

Involvement Claimed in Call to Businessman

Ads Attacking Demos Said Ordered by

By EILEEN SHANAHAN
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WASHINGTON — A member of President Nixon's staff has said in a conversation with a business executive that someone in the White House ordered the preparation of the controversial political advertisements that attacked eight Democratic senatorial candidates.

The White House has publicly denied any connection with the advertisements, which ran in more than 80 newspapers the week before the election and accused their targets of favoring violence and radicalism.

The statement about White House involvement was made

by Charles W. Colson, special counsel to the President, in a telephone conversation in which he tried to get one of the signers of the ads reinstated in a job he had lost because of the ads.

THE SIGNER was Carl L. Shipley, a Washington lawyer who is Republican national committeeman for the District of Columbia.

Shipley was dismissed as Washington representative for Investors Diversified Services, the nation's largest mutual fund complex, the day after the advertisements appeared.

Colson, in his telephone call to Stuart F. Silloway, presi-

dent of I.D.S. argued the dismissal was unfair because Shipley was acting "at our orders." Colson did not tell Silloway precisely who had ordered the ads.

Accounts of Colson's statement to Silloway have been circulating in securities industry circles. Silloway confirmed the truth of the accounts in a telephone interview.

COLSON REFUSED to comment, remarking only that anything he had said to Silloway had been in "private conversation."

Shipley, who not only signed the ads but also saw to their

placement in the newspapers that carried them, reportedly told business associates he acted under White House orders. He has never said he drafted the ads, nor has he given any information as to who did.

Shipley is in Europe and could not be reached for comment.

Investors Diversified Services did not reinstate Shipley, despite Colson's call.

HE HAD BEEN dismissed by Robert M. Loeffler, a vice president who handles most of the company's dealings with the government.

Loeffler is a Democrat who

FIFTEEN

White House

was offended by the ads which were also denounced and disavowed by a number of Republicans.

Loeffler also feared the impact of the advertisements, because of Shipley's sponsorship of them, on his company's relations with two of the eight senators who were targets of the ads.

They were Senators Harrison A. Williams Jr. of New Jersey and Edmund S. Muskie of Maine, both members of the Senate Banking Committee, which handles all legislation involving the mutual fund industry. Williams also is chairman of the subcommittee on securities industry legislation.