

AN INTRODUCTION

Commission Exhibit No. 1041

Welcome to Conservatism, USA! You have just become a member of a highly select group of young American men and women. Although I haven't met you personally I already know that you are a man of high character and great values -- otherwise you would not have been asked to join.

You have by your own volition joined an organization that is far more than an organization. Conservatism, USA, is a way of life for those of us who joined before you. It is also destined to play a great role in the future of our country. By becoming a member of Conservatism, USA, you have become a part of that great future, and shall play an important role in it.

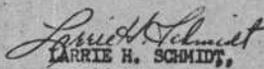
You will find, too, that you have joined a brotherhood of men. Conservatism, USA members look out for each other and take good care of each other. You will always know that you are among trusted and loyal friends who will do me to your need anytime you need help on any matter. Your problem is our problem and what is good for us is good for you, just as what is good for you goes the same for us. On the other hand, what is bad for you is bad for us too. Conservatism is effective, and becomes increasingly more effective, because of the loyalty and dedication of its members not only to the organization but towards each other in their day to day professional and social lives.

In essence, your being invited into Conservatism, USA, marks you as particular breed of man, a particular breed of American. There is a new breed of American appearing on the forefront of America -- on the political, business, professional and social fronts. You are the vanguard of the "new America, a revitalized, regenerated and revolutionary United States that promises to fulfill our country's historical mission toward all men, everywhere. By your own will you have chosen to become one of a group of young Americans who "think like men of action, act like men of thought".

Your associates in Conservatism, USA, as you will soon learn, belong to that generation of Americans who fear no one, no thing, and who understand the problems and needs of our great nation, and are determined to do all they can to ensure that America shall always be the "land of the free, land of the brave, land of the noble".

On this occasion of your joining, I salute you and wish you well. Meantime, please read the attached. I look forward to seeing you in Dallas.

Sincerely,


LARRIE H. SCHMIDT,
President,
Conservatism, USA

*Branch directors: You may reproduce the attached for your use.

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AN INTRODUCTION TO CONSERVATISM, USA

Especially prepared for new members!

WHAT IS CONSERVATISM, USA?

Conservatism, USA (CUSA) is a non-profit, non-partisan political institute dedicated to the principles of the conservative political philosophy in the U.S.A., and the election of conservative politicians to office on the local, state and national levels.

WHO FOUNDED CUSA?

Cusa was founded in September, 1961, in Munich, Germany by Larrie Schmidt, of Lincoln, Nebr., with the assistance of first Larry Jones, of Morehead, W.C., and later James Moseley, of New York. Later, Norman Baker of Miami, Fla., and Bernie Weissman of New York, were added as partners. These gentlemen are now the board of directors of Cusa and Larrie Schmidt is chairman of the board. Cusa's present Headquarters is in Dallas, Tex.

WHO BELONGS TO CUSA?

Cusa at present boasts 32 active members and 23 inactive members. Cusa, at present, is not interested in recruiting a rank and file following. Rather, it has, to date, concentrated on enlisting high calibre men and women for training as top future executives in the Cusa organization. All but four members have been to college and the majority of the members have degrees in professional fields. To give you an example, Cusa boasts alumni of Harvard, California, SMU, Miami, Brown, Hobart, Columbia, William & Mary, Florida, UCLA, Maryland, NYU, and others. Their professions range from journalism to law to business to political science to chemistry. The average member ranges in age from 25 to 30 years old. All are widely read and widely travelled. All are conservatives. The out and out drive for rank and file members will begin in the fall of 1963. Now, members are being prepared for leadership roles in guiding the rank and file members to come.

WHAT KIND OF MEN IS CUSA SEEKING?

Cusa requires very high standards for membership in the elite corps now being recruited and trained. Since all present members are being prepared for leadership roles, personal standards, qualifications and behavior is set very high. To become eligible for an executive membership role, the candidate is thoroughly checked out to ensure that he meets the necessary standards. It is not easy to qualify for Cusa membership. Following is what Cusa demands from its executive, but not rank and file, members:

- 1) dedication to "country...honor...freedom"
- 2) personal integrity
- 3) honesty
- 4) courage
- 5) individualism
- 6) self-disciplined
- 7) belief in conservative political philosophy
- 8) belief in private enterprise and capitalism
- 9) power and strength of convictions
- 10) intelligent
- 11) educated
- 12) ambitious
- 13) energetic

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- 14) fair and just
- 15) charitable

If an interest person can meet all of these qualifications to the satisfaction of Cusa's "Executive Inner Circle" -- comprised of the partners -- then he is welcome to Cusa. Once a person is granted executive membership he must agree to live in Dallas, Cusa's headquarters, unless exception is granted by the EIC. All executive members will have to live and work in Dallas at one time or another because of his position and the executive role he will be playing in the organization. However, since Cusa is a national organization that needs top personnel in every part of the country, many key persons will be reassigned to a city other than Dallas. Every effort is made to assign the individual to his home town or desired city since that is where he will be most effective.

