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Pitch Made For Funds To Greet POWs

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WASHINGTON, Dec. 5—A group of San Diego businessmen, working with a right-wing specialist in direct-mail advertising, is preparing to raise \$3,000,000 to \$5,000,000 in private contributions to welcome home United States prisoners of war.

The group plans to provide \$2000 vacations for the returning prisoners and their families.

Other parts of the privately organized plan include the distribution of bumper stickers and lapel buttons that say "Welcome Home POWs" as well as greeting cards to be mailed to the returning prisoners.

Organizers of the venture have told potential sponsors that they hope to present each returning prisoner with \$5000 worth of gifts, including an automobile, portable television set, camera, luggage set, cassette tape player, motion picture camera, portable radio, subscription to Playboy magazine and perhaps a year's supply of toiletries.

The mailing is to be handled by Richard A. Viguerie of Washington, who has boasted that he could defeat a liberal candidate nine times out of 10 through a direct-mail campaign by his company.

One of Viguerie's first big victories was a successful Senate primary campaign in 1963 by Max Rafferty, California's ultraconservative superintendent of public instruction. Rafferty defeated Senator Thomas H. Kuchel, the liberal Republican who was his party's assistant minority leader in the Senate.

Viguerie flooded Republican voters with leaflets implying that victory for Kuchel would be a victory for the Communists. Alan Cranston, a liberal Democrat, defeated Rafferty in the general election.

Literature being circulated to potential backers emphasizes mainly a humanitarian concern to express good will and affection toward the returning prisoners and to help their adjustment. One passage, however, suggests that the sponsors still support the Vietnam War as a moral and legal American effort.

ized a "Vietnam Gift Pack" program in which \$5,000,000 worth of gifts were said to have been sent to U.S. soldiers in Vietnam.

More recently, he organized a

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In a discussion of the reason for the private program to welcome home the prisoners, the sponsors say:

"Day in and day out, the men have been subjected to a very sophisticated attempt by the Communists to convince them that the American people have condemned the war as unjust, immoral and illegal. Their captors, using selected clippings from our own press, have pictured the American public as hostile and resentful."

The explanation goes on to say that a forceful and unified expression by the American people would "help heal the inner wounds of their terrible ordeal."

The literature refers potential backers to a White House official, Mel Stephens, consultant to the President on veterans' affairs, "for background information on our organization."

Stephens said he was only vaguely familiar with the plan. He said that when two of the sponsors asked for an appointment, he asked the Federal Bureau of Investigation to check their names in its files. He said no derogatory information had been turned up.

"This was just the standard security check to be sure we weren't going to be sandbagged by someone who wanted to use us for his own personal interests," Stephens said.

He said that he had ascertained for the White House that the private plan would not conflict with Government plans to handle the returning prisoners.

The group is headed by Roger Chapin, a San Diego insurance agent who earlier organ-

Group Seeking Funds For Welcoming POWs

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Project called "Help Hospitalized Veterans" which was said to have distributed \$440,000 worth of gifts and trinkets to prisoners in military and veteran hospitals.

Members of the advisory board include five governors, three senators, motion picture stars, four leaders and other leaders, including Joseph E.

Gravesdock of St. Louis, board chairman of the Fairchild Brewing Corp.

Chapin and Lt. Condit, Robert Frushman, a former prisoner who was released from the Lao sponsors who visited the White House.

A spokesman for the group, called "Welcome Home Our Prisoners," said yesterday that it had raised \$39,000 in pledges

by corporation executives and other public figures to pay the initial costs of printing and production.

Additional pledges are to be sought at a meeting of business and labor leaders scheduled Friday in New York with John V. Brown, board chairman of the Kentucky Fried Chicken Corp. as one of the hosts.

Public solicitation of funds is

to begin as soon as the Government announces agreement on a schedule for the release of prisoners held in Vietnam.

Organizers of the plan say that they expect to raise \$500,000, the largest for advance

pledges, in the first two weeks of the public appeal. First receipts from the fund drive are to be used to pay the costs of the direct-mail solicitation to 2,000,000 persons.

A spokesman at the San Diego headquarters said that the New York meeting was intended to bring together the 10 most important community leaders in each of many localities. A brochure said that invitations

would go to officers of department stores, banks, grocery and food chains, oil companies, airlines, associations, unions, service and veterans organizations and major employers.

They are to be asked to distribute free the bumper stickers and label tabs to customers, employees or members. These were said to be available at 25 cents and 1 cent respectively.

They will be asked also to urge their employees or members to donate \$1 each to the POW Veterans Fund and sponsor news, paper, radio and television advertisements promoting the project.

D. V. Le Danz Berbach, the New York advertising agency, was said to be designing and producing all materials and advertisements to be used in the program.

