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By Wayne King New York Times

Baton Rouge, La.

DAVID E. DUKE, the 25-year-old national director of the revitalized Knights of the Ku Klux Klan. listened intently as the WLCS disc iockey, Terry Collins, barked the new Klan commercial into the microphone in the taping studio last week.

oa: "Today the white majority is the butt of discrimination we're the ones who pay most of the taxes and enjoy less and less of their benefits thousands of organizations work for the special interests of minorities give them a little competition come to a huge rally of the Ku Klux Klan ... 2000

hear David Duke, the dynamic and articulate young leader of the Ku Klux Klan ... enjoy the great Anthony Brothers Band ... see the beautiful cross lighting ceremony

As the background, music — Charlie Daniels singing "The South's Gonna Do It Again" — swelled up to a finale, "Duke smiled broadly and said, "That's it, it's fine, we'll roll that one."

It is all part of the new, cleaned, up image Duke is trying to impart to the "Klan" — sophisticated, college ducated, media oriented, the man in the gray flannel bedsheet.

DUKE ALSO represents the cut-ting edge of what appears to be a new respectability for radical rac-ism, apparent in an increase in Klan membership, but more dramatically in growing support for Klan views among the white general public.

Fhis month, campaigning openly This month, campaigning openly at national director of the Ku Klux Klan and Grand Dragon state leader) of the Louisiana Realm. Duke polled 11,079 votes in a race for the state senate, a third of those cast, against an incumbent conserv-ative who himself pledged resistance to gun control, busing for school integration and to a proposed merger of predominantly white Louisiana State University with predominantly black Southern University.

A similar indicator is the growth of political support for J. B. Stoner

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## ed-Up Image

of Marietta, Georgia, head of the National States Rights party and publisher of the virulently racist newspaper, "The Thunderbolt." Stoner identifies himself publicly as 'a white racist."

When Stoner ran for governor of Georgia in 1970, he received 17,600

votes, or 2.2 per cent of those con In 1972, running for the senate, he received 40,600 votes, or 5.7 per cent. In 1974, running for lieutenant governor, he received 71,000 or just under nine per cent.

Voters, Duke said, are just about ready for us."