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LOS ANGELES, JAN. 13 (AP)-THE JOHN BIRCH SOCIETY'S GROSS INCOME IN 1964 WAS \$3.2 MILLION, OR DOUBLE THE INCOME FOR 1963, THE SOCIETY'S NATIONAL PUBLIC RELATIONS DIRECTOR SAID TODAY.

JOHN ROUSSELOT, WHO IS ALSO THE PUBLISHER OF THE BIRCH MONTHLY MAGAZINE, AMERICAN OPINION, SAID THE INCOME CAME ALMOST EXCLUSIVELY FROM MEMBERSHIP DUES AND CONTRIBUTIONS.

EXPENDITURES FOR LAST YEAR NEARLY EQUALLED INCOME, ROUSSELOT SAID.

THE SOCIETY DOES NOT REVEAL ITS MEMBERSHIP TOTAL, BUT ROUSSELOT SAID LAST YEAR'S MEMBERSHIP INCREASE WAS "SUBSTANTIALLY MORE THAN DOUBLE."

REED BENSON, SON OF FORMER SECRETARY OF AGRICULTURE EZRA TAFT BENSON, HAS ESTABLISHED RESIDENCE IN WASHINGTON, D.C., AND SOON WILL OPEN A BIRCH INFORMATIONAL OFFICE, ROUSSELOT SAID.

"IT IS LIKELY HE WILL REGISTER AS A LEGISLATIVE ADVOCATE (LOBBYIST) IF WE DECIDE THAT IS THE APPROPRIATE THING TO DO," SAID ROUSSELOT. "HE WILL BE AVAILABLE FOR MEMBERS OF GOVERNMENT WHO WANT INFORMATION ON THE SOCIETY."

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