

Clark Is Goldwatered

Retired General Wanted to Run for Office But Barry Ruined Everything

By Rowland Evans and Robert Novak

SO ENTHUSIASTIC were national Republican Party professionals about the prospect of retired Gen. Mark Clark running for either governor or U.S. senator in South Carolina this fall that an emissary was dispatched to Charleston for high level talks.

Now president of The Citadel (a military college), Clark had told friends — strictly confidentially — that he definitely wanted to run, but didn't specify for what office.

The emissary from Washington, a long-headed veteran, timed his visit to coincide with the State GOP Central Committee fund-raising dinner in Charleston late last month. The main speaker at the dinner was Barry Goldwater, still a hero to many Southerners of both parties.

In his speech, Goldwater unveiled the carefully guarded secret of Clark's new interest in election politics. He then proceeded to praise the hero of the Italian campaign in World War II as an ideal Republican candidate. When the speech ended, Clark was locked in a figurative embrace with Goldwater.

This apparently was too much for some of Clark's friends. The next day, the General was deluged with telegrams and telephone calls. Their message: that Clark should not have allowed himself to be labelled as Goldwater's candidate. As

a result, Clark has now announced that under no condition will he run for any public office. The party pro from Washington returned empty-handed, thanks to Barry Goldwater.

Continental Can

WHAT REALLY reddened faces of Republican National Committee officials when they caught their first glimpse of the Democrats' million dollar fund-raising magazine was a full-page color ad purchased by Continental Can Co. Inc.

Retired Gen. Lucius D. Clay, who sits on the executive committee of Continental Can and is one of its most influential directors, is chairman of the Republican Finance Committee.

Despite this, Clay's company (and 67 other giant companies) paid \$15,000 for full-page ads to enrich the Democratic Party's so-called "voter education committees."

These "committees," headed by big-shot Democrats, were set up last year in most of the 50 states to camouflage the million dollar bonanza from business as "non-political" contributions — a slick device to give the operation a nonpartisan coloration and avoid technical violation of the Corrupt Practices Act (which forbids political contributions by corporations).

The Republicans, who have

dabbled with some sleazy money-raising schemes themselves, are nevertheless genuinely furious at the Democrats' Esquire-size magazine stuffed with high-priced business ads.

Admitting that "a little cheating" is acceptable, they regard this slick operation as "too clever by 'arf" — and as the most blatant violation of the spirit of the Corrupt Practices Act since the start of the "multiple committee" system for contributing to candidates for political office. (By setting up an endless number of differently named committees, contributors can give as much money to a candidate as they want without violating ceilings set by law.)

The firm that produced the Democrats' manual (modestly titled "Toward an Age of Greatness") is partly owned by two former top public relations officials of the old CIO, Henry Fleisher and Henry Zon. With Democratic Party pros looking over their shoulders, they solicited the ads from a couple of hundred companies, more than half of which said nothing doing.

With receipts of \$1,125,000 and production costs of about \$175,000, the "voter education committees" (read Democratic Party) will turn a neat profit of \$950,000 on the magazine.