

**Anne Hearst Oral History Interview – JFK#1, 07/28/1964**  
Administrative Information

**Creator:** Anne Hearst  
**Interviewer:** William L. Young  
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**Biographical Note**

Hearst was the county chairman for John F. Kennedy's [JFK] presidential campaign in Monongalia County, West Virginia [WV] in 1960. In this interview Hearst discusses inviting JFK to speak at the Jefferson-Jackson Day banquet in Morgantown, WV, in 1958; JFK's campaign in the 1960 WV presidential primary; working as the county chairman for JFK's 1960 campaign; the religious issue in WV during the primary and general election in 1960; the local appeal of JFK's campaign in WV; and the reaction to JFK's Administration in WV, among other issues.

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Oral History Interview

with

MISS ANNE HEARST

Morgantown, West Virginia  
July 28, 1964

By William L. Young

For the John F. Kennedy Library

YOUNG: Miss Hearst, will you tell me when you first became interested in the possibilities of Senator Kennedy as a presidential candidate?

HEARST: Why, I became strictly interested in President Kennedy as a candidate for President at the convention in Chicago in 1956. I went out as a guest of Senator [Mathew M.] Neeley, then the senior senator from West Virginia. I so happened to be staying in a room at the headquarters hotel. At that time it ~~was~~ called the Stevens Hotel, and now its called the Hilton. On the same floor, [Estes] Kefauver's headquarters were in operation, and we were very fortunate in meeting the late Senator Kefauver and his wife Nancy. We had press credentials and interviewed several people up there. My roommate was a member of the press from West Virginia, and having press credentials on the convention floor was quite advantageous--I think at that time even more so than being a delegate--although we couldn't vote. We went behind the scenes in the maneuvering.

When we first got the word that the late president's name would be put up for the vice-presidency, we resented it, not knowing him and thinking he was a Johnny-come-lately. Kefauver had worked so hard at trying to gain the presidential nomination, then settling for the vice-presidency.

YOUNG: Miss Hearst, I forgot to mention at the beginning of our interview that you had served as county chairman for the Kennedy forces in the primary for your own home county, Monongalia County, West Virginia, which has Morgantown, I believe, as its county seat. Following your meeting with Senator Kennedy in 1956, what then were your next contacts with him?

HEARST: I left the convention quite enthusiastic about Senator Kennedy. We all felt during the balloting out there. . . . We all took off our shoes and stood on the benches screaming and yelling, and were quite emotional. In one way I wanted Kennedy to win and in another I thought Kefauver deserved it, as I told you previously. We left Chicago with quite a lot of enthusiasm for Senator Kennedy at the time. I arrived home, and we all decided that we had quite a great man in our midst. Especially in West Virginia, his ideology and his captivating way with the people, we felt, could help us with our problems in West Virginia.

Around June 1, 1958, I went to Washington for the sole purpose of obtaining the late president to be guest speaker at our annual Jefferson-Jackson Day banquet. I went in to see our congressman from this district, who was a very good friend of the late president, Congressman Harley O. Staggers. I asked him if we could have Senator Kennedy come down and be the guest speaker. He informed me that all the requests in West Virginia were for Senator Kennedy, that he had captivated most of them. I think at that time, living in this area and being a Democrat and being familiar with the problems in West Virginia, that the colorfulness and the flair that the late president had, rather captivated the so-called lower economic person.

We were groping for someone with that certain type of leadership. He had called the senator and finally got through to him in his office. He told them that he was very regretful, that he had speaking engagements and requests and it was utterly impossible to meet the one that our congressman had made.

I asked our congressman if I could go over to his office, and he said, "Yes, Anne, go right ahead, but I'm sure that you will not get him." I went into his office and I was quite impressed. Everybody was working, and they had quite a few people there from Massachusetts. "

There was a bus tour with children of a certain area of Massachusetts, and, at that time the senator was getting ready to come out and speak with this group of children. And I asked. . . . I rather like to think--and I'm almost sure--I talked to Mrs. Lincoln and told her our plight. And she said, "Just a minute, I'll see that you see the senator before he talks to the children." In a very few minutes I was ushered into his private office. He was very slight then, he was in his shirt sleeves, and he was smoking a cigar. I was quite surprised to see a man that young smoking a cigar. I was used to elderly men smoking cigars. I talked to him and told him why we wanted him. I told him how we West Virginians felt about him at the convention. He appeared to be very, very much interested, and he said, "I will call you within three days." He complimented me for coming in and he made me feel very fine; he told me I was one of the nicest-looking committee women he'd ever had call on him.



