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Burke, a liaison at the advertising agency used by John F. Kennedy (JFK) in his 1952 Senate campaign, discusses the advertising and political strategies employed in JFK's 1952 Senate campaign against Henry Cabot Lodge, among other issues.

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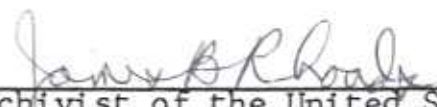
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Oral History Interview

with

John T. Burke

May 14, 1964

Boston, Massachusetts

By Edward Martin

For the John F. Kennedy Library

MARTIN: John, your first association with President Kennedy [John F. Kennedy] began when, and what were the circumstances surrounding it?

BURKE: Well, Ed, I first met the President when he was running for United States senator in the Massachusetts primary back in 1952. I had met the Senator on a few other occasions prior to that, but I didn't have any close contact with the man until the 1952 campaign. And I'd say that my contact with him was because of the fact that I was then working for an advertising agency that had had his account. In 1952 he was running against Henry Cabot Lodge who was an odds-on favorite to be re-elected to the United States Senate, having been victorious in a campaign some few years prior to that against the most formidable Democratic candidate in Massachusetts, the late David I. Walsh [David Ignatius Walsh], whose name and reputation was of the highest in our state. And Mr. Lodge was able to do what a lot of people thought couldn't be done and that was, he was able to defeat the Senator.

So in 1952 this bright, handsome, urbane young man, congressman, as I understand it, decided after many conversations with the Democratic leadership in Massachusetts that he would become a candidate against Henry Cabot Lodge, who in his own right, at that time, was equally as popular as Senator Walsh before him and was the only candidate on the scene in Massachusetts who would be considered unbeatable.

A lot of Jack's friends said at that time that he was taking on the most difficult job in politics in Massachusetts. But as I later discovered, the indomitable spirit and courage of this young man that I was later to become more closely associated

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with, startled me into the realization that this fledgling, if you might term him such, would go on to great heights.

I never did think at that time that he would become president of the United States, the highest office in the land, but I knew that if it took courage and hard work and ability that this boy, this young man, had these qualities and that certainly he would use them to great advantage.

MARTIN: Well, your function then, as I understand, was to represent the advertising agency, doing what in the campaign?

BURKE: I was what, Ed, you would term in the agency parlance as the account man. I was the account man working on the Kennedy account. That meant that I was doing all the liaison work between the Kennedy office and the agency.

MARTIN: Well, John, whom did you work directly with down at the Kennedy office?

BURKE: Oh, I worked with a young man who was very close to the Kennedy organization at that time, who used to be a roommate of Jack's older brother, Joseph [Joseph P. Kennedy, Jr.] one Teddy Reardon [Timothy J. Reardon, Jr.], whom you no doubt know of. And Teddy was liaison, along with acting and operating and working with me, along with Robert [Robert F. Kennedy] that I contacted on occasion, and also Sarge Shriver [R. Sargent Shriver, Jr.]. This advertising group used to get together and into the late hours of the night or early morning, thinking up ways and means to combat the propaganda that was being generated by the Lodge forces. And it was quite an experience, because these people were.... Judge Landis [James M. Landis] also was one of the men that we used to meet with on occasion. And it was quite a stimulating group to be around with, I can assure you of that, Ed.

MARTIN: Where was the headquarters, John?

BURKE: The headquarters was down at Kilby Street in that corner building, that old building there, I think it was 44. It was down there in that area, right across the street from the Employers Liability Assurance Company building.

MARTIN: John, I know that every account executive has a fierce loyalty to his account. But at the time that he began the challenge to Henry Cabot

Lodge, did you think he had a chance? Did you think he had a good opportunity to knock Lodge out of the senate seat?

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BURKE: Believe it or not, when he first started on this campaign trail, I didn't think that he would ever be able to topple this giant, because after all I knew Senator Walsh and I'd worked for him. And I think my loyalty to Jack Kennedy might have been stimulated in part to the fact that my dear and good friend from my home town in Clinton, Massachusetts, David I. Walsh, had been defeated by Henry Cabot Lodge. So let's put it this way Ed: I think possibly the fact that I thought, at that time, that Jack possibly couldn't make this, but still again maybe it was in my heart, it was probably more hopefully thinking that, "Well, I know he can do it." And it might have been engendered by this feeling that I would like him to defeat Mr. Lodge because Mr. Lodge had defeated my good friend Mr. Walsh.

