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James Riley
Oral History Interview

University of Illinois at Chicago
Special Collections and University Archives
University of Illinois at Chicago Library

Location of Interview: Harry Caray's Italian Steakhouse, Chicago, Illinois
Interviewed by Marie Scatena

October 30, 2014

Riley: You're meeting all the good guys, you really are. I don't know about myself, but Vince and Joe and Kay, I mean, all wonderful people.

Q: Yes, they really are.

Riley: But that's what the mayor did. He drew those wonderful people in. He drew them in. He had an ability that I've never seen. He could pick someone out and you'd say why would he put them in that job, and they excelled to the top at that job.

Q: How wonderful.

Riley: Put young people and put me—he had me in an important—he hung his campaign on my shoulders.

Q: Which campaign was that?

Riley: ’67, ’71, and ’75.

Q: Oh, all of his campaigns.

Riley: Yeah. We never had a harsh word. We were such good friends.

Q: Well, I’m going to back up a bit. We’ve got that on tape, so I’m very thrilled, but let me just back up a little bit. So we’ll start with you a little bit just to give some context to our interview.

Riley: Okay.

Q: My name is Marie Scatena and I’m sitting at Harry Caray’s with Mr. James Riley, who is an owner of this establishment from the get-go. Mr. Riley, our interview is about Mayor Richard J. Daley and your relationship with him, but to set the record going straight, could you tell us your name, and when and where you were born, and a little bit about your early background?

Riley: Okay. My name is Jim Riley. I was born on the Near North Side of Chicago in 1937, and my father was a Chicago policeman and a bartender after he was a policeman. We lived in various near north locations. Wound up in Rogers Park for a while. We moved to Rogers Park because my grandmother became ill and my mother wanted to take care of her.

I was born quite late in life, and I'm an only child. My mother tried to have children and she had several miscarriages, and the doctor told her she could never have a child, and then I had a brother born dead about five years before she had me. And the doctor said, you can't have children, I told you. You've got to watch out because you can hurt yourself. And they tried again and I came when she was in her 40s.

So I have 37 cousins, because my mom had eight in her family. My dad's family was not close with us because he was orphaned at 11 years old. His father was murdered and his mother was dead already, or he didn't know it, but I found out that she was in a tuberculosis sanitarium, and his father told him she was dead because they could never see her again.

So he was an orphan, so I never really got close with his family because he never knew them very well either. They all went to different foster homes and there was no communication in those days. He had to leave fifth grade grammar school and get a job to support himself. That's the way they did it in those days.

And my grandfather was a butcher at the corner of State and Chestnut in Chicago when he was killed. He had a big butcher shop there, five butchers. I know that. And my other grandfather was a baker, and he was at 2350 Clybourn, Clybourn and Fullerton, with a bakery shop and a

little lunch restaurant next door. And they were both turn of the century guys, came over from the old country sometime in the 1880's or right in that area and raised a family over here.

My aunts and uncles and everyone, they were all born in America. The fathers and mothers weren't, but they were—except my grandmother on my father's side. She was born in Whitewater, Wisconsin. Her father came from Ireland and landed in Whitewater. And she went to the University of Whitewater, believe it or not, in the 1880's. How do you like that one?

Q: Oh, that's something.

Riley: Yes, one out of what, 5,000 went to university in those days. I tried to get the records from Whitewater. I got to know the president of the university out there and I asked if I could get I'd like to get the records someday. He said come on out and look, and it turns out that all the records for about 15 years, it were burned out in a fire, so there's no record of whoever went there in those years.

But I went out—actually my wife went out and had lunch with him because I couldn't make it, I was too busy. She was in Lake Geneva so she drove up one day. I said you've got to go up there before the summer was up, this could be interesting. So he said, well, she was

either exceptionally smart or exceptionally wealthy. We found out that my grandfather worked in a farm implement factory out there, but he was a foreman. But they were not wealthy, so she must have been awful smart.

My grandparents met, and they got married in St. Pat's church in Whitewater and then moved to Chicago. And unfortunately she got tuberculosis and my grandfather got shot, or somehow killed. Never found the body, but they knew about it. They knew who the culprits were, but they couldn't find them, they were gone. That's another long story. [*Laughs*] I'm full of long stories. That's where it all began.

Then my father grew up on the Near North Side and my mother grew up virtually on the Near North Side at Fullerton and Clybourn. And they didn't get married until they were 30 because she had a very good job and was not interested in getting married, and he was doing something else besides the police force at that time and wasn't interested. But they met and finally got married.

And then I came along when they were in their 40's. My mother was born in 1900 and my father was born in 1899, so they both had nice lives. My mother lived to be 91 and my father lived to be 80. He died of

prostate cancer, but he didn't know he had it. So I watch myself very carefully there.

Outside of that, I grew up on the Near North Side and then went to Rogers Park to take care of my grandmother, and she passed away when I was eight. And we stayed there in the two flat that she was living in. That was her only asset, and it went eight ways, all the kids. So my one uncle bought everybody else out. He was the only rich one in the family and he bought everybody else out so there wouldn't be any arguments. Then he kept it with my mother there and my father, and we got a discount on the rent for running the building.

And we took in a boarder that my grandmother had, and he was blind. Fortunately for him, but it was a lot of work, as he was getting older, and he lived to be 94. It was quite an upbringing there, you know, with one bathroom shared with a stranger and three of us. It was only two bedrooms, so I slept in the breakfast nook. That nook was my bedroom for the rest of my life there.

And I went to a local grammar school in Rogers Park called Rogers, and I went to a local high school called Senn. Senn High School was at Glenwood and Ridge. And as they say, I learned everything I needed to

know at Senn. [*Laughs*] But when I got out of college I was a writer. I always wanted to write.

I went to work for the *Tribune* and I stayed at the *Tribune* long enough to find out that I wasn't ever going to get anywhere as a writer at the *Tribune*. I was making $2,500 a year and everybody else, my friends were all getting out of school and making $8,000, $9,000, $10,000, and so I had to do something. I joined the Chicago Ad Club, and a friend of mine told me about a job possibility at an ad agency. I think it was J. Walter Thompson at the time. And I went to work for them and I got $5,000 a year, so I was on the way.

About six or eight months later, they said Foote, Cone & Belding is looking for a writer on this account, and you can probably get this job if you mention so-and-so's name. And I went over there and did that, and I got the job, and it was $9,500, so I kept doubling my income. And then I got a job at a small agency about less than a year later that came to me. Someone told them about me. You know, Ad Club was really a good thing.

