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POLITICAL ACTIVITIES OF THE
JOHNSON WHITE HOUSE, 1963–1969

Part I. White House Central and Confidential Files

Series A.
Candidates, Campaigns, Elections, and Parties

Series B.
Political Activities by State

Series C.
Public Opinion Polls

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# TABLE OF CONTENTS

Introduction ........................................................................................................... v
Source and Editorial Notes .................................................................................... xi
Initialism List .......................................................................................................... xii

**Part I, Series A: Candidates, Campaigns, Elections, and Parties**
- Table of Contents ................................................................................................. 3
- Scope and Content Note ....................................................................................... 7
- Reel Index ............................................................................................................. 11
- Subject Index ...................................................................................................... 41

**Part I, Series B: Political Activities by State**
- Table of Contents ................................................................................................. 73
- Scope and Content Note ....................................................................................... 75
- Reel Index ............................................................................................................. 81
- Subject Index ...................................................................................................... 93

**Part I, Series C: Public Opinion Polls**
- Table of Contents ................................................................................................. 109
- Scope and Content Note ....................................................................................... 111
- Reel Index ............................................................................................................. 113
- Subject Index ...................................................................................................... 125
INTRODUCTION

In the wake of sizable Democratic losses in the 1966 elections, columnist Marianne Means wrote shortly after the voting that "frightened and frustrated local Democratic leaders are complaining that Lyndon Johnson is no better at precinct politics than was Dwight D. Eisenhower." Means acknowledged that it was "ironic" for such complaints to be made against Lyndon Johnson for "neglecting his responsibility to his party. For no man ever came to the presidency with greater political credentials than Johnson, an acknowledged legislative genius." Nonetheless, Means concluded, the Democrats were in "a state of near collapse" just two years after Johnson's landslide trouncing of Barry Goldwater and the Republicans.¹

Means's contemporary analysis identified one of the great puzzles of Lyndon Johnson's career. How did a man so renowned as a consummate political operator bring the Democrats to such disarray by the end of his presidency? Johnson's policies on Vietnam and the Great Society obviously played a central role in the problems of his party in the 1960s, and what Johnson did as president shaped the way Democrats fared at the polls in 1966 and 1968. On the other hand, Johnson's performance as a national politician has not been much examined, and there are few recent treatments, based on primary sources, of the history of the Democrats in the 1960s.²

The publication of the political files from the White House Central Files will allow researchers on the Johnson presidency to begin probing the relations between the White House and the Democrats in a more systematic manner. These rich files contain data on public opinion, internal Democratic organization, fund raising, and the workings of the state parties under Lyndon Johnson. Amid the regular correspondence that comes to any president on political issues, there is here a substantial body of important documents that reveals how Lyndon Johnson and his aides viewed partisan affairs and pursued the interests of the Democrats as the White House conceived them.

The dominant sense in these files is that Lyndon Johnson himself wished to keep close control of his party in the hands of the president. Appointments to key positions in the Democratic National Committee (DNC) went through the Oval Office, and the agents of the president, such as White House staff member W. Marvin Watson and the postmaster general, Lawrence F. O'Brien, counted for much more than the chairman of the DNC, John Bailey. In the sphere of fund raising, Johnson worked through both his close associate, Arthur Krim of United Artists, and the President's Club. Less attention was given to raising money at the grassroots of the party. Other presidents had followed similar approaches, but Johnson's success as a political leader depended on his personal standing rather than institutional support from the structure of the Democratic party.³

Lyndon Johnson rarely articulated his view of what the Democratic party ought to be, but his actions, as recorded in these files, suggest that he regarded partisanship as less compelling than forging a consensus that embraced Republicans, independents, and sympathetic Democrats who adhered to his politics. This style worked brilliantly in 1963 and 1964, especially when his presidential opponent became Barry Goldwater. A consensus could be developed that Lyndon Johnson was the preferred choice over an extreme conservative with erratic views. With Goldwater defeated, the question then arose whether a nonpartisan, consensual style left the Democrats weakened before a resurgent, well-organized, and more united Republican opposition. To one irate Ohio Democrat in 1966, the president's aim was to "pay no attention to the Party as such. Take it for granted and cultivate Republicans, businessmen, newspapers, and ethnic groups."⁴

Such intraparty criticism would have seemed improbable in the heady days of 1964 when events went Johnson's way politically at almost every key point. The records in the Political Files indicate the success the president had in raising money, enlisting moderate Republicans on his side, and defusing
any Goldwater rebound after the disaster of the Republican National Convention. Even mistakes such as the anti-Goldwater commercial that had a little girl picking daisies before a mushroom cloud appeared, did not hurt Lyndon Johnson's momentum.⁵

Democrats continually warned each other against overconfidence. “I suggest that it is time someone said to the President what apparently no one has yet said to him,” Henry Wilson wrote O'Brien in July 1964, “that he could lose this election.” It was hard, in the face of such favorable poll results, to remain worried about possible defeat. “One of the great problems unquestionably,” Kenneth O'Donnell informed Johnson on October 3, 1964, “is a sense of overconfidence which leads to apathy in the field.” Polls reaching the White House at this same time had Johnson ahead by ten points in Republican states such as Iowa and Idaho, fifteen points in Kansas, and thirty-three points in Delaware.⁶

The White House used the polling services of Oliver Quayle and his agency in the campaign. Quayle supplied highly informative and detailed analyses of voter sentiment in cities and states, documents that represent one of the most illuminating aspects of the political data in this collection. By the 1966 elections, of course, the story that the polls told was much different from the president’s high standing in 1964. Throughout these years the Quayle polls were an important component in the political judgments that the White House reached.⁷

The Democrats fought hard in 1964 to make sure that a decisive victory came. When Goldwater voted against Medicare in the late summer of 1964, Bill Moyers called it “a great opportunity for us to beat him to death among these older people if we just play it right.” Jack Valenti advised that “we ought to treat Goldwater not as an equal, who has credentials to be president, but as a radical, a preposterous candidate who would ruin this country and our future.” In this spirit, the Democrats spent the money for the television time and other advertising they needed to complete the rout of the GOP. These large expenditures, however, came back to plague the party after 1965.⁸

The dominant theme of the files in 1964 is an incredulous euphoria that everything was working so well. Endorsements from major newspapers flowed in, the crowds were friendly and receptive, and Hubert Humphrey seemed the ideal running mate in contrast to his colorless GOP counterpart, William Miller. By November 2, McGeorge Bundy was predicting that “it looks as if you are about to have the biggest victory of the century.” Bundy cautioned, however, that among the press “there is going to be a backlash” because journalists “believe that they have been very generous to us during the campaign, and they are just waiting for a chance to even the score.”⁹

By the time the White House began to prepare for the congressional elections of 1966, the political landscape of the United States looked much less appealing to the Democrats than it had in the weeks after the 1964 landslide. In late January 1966 a White House aide informed Marvin Watson that, despite the triumph in 1964, the enactment of Great Society legislation in 1965, and widespread economic prosperity, “we none the less have several exposed flanks which are vulnerable to Republican attack.” One of these, of course, was Vietnam, where “we cannot forecast the length of the casualty list or the effectiveness of the Republican thrust in this area.” Another potential weakness they faced was “that the Democratic party structure generally is in bad shape.”¹⁰

Determining why the party had reached such a condition will require a careful analysis of these files, but there are many interesting clues that a survey reveals. In 1965 the Democrats had money problems that persisted after the 1964 campaign, and dunning letters appear from those who had supplied services to the party during the election. Maxwell Dane, of the advertising agency of Doyle Dane Bernbach that the Democrats had used in 1964, complained to Bill Moyers about an unpaid account of $350,000 in November 1965. A note on Dane's letter indicated that Lyndon Johnson’s illness in the fall of 1965 had interfered with the anticipated flow of revenues. In 1965, the president’s men told each other about the need to emphasize voter registration as a key to Democratic success. In contrast, Marvin Watson in February 1965 had turned aside a request from Vice President Humphrey for an expanded registration effort among black voters.¹¹

The Vietnam issue was also tearing at the Democrats among the electorate in 1966. Bill Moyers passed on to the president in June, the comment from pollster Lou Harris: “the people are in a foul mood over Vietnam; there is no getting around that fact. The overwhelming sentiment is not for the United States to withdraw; it is, rather, ‘why can't we get it over with?'” Watson found similar feelings
in the polls he sent to Johnson at this time from Iowa and New Hampshire, with hawkish feelings ascendant in the New England state.\textsuperscript{12}

The White House tried in 1966 to find an appropriate role for the president in the elections. Bill Moyers argued that "being President will be the biggest asset we have in the campaign and on Election Day; we can use it to command the headlines, show initiative and leadership, and impress the Nation and the world." Along with this above-the-partisan battle stance, Jack Valenti suggested "a line for columnists and reporters: The Viet Cong is watching the elections in November. If the President suffers defeat, they will not agree to peace talks for they will believe the country has deserted the President. If, however, the President wins in November, they will agree to sit down and talk, for it will be clear the country is with the President." What the Johnson administration did not do was wage a campaign in behalf of Democratic candidates in the fall of 1966. An Asian tour took Lyndon Johnson out of the country for the last two weeks of October, and Hubert Humphrey carried the load of campaigning for the national party. In the elections, the Republicans gained forty-five seats in the House, won several key Senate races, and picked up nearly a dozen governorships.\textsuperscript{13}

As the 1968 presidential election became the focus of Democratic activity, the White House intensified its efforts to follow the performance of those who might challenge Lyndon Johnson for the nomination within the party and to monitor potential Republican opponents as well. The White House and Arthur Krim sparred with Robert Kennedy about whether money from functions of the President's Club in New York should leave the state. Later in 1967, the DNC, with the approval of the White House, sent out to party leaders a column attacking an effort to draft Kennedy for president. When Senator Eugene McCarthy began to think about running against Johnson, John P. Roche of the White House staff wrote the president that "there is a new McCarthyism loose in the land." A month later in November 1967 Roche reported that he had organized "a task force on the 'McCarthy Caper'" in which "we are making life interesting for Eugene."\textsuperscript{14}

Governor George Wallace too was the subject of such attention. While a Wallace candidacy might aid the Democrats in the South, as some party members believed, Roche was equally convinced that it would hurt the party in the North. He told the president in March 1967, "unless the Republicans do us a favor by nominating another Neanderthal on foreign policy, 1968 could be the 'backlash year' in traditionally Democratic sectors of the electorate." Three months later, Roche called Wallace "a cunning scoundrel who knows how to capitalize on his assets."\textsuperscript{15}

Republican maneuvers were carefully tracked and their fluctuations in the polls charted. Ronald Reagan was even then a political phenomenon whom Democrats imperfectly understood. White House attempts to aid Governor Edmund G. Brown against Reagan in the 1966 California state elections were ineffective. George Romney's aspirations were observed on "a day-to-day basis" within the DNC with the results sent on to Marvin Watson. The upward movement of Richard Nixon in the presidential race became a theme of the polls that went to Lyndon Johnson. By late 1967 the White House staff, at the president's direction, was keeping "the book on the five GOP contenders for renomination."\textsuperscript{16}

The White House political files also show the slippage in Johnson's standing as a president and party leader in the crucial months from July 1967 through April 1968. By August 1967, the Harris polls had his favorable rating down to 39 percent, the lowest since he took office. His old friend James Rowe wrote him in October 1967 that "it is necessary and desirable for you to speak as the Democratic Party leader." Rowe was very candid about Johnson's perceived shortcomings. "The Democratic Party people I see from all over the country really believe (a) you do not understand them or (b) if you do, [you] couldn't care less about them."\textsuperscript{17}

Johnson's political difficulties grew in the first quarter of 1968. In Wisconsin, where a key early primary would occur on April 2, Marvin Watson had heard in December 1967 that "this is a state fraught with problems for the Administration." Eugene McCarthy, now a declared candidate, had in Wisconsin "the best chance to pick up a chunk of embarrassing support." After McCarthy's unexpectedly strong showing in New Hampshire in March 1968, the chairman of the Johnson campaign in Wisconsin said that a loss there "would cause a lot of people to 'tear loose'" from the president "in view of considerable public disenchantment" with how the South Vietnamese were waging the war.\textsuperscript{18}
The mounting tension about the president's decline comes through vividly in the political memos that Johnson received as March drew to a close. "How many people today remember that Bobby Kennedy recommended giving blood to the Viet Cong?" asked Larry Temple as he urged Johnson to name a cabinet officer to respond immediately to antiadministration statements from either Kennedy or McCarthy. By March 29 George Christian reported, after a talk with mayor Richard Daley of Chicago, that "he feels we are losing the people on Vietnam." 19