MARTIN: John, prior to the President's announcement for the Senate, had you heard any discussions or talk that he might seek some other office other than that?

BURKE: Yes, yes. There was a lot of discussion at the time that he might run for governor.

MARTIN: Well, instead, the late Paul A. Dever stood in as a candidate then for re-election as governor.

BURKE: He did. Yes, he did.

MARTIN: And Jack Kennedy sought the Senate seat. When you'd go down to campaign headquarters and meet with these people of the Kennedy operation, who would make the decisions on such things as the color of a bumper sticker, the size of the posters, how many billboards were to be erected and where?

BURKE: Well, you'd be amazed at the discussions that we would have about such. There was a very wonderful man there who worked very closely with Teddy Reardon and with Sarge Shriver. His name was Lynn Johnston. You probably heard of Lynn. Lynn was one of those that sat in on these meetings and, for the most part, I would say that the final decision on all these matters would be arrived at by a majority of the opinion, the prevailing opinion or the majority opinion, of all those that sat around in this little discussion group we used to have.

MARTIN: Well, joining the discussion group from time to time would be, perhaps, the father [Joseph P. Kennedy, Sr.]?

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BURKE: Oh, yes, he would. I met frequently with Mr. Kennedy he had an Apartment, I think it was 84 Beacon Street. It was up in the top deck there. And I had many occasions to meet with Mr. Kennedy and I oftentimes sat with him. As a matter of fact, most of the time I would meet with Mr. Kennedy prior to meeting with our own little group. I would see him first and show him the material that we had.

MARTIN: Well, also the candidate himself, I suppose, had some say....

BURKE: Oh, indeed, yes.

MARTIN: A slogan. Was there a slogan that year?

BURKE: Yes, the slogan that was built by the organization that was known by the Dowd advertising agency [John C. Dowd, Inc.], and was, "He will do more for Massachusetts." That was Jack's slogan at that time.

MARTIN: Well, did your affiliation with that campaign, John, take you on any travels with the candidate?

BURKE: Oh, yes. Of course in those days we had to arrange for photographs and television taping. We did a lot of that. We had the camera men working with us and we made arrangements for him to make an appearance at the Boston fish pier. I remember that was one day there, he did a tremendous job down there. I saw the fishermen come right out of the boats, come right up there to shake the hand of this young fellow who was smiling and who waved at these people, and they just seemed to take to this man as though he was the long lost brother type, you know. It was very easy for Jack to make friends and the reactions were terrific.

I also remember on an occasion when we had some difficulty getting space at one of our supermarkets here, because the chains, of course, didn't want to get implicated in this fight. They were trying to appear to be neutral in the Lodge-Kennedy fight. I had a lot of difficulty getting a supermarket so that we could do a television photographing job there. I remember Leo Horrigan had a nice, brand new, as a matter of fact, supermarket that he erected over there in Brighton [Brighton, Massachusetts] and Leo was very kind to us. He allowed us to come in. And that was the day that I discovered that Mr. Kennedy wouldn't worry about food. Food was of no concern at this time. There was work to be done. It was

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around the noon hours and he.... I'll never forget. There were a lot of women in the market with grocery carts, pushing them around with children in them. And wherever he appeared he made a tremendous hit. It seemed that everybody, they all stopped, and the first thing you'd hear was the whisper, "There is Jack Kennedy." And the women especially seemed to be particularly interested in this young man. They all wanted to make his acquaintance, shake

his hand. It was really quite an experience for me. I never knew a man who had this electric quality, shall I say, of this man. He could stimulate great interest and admiration in those that met with him.

MARTIN: Well, this type of campaigning, outside supermarkets, that was a sort of novel departure for politicking in those days. But when you say the chain stores were anxious to remain neutral in this fight between two celebrated Massachusetts families, remaining neutral would mean keeping all candidates outside the store.

BURKE: Oh yes. They didn't want them inside the store, but Leo was kind enough to allow us to come in. And to get around to that other situation I had made a remark about the fact that he wasn't too interested in his stomach or the demands of his stomach while he was working. I'll never forget that day. I said, "Well, we're running short on time." We had a date set up for him to go to a factory and we were going to take photographs. We had the television people with us and we were going to do a photographic job at one of the textile factories, and I looked at my watch and I said to him, "Well, we're going to be late unless we get out of here in a hurry. I suppose you want to get some lunch at this point." And he said, "Well, they sell candy around here, don't they?" And I said, "Yes." And I remember we went over and we had bought a couple of Hershey chocolate bars. Then we were on the way. Food was no concern. He was making the appointment. That was the way that man worked.