When I was with this other company, I got hired by one of the clients who hired me away from the $18,000 job and paid me $40,000 to come with the company. And that was all in less than three years' time from the

$2,500 job. It was amazing. I thought it was just so easy. They all like me! [*Laughs*] I can't believe it. It was all luck, you know, the right time, the right place. But I didn't know it. I thought it was me. It wasn't me. It was a little me, mostly luck.

Well, I got into this business and I didn't like it at all. It wasn't anything to do with advertising. It was marketing, but it was a big company and I sat in a glass box with about 40 people who were sitting in a pool outside looking at me all day long, and I said this isn't for me. I'm going to get back into what I want to do. I'm not writing anymore.

So I went to him after three months and I said, you know, I really appreciate what you did for me, but I can't stay here. I said this is not what I want to be. I said it's great and I can't believe the money. My mother wants me to go to a psychiatrist because she said how could you give the job like that—and my father was making $5,000 a year and I'm making $40,000 a year a couple years out of school. And he said, well, I understand. You're being honest with me. I said I can't take your money because I'm not happy here.

I had money saved up—not a lot—but I had about $5,000 saved and I told my friend when you go down there, get a home with another bedroom because I'm coming to Florida with you this winter, I just quit my job. So

he went down, got us a two bedroom place—and we used to go to the Playboy Club. One of the busboys at the Playboy Club was a short African American guy who had been in the war and had a steel plate in his head, and he was a little slow, so he was a busboy. But he had a government pension that paid him a lot of money, and he was really a nice guy.

So I saw him one day and I said I'm going away. I'm going with Burt, I said. He knew Burt, too, from—we used to hang around the Playboy Club chasing girls. So he said, where are you going? And I said Florida. He said, I'll go to Florida with you. I said, Nate, you've got a good job here. I don't need the work, he said. I've got a pension. I can go anywhere I want to go, he said. I said, we only have two bedrooms, Nate. But I said, if you want I'll put a cot up in the garage for you.

That's all I want. He says, I want to come with you guys. I said, we can't pay you a lot of money. He said, oh, it's okay. All the fun's with you. You leave here, I'm not going to have fun anymore. I said Nate, come on with us. So we took Nate to Florida with us! [*Laughs*] He was terrific.

We'd be out till 7:00 in the morning almost every day. And fortunately, my friend knew a lot of gamblers down there, and we knew a couple people that gave us tips. So I started gambling with him, and I came

home. After spending all that money, I came home. Are you out of business already? [*Checks the recording levels*]

Q: No-no, I'm good. Go right ahead, I'm sorry. Don't let me disturb you.

Riley: So that was my start in life, because I left town with $5,000 and went to Florida for four months with Burt, and when I came back, I had spent a fortune, because I was making it so fast with him gambling. And we were betting on basketball—he had a system on the basketball, so he'd bet forty or fifty thousand on basketball and I'd take two or three, four thousand of it and bingo, you know, we were winning way more than we were losing.

And then he had a guy who was a specialist in race horses, and Burt was a specialist in baseball, so he used to give the guy the baseball tips and the guy would give him the horse tips, and we used to win. The guy would—you know, he just was a guy who could figure out horses. That's what he did for a living. We'd go to the race track two or three times a week and maybe once a week he'd give us one horse, and two out of three times that horse would win. But he'd look at everything. He was a statistician, and he knew what he was doing.

Nate would go over, and I'd say just count the bodies, and we'd have breakfast at 11:00. We'd get in at 7:00. We had breakfast at 11:00 at the

pool. He'd have the table set up for all the people who were there. He'd go to the store, buy all the stuff, and wake everybody up at 11:00. We'd all go out and laugh and have breakfast and they would leave—it was paradise!!

When I came back to Chicago, I couldn't get a job. Now I realized I wasn't that good. [*Laughs*] Things happened that winter and they were laying people off, at all the agencies.

Q: And this was about what year?

Riley: Oh, yes, the early '60s. When I got back it probably was '64. That's a good guess.

Q: Yeah, that's close.

Riley: And then came the problem of making a living. Fortunately I had the $17,000, and nowhere to turn for money, though I tried to do everything. Finally the only thing I could think of was go back to some of my old clients and see if I could do some freelance writing for them. And that's what I did. I went back to them and I worked from my apartment.

I lived, at that time, at 25 East Chestnut in Chicago. And a friend of mine, a real good friend of mine, had a good friend who owned the building. It was a coincidence. So he didn't tell anybody, but he told this guy, he

said, you know, Jim is just going in for himself. And this guy had a lot of money, this friend of mine. He had a business. He was a jeweler, believe it or not. But we were good pals.

He said, Jim's a friend of mine and you can trust him to pay the rent, but he said I'm going to tell him that you did this for him, and he said if he doesn't pay you the rent, I'll pay you, but give him free rent for six months and then let him pay you back a little bit at a time.

So I got my rent for six months and I just started freelance writing, and kept going and going and going. All of a sudden I hired a secretary, and she worked in my apartment. I couldn't yet afford an office. And that's where it all started. I got these freelance things and all of a sudden I started placing ads for them, got credit with the *Tribune*, and I don't know how I did that, but I got credit with the *Tribune*. And then I started placing little ads and more ads, and I was in the advertising business.

Now time went by a few more years, and I met Mayor Daley. And I met him in, I believe, 1964. It was when Lyndon Johnson was running for President of the United States.

Riley: There was a parade down Madison Street, a torchlight parade for Lyndon Johnson. A friend of mine, Neil Hartigan, came to me and said, 'Jim we need some people that we can trust. I want to use people that

aren't city workers. Would you come down and be a parade marshal?' So I said sure. So he said I'll meet you on the fifth floor of City Hall. And we met on the fifth floor of City Hall.

I met the mayor for the first time right then. Now he was the only mayor I ever knew because he was mayor when I was a teenager, and now I was in my late 20's, but he was the mayor that whole time. Who pays attention when you're a kid? It was a big deal for me to shake hands with him.

We went there, and I walked right alongside. That was before the days they worried about getting shot, so you rode on the back of a convertible. I walked right alongside the convertible the whole time with a marshal armband on me, and we walked all the way and had a big rally at the end in the stadium.

