay, including subsistence, quarters and other allowances, probably does not equal the pay and "fringe" benefits received by McNamara's new image makers."

"This expanding expense of financing super-glorification of government personalities, agencies and programs with self-serving publicity staffs comes at a critical time when taxpayers are struggling to meet the rising cost of government. It comes when the all-out goal must be to finance the Vietnam war to an end.

"Government agencies here and scattered over the fifty states have their public relations or publicity men making the 'news.' They have a wide variety of titles such as public affairs specialists and public information experts. The cost is tremendous.

"In my opinion, with the administration calling for a whopping tax increase this year, the taxpayers should know more about where his money is going down the drain," Dole concluded.