MARTIN: Who bought the candy bars?

BURKE: I'm not sure who paid for the candy bars.

MARTIN: Well, John, going into another innovation in politicking during that great campaign. There was a thing known as teas, or the "coffee with the Kennedys." Did your agency play a role in that at all?

BURKE: Yes, it was Mrs. Kennedy [Rose Fitzgerald Kennedy] and the lovely Kennedy sisters who went out and campaigned arduously. They were right in there pitching all the way. They did a terrific job. I can remember Worcester, where they had an affair at the Bancroft Hotel, at that time. I think

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every woman and every Democratic person, and a lot of people who were not, too, whom you couldn't ordinarily bring out to any political campaign.... I know people in my hometown where they were at this Bancroft Hotel in Worcester. And it was fantastic, the crowds of people, women, that were there. They had come to say hello to Mrs. Kennedy and the lovely Kennedy sisters all working as a team to help elect Jack—absolutely fabulous.

MARTIN: Well, some of those later on, as the campaign got into the later months,

were televised, I think.

BURKE: Yes, they did a lot of that. They televised. We used a lot of television in the late stages of the campaign.

MARTIN: Was this pre-taped, John, or was it live?

BURKE: Some of it was. Most of it was live.

MARTIN: Did he have a movie that they would show from time to time as he went along?

BURKE: Well, it was a short movie that was.... I've forgotten now. I don't know whether it was Bay State Film or who it was, but I think it was one of our Massachusetts people who made a short run that we used in minute operations on TV.

MARTIN: Your agency also, I assume, was responsible for the various types of brochures that were distributed in that campaign. Was there any attempt made to cater to particular interests—let's say, the ethnic groups?

BURKE: Oh yes, we had a lot of contact with the ethnic groups. The Polish and the Italians, and we had different people going to their meetings and speaking in their native tongue. Yes, they did a good job with the so-called ethnic groups.

MARTIN: Was there any specific literature directed at them alone, for example, an Italian brochure?

BURKE: Yes, they did and it was translated. As I remember, some of the speeches that the congressman had made were translated into the Italian language and distributed to the Italian people who were not acquainted with the English language. The Polish people—they did a tremendous job, and I was amazed again at his ability to capture

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the friendship, not just a political friendship; it seemed to be real well-founded, genuine friendship that these people had for Jack Kennedy.

MARTIN: Also, as the campaign went on, do you recall the strategy or the type of promotion that his opponent, Henry Cabot Lodge used?

BURKE: Well, he was trying, naturally, to build his image, and he later said, you know—after his defeat, he laid considerable blame for the defeat on the

fact that he was over in Europe and had been making contact with Eisenhower [Dwight D. Eisenhower] and that as a result he wasn't doing his homework as well as he should. But my honest opinion that regardless of how well.... If he had been here and spent all of his time working on this campaign trail, I still say that Jack Kennedy would have licked him. As you know, he licked him by seventy some odd thousand votes. The professional politicians and all those in Massachusetts who thought at that time that they knew something about the Massachusetts political scene, would wager that Jack could not lick this man. It was hard work, and I never met a person who would work as hard as that man morning, noon and night. He was a human dynamo, kept you going, on the hop all the time.

But he had very wonderful outdoor advertising space throughout the state, all arranged by the agency that I had worked with. We were in a particularly advantageous position. We had, early in the game, bought up some wonderful locations. As a matter of fact, some of the other Democratic candidates on the ticket were asking for help at one point, as I remember, looking for some of the space that we had.

MARTIN: Well, he didn't tie in with the other Democratic slate?

BURKE: No, no. He ran pretty much an individual, his own campaign.

MARTIN: What about Lodge's efforts in outdoor advertising?

BURKE: Well, he had quite a lot of outdoor. However, I don't think his locations were as good as Jack's locations. But again, I think, you know, there was a lot of conversation before Jack really moved into this campaign. No one knew what he planned. They didn't know whether he'd run for governor or he'd stay in the Congress. It was a belated decision. So we had to get started. Once he got going, he was on the fly. He was moving fast.

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MARTIN: Well, did you have any chance to appraise the organization that was put together by Henry Cabot Lodge? I understand being out of the country was a disadvantage, but nonetheless, if he had a strong organization that was moving around for him in promoting his candidacy, he would have done, of course, a lot better. But did you see any evidence that he had an organization? Was it as intense and aggressive as the one John Kennedy had?

