

# Rightwinger Helps To Solicit Funds For Bernard Drive

*Richard A. Viguerie is identified in this St. Louis Post-Dispatch article as the man called on by campaign workers of Charles T. Bernard of Earle to help unseat Senator J. William Fulbright. It was disclosed this month that many letters, apparently mailed to persons on Viguerie's list, had been sent to persons throughout the country seeking money for Bernard.*

From the St. Louis Post-Dispatch

WASHINGTON — A right wing advertising specialist who says he can defeat a liberal candidate nine times out of 10 has been helping with the campaign to unseat Senator J. William Fulbright (Dem., Ark.).

Richard A. Viguerie, credited with a major role in defeating Senator Thomas H. Kuchel (Rep., Cal.), has helped form a letter sent to 300,000 persons across the country attacking Fulbright and seeking funds for the drive against him.

Viguerie's assistance was acknowledged by Jerry Climer, campaign manager for Fulbright's Republican opponent, Charles Bernard, in a telephone interview.

Climer minimized Viguerie's part in the campaign, saying he was merely one of many persons whose advice on strategy had been sought. He said that Viguerie had helped with only the one mailing thus far, although he might be used for others later.

## Letters Resemble Those of Rafferty

The form letter, signed by Robert Webb, state finance chairman, bears striking resemblance to letters sent by Viguerie in behalf of Max Rafferty, who defeated Kuchel in the California primary; Ed Gurney, conservative Republican candidate for Senator from Florida, and Jack Metcalf, conservative Republican opponent of Senator Warren Magnuson (Dem., Wash.).

Webb's letter attacking Fulbright starts "Fellow American" and says, "I'm writing this letter to you because your name has been brought to my attention as a person deeply concerned about America."

After assailing Fulbright as one who "has done more to divide America on the issue of communism than any other man in the country," Webb's letter says, in capital letters, "His defeat would strike a resounding chord for freedom-loving people throughout the world."

A form letter sent by Viguerie as an attack against Magnuson bore the signature of Edgar N. Eisenhower, Gen. Dwight D. Eisenhower's conservative brother, a Seattle lawyer.

It began, "Fellow American" and said, "I'm writing to you because you have shown deep concern in the past about the future of this country."

Then, after a paragraph assailing Magnuson as a leader in an effort to increase trade with Russia and other Communist nations, Eisenhower's letter

says, in capital letters, "His defeat would deal a strong blow to the liberal Democrats. It would be dramatic proof that Americans want trade with the Communists stopped."

## Fulbright Letter Contains Card

The letter attacking Fulbright contained a green card intended to accompany contributions. It says, "Dear Mr. Webb: As a concerned patriotic American, I am deeply shocked by the irresponsible and harmful statements that Senator Fulbright has made on American foreign policy." It asks for contributions ranging from \$10 to \$1000.

Viguerie enclosed similar cards in his mailings in the campaigns against Kuchel and Magnuson and in behalf of Gurney.

Another enclosure in the anti-Fulbright letter was a leaflet of reprints leading off with a quotation from "Human Events," a right-wing weekly newspaper, headed "Fulbright Vulnerable."

Viguerie is a former member of the circulation department of Human Events. Last fall, the newspaper's publisher, Robert D. Kephart, credited Viguerie with compiling direct-mail lists of conservatives solicited to pay for 7,000 complimentary subscriptions sent to newspaper, radio and television executives throughout the election campaign.

Viguerie told the Post-Dispatch he had unsuccessfully negotiated with representatives of the Nixon-for-President campaign last April for a contract to handle direct mail through the Republican national convention.

"But they thought our fees were ridiculously high," he said. "I think now that our offer was ridiculously low. If I had it to do again, I would ask three or four times as much."

He said his only part in the Nixon campaign had been to rent names to them from his conservative mailing list of 600,000.