Johnson withdrew as a presidential candidate two days later. The 1968 presidential election went on, and the political files reveal Johnson's continuing interest in the fate of his policies and his desire to see the Democrats adhere to them. When there was a public hint that Vice President Humphrey might accept a compromise Vietnam plank at the Democratic National Convention in August, White House staffers called the vice president's aides, who responded that "all this talk about compromise is a lot of bull." In late September, Humphrey spoke out to put distance between himself and Johnson on the Vietnam issue. Walt Rostow and other aides advised the president on how the response to the Humphrey initiative should be shaped to minimize the divergence with the administration's views. 20

In 1968, the state of Texas went for Hubert Humphrey and the Democrats. Texas politics understandably occupied a good deal of Lyndon Johnson's time as a politician from the day he became president. The Political Files for Texas are voluminous and indicate what researchers can expect to find for other key states such as New York, Massachusetts, and California. The Texas documents cover the rapprochement with Johnson's old adversary, Senator Ralph Yarborough, in 1964, the bitter senatorial race in 1966 between Waggoner Carr and John Tower, and the heated campaign to carry the state for Humphrey. The files also include a long and most informative background memorandum from George Reedy, written in the spring of 1968, on the political situation that Lyndon Johnson faced in the 1950s. By October 1968, James Rowe told President Johnson that Humphrey's campaign tour in Texas "was far better and more successful than even the eastern papers made it out to be," foreshadowing the party's success in that one key Sunbelt state in the race against Nixon. 21

Lyndon Johnson himself is a pervading presence in these files, though his personal touches, other than letters prepared for him, are largely in the form of written comments on the documents he received. When he wanted some positive poll results made public in 1966, he told Marvin Watson: "We ought to ask [Hayes] Redmon and [Fred] Panzer to get up statements for members of Congress to make on the good portions of the polls." A memorandum about fund raising for congressional candidates, including Edward Garmatz of Maryland, evoked the tart presidential inscription: "We don't have a dime & why do we help Garmatz." To the members of the Democratic Study Group in the House of Representatives, who wanted money from the DNC, Johnson wrote in 1967: "Tell them we helped raise 3/4 mil las yr & this year Cong. Com. handles their needs." A careful survey of these Johnsonian notes will say much about how the president functioned personally as a politician. 22

In the same way, these Political Files as a collection will be indispensable for the history of the Democratic party in the 1960s. They do not, of course, contain the whole record. When used in conjunction with the Files of Marvin Watson, however, the political files will allow students of Lyndon Johnson, his presidency, and the Democratic party to measure with greater precision the extent to which this strong and resolute chief executive was not able to operate on the national political scene with the same effectiveness he had displayed in Texas and in the U.S. Senate. These documents will also help answer Marianne Means's questions of 1966 and thereby indicate why Lyndon Johnson's legacy to the Democratic party remains so ambiguous and controversial.

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NOTES

All citations are from White House Central Files Political (PL) unless otherwise indicated. Lyndon Johnson is referred to as LBJ.


3. See, for example, Richard Maguire to Walter Jenkins, May 25, 1964, PL 3, Box 110; Marvin Watson to LBJ, November 17, 1966, Executive (EX) PL 3, Box 111.


5. For comments on the famous “daisy” commercial, see, among many others, M.J. Adams to LBJ, September 13, 1964; Hal Ackerman to LBJ, September 14, 1964, PL 7, Box 121.

6. Henry Wilson to Lawrence F. O’Brien, July 8, 1964, EX/PL 2, Box 83; Clifton Carter to Jack Valenti, October 2, 1964; Kenneth O’Donnell to LBJ, October 3, 1964, EX/PL 2, Box 84.

7. Oliver Quayle Company, “A Survey of the Political Climate in New Hampshire,” June 1966, White House Central Files, Public Relations (PR) 16, Box 82, is the kind of poll that the Quayle Company supplied in abundance.

8. Bill Moyers to LBJ, September 2, 1964, EX/PL 2, Box 83; Jack Valenti to LBJ, September 7, 1964, EX/PL 2, Box 84.

9. McGeorge Bundy to LBJ, November 2, 1964, EX/PL 2, Box 86.


11. Maxwell Dane to Bill Moyers, November 16, 1965, PL 3, Box 113; Marvin Watson to Hubert Humphrey, February 15, 1965, EX/PL 2, Box 86.

12. Bill Moyers to LBJ, June 9, 1966, and Marvin Watson to LBJ, June 8, 1966, PR 16, Box 82.

13. Bill Moyers to LBJ, July 17, 1966, and Jack Valenti to LBJ, August 29, 1966, EX/PL 2, Box 86.

14. Marvin Watson to LBJ, January 5, 1967, EX/PL 3, Box 111; John Criswell to Marvin Watson, September 14, 1967, PL, Robert Kennedy, Box 4; John Roche to LBJ, October 19, 1967, EX/PL, Confidential File, Box 77; John Roche to LBJ, November 13, 1967, EX/PL, Confidential File, Box 76.

15. John Roche to LBJ, March 15, 1967, EX/PL 6-2, Box 116; John Roche to LBJ, June 6, 1967, EX/PL, Confidential File, Box 76.


17. Fred Panzer to LBJ, August 11, 1967, EX/PL 2, Box 87; James Rowe to LBJ, October 2, 1967, EX/PL 3, Box 111.
18. John Criswell to Marvin Watson, December 11, 1967; Nicholas Katzenbach to Marvin Watson, March 20, 1968, PL/ST 49 (Wisconsin), Box 76.

19. Larry Temple to LBJ, March 26, 1968, and George Christian to LBJ, March 29, 1968, EX/PL 2, Box 89.


21. James Rowe to LBJ, October 28, 1968, EX/PL, Hubert Humphrey, Box 25; George Reedy to Ernest Goldstein, May 23, 1968, EX/PL/ST 43 (Texas), Box 70.

22. LBJ to Marvin Watson, June 22, 1966, attached with Robert Kintner to LBJ, June 22, 1966, PR 16, Confidential File, Box 81; Charles Roche to Marvin Watson, September 6, 1966, EX/PL 2, Box 86; Marvin Watson to LBJ, June 8, 1967, EX/PL, Box 2.
SOURCE AND EDITORIAL NOTES

The material in this micropublication has been reproduced from the holdings of the Lyndon B. Johnson Library, Austin, Texas. It is from the White House Central Files Subject Categories: Political Affairs (PL) and its subdivisions, and the Public Relations (PR) subdivision on public opinion polls in the White House Central Files. The "Executive" file material of each Political Affairs subject category and subdivision has been filmed in its entirety. The voluminous "General" material in the Political Affairs subject category and its subdivisions has not been filmed. The "Executive" and "General" material in the Public Opinion Polls of the Public Relations subject category has been filmed in its entirety.

The "Executive" material, noted above, consists of correspondence and reports of particular importance due either to their source or content, and generally includes documents received from and sent to executive agencies and departments, members of Congress, and other prominent correspondents. Additional material includes documents that were acted on or brought to the attention of the president or a designated White House official. The "General" material consists of correspondence and reports from the general public, and other sources that, while noteworthy because they are addressed to the president, are not as important from the viewpoint of level of handling or subject matter. A description of the White House Central Files, a further description of "Executive" and "General" materials, and descriptions of the subject categories and subdivisions used in this micropublication can be found in the Scope and Content Note for each series.
INITIALISM LIST

The following initialisms are used throughout this guide and are spelled out here for the convenience of the user.

<table>
<thead>
<tr>
<th>Initialism</th>
<th>Full Form</th>
</tr>
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<tbody>
<tr>
<td>ADA</td>
<td>Americans for Democratic Action</td>
</tr>
<tr>
<td>AFL-CIO</td>
<td>American Federation of Labor and Congress of Industrial Organizations</td>
</tr>
<tr>
<td>COPE</td>
<td>Committee on Political Education (AFL-CIO)</td>
</tr>
<tr>
<td>DNC</td>
<td>Democratic National Committee</td>
</tr>
<tr>
<td>DSG</td>
<td>Democratic Study Group</td>
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<tr>
<td>HHH</td>
<td>Hubert H. Humphrey</td>
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<tr>
<td>IRS</td>
<td>Internal Revenue Service</td>
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<tr>
<td>NAACP</td>
<td>National Association for the Advancement of Colored People</td>
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<tr>
<td>RFK</td>
<td>Robert F. Kennedy</td>
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POLITICAL ACTIVITIES OF THE
JOHNSON WHITE HOUSE, 1963–1969

Part I. White House Central and
Confidential Files

Series A.
Candidates, Campaigns, Elections, and Parties
# TABLE OF CONTENTS

Scope and Content Note ........................................................................................................................................... 7

Reel Index

**Reel 1**

| PL Political Affairs [General] | ............................................................... | 11 |

**Reel 2**

| PL Political Affairs [General] cont. | ............................................................... | 12 |
| PL/A–Z Political Affairs: Individuals Recommended for Vice-Presidential or Presidential Candidates: A–Z | ......................................................... | 13 |
| PL/Humphrey, H.H. Political Affairs: Humphrey, Hubert H. | .................................................. | 13 |

**Reel 3**

| PL/Humphrey, H.H. Political Affairs: Humphrey, Hubert H. cont. | .................................................. | 13 |
| PL/Humphrey, H.H./Pro Political Affairs: Humphrey, Hubert H./Pro Correspondence | ........................................ | 13 |
| PL/Kennedy, R.F. Political Affairs: Kennedy, Robert F. | .................................................. | 13 |
| PL/Kennedy, R.F./Pro/A–Z Political Affairs: Kennedy, Robert F./Pro Correspondence/A–Z | ........................................ | 13 |
| PL/Kennedy, R.F./Con/A–Z Political Affairs: Kennedy, Robert F./Con Correspondence/A–Z | ........................................ | 13 |
| PL/Kennedy, R.F./Pro-Con Political Affairs: Kennedy, Robert F./Pro-Con Correspondence | ........................................ | 14 |
| PL/McCarthy, Eugene Political Affairs: McCarthy, Eugene | ................................................ | 14 |
| PL/McCarthy, Eugene/Con Political Affairs: McCarthy, Eugene/Con Correspondence | ........................................ | 14 |
| PL/McNamara, Robert S./Pro/A–Z Political Affairs: McNamara, Robert S./Pro Correspondence/A–Z | ........................................ | 14 |
| PL/Nixon, Richard Political Affairs: Nixon, Richard | .................................................. | 14 |
| PL/Republicans for Johnson Political Affairs: Republicans for Johnson | ....................................... | 14 |
| PL/Rockefeller, Nelson Political Affairs: Rockefeller, Nelson | ....................................... | 14 |
| PL/Romney, George Political Affairs: Romney, George | ................................................ | 14 |
| PL/Wallace, George Political Affairs: Wallace, George | ................................................ | 14 |
| PL/CO Political Affairs: Countries | .................................................. | 14 |
| PL/FG 216 Political Affairs: Federal Government: District of Columbia | ....................................... | 14 |

**Reel 4**

| PL/FG 216 Political Affairs: Federal Government: District of Columbia cont. | .......................................... | 15 |
| PL 2 Political Affairs: Elections–Campaigns | .................................................. | 15 |

**Reels 5–10**

| PL 2 Political Affairs: Elections–Campaigns cont. | .................................................. | 15 |
Reel 23
PL 7 Political Affairs: Publicity—Publications cont. .......................... 31
PL 8 Political Affairs: Speakers ......................................................... 31
PL 9 Political Affairs: Women .......................................................... 31
PL 10 Political Affairs: Political Messages ....................................... 31
PL 10/Messages to Political Groups
Political Affairs: Political Messages/Messages to Political Groups ........ 31
PL 10/CO 1 (A–Z) Political Affairs: Political Messages/Countries—U.S. 32
PL 10/CO 81 Political Affairs: Political Messages/Countries—France .... 32
PL 10/FG 216 Political Affairs: Political Messages/Federal Government:
District of Columbia ........................................................................ 32
PL 10/ST 1–5 Political Affairs:
Political Messages/States—Alabama—California ............................ 32