BURKE: No, no, he didn't have an organization that was that intense or that aggressive. And Lodge had another thing to contend with, too, at that time. He had alienated the affections of some of the Republicans who were very loyal to Mr. Robert Taft. And these people were not happy with Mr. Lodge. They had figured that Mr. Lodge had done in Mr. Taft and they weren't forgetting it. As a matter of fact, I think Mr. Kennedy won a lot of support from that element in the Republican Party.

MARTIN: You know, John, was there ever any criticism of an overexposure through the mediums of advertising, on John Kennedy in his campaign for the Senate?

BURKE: No, other than—I think there was criticism from the opposition. The fact that they were using the usual—whenever the Kennedys seemed to run for public office, the opposition likes to come out with the fact, well, they're buying with the power of their money and so on and so forth. They're buying more than they should and they have a slush fund. They do all these things. Which, of course, is stuff and nonsense, but it's good for the opposition and it's like Herbert Hoover when he was president of the United States. He was the rich boy, at one point, when he first went in, and then when he had opposition from the Democrat who had money, remember that time? He suddenly became the poor boy. So it's typical in American politics to try to use to advantage any position you feel you can use and be successful in using.

MARTIN: John, this is an academic question, but along these lines, how do you determine whether or not you've reached the point that you may overexpose your candidate?

BURKE: We'll, personally, I think that's a rather difficult thing to say conclusively, because there are so many factors. Jack Kennedy was a handsome young man with a lot of ability. He was photogenic and as you know, Ed, television can be a real, true Frankenstein, as Mr. Nixon [Richard Milhous Nixon] found out. But Jack was a natural in front of a camera. And to

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overexpose a man like Mr. Kennedy would be a rather difficult thing to do, whereas you could overexpose somebody who didn't have the photogenic qualities that this man had. You could overexpose them almost from the day they start; some people, as you well know. But when you say, "Could he be overexposed, and at what time?" I would hazard, I just don't figure I could say when he could be overexposed. Every person whom I had any conversation or contact with at that time, they were looking for more of Jack Kennedy, believe it or not.

MARTIN: Incidentally, what were some of the other promotional techniques that might have been new in that campaign? Can you recall anything?

BURKE: Well, I think that definitely the teas that the ladies.... Their most effective work in his behalf. I think they did a terrific job. That was new in Massachusetts. I never knew of any other candidate to ever use that technique before. I think that, of course, television was rather new in those days, too, and this all augmented well for Jack, because as I said he was photogenic and he could use TV to tremendous advantage, because he had a tremendous memory. He was wonderful on his feet. He was better, I thought, in standing right up and people firing questions at him, questions that he never expected to be hit with. He had wonderful poise. He was good in that part of his

character that I would say, at the time, that Mr. Nixon made the mistake of taking him on in that presidential campaign. I think that was one of the things that Mr. Nixon never in his heyday would ever believe that anybody could lick. Because, as I understand, Nixon thought he was pretty good at this business. Somebody had said that he was a member of the debating team at Whittier College, or something, that he went to, out West. Well, I knew that this fantastic, wonderful.... It's a power that some people have. Jack had it in great store, his ability to stand up and answer questions that were fired at him for any type of question. And he had a store of knowledge that, well, it was hard to lick him, I'll tell you that. I didn't know anybody around here that could stand up and go one-two with Jack. He was that good.

MARTIN: Going back, John, to another question on this promotion of the ethnic groups. About the middle of his campaign and threaded throughout it was this specter of the late Senator Joseph McCarthy [Joseph R. McCarthy]. This created some consternation among the Jewish faith, particularly in the areas around greater Boston. Was there any advertising or promotional attempt to counteract this?

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BURKE: No, there wasn't any that I saw at all. They didn't. They knew. I agree with you that a lot of people didn't like Mr. McCarthy or his methods, and I'm sure that although the opposition tried to tie him completely in a knot, to make it appear that Mr. Kennedy and Mr. McCarthy were sleeping in the same bed, they were unsuccessful in doing that, because Jack just wouldn't allow himself to be tied up in that sort of a combination. But they did try, and I know a lot of questions were put to him. I've been at public meetings where you could always expect from the floor, "How do you stand with this awful man McCarthy?" I thought he handled that very well.

MARTIN: Also, you mentioned that he was a very vigorous and arduous type of campaigner. He put in long days....

BURKE: And nights.

