

Black Picture on Flyer Found To Be That of Ex-Ambassador

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The Negro face on the fake Conservative party political flyer sent around the almost all-white Bay Ridge section of Brooklyn belongs, it turned out yesterday, to Jerome H. Holland, former ambassador to Sweden.

"My picture?" Dr. Holland said during a luncheon break at Cornell University, where he was attending a board of trustees meeting. "I'm just shocked."

The superimposed face, evidently lifted from a Life magazine article about Dr. Holland's recent appointment as a director of the New York Stock Exchange, appeared on hundreds of orange-and-black flyers over the phrase, "Elect Franklin C. Jones your Congressman."

Mr. Jones, who is white, called the tactic "a real cheap shot" and said on Thursday he had asked the police and Federal Bureau of Investigation to try to find who had done it. He said yesterday he had had no reports of any progress.

Dr. Holland literally stuttered with surprise and irritation when told what had happened. "I never heard of . . . I mean, to take my picture . . . It's shocking. . . Well, it's terrible." He said he would seek legal counsel.

Tied up in meetings all morning, he had not heard about the incident, although friends who recognized his picture when it appeared in yesterday's editions of The New York Times called his wife at their Bronxville home.

She seemed amused. It might provide an early start on a career in elective politics, she said with a laugh, "but that's the last thing he has in mind."

At the Bay Ridge home of the real Franklin C. Jones, who is a mechanic with the Transit Authority, there was suddenly more public attention than there had been throughout his threadbare campaign against the incumbent Democrat, Representative Hugh L. Carey, and Republican and Liberal candidates. "All of the people in the neighborhood have been calling," said his wife Ann, "and all of the news people."

"I'd like to find the guy who paid for this," Mr. Jones said grimly. "We paid \$85 for 5,000 flyers and we couldn't cover the whole district. They must have had four times as many of these. They were all over."

"It's ridiculous, using someone else's picture," Mrs. Jones said, adding with a laugh, "I guess if I was running, I'd use Marilyn Monroe's."