

Letters From Wallace

By Keith Power

A wave of "Dear Fellow American" letters from Alabama's Governor George C. Wallace has descended on the Bay Area and reached the homes of voters—liberal and conservative—who are startled to find themselves on the governor's mailing list for the first time.

Wallace officials in Montgomery, Ala., told The Chronicle that the letters were part of a 2-million-piece mailing sent to every section of the country during the past three months.

What distinguishes the letters from the usual political flyers is the enclosure of a flag-decorated "1974 Presidential Preference Ballot" and a postage-paid, return-address envelope.

If this were the 1972 presidential election, the voter is asked, whom would you vote for: George McGovern, Richard Nixon or George Wallace?

Given the political climate of today, the poll is calculated to flush out new supporters of, and contributors to, a Wallace campaign in 1976.

Wallace's organizers in Montgomery reported that the results so far have been "extremely favorable." The final vote count has yet to be announced.

"The contributions have been very good in that we have broken even on the cost of the mailings from the financial contributions returned," said Charles Snider, executive director of the campaign.

"Any time you can break even on a prospecting mailing you are successful."

(In Washington, reports in the Federal Elections Office showed last Friday that Wallace had collected \$785,333 and spent \$640,834 so far this year on pre-presidential campaign activities.)

Snider, who has been with the governor's organization since 1968, said the mailing was a "prospecting" effort in that the Wallace campaigners were going beyond

the established list of Wallace supporters.

The campaign retained a mailing company to line up names and addresses outside traditional political sources. The data available for commercial purposes within the mailing industry, included circulation and club membership lists.

"We're looking for new people," Snider went on. "We're not saying 'you're a Wallace supporter' in our letter. We're trying to find out if you could become one. If people respond favorably, then we put them on the permanent list.

"The mailing has been very effective. We'll probably have the best mailing list in the country if the governor decides to become involved nationally in 1976."

Officially, Wallace, who was shot and paralyzed in 1972, has yet to make up his mind about running for president in 1976.

However, Snider said, the governor has no doubts about his political strength in the ranks of the "working man who pays his taxes and holds the country together."

"The governor will not compromise his principles. He was a million and a half votes ahead of the rest of them (in the 1972 primaries) when he was shot..." Snider said.

Wallace Man Loses

Birmingham, Ala.

Governor George C. Wallace lost a bid Saturday to gain control of the Democratic party machine in Alabama.

Robert S. Vance Jr. won his third four-year term as chairman of the state Democratic Executive Committee. He defeated Wallace's choice, former state Senator Bert Haltom of Florence, 66 to 51.

Haltom was chosen vice chairman.

After a 90-minute organizational meeting, Wallace said if he were a candidate for national office in 1976, he would expect all Alabama committee members to support him.

Associated Press



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