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CONFIDENTIAL

MEMORANDUM TO THE PRESIDENT

FROM: Fred Panzer

I have been trying to cultivate Lou Harris and I think that sending him a gift copy of No Retreat from Tomorrow was very helpful.

He called today to ask me to thank you for it. He was very impressed and appreciative.

In the conversation Lou passed on this news:

- 1) His Monday poll will show good things for you politically. Still unable to give me anything definite, he hinted that it will deal with favorable pairings.
- 2) He briefed 20 columnists and political writers yesterday in Washington. He dealt with his two most recent polls on Vietnam. They showed the American people taking a tougher stand on the war -- heavily favoring escalation over de-escalation, and definitely supporting the Administration position that the war is presenting further Communist aggression in Southeast Asia. Harris feels, and I agree, that this poll is one of his most significant. He said it went over very well with the columnists and newsmen.
- 3) He said he was called by a Russian UN official about this Vietnam poll. The Russian was impressed by it. Lou said that the Japanese often call him about polls and say that the Chinese pay a great deal of attention to them as reliable indications of American public opinion.

COPY

Lyndon Baines Johnson Library

In view of the possible impact of this Harris poll both here and abroad as revealing the American people's determination to see this war out, it should get wide distribution. I suggest that copies be widely distributed through the following channels:

- The State Department to the foreign diplomatic community here and abroad.
- The USIA to foreign media and opinion leaders through broadcast and other media.
- The Vietnam Information Group.
- The Citizens Committee for Peace with Freedom in Vietnam (The Douglas Committee).
- Cabinet and Subcabinet spokesmen.
- The DNC to State and county organizations via appropriate media.

Over and above this distribution, the findings of this poll about American attitudes on Vietnam should be reflected in the language of the State of the Union Message.

Copies of the polls are attached.

Attachment