

Wrong headline.

Happy Hubbub Envelops The Homes of P.O.W.'s

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By GRACE LICHTENSTEIN

Joe Frazier, the former heavyweight champion, and Johnny Unitas, the quarterback, have called them up with personal greetings at Christmas-time. Jerry Lucas, the Knicks's forward, is preparing a magic show for them. Ron Swoboda of the Yankees is going to have them at the Stadium this spring.

"They" are the children of servicemen missing in action or captured in Indochina. For the last two years, they have been getting quiet but devoted attention from a group of famous athletes involved in the program "No Greater Love." This Christmas, the group sent out presents to about 1,000 youngsters.

Yesterday, Mr. Unitas and others put out a call for \$100,000 in contributions to help them with their work. At a news conference in the midtown auditorium of Sports Illustrated, Mr. Unitas explained that the group hoped to expand the program to reach all children whose fathers were killed or still missing in the war.

Both the athletes and two servicemen's wives who were present spoke of the program's importance in giving the children what Mr. Swoboda called "a little father image."

"Most boys are introduced to

football by their fathers," explained Carolyn Cushman of Omaha, whose 7-year-old son, Colin, has received personally autographed pictures of Mr. Unitas and Roger Staubach, the Dallas quarterback.

"Colin hasn't been able to do this," she continued, "but through the program he was introduced to football in a unique way. It's really enriched his life. He told me he's going to be the first in the family to play N.F.L. football."

Colin, a broad-shouldered towhead whose father, Air Force Maj. Clifton E. Cushman, has been missing since Sept., 1966, did not say much. But he allowed that his position was receiver and he smiled shyly as Mr. Lucas crouched low to look through the football picture book he was carrying.

Mr. Frazier recalled that when he had telephoned one child recently as part of the program, the youngster kept asking, "You really Joe Frazier?"

"I got five of my own," Mr. Frazier added, "so I know what it means to have me around. I'm not home that often, but when I am it's like the star on the crown. With these kids, it's a thrill to know somebody cares for 'em."