The brochure said that the Veterans of Foreign Wars and American Legion had agreed to arrange to distribute the bumper stickers and label tabs to their combined membership of 4,200,000. It said that George

Meany, president of the AFL-CIO, was writing to all 124 presidents of affiliated unions advising them that the materials were available at cost for free distribution to members.

Brown, a board member, was said to have agreed to distribute 1,000,000 or more bumper stickers through his Kentucky Fried Chicken outlets.

The organizers said that President Richard M. Nixon had been asked to proclaim a national welcome home our prisoners week or month and that 153,000 ministers were being asked to deliver a suggested sermon on the subject.

The brochure said that individual and corporate backers were being asked to cosign notes with the Welcome Home POWs Corp., for \$25,000, \$50,000 or \$100,000. The notes would be used to guarantee loans from a California bank to finance the subscription drive and other preliminary costs.

A spokesman was unable to give an estimate of Vigneresse's costs for sending 2,000,000 pieces of mail.

Several members of the advisory board were approached directly by Chapin in recent months some at a golf tournament he had organized in Palm Springs, Calif., for an educational fund for the children of prisoners of war.

Officers in addition to Chapin are George A. Scott, a San Diego department store operator, vice president; Edward Greenway Jr., executive vice president of the Percy H. Goodwin Co. of San Diego, vice president and secretary, and James Mulvaney, executive vice president, United States Na-

tional Bank of San Diego, treasurer.

Others on the advisory board are Steve Redlin, Assaw of Florida, George C. Wallace of Alabama, Ronald Reagan of California, Milton J. Eisenhower of Pennsylvania, John J. Gilligan of Ohio and Tom McCall of Oregon. Senators on the board are Cranston, Robert S. Dole (Rep.), Kuykendall and John V. Tunney (Dem.), California.

Other board members are Lucille Ball, Pat Boone, Betty Hopper, Frank Sinatra, James Stewart and John Wayne. Francis E. Fitzsimmons, president of the International Brotherhood of Teamsters, and W. Clement Stone, chairman of the board of the Combined Insurance Co. of America, who contributed \$1,000,000 to President Nixon's campaign for reelection.

Greenedock, who met Chapin at the golf tournament, said that he had introduced him to various executives in the St. Louis area who might be expected to furnish gifts or pledge financial support.

"Our position unfortunately is that 'fast' is going to show a real edge this year and we couldn't help in any other way," Greenedock said.

Senator Cranston, an outspoken opponent of the Vietnam War, permitted the use of his name despite the passage in the "private that indicated support for the war. An aid to the cause was a good one. No one had noticed Vigneresse's name in the literature and credited his connection with the 1968 campaign, the aid said.

Calley: Attorneys Say 'Fair Game' At My Lai Were

FALLS CHURCH, Va., Dec. 5 — Attorneys for Lt. William L. Calley Jr. argued yesterday that the slain villagers of My Lai had not qualified for protection as prisoners of war under international law and, therefore, had been "fair game" for American riflemen.

The attorneys contended also in their appeal of Calley's conviction that the lieutenant did not meet one of the basic requirements of his conviction on charges of premeditated murder — that he "possessed no malice at all" on the date of the alleged incident.

These two approaches highlighted the more than 20 specific errors alleged by Calley's defense team, headed by former military judge George W. Latta. The appeal was presented in a voluminous brief filed before the United States Court of Military Appeals here and was argued orally in a one-day hearing.

Murphy of the defense issues —

such as the question of command influence on the verdict — had been raised and rejected at Calley's court-martial at Fort Benning, Ga., last year.

Calley was found guilty of the premeditated murder of 22 Vietnamese civilians and was sentenced to life in prison. President Richard M. Nixon personally intervened and ordered the lieutenant released from an Army stockade and confined to quarters pending appeal.

His sentence later was reduced to 30 years. Calley recently privately pleaded separate proceedings for a parole or clemency.

In yesterday's appeal Calley's attorneys asked the court to set aside the sentence and to dismiss the charges against him on the ground of the errors in the lower court.

But in summarizing the defense argument, Latimer pleaded at a minimum for a reduction of sentence. He noted that Calley had been the only person

convicted of murder at My Lai. Twenty-six officers and enlisted men were accused in connection with the slaughter in March 1968 and its subsequent cover-up. All but Calley were cleared.

The unusual argument about international law was based on the thesis that in a guerrilla war, the burden is on villagers to demonstrate that they are noncombatants.

When asked by one of the judges whether the villagers, in failing to meet the legal definition of prisoners of war, would be "fair game" for the American soldiers, a defense attorney said yes.

In contending that Calley lacked the necessary ingredient of "malice aforethought" for a conviction of premeditated murder, the defense attorneys argued that the lieutenant had "considered the people killed only as enemy to be 'washed' in accordance with orders he believed he had received from his commanding officers.

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