

# Busy Day For Governor Candidate - 1st. Of Many

Editor's Note: It isn't every day that the publisher of a string of weekly newspapers becomes involved in a campaign for Governor — even a dark horse campaign. Curt Gerling, Empire State Weeklies publisher was invited along when Canandaigua's Howard Samuels announced he would seek the Democratic nomination for Governor at a press conference in New York City. We asked for his reactions — and here they are:

by Curt Gerling

A day in the life of Howard Samuels, gubernatorial aspirant, usually covers a lot of ground, proves to be a succession of meetings, speeches, conferences and hand-shaking.

A day in the life of Howard Samuels traveling on family is even livelier and more complex.

Last Thursday (June 21) is a case in point.

We don't know the exact time the ten members of the Samuels tribe began their morning scramble for the four upstairs bathrooms but it had to be seven-ish as they were all at the Canandaigua Inn at 9:30, the smaller kids bouncy in their fresh-as-a-daisy dresses, the older girls properly packaged in fashionable but unobtrusive outfits, the boys with hair slicked down and ties properly knotted.

Mrs. Samuels, bright-eyed and cheery, kept a watchful eye on her brood while greeting friends in the best tradition of a politico's wife. Mr. S., star of the show, looked not one wit different on this important morning of decision — business suit, relaxed attitude, affable smile and the truant forelock pasted firmly in place.

After the demise of a hundred flash bulbs the Samuels group retired to the meeting room where a crowd of well wishers awaited for the predicted announcement, delivered without flowery phrases but with the directness and honesty for which Samuels has long

been noted.

We add parenthetically, and to prove that Howard Samuels is a personality that transcends political enrollment in the substantial gathering, at least twenty per cent of the wellwishers present were of Republican denomination.

The announcement over, a sheriff conducted cavalcade of cars containing Party officials, the press and well wishers motored to the Rochester airport where a chartered plane awaited them for a flight to New York, and the candidate's second "official" announcement. At the airport more flash bulbs, teevee cameras, press interviews.

The trip to New York was a gay affair with lunch and beverages, and Ontario County Leader John Fabrizio and Canandaigua City Leader Herb El'inwood ducking up and down the aisle like mother hens attending their brood. But more than that, it demonstrated the Samuels family organization. The older members of the family fell to the task of folding, sealing and stamping several hundred letters to be mailed in New York. Mrs. Samuels, with calmness and detachment, rode herd on the younger members, aided



GUBERNATORIAL ASPIRANT EN FAMILLE: Howard Samuels, his wife Barbara and the eight children pose before the chartered plane that took them and forty others to New York City Thursday where he made his official announcement that he would seek the democratic candidacy for governor of New York. The tiny tot in the front row are twins. (Photo by Larry Reidy)

and abetted by friends, and Howard (in the early part of the trip) withdrew to a corner in the front of the plane to polish his impending speech. The rest of the group, chatted gaily, as if Howard Samuels was both a cinch to be nominated, then elected. Arriving, more flash bulbs . . .

In New York's small, plush and fashionable Hampshire House, reached by chartered bus from La Guardia field, all was in readiness. Chairs were in place in a second floor private meeting room and 45 minutes later, a big moment in the life of Howard Samuels would take place.

With a few minutes to spare the Samuels family re-appeared. Mrs. Samuels and the girl children freshly frocked, the boys in whiter shirts and new hair combs.

The fantastically successful meeting, arranged by the Samuels New York representatives, Louis Weintraub Associates, and the local representatives, Rumrill Co., saw every New York newspaper present, plus CBS, NBC, ABC, Newsweek, Time and a half dozen other magazines on hand for the announcement.

Amid popping bulbs, in front of a huge poster — "Samuels for Governor", Howard Samuels made his declaration to seek the nomination. Calm, genial and articulate, he spelled out his reasons for his decision.

At the conclusion, the cynical New York press took over, they fired questions of the "when did you stop beating your wife" variety, as well as those designed to bring out what Howard Samuels really stood for in this tough race.

