Empire of Direct Mail

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Harold Oram in his office in November 1956. Oram was among the first political consultants who marshaled direct mail for fundraising in the post-World War II period. (Courtesy of the Oram Group, Inc. Records, Ruth Lilly Special Collections and Archives, IUPUI)
Barry Goldwater using his HAM radio. Goldwater loved gadgets and actively employed state-of-the-art technologies for his political campaigns since the 1950s. (Courtesy of Arizona State University Library)

Barry Goldwater in Newark, New Jersey, during the 1964 presidential election. In the background, there was a billboard ad with his slogan, “In your heart you know he’s right.” Goldwater used the slogan to combat the negative image as an extremist. (Courtesy of Arizona State University Library)

Paul Weyrich was an activist of the New Right. Like Richard Viguerie, Weyrich contributed to the rightward turn of national politics throughout the 1970s by co-founding the Heritage Foundation in 1973, and the Moral Majority with Jerry Falwell in 1979. (Paul M. Weyrich Papers, American Heritage Center, University of Wyoming)