Later one thing led to another, and I had dinner one night with Neil Hartigan. He came to me and said, Jim, you're the only creative guy I know, and I need some help. Neil was a deputy mayor at the time. He said the Mayor has come to us and he has asked us to come up with some ideas because he felt that he's out of touch with the younger voters.

He said the numbers look like he'll not have any problem to win, but he wants to win big, number one for his national image, and he also wants the young people on his side. He doesn't want them to feel he's the old guy in office not doing things for them and the city. That's what he felt at that time, and that's what he told his people, roughly.

And those people were, Jim McDonough, Streets & Sanitation, and Joe Fitzgerald. Those were the guys that I worked with. Neil Hartigan. They were all in that crowd. And so he said no one's come up with an idea yet, and he's going to get us all together in a few weeks to come up with ideas of how we can reach the young people with a good solid plan. He said, can you give it some thought? I said sure, I'll be glad to.

So he called me in about two weeks and he said have you given that any thought, and I said yeah. I said I've been writing stuff down. He said, well, our meeting is going to be in about a week, and I'm going to have to have something for him by then. He said, can you do that, and I said sure. So I started dictating this to my secretary.

At the time I had about seven or eight people working for me. I had a couple art directors, a couple copywriters, because I couldn't write copy anymore because I was too busy getting business, a secretary and a

couple office people. And I still was doing all the copy contact, you might say.

I said okay, I'll think about it, and I put it together and I met him for dinner and went through—I had a thirteen-page document at that time. I can remember that real vividly. I wish I kept it. I'd get a kick out of seeing it. I don't know, if it ever comes up in the archives, send me a copy.

Q: I will.

Riley: I remember it was thirteen pages, and I had in there all the things that I thought, and how to do it, that would bring the young people in. And I had a name for it. I called it Chicago '67. I don't know if you know anything about Chicago '67. I did a logo for it also, which was the skyline of Chicago, and I did a button makeup and what it would look like, and an ad. I did a regular advertising presentation.

So I gave it to Neil at dinner that night and he gave it back to me. He said you've got to present this, I could never present this. Are you kidding me? I said, me—present to the mayor? No way. He says you've got to do it. He said I'm going to tell you something, he really appreciates creativity. He says you've got the whole idea here. He will never forget what you show him. Believe me, I know him well enough to know he's

going to love what you're showing him. And I said, oh my god, when do I have to do this? And he said, well, we'll get him alone.

So he set it up, the meeting, and I went over there stumbling over my feet on the way thinking, oh my god, I've got to—you know, he was the king to me. I never knew anyone that high in power. So I got in there and I gave him a copy, and I gave the whole presentation to him, the logo and all that, and what he should do, and the marches, and the fashion shows that we did, and the luncheons we did, and the parties we threw.

I had the idea that when we throw these young people's parties, they were just there to pick up girls, and girls were there to pick up guys. But, you get them involved and then you have tables there, and you charge them a dollar to be part of Chicago '67. That was the only thing he questioned on the whole thing. He liked it, and the mayor looked through everything, and I explained everything to him.

When I got to that, I remember he said, you're going to charge them a dollar? He said, why would you do that? I said because I want them to be involved. You want them to be involved. A dollar will get them involved. It's not that it's so much money, it's just that they'll remember giving a dollar for that pin, and they'll wear the pin. We will also have their addresses for future events. Man, he said, fantastic. All right, go

with your plan. And he's looking at me the whole time. Yeah, that's good, do this.

At the end—he said Jim, when can you start this? And I said, Mr. Mayor, I have a company to run. I can't start it. I'll just give you the stuff. He said there's nobody here that'll understand this. We're not in your business. I know what you've done here. I've been thinking about doing something like this, and I could never put it down on paper. You came up with the ideas and you got it in front of me. You've got to do it. Can you give me six weeks?

I said let me figure it out. I said is it possible to reach you by phone? I didn't know. [*Laughs*] He said yes. He brought in Kay Spear. He said Kay, this is Jim Riley. Give him your number when he leaves, and whenever he calls, I want to talk to him right away. I said okay, Mr. Mayor. He said I'm assuming that you're going to move on this. And I said I'm assuming that I will be able to do it for you also, but I'll have to work out something.

So we started up and he said I'm going to give you a check right now. See, he knew what he was doing—putting the hook in. He said here's a check, and he reached in his desk—I'll never forget this. This is a very important thing. He wrote a check out to me, or to something, I can't

remember what. But anyway, I got the check. He gave me the check and I put it in my pocket. I looked at it and it was $5,000. That was a lot of money then. I put it in my pocket.

I said I'll go over to the bank right now and I'll start a separate account so nothing ever gets into anything but our promotion account, and I'll call you and tell you my plan tomorrow, if that'll be okay with you. He said that'll be fine, but go start the account. He knew what he was doing. He was hooking me real good. So I said okay, Mr. Mayor. It's so nice to meet you and I'm so thrilled that you like what I did. He said I love what you did. Just go ahead and pursue it. And that was it.

I went outside and I looked at Neil and he said I never saw anything like it. Go ahead and do what he told you to do. And so I said this is your deal, Neil, it's not mine. I'll put the thing together and everything, but you've got to push this thing through. So he did. He did a great job, by the way. Neil did a wonderful job of organizing certain people that I never could have organized and pulling them together for Chicago '67. So we were on our way.

So then I went to the bank. I don't remember exactly, it's fifty some odd years ago—I opened an account at the National Boulevard Bank right in the Wrigley Building. And I went to the bank, and I think that, yeah,

pretty sure that's where I went. And I wrote the deposit slip out and I handed in the check.

And the girl looks at the check signed by Richard J. Daley, you know, and she said there's a problem here. I thought, oh my god, what could be the problem? She said you put down $5,000. This check is for $50,000. I about fell over. [*Laughs*] Because I only saw the five when I put it in my pocket! I went back and redid the thing for fifty thousand. [*Laughs*] Unbelievable. That's how it all started.

He had other people working—he had so many people working on his campaign. I mean, people thought that they were doing him favors by paying for ads in papers, vote for Richard. But young people don't care about that stuff. They don't read that stuff. And I said, you know, they're all wasting, it's too bad they just don't give the money to your campaign fund, which later we got into, in years to come.

All they did is spend money. Unless there was a program to make all the ads look alike, and the whole program say the same thing. They were all saying different things. It just wasn't making sense. There was no theme. I didn't have the ability or the power or anything to say, you know, tell these people don't do that, but I did later, and we changed the way we did things for the next campaign.

