

Other references with clipping;
WXPost 13 Jul 73, Nicholas von Hoffman

SFChronicle MAY 28 1973

Amendment Repeal

Nixon for '76-- A Few Problems

New York

An anonymous group of people who call themselves Citizens for Nixon '76 is proceeding with plans to launch an advertising campaign in July to repeal the 22nd amendment, which bars U.S. presidents from seeking a third term.

There are, however, a few problems.

According to Richard DeLia, who heads Progress for Peace, an advertising agency that is handling the citizens' account, Watergate is one of the problems. The other is the use of Mr. Nixon's name in the group's title.

DeLia says the title of the group may be misleading to some people. The Citizens for Nixon are not really citizens for Nixon but are merely using his name to dramatize the need to repeal the 22nd.

WATERGATE

"You would assume it was a group supporting Nixon," DeLia said, "but that is not the case. It is a bipartisan group whose objective is to repeal the 22nd. . . there's a great deal of discussion now about changing the name. . . they realize they're alienating some support, although there is still some support for Nixon (among the group) in '76."

As to Watergate, he said, it "certainly has clouded the issue and caused the group to reassess its position."

The group is made up of about a dozen people, he said, scattered in many states, who "at this point wish to remain anonymous." The Progress for Peace ad agency is proceeding with the proposed advertising campaign, which, DeLia said, should cost millions, and already has a number of commercials drafted, although none of the TV spots has been shot.

AGENCY

He said the ad agency was founded last December and specialized in "weaving themes of ecological concern into corporate and consumer advertising. It has no connection with the Committee for the Re-election of the President," he said, or with the November group, the ad agency that was set up last year to handle the Nixon campaign account.

The ad campaign will give the pros and cons of repealing the 22nd amendment, he said. One of the arguments for repeal, he added, is that "any restriction on his (the President's) tenure represents restriction on his freedom. It takes him out of the democratic process and says, in effect, that full scale democracy does not work. There is also the belief that 'reelectionability of the President (for a third term) is an inducement to good behavior,' because it would make him more 'accountable'."