I came home and told them there was a possibility, and in three days he called and accepted the invitation. I think this would be one of his first official appearances, in the state, at our Jefferson-Jackson Day banquet, June 11, 1958, in Morgantown.

YOUNG: Do you remember any incidents in connection with that banquet or any observations with respect to the way Senator Kennedy was received at the time?

HEARST: We had made it a Kennedy banquet. At the time there was a very crucial vote on the floor, He called. We had all. . . . The theme was "Profiles in Courage:" we had a picture of him, we had his book; the main feature of the program was a profile of the late president on the outside, and we also had a passage from his book that impressed most of us, in the program. He called us that morning about 11 o'clock saying he couldn't come here, he had to stay for the crucial vote.

We had oversold--the ballroom capacity was 350 and we had sold 500 tickets -- and were hoping for a big storm so half of them wouldn't show, but they all showed up. Then we called him back and said that we could accept no substitute under any circumstances, because this was purely a Kennedy banquet. He said he would make arrangements to talk to us from the Senate gallery, and we would have a speaker coming in. The telephone lines were being set up for this arrangement. We were very, very much disappointed. We called our senator, we called our congressman. We just didn't know what to do, we were beside ourselves. We didn't announce it. At 6:30 he still hadn't arrived and the arrangements were still going on for him to speak from the gallery. And at 7 o'clock they called us and said he was on the plane with one of our senators and also our congressman, and was on his way in. We had music that entertained us. And he showed up at 8:15. Everybody waited. He was wildly received.

He hadn't had a chance to eat anything. They rushed him up to the stage and he delivered an address for twenty minutes. Everybody was enthusiastic. There wasn't even a damper on the crowd who'd sat there from 5:30 till a quarter after eight, waiting for the late senator to talk with us. He had to go right back. They surrounded him, shook hands with him and spoke to him a few minutes, and he left. Since he hadn't eaten anything, we arranged a place for him to eat, but he said he didn't have time. So we took everything out in a picnic hamper and went out to the plane--he came in by chartered flight--and he left. In politics you expect grumblings after a meeting of this type, because it does not go smoothly, but everybody was very well satisfied to have seen the late president for at least, I would say, forty-five minutes.

YOUNG: Did you feel at that time that he might enter the West Virginia primary or be a serious candidate in 1960?



HEARST: No, I didn't particularly feel that he would enter. I knew that he had aspirations. We were reading that perhaps he would go for the presidency and were treating it as a joke because he was a relative newcomer, and he was, of course, youth. But when I received the letter from [Theodore C.] Ted Sorenson stating that he wanted almost every name and address of almost everybody at the banquet, not the people in charge or the committee but all that we could give him, I felt that there was something in the air for long-range planning that we weren't aware of at the time.

YOUNG: Well, when were you first aware of the fact that the president intended to enter the West Virginia primary?

HEARST: We were not aware consciously for quite some time, I would say. Right after he'd left our banquet--I would say in about six months-- I had received an appointment from Paul Butler, then the chairman of the Democratic National Committee, to become a member on political organization and act on an advisory board on organization to the Democratic National Committee; at that time Mr. Neil Staebler, who was congressman and is running for governor at the present time, from the state of Michigan, was chairman. At the first meeting I had the good fortune to meet John Bailey, who at that time was, and still is, very close to the Kennedy forces and probably was one of the main factors or helped to bring about his decisions and run his campaign. He would speak especially after our business sessions and in our social hours, of the late president and his chances of becoming a candidate for the presidency. We still couldn't treat it seriously until they decided to look over the situation in West Virginia.

At that time talking to John Bailey, I'd introduced him to a few people from West Virginia that I thought at the time were quite key people in the political organization in the state of West Virginia. He had talked in the line of helping Kennedy in this state. And some time after that we all were for Kennedy. And when I'd go to Washington, I'd make a point to stop in his office. Some time after that we were asked to come to several meetings, and at that time I met [Robert P.] Bob McDonough, who was not quite yet appointed chairman of the campaign in the state of West Virginia--or county. The deciding meeting we held was in Parkersburg, and Bobby Kennedy, the attorney general now--I want to apologize for using these terms, Bobby and the late senator, and so on; we knew them quite well and they seemed to be part of our family--he appeared at that meeting. We had a semblance of organization at that time from all over the state of West Virginia. I imagine there were twenty or twenty-five people there. He told us at that time he wanted our judgment on whether the president should run in the West Virginia primary, and we spoke on that subject for several hours.

