

## THE WHITE HOUSE

WASHINGTON

October 22, 1969

MEMORANDUM FOR: ALEX BUTTERFIELD

FROM: DWIGHT L. CHAPIN

RE: November 3, 1969 - Public Approval - President's Speech

Per our phone conversation this morning, I want to reiterate the thought concerning the public reaction to the President's Address on Vietnam.

On November 4 and 5, Western Union should run newspaper ads across the country. These ads should say in effect - - "Let our President and Congress know how you feel. For sixty cents you can send a fifty word Western Union telegram to the President or any member of Congress." I think Western Union would do this as a public service campaign.

Also, they might go as far as to consider buying network time right after the President's address to put on a Western Union commercial saying what the newspaper ads would say.

This would be a <sup>sensational</sup> ~~sentimental~~ way to get a good response.

The President and Chairman of the Board of Western Union Telegraph Company is Russell Whitney McFall. From 1945-1957, he was with the General Electric Company and from 1957 to 1963, he was with Litton Industries. It might be that he could be approached on this thought through Fred Borch of General Electric or through Roy Ash. He has his office here in Washington.

cc HRH  
J.M.

RECEIVED  
NOV 17 1969  
CENTRAL FILES

EXECUTIVE  
SP 3-56

October 22, 1969

MEMORANDUM FOR: ALEX BUTTERFIELD

FROM: DWIGHT L. CHAPIN

RE: November 3, 1969 - Public Approval - President's Speech

Per our phone conversation this morning, I want to reiterate the thought concerning the public reaction to the President's Address on Vietnam.

On November 4 and 5, Western Union should run newspaper ads across the country. These ads should say in effect - - "Let our President and Congress know how you feel. For sixty cents you can send a fifty word Western Union telegram to the President or any member of Congress." I think Western Union would do this as a public service campaign.

Also, they might go as far as to consider buying network time right after the President's address to put on a Western Union commercial saying what the newspaper ads would say.

This would be a *sensational* sentimental way to get a good response.

The President and Chairman of the Board of Western Union Telegraph Company is Russell Whitney McFall. From 1945-1957, he was with the General Electric Company and from 1957 to 1963, he was with Litton Industries. It might be that he could be approached on this thought through Fred Borch of General Electric or through Roy Ash. He has his office here in Washington.

DLC:hle

RECEIVED  
OCT 27 1969  
CENTRAL FILES



2/5/69

11/3/69

EXECUTIVE

PU 2-3

x WASHINGTON (Daily) News

The Washington Daily News, Monday, November 3, 1969

## TONIGHT THE PRESIDENT SPEAKS TO YOU:

### YOU CAN RESPOND

You can send a Western Union Personal Opinion Message directly to the President at The White House.

The "POM" is a direct telegram to your elected representatives at both the national and the state levels.

Compose your views on any public issue in 15 words or less and send them to Washington for only 90 cents.

Send "POM's". Your opinion will count.

x  
WESTERN UNION

RECEIVED  
NOV 19 1969  
CL... FILE

PRESERVATION COPY

11/3/69

EXECUTIVE  
SP3-56

For The President

Hobart <sup>x</sup>Lewis thought you might like the following quote  
from <sup>x</sup>Churchill tonight --

WINSTON

Churchill quotation -- April 27, 1941:

'In their mortal terror the Greeks turned to us for succor. Strained as were our own resources, we could not say them nay. By solemn guarantee given before the war, Great Britain had promised them her help. They declared they would fight for their native soil even if none of their neighbors made common cause with them, and even if we left them to their fight. But we could not do that. There are rules against that kind of thinking and to break those rules would be fatal to the honor of the British Empire without which we could neither hope nor deserve to win this hard war.'

RECEIVED  
NOV 5 1969  
CENTRAL FILES

November 3, 1969

EXECUTIVE

ND18/00165

SP3-56

F-96-11-17 KISSINGER, HENRY A.