Reel 24
PL 10/ST 5 cont.–15
Political Affairs: Political Messages/States—California cont.–Iowa ....... 32

Reel 25
PL 10/ST 16–32
Political Affairs: Political Messages/States—Kansas—New York ......... 34

Reel 26
PL 10/ST 32 cont.–43
Political Affairs: Political Messages/States—New York cont.–Texas ...... 35

Reel 27
PL 10/ST 43 cont.–50
Political Affairs: Political Messages/States—Texas cont.–Wyoming .... 37
PL 10/ST 51-1
Political Affairs: Political Messages/States—Territories—Guam .......... 37
PL 10/ST 51-2
Political Affairs: Political Messages/States—Territories—Puerto Rico ... 37
PL 10/Foreign Political Affairs: Political Messages/Foreign .................. 38
PL Confidential File Political Affairs [General] [Confidential File] .......... 38
PL Names Confidential File Political Affairs/Names [Confidential File] ...... 38
PL 1 Confidential File Political Affairs: Conventions [Confidential File] .. 38
PL 3 Confidential File Political Affairs: Fund Raising [Confidential File] .. 38
PL 4 Confidential File Political Affairs: Patronage [Confidential File] ..... 38
PL 5 Confidential File Political Affairs: Platforms [Confidential File] .... 38
PL 6 Confidential File Political Affairs: Political Parties [Confidential File] 38
PL 6-1 Confidential File Political Affairs: Political Parties—Communist Party [Confidential File] ..................................................... 38
PL 6-2 Confidential File Political Affairs: Political Parties—Democratic Party [Confidential File] ..................................................... 39
PL 6-3 Confidential File Political Affairs: Political Parties—Republican Party [Confidential File] ..................................................... 39
PL 7 Confidential File
Political Affairs: Publicity—Publications [Confidential File] .............. 39
SCOPE AND CONTENT NOTE

Part I, Series A, of *Political Activities of the Johnson White House*, is drawn from one of the most voluminous record groups at the Lyndon B. Johnson Library: the White House Central Files. This microfilm publication focuses on four major aspects of the political activities of the Johnson White House as reflected in the White House Central Files: Candidates, Campaigns, Elections, and Parties.

The White House Central Files were designed as a reference service for the president and his staff to document White House activities. They consist of four major components: the Subject File, the Name File, the Chronological File, and the Confidential File. The Name File is essentially an index to the Subject File, which is further explained below. The Chronological File primarily contains copies of outgoing correspondence, while the Confidential File contains material that was regarded as security or administratively classified. This microfilm publication includes material from the Subject File and the Confidential File, detailed below.

**Subject File**

The Subject File contains correspondence and reports pertaining to the functions and operations of the White House, the federal government, and state, local, and foreign governments. Correspondence and reports from private companies, organizations, and individuals are also filed here. Material is divided into two categories: "Executive" and "General."

The "Executive" material has correspondence and reports of particular importance due either to their source or content, and generally includes documents received from executive agencies and departments, members of Congress, and other prominent correspondents. It also includes copies of outgoing correspondence and memoranda, as well as other documents that were acted on or brought to the attention of the president or a designated White House official.

The "General" material contains correspondence and documents from the general public and other sources that, while noteworthy because they are addressed to the president, are not as important as the "Executive" material from the viewpoint of level of handling or subject matter. This material generally includes all correspondence and documents that are not classified in the "Executive" category and may include routine communications from members of Congress or memoranda exchanged among lower echelon officials.

The Subject File of the White House Central Files at the LBJ Library consists of sixty-two major subject categories. This publication focuses only on those subject categories and subdivisions relevant to the four major aspects noted above. The "Executive" material in each of the subject categories and subdivisions listed below has been filmed in its entirety. Most of the subject categories in the "Executive" material include cross-referenced material from the "General" category.

Some of the subdivisions utilized include pro and con correspondence. "Pro" correspondence includes public opinion mail supporting a particular individual, issue, speech, or the administration in general. "Con" correspondence includes correspondence not supporting, or against, a particular individual, speech, or the administration in general. Generally pro/con correspondence is filed with the General material. However, pro/con correspondence commenting on a particular speech by the president, his position on a particular issue, and/or his comments in general, will be filed with the Executive material.

PL (Political Affairs): DNC meetings; staff changes; reports on activities; also materials analyzing the 1964 presidential and congressional elections, the 1966 congressional elections, and the 1968 presidential and congressional elections.
PL/A–Z (Political Affairs: Individuals Recommended for Vice-Presidential or Presidential Candidates): recommendations of Democratic and Republican nominees for the vice-presidency in 1964 and 1968; also 1968 presidential candidates. There is a very small amount of overlap between this category and the following categories subdivided by individual name. The separation was probably made originally on the basis of the importance of the candidates or because too much material developed to file in the PL: A–Z category by the White House staff.

PL/Humphrey, H.H. (Political Affairs: Humphrey, Hubert H.) and PL/Humphrey, H.H./Pro (Political Affairs: Humphrey, Hubert H./Pro Correspondence): support for Senator Humphrey as the 1964 Democratic vice-presidential nominee, support for Vice President Humphrey's 1968 Democratic presidential campaign; the vice president's utilization of the press; Democratic delegate counts; campaign trips; the vice president's position on Vietnam; analyses of the 1968 election; public support correspondence.

PL/Kennedy, Robert F. (Political Affairs: Kennedy, Robert F.); PL/Kennedy, Robert F./Pro/A–Z (Political Affairs: Kennedy, Robert F./Pro Correspondence/A–Z); PL/Kennedy, Robert F./Con/A–Z (Political Affairs: Kennedy, Robert F./Con Correspondence/A–Z); PL/Kennedy, Robert F./Pro-Con (Political Affairs: Kennedy, Robert F./Pro-Con Correspondence): Senator Kennedy's 1968 presidential campaign; press materials on and analyses of the movement behind Senator Kennedy's bid for the presidency; public support correspondence for Senator Kennedy's bid for the vice-presidency in 1964; his 1968 presidential campaign: President Johnson's decision not to seek re-election; its effect on Senator Kennedy's campaign.

PL/McCathy, Eugene (Political Affairs: McCarthy, Eugene) and PL/McCathy, Eugene/Con (Political Affairs: McCarthy, Eugene/Con Correspondence): memoranda; correspondence; press materials concerned with recommendations of Senator McCarthy as a potential 1964 Democratic vice-presidential nominee; Senator McCarthy's 1968 presidential campaign; his position on Vietnam; presidential responses to the public opinion correspondence.

PL/McNamara, Robert S./Pro/A–Z (Political Affairs: McNamara, Robert S./Pro Correspondence/A–Z): one letter recommending Defense Secretary McNamara as the 1964 Democratic vice-presidential nominee.

PL/Nixon, Richard (Political Affairs: Nixon, Richard): 1968 presidential candidacy; views on Vietnam; analyses of his campaign positions; statements; his campaign style; the presidential transition.

PL/Republicans for Johnson (Political Affairs: Republicans for Johnson): establishment and organization of the citizen group Republicans for Johnson in 1964; correspondence dealing with Republicans announcing their support for President Johnson; possible vice-presidential candidates; correspondence dealing with Republican support for the president in 1968.


PL/Romney, George (Political Affairs: Romney, George): Governor Romney's efforts in the 1968 Republican presidential campaign; Vietnam; his eventual withdrawal from the 1968 presidential race.

PL/Wallace, George (Political Affairs: Wallace, George): Governor Wallace's efforts in the 1968 Democratic presidential campaign; memoranda and correspondence on the National Democratic party of Alabama; Governor Wallace's efforts to influence state balloting; the "Wallace vote"; polls.


PL/FG 216 (Political Affairs: Federal Government: District of Columbia): correspondence and memoranda supporting President Johnson and his policies; DNC activities; the 1964 and 1968 District of Columbia primaries; the Vietnam question.
PL 2 (Political Affairs: Elections—Campaigns): 1964 congressional and presidential campaigns and elections (correspondence and memoranda on voter participation and registration activities; presidential endorsements; analyses of state political leanings and activities; campaign positions and activities of Senator Goldwater and President Johnson; citizen groups' support of President Johnson's campaign); 1966 congressional campaigns and elections (pre- and post-election analyses; correspondence on administration support for Democratic candidates; Republican congressional campaign efforts); 1968 congressional and presidential campaigns and elections (correspondence and memoranda on the positions of the various candidates and President Johnson; activities of resurrected citizen groups to support the various Democratic campaigns; pre-election analyses; poll pairings; requests for President Johnson's campaign assistance, campaign of Vice President Humphrey); gubernatorial, mayoral, and other state and local campaigns and elections (campaign activities of George Wallace; his effect on conservative Republicans; "Choice '68," a national collegiate presidential primary, designed to channel the political activities of students; activities of the Young Democratic Clubs of America); political effects of the Vietnam War; the bombing issue. The Vietnam War issue was central to the Democratic and Republican party platforms.


PL 2/LG (Political Affairs: Elections—Campaigns/Local Governments): the New York City mayoral election situation.

PL 6 (Political Affairs: Political Parties): national and state political parties; the Liberal party. [There are other political parties listed in the Subject Index that are not represented in this category but are found in categories that have state subdivisions.]

PL 6-1 (Political Affairs: Political Parties—Communist Party): the American Communist party; correspondence on the Supreme Court's decision on the registration of Communists. [The "General" material consists primarily of correspondence on the Supreme Court's decision.]

PL 6-2 (Political Affairs: Political Parties—Democratic Party): DNC staffing problems; meetings; activities; the 1966 and 1968 congressional campaign committees and elections.

PL 6-3 (Political Affairs: Political Parties—Republican Party): the 1964 Republican presidential campaigns of Barry Goldwater and William Miller; analyses of their positions and campaign speeches on such topics as nuclear weapons, Southeast Asia, tax cuts, the stock market, and Medicare; the 1964 Republican National Convention; the Republican party platform; DNC compilations of excerpts from Barry Goldwater's and William Miller's speeches and statements; Barry Goldwater's quotes and inconsistencies; the 1966 Republican congressional campaign; campaign strategy and "obstructionism"; the 1968 Republican presidential campaign; campaign strategy, candidates, and their campaign positions; Republican task forces; publications of the Republican National Committee; the Republican Coordinating Committee; the Senate Republican Policy Committee.

PL 6-4 (Political Affairs: Political Parties—Socialist Party): [Folder Empty]

PL 7 (Political Affairs: Publicity—Publications): DNC political news summaries, newsletters, campaign literature, its distribution, and press releases; samples of state and local Democratic party publications; publications of citizen and youth groups supporting the president and his administration's policies; samples of public opinion mail regarding news releases and commercials sponsored by the Democratic party.

PL 8 (Political Affairs: Speakers): requests for speakers and speeches; the speaking activities of administration speakers; the Hatch Act; a proposed system for the scheduling of administration speakers.

PL 9 (Political Affairs: Women): the DNC Women's Speakers Bureau; the National Women's Democratic Club.

PL 10 (Political Affairs: Political Messages) and PL 10 Messages to Political Groups (Political Affairs: Political Messages/Messages to Political Groups): requests for copies of presidential and political messages; suggested presidential drafts; correspondence with various political support and citizen groups.
PL 10/FG 216 (Political Affairs: Political Messages/Federal Government: District of Columbia): the National Capital Democratic Club; congressional dinners: efforts for “home rule.”
PL 10/ST 1—ST 50 (Political Affairs: Political Messages/States—Alabama—Wyoming): subdivided by state and consists of material on state and local Democratic party activities; congressional dinners; presidential endorsements; the activities of citizen groups.
PL 10/Foreign (Political Affairs: Political Messages/Foreign): [Folder Empty]

Confidential File

The Confidential File at the LBJ Library consists of the same sixty-two subject categories and subdivisions as used in the Subject File. The materials in the Confidential File were segregated from the Subject File due to their security classified or administratively classified status. Again the four major aspects are emphasized. Almost all of the subject categories and subdivisions used here are the same as in the Subject File. The Confidential File material is not segregated into “Executive” and “General” categories. The subject categories and subdivisions have been described in the Subject File portion of this Scope and Content Note. Material in each of the categories and subdivisions listed below has been filmed in its entirety.