YOUNG: How did you feel personally at that time about whether or not the president should enter the Primary?

HEARST: I was afraid of it because I was reading about West Virginia being



a Protestant state. I think the majority there told him the handicaps. As a matter of fact, it was given to him quite crudely, the things he would encounter in the state of West Virginia, and it was quite shocking. You had your precinct--level people and your so-called amateur politician that the pros cannot buy. They're dedicated, they were in the game, and they knew exactly what to expect. I don't think that a finer group of people at one meeting that can sound off opinions. . . . But I would say that over 50 percent voted against him filing, because they were afraid he was going to lose . . .

YOUNG: It was better to advise him not to enter?

HEARST: Yes, but I was one of the ones that asked him to enter. And I can say it's rather humorous: I wanted him to do it because I wanted to show him how good I was in getting out a vote and winning for him.

YOUNG: You felt, then, that the religious issue could be surmounted?

HEARST: Not actually; I was afraid, in my heart.

YOUNG: You were still afraid? Well, when was it decided that you would serve as county chairman for Senator Kennedy, in Monongalia County?

HEARST: I think that was a foregone conclusion. I mean, when he decided to file, Mr. McDonough contacted me, and the headquarters were set up at Charleston at the Carnar Hotel; I had met [Lawrence F.] Larry O'Brien previously, I knew [Kenneth P.] Kenny O'Donnell, and up in our county in northern West Virginia, they sent down Chuck Spalding--I understand he's Charles Spalding, but we all called him Chuck--and it was just concluded that I would be the chairman. I was asked formally and I started to get publications and to assemble personnel.

YOUNG: Miss Hearst, let's go back to something else. We would presume that your campaign would have certain characteristics in common with any other campaign and you probably wouldn't want to take very much time to just explain routine matters, but did you as chairman in this area use any unique techniques: Did you conduct the campaign in any way which you would consider to be unusual? Now, in line with that, we might point out that Morgantown is the home of West Virginia University, of course, and it is a university town; did this, for instance, have any bearing on the way the campaign would be conducted in your county?

HEARST: Well, the faculty at West Virginia University, a great majority of them, hold themselves quite aloof from politics. I was a graduate of West Virginia University and did a year's graduate work up there, but they always felt that they were national; if they were Democrats, that they were national Democrats, rather than state Democrats, and they would register Democratic for the simple reason they wanted a voice in the primary. But we

could never get them interested, outside of a chosen few that we would run for town council. That was a ruling, that was the only thing they could possibly run for, or. . . .

YOUNG: Whose ruling, what do you mean?

HEARST: That was the ruling of the Board of Governors of West Virginia University, or they could run for committees. But they always held themselves aloof. However, we did get tremendous cooperation from the students and I think, mostly, previously we could never get cooperation; always in a mock election and so forth, they would vote Republican. They've even gone to the extent of booing a Democrat governor up here, and that would be pretty often because, I think, in my lifetime I can only remember one Republican governor. But they were captivated by the Kennedy personality, and we had a mock election up here for the first time under the auspices of the Young Democrats. The President of the Young Democrats at West Virginia University was a very good friend of mine, and he revitalized it and made it quite an active organization. However, even having a certain amount of control, we did not get the necessary percentage to put the late president over on the first ballot. The attorney-general was here representing his brother. We had all the candidates represented here, and he did get a clean-cut majority.

YOUNG: Could you list any factors other than the president's personality that made him popular with the students?

HEARST: I would like to say his stand on issues, but the majority of the students at West Virginia University--lets go back to that again--have conservative leanings. I would have to say that they were captivated by the personality rather than the issues of the Kennedy family.

YOUNG: Well, as county chairman, you mention, then, that you worked closely with the students of West Virginia. Were there any faculty members that worked in the Kennedy primary campaign?

HEARST: There was a friend of mine, the mayor of Morgantown, and he helped considerably.

YOUNG: What was his name?

HEARST: Dr. Marlyn Lugar. He teaches at West Virginia University Law School.

YOUNG: Were there any others that cooperated in any way?

HEARST: No, I would say not.

YOUNG: He was the principal . . .

HEARST: Yes.



YOUNG: Well, then, moving from the university on to something else, could you mention any other unique factors that you as county chairman for Senator Kennedy worked on in this particular county?

