

Friday Oct 17

The "High Prices" radio speech. After several rejections because of non-people type language he finally got the inflection speed down to a high prices speech. P read it for live radio at 8:00 on all four networks. Then shot 1 min on film for TV news. Made all the papers, all radio sets live & replay, and all TV net news. Damn good parody. Plus we're mailing & have an intensive follow-up plan for promotion. Did this one right all the way - for once. P. Very pleased - the earlier in day he said he wouldn't do the TV.

UAC mtg this morning & a few appts. Early PM clear to prepare for speech. Then a session w/ Dr. Robert Thompson re plan for ending Vietnam. Then off to CO for the weekend w/ Pat Belk, E & Mr. Inne. We had staff session there re plan for Nov 3 & Nov 15 - & maximum for. Agreed to basic plan of business as usual - to further concept that P has a plan, it's working - and he will discuss it Nov 3. K. has all sorts of signal-type activity going on around the world to try to pin Soviets & NVN - appears to be working. Because Dobry was asked for early mtg - which we have set secretly for Monday. K. thinks this is good chance of being the big break - but that it will come in stages. P. is more skeptical.

E gave P. the story on cybernetics & necessity for Frick to pull all dialectic softwares off the market. Will create huge problems for friends like Don Kendall & Art Linkletter.

P. is calling Helms & Cushman of CIA to CO. Bureau and then Laird, Mitchell & Rogers on Sunday. Will give pretty strong impression of major peace activity again.

Again today several long introspective chats - as he continued process of re-orienting & building new approach to job & to the current problem.