



BARUCH KORFF



DONALD KENDALL

FRIENDS OF NIXON Two citizen groups which are advertising assiduously in newspapers to propagate their pro-Nixon views are the National Citizen Committee for Fairness to the Presidency, and Americans for the Presidency.

The first group is headed by Rabbi Baruch Korff of Providence, R.I., a colorful, eloquent man who has appeared frequently on TV to defend the President. The rabbi's

group has collected approximately \$500,000 at this writing from some 200,000 contributors. They recently ran an ad welcoming Americans for the Presidency into the pro-Nixon tent.

Americans for the Presidency is headed by Donald Kendall, chief of Pepsi-Cola; Kendall is one of Nixon's oldest friends and staunchest supporters. It was he who worked out the trade deal in the Soviet Union last year which calls for his corporation to sell Pepsi in the Soviet Union in return for selling Russian vodka in the U.S.

Americans for the Presidency has been running full-page ads in about 100 papers, using the Washington, D.C., public relations firm of Wagner & Baroody to insert the ads. These urge the public to permit President Nixon to "get on with the vital business of insuring our strong leadership in a world that's fraught with peril."

Donald Kendall is not named in any of the Americans for Presidency ads. Those whose names appear are: Bob Hope, George Romney, Mamie Eisenhower, Norman Vincent Peale, and former Postmaster General Winton M. Blount.