

War Is Protested in Capital by New York Executives

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WASHINGTON, June 24 — One hundred executives from almost as many national corporations flew from New York to the capital today in a move to bring an end to the Vietnam war.

The marketing and advertising executives, with American flags on their lobbying kits and flag-pins in their lapels, announced "we're pro peace" to newsmen and set out to lobby selected Senators in favor of Hatfield-McGovern proposal to set a deadline for the end of American involvement in Vietnam.

Paul Woolard, executive vice president of Revlon, Inc., told reporters that the executives were neither pro-right nor pro-left. He said they were "believers in and defenders of the system" and they wanted to "end the war by Dec. 31, 1970."

Mr. Woolard said that the group was "like the tip of an iceberg" in the business community and expressed the belief that thousands of business executives would soon move to end the war.

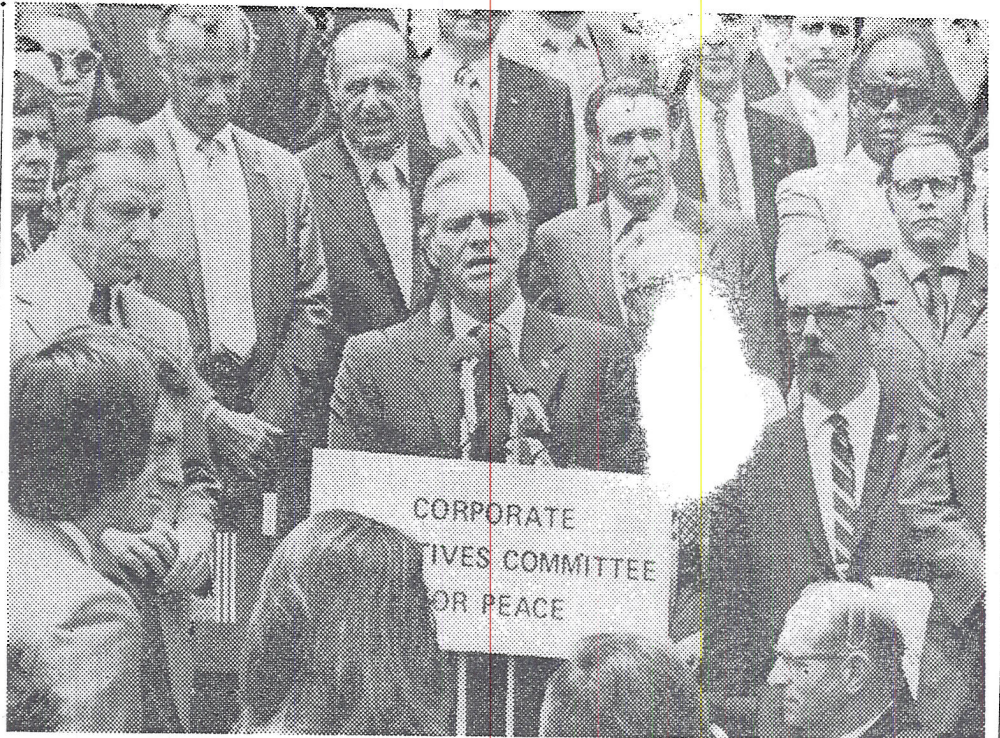
"The best thing we can do for our economy and our country is liquidate this war," he said.

350 Executives in Group

The Corporate Executives Committee for Peace, which organized about six weeks ago, is made up of more than 350 executives in the top levels of business.

They represent themselves as men and women who have never taken direct political action before but who are familiar with the system and use of power to achieve their goals.

The executives have said they want the war to end by Dec. 31 and to pull all troops out of Vietnam by July 30, 1971. The mid-1971 pullout date would be required under a proposal of Senators George S. McGovern, Democrat of South Dakota, and Mark O. Hatfield, Republican of Oregon.



United Press International

Paul Woolard, executive vice president of Revlon, Inc., speaking yesterday on steps of the Capitol. To left of Mr. Woolard is Senator Charles E. Goodell, New York Republican.

To achieve their end, one executives have announced plans to use their knowledge of business communication and money in backing selected candidates this fall, in mobilizing the business community and in "issue" advertising.

Senator Charles E. Goodell, Republican of New York, met the executives on the Capitol steps and told them their presence "means a great deal to those of us who are working in the peace movement."

He said the executives would have an "advantage" over student lobby groups, "stigmatized unfairly by the few who are radical," and could have a real impact because of their obvious patriotism and belief in the capitalistic system.

White House Meeting

The executives went in pre-arranged teams to meet with selected Senators. A group of nine executives was quickly gathered when a White House telephone call invited members to a meeting with a Presidential Assistant, Peter M. Flanagan, and a member of the Council of Economic Advisers, Herbert Stein.

The group emerged from the White House after an hour of discussion about the war and the economy and expressed optimism over this first contact.

Hal Davis, president of Grey and Davis, reported that the conversation had centered on the membership of the group and its reasons for being in Washington. He said he expected more meetings with White House staff members and emphasized that the executives expected some of their number to meet with President Nixon when he returns from California.

In reference to some former advertising executives now on the President's staff, Mr. Davis said, "We told them to tell the J. Walter Thompson alumni that we have some J. Walter Thompson executives in our group, too."

E. Patrick Healy, a former Peace Corps and Job Corps official who is now vice president for personnel at Young & Rubicam, said that all the executives were optimistic about their ability to influence Congress and the Administration.

"I think we can make an effect now because we're a new force, we're businessmen who wield some economic power," he said. "I hope the Congressmen and Senators will be impressed that this many businessmen gathered to come here in only six weeks."