HEARST: I would say that most of the work done in this particular county was from volunteers. We were assused of having a hundred women fanatics. We worked at it around the clock. We used techniques that are not normally used. We used the telephone, that was the first time-- we had used telephone in campaigns before, but we've always called the precinct list--this is the first time that we called the whole book. Everybody, regardless who they were, Democrat or Republican, registered or not registered, was contacted on behalf of the late president. We invited, sent out ten thousand invitations in the county for the reception we had here for the late president, which was April 18th, right before the primary.

YOUNG: That was April 18, 1960?

HEARST: Yes. And it was considered one of the key receptions in the state.

YOUNG: Could we turn to this matter of volunteers again? Did it seem to be easier to get volunteers to work for Senator Kennedy than in other campaigns?

HEARST: Yes. Definitely so. I mean they were fanatics, because it was the first time they'd ever worked in a campaign. I did not know part of them.

YOUNG: These were people that were not normally active politically?

HEARST: Yes, and they have not been active since.

YOUNG: Well, did you find that any of them came from any special social group or religious group?

HEARST: Yes, they certainly did.

YOUNG: What would the breakdown on that be?

HEARST: I would say out of fifty volunteers that a good part of them, at least forty in number, were Roman Catholic.

YOUNG: Well, did you find any Roman Catholics who were Republicans, volunteering?

HEARST: Yes. We had quite a few Republicans volunteer and contribute, for the reason that they felt that the late president was being attacked because he was a Catholic. Several of them would rather have voted for Nixon, not in the sense that they preferred him; they preferred his stand on certain issues. They'd always voted nationally for a Republican president, but they felt since the late president was attacked because he

was a Catholic, that they would have to vote for him, or felt that they had to vote for him, because he was a Catholic. So they felt he was being discriminated against, and that they would have to discriminate, themselves.

YOUNG: Well, did you find in Morgantown any of the ministers in the community speaking against the senator in the campaign because he was a Catholic? Any of the Protestant ministers attacking him from the pulpit?

HEARST: Not in the one sense that they would get up there and demand that the average **voter** be against the late president, but a couple of them tried to explain in a subtle way why a Catholic should not become President.

YOUNG: This was done from the pulpit?

HEARST: Yes.

YOUNG: What was the general public reaction, then, to this?

HEARST: Monongalia County and Morgantown are rather a paradox in West Virginia politics. It's unique in the sense that the people are quite sophisticated here. They'll discuss something, but they're not pro or con; they try to put it on a certain plane. They don't try. . . . I think it's just normal, because in this area for years and years your lower-economic-group children went to the university, and I am sure that the parents learned from their own children, so things of this sort did not shock them.

YOUNG: You mean that the area, then, might be more tolerant? Do I gather from what you're saying that the religious issue wasn't raised to the level that it might have been in other areas because the area was a little more sophisticated, a little more tolerant?

HEARST: Well, I would use the word sophisticated. I wouldn't say tolerant. However, I do want to point out that the Democratic organization in itself, definitely--the majority--the county organization, definitely, the feeling of your county committee members was definitely anti-Kennedy.

YOUNG: Was it, then, pro-Humphrey?

HEARST: Yes, definitely. And then you had your so-called fanatics--they were always kidding me about it and that's the word they used. We had all volunteers. Probably you would put me in the pro class. I am not a paid politician. I believe in Democratic ideology, and since we're coming down to the religious issue, I might point out that I'm Jewish. And still, again, the religious issue just never occurred to me, but your heart and soul of your Democrat organization here were pro-Humphrey.



YOUNG: Well, did you ever find any trouble in finding ministers to give benedictions or to give invocations at political rallies when Senator Kennedy or any of the members of his family would be here?

HEARST: We always used one in particular, and he did. Yes, we did. The night that the late President was here for his reception, we had Father [Robert T.] Scott give the invocation.

YOUNG: Is he a Roman Catholic?

HEARST: Yes.

YOUNG: How well organized were the Humphrey forces in the county? Did they, from your point of view, work largely through the established county organization?

HEARST: They weren't as highly organized as they thought they were, for the simple reason that your county organization will not work unless they're paid, and they expect to be paid to work. And since the Humphrey group was short on funds, they just--shall we say--sat it out, which was quite a break for us volunteers.

YOUNG: My next question might have two different answers. During the primary, how aware were the insiders and then how aware were the general public, of the fact that a vote for Humphrey might indeed be a vote for Senator Johnson?

HEARST: Yes, they were well aware of the fact.

YOUNG: Both the professional level as well as the average voter?

HEARST: Yes.

YOUNG: Or, in a sense, a vote for Humphrey was simply a vote against Senator Kennedy.