PL (Political Affairs)
PL/Name (Political Affairs/Name): the issues of the Vietnam War and bombing; Eugene McCarthy; Richard Nixon.
PL 2 (Political Affairs: Elections—Campaigns [1964–1966])
PL 3 (Political Affairs: Fund Raising)
PL 4 (Political Affairs: Patronage)
PL 5 (Political Affairs: Platforms)
PL 6 (Political Affairs: Political Parties)
PL 6-1 (Political Affairs: Political Parties—Communist Party)
PL 6-2 (Political Affairs: Political Parties—Democratic Party)
PL 6-3 (Political Affairs: Political Parties—Republican Party)
PL 7 (Political Affairs: Publicity—Publications)
PL 8 (Political Affairs: Speakers)
PL/ST—Messages to Political Groups (Political Affairs: Political Messages/States—Messages to Political Groups)
REEL INDEX

Entries in this index refer to specific folders within the White House Central Files system. These folders are typically a chronological grouping of documents from the executive departments, Congress, private individuals, and organizations. In the interest of accessing material within the folders, this index denotes the major substantive issues, reports, or key policy formulations under the category of Major Topics. Individuals who are the subjects of significant correspondence, insightful memoranda, or reports are also highlighted. The user is referred to the Initialism List, on page xii. The four-digit number on the far left is the frame number where the material for a particular file folder begins.

Frame    File Folder

Reel 1

0001 PL Political Affairs [General].
Major Topics: RFK; Averell Harriman; Democratic Governors’ Conference; defense issues; labor unions; religious issue; Defense Department directive on partisan political activities; political research operations on various candidates by the Labor Department; voter registration; Republican party campaign strategy; the Negro voter.

Major Topics: DNC; RFK; “American Directions: A Forecast”; youth; civil rights issue; press editorials; labor unions; campaign literature.

0206 PL Political Affairs [General] cont.
Major Topics: DNC; administration achievements; partisanship; DNC Equal Rights Committee; lobbying; John P. Roche and the reply to GOP White Paper; political nominations; state leaders’ visit with the president; use of presidential aircraft for political trips; Operation Support for the Great Society Program and the 1966 congressional elections.

0314 PL Political Affairs [General] cont.
Major Topics: DNC; New York City transit situation; DNC Business Committee; Berl Bernhard, polls; Gallup Poll on RFK’s image; corruption issue as part of the GOP congressional campaign strategy; HHH’s political strengths; DNC Conference of State and County Chairmen.

0443 PL Political Affairs [General] cont.
Major Topics: 1966 congressional elections; computer election predictions; RFK; Gallup polls; tax credit; Vietnam; DNC counsel; Midwestern [States] Democratic Conference; Young Democratic Clubs of America; federal judges; southern states and attraction of industries to the area.
PL Political Affairs [General] cont.
Major Topics: President's popularity; G. Mennen Williams; George Romney; HHH; RFK; Vietnam; Transportation Department bill; Billy Graham; 1966 congressional elections; polls; "The Politics of Development—The Concept of Credibility."

PL Political Affairs [General] cont.
Major Topics: Political trips of the vice president; Western States Democratic Conference; DNC; DNC state chairmen; George Romney; polls; State of the Union message; Democratic party support of the administration's programs; election analysis; patronage; Greenbriar Governors' Conference [National Governors’ Conference]; popularity; U.S. Youth Council; right of dissent and the Democratic party; College Young Democratic Clubs of America; RFK; broadcasting and political endorsements; presidential trip to Asia.

PL Political Affairs [General] cont.
Major Topics: Missouri; DNC state chairmen; voting age; Vietnam; ADA; political appointments; Ohio; broadcasting; press editorials; RFK; J. William Fulbright; liberal community; Republican political candidates.

PL Political Affairs [General] cont.
Major Topics: DNC Advisory Committee on Communications; administration's political image; Democratic Study Group (DSG); civil disturbances [summer 1967]; American Council of Young Political Leaders; agricultural-political situation; Democratic party and youth; presidential speeches; Vietnam; Young Democratic Clubs of America.

PL Political Affairs [General] cont.
Major Topics: DNC data processing support; John McCormally; Gallup poll of Democratic and Republican party county chairmen; Vietnam; Nelson Rockefeller.

PL Political Affairs [General] cont.
Major Topics: Democratic party line on the summer riots; Democratic party in the western states; public opinion; Democratic party organization; Operation Advocate; George Romney; Gallup polls; DNC telephone polls; Western States Democratic Conference; RFK; Young Democratic Clubs of America; the Hispanic vote and the Political Association of Spanish-speaking Organizations (PASO); ADA; Vietnam; peace movement.

PL Political Affairs [General] cont.
Major Topics: Campaign literature; Vietnam; organized labor and RFK; Western States Democratic Conference; Gallup polls; steelworkers union; Negro elected officials; political trips.

PL Political Affairs [General] cont.
Major Topics: India Edwards; college students; monetary policy; Democratic-Farmer-Labor party organization; Gallup polls; ADA; riots; AFL-CIO.

PL Political Affairs [General] cont.
Major Topics: Vietnam; Richard B. Russell; Gallup poll.
File Folder

0524  PL/HA-Z  Political Affairs: Individuals Recommended for Vice-Presidential or Presidential Candidates: A-Z.  

Major Topics: 1964 presidential election and campaigns; 1968 presidential election and campaigns; Spiro Agnew; Edmund Brown; George Romney; J. William Fulbright; Barry Goldwater; Edward Kennedy; Mike Mansfield; Terry Sanford; Robert Sargent Shriver.

0713  PL/Humphrey, H.H.  Political Affairs: Humphrey, Hubert H.  

Major Topics: Moderate Republicans; Asia; congressional support.


Major Topics: Press editorials; daily appointment schedules; public support.


Major Topics: Eugene McCarthy; RFK; HHH Democratic Convention delegate strength; labor unions; United Steelworkers of America; administration support for HHH; Negro elected officials’ support of HHH.


Major Topics: Richard Nixon; campaign staff; press interviews; green card problem; Harris polls; Vietnam; federalized welfare system.

Reel 3


Major Topics: HHH Texas campaign trip; Vietnam bombing halt; Gallup polls; Harris polls; Richard Nixon; Lawrence O’Brien; administration support for HHH; administration policy on Vietnam; liberalism; presidential transition.


Major Topics: Campaign debt; Vietnam; Harris polls; 1968 congressional elections; presidential transition; Texas; Gallup polls; Missouri.

0184  PL/Humphrey, H.H./Pro  Political Affairs: Humphrey, Hubert H./Pro Correspondence.  

Major Topic: Public support for HHH.

0197  PL/Kennedy, R.F.  Political Affairs: Kennedy, Robert F.  

Major Topics: Campaign expenses; youth support for RFK; Jimmy Hoffa trial; Gallup polls; RFK campaign strategy; Indiana; Harris polls; use of the press and media; Vietnam; Pierre Salinger; Martin Luther King, Jr.; press editorials; Eugene McCarthy; RFK legislative position; labor unions; Tet Offensive in South Vietnam; Dump Johnson movement.

0313  PL/Kennedy, R.F./Pro/A-Z  Political Affairs: Kennedy, Robert F./Pro Correspondence/A-Z.  

Major Topic: Public support correspondence.

0321  PL/Kennedy, R.F./Con/A-Z  Political Affairs: Kennedy, Robert F./Con Correspondence/A-Z.  

Major Topics: “Thank you for your support” letters; administration response to letters regarding president’s decision not to run for president in 1968.
0348 PL/Kennedy, R.F./Pro-Con Political Affairs: Kennedy, Robert F./Pro-Con Correspondence.
**Major Topics:** Public opinion correspondence; tax bill; Vietnam; political trips; press editorials.

0391 PL/McCarthy, Eugene Political Affairs: McCarthy, Eugene.
**Major Topics:** Vietnam; Eugene McCarthy and voting record; Harris polls; 1968 primary voting record; Democratic party; voter interference; labor unions; tax bill; New York City Democratic party organization; press and Eugene McCarthy; Eugene McCarthy interview.

0531 PL/McCarthy, Eugene/Con Political Affairs: McCarthy, Eugene/Con Correspondence.
**Major Topic:** Presidential responses to public opinion correspondence.

0539 PL/McNamara, Robert S./Pro/A–Z Political Affairs: McNamara, Robert S./Pro Correspondence/A–Z
**Major Topic:** Vice-presidential candidate.

**Major Topics:** Vietnam press transition; Kappel Commission on Executive Pay; Paris Peace Negotiations; nonproliferation treaty; income tax surcharge; Richard Nixon's legislative program; Republican party campaign themes; Gallup polls; Richard Nixon; Harris polls; crime; textile imports; Abe Fortas; federalized welfare system.

0733 PL/Republicans for Johnson Political Affairs: Republicans for Johnson.
**Major Topics:** Labor unions; Warsaw, Poland, uprising; public support for the president; 1964 vice-presidential candidates.

0806 PL/Republicans for Johnson Political Affairs: Republicans for Johnson cont.
**Major Topics:** Public support for the president; Barry Goldwater; campaign literature.

0831 PL/Rockefeller, Nelson Political Affairs: Rockefeller, Nelson.
**Major Topics:** Harris polls; Gallup polls.

0842 PL/Romney, George Political Affairs: Romney, George.
**Major Topics:** Idaho campaign trip; Vietnam.

0891 PL/Wallace, George Political Affairs: Wallace, George.
**Major Topics:** Louisiana; Wallace Vote; Gallup polls; Harris polls; congressional investigation of pollsters; labor unions; press editorials; radical right wing; presidential transition; National Democratic party of Alabama.

0942 PL/CO Political Affairs: Countries.
**Major Topics:** Midwestern [States] Democratic Conference; Negro voter registration in the South; South Vietnam and free elections; “Johnson outlasts.”

**Major Topics:** DNC activities; D.C. primary and the Vietnam question.
Reel 4

001

0118

0201

0312

0414

Reel 5

0001

0054

0156
PL 2. Political Affairs: Elections—Campaigns cont. March 17, 1964—April 30, 1964. 171pp. Major Topics: DNC weekly activities report; Henry Cabot Lodge; brief reports from cities on their voting situation; Omaha local live programming and the Federal Communications Commission; president’s campaign in Maryland; RFK.

0327
Reel 6

0001 PL 2 Political Affairs: Elections--Campaigns cont.
Major Topics: Citizen groups; Rural Americans for Johnson; Teamsters Union; labor unions; Cuba; Democrats for Goldwater; Barry Goldwater; voter registration; nationality groups; administration's anti-Goldwater program; campaign schedules; Negro voters.

0130 PL 2 Political Affairs: Elections--Campaigns cont.
Major Topics: Voter registration; crime issue; National Independent Committee for President Johnson and Senator Humphrey; Barry Goldwater's campaign in the South; HHH's campaign schedule.

0240 PL 2 Political Affairs: Elections--Campaigns cont.
Major Topics: Dwight D. Eisenhower; wool textiles issue; economy; president's campaign strategy; Mississippi; Mississippi Freedom party; Negro voters.

0342 PL 2 Political Affairs: Elections--Campaigns cont.
Major Topics: President's campaign in Maryland; farm situation; nationality groups; National Independent Committee for President Johnson and Senator Humphrey and Project South; labor unions; voter registration; Southern Christian Leadership Conference; HHH's campaign schedules; Connally amendment; National Citizens for Johnson and Humphrey; Barry Goldwater's campaign in Texas.
0460  PL 2  Political Affairs: Elections--Campaigns cont.
Major Topics: Barry Goldwater's campaign; LBJ's campaign strategy; voter registration; ballot proofs; voter participation.