But anyway, the fashion shows ran, and the meetings ran, and the parties ran, and I collected the dollar bills from everybody and turned them in. Neil worked very hard on this. He was the lead guy as far as organization goes. I was the lead guy about making sure everything happened, and happened the right way. And it worked pretty well.

We had a lot of good friends. I mean, we made all such good friends in those days. O'Connor, McDonough and Fitzgerald and that whole crowd, they became dear friends of mine for the rest of my life. And many others that I'm not remembering off the top of my head. One was Lou Lerner, the newspaper guy. Lou died too young, but became an ambassador under Carter.

A lot of them have passed away now, but they were all wonderful people. And that's the kind of people that Daley associated himself. He knew good people, and he had the genius of putting them in the right jobs. That was amazing. I mean, I truthfully went back to my office and thought, what's he putting me in this job for? I'm not capable of this job. It turned out I was.

Q: How old were you at that time, about 30?

Riley: Just before I was 30. I think I was 28 or 29 years old. I thought to myself, this isn't my business. It turned out it was my business and he knew it. It

was amazing. Amazing. Because he pushed me right to the wall where I couldn't say no. And it was the best thing I ever did because I became friends with the most important person to ever hit my life. He was the guy. I loved him. I would have done anything for him.

And I never made a penny off any of those campaigns. I never charged him anything. Everything I did for him was free. Which he knew. I just never felt that taking money from him was the right thing to do. All I wanted to do was keep him as mayor. And so if I made any money, I don't remember it, and it was just little, peanuts, you know, not anything like you would do running an advertising campaign.

Q: In the meantime you were running your business, though, right, as well?

Riley: Oh, yeah. My business was growing, and I was running twenty-two ways. He had won with a big plurality. Everyone believed the young people were really for him, because we had all these events they enjoyed being part of—shows, activities and parties—everything we did to bring them in close. And afterwards they were all wearing the pin. You'd walk down the street and you'd see some young kid and he'd have Chicago '67 on his lapel, and ha, it's working! They'd come to the parties and wear their pins to the parties, and oh, it was amazing. And then we did these fashion shows, and it was wonderful. People would call the campaign

headquarters and also City Hall wanting to know where they could buy pins...the word of mouth was working!!

Neil was a very good organizer. He knew a lot of people. I didn't know the people at that time. So he brought the people into the organization and did a very good job of it. But everybody worked at it, everybody. Nobody said no. It was just a bunch of young people. Envision it. It was a bunch of young people getting together by the thousands and having a mutual goal.

The advertising part cost money, and that was part of the campaign, but that was minimal compared to the marketing part of the business. And that's what they all worked in, was the marketing part. So we had such wonderful times together. And then I got on his good list, evidently, because then I started getting invited to all the functions in the new regime, and whenever there was something going on, I was always given a VIP pass for things like that. He was really good that way.

I became part of the machine, you might say. I was not the guy to go out and knock on the doors, but I was the guy—he'd call me every now and then and ask me things. And often, not real often, but often he would call me and say can you come in and see me, or Kay would call me and say the mayor would like to see you, how's today. And I'd run right over

there. It was always something that he had contemplated and said I'm asking a few people and I always ask you, which to me was wonderful.

And then he was going to run again. Four years had gone by. So one day early in the morning I got a phone call and it was from Richard J. Daley, direct. And I thought—people kidded me because they knew how involved I was with him, so a lot of times they'd say, "This is the mayor calling." So he called me at 7:00 in the morning and said, Jim. I said hi, who's this? The Mayor. I said, who is this? He said Mayor Daley, and I knew right away it was him. I said oh my god. I'm sorry, Mayor. A lot of people kid me about you. He laughed and it's okay.

He said can you come in and see me, I've got to talk to you. Where have you been? I said, I'm just working at my company doing the best I can. He said I haven't seen you around. I want to talk to you about the campaign. I thought, oh my god, the campaign's coming up, and I didn't know he was going to even ask me to be involved. And I said, 'Mr. Mayor, when do you want to see me?' He said, 'How's 8:00?' I said, 'I'll be there.' And I had kind of a hangover. [*Laughs*] I was out late with some clients.

So I jumped in a cold shower, got my clothes on and rushed over to City Hall. I got there about ten after 8:00 and I ran into Kay and said I'm sorry

I'm late, he called me early. She said, I know, I know, he's in there. He's waiting for you. [*Laughs*] I went in and we talked about the new campaign. I told him I'd done some thinking about it but I didn't know you wanted me to do it for you, so I didn't want to presume and come over here. He said I want you to get more involved. And I said I'd be happy to.

So we started a campaign called We Care, I believe. And so we got into We Care, and I did the same thing all over again except, on that particular one, it was very interesting.

I said Mr. Mayor, you've got all these talented people here, and he said yeah, but they're working for the public, they're not working for my campaign. I need someone here that knows the business, and, he said and understands media. I need some help and I'm going to ask you for more help. And I said, well, I know a lot of things I'd like to do here.

I said I'd like to contact all the people that did favors for you last time and ask them to please go through me on what they want to do so that I can coordinate their efforts. I don't want them to not do it, but I want to coordinate our efforts

And I said what happens, it plays on one another, and people and hear it and see it, and discuss it—Daley, Daley, Daley, Daley in their daily

business, in their daily life, and I said this is the way you do a campaign. I just think as long as we're going to get all this help from so many people, we should use it. I said that would be my core. And he said okay. He said I know how to do that.

He said, Kay, send everybody in. He sent about thirty people in the room. They were out there waiting, but they weren't there when I got there. He knew I was going to say yes. So he sat them all down and he said I'm sure a lot of you know Jim Riley, and I know a lot of you don't, you're all going to be working with him, and I just want you to all know he's our friend, so you can talk to him about anything. He said if he asks you to do something, I'd appreciate it if you would follow through and do it and get back to him because I'm too busy to be talking to you about different things about the campaign, I want it all to go through him.

And I thought uh-oh, none of them are going to like this. So when they left he said, you know, they're all good people, Jim, but they don't know your business, and when it comes to your business, I don't know if they know what they're doing. So he said I would like it if you could just be the filter through this thing. He knew nothing about my business, but he felt that I knew, probably mistakenly. [*Laughs*] But he felt that I knew, and that made me proud.

So I thought uh-oh, these people are not going to like what he said, because they all wanted to touch base with him. So he was right. The majority of them didn't know what they were doing, but they were all smart and they were all good, and they were all wary of me. So every time I'd see the mayor, he'd say how's it going, and I'd say fine, Mayor. He'd say how is everyone? Are they all in touch with you and all that? I'd say oh yeah, everyone's just great.

