

GREY & DAVIS INC.

777 THIRD AVENUE, NEW YORK, N. Y. 10017 . (212) PLAZA 2 2200

July 2, 1970

Mr. Peter Flanigan
The White House
Washington D. C.

Dear Mr. Flanigan,

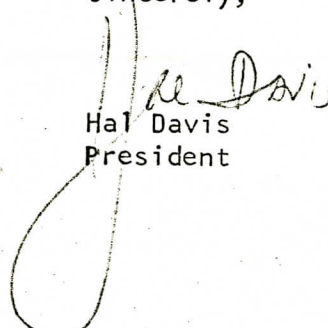
On behalf of the Corporate Executives Committee for Peace, I would like to thank you and Herb Stein for the time and attention you gave us in Washington last week.

We were all most impressed with the fact that you did take an hour out to talk with us. The situation these days makes it very difficult for both sides in a dialogue to remember that the only way we are going to reach a solution is for all of us to listen as well as talk. I hope we listened to you as you did to us.

Our President's Committee is getting ready to request the delayed meeting with President Nixon. We are determined to continue talking (and listening) as the President has requested -- using responsible means to express our concern.

Thank you again.

Sincerely,


Hal Davis
President

HD:b1

cc: H. Stein
W. Safire

CORPORATE EXECUTIVES COMMITTEE FOR PEACE

BACKGROUND

To date the movement against the war in Indo-China has been sponsored chiefly by students, the academic community, members of the arts and clergy, housewives, and a few isolated business and professional people. But for the most part, business management has been silent.

The time has come to end that silence.

We believe it is time to speak, to act, and to be heard as responsible executives representing a broad spectrum of American business and corporate management.

MEMBERSHIP

Corporation executives and members of allied business professions.

OBJECTIVE

To end the war, now...specifically by 12/31/70, with complete withdrawal of all troops by 6/30/71.

STRATEGY

1. Through lawful and responsible means, to use our economic and political power as corporate executives to bring maximum influence to bear on the Administration and the Congress of the United States.
2. Through a program of clear and visible actions, make known the anti-war stance of the large part of the business establishment that has been all-too-silent up till now.
3. To work to convince the business community, labor and government that the war in Indo-China is neither good business nor good sense because it does not serve America's economic and political self-interest, and is not worth the price we are paying at home and abroad.
4. To provide financial support and communication skills as a "service" group to further our own end, and those of other allied groups.

From: News Bureau
Grey & Davis Inc.
777 Third Ave.
New York, N.Y. 10017
(Irv Mandell) 212 PL 2-2200

350 CORPORATE EXECUTIVES IN NEW PEACE COMMITTEE

ANNOUNCE WASHINGTON "PEACE PLANES" JUNE 25

Ramsey Clark, Senator Alan Cranston, Industrialist
Harold Willens, Vietnam hero John Kerry Address Meeting

Three hundred fifty corporate executives, including 60 corporate presidents meeting for the first time, have pledged themselves to work for the ending of the Indochina War by December 31, 1970 and complete withdrawal of American troops by June 30, 1971.

Go: Paul Woolard, Executive VP of Revlon, Inc., Acting Chairman of the Corporate Executives Committee for Peace, presided over a standing room only crowd of leading business executives at the Commodore Hotel, New York, last night (17) at which plans for "Peace Planes" to Washington were announced, a program of political action and communications outlined, and former Attorney General Ramsey Clark, Senator Alan Cranston (D-California), Harold Willens, President Factory Equipment Supply Corp. and former Navy lieutenant Silver Star winner John Kerry were featured speakers.

The Committee is to board "Peace Planes" on the morning of Thursday, June 25th and meet Senators McGovern and Hatfield on the steps of the Capitol at 11 AM. After discussion and luncheon, the group breaks up into six or seven man/woman segments for individual conferences with Senators and Congressmen. A special President's Committee is to seek audience with President Nixon.

Future committee plans includes a political action program backing selected candidates in the fall elections, a series of advertisements and cooperation with compatible groups seeking to carry out President Nixon's plea for "responsible dissent."

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FROM: News Bureau
Corporate Executives Committee for Peace
Hal Davis, Grey & Davis, 777 Third Avenue, NYC, PL 2-2200
Bob Fleisher, Ruder & Finn Inc., 110 East 59th St., NYC PL 2-2200

CORPORATE EXECUTIVES COMMITTEE FOR PEACE VISITS WASHINGTON

LEGISLATORS ON "PEACE PLANE" THURSDAY, JUNE 25

One hundred members of The Corporate Executives Committee for Peace, a new national group of more than 300 concerned corporation executives dedicated to "responsible decisions," are flying to Washington to meet with Senators Goodell and McGovern on the steps of the Capitol Building at 11:00 a.m., Thursday, June 25th, to begin a day of activities devoted to convincing Senators and Representatives that the business community is behind the effort to end the war by December 31, 1970 and pull out all American troops by July 30, 1971.

The Committee, including 60 corporate presidents, has announced long-range plans including backing key candidates in fall elections, informational "issue" advertising, affiliation with compatible groups aiming at the same goals and mobilization of the corporate executive community to utilize all legal and responsible means to accelerate the end of the Indo-China war.