0502  PL 2  Political Affairs: Elections--Campaigns cont.
Major Topics: President's campaign activities; ballot proofs; voter sentiment polls; "Project 1964"; National Citizens for Johnson and Humphrey; HHH's campaign schedules; DNC; AFL-CIO.

0610  PL 2  Political Affairs: Elections--Campaigns cont.
October 5, 1964. 120pp.
Major Topics: Analysis of president's campaign; ballot proofs; voter registration; unemployment and defense contracts; S. 3060; Educators for Johnson-Humphrey; press support of LBJ's campaign; HHH's campaign schedules.

0730  PL 2  Political Affairs: Elections--Campaigns cont.
Major Topics: Rural voters; ballot proofs; businessmen's support of Barry Goldwater; HHH's campaign schedules; Jewish voters.

0793  PL 2  Political Affairs: Elections--Campaigns cont.
October 8, 1964. 44pp.
Major Topic: Ballot proofs.

0837  PL 2  Political Affairs: Elections--Campaigns cont.
October 9, 1964. 132pp.
Major Topics: President's regional campaign meetings; ballot proofs; labor unions; labor and voter participation; voter registration.

0969  PL 2  Political Affairs: Elections--Campaigns cont.
Major Topics: Ballot proofs; DNC; labor unions; president's campaign activities.

Reel 7

0001  PL 2  Political Affairs: Elections--Campaigns cont.
Major Topics: Ballot proofs; effect of elections on business; labor unions; HHH's campaign schedule; absentee voting; Scientists and Engineers for Johnson; North Atlantic Treaty Organization (NATO).

0158  PL 2  Political Affairs: Elections--Campaigns cont.
Major Topics: Republican campaign and intellectual coherence; Get-Out-the-Vote Program and the DNC; nuclear weapons debate; Walter Jenkins; press editorials; labor unions; James A. Farley; Democratic campaign; Law Students For Johnson; farm situation.

0308  PL 2  Political Affairs: Elections--Campaigns cont.
Major Topics: Democratic campaign schedule; ballot proofs; labor unions; voter registration; Get-Out-the-Vote Program.

0389  PL 2  Political Affairs: Elections--Campaigns cont.
Major Topics: Jewish voters and the Republican campaign; Vietnam; press support; television; voter registration; ballot proofs; DNC; Scientists and Engineers for Johnson; nationality groups; Democratic campaign schedules.
Reel 8

Major Topics: Voter [listing] registration activities; voter registration in Mississippi; George Romney; Vietnam; congressional voting statistics; DNC; congressional campaigns; Federal Voting Assistance Program; Young Democratic Clubs of America; federal campaign contributions and equal broadcasting time legislation; use of presidential aircraft for political campaign trips.

Major Topics: Voter participation; voter [listing] registration; 1966 congressional elections; Vietnam; administration support for Democratic congressional candidates; legislative program; electoral college reform; District of Columbia and voting representation in Congress; clean election bill; political contributions.

Major Topics: Vietnam and the 1966 congressional elections; youth; administration support; 18-year-old voters; DNC; voter registration; tax credit; federal election laws.

Major Topics: 1966 congressional elections; Russell Long and the presidential campaign financing plan; administration support for Democratic congressional candidates; political contributions; federal election laws; Negro candidates; DNC; women voters; South Vietnamese elections; Republican party congressional predictions; Richard Nixon.
0592 PL 2 Political Affairs: Elections–Campaigns cont.
Major Topics: Daniel P. Moynihan; 1966 congressional election predictions, results, and analysis; women candidates; Congress and labor program; Republican party grassroots organization; DNC; Negro candidates; Israel, foreign reaction to the 1966 congressional elections; state elections; Democratic campaign analysis of rural areas.

0751 PL 2 Political Affairs: Elections–Campaigns cont.
Major Topics: 1966 congressional elections analysis; Democratic governors; Greenbrier Governors’ Conference [National Governors’ Conference]; foreign elections; Vietnam.

0879 PL 2 Political Affairs: Elections–Campaigns cont.
Major Topics: Rhode Island, liberal community; DNC; HHH; American Bar Association and the Electoral College System; Edward J. McCormack, Jr.; 1966 congressional elections analysis; Nelson Rockefeller.

Reel 9

0001 PL 2 Political Affairs: Elections–Campaigns cont.
Major Topics: Government administration; Presidential Election Campaign Fund Act; politics and prejudice; Nelson Rockefeller; Russell Long; voter participation; Harris polls; Gallup polls; 18-year-old voters; Vietnam; youth; Gore Amendment; political contributions legislation; campaign financing bill; RFK.

0175 PL 2 Political Affairs: Elections–Campaigns cont.
Major Topics: Vietnam; Ronald Reagan; South Vietnamese elections and U.S. observers; Republican party; Gallup polls; Harris polls; riots; Democratic platform and Vietnam; Republican party southern strategy; Nelson Rockefeller; labor unions; Citizens for Kennedy/Fulbright; Citizens for Kennedy in ’68; campaign financing bill; COPE; Democratic political organization and the suburbs; information apparatus of the federal government.

0341 PL 2 Political Affairs: Elections–Campaigns cont.
Major Topics: Vietnam; Republican candidates; Gallup polls; Harris polls; Republican party and the South Vietnamese elections; campaign financing bill; George Romney; Nelson Rockefeller.

0473 PL 2 Political Affairs: Elections–Campaigns cont.
Major Topics: Midwestern [States] Democratic Conference; Gallup and Harris poll pairings; Perkins Committee Study on Foreign Aid; 1968 congressional candidates; Walter Reuther; Vietnam; DNC; RFK; campaign financing legislation; polls.

0638 PL 2 Political Affairs: Elections–Campaigns cont.
Major Topics: Polls; Gallup polls; Ronald Reagan; labor unions; 1968 congressional elections; Vietnam; state and local election results; DNC; Federal Voting Assistance Program; Eugene McCarthy; campaign financing bill; Russell Long; Harris poll pairings; National Urban League; election fraud in Gary, Indiana; Republican National Committee and the IRS; taxability of political funds; liberalism.
0828 PL 2 Political Affairs: Elections–Campaigns cont.
Major Topics: Credibility gap; Senate Democratic Campaign Committee; GOP county chairman survey; poll pairings; Eugene McCarthy interview; American Heritage Foundation; voter registration; Harris polls; Gallup polls; Hooper-McClendon Major Cities’ Presidential Poll; HHH; Vietnam; Edward Kennedy.

0936 PL 2 Political Affairs: Elections–Campaigns cont.
Major Topics: George Romney’s Vietnam visit; Dwight D. Eisenhower; Vietnam; Indiana; Harris polls; Gallup polls.

0999 PL 2 Political Affairs: Elections–Campaigns cont.
Major Topics: George Romney; Nelson Rockefeller; poll pairings.

Reel 10

0001 PL 2 Political Affairs: Elections–Campaigns cont.
Major Topics: Billy Graham; Vietnam; poll pairings; DNC; voter registration; Equal Time Doctrine; Fairness Doctrine; Citizens for Kennedy in ’68; Hooper-McClendon Major Cities Presidential Poll.

0059 PL 2 Political Affairs: Elections–Campaigns cont.
Major Topics: Harry Byrd; poll pairings; Citizens for Johnson-Humphrey; polls; Gallup polls; Harris polls; Tet Offensive in South Vietnam.

0154 PL 2 Political Affairs: Elections–Campaigns cont.
February 7–18, 1968. 113pp.
Major Topics: Labor unions; Republican party and the 1968 congressional elections; voting records on farm bills; farm situation; Vietnam; Gallup polls; Harris polls; ADA; Nebraska primary; Choice ’68; voter registration and Mexican-Americans.

0267 PL 2 Political Affairs: Elections–Campaigns cont.
Major Topics: American Bar Association and the popular vote amendment; Victory ’68 campaign; poll pairings; Senate Democratic Campaign Committee; Choice ’68; Vietnam; California primary; Republican party and the Goldwater nomination.

0446 PL 2 Political Affairs: Elections–Campaigns cont.
Major Topics: Citizen groups; Vietnam; peace issue; youth; RFK; civil rights bill; overseas press reaction to U.S. presidential election campaigns; Congress; Senate and House Democratic Campaign Committees; Vietnam veterans; Choice ’68; tax bill; use of radio and television talk shows; generation gap.

0582 PL 2 Political Affairs: Elections–Campaigns cont.
Major Topics: Presidential primaries; Democratic National Convention calendar; tax issue; president’s decision not to seek re-election; Harris polls; Gallup polls; Vietnam.

0720 PL 2 Political Affairs: Elections–Campaigns cont.
Major Topics: Choice ’68; Gallup polls; Harris polls; Arthur Goldberg; RFK; voter listing registration; protection of presidential and vice-presidential candidates; Walter Reuther; Democratic National Convention calendar; poll pairings; Vietnam; congressional election campaigns.
0865  PL 2 Political Affairs: Elections--Campaigns cont.  
**Major Topics:** Eugene McCarthy; HHH; federalized welfare system; poll pairings; 
Harris polls; Gallup polls; Ronald Reagan; Richard Nixon; voting rights of Americans 
abroad; Nebraska primary; RFK's campaign strategy; Choice '68.

0981  PL 2 Political Affairs: Elections--Campaigns cont.  
**Major Topics:** Richard Nixon; Ronald Reagan; poll pairings; Harris polls; Gallup polls.

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**Reel 11**

0001  PL 2 Political Affairs: Elections--Campaigns cont.  
**Major Topics:** American Heritage Foundation and its “White House Conference on 
Citizen Participation in Politics”; McCarthy voters; poll pairings; political activities of 
military personnel.

0042  PL 2 Political Affairs: Elections--Campaigns cont.  
**Major Topics:** Poll pairings; Harris polls; Gallup polls; polls; Vietnam; administration 
assistance for Democratic candidates; 1968 Republican Candidates Foreign Policy 
Fact Book; HHH talk show interview; Democratic campaign activities; Democratic 
campaign press arrangements; model cities and the Get-Out-the-Vote Program.

0155  PL 2 Political Affairs: Elections--Campaigns cont.  
**Major Topics:** Vietnam; poll pairings; Election Observation Project; Asia; Twentieth 
Century Fund; 1968 presidential campaign; Equal Time Suspension Bill; 1968 
congressional elections.

0244  PL 2 Political Affairs: Elections--Campaigns cont.  
**Major Topics:** Poll pairings; congressional elections; presidential transition; analysis of 
the target voter blocs; “Gallup Gap”; Democratic campaign themes; Chicago voting 
fraud investigation; Nixon's vote in the East; Democratic campaign strategy.

0314  PL 2 Political Affairs: Elections--Campaigns cont.  
**Major Topics:** 1968 congressional elections; demonstrations at polling places in New 
York City.

0504  PL 2 Political Affairs: Elections--Campaigns cont.  
**Major Topics:** Presidential transition; liberal community; voting tabulation problems; 
coalition government; vote tables; Richard Nixon and national unity; Vietnam bombing 
halt.

0602  PL 2/FG 400 Political Affairs: Elections--Campaigns/Federal Government: 
Legislative Branch.  
**Major Topics:** 1964 congressional elections; congratulatory letters from the president 
and aides to senators and congressmen on their elections.

0718  PL 2/FG 400 Political Affairs: Elections--Campaigns/Federal Government: 
Legislative Branch cont.  
**Major Topics:** 1964 congressional elections; congratulatory letters from the president 
and aides to senators and congressmen on their elections.
Frame File Folder
0901 PL 2/FG 400 Political Affairs: Elections–Campaigns/Federal Government:
Legislative Branch cont.
Major Topics: 1964 congressional elections; congratulatory letters from the president
and aides to senators and congressmen on their elections.
0991 PL 2/FG 400 Political Affairs: Elections–Campaigns/Federal Government:
Legislative Branch cont.
Major Topics: 1964 congressional elections; responses to congratulatory letters from
the president and his aides to senators and congressmen on their elections.