HOW IS CUSA ORGANIZED?

Cusa, with its headquarters in Dallas (5417 Lewis St.), is broken down into two branches: The Stateside Branch (SB) and the Overseas Branch (OB). Although both presently function separately from each other, they both have the same organizations, etc. On 1 August 1963, the OB will discontinue being a separate branch and will become completely subsidiary to the main SB. Cusa is set up similar to the Ford Motor Company and its dependent "Ford Foundation". The Ford Motor Company of Cusa is "American Businesses, Incorporated (Ambus). Ambus is a private, profit-making corporation which finances its own "Ford Foundation" -- which is Conservatism, USA, a non-profit, non-partisan conservative political foundation with the goals outlined above. The owners of Ambus are the same as the five partners who are the board chairmen of Cusa. Some of the present members of Cusa will actually be assigned to executive positions in Ambus. A member may have his choice providing it is in the best interests of Cusa. All positions in Ambus and Cusa are appointed by the EIC. Every member of Cusa and Ambus who works for either or both of Ambus and Cusa full time shall be paid at a salary at least equivalent to that paid a man in a similar position in industry or politics. In most cases, Ambus and Cusa will pay its people higher salaries.

Cusa is broken down into three divisions: the Political Analysis Division, the Recruitment and Fund Solicitation Division and the Foreign Affairs Division. Ambus is divided into two divisions: The Business Management Division and the Public Relations Division. Ambus' two divisions fully support the activities of Cusa. Each division has its own organizational setup and subsidiary sections and offices necessary to carry out its functions. For a copy of this "TO&E" ask the Chief of your particular branch. He will be happy to show it to you. For detailed information on the operations of any particular division ask the chief of the division in question. Geographically, Cusa is broken down into six regions. These are the Eastern, Northern, Southern, Southwestern, Midwestern, and Western Regions. Each region has several states under its jurisdiction. The headquarters of each region are as follows: Eastern - New York City; Northern - Chicago; Southern - Atlanta; Southwestern - Dallas; Midwestern - Wichita; Western - Los Angeles.

These regional headquarters come directly under Cusa's Dallas home headquarters. Each state within the region also has its Cusa hq's. In this case, Cusa Hq's is located in the capitol of each state. The state hq's come directly under the region hq's in which they are located. Each state, in turn, is broken down into districts, with several counties comprising a district. Most states are broken down into four or five districts. These district hq's come directly under the state hq's. The districts, in turn, are broken down into local hq's, i.e., city level hq's. The cities are then broken down into zones -- except when the cities are too small for this and is one complete unit in itself. Each zone is broken down into wards, which cover streets themselves. Both Ambus and Cusa will have staffs in each of the regional, state, district and city hq's. These will be full-time salaried employees.

HOW DOES CUSA EXPECT TO GAIN ITS GOALS:

Cusa is convinced it can induce all other conservative organizations to join it, especially after Cusa has induced a large number, then more and more will want to jump on its bandwagon. For those organizations that refuse to join, Cusa will bring pressures to bear to end their resistance. Cusa will also work closely with conservatives in the Republican and Democratic parties. Among Cusa's members are some of the finest salesmen around, men who know how to convince, how to sell, how to persuade. Cusa intends to work toward monopolization of the money available to right-wing organizations, thus forcing many organizations to come into Cusa's fold. Cusa will use any method, so long as it is legal and honorable, to attain its goal. A timetable has been set up to guide Cusa's actions — when each project has to be completed and places these projects in proper timetable sequence. The Chief of your branch has a copy of this timetable. Ask him to see it. He can also fill you in by detail what Cusa is doing and shall do to accomplish its ends.

WHAT WILL HAPPEN TO CUSA AFTER IT REACHES ITS GOALS?

Cusa shall continue to aid the conservative cause and to keep our government conservative. So long as there is a USA there shall be a Cusa.

CAN I MAKE A CAREER OF CUSA?

