

Aide Links White House To Disputed Political Ads

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WASHINGTON, Nov. 15—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 that he had lost because of the ads.

Dismissal Called Unfair

The signer was Carl L. Shipley, a Washington lawyer, who is also the Republican national committeeman for the District of Columbia.

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

Mr. Colson, in his telephone call to Stuart F. Silloway, president of I.D.S., argued that the dismissal was unfair because Mr. Shipley was acting "at our orders." Mr. Colson did not tell Mr. Silloway precisely who had ordered the ads.

Accounts of Mr. Colson's statement to Mr. Silloway have been circulating in securities industry circles. Mr. Silloway confirmed the truth of the ac-

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counts in a telephone interview.

Mr. Colson refused to comment, saying only that anything he had said to Mr. Silloway had been in "a private conversation."

"If he wants to say something, that's fine," he added.

Mr. Shipley, who not only signed the ads but also saw to their placement in the newspapers that carried them, has reportedly told a number of business associates that he acted under White House orders. He has never said that he drafted the ads, nor has he given any information as to who did.

Mr. Shipley is in Europe and not reachable for comment.

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

He had been dismissed, not by Mr. Silloway but by a vice president, Robert M. Loeffler, who handles most of the company's dealings with the Government.

Mr. Loeffler is a Democrat who was offended by the ads, which were also denounced and disavowed by a number of Republicans.

In addition, Mr. Loeffler also feared the impact of the advertisements, because of Mr. Shipley's sponsorship of them, on his company's relations with

two of the eight Senators who were targets of the ads.

They were Senator Harrison A. Williams Jr. of New Jersey and Edmund S. Muskie of Maine, both of whom are members of the Senate Banking Committee, which handles all legislation involving the mutual fund industry. Senator Williams is chairman of the Subcommittee on Securities Industry Legislation.

Both Senator Williams and Senator Muskie survived the attacks on them and were re-elected.

It was assumed that Mr. Colson made his protest to Mr. Silloway rather than Mr. Loeffler not only because Mr. Silloway is the top man at the company, but also because he is a Republican.

It is not known whether Mr. Colson acted on his own initiative or was asked to act by someone else in the White House because Mr. Colson knew Mr. Silloway. Mr. Colson practiced law in Washington before joining the White House staff and had a number of securities industry clients.

Economy Drive Cited

In the conversation between Mr. Colson and Mr. Silloway, Mr. Silloway was said to have minimized the political reasons behind the dismissal of Mr. Shipley and to have placed the dismissal in the context of an over-all economy campaign by the company. This mutual fund group, like most companies in the securities business, has had a bad year.

Mr. Colson had previously denied any personal connection with the controversial political ads after The Baltimore Sun had published what it said was a copy of a letter to Mr. Colson from Mr. Shipley concerning the difficulties of setting up a committee to sponsor the ads.

The advertisements carried the name of an ad hoc organization called the Committee for a Responsible Congress. The letter published by The Sun spoke of the difficulties of lining up Democrats to be members of the allegedly bipartisan committee.

Mr. Colson said at the time of The Sun's article that although he knew Mr. Shipley well, he had never had any dealings with him on this matter.

In addition to Mr. Shipley, there were two other signers of the controversial ads. They were Mark Austad, a Washington television executive, and Mrs. Jouett Shouse, a prominent Republican in the Washington area.

Mr. Austad said that his wife's name, instead of his, should have been used, and Mrs. Shouse specifically disavowed the ad that attacked Senator Muskie and announced that she supported him for reelection.