Finally, after about four weeks of that, and he didn't come down on them with a hammer, they realized that I wasn't going to squeal on them, and they all started opening up. And that was a big turnaround for me because I needed those people to help me. They knew that they weren't going to get in to see him anymore unless something else was important in what they might be doing for him, but they weren't going to get in to see him anymore and they'd have to go through me, but I wasn't going to hurt them.

That's where it turned into a real campaign. Then they were coming to me with everything. And it turned out great. I had everyone in the neighborhoods and all the different people on board. I had guys and girls that were working full-time at that time on the campaign. I'd have them call saying please bring that in, we'll send someone over to pick that up and we'll do what you want to do, but we want to do it through the

campaign office here. The mayor wants this all to be a consolidated effort.

And we had another record win. It was easy with him because everyone loved him anyway, you know. And now we had the young people. For four years they were watching him because they felt like they were part of the parade, and they didn't have to be in the parade for those four years, they were part of it. He was their guy. They were four years older. They told the people in their zip code, age-wise, how good he was, and the word of mouth was so good we didn't have to go directly for the young people.

We had to go for more the masses, but we had to keep the young people involved, so we did things to do both. Then the next four years I was very close with him, and he had a stroke. And when he came back from the stroke, not many people got to see him. You knew that, I'm sure.

Q: Yeah.

Riley: But I did. For some reason, Kay called me every week and asked me to come and see him. She said you're one of a few people that see him. She said I want you to know that, so when I call you it's always important. I said it would be important anyway. So he recovered fine, but he saw less

and less people after he recovered. He ran things pretty much from the seat of his pants, you might say, rather than face to face.

He knew he could do it all with his little finger, you know. He was so bright, so capable. I never heard him raise his voice. He talked in a very low voice—when I was around, anyway. I sat through calls with the President of the United States where I'd be sitting at his desk talking to him. Over the years, I'm talking about. I would be in his office and Kay would say the President's on the line. This happened three times I can remember. And I'd say okay, I'll go and he'd say, no-no, Jim, sit down—and I'd hear the whole conversation.

I was hoping there weren't any secret things said because if it ever got out, I'd get the blame for it. Then at times I would ride in the car with him, in the limo. And in those days Tom Ward was the head of the detail, and then Vince Gavin. I used to talk to those guys to say what happens when I'm in the car. He puts the window up, but you can hear through that window. I know that. He says yeah, we can hear everything.

I said what happens if it gets out? He said we'll be blamed for it. I said what happens if I'm with him and I hear things I don't want to hear? He says you'll get blamed for it, too. I said, well, if I do, I'm going to come after both of you guys because no one's ever going to hear it from me, I

can tell you that. It got me scared stiff. I'm just worried about it ever getting out and having someone think that I betrayed his confidence. And he said it won't, because nobody that sits up in this front seat would do it and you won't do it, I know that.

But it was a milestone, the biggest milestone of my life, those years with him. And with all those people at City Hall that I worked with. They were all such good people. Every one of them—I knew them all, and I knew them all well, and they all became great friends. That's what happened with him. When you were part of the team you were liked by all.

And all those people that left Daley all went out and made a success of their lives. He knew to choose them young. Didn't pay anybody a high salary. They all worked for real low wages compared to the power that they had, and the responsibility they had of running these big jobs in the city. They were there to work for him.

Jim Rochford was the police chief, one of my best friends. I was a pallbearer at his funeral. We stayed best friends his whole life. He was my golf partner. He was as good as you get. And he went out and made a lot of money on his own afterwards with a big corporation. They thought they were getting a guy that was the head of security but they

were getting a guy that was exceptionally smart and became executive vice president of the company.

He was so clean and had such a good background, he was able to get them the Vegas franchise for the Bally Casino. Rochford did that singlehandedly. And he was paid dearly for it. I mean, they gave him a big raise, and then they put him on the board and they realized they had a real smart guy here. He was a great guy. Coincidentally, when I bought a house in Florida, we were only about five minutes from each other, so we were able to spend a lot of time together.

I remember flying to Washington for an event, and he asked me if I wanted to fly with him. He was with Bally then and he had a Bally plane, and he flew me in the private plane to New York. He just wanted someone to play gin with him. [*Laughs*] So he and I used to yell and scream at each other on the golf course and at gin, for fun, you know. He could always beat me in gin, and he knew it. I said to him, 'You big dumb cop, how the hell do you have the plane? You're supposed to be riding in my plane.' I didn't have a plane, of course. O'Connor, McDonough and Rochford were my best friends, of that whole crowd, the friends that lasted longest and strongest. But we all were good friends. Every one of us, when they passed away or left, I was always sad. I loved every one of them.

He was such an incredible leader, I can't tell you. I've seen a lot of leaders since then, and I've gotten to know a lot of famous people since then, but none like Richard J. He's number one in my book, and he was the closest thing to a second father I ever had, because I just wanted to be like him. And I think a lot of his influence stayed with me. I always learned to keep my mouth shut. [*Laughs*] I don't tell any secrets.

Q: Now, what about the last campaign, the For Chicago campaign? Was that different or similar?

Riley: No, it was the same.

Q: The same?

Riley: It was the same. It was the same idea. We organized the same as—not as much as Chicago '67, but more like We Care. One thing we did in We Care that we did in the other campaign is we went to each big corporation in town and we would ask them for their number two guy, or the possible young star in their group.

Rather than go to the CEO and say we want you to be out campaigning for Daley, we'd say who is the rising star in your company? We want him to work on the Daley campaign with us. No one ever said no. If they did, I don't remember. No one said no to Daley ever.

Q: It sounds like in these campaigns you assumed greater responsibility for each one.

Riley: I did, yes.

Q: So you started out with Neil Hartigan, and then the second, We Care, it sounds like it was—

Riley: Neil was involved.

Q: Oh, he was? Okay.

Riley: Neil was very involved. Oh, yeah. He was involved in all of them. He was there for the whole time. But I got more involved. And I got more involved in a lot of things that Neil wasn't involved in, like the advertising part and the marketing part and that. He was involved in more the organizing part. He got things done, though. He did a great job. But he was not in what I did. I did a lot of separate things. We had different roles. Neil was a lawyer, and a good politician.