Acting Chairman of the Steering Committee is Paul Woolard, Executive Vice President of Revlon, Inc. Executives on the Committee speak as individuals, but work for a cross-section of American industry. After meeting with the Senators and discussing strategy backing the Hatfield-McGovern position, the group moves to the New Senate Office Building at Noon for a Senator Goodell luncheon. It then fans out in small groups visiting Senators and Congressmen concerned with Commerce, Small Business, Finance and various states. A Presidential Committee is to seek an appointment with President Nixon on a subsequent date.

"We are here in Washington," said Paul Woolard, "as a clear and visible sign that moderate members of the business community across the country consider the Indo-China war neither good business nor good sense. It does not serve America's economic and political self-interest. It is not worth the price we are paying at home and abroad."

#

Allott Strategy Seeks Immediate Vote

Goodell Moves To Block 'End War' Foes

By JOHN E. SIMONDS

Gannett News Service

WASHINGTON (GNS) —

Sen. Charles E. Goodell, R-N.Y., and other key sponsors of "The Amendment to End the War" are gathering support to table a move by Sen. Gordon Allott, R-Colo., to kill their amendment.

Goodell, George S. McGovern, D-S.D., Mark O. Hatfield, R-Ore. Alan Cranston, D-Calif., and other backers of the legislation, which would cut off funds for fighting in Southeast Asia by the end of the year, sat and listened Thursday as Allott declared his plan to duplicate their amendment, call it up and vote against it, hoping for its defeat.

Before they could reply, however, the Senate moved into other previously-scheduled matters. The counterattack on Allott is due to begin Friday.

On Monday, Allott's plan will come up for a vote, and

aides to McGovern and Goodell both said they were certain of enough votes to table it. Many will vote to table, a spokesman said, because they recognize it is "dirty pool" and a breach of Senate procedures, and not necessarily because they agree with the merits of the McGovern-Hatfield-Goodell amendment.

Goodell estimates support for the amendment at about 40, but he is confident more than half the Senate will vote to table Allott's move.

Allott, chairman of the Senate Republican Policy Committee, suggested Thursday that a vote on the amendment now would interfere with the money-raising potential for the backers of the legislation's backers.

"Is it that the supporters of this measure need more time to get all those full page advertisements — complete with requests for funds — printed in the New York Times?" Allott asked.

"I know that a lot of money has been raised from television shows and newspaper advertisements on behalf of the

amendment," . . . Allott said. . . . These appeals have been going on for nearly two months. I think the people who expressed this support deserve to have a prompt vote on the amendment they sent money to support."

Meanwhile, Goodell spent part of a busy day speaking under a hot, humid Washington sun to a group of about 100 "corporate executives for peace" on the steps of the U.S. Capitol. He then took them all to lunch in the New Senate Office Building.

Paul Woolard, executive

vice president of Revlon Inc., led the group down here, along with R. David Kimble of Scarsdale, vice president of Grey Advertising. Their "Peace Plane," chartered by Eastern Airlines, arrived nearly two hours late because of air traffic delays.

Woolard said there would be more visits to Washington and further talks with senators who were undecided on whether to support Goodell's amendment. Kimble said the group began its plans shortly after the President's decision to send troops into Cambodia.

War Is Protested in Capital by New York Executives

Special to The New York Times

WASHINGTON, June 24 —

One hundred executives from almost as many national corporations flew from New York to the capital today in a move to bring an end to the Vietnam war.

The marketing and advertising executives, with American flags on their lobbying kits and flag-pins in their lapels, announced "we're pro peace" to newsmen and set out to lobby selected Senators in favor of Hatfield-McGovern proposal to set a deadline for the end of American involvement in Vietnam.

Paul Woolard, executive vice president of Revlon, Inc., told reporters that the executives were neither pro-right nor pro-left. He said they were "believers in and defenders of the system" and they wanted to "end the war by Dec. 31, 1970."

Mr. Woolard said that the group was "like the tip of an iceberg" in the business community and expressed the belief that thousands of business executives would soon move to end the war.

"The best thing we can do for our economy and our country is liquidate this war," he said.

350 Executives in Group

The Corporate Executives Committee for Peace, which organized about six weeks ago, is made up of more than 350 executives in the top levels of business. Mr. Woolard is its acting chairman.