HEARST: Yes, they knew that, because we all know that our Senator [Robert C.] Byrd at that time backed Humphrey, and it was for that reason. He was for Johnson for president, and I think it was publicized to that extent within the state, because Senator Byrd at that time did not enjoy good press. So I think they pointed that out, and that may have been to our advantage.

YOUNG: Well, I've been told in the course of these interviews, of course, that Senator Kennedy in Huntington, for instance, appealed to the business community, because Huntington is largely a large middle class service town; but in an area such as Welch and Logan, Franklin D. Roosevelt, of course, based the appeal on the image of the older New Deal and his father. Was there any special appeal made to this area on the basis of its economic basis or the fact that it's a university town; was the

senator's campaign pitch planted for this particular county in any unusual way?

HEARST: The appeal in this area, of course, is coal. He visited a couple of the industrial plants, and he went out and saw the coal shacks. He made an appearance late one afternoon, right in the heart of the coal area, at one of the halls--it's called "The Shack"--that one of the church groups endowed. It was purely--I think most of it was--on helping the depressed areas, especially in the coal fields in this area.

YOUNG: You've already mentioned, of course, the appeal to the university students, and then, of course, the appeal to the coal miners; was there any other way in which his campaign in this area would be unique or have a local appeal?

HEARST: I don't think other than the general viewpoint on his ideas on issues.

YOUNG: From your point of view, did there seem to be any real difference between Senator Humphrey & Senator Kennedy in terms of issues or ideals in the West Virginia Primary?

HEARST: No, I wouldn't say that. I think they both had the same ideals in mind, and the same ultimate proposals.

YOUNG: If you had to pick the one most important thing or most effective thing you did in the primary, what would you suggest that it might have been?

HEARST: I would say that we used several things that we do in all campaigns. The thing they hit on was the religious issue, and we appealed that they should vote for him because if they didn't they would be bigots in not voting for a Catholic. We did use the issue; I have to be truthful there. I can't say that. . . . You couldn't ignore it, especially in West Virginia, since everybody knew that it was a Protestant state, and had very few Catholics. So we did use it. We went around to people that were the average voter, and we told them, "Are you going to vote against this man because he's a Catholic?" That was our appeal and it was quite effective. They wanted to prove to themselves and they wanted to the rest of the country that the people of West Virginia are not bigots. But I have to emphasize again that we used this to the extreme. And another thing that we had in this county is organization. We have one of the finest organizations to the grass roots, and it emanated from the grass roots up.

YOUNG: You're speaking now of a separate Kennedy organization, not the county committee type of organization.

HEARST: Yes, the Kennedy organization; it was one of the most highly and most finely organized campaigns that I have ever been a part of in the state of West Virginia.



YOUNG: Well, I know that election statistics don't remain on the top of your head very long, but could you, then, give me a general analysis of the primary result in this county?

HEARST: Yes, I can. Kennedy won two and a half to one.

YOUNG: Well, did you find, then, that after the primary the various factions of the Democratic party closed ranks for the general election?

HEARST: No, they resented the organization people, resented the volunteers, and we felt that the volunteers who had backed Kennedy so faithfully, should have definitely a part in the general organization of this county.

YOUNG: Well, was the volunteer organization, then, kept alive through November, through the general election?

HEARST: Yes, they utilized it; we had two separate organizations under the same roof. I don't know if this was state-wide--I understand that it wasn't--but it was unique in this county that the feeling between the county organization and the Kennedy volunteers was very, very bitter. And I will say that we had a sheriff's candidate here, and he was for Kennedy in the primary, and he was the one that demanded that the organization here, that we both be under a roof and that we utilize all of the Kennedy volunteers or organization that was used in the primary for Kennedy. We were called Citizens for Kennedy and Johnson, and we set up for the whole Democratic ticket countywise and statewide.

Now, Mr. Young, I'd better get back to one thing here, that in the Kennedy campaign we also at the last minute. . . . It probably wasn't as ethical as it should be. I happen to have been on the board in the gubernatorial campaign in the county. At that time our Governor William Wallace Barron was running, and I happen to have been one of the political advisors in this county for Governor Barron. We also, when we set up for Kennedy in the primary, set up. . . . Well, we tried, and I think we did fairly well; I would say that at least 75 percent of the Kennedy organization was for Governor Barron.

YOUNG: Well, there was, of course, the personal animosity in this sort of thing, but do you feel that members of the county organization felt that the president's religion still might be a detriment and might help to pull them down to defeat in November?