Dear Abbott:

My apologies for the long delayed reply to your excellent letter of October 15 with the draft policy statement by your Committee. Sometime ago I passed that excellent statement on to those in the White House dealing with our efforts regarding support for the President's policy and specifically the November 3rd speech. I was delighted to read the final report when it was made public recently. Congratulations on a strong and effective statement.

Of course I am most interested in these matters; my portfolio is essentially domestic, though I am always willing to be helpful where I can, I do think you'll get a more specific and more prompt response from Henry Kissinger.

With warm personal regards,

Sincerely yours,

*Pete*

Peter M. Flanigan  
Assistant to the President

The statement is based on the conclusions of our nine-member, bi-partisan team who visited Vietnam in August (list attached). It will be transmitted to our X Mr. Abbott Washburn, X Citizens Committee for Peace with Freedom in Vietnam, 1028 Connecticut Avenue, NW, Washington, D.C. 20036. X Mr. Douglas, General Omar N. Bradley, Bishop Robert E. Lucey, Journalists, and other opinion leaders through- X also receive it.

We had planned to present the first copy to the President at the White House this week. However, since that meeting has now been deferred until after his November 3 report to the nation, we will go ahead at once with distribution.

Walt Scott has recommended that our group come up to Capitol Hill for a session with all X RECEIVED NOV 5 1969 members of Congress. X CENTRAL FILES



EXECUTIVE

PR15

SP3-56

UT1-3

November 3, 1969  
4:00 p.m. Monday

MEMORANDUM FOR MR. H. R. HALDEMAN

FROM: DWIGHT L. CHAPIN

RE: <sup>x</sup> Gallup Telephone Poll - The President's Speech

The following questions are the ones which I suggested to John Davies of the Gallup Poll. They may change them slightly, however, John indicated that they would use numbers 1 and 3 for sure.

They will do the telephoning shortly after 10:00 p.m. tonight with the final tabulation being completed by 2:00 p.m. tomorrow afternoon. (They will give us the poll results at this time.) The poll will be published Wednesday morning.

QUESTIONS

1. Do you support President Nixon's PLAN for ending the war?

Yes \_\_\_\_\_ No \_\_\_\_\_

8 in 10 Agree  
1 in 10 Disagree

2. In general, are you satisfied or dissatisfied with his program for troop withdrawal as set forth in his speech?

Satisfied 77% Dissatisfied 13% 10% No opinion

Do you think his proposals will bring about a settlement of the Vietnam War -- or not?

— 79% This will 25% will not

3. In light of the President's speech, do you think moratoriums and public demonstrations are helpful or harmful to the attainment of peace? Helpful 72% Harmful 12% 16% - no opinion

Most  
Imp. Policy

4. Do you think the President has done everything possible to negotiate a peace? Yes \_\_\_\_\_ No \_\_\_\_\_ (They may add an additional line which would say: "Or do you think he could have done more?")

On next  
DLC:my  
Summary.

Question out 46 11th



November 4, 1969

TO: H.R. Haldeman

FROM: Bryce Harlow

I believe the President knows that Chuck Percy very strongly and effectively supported the President's Vietnam position on the "Today Show" this morning. I suggest a telephone call to thank the Senator. Percy offered to do this even before he knew what the President would say.

We expect today some 40 to 50 of our people to praise the President's position -- and to counter criticisms -- on the House Floor. Also, Congressman Jim Wright's resolution sponsored by 50 Democrats and 50 Republicans -- a resolution very strongly supporting the President's position -- will be moved forward. The Speaker and Jerry Ford are behind it, and we approved the language of this measure. There could have been many more sponsors, but for the bipartisan value, it was limited to 100 sponsors evenly divided.

Bob Dole is busy organizing supporting statements in the Senate, and Bobby Griffin and Carl Curtis are also at work. Copies of suggested statements have been furnished to them all.

Congressman Ed Edmundson of Oklahoma called me at home last night utterly delighted with the address. This morning, Harsha, Findley and Kuykendall have called with the same message. Les Arends is delighted with it. As far as we can tell, the speech is very well received by all but the hard-line doves.

I have asked Herb Klein's office to prepare an analysis of the criticisms. My hope is that we can get solid answers prepared and used before the day is out.