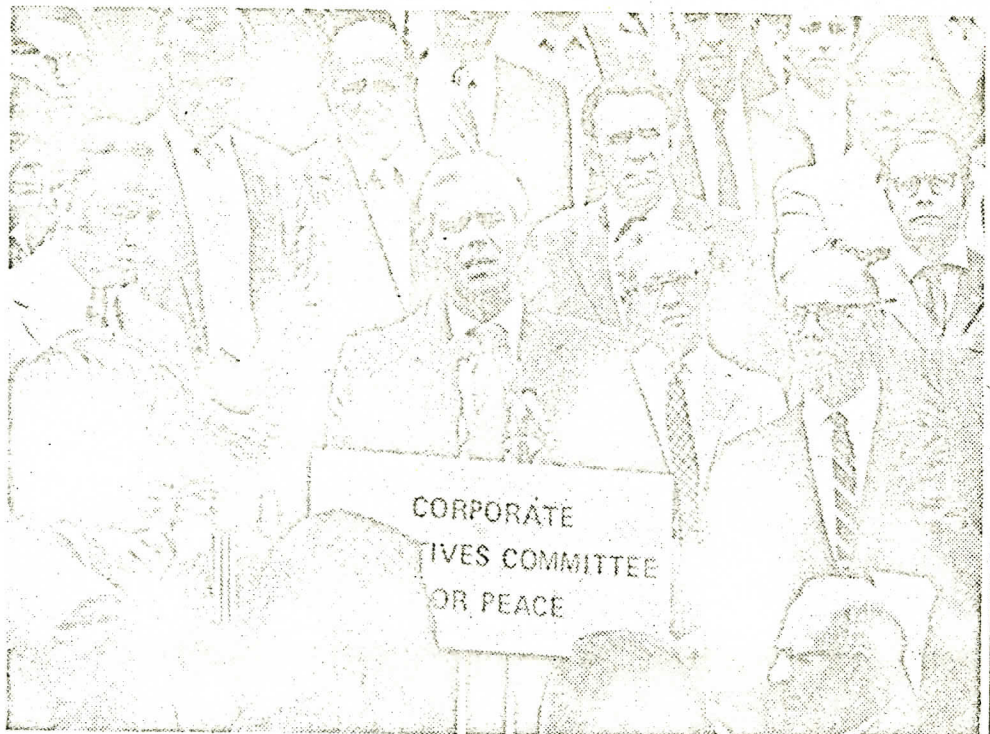
They represent themselves as men and women who have never taken direct political action before but who are familiar with the system and use of power to achieve their goals.

The executives have said they want the war to end by Dec. 31 and to pull all troops out of Vietnam by July 30, 1971. The mid-1971 pullout date would be required under a proposal of Senators George S. McGovern, Democrat of South Dakota, and Mark O. Hatfield, Republican of Oregon.

To achieve their end, the executives have announced plans to use their knowledge of business communication and money in backing selected candidates this fall, in mobilizing the business community and in "issue" advertising.

Senator Charles E. Goodell, Republican of New York, met the executives on the Capitol steps and told them their presence "means a great deal to those of us who are working in the peace movement."

He said the executives would have an "advantage" over student lobby groups, "stigmatized unfairly by the few who are radical," and could have a real impact because of their obvious patriotism and belief in the capitalistic system.



United Press International

Paul Woolard, executive vice president of Revlon, Inc., speaking yesterday on steps of the Capitol. To left of Mr. Woolard is Senator Charles E. Goodell, New York Republican.

White House Meeting

The executives went in pre-arranged teams to meet with selected Senators. A group of nine executives was quickly gathered when a White House telephone call invited members to a meeting with a Presidential Assistant, Peter M. Flanigan, and a member of the Council of Economic Advisers, Herbert Stein.

The group emerged from the White House after an hour of discussion about the war and the economy and expressed optimism over this first contact.

Hal Davis, president of Grey and Davis, reported that the conversation had centered on the membership of the group and its reasons for being in Washington. He said he expected more meetings with White House staff members and emphasized that the executives expected some of their number to meet with President Nixon when he returns from California.

In reference to some former advertising executives now on the President's staff, Mr. Davis said, "We told them to tell the J. Walter Thompson alumni that we have some J. Walter Thompson executives in our group, too."

E. Patrick Healy, a former Peace Corps and Job Corps official who is now vice president for personnel at Young & Rubicam, said that all the executives were optimistic about their ability to influence Congress and the Administration.

"I think we can make an effect now because we're a new force, we're businessmen who wield some economic power," he said. "I hope the Congressmen and Senators will be impressed that this many businessmen gathered to come here in only six weeks."

Concerned Businessmen

SOME three hundred and fifty New York businessmen calling themselves the Corporate Executives Committee for Peace gathered in the West Ballroom of the Commodore last Wednesday evening for an anti-war meeting, which had been thought up only two weeks before. Seven members of the group's steering committee of fifteen work for Revlon, and one of its chief organizers was George J. Poris, a Revlon vice-president, who told us, "The day after Kent State—the day that picture ran in the papers—I couldn't work. My son happens to be a college student, and I could have been looking at a picture of him. I wandered into the offices of some of my associates, and they were feeling the same way, and the idea occurred to me that we businessmen ought to do something. The students, the housewives, the ministers, the ballet dancers—they'd all been out there, but the business establishment, which has some clout, hadn't done enough. That's why we're here—not representing our companies officially but ourselves." He passed us along to the chairman of the steering committee, Paul P. Woolard, who is an executive vice-president of Revlon, and Woolard said, "It's time for the *really* silent majority—the businessmen—to be heard, for them to reach other businessmen and also reach the Administration and the Congress and let them know they don't have the wholehearted support of the business community. We feel that students and others have made most of the moral

and humanitarian arguments. But we, as businessmen and defenders of the system, have a role to play, too, and that is to say what we feel as loudly as we can. And what we are saying is that hostilities must be over by the end of this calendar year and all our troops must be out of Indo-China by the end of the next fiscal year—June, 1971, of course."