MARTIN: ...and nights, too. And, of course, along about the end of that day or night, they were wearing on the candidate himself. Did he ever show any evidences of being aggravated or irritable or....

BURKE: No, again. As I say, this man had fantastic control of himself. I never saw Mr. Kennedy, Jack Kennedy, other than in a jovial mood. There were times, I know, when he was under great stress and strain. It was obvious that he was suffering from something, there was no question about that. I remember visiting him in the hospital when he was over there. I think, at that time, he was writing that book, *Profiles In Courage*.

MARTIN: This was after his campaign?

BURKE: Yes, he was over there, when he was in the Senate, and even at that time, he never complained. I never heard that man utter one word of complaint about his condition or anything. He was simply marvelous in that respect.

MARTIN: There's no question, John, that he had remarkable courage. Do you recall any other instances when that courage manifested itself?

BURKE: Yes, Ed. Courage in a way, yes. I remember, at one time, taking some advertising copy. We had the copy and the art work, and I remember I had three pieces of copy. This was going to be the last punch, you

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see, before election. We planned on coming out with some one page spreads just the night before, the day before election. This is usual in advertising campaigns, especially in the political campaigns. Sometimes you save your ammunition for that last shot. And I remember this very distinctly. Because, after all, I remember your Boston newspapers and the rest of them, and the professional politicians coming out with their statement to the effect that Mr. Lodge would win. I remember having an ad. It was a black-and-white ad. We had done a lot of work on it. And Ted Reardon and Lynn Johnston had checked on the authenticity of the record. And we were going to have a black-and-white record. Half the page would have been black and the other half white. And this would be Lodge's record.

I think this was the way we had it set up, and it would have proved to all those, that Mr. Lodge was, at that time.... Well, like any politician, he had a record that was "yes" on this question, and then four days later another vote taken and it would be a no vote, so that he could go back to the constituency and say that, "On such a date I voted yes." And some other group that he might be talking to and wanted a no vote, he could say, "On such a day I voted no on this bill." It's not unusual. I mean, most politicians would use that kind of an approach.

However, I'll never forget bringing it up to Jack. He asked if other people had seen the copy and I told him, yes, that others had looked at it and had approved it. I'll never forget—he asked me if his father had seen it. I said yes, that his father had also seen it. He asked me if he approved it. I said that I couldn't give him the answer that he had approved this copy, but that he did see it. So he said, "Will you get my father on the phone?" So I got his father on the phone and I remember Jack going to the phone and he said to his father, "Did you see this copy that John Burke has brought to me?" And I assume that the father must have said yes. But anyway, I remember him saying on the phone, "Well, did you approve this copy?" Now, what the answer was I'll never know, but I do know that in the next minutes sort of heatedly he said, "Well, I want you to know, Dad, we're not going to run it." To my mind, that was courage, because how many people who were supposedly an underdog in a fight wouldn't use everything at their command to win an election? But that proved to me that Jack Kennedy was a man of not only great courage, but he was a man of great integrity. He wasn't going to win an election with that kind of advertising. Now, I don't say that it was illegal or anything. It wasn't. It was hard hitting copy. There was nothing soft about it. It would have certainly created a tremendous impression in the morning newspaper,

the newspapers of that day, the day before the election. But Mr. Kennedy was not the kind of man that was going to use that kind of copy and that was it.

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MARTIN: John, in his first term as senator, did you have any direct dealings with him at all?

BURKE: Oh, yes, in Washington. As a matter of fact, when I was a commissioner of commerce I had occasion to meet with him in Washington. We had labor groups down there. I remember the Westinghouse [Electric Corp.] affair in Springfield. We were having difficulties up here and Westinghouse threatened to move out of the Springfield area. They had some union problems also. And I remember going down to Washington and representing the department down there with him and the group from Massachusetts. I remember Senator Leverett Saltonstall being present also at this meeting. As a matter of fact, it was the day that Senator Kennedy was making a speech on the Senate floor about the great Americans. Remember, he had the story about the, I think it was, five greatest Americans in the United States Senate, Senator Taft being one of those that he named? And that was the day he was making this speech on the Senate floor. And I do remember he came in and he was busy as any man could possibly imagine. But I remember him coming in and incisively getting to the core of this matter, the problem. He wanted to talk to these people, the union people. He moved right in on this situation like I've never seen a situation like this handled before. He solved the situation to the satisfaction of all there present and left in a hurry, so that he could run back to the Senate floor and make that speech about the great Americans in the United States Senate.

