

9

Friday, October 20, 1967  
3:20 p. m.

MR. PRESIDENT:

*Pres file*

Sometimes a simple thought is helpful; and this is my simple thought for today. Hanoi's mind works as follows:

The Americans have the power to bomb us; and that is costly to us.

On the other hand, we have the power to mount a tremendous campaign of propaganda and pressure on them; and that hurts President Johnson. The only legitimate trade-off, then, is no bombing for an end to the no-bombing campaign.

The only compensation that we are now prepared to give the Americans is that by a stoppage of bombing, they will get some of the present political and psychological pressure off their necks.

If this view is correct, the only way we can get something solid for a cessation of bombing is to prove that we can manage -- or live with -- the pressures at home and abroad.

W. W. R.

WWRostow:mz

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