The business meeting was set for seven-thirty, and by seven the ballroom was beginning to fill up with conservative-looking men (plus a few men sporting muttonchops), many of whom, we gathered, were in manufacturing, advertising, or public relations. Some were clustered around a cash bar, which in itself must have been a novelty to the crowd. A girl handed us a meeting roster disclosing that the committee had already interested thirteen chairmen of the board, seventy-six presidents, and, among the rest, a man who was a chairman *and* president, and a Twentieth Century-Fox executive with perhaps the grandest title of all—Senior Assistant to D. Zanuck. We buttonholed one of the presidents—Hal Davis, of Grey & Davis, public relations. "This is the first anti-war organization in the city to operate in the area that Nixon's own people, like Haldeman and Ehrlichman, came out of," Mr. Davis said. "Maybe under another Administration some of the guys in this room would have been on the White House staff. These people are just beginning to realize that the situation we have in America today is Charlie Wilson in reverse: The war has been bad for business, and what's bad for business is bad for the country." Mr. Davis introduced us to one of the speakers of the evening, John Kerry, who graduated from Yale in 1966, spent three and a half years in Southeast Asia as a naval officer, was wounded and decorated, and has lately been making anti-war speeches. "I think the peace movement is at the point now where we definitely need businessmen," Mr. Kerry told us.

The meeting was called to order at seven-thirty sharp. Mr. Woolard presided. "We are neither pro-right nor pro-left but pro-peace," he said. "We are hawks for peace...."

The time has come for businessmen to draw up a profit-and-loss statement on the war. If we owned that venture, we would liquidate it, and without delay, before it bankrupted the rest of the corporation." He presented former Attorney General Ramsey Clark, who got a warm hand, and Senator Alan Cranston, of California, who had flown up from Washington after a three-o'clock roll call and had to go straight back. "I thank you for being here," the Senator said. Then came Harold Willens, an ex-Marine captain who is president of the Factory Equipment Supply Corporation, in Los Angeles, and also chairman of the Businessmen's Educational Fund. "The nation is disintegrating," Mr. Willens said. "You and I would never sit by and see our businesses disintegrate. We must recognize our error and cut our losses.... We have to choose between our children and our myths.... The last great hope for healing our broken land lies in the visible involvement of business citizens." Mr. Woolard announced that businessmen's Peace Planes would be leaving for Washington on June 25th, and that a delegation

of corporation presidents would seek a president-to-President meeting with Mr. Nixon. "Clear your calendar to take a clear step to help end the war," he said. Blank forms were distributed. "One small point I've left out—a crucial one for a businessman," Mr. Woolard said. "That little slip in front of you is a blank check; in case you don't have a personal one or a fifty-dollar bill in your jeans." The man next to us fished his wallet out of his trousers, opened it, seemed surprised not to find a fifty in it, and wrote out a check.

As we were leaving, we ran into Mr. Davis again. "Well, we're involved," he said cheerfully. "The only kind of talk this Administration is going to listen to is from businessmen who'll say, 'Mr. President, you asked for responsible dissent. Well, we're responsible and we're dissenting.'"

FRIDAY, JUNE 26, 1970



By Matthew Lewis—The Washington Post

Corporation executives, wearing collars, neckties and business suits, put themselves as squarely behind peace when they lobby in Washington.

Shorthairs 'Clip' War

By Judith Martin

A hundred corporation executives, wearing American flags and proclaiming themselves "believers in and defenders of the system," took the shuttle to Washington from New York yesterday for a day of lobbying on Capitol Hill.

They were demanding an immediate end to the war.

Architects, government employees, university presidents, artists, clergymen and Wall Street lawyers had been on that mission before them, and the businessmen, including leaders of fashion, advertising and home goods industries, chastised themselves for not having spoken up earlier.

"We have been the silent majority," said their acting chairman, Paul Woolard,

See EXEC, D3, Col. 1

Shorthairs Clip War

EXEC, From D1

executive vice president of Revlon. "The shape of the peace movement is like an iceberg," he added, identifying the 300 executives they represented as the tip and adding that "I'm sure others will follow."

"The President asked for responsible dissent," said Hal Davis, president of the Grey and Davis advertising firm, who was also serving as the group's public relations man. "Well, we're responsible, and we're dissenting."

The committee had started, he said, with "a bunch of guys sitting around at Revlon after the Cambodian invasion and Jackson State and Kent State, wondering what they could do. They got in touch with the people they knew—package goods companies, fashion, communications, and it began to grow."

In addition to visiting legislators, the committee has plans to issue anti-war advertising, support anti-war candidates in the fall elections and make their resources available to other anti-war groups.

Sen. Charles Goodell (R-N.Y.), who met them yesterday, told them they had an advantage "over the young men and women who come here deeply concerned, but who are stigmatized, unfortunately and unfairly, because of the few who are radicals and advocate violence."

"You," he added, "don't have that problem."

They certainly don't. Some of them were feeling stigmatized by radicals as symbolic of everything they hate. . . .

The cosmetics industry was heavily represented—in addition to a big turn-out from Revlon, there were executives of Faberge, Charles



By Matthew Lewis—The Washington Post

Beatrice Coleman, president of Maidenform, a company which manufactures bras, carries an American flag to prove she is for America the Beautiful.

of the Ritz and Estee Lauder.

And there were people from two super-symbols—J. Walter Thompson, the advertising firm which is credited with having sold Richard Nixon to America, and Maidenform, Inc., the target of Women's Liberation satire.

