

This 1980 memo from Larry McCarthy, a top Republican consultant -- he was known as the "master of the attack ad" -- and aide to then-Sen. John Heinz, detailed the results of the GOP Senate primary won by Arlen Specter that year. It also showed Specter's precarious financial situation at the time (a campaign debt of \$41,000) and how relatively inexpensive political campaigns were then compared to the multi-million dollar affairs of today. Specter went on to win the November general election and his first term in the Senate over popular former Pittsburgh Mayor Pete Flaherty by 50.5 to 48 percent, or by some 108,000 votes.