Reel 12
0001 PL 2/FG 400 Political Affairs: Elections–Campaigns/Federal Government:
Legislative Branch cont.
Major Topics: 1966 congressional elections; 1966 congressional primary elections;
congratulatory letters from the president and his aides to senators and congressmen
on their 1966 elections; 1964 congressional elections; responses to congratulatory
letters from the president and his aides to senators and congressmen on their 1964
elections.
0257 PL 2/FG 400 Political Affairs: Elections–Campaigns/Federal Government:
Legislative Branch cont.
Major Topics: 1966 congressional elections; congratulatory letters from the president
and his aides to senators and congressmen on their elections; responses to congratu-
latory letters.
0476 PL 2/FG 400 Political Affairs: Elections–Campaigns/Federal Government:
Legislative Branch cont.
Major Topics: 1966 congressional elections; congratulatory letters from the president
and his aides to senators and congressmen on their elections; responses to congratu-
latory letters.
0692 PL 2/FG 400 Political Affairs: Elections–Campaigns/Federal Government:
Legislative Branch cont.
Major Topics: 1966 congressional elections; congratulatory letters from the president
and his aides to senators and congressmen on their elections; responses to congratu-
laratory letters.
0789 PL 2/FG 400 Political Affairs: Elections–Campaigns/Federal Government:
Legislative Branch cont.
Major Topics: 1968 congressional elections; congratulatory letters from the president
and his aides to senators and congressmen on their elections.
Reel 13

   Major Topics: 1968 congressional elections; congratulatory letters from the president and his aides to senators and congressmen on their elections; draft letters; lists.

   Major Topics: 1968 congressional election; congratulatory letters from the president and his aides to senators and congressmen on their elections; responses to congratulatory letters.

0284 PL 2/LG Political Affairs: Elections—Campaigns/Local Governments.
   Major Topics: John V. Lindsay; New York City mayoral election.

   Major Topics: 1964 Democratic presidential campaign; “thank you for your assistance” letters; letters of support from the public.

   Major Topics: 1964 Democratic presidential campaign; “thank you for your assistance” letters; letters of support from the public.

   November 10, 1964 (Folder 1 of 2). 382pp.
   Major Topics: 1964 Democratic presidential campaign; “thank you for your support” letters; letters of support from the public.

   November 10, 1964 (Folder 2 of 2). 166pp.
   Major Topics: 1964 Democratic presidential campaign; “thank you for your support” letters.

Reel 14

   November 10, 1964 (Folder 2 of 2) cont. 278pp.
   Major Topics: 1964 Democratic presidential campaign; “thank you for your support” letters.

   Major Topics: 1964 Democratic presidential campaign; “thank you for your support” letters; letters of support from the public.
0373  PL 2/PR 1  Political Affairs: Elections—Campaigns/Public Relations: Administration
   Appreciation Letters cont.
   Major Topics: 1964 Democratic presidential campaign; “thank you for your support”
   letters; letters of support from the public.

0477  PL 2/PR 1  Political Affairs: Elections—Campaigns/Public Relations: Administration
   Appreciation Letters cont.
   Major Topics: 1964 Democratic presidential campaign; “thank you for your support”
   letters.

0877  PL 2/PR 1  Political Affairs: Elections—Campaigns/Public Relations: Administration
   Appreciation Letters cont.
   Major Topics: 1964 Democratic presidential campaign; “thank you for your support”
   letters; letters of support from the public.

0956  PL 2/PR 1  Political Affairs: Elections—Campaigns/Public Relations: Administration
   Appreciation Letters cont.
   Major Topics: 1964 Democratic presidential campaign; “thank you for your support”
   letters; letters of support from the public.

Reel 15

0001  PL 2/PR 1  Political Affairs: Elections—Campaigns/Public Relations: Administration
   Appreciation Letters cont.
   Major Topics: 1964 Democratic presidential campaign; “thank you for your support”
   letters; letters of support from the public.

0090  PL 2/PR 1  Political Affairs: Elections—Campaigns/Public Relations: Administration
   Appreciation Letters cont.
   Major Topics: 1964 Democratic presidential campaign; “thank you for your support”
   letters; letters of support from the public.

0177  PL 2/PR 1  Political Affairs: Elections—Campaigns/Public Relations: Administration
   Appreciation Letters cont.
   Major Topics: 1964 Democratic presidential campaign; “thank you for your support”
   letters; lists; letters of support from the public.

0397  PL 2/PR 1  Political Affairs: Elections—Campaigns/Public Relations: Administration
   Appreciation Letters cont.
   Major Topics: 1964 Democratic presidential campaign; “thank you for your support”
   letters; letters of support from the public.

0503  PL 2/PR 1  Political Affairs: Elections—Campaigns/Public Relations: Administration
   Appreciation Letters cont.
   Major Topics: 1964 Democratic presidential campaign; “thank you for your support”
   letters; letters of support from the public.

0610  PL 2/PR 1  Political Affairs: Elections—Campaigns/Public Relations: Administration
   Appreciation Letters cont.
   Major Topics: 1964 Democratic presidential campaign; “thank you for your support”
   letters; letters of support from the public; 1966 Democratic congressional campaign.
Frame File Folder

Major Topics: 1964 Democratic presidential campaign; “thank you for your support” letters.

Major Topics: Federal-state relations; 1968 gubernatorial elections; congratulatory letters to state and local officials on 1966 elections; Negro state legislators.

079 PL 3 Political Affairs: Fund Raising.
Major Topics: “Thank you for your support” letters; Report of the President’s Commission on Campaign Costs; campaign financing.

Reel 16

0001 PL 3 Political Affairs: Fund Raising cont.
Major Topics: Campaign financing legislation; White House conference on Campaign Finance; Republican and Democratic parties’ exhibits at the New York World’s Fair; interparty competition; Senate Finance Committee and political contributions deductions on income tax returns; corporate fund-raising programs; report on 1961–1962 political campaign contributions and expenditures.

0158 PL 3 Political Affairs: Fund Raising cont.
Major Topics: President’s Commission on Campaign Costs; mass mailings; “Mr. President” newspaper supplement. 0272 PL 3 Political Affairs: Fund Raising cont.
Major Topics: President’s Club; Texas fund-raising activities; “Responsible Republicans for Johnson”; local Democratic party activities; President’s Committee on Consumer Interests; labor contributions; excise tax; Young Citizens for Johnson.

0351 PL 3 Political Affairs: Fund Raising cont.
Major Topics: President’s Commission on Campaign Costs; congressional campaign financing; administration support of congressional campaign financing; local Democratic party activities; White House seminars; theater parties; congressional dinners; DNC; use of presidential aircraft for political trips.

0438 PL 3 Political Affairs: Fund Raising cont.
Major Topics: Local Democratic party activities; President’s Club; “Why Vietnam” booklet; National Conference on Broadcasting and Election Campaigns; regulation of campaign costs; Citizen’s Research Foundation; campaign contributions legislation; equal time legislation; theater parties; DNC.

0543 PL 3 Political Affairs: Fund Raising cont.
Major Topics: United Negro College Fund; DNC; matching incentive plan for political contributions; tax incentive plan; Treasury Department and political contributions; House Campaign Committee; Democratic Campaign Committee; voter registration funds.
Reel 17

0001       PL 3  Political Affairs: Fund Raising cont.
            Major Topics: Campaign financing bill; Democratic party contributors; political
            committee contributions and the Election Reform Act; National Republican
            Congressional Committee.

0050       PL 3  Political Affairs: Fund Raising cont.
            Major Topics: Campaign financing bill; Salute to the President Committee; use of
            presidential aircraft for political trips.

0122       PL 3  Political Affairs: Fund Raising cont.
            Major Topics: Campaign financing bill; 1968 Democratic congressional campaigns;
            Republican National Committee; Republican National Convention and the IRS;
            Citizens for Kennedy in '68.

0216       PL 3  Political Affairs: Fund Raising cont.
            Major Topics: President's Club; Texas State Democratic Committee; IRS; local
            Democratic party activities.

0356       PL 3  Political Affairs: Fund Raising cont.
            Major Topics: DNC; use of presidential aircraft for political trips; DNC support for HHH
            campaign; presidential primaries and expenditures.

0397       PL 4  Political Affairs: Patronage.
            Major Topics: Nebraska Democratic patronage procedure; appointments; patronage
            procedures.
0421
PL 5 Political Affairs: Platforms.
Major Topics: Statements on civil rights, the economy, foreign policy, natural
resources, farm labor, and science, before the Democratic Platform Committee; 1960
Democratic platform; assignment of position papers.

0521
PL 5 Political Affairs: Platforms cont.
Major Topics: Republican and Democratic parties' platforms, 1932–1956; manuals for
the Democratic National Conventions of 1960 and 1964; Democratic platform for
1964; rural electrification plank; civil rights plank; stewardship.

0866
PL 5 Political Affairs: Platforms cont.
Major Topics: Vietnam War plank and HHH; analysis of Republican and Democratic
parties' Vietnam War planks; Republican party plank on Vietnam War; AFL-CIO
platform proposals; Republican Platform Committee; Dwight D. Eisenhower and the
Vietnam War planks; Joseph Rauh and the anti-Vietnam War plank; 1966 Republican
congressional platform; 1964 Democratic party platform; Barry Goldwater and the
prayer proposal.

Reel 18

0001
PL 5 Political Affairs: Platforms cont.
Major Topics: Pennsylvania Democratic State platform; 1964 Democratic party
platform; fiscal impact of domestic issues section of the 1964 Democratic party
platform.

0041
PL 6 Political Parties: Political Parties.
Major Topics: Gallup polls; Liberal party; president's popularity; youth; nationality
groups.

0059
PL 6:1 Political Affairs: Political Parties—Communist Party.
February 8, 1965–February 8, 1968. 9pp.
Major Topics: American Communist party views on the Vietnam War; Soviet
assistance to the American Communist party.

0068
PL 6:2 Political Affairs: Political Parties—Democratic Party.
Major Topics: DNC internal activities; James A. Farley; Women's National Democratic
Club; Congress; Democratic governors; 1966 congressional elections; Republican
party.

0167
PL 6:2 Political Affairs: Political Parties—Democratic Party cont.
Major Topics: DNC; education bill; 1964 campaign deficit; Women's Speakers
Bureau; Western States Democratic Conference.

0262
PL 6:2 Political Affairs: Political Parties—Democratic Party cont.
Major Topics: Democratic caucuses; DNC; state Democratic committees; Gallup poll;
tax bill; Congress; Democratic governors; Vietnam; Young Democratic Clubs of
America's Southern Campaign.

0359
PL 6:2 Political Affairs: Political Parties—Democratic Party cont.
Major Topics: 1968 presidential election; Senate Campaign Committee; Vietnam;
DNC; coalition government; 1968 congressional elections.
PL 6-3  Political Affairs: Political Parties—Republican Party.  
Major Topics: 1964 Republican party platform; farm bills; education plank; Food and Drug Administration plank; Barry Goldwater; stock market; race prejudice; Vietnam; federal budget; Critical Issues Council; William Scranton; White House Conference on Campaign Finance; Richard Nixon; Republican campaign strategy; Nelson Rockefeller.

PL 6-3  Political Affairs: Political Parties—Republican Party cont.  
Major Topics: Barry Goldwater; federal money to states; tax cut plan; Medicare; White House Law-and-Order Conference; potential use of nuclear weapons in Southeast Asia; Republican Unity Conference, lobbying; stock market; Democratic rebuttal of the Republican party platform; Republican National Convention; foreign policy.

PL 6-3  Political Affairs: Political Parties—Republican Party cont.  
Major Topics: NATO; DNC report on Barry Goldwater; Task Force on Peace Through Preparedness; tax cut plan; economic policy.

PL 6-3  Political Affairs: Political Parties—Republican Party cont.  
Major Topics: DNC compilation of excerpts from statements made by Barry Goldwater entitled "What Barry Goldwater Has Said."

PL 6-3  Political Affairs: Political Parties—Republican Party cont.  
Major Topics: DNC compilation of excerpts from speeches made by Barry Goldwater; DNC compilation of excerpts from speeches made by William E. Miller.

PL 6-3  Political Affairs: Political Parties—Republican Party cont.  
Major Topics: DNC compilation of excerpts from statements made by William E. Miller; Republican presidential campaign; farm programs.