"That's all in the press," said Donald B. Armstrong, senior vice president and associate director of J. Walter Thompson, when asked about the firm's association with President Nixon. The "selling" was done by "a few ex-members of the firm—and they were ex-members then—who were acting as individuals," he said.

Feeling about Nixon at J.

Walter Thompson now is "divided, as in a company," he said.

Beatrice Coleman, president of Maidenform, said, "I support Women's Liberation, but I'd support them a lot more if they'd stop attacking us."

She said that she is a strict believer in equal job opportunities and pay for women, that she is interested in day care centers and that she contributed money and letters to support New York's reform abortion law.

"But I don't think a woman is really free if she can't run down the street without bouncing," she added.

"The cosmetics industry was heavily represented—in addi-

tion to a big turn-out from Revlon, there were executives of

Faberge, Charles of the Ritz and Estee Lauder."

FROM: News Bureau
Corporate Executives Committee for Peace
Hal Davis, Grey & Davis, 777 Third Avenue, NYC, PL 2-2200
Bob Fleisher, Ruder & Finn Inc., 110 East 59th St., NYC PL 2-2200

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CORPORATE EXECUTIVES COMMITTEE FOR PEACE

TRIP TO WASHINGTON -- JUNE 25, 1970

Donald B. Armstrong
Senior Vice President
Associate Director
J. Walter Thompson

Norma Bodine
Creative Director
Hicks & Greist

Alan D. Bogorad
President
Alan D. Bogorad Co.

Joseph Brouillard
Vice President
J. Walter Thompson

Allan I. Brown
V. P. - Marketing
Plaza Group, Inc.

Sanford Buchsbaum
Vice President
Revlon

Richard Clarke
President
Richard Clarke Assoc.

Beatrice Coleman
President
Maidenform, Inc.

James L. Conklin
President
Conklin-Stein

Betty Cott
Senior Vice President
Ruder & Finn, Inc.

Kay Daly
Vice President
Revlon

Robert David
President
David, Oksner &
Mitchneck, Inc.

Adrian W. DeWind
Attorney
Paul, Weiss, Goldberg,
Rifkind, Wharton & Garrison

Benjamin DeYoung
Marketing Supervisor
Bristol-Myers Company

Robert Dolobawsky
President
Warren, Muller &
Dolobawsky, Inc.

George W. Feld
Director Adv. Services
Revlon

Jerry Fields
President
Jerry Fields Assoc.

Richard Finnis
President
Richard Finnis Enterprises

Betty Freedman
Creative Director
Grey Advertising

Joseph J. Freedman
V. P. - General Manager
Charles of the Ritz

Barbara Gittler
Senior Vice President
Jerry Fields Assoc.

John Glucksman
Cons. Engineer
John Glucksman Co.

Aaron Gottlieb
Vice President-Treasurer
National Transportation Co.

Lester Greenberg
Attorney
Lester Greenberg

Edwin Greenblatt
Vice President
Sullivan, Stauffer,
Colwell & Bayles, Inc.

Jeremy Gury
Deputy Chm. of the Board
Ted Bates & Co., Inc.

Alan Hahn
President
Seaward Edison Corp.

E. Patrick Healy
V. P. - Dir. Personnel
Young & Rubicam, Inc.

Henry C. Heppen
Senior Vice President
Maidenform, Inc.

Arthur M. Hettich
Editor
Family Circle Magazine

John C. Horvitz
Marketing Director
Estee Lauder-Aramis Div.

Judson H. Irish
Advertising Consultant

David J. Jacobson
President
Metro-Goldwyn Mayer
Merchandising Corporation

Marvin Kahan
Vice President
Hudson-Shatz Painting Co.

Lawrence Kane
Executive Vice President
Kane, Light, Gladney, Inc.

Mrs. Lawrence Kane
Kane, Light, Gladney, Inc.

CORPORATE EXECUTIVES COMMITTEE FOR PEACE

TRIP TO WASHINGTON -- JUNE 25, 1970

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Abraham Kanner
Senior V.P.-Finance
Maidenform, Inc.

Stanley Katz
President
Leber, Katz, Paccione

John Kaufman
President
Van Litho Corp.

R. David Kimble
Vice President
Grey Advertising

James Lebenthal
Executive V. P.
Lebenthal & Co., Inc.

James LeShufy
Vice President
Consolidated Fine
Arts, Limited

William Levison, Jr.
President
Wilton Associates

David C. Levy
Dean
Parsons School of
Design

Ann Lewis
Copywriter
Grey Advertising

George McKay, Jr.
President
George McKay & Assoc.

Joseph McMahon
President
Joseph McMahon
Enterprises, Ltd.

Arnold Miller
Director New Products
Faberge, Inc.

Harold Miller
Senior V. P.-Media &
Network Programming
Sullivan, Stauffer,
Colwell & Bayles, Inc.

John Miraglia
President
JPM Associates, Inc.

Judson H. Morris
Vice President -
Group Director
Bristol-Myers Company

W. Richard Mullan
V. P.-Acct. Director
Ted Bates & Co., Inc.

Mrs. W. Richard Mullan

Lawrence J. Muller
Executive Vice President
Warren, Muller,
Dolobawsky, Inc.

