

L.T. AMERICAN TOBACCO, G.M. PARTS, PLOUGH

CHICAGO-- MONDAY, APRIL 1, 1968

GOOD EVENING EVERYBODY:

President Johnson once again hailed as the President of all the people when he made his surprise appearance today; and what a surprise! Here in Chicago, before the Association of Broadcasters Convention -- less than twenty-four hours after his stunning announcement, removing himself "irrevokably" as a possible candidate for re-election, the President boarded his special plane and flew here where some five thousand radio and T.V. people are in session.

Main thrust of the President's speech -- an appeal to North Vietnam to accept "in good faith" his latest peace offer; so that one night soon -- said he -- "the news will show not another battle in the scarred hills of Vietnam -- but men entering a room to talk about peace in Vietnam."

LT--CHICAGO

In a life time of speaking I have been interrupted by hecklers, by rioters, in India, even by lightening -- but today was the first time I was ever interrupted by a President of the United States. A few minutes before I was introduced to the delegates to the N.A.B. convention, word came that the President's plane had landed at O'Hare. Then, ten or fifteen minutes after I was underway in he came. Some of the CBS and Capital Cities associates said that as a veteran showman they were sure I had arranged it all; for dramatic effect.

Later, when I resumed I called on the audience to give the President another salute and I spoke of him as a man who had carried as great a burden as any man in history and had given unsparingly of himself for what he thought best for his country and mankind. Whereupon the N.A.B. convention gave LBJ another great ovation.

VIETNAM

As for Vietnam -- the President's promised bombing halt was officially taking effect today. American planes restricting their attacks on North Vietnam -- to border areas -- and the DMZ.

At last report though -- the war was continuing apace in South Vietnam. Indeed, Viet Cong misslemen were blasting away today at a big oil complex barely three miles from Saigon. Second such attack -- in as many days.

PEACE

As for overseas effect of the President's new peace bid -- first solid reaction from London, where the British government announced today it is consulting with the Soviet Union -- with a view to initiating a new Geneva Conference on Vietnam.

British Foreign Secretary Michael Stewart -- saying he would also attempt to enlist the support of UN Secretary General U Thant, in hopes of securing a brief cease fire -- on both sides -- to facilitate the start of negotiations.

NEW YORK

In New York today Senator Robert Kennedy was holding a press conference. Suddenly the front runner in a wide open race for the Democratic nomination, Kennedy was hailing the President for quote his "courage and generosity of spirit." As demonstrated -- said he -- by the Presidents "magnanimous" decision -- subordinating "self to country."

Kennedy going on to say -- that he hopes to meet with the President "as soon as possible." Purpose -- said he: "To discuss how to work together -- in the interest of national unity -- during the coming months."

A few hours later on his return to Washington, the President said he would be willing to meet with Senator Kennedy at the Senator's convenience.

MEXICO CITY-HURON

What of Hubert Humphrey? Answer -- for now, at any rate -- from Mexico City. Where an aide to the Vice President said today -- he will have no immediate comment on a possible presidential bid.

Be that as it may -- South Dakota Democrats have already launched a Humphrey for President movement. Their goal -- said party leaders: to "put a stop -- to the people who have been trying to split the Democratic party."

SACRAMENTO

On the Republican side -- in New York -- Richard Nixon was also weighing the President's words today; coming to the conclusion -- said he -- that a bombing halt in Vietnam "by itself would not be a step for peace." Adding, however, that he would postpone a comprehensive statement -- until late in the week. This -- said Nixon -- "in order to avoid anything that might -- even inadvertently -- cause difficulty for our negotiators."

Not so, -- Ronald Reagan. At Sacramento -- the California Governor today sharply criticizing the President -- for so called "de-escalation" of hostilities. Said Reagan: "If I were a GI -- I'd wonder why I should stick my head over a parapet now -- when my country can't seem to decide whether or not we are at war."

As for New York's Governor Rockefeller -- he was indicating today a possible reassessment of his own recent decision -- not to be an active candidate. Said ~~Reagan~~

SACRAMENTO--2

Rockefeller: "I am a great believer in waiting -- and absorbing what's going on." He added that "decisions made in haste -- often turn out to be wrong."

The Pentagon said, however, that total call-up in the weeks and months ahead -- will reach perhaps an additional fifty thousand men -- to be held in readiness here in the United States -- against any eventualities.

A day of high drama, Warren.

PENTAGON

Meanwhile, back in Washington -- the Pentagon moved swiftly today; to implement the President's planned callup of reserves -- to bolster U.S. forces both at home and abroad. First call-up expected within the next three days -- said defense officials. (From these to come some of the supply forces -- a total of Thirteen thousand, five hundred in all -- needed to give certain units "maximum combat effectiveness" in Vietnam.)

The Pentagon adding, however, that total call-up in the weeks and months ahead -- will reach perhaps an additional Fifty thousand men -- maybe more. These additional troupes to be held in readiness here in the United States -- against any eventuality.

A day of high drama, Warren.

STOCK EXCHANGE

Reaction to all this on the New York Stock Exchange -- a sudden surge of record buying. With total sales for the day -- reaching Seventeen million, seven hundred and thirty thousand shares. More than a million over the old mark -- set on "black friday" Nineteen twenty-nine -- when the bottom fell out of the market.

Somewhat the reverse -- this time though. The Dow Jones Industrials -- soaring more than twenty points.