And I think I was a good politician because I learned the trade from the best, Richard J., but then I was not a lawyer, I was a marketing and advertising guy, and so I had to create campaigns to sell my product. And with a lawyer, it's like a policeman, your customer is always wrong.

So I was in a part where the customer is always right, and I tried to sell his image the way I saw it. After the first four years, I saw what we created in '67, and I knew that that was going to be retained in the minds of everyone that previously voted for him because he did so many good things for the city and that's the way that's the way I envisioned it. Who was more for "For Chicago" than Richard J. Daley?

Of course he handled the press so unbelievably. I'd go to press conferences just to see him handling them. I mean, if he didn't want to answer a question, the press couldn't make him answer it, and he would talk around that question so they were so confused they wouldn't know where it started. The guy that asked the question, he was embarrassed because he was getting the runaround, and everybody else had another question, so all of a sudden he would be onto the next answer. [*Laughs*]

And they were all afraid of him. He was smarter than they were. He was so smart. He knew how to handle people. I can't tell you. Here I am sitting here fifty years later telling you something about a man that I knew that was the most incredible person I've ever met. And it's still true.

And it wasn't because I was a young guy and haven't gone anywhere since. I've gone a lot of places since and I've known a lot of famous

people that I had a lot of respect for, but not like him. Not like him. He was always the best. And then I went on with my business.

Q: Yeah, please.

Riley: Well, that was a good thing for me, but it didn't start to be. The mayor called me in and Jim Downs was there, who was the Commissioner of Aviation. He said you know Jim Downs, and I knew him. He said, well, Jim Downs and I were talking, and Jim made a mistake here. You remember that Earl Bush?

Q: Yes.

Riley: Okay. Earl Bush—oh, and there was Jack Riley, too. Jack Riley used to run from me. He would dodge me for one reason, because when I saw the mayor I'd come up with an idea, and I'd say Mayor, we ought to be doing this. And he'd say that's a good idea, go get the money from Jack. Because Jack had that fund. He was in charge of special events for Chicago, so that fund came from taxes, and he would delve it out by penny, by penny.

And I'd walk in and I'd say Jack, I'm going to need a couple checks from you. Oh, damn it, he said, every time I see you you want money! I'd say, well, it's not that I want money, the mayor wants me to do something. I

didn't tell him it was my idea. And sometimes it wasn't my idea. Sometimes the mayor would say get some money from Jack and do this. It was always some kind of a special event or something that I thought would make him look good or make the city look good.

And so everything I ever did with him was open and aboveboard, and you know, he would never stand for anything that was shady. He was really a straight arrow, and I knew that, and I was a straight arrow with him. And so the thing came to O'Hare. Jimmy Downs says, well, you know Earl Bush got caught having a piece of the deal at O'Hare Field.

Q: Mm-hmm.

Riley: He said it's unfortunate, but we didn't know about it, and so on and so forth, and so now we're sent out a bid on the new airport. He said I made a mistake. He said I sent out bids to anybody that wanted them instead of out to qualified people. He said we have I don't know how many bids here, a hundred of them or whatever they are, and none of these people have any experience. He said they all want the advertising concession because it was advertised so much in the paper with Earl Bush.

So he said we don't know what to do without having a bunch of lawsuits and all that, so we'd like you to look through all these bids and tell us

what bid you think is the best and what people we should call in for another bid. I said okay, but I said it's going to take some time, that many bids. He said yeah, it is. They're not the kinds of bids that they do today, but they were little portfolios full of stuff. So it turned out it was an easy thing because I'd start reading and get in this thing, and no business, no experience, nothing, and I'd throw it aside. The guy that sells newspapers on the corner would send a bid in, you know, so Jim made a big mistake.

I kept three people and I said these three people have experience in this industry, and they would be all right. I said I checked into it and there are some more people in this industry that you could send a bid to that didn't even know you sent the bids out. Everyone else has no experience at all, and you're looking for another black eye. Jimmy Down said that I know. He said I don't know what to do. He said, could you take this over in the meantime?

I said, well, I know the business, I'm in the business. I buy advertising at the airports for my clients, and I know the airport advertising business enough to take one airport over and make it work. If I remember right, and I think I'm right, I got a contract for $35,000 to run the airport, which was ridiculous, but they didn't want to pay me any more because of the situation.

So the mayor called me in and said I want to give you $35,000 to handle this for one year, and then we'll get together and see where it takes us from here. And I said okay, Mr. Mayor. And he said I would like you to do me a favor. He said number one, I want you to understand that you're doing me a big favor by doing this. Don't think I'm doing you a favor by giving you this extra work; I know I'm not. Little did he know. But I didn't know either at that time.

He said you're going to get bad press for this. They're going to say it's an inside deal for this. You're going to get battered. He says if you do, you're going to have to take it like we all take it, but you'll be doing me a great favor by cleaning this airport mess up once and for all. And he said, and after they find out you're only getting paid $35,000 a year to do this, I think there'll be another attitude toward your doing this.

So I said okay, Mr. Mayor, I'll do that. He said I thank you very much for this, because it's not going to be easy for you, I'm sure. We'll write the press release. So they did it. And sure as hell, they all battered me because I'm the guy that runs Daley's campaigns, and on and on and on, and bang-bang-bang-bang-bang.

Q: Before, yeah.

Riley: But not much before. Around '75, I'd say. That's my guess. So I did it, and I'll never forget—a funny thing that happened. So during this time I said, you know, we should have back light dioramas out here. I said the backlit dioramas will sell for a lot more than these posters. They were getting $85 for a poster. I told a lot of advertising people about the back lits and they all said nobody will buy them.

[*Laughs*]

So you say no one's going to buy them, but I'm president of an ad agency and I'd buy them in a second. I'd rather see my clients in a nice back lit ad rather than just a paper poster on the wall of an airport; it doesn't give them any sales ability, not good marketing. They said Jim, don't waste your time and your money. I said, well, I'll think about it. I had some back lits made, put them up, and sold them out like that, for $250 apiece as opposed to $85 apiece.

But a funny thing happened in the first year. I've got to tell you the story. Every month I'd send a one page typewritten letter, I'd walk into City Hall and hand it to Kay and I'd say make sure the mayor sees this. And she'd say okay, and she'd put it on her desk, and that was it. I never thought he'd read them. He read it every month. So one day he's driving by a bus. Jim McDonough had left the city now and he became chairman of

the CTA. He had an engineering company, and the Mayor appointed him chairman of the CTA.