HEARST: Yes, I definitely do. And they still wanted to be a part of it; they wanted recognition from the Kennedy people, the organizational people in the state of West Virginia. And the campaign manager was state chairman after the primary, but the prejudice was still there, and the bitterness between the two organizations existed throughout the campaign.

YOUNG: You couldn't say that the primary victory of Senator Kennedy actually killed religion as an issue. It did linger on through the general election?



HEARST: I would have to say that.

YOUNG: Just as a matter of curiosity, what were the results in this county with respect to the Democratic ticket versus the Republican ticket?

HEARST: The president won by a bigger majority; I can't remember the figure. He won by a bigger majority than the governor in this county.

YOUNG: And I think we had a state senator running in that election--United States senator, in that election.

HEARST: Yes.

YOUNG: But President Kennedy led the ticket in the county?

HEARST: No, he did not lead the ticket. You mean national wise?

YOUNG: Yes.

HEARST: No, he did not. The senator led the ticket. President Kennedy was second. And the governor was third.

YOUNG: Let's move on in, then, to some of the things to do with the Kennedy administration after it's in office. Much was made of West Virginia by the national press; we might start with that right now. How do you feel, in general, the press treated West Virginia in the Kennedy primary?

HEARST: The press--the outside press, I should say--New York Times, Herald Tribune, Newsweek, Time magazine, National Observer and the Wall Street Journal--that's one and the same--I would say a busload of the press traveled with the senator during the primary. And we made arrangements for them with their desks and their telephones and their typewriters, and met them at the county line and brought them in. They spoke to themselves. And the night of the big reception that we had here for the president, probably was the biggest function that was ever held at the Hotel Morgan in Morgantown. We contracted for the ballroom and we sent out, like I told you previously, ten thousand invitations. We worked out of a headquarters, the six-dollar-a-day room in the hotel at that time; that was all we had as headquarters. And all volunteers addressed these from different lists, these invitations. To get back to the press: They arrived here; I showed them all the help that I had, showed them their quarters. They were very well satisfied. And we asked if they wanted to go on tour. Several of them did go on tour. They formed a caravan and took the president through the coal fields and the factories.

A lot of them just didn't bother going; they sat at their typewriters and typed and ate and talked to themselves. Now, being in politics since I was a child--I entered precinct work when I was thirteen years old, on the city level--perhaps I had a little bit better background. My brother



was in law school and graduated in law with the late Senator Neeley's son and practiced law in Fairmont, West Virginia, the home of Senator Neeley. I probably was exposed to a lot more politics than the average child. He was the oldest, I was the youngest. And in all my experience-- I'm not following this chronologically, but I think you see my point-- having all this background, and so on, and all my experience with the press, my background taught me. And one of the things we were told was, "Never talk to yourself." And they meant all you precinct workers or all you workers in headquarters, don't sit there and just say how wonderful your candidate's doing; go out in the fields, out in the country, go out in the mines, go out in the areas, find out how your candidates doing; don't just sit there and talk to yourselves.

I found that the press that traveled with the late president were sitting there talking among themselves. And they would ask us a question or two and look at us as if we were just rather stupid West Virginians, and we resented it. We felt in our heart when the late president was here on April 18th--and the primary was the first Tuesday in May--we felt and we knew that the president was going to win, because we had had contact with the grass roots in all the areas, in our county and other counties, and the press did not.

YOUNG: Well, we might on the subject of the press switch quickly to something else that has come up occasionally. Do you think that President Kennedy's Harvard accent and his eastern mannerisms worked as an asset or as a liability in this particular part of the state?

HEARST: Well, I think it worked as an asset. Definitely. Because they were used to the late President Roosevelt speaking, and their accents are similar. I don't particularly know whether Harvard had that much to do with it; I would say their area. They were used to that accent in West Virginia, because President Roosevelt was the saviour of West Virginia. That was one of the reasons that the Kennedy people used Franklin D., Jr. as much as they could, because the people in West Virginia, when they listened to Franklin Roosevelt, felt that it was part of President Roosevelt, and they had confidence in President Roosevelt. So I think his accent, his mannerisms, and the way he praised certain things-- I think we were used to it. We didn't feel that he was talking down to us, we felt that he accepted us as his equal.

YOUNG: Have you any other memories of the primary that might be of interest in terms of personalities or local color surrounding President Kennedy's campaign?

