MEMORANDUM FOR BOB HALDEMAN
FROM: JIM KEOGH

SUBJECT: Acknowledgement of Response to the President's November 3 Address

The President's Vietnam speech, as you know, is producing an enormous amount of mail. It surely will go beyond the 19,000 telegrams and 180,000 letters and cards which resulted from the October 15 demonstration. Despite the fact that other major projects and acknowledgement of the moratorium letters have created great backlogs in the White House mail and correspondence sections and in the Departments of Defense and State, we must move quickly to respond to the new flood of mail.

Therefore, I recommend:

1. That the attached draft card text be approved for acknowledging messages of response to the President's November 3 speech:

   Approve: ☑️  Disapprove: ______

2. That preparation of envelopes for the cards be contracted to a commercial firm and that the names be recorded on tape for use in future mailings:

   Approve: ________  Disapprove: ________
Your support in our struggle for peace in Vietnam means a great deal to me. Although the vast volume of mail that has poured into my office makes it impossible for me to send a personal reply to your generous message, I want you to know how pleased I was to hear from you and how much I appreciate your thoughtful concern for our country.
November 4, 1969

MEMORANDUM FOR

H. R. Haldeman

SUBJECT: Acknowledgment of Response to the President's November 3 Address

The President's address last night has already produced an exceptional volume of early response and can be expected to generate even more mail than the 19,000 telegrams and 180,000 letters and cards which resulted from the October 15 demonstrations. Other major projects have created backlogs in the White House mail and correspondence sections and in the Departments of Defense and State, which are preparing envelopes for the 35,000 cards from the President to citizens who commended his efforts after October 15.

RECOMMENDATIONS:

1. That the attached draft card text be approved for acknowledging messages of response to the President's November 3 speech:

   Approve: ____________  Disapprove: ____________

2. That preparation of envelopes for the cards be contracted to a commercial firm and that the names be recorded on tape for use in future mailings:

   Approve: ____________  Disapprove: ____________

James Keogh

RECEIVED
DEC 8 1969
CENTRAL FILES
The knowledge of your backing in our struggle for peace in Vietnam means a great deal to me. Although the great volume of mail which has flooded my office makes it impossible for me to send a personal reply to your generous message, I was very pleased to hear from you and I want you to know how greatly I appreciate your thoughtfulness.
MEMORANDUM FOR MR. H. R. HALDEMAN

FROM:    DWIGHT L. CHAPIN

RE:     White House Mail Received Today

Total Mail Received November 5, 1969

6,550    Letters
525      Cards
7,075    Total

Of the incoming mail, 4,275 pieces were processed and read. Of this mail processed, 1,385 pieces related to the President's speech and the breakdown is as follows:

Pro-Speech      1,255
Con            124
Comment        5

1,385