And Daley's driving by a bus in the car and he looks up and there's an ad on the side of the bus for cigarette paper, which he knew meant buy the paper for your marijuana. He picks up a phone and calls McDonough up, mad as hell on the phone at him, what are you trying to do to the city? Do you know what you have on the busses? And he said I never knew. The company out of New York sells that stuff and puts it on the sides of the bus. He said, you better call those people right away and get those cigarette paper ads off the bus. He said how was I going to know? He said, well, Riley turned them down at the airport and put it in his report to me.

And I did. I put it in my report that they wanted to sell cigarette paper on some of the displays, and I said I hope I didn't do the wrong thing, Mr. Mayor, but I turned the money down. Well, they left the airport and went to the buses and put them on there, and they took it.

So McDonough called me up. He said, what are you trying to do, kill me? Why? What are you talking about? I said I never knew he read the monthly report. Unbelievable! So the next time, there was a real low-end magazine. What the hell was it?

Q: Was it "Penthouse?"

Riley: No, it was worse than "Penthouse." It had a name that started with an S, I think. It was nationwide. I could see it in stands. It was as dirty as you could get legally, in a magazine. They got away with it.

So I put it in the report to Daley, I said X magazine wanted to buy space at O'Hare. They had a $30,000 budget, and I hated to turn that much money back then, but I turned them down; I hope this is okay with you. Knowing now he's reading my stuff. And he never said anything to me.

But I called McDonough and I said now, they've got a big budget. That was a lot of money for one, 30,000, and I said Jim, I don't want to let you get caught in the middle again. You better check this magazine out. He said, I never heard of them before. I said, I have, and you don't want them on your buses, so you better call the company up and tell them not to post those ads because the mayor's going to kill you if this happens again.

So sure as hell he calls me back. He said, they already made the sale. He said, they were going to post them in a week. I said, well, I saved your life. I put you in a hole and I pulled you out. He said, thank god. I just canceled the thing. I said you guys try one more like this and you won't be doing our work anymore. [*Laughs*]

So then the mayor died. And I got my second year contract. I think it was the second year, but I think the second year went for two years. Once again I was only making whatever the minimum amount was, a very small amount on the business. At that point I waited until Bilandic got there, and they put it out to bid at that time, and I won the bid. It was easy for me to win the bid because I had great plans for the airport.

So I won the bid. It actually was mine now. That was maybe about two years after he died. And then I started working it, and I was still running it out of the hip pocket, because I had the ad agency. That was my focus, but I ran this out of my hip pocket. And I was able to be successful at it. And of course I had now put all these backlit ads.

Then when the bid came up, I figured my bid higher than everybody else's, and they didn't know I was going to put in many more banners, and spectaculars, mini-spectaculars and floor displays.

Now if you go in any airport today you'll see backlit advertising and spectaculars, etc., and they all started at O'Hare Field. I invented all those ways of advertising. Anything you see there, wrapped posts and all that, and anyone in the industry will tell you that it all started at O'Hare.

As a result, O'Hare Field, to this day, is the number one money producer in the country. And then they built the Hartsfield Airport in Atlanta,

Maynard Jackson. And that's when I made my bid, but not to the city of Atlanta. It was all one company. They did the food and the beverage and everything. They had a package deal for the whole airport, and then they sent bids out.

So at that point I went in and made a bid all on my own. I had no one working for me in that company except a couple people selling the advertising, and of course guys that clean it. Those same things that I sold for $250 are about $8,000 apiece today.

I won the airport bid at Atlanta, the second busiest airport in the world. So I had the first and second busiest airports in the world. Now I knew I had something going here, and I made it work. And when I sold my company I had eight out of the ten biggest airports in America, plus several other smaller ones.

And then I had Moscow, St. Petersburg, Budapest, Tokyo, Inchon, Guangzhou, Shanghai, Beijing, Singapore, Vancouver and Toronto. And I turned it into an international company and sold it. So it was fun. I had a great run.

When I left the ad agency, I gave the company to my partner. I said it's yours. No money. I'd been working on this other thing all this time. The tail is wagging the dog. I'm going to be a media guy now. And he looked

at me. He said I knew it was going to happen sooner or later. But I said I've got to get out and get on the road. I said I've been presenting programs all my life. I know the guys I'm up against.

They are not presenters. And I would do a book, four inches thick with everything in it, and then a video presentation, and my competition would look like amateurs. In fact I always thought they were. [*Laughs*] In my mind I could do a lot better than them, and I did. I started knocking them off right and left.

And they tried to buy me several times, and I turned them down. But I went around the world. I got on a plane, and ten years later I got off the plane, and somebody wanted to buy my company, and that was about it.

Since 2005 I've done nothing but charity work and civic work, and that's about all. I just go out and do things that I think are worthy, like the 100 Club and Big Shoulders. I don't know if you know what Big Shoulders is.

Q: Yes. We interviewed Jim O'Connor.

Riley: I'm on that board--Jim O'Connor's board. Jim and I met in We Care.

Q: Oh, interesting. Now, can you tell me a little bit about the Irish Fellowship Club?

Riley: Well, there was a man in charge of the Irish Fellowship Club back in those days. The Irish Fellowship Club started in 1902. I was its 75th president—or at least I was president for the 75th year, that is more like it. There was a judge who took it over—I guess Daley told him to help them out or something—took it over and stayed president for several years, and the club was almost non-existent.

So Daley says I'd like you to join the Irish Fellowship Club and see what you can do over there. So I joined it and immediately after I became a member, I said we've got to get our people in here, and really make this thing work. We almost did it like we did the campaigns. We got the good people that helped us in the campaigns. Neil was president the first time. Jim O'Connor was the second president. Jim McDonough was the third president. These are all guys I trusted and I knew.

It started going upward and upward, and I was the fourth president. I was the 75th president—or 75th year of the club. And to celebrate the 75th, I wanted to do something spectacular for the St. Patrick's Day dinner. So what I did, I went to Daley with an idea. And you know, I didn't do anything that I didn't talk to him first about.

If I was going to throw a luncheon I'd go and say I'm going to throw a luncheon, can you make it on this day, and do you think I should be

honoring so-and-so and so-and-so? And he would tell me yes or no. Or he'd say what about honoring this other guy and I'd say okay, fine. But you're going to be there? Yes, I'll be there. With him there, everyone would show.