Robert Nadel
Hertz & Herson

Sylvia S. Neumann
Vice President
Young & Rubicam, Inc.

Onofrio Paccione
Executive Vice President
Leber, Katz, Paccione

Arthur Pearson
Director Mkt. Planning
Bristol-Myers Company

Harry Phillips, III
President
H&R Phillips, Inc.

Robert Pliskin
Executive Vice President
The First Team, Inc.

George Poris
Vice President-Advertising
Revlon

David Rappaport
President
Damon Creations

Richard H. Restler
Partner
Capri Jewelry Co.

Arnold E. Rogers
Chairman of the Board
Rogers Engraving Co., Inc.

Leo M. Rogers
Chairman, Exec. Com.
Rogers Engraving Co., Inc.

Fay Rosen
Sales Promotion Manager
Maidenform, Inc.

Ellis Rosenthal
Senior V. P.-Manufacturing
Maidenform, Inc.

Mike Ross
Vice President-Treasurer
C. M. Group, Inc.

Martin Rubenstein
Vice President
Werner Mgmt. Consultants

CORPORATE EXECUTIVES COMMITTEE FOR PEACE

TRIP TO WASHINGTON -- JUNE 25, 1970

3

Martin Schrader
Publisher
Town & Country Magazine

Sanford Schwarz
President
Sanford Schwarz & Co.

John J. Sheedy
Vice President -
Group Director
Bristol-Myers Company

Leonard S. Silverfine
Account Supervisor
Grey Advertising

Martin Stevens
Vice President
Revlon

Henry W. Taft
Executive Vice President
Bristol-Myers Company

William Tomson
Vice President
Sullivan, Stauffer,
Colwell & Bayles, Inc.

Derrik Van Nimwegen
Director of Special
Projects
Bristol-Myers Company

Peggy Prag Varady
Vice President
Papert, Koenig, Lois

Bert Wagner
Vice President
Sullivan, Stauffer,
Colwell & Bayles, Inc.

Gordon Webber
Vice President
Benton & Bowles, Inc.

Lawrence Wechsler
Senior Vice President
Revlon

Barrett Welch
President
Carter Products, Inc.

Annette Wilen
Asst. to the President
Herb Wilen Studio, Inc.

Herbert Wilen
President
Herb Wilen Studio, Inc.

Richard W. Weiner
Richard W. Weiner, Inc.

Paul Woolard
Executive Vice President
Revlon

Hal Davis
President
Grey & Davis

Sydney Derman
President
Skyliner Sales Corp.

Fred Papert
President
Papert, Koenig, Lois

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To date the movement against the war in Indo-China has been sponsored chiefly by students, the academic community, members of the arts and clergy, housewives, and a few isolated business and professional people. But for the most part, business management has been silent.

The time has come to end that silence.

We believe it is time to speak, to act, and to be heard as responsible executives representing a broad spectrum of American business and corporate management.

MEMBERSHIP

Corporation executives and members of allied business professions.

OBJECTIVE

To end the war now . . . specifically by December 31, 1970, with complete withdrawal of all troops by June 30, 1971.

STRATEGY

Through lawful and responsible means, to use our economic and political power as corporate executives to bring maximum influence to bear on the Administration and the Congress of the United States.

Through a program of clear and visible actions, **make known** the anti-war stance of the large part of the business establishment that has been all-too-silent up till now.

To work to convince the business community, labor and government that the war in Indo-China is neither good business nor good sense because it does not serve America's economic and political self-interest, and is not worth the price we are paying at home and abroad.

To provide financial support and communication skills as a 'service' group to further our own ends, and those of other allied groups.

MEETING ROSTER (Partial Listing)

Isadore Aberlin
President, Baron Hirsch Association

James Adler
Member, Greenbaum, Wolff & Ernst

Curtiss Anderson
Editor-in-Chief, Venture Magazine

Mark J. Appleman
Partner, Francis I. DuPont

J. Sinclair Armstrong
*Executive Vice President
United States Trust Co.
of New York*

Jules Avins
*President
Avins Industrial Products*

Abba Bayer
*Vice Chairman of the Board
Socomec Coffee, Inc.*

S. Heagan Bayles
Chairman of the Board, SSC&B, Inc.

Robert Bernstein
President, Random House

Joel Berson
*Attorney, Moore, Berson,
Hamburg & Bernstein*

Winfield Best
*Executive Director
Business Educational Fund*

Eli Black
Chairman of the Board, AMK

Norma Bodine
Creative Director, Hicks & Greist

Alan D. Bogorad
President, Alan D. Bogorad Co.

Richard Bosse
Business Action For Peace

Lionel H. Braun
Vice President

John Bresnahan
*General Products Manager
P. Lorillard Co.*

Jerry Broide
*Sales Division Manager
Time-Life Books, Inc.*

Donald Brooks
President, Donald Brooks Inc.

~~Alan Brown,
Vice President - Marketing
Plaza Group~~

David Brown
*Vice President-Senior
Assistant to D. Zanuck
20th Century Fox*

~~Helen Gurley Brown
Editor, Cosmopolitan Magazine~~

Howard Brown
*Executive Vice President
Plaza Group*

Sanford Buchsbaum
Vice President, Revlon

Benjamin Bittenwieser
Kuhn, Loeb, Inc.

