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White House Aide Wrote 'Citizens' Pro-Nixon Ad

Washington

Charles W. Colson, the former special counsel to President Nixon, was the author of a newspaper ad that purported to be a citizens' group effort in support of the President's decision to mine Haiphong harbor last May, the Washington Post was told yesterday.

Colson, according to a source from the committee for the re-election of the President, also attempted to get the committee to publish another ad using a photo doctored up to make it appear that Democratic presidential candidate George McGovern was supported by "long-haired freaks" and Viet Cong sympathizers.

Phillip Joanou, former executive vice president for the November Group, which handled the committee's advertising, said in a telephone interview that Colson "initiated the idea and wrote the copy" for the apparently illegal Haiphong ad that appeared last May 17 in the New York Times.

UNAVAILABLE

Colson's law office said yesterday that Colson was traveling and could not be reached. Colson was previously implicated in a 1970 political advertising venture in which a series of ads appeared around the country, denouncing 10 liberal senatorial candidates as "extremists."

Joanou also said he assumed the ad had been cleared by H. R. Haldeman, the White House chief of staff, "because that was the usual procedure. Everything we did was cleared through Haldeman first." However, Joanou said he could not recall specifically if Haldeman had cleared the ad that appeared in the Times.



CHARLES COLSON
It's apparently illegal

The Washington Post reported Wednesday that the re-election committee, acting chiefly through the November Group, conducted a campaign last May to give a distorted view of the American public's response to the Haiphong mining.

Among the items in the campaign was the ad in the Times which criticized a Times' editorial opposing the mining.

PROBE

The General Accounting Office is investigating the ad because the expenditure for it was not reported as required by campaign finance law.

The ad was signed by ten persons and gave the appearance of representing ordinary citizens' support of the President's controversial decision. The ad was titled "The People vs. the New

York Times" and quoted from four polls which showed public support for the mining. The ad went on to ask: "Who can you believe — the New York Times or the American people?"

Several sources have told the Post that there was nothing spontaneous about the ad and that all the signers were friends or relatives of members of the November Group whose signatures had been solicited for the ad.

Joanou had previously told the Post that the ad was paid for by 44 hundred-dollar bills that were sent

from the Nixon committee in Washington to New York. Advertising officials at the Times said the ad had been paid for by a check from SFM Media Services, New York ad agency.

Ann Carver, the SFM merchandising manager, said the agency had placed the ad, but that she did not know who brought the ad to the agency.

Joanou acknowledged that the person named as "coordinator" on the ad — Patricia O'Leary — was the wife of Stephen O'Leary, a November Group official who wrote copy for other advertisements placed by the group.

He insisted that everyone whose name appeared on the ad intended to pay her or his share of the cost of the ad.

"That's why we didn't put the money we paid out for the ads in our books," Joanou said.

One of the signers of the ad, Rabbi Abraham Gross, disputed Joanou's contention that the signers had agreed to pay for the ad.

Rabbi Gross, president of the Rabbinical Alliance of America in New York, said he had been told by a re-election committee representative that he would not have to pay for the ad.

Washington Post Service