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## VIETNAM ISSUE SHOWN AS INCREASING DILEMMA FOR NIXON

[Article by Hong Ha: "Nixon in the Muddle"; Hanoi, Nhan Dan, Vietnamese, 16 October 1969, p 3]

Recently, there has been published in the U.S.A. a best seller entitled "The Selling of the President in 1968." On the cover of the book, was printed a pack of American cigarettes with the brand name of Nixon's forbidding face. McGinniss, the author, presents many documents to show the readers how a hard-pressed politician, defeated in the presidential race of 1960, with a grudging dislike for the press, who had told newsmen in anger when he had to withdraw from the political scene in 1964 "From now on, you will no longer have Nixon to attack," succeeded in becoming President of the U.S.A.

Actually, according to the author, it was not that the American public had elected Nixon president. They only bought a psychological image put out by the American advertising firms. It was exactly like when these firms advertise "quick work and inexpensive white detergent," or "good flavored, delicious, refreshing and nutritious soft drinks." The American public bought Nixon as if they had bought a new car or a new-fashioned skirt. The author, McGinniss, put out as evidence the papers of the Madison Avenue advertising company which organized big advertising campaigns for Nixon as President. The analytical research of that firm before the electoral campaign, described which parts of Nixon "that will not sell," and which "that will sell," and what should be the appropriate "cover up" for the Nixon goods.

The American publicity experts found that the kinds of Nixon goods "that will not sell" were: his "forbidding," uninspiring, cold face, besides his militant political standpoint. Therefore, in 1960, when John Kennedy and Richard Nixon sat side by side in front of the television camera, and when their pictures appeared on the television screen, viewers found out right away that Nixon would undoubtedly be defeated. From then on, Nixon bitterly hated the television networks. Madison Avenue advertising firms, however, still found it necessary to use television to bluff the American public. They reasoned that "A politician writing papers must

present extraordinary good ideas in order to convince the readers, but even a dumb politician can appear on television and get as good result by just being able to give a big smile and a few sonorous statements devoid of any meaning. Presidential oters, like the shoppers, are like children who are usually more thrilled with the aluminum foil wrapping the Christmas present than with the present itself."

And thus, Nixon started learning to speak, to sit, to smile, to raise his hand, to laugh and to blow his cheeks: "The U.S.A. needs a new leader, a new ideology, a new policy to end the war in Vietnam."

Nixon, the U.S. President, is still the same old Nixon, pursuing the war of aggression in Vietnam by more atrocious and intriguing maneuvers than those used by Johnson. The American buyers have realized that "the Nixon goods" is too bad. The American people's anti-war movement is spreading in the U.S.A. and has developed into bigger and stronger frameworks than has ever been seen in the American history. "The fall offensive" of the American people against the war of aggression in Vietnam, and against Nixon's policy has begun with the power of millions of persons from university students, and professors to congressmen, businessmen. Nixon has been attacked from all sides, cursed by people everywhere. Nixon's statement of "being indifferent to the anti-war movement" is like more fuel pouring into the already blazing flame of the big struggling fire of the American people. That is a very stupid and at the same time a very recalcitrant statement made by Nixon.

In fact, Nixon is in a big mess and is more frightened than every before of the wave of demands to put an end to the Vietnam war which is descending on the White House. Nixon and his group try to appear calm vocally but actually are trembling internally. Day and night they have to find ways to counter the struggle of the American people demanding an end to the war of aggression in Vietnam. They continuously display many tricks aiming at pacifying the public opinion and the anti-war movement. They spread out the news of "a lull in the fighting in South Vietnam" and "the lowest American casualties in 3 years," while the American forces were being attacked repeatedly in South Vietnam and suffered enormous casualties. They fabricate the news of "having secret meeting between the U.S. and the Democratic Republic of Vietnam," they blow it up so as to tell every one to sit tight, not to struggle, so that they can "negotiate secretly" and thus, be able to prolong their war of aggression. Minister Xuan Thuy in Paris, today has definitely rejected all the rumors about "secret meetings." Nixon and his gang also take advantage of the emotion of the captured American bandit pilots' wives to send a number of them to Paris to see our representatives to inquire of the new of their husbands and sons, so as to excite the American public opinion to shift the attacking spear towards us, and to shy away from the precipitated withdrawal of all the American troops from Vietnam. Those American women came to our Delegation's headquarters, and were shown films and documents showing the abominable crimes committed by the American soldiers in Vietnam, and were explained

that the real cause of their sufferings is Nixon himself. In order to calm the American public opinion, the Nixon gang has just announced the dismissal of Hershey, the man in charge of the American draft board, who is responsible for forcing many American youths into going to die in Vietnam and who has been hated by the American people for many years. They also suddenly called Cabot Lodge and Habib of the American negotiating team in Paris back "to receive orders," so as to make people think they were going to advance "new initiatives to end the war," consequently, should not fight against or criticize them any longer. They set up the scene for Pham Dang Lam, the representative at the Paris peace talk of the Saigon rebel authority, to speak at the recent 37th session, after swallowing down a sip of water and re-adjusting his tie, in a very slow and "theatrical" manner: "Today, I ... would like ... especially to call the attention ... of distinguished delegates to President Nguyen Van Thieu's statements of 6 October 1969 ...," hoping to make people think that the puppet Saigon group also has "good intentions" now to end the war quickly. But in four press conferences, and in the Western public opinion here, nobody even deigned question or mention the so-called "ceasefire" proposition put out by that war monger leader of the traitors, Nguyen Van Thieu.

The Nixon gang will certainly put out other demonic tricks in order to shy away from the powerful attack by the American people demanding an end to the war of aggression in Vietnam, and to hope to prolong that ignominious and atrocious war. Nixon is using again Johnson's old tricks, the tricks which could not prevent Johnson from being kicked out of the White House to have to withdraw to his Texas ranch.

The European and American press paid close attention and emphasized strongly Minister Xuan Thuy's statement in Paris, which reaffirmed clearly the two conditions for achieving peace in Vietnam: the complete and rapid unconditional withdrawal of all American and American allied troops from Vietnam and the establishment of a provisional coalition government in South Vietnam with the duty of organizing the free and democratic general election. At the request of millions of American people, Madame Nguyen Thi Binh has dispatched to the U.S.A. tapes of her voice, the voice of the heroic South Vietnam sending greetings to the American people and demanding the imperialist Americans end the war of aggression in South Vietnam, to be heard during the big anti-war meeting on 15 October 1969 in the U.S.A.

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