The candidate handled every "toughie" fired at him with directness and deftness. An FDR or a JFK couldn't have done better. It proved to us the intellectual flexibility and gifts of Howard Samuels who in eight short weeks changed from a political neophyte to an old pro.

Before, during and afterwards, more pictures, flash and still, teevee cameras and lights, personal press interviews, handshakes. The small fry twins, uninhibited and undisturbed by the fanfare, were a joy to the jaded photographers of the New York press. The little girls paraded about, collected ash trays, visited friends, drew pictures, fell down, stood up, and gazed wonderingly at their father, talking so long into that silver tube in front of him. Obviously, Caroline Kennedy has not only one rival, but two.

The flight back was without Mr. and Mrs. Samuels, the two boys, and eight year old Barbara. There were more meetings and politicking to be done in the big city.

The older girls, Susie, Kathy, and Vicki, and the twins made the return trip employing the usual Samuels organization techniques and after a long day, there was nary a tear nor tantrum to mar the reputation of the Samuels clan as the "best behaved" (and fasci-

nating) in the area — a reputation that most of New York State will confirm in the very near future.

Howard Samuels' decision "to run as a family" was probably the best he has made to date.

## Village Board

The regular Village Board meeting is slated for the Municipal Building, at 8 p.m., July 2.

## Seek Old Cook Books

In conjunction with the Belles' Baking Bee, a display of old-time cook books will be shown encompassing the period of the Perinton Sesquicentennial — the older the better.

All persons having such a cookbook or collection of cook-books they are willing to loan for the exhibit are asked to contact any member of the Belles' Baking Bee committee: Mrs. William Carr, Chairman, FR 7-0165; Mrs. Lauren Knapp, FR 7-1310; Mrs. William Wacenske, FR 7-0766; Mrs. Charles Whitney, FR 7-2189; Mrs. Stanley Wright, FR 7-0409.

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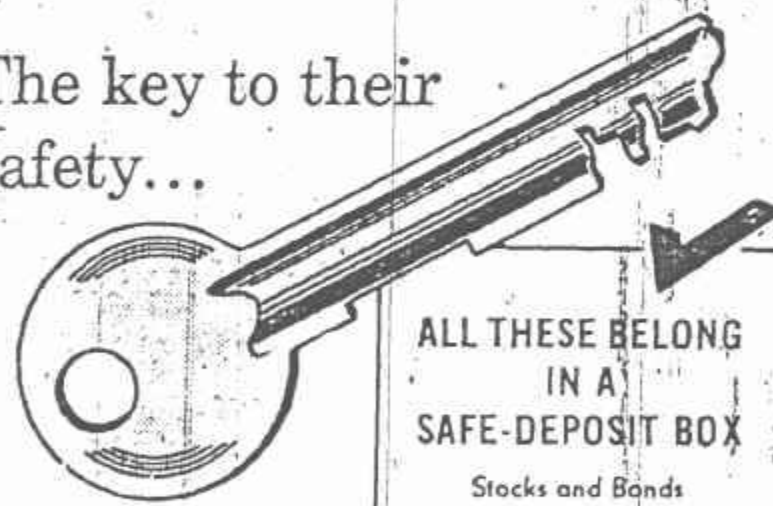
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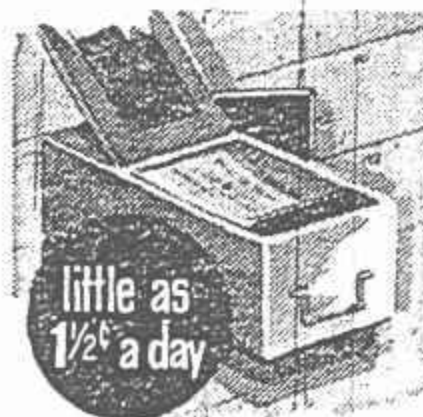
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