William Cain
Partner, William E. Hill & Co.

Jim Callaway
*Executive Vice President
Lois, Holland & Callaway*

Phillip Carret
President, Carret & Co., Inc.

John Mack Carter
Editor, Ladies Home Journal

Clark Clifford
*Former Attorney General
of the United States*

Harold B. Cohen
President, Biflex Foundations, Inc.

Philip H. Cohen
*V.P.-Director of Advertising
American Brands*

Beatrice Coleman
President, Maidenform, Inc.

James Conklin
President, Conklin & Stein Assoc.

Michael M. Cooper
*Market Research Supervisor
General Foods*

Senator Alan Cranston
California

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*Vice President, Reservation World
(Subsidiary of American Airlines)*

Kitty d'Alessio
*Senior Vice President
Norman, Craig & Kummel*

Kay Daly
Vice President, Revlon

Maxwell Dane
*Executive Vice President
Doyle, Dane & Bernbach*

Sidney Dauman
President, Dauman Displays, Inc.

A. Patrick Davis
*Executive Vice President &
General Merchandise Manager
Bonwit Teller*

Hal Davis
President, Grey & Davis

Herman Davis
*Senior Vice President
Compton Advertising*

Jerry Della Femina
*President
Della Femina & Travisano*

Larry DeVoe
*Partner
Tracy, Peterson, DeVoe & Shenley*

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Selvin Donneson
*Executive Vice President
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Lou Dorfsman
*Vice President, Advertising
Columbia Broadcasting System*

Harry Doyle
*Vice President, General Manager
Marcella Borghese Cosmetics*

Egon Dumler
Attorney, Dumler & Giroux

Arnold Ehrlich
Managing Editor, Holiday Magazine

Norman Eisner
President, Lincoln Graphic Arts

Richard A. Eisner
President, Richard A. Eisner

Ronnie Eldrige
Special Assistant to Mayor Lindsay

Hillard Elkins
*President,
Hillard Elkins Productions*

Connor Fay
Special Projects, Clairol

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Arthur Fifer
*Sales Service Manager
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Richard Finnis-Enterprises*

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President, Bob Fischer Inc.

Keith Fischer
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*Consultant
Businessmen's Educational Fund*

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*Vice President, Director of
Employee & Public Relations
J.B. Williams Co., Inc.*

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Ruder & Finn*

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Charles of the Ritz*

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Garrity, Connolly, Lewis & Grimes*

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*President,
Bernard Geis Publishers*

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Vice President, Tru-Balance

Irwin Goodman
Vice President Sales, Ideal Toys

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Gordon-Evans Sales, Inc.*

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Vice President, SSC&B, Inc.

Aaron Gottlieb
*Vice President & Treasurer
National Transportation*

Lester Greenberg
Attorney

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Vice President, SSC&B, Inc.

Leo Greenland
President, Smith Greenland

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G.S. Grumman & Associates, Inc.*

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Property Development

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Manufacturers Hanover Trust*

Paul Hanenberg
*News Editor
Women's Wear Daily*

James Harmon
*Senior Vice President
New York Hansiatic Corp.*

Roslyn Harte
*Lingerie Design Director
Maidenform, Inc.*

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President, Will Hayet Studios

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Kayser-Roth*

Ira Hirschmann
President, Ira Hirschmann Inc.

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*Senior Vice President &
 Creative Director*
 Bozell & Jacobs

James Quest
Marketing Director
 American Home Products

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President, Poirette, Inc.

Phyllis Robinson
Vice President
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 Rogers Engraving Inc.

Arnold Rogers
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Publisher
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Ray Steinberg
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Gloria Steinem
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Vice President, Revlon

David Susskind
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President, Erwin Swann Inc.

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Executive Vice President
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Executive Vice President
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Robert Tenny
Executive Vice President
 E.T. Howard Co.

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*Executive Vice President &
 Creative Director*
 Della Femina & Travisano

Jack Thomas
Vice President—Account Group Supervisor
 Norman, Craig & Kummel

Tedd Thomas
President
 The Rosenbaum & Jones, Inc.

Sam Thurm
Vice President Advertising
 Lever Brothers

Richard Uhl
Vice President, SSC&B, Inc.

William Vanden Heuvel
Attorney
 Stroock, Stroock & Lavan

Grace Van Dyke
Apparel Promotion Director
 Wool Bureau

Derik VanNimwegen
Ventures & Acquisitions
 Bristol-Meyers

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 Burke Dowling Adams - BBDO

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President
 Osceola Operating Corporation

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President
 Walker, Mackall & Schmidt, Inc.

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Leber, Katz, Paccione

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President, Richard Weiner Inc.

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President, Carter Products, Inc.

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President, Whelan Associates

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President, Peter White Inc.

Stanley Whitehorn
Partner, Upham, Meeker & Whitehorn

William B. Williams
 WNEW—N.Y.

Herbert Wilen
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Harold Willens
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 Factory Equipment Supply Corporation

Richard Wolfe
Executive Vice President
 Grey Advertising, Inc.

Paul P. Wollard
Executive Vice President, Revlon, Inc.