Most definitely. Cusa and Ambus are big business. Think of Ambus in the same terms as you would General Electric — for one day Ambus shall be as big. Think of Cusa as being the same as a political party like the Democratic or Republican, even if it isn't actually a third party. It shall function like one, however. If you desire, and if you have the necessary qualifications, Cusa will even run you for political office if it feels you can win. Ambus needs good business minds and Cusa needs aggressive political minds. Above all, Cusa/Ambus need salesmen, public speakers, writers, debaters, analysts — men who think like men of action, and act like men of thought. But Cusa also needs background men, men willing to stay out of the public eye and work quietly to do planning, thinking, creating, formulating, and all the other things which support any great cause. Cusa/Ambus have established regular wage scales along the lines of the civil service (GS 4-18). A top executive with Cusa/Ambus can make as much as \$50,000 a year.

JUST WHAT IS A CONSERVATIVE, ANYWAY?

A conservative is a person who looks at a man or a woman as an individual and respects him or her as a unique human being rather than just a face in the crowd, a member of the mass...who believes in individual initiative above collective charity, yet accepts charity where the individual cannot provide for himself...who believes the government should be supported by the people — not the people supported by the government...who believes government should be restricted to those areas of concern outlined in the Constitution of the United States of America, leaving the citizen free to pursue life, liberty and happiness without the overburden of excessive taxation that restricts such pursuits...who believes that every effort should be made by individuals to provide for themselves first, and when that cannot be done, helped by local, state or private charitable organizations — rather than by federal government aid comprised of general taxation...who believes that the federal government should not compete with private enterprise or interfere with the rights of the states as outlined in the Constitution...who believes that the best government is that government which governs least...who believes that the best interests of the American people should be served by its government first before the peoples of other countries, yet believes we Americans must help the needy peoples of other countries...who believes the best interests of the USA should first be served by our federal government before the needs of other nations are looked into, yet that we should aid needy nations where aid is justified and deserved and in the best interests of our country...

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who believes that the American form of Republican government, a government of the people, for the people, by the people, with rule by law and constitution, is the only way of government and way of life for Americans...who believes that all hough our government and system of law and rule and economics is not perfect...is the best one ever attempted by mankind in its long history...who believes that private enterprise and capitalism is the whole basis of our way of life and the reason our way of life is so richly endowed. ...who believes that communism is the greatest threat to the existence and freedom of America and must be completely defeated...who believes there can be no peace without victory over communism...who believes that the truly revolutionary political system and the true revolution of mankind is the American democracy and democratic economic and political system...that the enslavement of man, as embodied in communism, is as old as mankind itself and therefore there is nothing revolutionary about it even though it has a modern name and foundation...and certainly no good -- indeed fatal -- to mankind.

IS CUSA IDENTIFIED WITH ANY OTHER ORGANIZATION OR SOCIETY?

Cusa is associated with no organization or group, be it political, economic, social, fraternal or religious. Cusa is committed to none, either.

JUST WHO DOES CUSA HOPE TO ELECT PRESIDENT?

Cusa considers Senator Barry Goldwater (R-Ariz.) as Mr. Conservative, USA, and wholeheartedly endorses him for the presidency althugh Cusa is not committed to Mr. Goldwater in any way. However, it is felt that he is by far the most outstanding conservative politician and spokesman in the country.

HOW DOES CUSA FEEL ABOUT THE SO-CALLED RADICAL RIGHT WING?

Cusa has proof that many so-called radical organizations are not really radical, or at least as radical as the enemies or opposition of these organizations would have the public believe. Cusa loathes extremism of the right, typified by the American Nazi Party, as much as it does the extremism of the left, exemplified by the Communist Party in the USA. Cusa does not believe, however, that an American can be to radical or extreme in his love and patriotism for his country. Cusa endorses Americanism, love of country and patriotism even if it does not always agree with what some citizens believe is wrong with our country, who is to blame for our faults, and the solutions to our problem must be. Cusa has faith in and believes in many right-wing organizations and their endeavors although it does not always agree with everything they say and do, the words and actions of their leaders. On the other hand, Cusa does not condemn a patriot, who in the heat of anger or frustration, says things which are irresponsible and not honestly meant. On the other hand, Cusa cannot subscribe to continued irresponsibility on the part of organizations, its leaders or membership.

HOW DOES CUSA FEEL ABOUT COMMUNISM?

Cusa intends to do everything it can to destroy communism. Cusa is against any philosophy, any organization, any group, any individual which threatens the freedom, way of life, or constitutional government of the United States. Cusa is against any tyranny whatever its skin or title, against anything indecent, unlawful or harmful to man.

CAN ANYONE JOIN CUSA?

Any citizen of the USA who believes in what Cusa is trying to do and who is not a demagogue or dishonest may join Cusa regardless of race, religion, creed or ethnic origin. Cusa does not believe that patriotism is contingent upon one's skin color or religion or familial background.

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