

# Sen. Mathias Target of Ad Campaign

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Sen. Charles McC. Mathias Jr. (R-Md.) was the target yesterday of "Come Clean, Senator Mathias," advertisements that appeared in both Washington and most Maryland daily newspapers. The ads were sponsored by the right-wing Liberty Lobby.

The widely printed advertisement questions Mathias' attendance at an annual international conference held in France this spring, saying, "We know that more than 100 of the world's richest and most powerful men attended this meeting. Your loyalty lies with your constituents, not to international bankers."

The ads signal what may be the start of a right-wing advertising campaign to unseat Mathias, who is running for re-election to a second six-year term. Dr. Ross Z. Pierpont, Mathias' Republican primary opponent, also has criticized Mathias' attendance at the conference.

Mathias has said there was absolutely nothing improper about his attendance at the annual Bilderberg meeting in Megeve, France. The conference has previously attracted many important American officials, including President Gerald R. Ford when he was a congressman, Vice President-designate Nelson Rockefeller and Secretary of State Henry Kissinger.

"The aim of these conferences is to enable businessmen, educators and government officials (from many nations) to know each other and discuss common national and international problems," Mathias has said.

The Liberty Lobby, which describes itself as "a patriotic, political action organization," has asked about 10,000 of its members and supporters in Maryland to contribute the \$5,699.84 that yesterday's ads cost, according to Pat Ryan, the organization's promotion



SEN. CHARLES MATHIAS  
... to discuss problems.

director. Ryan said that the Liberty Lobby may follow yesterday's widespread ad with other anti-Mathias publicity, dependent on the response to this ad.

The Liberty Lobby's ads are reminiscent of those sponsored by right-wing organizations in 1970 that attacked then-Sen. Joseph D. Tydings (D-Md.) for his support of gun-control legislation, and that sought to link him to many radical positions.

Tydings was defeated for re-election that year by Sen. J. Glenn Beall (R-Md.). "If Tydings Wins, You Lose," was the slogan used by many of Tydings' critics.

The Liberty Lobby was active in the anti-Tydings effort in 1970, heavily financing an organization called Voters Opposed to Tydings Election, according to financial reports filed with the administrator of Maryland election laws. An initial report filed that year showed the Liberty Lobby contributed \$7,000 to the anti-Tydings organization.

The Liberty Lobby ad that appeared in both Washington and most Maryland daily newspapers yesterday was in the form of a letter to Mathias, signed "Concerned Maryland Voters."

The letter asked, "What are you hiding? With all due respect we find it strange that you refuse to disclose any information concerning your trip to the Bilderberg meeting in Megeve, France, April 19-21, 1974."

See MATHIAS, CR. Cont.

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Mathias' aides said yesterday that he has never concealed anything about his participation in the meeting, which this year also was attended by Sen. Walter Mondale (D-Minn.), but has sent a letter explaining his presence at the conference to about 30 people who have inquired over the months since then.

The Liberty Lobby ad asked Mathias, "Do you really believe that you can attend a meeting also attended by principals of foreign governments and consider yourself a 'private citizen' and speak 'off the record'?"

Mathias, who is on vacation in Maine, has said those who attended the Bilderberg meetings "meet as individuals, on a personal basis, not in any offi-

cial capacity. The participants are encouraged to discuss their views freely and frankly and to assure that there will be a free discussion of ideas; the press and public are not present at the meetings."

A Mathias aide said the Bilderberg conferences are "high-level bull sessions." They were started by Prince Bernard of the Netherlands after World War II to promote

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understanding among leaders of different nations, but not to take any official actions.

The Liberty Lobby ad asked Mathias, "Who paid for your return trip?"

Mathias has said, "Travel to the conference involved no public expense," though counterpart funds authorized by the Senate Judiciary Committee were used for the rest of Mathias' trip to Europe in which

he sought help from the aid of the International Red Cross and Swedish prime minister in locating American servicemen missing in Vietnam.

Pierpont, Mathias' only primary opponent, also has questioned Mathias' attendance at the conference, charging that Mathias has maintained "an iron curtain of senatorial silence" on the matter.

An aide to Pierpont and official of the Liberty Lobby said yesterday Pierpont was not involved in the group's advertising campaign.

The Liberty Lobby frequently has been criticized by liberals for its references to Jews and blacks in its literature. The organization's founder, Willis A. Carter, in an introduction to a book, "Imperium," by Francis Parker Yockey, said, "Negro equality is easier to believe in if there are no Negroes around to destroy the concept."