

On the right . . . William F. Buckley Jr.

The Rabbi's Forlorn Button

In New York City, Rabbi Nathan Schorr, chairman of the American Jewish Association, who has a sharp eye for piquancy, thought recently to distribute a button. A political, campaign button—no question about that. He took the idea to friends who sympathized with his purposes, and undertook to get the button produced, and to advertise its availability.

In due course the advertisement arrived at what they are pleased to call the Acceptability Department of the *New York Times*. After a little confusion, it was turned down. Why? the ad agency asked. For legal reasons, said the *Times* representative. What legal reasons? Well, he said, under the Federal Campaign Election Act of 1971, it is required that an advertisement which has the purpose of influencing the election of persons to federal office, be submitted with the authorization of the candidate whose name is used in the advertisement and to whose purposes the ad is presumably put. If a candidate's name is used without authority, the law seems to say, it is then required that his nonauthorization be duly documented, so that the newspaper can note the fact when it publishes the ad.

Moreover, the sponsor of the ad, if he or it proposes to spend \$1,000 or more in total, is pronounced under the new law a political committee, and as such must file reports (a) concerning the source of its funds, and (b) to the effect that it is not responsible for overspending in any race covered by the Federal Campaign Election Act.

All of this to the rabbi and his little button, who brought the matter to me. I telephoned to the *New York Times* and spoke there with a kindly, browbeaten executive who has been struggling to come to grips with the new law. He told me that in his opinion, since the button in question advocates the election of George McGovern, it falls therefore under the law.

The button in question reads:
McGOVERN IS BEHIND ISRAEL 1000 PER CENT
"You are joking," I said. The executive, so deeply immersed in the law that it had evidently slipped his attention that Senator McGovern had pledged to support Senator Eagleton "1000 per cent," smiled over the telephone, and promised to call back after he had consulted his colleagues.

"I am making a historical decision," he reported an hour later. "We are henceforward interpreting the law as excluding the advertisement of political buttons, or the use of puns." Accordingly, the rabbi's McGovern button will fly its flag in the *Times*, and is available (at \$1) from the Committee to Button Down Support for Israel, P.O. Box 574, Murray Hill Station, New York, New York 10016.

The *New York Times* is deeply involved in the complexities of the crazy new law. Two weeks ago, it was revealed that the Justice Department had filed suit against the National Committee for Impeachment, which had inserted a two-page Impeach-Nixon ad in the

Times in May. The Justice Department, having received complaints against the ad, has moved against the committee charging it with failure to state where a copy of its financial reports could be obtained and with failure to indicate that the ad had not been authorized by the congressmen whose names were listed in it as themselves favoring the impeachment of Nixon.

The story revealed further that the Justice Department was thinking of suing the *New York Times*, over its failure to get from the impeachment committee the information necessary to comply with the new law. James Goodale, senior vice president of *The Times* "for law and finance," announced that his company disagreed with any interpretation of the law that held that "mere mention of or incidentally favorable comment about a candidate in an advertisement requires the press to obtain (such a) certificate mentioned. If this were the case," he said, a candidate so named "would have a veto power over publication of advertisements with which he or she disagreed."

That at least. What is needed, now, is someone to test the constitutionality of the law. The *Times* could, but, poor thing, she is a little fatigued, and entitled to be. The *New York Times* vs. the United States is beginning to sound a little bit too much like the Mets vs. the Colts or whatever. Someone else should volunteer to be the instrument for the unconstitutionalization of this odd law.

Letters

Veterans for McGovern

To veterans in College:

The nomination of Sen. George McGovern for the presidency has been greeted with enthusiasm by veterans all over the nation. Letters pledging a willingness to work or financial support for the campaign have come from people on active duty in Vietnam, Germany and bases throughout the world.

Twenty-five years of preparations for war have brought to America ten years of actual war. The veteran has become the forgotten man in this deadly game of "brinksmanship." Sen. McGovern's proposal to reduce defense spending to a reasonable level and to divert our resources to the more pressing social and economic needs of the American people is of great importance to the veteran.

The legislative record of George McGovern has reflected a strong stand for the veterans of all wars. A decorated combat veteran of World War II, he favors increases in the G.I. Bill to meet the rising costs in education and extensive government action in cooperation with private industry to curb the high rate of unemployment confronting today's veterans. Unlike Richard Nixon, Sen. McGovern does not have a "secret" plan for peace that has failed at the expense of over 20,000 American lives, countless more Vietnamese and billions of dollars. Unlike Richard Nixon, Sen. McGovern would not continue to bomb indiscriminately, nor would he bomb at all. The McGovern plan for peace is public, in keeping with the honor and integrity of the American

people. The Nixon "game plan" which equates "peace and prosperity" with more war, massive bombing, inflation and greater unemployment must cease. The veteran can play a key role in restoring peace and purpose to American policy at home and abroad; the election of George McGovern as President will bring a new and better government to the American people.

Veterans for McGovern organizations are presently forming on campuses and in communities across the country. Working closely with local McGovern for President offices, many are still understaffed and lacking funds. We encourage and need your support. If you're short of time and money—remember, it takes little time to register and no money to vote. If you have any problems, questions or suggestions,

feel free to write or call—we're here to help you out.

G. Dudley Acker, Jr.
National Director, Veterans for McGovern

Agreement

I was in 100 per cent agreement with your editorial of August 9, 1972, urging us to boycott non-union lettuce. But don't you find it ironical that a paper which continually expounds the virtues of unionism and urges union support for all workers, is entirely produced and printed by non-union workers.

May I suggest we boycott the Emerald.

Wayne D. Merritt
Chairman, SOPEA
International Printing Pressmen
and Assistant's Union Local 110