PL 6-3  Political Affairs: Political Parties—Republican Party cont.  
Major Topics: DNC compilation of excerpts from speeches made by Barry Goldwater entitled "What Barry Goldwater Has Said."

PL 6-3  Political Affairs: Political Parties—Republican Party cont.  
Major Topics: Newspaper advertising; Federal Reserve Board; DNC compilations of Barry Goldwater’s quotes.

PL 6-3  Political Affairs: Political Parties—Republican Party cont.  
Major Topics: Richard Nixon; Vietnam War; Republican obstructionism; Republican approach to old-age assistance; 1966 congressional elections; War on Poverty Program; Republican National Finance Committee; Inflation; Congress; Ribicoff Amendment; economics; Barry Goldwater in North Carolina; Republican congressional opposition; Barry Goldwater; William E. Miller; DNC compilation of Barry Goldwater’s inconsistencies.
0606  PL 6-3  Political Affairs: Political Parties—Republican Party cont.
Major Topics: Italian-American political support; education bill; 1968 appropriations;
Republican campaign strategy; Republican National Committee; revenue sharing;
1967 National Governors' Conference [Greenbriar Governors' Conference]; George
Wallace; George Romney; Nelson Rockefeller; Gerald Ford on the economy;
Republican rebuttal to the 1967 State of the Union message; 1966 congressional
elections; precinct politics and the president; Republican obstructionism.

0772  PL 6-3  Political Affairs: Political Parties—Republican Party cont.
Major Topics: Richard Nixon; housing legislation; Republican National Convention
and the IRS; Republican Task Force on Crime; Republican Clean Air Program;
George Romney; Republican Vietnam Fair Elections Project; Republican
Coordinating Committee; Republican political contributions; rural areas; Ronald
Reagan; Senate Republican Policy Committee; 1967 riots.

0921  PL 6-3  Political Affairs: Political Parties—Republican Party cont.
Major Topics: Republican Coordinating Committee press releases and reports on
federalism, urban transportation, and the welfare system; Republican Task Force on
National Security; Everett Dirksen.

Reel 20

0001  PL 6-3  Political Affairs: Political Parties—Republican Party cont.

0039  PL 6-3  Political Affairs: Political Parties—Republican Party cont.
Major Topics: Republican Task Force on Crime; 1968 appropriations; Republican
Coordinating Committee report on the U.S. Foreign Information Program and the
"American Image Abroad"; Republican Policy Committee; Richard Nixon; Nelson
Rockefeller; Republican campaign and the farm vote; Republican Coordinating
Committee report on employment opportunities.

0164  PL 6-3  Political Affairs: Political Parties—Republican Party cont.
Major Topics: Republican Task Force on Crime; Republican Coordinating Committee
reports on gradualism, Eastern Europe, East-West trade, water pollution; Republican
Policy Committee memos; civil rights bill; Republican Task Force on the Conduct of
Foreign Relations; George Wallace.

0381  PL 6-3  Political Affairs: Political Parties—Republican Party cont.
Major Topics: Tax bill; non-proliferation treaty; Republican Coordinating Committee
reports on urban areas, national security, and the economy; Republican Task Force
on National Security; 1968 military procurement appropriations.

0545  PL 6-3  Political Affairs: Political Parties—Republican Party cont.
Major Topics: Coalition government; Republican Policy Committee memos;
Republican Vietnam platform plank; Republican party platform; Everett Dirksen; Nixon
credibility gap; 1968 Miami riot; Republican Platform Committee; Vietnam;
Republican Task Force on the Conduct of Foreign Relations; Republican
Coordinating Committee report on foreign policy.
PL 64  Political Affairs: Political Parties—Socialist Party.
NA. 1p.
**Major Topic:** [Folder Empty].

PL 7  Political Affairs: Publicity—Publications.
**Major Topics:** Liberty Lobby; Young Citizens for Johnson; state and local Democratic party activities and materials.

PL 7  Political Affairs: Publicity—Publications cont.
**Major Topics:** League of Women Voters; anti-Goldwater program; Democratic National Convention program; DNC publications.

**Reel 21**

PL 7  Political Affairs: Publicity—Publications cont.
**Major Topics:** DNC publications; Young Citizens for Johnson; public opinion mail; production of campaign literature.

PL 7  Political Affairs: Publicity—Publications cont.
**Major Topics:** Distribution of campaign literature; DNC publications; public opinion mail; "thank you for your support" letters.

PL 7  Political Affairs: Publicity—Publications cont.
**Major Topics:** "Thank you for your support" letters; United Nations Day; press endorsements of president; television campaign material; DNC publications.

PL 7  Political Affairs: Publicity—Publications cont.
**Major Topics:** President's achievement record; Republicans for Johnson; National Committee of Small Businessmen for Johnson and Humphrey; National Independent Committee of Businessmen; labor union publications.

PL 7  Political Affairs: Publicity—Publications cont.
**Major Topic:** Public opinion mail regarding television campaign ads.

PL 7  Political Affairs: Publicity—Publications cont.
**Major Topics:** DNC publications; Democratic campaign handbook; Young Democratic Clubs of America organization manual; youth and the Great Society; "thank you for your support" letters.

PL 7  Political Affairs: Publicity—Publications cont.
**Major Topics:** DNC internal affairs; Dollars for Democrats; mass mailings; voter registration material; DNC publications; John V. Tunney.

**Reel 22**

PL 7  Political Affairs: Publicity—Publications cont.
**Major Topics:** John V. Tunney; DSG; DNC publications.

PL 7  Political Affairs: Publicity—Publications cont.
**Major Topics:** Political advertising; Congressional Record; Republican National Committee; DNC publications; DNC state political profiles; radio services.
0280 PL 7 Political Affairs: Publicity—Publications cont.  
**Major Topics:** DNC publications; Public Affairs Feature Service; radio services; RFK; state and local Democratic party activities; College Young Democratic Clubs of America; Republican "desperation" film.

0434 PL 7 Political Affairs: Publicity—Publications cont.  
**Major Topics:** DNC publications; Congressional Record; DNC Public Affairs Division; radio and television activities; Vietnam, communications laws; speech excerpts.

0511 PL 7 Political Affairs: Publicity—Publications cont.  
**Major Topics:** DNC publications; Western States Democratic Conference; 1968 Democratic presidential campaign; Republican misrepresentation of presidential speeches; Operation Support for the Great Society; Ronald Reagan.

0652 PL 7 Political Affairs: Publicity—Publications cont.  
**Major Topics:** Women's Speakers Bureau; voter registration; Operation Support for the Great Society; DNC publications.

0799 PL 7 Political Affairs: Publicity—Publications cont.  
**Major Topics:** Foreign Policy Association and foreign policy briefs; DNC publications; Richard Nixon; George Romney.

**Reel 23**

0001 PL 7 Political Affairs: Publicity—Publications cont.  
**Major Topics:** DNC publications; distribution of campaign literature; Vietnam; India Edwards.

0133 PL 8 Political Affairs: Speakers.  
November 23, 1963—August 23, 1966. 89pp  
**Major Topics:** System for scheduling administration speakers; administration speakers; youth speakers; women speakers; 1964 congressional campaign organization; state and local Democratic party activities; letters requesting speakers.

0222 PL 8 Political Affairs: Speakers cont.  
**Major Topics:** Letters requesting speakers; state and local Democratic party activities; Hatch Act restrictions; administration speakers.

0345 PL 9 Political Affairs: Women.  
**Major Topics:** Women's Speakers Bureau; Women's National Democratic Club; presidential appointments.

0364 PL 10 Political Affairs: Political Messages.  
**Major Topics:** Louis Martin; 1968 Women's Campaign Conference; DNC; presidential remarks before state and local Democratic party groups; Young Democratic Clubs of America; Western States Democratic Conference; "thank you for your support" letters; "Flying Caravan" teams.

0513 PL 10/Messages to Political Groups  
**Political Affairs: Political Messages**  
**Major Topics:** Western States Democratic Conference; Robert B. Duncan; Young Democratic Clubs of America; Indian tribal councils; Rexall Drug and the Good Citizenship Program; Rural Americans for Johnson-Humphrey; cooperatives.

Major Topic: Americans Abroad for Johnson-Humphrey.

Major Topics: National Capital Democratic Club; congressional dinners; home rule; Get-Out-the-Vote Program; Women's National Democratic Club.

Major Topics: University of Alabama Alumni Association; congressional dinners.

Major Topics: Federation of Democratic Women's Clubs; congressional dinners; state and local Democratic party activities; state Democratic convention; 1965 Democratic presidential campaign; 1964 congressional elections.

Major Topics: Congressional dinners; 1966 congressional elections.

Major Topics: "Thank you for your support" letters; 1964 congressional elections; state and local Democratic party activities; state Democratic convention; Governor Edmund Brown; state Democratic central committee.

Major Topics: Congressional dinners; state Democratic central committee; state representation in the DNC; Edmund Brown; Chinese-American California Democratic Club.

Reel 24


PL 10/ST 10  Political Affairs; Political Messages/States—Georgia. March 18, 1964—March 11, 1968. 77pp. Major Topics: Congressional dinner; Democratic Women's Conference; "thank you for your support" letters; 1964 congressional elections; Jefferson-Jackson Day Dinner; local Democratic party activities.


001 PL 10/ST 16 Political Affairs: Political Messages/States—Kansas.
Major Topics: Robert Docking; Young Citizens for Johnson.

0017 PL 10/ST 17 Political Affairs: Political Messages/States—Kentucky.
Major Topics: Congressional dinners; 1964 congressional elections.

0037 PL 10/ST 18 Political Affairs: Political Messages/States—Louisiana.
Major Topic: Congressional dinners.

Major Topics: Congressional dinners; 1968 congressional elections; state Democratic convention; Jefferson-Jackson Day Dinner; presidential endorsements; Edmund Muskie.

0156 PL 10/ST 20 Political Affairs: Political Messages/States—Maryland.
Major Topics: Young Democratic Clubs of America; congressional dinners; Maryland State Commission on Physical Fitness; local Democratic party activities; 1964 congressional elections; presidential endorsements.

0242 PL 10/ST 21 Political Affairs: Political Messages/States—Massachusetts.
Major Topics: State and local Democratic party activities; "Speaker John McCormack Day"; 1964 Democratic presidential campaign.

Major Topics: Congressional dinners; state and local Democratic party activities; presidential endorsements; state Democratic convention; 1964 congressional elections; Young Democratic Clubs of America.

0412 PL 10/ST 22 Political Affairs: Political Messages/States—Michigan cont.
Major Topics: Congressional dinners; Latin American Democratic Club; state and local Democratic party activities.

0442 PL 10/ST 23 Political Affairs: Political Messages/States—Minnesota.
Major Topics: Congressional dinners; state and local Democratic party activities.

0474 PL 10/ST 24 Political Messages/States—Mississippi.
Major Topics: Congressional dinners; state and local Democratic party activities.

Major Topics: State and local Democratic party activities; Northwest Federated Democratic Women's Clubs; Jefferson-Jackson Day Dinners; Missouri Students for Johnson-Humphrey; Young Democratic Clubs of America; presidential endorsements; Missouri Voter Registration Conference; congressional dinners.

Major Topic: 1968 Democratic presidential campaign.

Major Topics: State Democratic convention; 1966 congressional elections; state Democratic central committee; congressional dinners.
Frame | File Folder
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Reel 26

<table>
<thead>
<tr>
<th>Frame</th>
<th>File Folder</th>
</tr>
</thead>
</table>
0001  PL 10/ST 43 Political Affairs: Political Messages/States—Texas cont.  
Major Topics: Local Democratic party activities; 1964 Democratic presidential campaign; presidential endorsements.

0035  PL 10/ST 43 Political Affairs: Political Messages/States—Texas cont.  
Major Topics: Presidential endorsements; All Americans Council of the DNC; local Democratic party activities; 1964 Democratic presidential campaign; Young Democratic Club of Texas Tech.

0082  PL 10/ST 43 Political Affairs: Political Messages/States—Texas cont.  
Major Topics: Local Democratic party activities; congressional dinners; NAACP voter registration campaign.

