

William V. Roth, Jr.
United States Senator

August 1, 1994

Stephen Meyers
SCM Associates
P.O. Box 240
Boston, MA 02118-0240

Dear Mr. Meyers,

On a picture perfect day, with my St. Bernard by my side, I announced my candidacy for re-election to the United States Senate.

In the three months since then, Thor and I have hit the campaign trail running. He's a devoted companion, a natural-born campaigner and Delaware's star attraction.

In the car, he's the ultimate back seat driver . . . looking over my shoulder, occasionally drooling on me and my campaign aides, and always on the lookout for an ice cream store.

He's a hit at all the events. I get to talk to people who might not normally stop if it weren't for Thor. But, campaigning with a St. Bernard can be a challenge. I hope he doesn't drool on voters and I keep the hairbrush handy. So far he has only embarrassed me once . . . when he refused to walk down the runway at a charity fashion show!

As you can imagine, anything can happen when I'm campaigning with Thor. My opponent, however, is quite predictable.

Everywhere he goes, every time he speaks, he utters the five easiest words to say: "It's time for a change."

I know that's a pet phrase of challengers. He never has to explain what he means, where he stands, or what he would do differently. Like I said, it's easy. But that doesn't make it right!

Consistently and forcefully I've fought for issues that matter most to Delawareans and the nation. I made it my mission to trim the sprawling federal bureaucracy. I'm not going to change.

Long before President Clinton uttered the phrase, I said it was time to "re-invent government." Since 1981, I've called for an independent commission to scour the budget, root out waste, and send it's recommendations to the President.

Unfortunately, the Congress -- dominated by the liberals -- can't make the tough choices and cut spending. They aren't going to change.

I'm sick and tired of the tax man coming to your door and demanding more of your money. You work hard for it, the government wastes much of what it takes, so I have steadfastly fought for tax cuts. And I'm not going to change.

I've always worked day and night for Delaware, stayed in touch and campaigned hard at election time. I also happen to wear a St. Bernard tie and campaign with a St. Bernard at my side. That won't change either!

Some people say I'm superstitious. Me? I just say I'm loyal.

There are some things that have changed through my career. First, and most importantly, I have more seniority, experience, and power in the Senate. I can do more for Delaware than ever before.

Another thing that has changed . . . campaigns cost more money. Television and radio ads cost more than the last time I ran. In some instances, two or three times more.

To keep this campaign on track and on budget, we must raise \$125,000 in the next three weeks. If we don't, my opponent's message of "change for the sake of change" will go unchallenged. And that could be disastrous.

We can't let it happen.

I wish there were more people like you. If there were, I wouldn't have to ask for your help again. You've given generously to my campaign and I'm very grateful.

That's the kind of help I need from you again.

If you could send another contribution, I would certainly appreciate it. The decision you make now will go a long way toward our eventual victory.

Given the aggressiveness of my opponent's attacks, and all we have to do to counter them, your continued help is essential. Please send your contribution today. Thanks for all you are doing to help.

Sincerely,



William V. Roth
U.S. Senator

P.S. Then and I will be on the Campaign trail all summer. We hope to see you. Thanks in advance for giving us this help to keep fighting.

Bill.