

Fred George Clark Dead at 82; Led a Conservative Foundation

Fred George Clark, who in 1939 founded the American Economic Foundation, an organization at 51 East 42d Street that promotes political conservatism through lectures, pamphlets and books, died yesterday at his home, 45 Sutton Place South. His age was 82.

Mr. Clark, who served as the nonprofit foundation's chairman and chief executive officer until last month, had earlier organized and commanded a group called the Young Crusaders, which fought to repeal Prohibition. After 1933, when the 21st Amendment undid the 18th Amendment's strictures against the sale of intoxicating beverages, the Young Crusaders turned against racketeers, radicals, inflation and, in some instances, the New Deal of President Franklin D. Roosevelt.

Led Family Company

Mr. Clark had also served as moderator of the National Broadcasting Company radio network program "Wake Up, America!" from 1939 to 1946. His financial resources came from earlier successes in oil refining and insurance.

He was born in Cleveland, where his father headed the Fred G. Clark Company, refiners and marketers of petroleum and lubricating products. The son attended Kenyon College. Later he was to receive an honorary LL.D. degree from Morningside College in Sioux City, Iowa.

The young man joined the

family company. In World War I he served as a captain in the Army, assigned to purchasing lubricating oils. Returning to the company, he became its president in 1924 and served in the post until 1932.

In that year, he established and became president of Clark, Curtin & Norton, Inc., a New York insurance concern, which he was associated with until 1965.

Mr. Clark's first venture into radio was the "Voice of the Crusaders" program, which he directed until 1937. Participants in the broadcasts assailed high corporation taxes and Government projects like the Tennessee Valley Authority.

In 1939, he began his foundation with the intention, as he put it, "to simplify economics for the masses."

With his successor as head of the foundation, Richard Stanton Rimanoczy, Mr. Clark was the author of the books "How We Live," "Money," "How to Be Popular, Though Conservative," "How to Think About Economics" and "Where the Money Comes From." All were published between 1944 and 1948 by Van Nostrand and promoted by the Foundation. Mr. Clark alone wrote "Magnificent Delusion," described as a defense of the free-enterprise system.

His widow, the former Diana M. Brodie, survives.

A memorial service will be held at 11:30 A.M. tomorrow in St. Thomas's Episcopal Church, Fifth Avenue and 53d Street.

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