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# You've missed our point entirely, Mr. President.

More than three thousand citizens of Scarsdale signed a petition to you which appeared in our local newspaper, the Scarsdale Inquirer, on October 9.

We appealed to you to do three things:

1. Declare a cease fire in Vietnam now.
2. Achieve a political settlement in Vietnam now.
3. End the war in Vietnam now.

We did not ask for precipitate withdrawal. We did ask for bold new initiatives.

We did not ask that our future in Southeast Asia be tied to the questionable military capabilities of the South Vietnamese army. We did not ask that the lives of thousands more of our young men be given to support the dictatorship in Saigon.

We did ask you to realize, as your predecessor in the White House did not, that the interests of the American people are not served by the continued support of the corrupt and repressive Thieu regime.

Mr. President, there is no "vocal minority" or "silent majority". The facts are what they are. No reasonable American, when honestly presented with those facts, can avoid this conclusion: after the expenditure of more than 40,000 American lives, more than 250,000 American casualties and more than one hundred billion dollars, the unrepresentative South Vietnamese regimes are still unable to rally the full support of the South Vietnamese people, and give no sign of ever being able to do so.

Yet your speech of November 3rd, Mr. President, echoed the same hopeless formula of support for the Saigon dictatorship, a formula which must inevitably demand more waste of American lives and dollars.

We believe it is imperative that we continue our protest against this war. We urge everyone to continue to protest by all peaceful and legitimate action, including the Vietnam Moratorium, until this sad chapter in our history is closed.

Scarsdale Appeal for Peace in Vietnam  
P. O. Box 515                      Scarsdale, N. Y. 10583

There is nothing impudent about honest disagreement.

What is impudent, what is really cheeky, is to cover all those who observed the Moratorium with one large vituperative blanket.

We, Business Executives Move for Vietnam Peace (BEM), were out there. And we neither hate barbers, our fathers, nor the establishment.

We are very much part of the establishment. All 2,600 of us across the country are owners, officers or major executives of companies.

It is our collective, pin-striped opinion that the war makes no moral, economic, or legal sense.

The country is in a war never duly declared by Congress, taking place largely because we ignored the 1954 Geneva Agreements, and continuing mainly on its own insane momentum to the detriment of more valid and honorable social problems here at home.

If you agree with us, we'd like to see you out there November 13, 14 and 15. Never mind what you do for a living or how you dress. We impudent snobs have to stick together.

But if you're a business executive, we're asking for more than your attendance.

Help us pay for more ads. Help us make our message felt in government. Speak before groups. Lend our cause the well-earned respect and prestige your name would bestow on it.

We know how to make things run, how to make money. Let us see if we know how to make peace.

## Business Executives Move For Vietnam Peace

Please send me more information about BEM (Business Executives Move for Vietnam Peace).

Please send me \_\_\_\_\_ poster blow-ups of this ad @ \$2.00 each.

Enclosed is my contribution for:

\$500  \$100  \$50  \$25  \$10 \$\_\_\_\_\_

Name \_\_\_\_\_

Company and position \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Make checks payable to:

Business Executives Move for Vietnam Peace  
213 East 27th Street  
New York, N.Y. 10016

Tel: 202-546-8552 (National Office, Wash., D.C.)

Henry E. Niles, national chairman