We had lunches and dinners and all that. I was the guy that threw the parties and made them better and better. I brought a group over from Ireland, and I did it every year for about three years. The Jury's Hotel group. I brought them over from Ireland. And Mayor Daley loved it. We'd fly them over from Ireland and then we'd keep them here for a week.

And we had all sorts of things going on where they'd go and sing and dance for people at different places. I used to take them all up to the mayor's office, and and they had a song that brought him to tears Boolavogue, and I'd have him sing Boolavogue for the mayor, and he'd sit in his chair and cry. And we did all sorts of things. I remember we brought tap dancers up and they couldn't tap on the rug, and Vince Gavin took the secretaries' plastic chair pads and threw them on the floor so they could tap dance for the mayor.

I remember all that stuff. We had great times. They were all good people. That was what he had, all good people. He could trust them.

Very rarely did anyone disappoint him. They were too loyal. Everyone was just so loyal. And I was loyal to the end. That's why we became friends till the end. He trusted me with his campaigns, and trusted me with a lot of things we did in those days.

So anyway, then I said I've got an idea, Mayor. He said, you've always got ideas! I said you know the 75th year of the Irish Fellowship is the same year as the 200th Birthday of our nation. And I said, well, here's a good one you're going to like. I want to invite George Meany, Bishop Fulton J. Sheen, and Tom Murphy to dinner. I want you to invite them because they won't come if I invite them, and you're invited, too, to the Irish Fellowship dinner. He said, well, why did you pick them? Because they all have reached the top of their careers and they all are Irish.

I said George Meany is the number one in labor in the United States. Bishop Fulton Sheen, that's number one in the Catholic Church in the United States, he was the propagator of the faith. And I said Tom Murphy is a Chicago guy from Leo High School, and he happens to be chairman of the board of the largest corporation in the United States, General Motors.

And I said oh yeah, and there's a guy by the name of Daley, an Irish guy that reached the pinnacle of politics in America today, and that's you. I said I want to give all four of you awards.

Q: Oh, perfect.

Riley: So that's where I tied it in to the country, not just the city. The 200th anniversary of the United States. He said, that's wonderful, I'll call them all. I said don't forget yourself. [*Laughs*] So anyway, we had a great time, and the party was unbelievable. We had 1,300 people in the Grand Ballroom of the Conrad Hilton.

I had the Irish dancers there, and singers, and I gave a speech on the Irish in America at the time of the Revolution, and I talked about the fact that Washington had 36 Irish generals and 50% of Washington's army was Irish. That's proven—they have the rosters, you know. And I went through everything about the Tea Party that was planned at O'Shaughnessy's Tavern. All those Indians were Irishmen.

One of the most important things was on the list of deserters that they had from Valley Forge, when it was so cold and they were all freezing to death, there wasn't one Irish name that deserted, because they hated the English so much. The Irish hedgerow teachers were banished from

Ireland. Those were the people that hid behind the hedgerows to teach the children. Many were banished to America.

They became tutors to the wealthy Americans and their children and they taught them reading, writing, arithmetic and to hate the English. So when the people were starting to get upset about the English over here, the majority of the leaders were taught by the Irish, but they weren't necessarily Irish. John Hancock was tutored and taught all his life by hedgerow teachers.

So we had John Hancock who was the early leader of the group, and there were eight Irish signatures on the Declaration of Independence. The dinner was special, I think, to everyone who attended. It certainly was one of the most memorable of my life. When I came off of the podium the Mayor was standing and also the rest of the room. He shook my hand and said that was one of the best speeches he ever heard.

Q: You're giving me something I cannot resist doing. As sort of a follow-up question here, if we envision Mayor Daley as the hedge row teacher for Chicago, what did he teach us all?

Riley: Honesty, respect, and leadership. That's what I got out of him. And loyalty, of course. Loyalty especially. I saw how he led, and I think I led the way he did. The people working for me were all very talented

people. The people working for me over the years, and they always stayed with me. Never left. I had people working with me for 20 years or more, which is, in my business, almost unheard of.

And that's what he had. He had a big family of people around him. For example, the great Joe Fitzgerald, who I love like a brother. Every time Fitzgerald went in to see Daley it was some problem, because he was the building commissioner.

And I told you Daley and I never had a harsh word between us. I mean, we were just friends. I did what I did for him. I was very loyal to him, and he was very loyal to me. Mrs. Daley, she was wonderful. And when I met her the night that I was parade marshal way back, and she saw me working in Chicago '67, she said, 'Hello, Jim.' I said, 'How do you remember my name?' She said you're Jim Riley. I know you.

She had a great gift, evidently, for that. And from there on in it was hello, Jim. She was a wonderful person. I loved her, too. But I was going to tell you about Joe Fitzgerald. So Joe walked out of the Mayor's office one day, and I was sitting waiting. So Joe walked out, and he saw me, and he called me over. He said, 'Are you going in to see him?' I said yeah. He said, come back tomorrow. He said you trust me? I said yeah. He said, just walk out. Come back tomorrow. Call me in the morning.

So I called him in the morning. He said, 'Whenever you see me walk out of that office, don't ever go in. He said he gets so mad at me because I bring him nothing but pain and heartache, and it's my job.' But Joe loved him. I'm sure he told you that. He worked for peanuts in an impossible and thankless job but never blinked an eye and was loyal to the end. And I forgot to tell you that. He loved Jim McDonough. Now, you didn't talk to Jim, I'm sure.

Q: I personally didn't, no, but there's some testimony in the files.

Riley: Jim's not doing real well right now. But Jim's a wonderful guy. And he was another guy who Daley really liked. In fact when Jim left him to go into the engineering business, he threw a party for 1,000 people at the Conrad Hilton, the Grand Ballroom. He never did that for anybody. I can't think of anybody that left him that he threw a huge party with 1,000 people for Jim.

And when he got on the dais he looked over at Jim and he said something about the city, and then he looked over at Jim with 1,000 people in the audience and he said, Jim, when you're mayor here… The only guy he ever anointed—ever. He said when you're mayor here, you'll understand what I'm saying. Everyone knew. Word got out that McDonough was going to be the next mayor.

And if he'd have stayed on board, he probably would have been. But he went to the engineering business and did very well, very successful, and did a lot of good, and gave a lot of money to charity. And we all do that.

Q: Well, thank you. It's been a wonderful story. I feel like we could do at least two more sessions, if you're interested.

Riley: Oh, sure. I'd be glad to.

Q: Why don't we stop now.

[*End of recording*]