



Bracelet That Stands For a Cause

By BERNADINE MORRIS

During a nationally televised debate last week just before the California primary, Mayor Sam Yorty of Los Angeles pointed to the other candidates for the Democrat party's Presidential nomination and proclaimed that he was "the only one on this panel who is wearing a P.O.W. bracelet."

But in New York, Liz Daly, Pal Henry, Barbara Mara and Astrida Woods are all wearing the simple, nickel bracelet inscribed with the name, rank and date of capture of one of the 1,600 known prisoners of war or men missing in action in the Vietnam war.

Liz, Pal, Barbara and Astrida are not office-seekers. Their business is modeling and the glamorous fashion—models have all made a vow they say they will not remove the bracelet until the man whose name is on it is freed or accounted for.

They wear them to fittings and to fashion shows and, according to Miss Daly, who started the movement among her fellow models they'll only remove the bracelets "if a client objects."

Clients rarely object, "except maybe when you're showing an evening gown and the bracelet doesn't look right on it," she explained. Such designers as George Halley and Ronald Amey have asked where they could get bracelets for themselves and Gillis MacGill Addison, who heads the model agency where the girls work, has given them her support.

Mrs. Addison ordered a couple of dozen bracelets from the New York office of Viva (Voices in Vital America), the Los Angeles-based organization that is distributing them. A contribution of \$2.50 is requested for each bracelet.

Decided to Help

"People always think models are concerned exclusively with themselves and how they look, but they do get involved in outside projects," said Mrs. Addison, who was so concerned herself she decorated her office with Viva's stickers and literature.

Miss Daly, who in private life is Mrs. Gerry Byrne, noticed the bracelet on the wrist of Capt. Patrick G. Carroll, a friend of her husband who had served with him in Vietnam.

"He said it was to call attention to the plight of the P.O.W.'s—they both knew men who had been shot down in Vietnam—and I decided to do what I could to help."

One of the people in the fashion business she interested was Ken O'Keefe, the fashion director of the Men's Fashion Association of America, who ordered bracelets for all the models to wear in the group's fall showing at New Paltz, N. Y., this week.

The girls aren't as concerned with starting a fashion show as they are with starting a fashion show. "I saw the bracelet on Liz and then I noticed one on Lana Cantrell, the singer, and I thought it was a good cause," Mr. O'Keefe said. "I was in the Navy for five and a half years," he added.

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The New York Times/Don Hogan Charles
Liz Daly is one of prominent fashion models who always wear P.O.W. button and bracelet.

ion trend as promoting the cause.

"People still think models are dumb, silly people who shouldn't open their mouths but should just look pretty," Barbara Mara said. "They don't take us very seriously, but when they ask about the bracelet, it gives us a chance to talk about an important subject and they listen. I met a man waiting for an elevator who was wearing one and we immediately started an important discussion."

"I was dissatisfied with my life as a fashion model—I needed something more," said Astrida Woods. "I began



to do some work with Ralph Nader, and now this. It's a way to contribute something."

Astrida, who is the wife of Albert Woods, an industrial designer, is also carrying the P.O.W. message to the students at New York University, where she is taking courses.

"They know I'm a fashion model and they're always watching what I wear. When they ask about the bracelet, I tell them that this is the way they can accomplish something constructive. I don't believe in closing down the school or rioting."

Pal Henry is pleased that her husband, Kenneth, who

is a doctor, "snatched my button and is wearing it on his white coat."

Occasionally each of the women has run into someone who thinks the idea of the bracelet is grisly.

"They just don't want to think about unpleasant things—they want to push them out of their mind, like the idea of retarded children," said Miss Mara. "My brother just came back from two years in Vietnam and he said he just couldn't wear one, he was too involved emotionally. I can understand that."

"When you wear this bracelet, the war isn't far away," Mrs. Addison asserted.

That is the point of the movement. The bracelet is supposed to show the concern of the wearer and to serve as a means of calling attention to the P.O.W. issue.

About one million have already been distributed, according to Mrs. Gloria Coppin, chairman of Viva's national advisory board in Los Angeles. The organization was started by five University of California students in 1967, who were initially concerned with other social problems such as ecology but who zeroed in on the P.O.W.'s in 1970. The group also distributes buttons, brochures and matches.

Mayor Yorty isn't the only Presidential candidate who owns a bracelet, Mrs. Coppin said. Senator McGovern received his two months ago and Gov. George C. Wallace and his wife both wear them. Entertainers such as Sammy Davis Jr., Sonny and Cher and Flip Wilson also have them.

And a few days ago, Princess Grace of Monaco ordered two bracelets, which puts the New York mannequins in stylish company.