Lester Wunderman
President
 Wunderman, Riccota & Kline

Diane Young
Fashion Marketing Director
 Wool Bureau

Robert Young
Senior Vice President
 Arthur D. Little

Paul B. Zuber
Professor Urban Studies
 Rensselaer Polytechnic Institute

"The Vietnam War is the single most important factor as far as the stock market is concerned."

Robert W. Haacks
President of New York Stock Exchange

Stock Prices Slump

Dow-Jones down 30% since December 1968—the lowest point since 1963.

Business Failures up— a 24-month high reached in April, 1970

"What is happening on Wall Street is what is happening in the world. We are overextended morally, economically and politically, and we are about to get our first margin call as a national power."

Howard Stein
President of Dreyfus Fund

"Negative" Costs are up:

the price of deferred programs to solve the problems of environment, education, urban decay, health, transportation, poverty, job opportunity, racial injustice, etc.

For example:

67% of all school bond issues in U.S. last year were defeated.

The biggest loss.

A generation of youth, our greatest national asset.

"Among our bright, hard-working, ambitious, well-read students we see a widespread distrust of their Government, a growing despair about the political process, a mixture of fear and resentment toward America's leadership."

**Statement of group of
University of Minnesota professors to
Vice President Agnew**

"The Vietnam War is tearing at the whole fabric of our social and political and economic life. The events of recent weeks have emphasized how deeply the war is dividing our country. Confidence in our economy as well as the social stability of the United States is being seriously strained. Major domestic needs are not getting the attention they should have. The inflationary trend is continuing. It is hard to see how we can apply adequate resources to domestic needs and restore a feeling of national unity and confidence until we reach a settlement of this conflict in Southeast Asia."

Charles B. McCoy
President, E.I. DuPont du Nemours & Co., Inc.

"I believe we should withdraw all our military activities, both operational and advisory, from Southeast Asia as soon as possible. Time is running out, and the situation here at home deteriorates as each month goes by. I have no doubt that President Nixon, like Presidents Kennedy and Johnson before him, sincerely seeks a peace in Southeast Asia. And appearing here today I wish to voice one man's conviction that we stand at a crossroads of decision, with all comfortable routes closed off, that we must end this tragedy before it overwhelms us, and that we must therefore face up squarely to a tough decision and see it through with courage and dispatch."

Thomas K. Watson, Jr.
Chairman of the Board, IBM
In testimony to the
Senate Foreign Relations Committee, June 2, 1970

Letter from a Dead G.I.:

Dear Mom and Dad:

This war that has taken my life, and many thousands of others before me, is immoral, unlawful, and an atrocity unlike any misfit of good sense and judgment known to man . . .

"So, as I lie dead, please grant my last request. Help me to inform the American people—the silent majority who have not yet voiced their opinions.

"Help me let them know that their silence is permitting this atrocity to go on and that my death will not be in vain if by prompting them to act I can in some way help to bring an end to the war that brought an end to my life . . . "

Keith Franklin
Salamanca, N.Y.
Age 19

The time to end our silence is NOW.

**The Corporate
Executives Committee
for Peace**

**c/o Dumler & Giroux
575 Madison Avenue
New York, N.Y. 10022**

THE HIGH COST OF SILENCE

"The nation disintegrates . . . Nothing we are doing to help or harm our friends or foes in Southeast Asia can compare to what we are doing to ourselves as a nation. The erosion of spirit that we have experienced is beyond calculation. Weighed against that erosion, any geopolitical advantages in the war must seem as pitifully small . . . Judged in the strictest national security terms, our involvement in Southeast Asia is hopelessly counter to our best interests."

John W. Gardner

Former Secretary of Health, Education and Welfare;
Chairman of the National Urban Coalition

**The escalating U.S. involvement in South Vietnam:
How deep?**

1954 – Economic and military support
1961 – Military advisers in excess of Geneva Agreement
1962 – Helicopter pilots; air support
1965 – Ground forces for combat duty
1966 – 380,000 troops
1968 – 550,000 troops
1970 – Cambodia and the wider war

"There is no conceivable military success in Cambodia worth the awful price we are paying at home and abroad."

Governor W. Averell Harriman

The price in men:
42,000 U.S. dead
278,000 U.S. wounded

The price in dollars:
\$100 billion in 6 years

That is the equivalent of \$3,600 per person in all of Vietnam—North & South.

At the present rate of spending, the cost of the war amounts to roughly **\$3,000,000 an hour!**

No wonder the total Federal deficit for the war period of 1966-1970 adds up to: **41.7 billion dollars**

"The national security of the U.S. is not involved in Vietnam, nor does our national interest in the area warrant our continued presence there . . . We cannot continue to fight the war in Vietnam without doing serious and irreparable injury to our country."

Clark Clifford

Former Secretary of Defense

Life Magazine

May 22, 1970

"The war, far from being a business conspiracy, is opposed by American business because the inflation generated is wrecking the nation's economy."

Robert V. Roosa

Former UnderSecretary of the
Treasury for Monetary Affairs

Let's look at the wreckage:

Prices up 7.5% since January 1969

Unemployment up 5%

the highest rate since 1965. The increase for the first five months of 1970 is the largest for any similar period since 1960.

Labor costs up 8% in first quarter 1970

Interest rates up— Prime bank rate now 8%

Production down— nation's factories now operating at 80% of capacity

Corporate Profits down 11% compared to 1st quarter 1969