

# SAMMY COHEN PRAISED IN U.S. CONGRESS

CONGRESSIONAL RECORD-Extensions of Remarks

"Operation Soapbar" in Clark County, Nev.  
HON. HOWARD W. CANNON  
Of Nevada

IN THE SENATE OF THE UNITED STATES  
Wednesday, April 17, 1968

Mr. CANNON, Mr. President, in an important but little publicized effort the citizens of Clark County, Nev., are attempting to help make life a little more bearable for the citizens of South Vietnam.

A shipment of 25 tons of soap is on its way to the South Vietnamese people to help raise their health and sanitation standards and to keep them free from many forms of disease prevalent in areas of poor sanitation.

"Operation Soapbar" was a Las Vegas community project coordinated by local citizens through the Marine Corps civic action program in which each citizen in the area was asked to donate a bar of soap.

Probably the most significant feature of "operation Soapbar" was the fact that it was carried off with no financial aid from any source. All labor, equipment, and professional services were donated.

Civic groups across the Nation have undertaken similar projects, but on a much smaller scale. Never before has an entire community undertaken this particular project. It is a "first" not only for Clark County, but for the whole Nation; and I am proud to represent the public-spirited citizenry of my State of Nevada.

This project was interestingly set forth in a story in the Las Vegas Sun.

I ask unanimous consent that the article be printed in the RECORD.

There being no objection, the article was ordered to be printed in the RECORD, as follows:

## OPERATION SOAPBAR MONTH PROCLAIMED IN LAS VEGAS

"Operation Soapbar" in Clark County has achieved its purpose - phenomenally. Some 25 tons of bar soap is now on its way to South Vietnam to make life a little more bearable for its citizens.

So great was the zeal of Southern Nevada proponents of "Operation Soapbar," it inspired the citizens of Phoenix, Ariz., to start a very successful "Operation Soapbar" - of their own. This in turn sparked a third such program in Tucson, Ariz.

Probably the most significant feature of "Operation Soapbar" is the fact it was carried off with no financial aid from any source. All labor, equipment and professional services were donated. When the project was started Dec. 7, the area literally blossomed with soap collecting gimmicks. Collection barrels were distributed county wide.



SAMMY

One businessman matched all donations that came through his doors. A movie theater made the admission to a matinee a bar of soap. Donations of soap from local hotels and motels could be measured in only hundreds of pounds. Local news media and advertising groups kept "Operations Soapbar" before the Southern Nevada public constantly.

The logistics of moving 25 tons of soap to its destination was a project almost as big as the actual collection. A local moving storage group furnished the boxes and trucks needed to package the soap up for hauling to McCarran Airport where it was flown to San Diego by a local airline. The U. S. Navy took charge of the soap in San Diego for shipment to Vietnam where it is given to Marines for distribution among the citizenry of South Vietnam.

There are two wars in Vietnam. The first is to defeat the invading North Vietnamese Army and the Viet Cong guerrilla forces. The second and most important battle is to win the hearts and minds of the Vietnamese people through a strong civic action program.

American Allied and South Vietnamese Army forces decisively beat the invaders and guerrillas whenever they choose to meet the free world forces on the battlefield. However, winning the support and cooperation of the Vietnamese people is a long and slow process. Marines believe projects such as "Operation Soapbar" in Las Vegas are helping them to win the second and most important part of the war in Vietnam.

A simple thing like a bar of soap or a toothbrush presented by a Marine can lead to the beginning of a mutual trust between American forces and the Vietnamese people.

A letter from Las Vegas Mayor Oran K. Gragson has been enclosed in every box of soap that left here for Vietnam. It said in part:

"Sending soap to you is a very small way in which we thought we could help you (Marines) with your Civic Action Program. I'm sure it would please you to know that the citizens of our city in every walk of life and all ages contributed toward this drive as a token of their appreciation for what you are doing for our country."

No less enthusiastic are the Marine leaders involved in "Operation Soapbar." When in town to thank Las Vegas personally, Maj. Gen. Lowell E. English, commandant of the Marine Corps Recruit Depot at San Diego, said, "It is amazing the way the community here has responded...truly a tremendous effort."

Col. Donald R. Kennedy, director of the 12th Marine Corps District, San Francisco, who was here with Gen. English, echoed the general's praise.

Col. Kennedy originated "Operation Soapbar," aimed at collecting soap from all over the country for distribution in South Vietnam. Assisting in collection in Las Vegas were Marine Capt. Mike Corrigan aided by Sheila Regan, Vegas businessman Sammy Cohen was lauded by "Operation Soapbar" leaders as a prime mover in the project.

The response of Southern Nevadans and other Americans around the nation, to "Operation Soapbar" and projects similar to it should prove once and for all to everyone from Ho Chi Minh on down, the hearts and minds of Americans are with the GI who is doing his country's bidding in Vietnam.

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