MARTIN: John, did you have any further contacts while you were commerce commissioner with the office of Senator Kennedy?

BURKE: Oh, yes, we had many contacts with Senator Kennedy's office. And I might say here, that this man, being so intensely interested in his home state, always gave the utmost consideration to any request that the Department of Commerce [of Massachusetts] ever made from him. And he would work above and beyond what you might term the call of duty. He was always on the ball and always wanted to help. Any time we ever asked him to help us he was there. I remember that St. Lawrence Seaway. Talking about courage, for I'm getting back to that. Do you remember the time it was a most unpopular vote here? They were talking about opening the St. Lawrence Seaway and at that time the Senator said that the St. Lawrence Seaway.... There was a lot of opposition here in the Boston area, that it would hurt the port of Boston, and the railroads didn't like this, and so on. There was a lot of propaganda generated to knock out the St. Lawrence Seaway. And I remember at that time Senator Kennedy stood up and said that as much as he loved New England and Massachusetts particularly, that we should think of America

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as America and national defense as something we should always be intensely interested in. He thought that even just as a defensive measure, that the St. Lawrence Seaway should become a reality. And I remember that time he voted for the St. Lawrence Seaway, and I believe he was the only representative in the New England area that voted for it. And I think that when we talk about courage again, that this proved conclusively that this man was a man of great courage and integrity.

MARTIN: And he did endure strong criticism from the press in this area.

BURKE: He certainly did. I don't know a newspaper in our area that supported this. They were all against it, no doubt for sectional reasons, like parts of our country. We are so sectionalized that it's rather difficult to get any unity of measure. But I think again that that showed that Jack Kennedy was a man intensely interested in the United States of America, not just Massachusetts.

MARTIN: Now, moving along into the 1960's when he began his campaign for president and up through his inauguration, did you have any connection with him? Did you have any association with him at all?

BURKE: I didn't have the close associations that I had with him in the '52 campaign, because I was then in this job, this position I'm in now, and I didn't have any opportunity to be that close to him. As I say, my only closeness there was on the telephone, or in state matters that Commerce was interested in. I'd go to Washington and he was always very happy to see us, or to see any group that we were interested in. He certainly did give us valiant assistance.

MARTIN: Well, you were out on the West Coast during the convention?

BURKE: Yes, I was there the night of his nomination. That was a terrific thing. It was something that never in my balmiest days could I ever conceive of such a wonderful exhibition that I saw there. That was really a wonderful organization at work. He certainly showed this nation what he could do and what his team could do for him. They were great organization people and this was the culmination of all their efforts, because I don't think.... Well, I know I talked to people in the Midwest, people I went to school with. I went to school in South Bend [South Bend, Indiana]; I know a lot of people out in the

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Midwest, and I do know that a lot of them out in the Minnesota-Wisconsin area, when he first came out there, thought he was singing in the dark, whistling, that he didn't have much of a chance to be elected. Well, certainly not to be president of the United States. Again, as I say, it was organization that worked. That man worked. He was prodigious. He was the

hardest working man I ever knew. I can truthfully say that. No man ever gave as much to attain success as Jack Kennedy had.

MARTIN: Well, John, you were also one of the thousands in all probability that went down to attend the inauguration.

BURKE: Yes, I was there. I was congealed practically, with cold. When I saw the smoke coming out from under the rostrum I didn't know what was happening. That was an event that I shall never forget. I certainly hope that I will be able to transmit the feelings that I had on that day to my son and that he will carry the thoughts and the affection and the love and the respect that I had for that man to his grave, also.

MARTIN: Well John, if you were to single out the one great quality President Kennedy was possessor of, what would you say it would be?

BURKE: Integrity. And loyalty. You said one. Integrity, I'd put in. He was a man of great integrity, tremendous integrity. I never knew this man to ever go back on his word. If you had Jack Kennedy's word that he was going to do something, you could rely on that word.

MARTIN: Also, what would be the fondest memory you had of him during your association?

BURKE: Fondest memory? Well, I think that the memory of that bright, brilliant young man standing up there on January 3, one of the coldest days that I can ever remember. I know most of the friends that I left at the Shoreham Hotel just wouldn't dare go out. They stayed in their quarters. It must have been twenty below zero, or at least it felt that way in Washington. I would say the memory of seeing that man standing up there and delivering that speech when he said, "Ask not what your country can do for you. Ask what you can do for your country." I think that's the probably the fondest and the greatest memory I'll ever have of that man.

[END OF INTERVIEW]

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