HEARST: West Virginia, as you know, Mr. Young, is quite a paradox. There is no uniformity in the state of West Virginia. Morgantown is ten miles from the county line of Pennsylvania. We are seventy-eight miles from Pittsburgh; our contacts are mostly with Pennsylvania rather than southern West Virginia. Again, I emphasize the fact that everybody has a very good opportunity of coming in contact with all sorts of people, due to the university background. And we were quite amused: several of the



Kennedy entourage who had done so well in Wisconsin. . . . In certain areas, I would say, they needed the so-called pros that helped set up the primary in New Hampshire and in Wisconsin, but in northern West Virginia we rather resented them or were amused.

I was contacted, well, quite quickly by Polly Fitzgerald, a very lovely person, a very nice person related to the late president--you know by the name on his mother's side. She came down here and I arranged a luncheon with several of the women. Now, we here are not used to having women's functions and men's separately. We don't have coffees with just women, we have coffees with men and women. She instructed us very nicely what they expected of us in this campaign, and the technique and so forth. And I had arranged an interview for her with one of our local radio stations. I, to this day, don't know exactly what she said, but after she and left I got four or five telephone calls; several people rather resented the fact that she had come in here telling how she was going to come in here and supervise all the functions, and that she would be coming back and forth by private plane. We didn't think we needed the supervision. But when you look back on it, we always can learn and exchange ideas. And I'm sure that she felt very, very badly or would feel badly, had she known that she made several political faux pas. About two days before the president's arrival here for the big reception--again I say it was one of the key in the state of West Virginia . . .

YOUNG: This would have been about April 16th?

HEARST: I would imagine. Polly Fitzgerald arrived on the scene and sat down with several of the committee people and told us how they would arrange the introduction of the president. And may I add, his wife was here also, and we were quite honored and quite delighted with Mrs. Kennedy, so beautiful and vivacious; she awed quite a few of us and she was as natural in conversation and actions as the rest of us. And Polly Fitzgerald proceeded to inform us that she would get up and make an appeal to the women, and in turn, introduce the president. We told her there was no part on the program for her, and she was quite aghast. She said, "Well, I'm sorry that's the way it's going to be," she said, "Bobby is setting that procedure up all over the state of West Virginia." We politely told her that Bobby had nothing to do with this area in bringing out the vote or organizing it, and we very much appreciated his interest, as it should be, but we would suggest she go back and tell Bobby to mind his own business. And, I might add, we got her away.

YOUNG: Well, have you any other incidents connected with the primary, then, before we move on to the presidency?

HEARST: Well, we had quite a few. The one thing outstanding in my mind--and now I consider him one of my best friends; of course, I didn't know about him when he first arrived and contacted me--a man by the name of Chuck Spalding. The first time I met him was with Joe Stydakar, who was traveling this part of West Virginia. And I don't particularly think



Joe Stydahar needs any introduction in West Virginia; he played football at West Virginia University, and he was quite a star and made all-pro for several years with the Chicago Bears. And, I think even now, though he's in private business, he helps them as a line coach. He came through this area with Mr. Spalding and introduced him to me as Chuck. I knew Joe quite well. And he said, "Now, Anne, Chuck will be working out of Clarksburg and Monongalia County is one of his counties. Anything you need-- or any time--you contact him."

Chuck is another wiry individual about six feet three, and came in here dressed in a pair of sneakers. And they came in the store looking for me--my father and I are in the jewelry business, and they left word where I could meet with them--and my father said when I walked in, "There's some bum in here looking for you." And I didn't have any idea. I told Chuck that and we all laughed about it. And at first, people around here realized he was trying to be one of us. He thought, probably, wearing sneakers (he called them "sneakers," we West Virginians call them plain "tennis shoes"), that he would be right with us. And we felt that he was playing a role that he wasn't.

And afterwards we knew that he was a personal friend of the president's and the family, and he is in Wall Street. His office is right under Mr. Joe Kennedy's offices, and he definitely, I believe. . . . But, I will say, we erred in politics, we erred quite a bit; but we feel that even the Kennedy entourage are human, too, and they also err.

YOUNG: Well, let's go into the years of the presidency. Do you think that West Virginians felt that President Kennedy kept his promise to help them?

HEARST: Yes, definitely so. They were quite elated, they were quite smitten with the idea that he felt the way he did toward them. And everytime he made a speech in the area, or even out of the area, he gave West Virginians credit, the credit that they deserve, I might add, being responsible for him becoming president of the United States.

YOUNG: Well, can you think of any other specific Kennedy policies that were well received in West Virginia?

