

Copyright

Published by

Moriyama, Takahito. Empire of Direct Mail: How Conservative Marketing Persuaded Voters and Transformed the Grassroots.

University Press of Kansas, 2023. Project MUSE. https://dx.doi.org/10.1353/book.101233.



 For additional information about this book https://muse.jhu.edu/book/101233



© 2022 by the University Press of Kansas All rights reserved

Published by the University Press of Kansas (Lawrence, Kansas 66045), which was organized by the Kansas Board of Regents and is operated and funded by Emporia State University, Fort Hays State University, Kansas State University, Pittsburg State University, the University of Kansas, and Wichita State University.

> Library of Congress Cataloging-in-Publication Data Names: Moriyama, Takahito, author.

Title: Empire of direct mail : how conservative marketing persuaded voters and transformed the grassroots / Takahito Moriyama.

Description: Lawrence, Kansas : University Press of Kansas, 2022 | Includes bibliographical references and index. Identifiers: LCCN 2021050479 ISBN 9780700633418 (paperback) ISBN 9780700633425 (ebook)

Subjects: LCSH: Viguerie, Richard A. | Republican Party (U.S. : 1854–)—History. | Advertising, Political—United States—History—20th century. | Advertising, Directmail—United States—History—20th century. | Direct-mail fund raising—United States—History—20th century. | Campaign literature—United States—History— 20th century. | Conservatism—United States—History—20th century. | Political consultants—United States. | United States—Politics and government—1945–1989. Classification: LCC JF2112.A4 M66 2022 | DDC 324.7/30973—dc23/eng/20220118 LC record available at https://lccn.loc.gov/2021050479. British Library Cataloguing-in-Publication Data is available.

10 9 8 7 6 5 4 3 2 1

Cover image: An employee taking reel of computer tape off shelves at the Richard A. Viguerie Company in the 1970s. (Courtesy of U.S. News & World Report Magazine Photograph Collection, Library of Congress)