HEARST: The Food Stamp idea in McDowell County was a pilot program; I think that worked very well, especially at the time it was in great need. And then, the retraining program was very, very well received. The National Broadcasting Company, I think, had quite a program on it, and at least the people in the so-called depressed areas-- I hate to use that word; I think its being overused--in the lower economic areas I should say, felt that somebody liked them somewhere, and gave them dignity.

YOUNG: Well, if West Virginians were at all critical of President Kennedy during the White House years, did you pick up any of this attitude?



HEARST: I didn't pick up any adverse criticism that you would call serious, from the average West Virginia voter. However, quite a few of my social friends were quite a little bit disturbed with some aspects of his foreign policy. I think we all are familiar with that--the Cuban crisis. We felt that he was--to be blunt about it--misled. We felt the man didn't have the facts, and we felt like your second-guessing a football game. Perhaps that isn't the right analogy to make; one is much more serious than the other. After it's all over, we can criticize.

YOUNG: Are you thinking of the Bay of Pigs?

HEARST: Yes, I think that was one of the most critical things. I think the average person in this state--and I think you'll find that nation-wide--felt that we should have gone through and backed him to the hilt. We feel we have no reason to say this other than what the average person reads, but had it been done again, that would have happened.

YOUNG: Did you notice any particular reaction to the nuclear test-ban treaty?

HEARST: Yes, we were quite delighted that the treaty was signed; we felt it was one of the most important accomplishments of the late presidents short time in the White House. I think that will go down in history. Everybody is of the opinion that is one of the major accomplishments, and the adverse criticism was kept to a minimum; there wasn't much discussion against the treaty.

YOUNG: We've talked now for more than an hour. I wonder if we might summarize one or two things here, from your own personal experience. What do you feel, in terms of your own experience in politics, was your most interesting contact with President Kennedy, or most interesting experience in the whole Kennedy political campaign?

HEARST: Even being in politics the years that I've been in it, I felt that being in contact with all the Kennedy entourage and the Kennedy personality, and meeting the people that I met through them. . . . I knew that being a politician that we were being used; I'm well aware of the fact that certain things came about and that they were not aware of the fact that we knew about them, but that's the thing you expect. But yet in all the dealings of my years in politics, being an idealist, I felt that I had contact with something that was just--bright. I mean the whole thing. I look back at it as one of the most interesting, one of the most thrilling aspects since I was thirteen and in politics. It's just something that's an intangible, and it was just with a touch of, I would say, not reality. They're just so tremendous that when you're around them you feel like you're on a different plane and in a different world. And you begin to understand why people like that are so devoted to their country, and you understand why they work and they strive. And there's that certain drive, and when you're around them, that rubs off.

I've never had an experience like that, and I think it did me a lot of good, personally. I wanted to become known on the state level and it was always that drive and push, and indirectly that may have been part of the things I learned during the Kennedy campaign--the people I came in contact with, the new techniques, the drive. It was quite an uphill drive. This past June I was elected associate chairman of the Democratic Executive Committee in the state of West Virginia in charge of all women's activities in the state of West Virginia, and helped run the campaign, this campaign coming up now. I'm going as an alternate delegate to Atlantic City; I was an alternate, I might say, at Los Angeles. And in a way I gained a sense of confidence from the Kennedy campaign in the state, and I am not scared to tackle problems. I am not afraid to go down to Charleston and set up a women's program for the whole state. Its just something. . . . I think I've gained confidence.

YOUNG: Do you think that any of this would reflect in West Virginia as a state; in other words, any lasting residue from the Kennedy years for all West Virginians?

HEARST: Yes, I do. I think that people here, the average person, will go back again to the need that we have, that the late president showed that he's worried about us. He's given us dignity. And the strides that we have made on the state level and the things that we have gotten from the national, and the different sorts of programs--especially the Appalachian program--have given us all confidence in our state, in our future, and in ourselves. We have nothing to apologize for in being West Virginians.

YOUNG: Do you have any other comments on your own personal experience in the Kennedy campaign before we bring this interview to a close?

HEARST: We could go on and on. It's one of those things that I'll probably never forget. You worked in a campaign; it was automatic. As far as my personal experience is concerned, I am not awed by Washington: I go right in, I look up everybody I've met, and I'm glad to have been a part of it and glad to have met all the people that I have met who have been a part of this organization in the primary.

YOUNG: This has been an interview with Miss Anne Hearst. The interview was conducted in the Morgan Hotel, Morgantown, West Virginia, July 28, 1964, by William L. Young. Miss Hearst's home address is 112 Maryland St., Morgantown, West Virginia.