0184  PL 10/ST 43 Political Affairs: Political Messages/States—Texas cont.  
Major Topics: Congressional dinners; 1968 Democratic presidential campaign; local Democratic party activities.

0393  PL 10/ST 44 Political Affairs: Political Messages/States—Utah.  
Major Topics: Congressional dinners; local Democratic party activities; Frank Moss and Vietnam; Jefferson-Jackson Day Dinner; presidential endorsements.

0439  PL 10/ST 45 Political Affairs: Political Messages/States—Vermont.  
Major Topic: Vermont Democratic Women’s Club.

0448  PL 10/ST 46 Political Affairs: Political Messages/States—Virginia.  
Major Topics: Jaycees voter registration drive; local Democratic party activities; presidential endorsements; Young Democratic Clubs of America; Virginians for Johnson.

Major Topics: Congressional dinners; state Democratic convention; presidential endorsements.

0531  PL 10/ST 48 Political Affairs: Political Messages/States—West Virginia.  
Major Topics: Young Democratic Clubs of America; West Virginia Federation of Democratic Women; local Democratic party activities.

0585  PL 10/ST 49 Political Affairs: Political Messages/States—Wisconsin.  
Major Topics: Congressional dinners; local Democratic party activities; presidential endorsements.

Major Topics: Local Democratic party activities; state Democratic committee; presidential endorsements.

Major Topic: Washington representative.

Major Topics: Democratic committee; Popular Democratic party.
Frame 0723

PL 10/Foreign Political Affairs: Political Messages/Foreign. NA. 1p.

Major Topics: [Folder Empty].

Frame 0724

PL Confidential File Political Affairs [General] [Confidential File].


Major Topics: Political Process program; DNC; RFK and his "war of liberation"; security at party conventions; legislative program; business support of president; world politics; Fulbright [Congressional] Mission to Brazil.

Frame 0771


Major Topics: Eugene McCarthy and the bombing issue; bombing issue; Vietnam War; Ho Chi Minh letter; DNC; anti-war demonstrations; Richard Nixon; George Wallace.

Frame 0856

PL 1 Confidential File Political Affairs: Conventions [Confidential File].


Frame 0877

PL 2 Confidential File Political Affairs: Elections–Campaigns (1964–1966) [Confidential File].


Major Topics: Democratic party situation in Texas; labor union leaders; 1966 congressional elections; Richard Nixon and the crime issue; White House staff meetings. Vietnam; Dominican Republic; civil rights bill; 1964 Democratic presidential campaign strategy; President's Committee on Registration and Voting Participation.

Frame 0977

PL 2 Confidential File Political Affairs: Elections–Campaigns (1966–1968) [Confidential File].


Major Topics: Antiwar demonstrations; yuppies and voter intimidation; election "scenario"; Vietnam War; Richard Nixon; RFK; television talk shows; Eugene McCarthy; political courses of action; poll pairings; ADA; farm situation; 1968 New Hampshire primary; Political Process legislation; 1968 congressional elections; elections analyses.

Frame 1188

PL 3 Confidential File Political Affairs: Fund Raising [Confidential File].


Major Topics: President's Club; Republican party fund-raising efforts; Robert E. Kiner; Dollars for Democrats; public attitudes and the administration; Joseph Alsop on presidential appointments; 1964 campaign financing.

Frame 1305

PL 4 Confidential File Political Affairs: Patronage [Confidential File].

December 9, 1964. 2pp.

Major Topic: Andy Hatcher.

Frame 1307

PL 5 Confidential File Political Affairs: Platforms [Confidential File].


Major Topics: Crime-in-the-streets issue; Republican party platform; 1965 legislative program.

Frame 1314

PL 6 Confidential File Political Affairs: Political Parties [Confidential File].


Frame 1334

PL 6-1 Confidential File Political Affairs: Political Parties—Communist Party [Confidential File].


Major Topics: Italian Communist party; Edward Long.
<table>
<thead>
<tr>
<th>Frame</th>
<th>File Folder</th>
</tr>
</thead>
</table>
| 1339  | PL 6-2 Confidential File  
Political Affairs—Political Parties—Democratic Party.  
NA. 3pp.  
Major Topic: Withdrawal sheet. |
| 1342  | PL 6-3 Confidential File  
Political Affairs—Political Parties—Republican Party.  
Major Topics: East-West trade; tax bill; Equal Time Doctrine; Barry Goldwater; Republican National Committee; Cyprus. |
| 1364  | PL 7 Confidential File  
Political Affairs: Publicity—Publications [Confidential File].  
Major Topics: Television; popularity; polls. |
| 1374  | PL 8 Confidential File  
Political Affairs: Speakers [Confidential File].  
Major Topics: 1966 congressional elections; administration support; presidential speeches. |
| 1410  | PL 10/ST—Messages to Political Groups Confidential File  
Political Affairs: Political Messages/States—Messages to Political Groups [Confidential File].  
Major Topic: Westchester County, New York, Democratic Committee. |
SUBJECT INDEX

The following index is a guide to the major subjects in Series A of Political Activities of the Johnson White House, 1963-1969, Part I. The first number after the entry refers to the reel, while the four-digit number following the colon refers to the frame number at which a particular folder begins. Hence 23: 0784 directs the researcher to the folder that begins at frame 0784 of Reel 23. By referring to the Reel Index that constitutes the initial segment of Series A of this guide, the researcher will find the folder title and a list of its major topics, arranged in the order in which the material appears on the film.

The user is referred to page xii for a list of the initialisms used throughout this guide and in subheadings in this Subject Index.

Absentee voting
see Voting

Academic groups
Law Students for Johnson 7: 0159
National Artists and Writers Committee for Johnson-Humphrey 7: 0665
Professors for Johnson-Humphrey 7: 0504
Scientists and Engineers for Johnson 7: 0001, 7: 0389
see also Citizen groups

Administration
achievements 1: 0206
anti-Goldwater program 6: 0001
Democratic party support of its goals 1: 0579
Democratic speakers 23: 0133, 0222
legislative program 8: 0160
political image 1: 0888
public attitudes toward policies 27: 1188
speech excerpts 22: 0434
support for congressional elections (1966) 27: 1374
support for Democratic congressional candidates (1966) 8: 0160, 0293, 0414
support for Democratic congressional candidates (1968)—administrative assistance 11: 0042
support for HHH 2: 0883; 3: 0001
Vietnam policy 3: 0001
see also President

Advertising
political 22: 0091
Republican campaign 19: 0277
see also Press, Radio, Television

Advisory Committee on Communications (DNC) 1: 0888

AFL-CIO
COPE 9: 0175
Democratic party platform proposals 17: 0865
general 2: 0327; 5: 0601; 6: 0502
see also Labor unions

Agnew, Spiro
2: 0524

Agriculture
legislation—Commodity Credit Corporation 7: 0904
political situation 1: 0888
see also Farm bills; Farms; Farm vote

Aid
see Foreign aid

Alabama
congressional dinners 23: 0784
National Democratic party of Alabama 3: 0691
University of, Alumni Association 23: 0784
Wallace, George 19: 0606; 20: 0164; 27: 0771

Alaska
congressional dinners 23: 0690
earthquake 23: 0690
state Democratic convention 23: 0690
Young Democratic Clubs of America 23: 0690

All Americans Council
DNC 23: 0620; 27: 0035
see also Nationality groups

Alsop, Joseph
on presidential appointments 27: 1188

American Bar Association
Electoral College System 8: 0879
popular vote amendment 10: 0267
American Communist party
Soviet assistance to 18: 0059
views on Vietnam 18: 0059
see also National Conference for New
Politics; New Left

American Council of Young Political
Leaders
1: 0888
see also Students; Young Democratic
Clubs of America

American Heritage Foundation
general 5: 0727
voter registration 5: 0838; 9: 0828
White House Conference on Citizen
Participation in Politics 11: 0001

Americans Abroad for Johnson-Humphrey
23: 0740

Americans for Democratic Action
fund raising 16: 0832
general 1: 0736; 2: 0327; 10: 0154;
27: 0977
see also Anti-war demonstrations; New Left

Anti-Goldwater program
5: 0001; 20: 0929

Anti-Johnson campaign
Dump Johnson movement 3: 0197
Kennedy, Robert F.—“war of liberation”
27: 0724
National Conference for New Politics
27: 1314
see also Americans for Democratic Action;
New Left; Peace movement

Antiwar demonstrations
general 27: 0771, 0856, 0977
New York City polling places 11: 0314
see also Americans for Democratic Action;
New Left; Peace movement; Vietnam War

Antiwar plank
Rausch, Joseph 17: 0866
see also Democratic platform; Republican
platform

Appointments
patronage 17: 0397
political 1: 0736
presidential—general 24: 0324
presidential—Joseph Alsup on 27: 1188
presidential—women 23: 0345
see also President

Appropriations
1968—general 19: 0606; 20: 0039
1969—military procurement 20: 0381
see also Budget, federal

Arizona
congressional dinners 23: 0802
congressional elections (1964) 23: 0802
Democratic presidential campaign (1964)
23: 0802
Federation of Democratic Women's Clubs
23: 0802
state and local Democratic party activities
23: 0802
state Democratic convention 23: 0802

Arkansas
congressional dinners 23: 0866
congressional elections (1966) 23: 0866

Armed forces
absentee voting 5: 0327
personnel—political activities of 11: 0001

Asia
general 2: 0713; 11: 0155
presidential trip to 1: 0579
see also Southeast Asia; Vietnam, South

Ballet proofs
6: 0460–0969; 7: 0001, 0308, 0389
Bernhard, Beri
1: 0314

“Black Power”—“Peacenk” coalition
27: 1314
see also Anti-war demonstrations; New Left

Blacks
see Negroes

Bombing
general halt 11: 0504
HHH 3: 0001
issue—general 27: 0771
issue—Eugene McCarthy 27: 0771
see also Paris Peace Negotiations; Vietnam
War

Broadcasting
general 1: 0736
endorsement of political candidates 1: 0579
equal time 8: 0001; 10: 0001; 16: 0438;
27: 1342
National Conference on Broadcasting
and Election Campaigns 16: 0438
see also Fairness Doctrine; Radio;
Television

Brown, Edmund
2: 0524; 23: 0682, 1004; 24: 0001

Budget, federal
7: 0751; 18: 0413
see also Appropriations

Burns, John
24: 0489
Business

effect of elections on 7:0001
support of Barry Goldwater’s campaign 6:0730
support of president 27:0724
see also Economy; Inflation; Political contributions

Businessmen’s Committee for Johnson
4:0201

Byrd, Harry
10:0059

California
Brown, Edmund 2:0524; 23:0882, 1004; 24:0001
Chinese-American California Democratic Club 23:1004
congressional activities 24:0001
congressional delegation 24:0001; 0102
congressional dinners 23:1004; 24:0001; 0102
congressional elections (1964) 23:0882
DNC representation 23:1004
primary (1968) 10:0267
state and local Democratic party activities 23:0882
state Democratic central committee 23:0882, 1004; 24:0001; 0102
state Democratic convention 23:0882
"thank you for your support" letters from the president 23:0882
see also Rauh, Joseph

Campaign
contributions—legislation 8:0001; 16:0438
costs—regulation 16:0438
debt—HHH 3:0094
deficit—1964 18:0167
expenses—RFK 3:0197

Campaign financing/funding
bill 9:0001–0341, 0638; 16:0832, 0963; 17:0001–0122
congressional—administration support 16:0351
general 15:0979; 16:0001, 0272, 0351, 0509; 27:1188
interparty competition 16:0001
legislation 9:0473; 16:0001, 0609
presidential campaign financing plan—Russell Long 8:0414
Presidential Election Campaign Fund Act 9:0001; 16:0382
Twentieth Century Fund 11:0155
White House Conference on Campaign Finance 18:0413
see also Fund raising; Political contributions; Political funds

Campaign literature
distribution of 21:0057; 23:0001
general 1:0079; 2:0229; 5:0838
Goldwater, Barry 5:0001
mass mailings 16:0158; 21:0881
production of 21:0001
Republicans for Johnson 3:0806

Campaign schedules
Goldwater, Barry 6:0001
HHH 6:0130, 0342, 0502, 0610, 0730; 7:0001
president 6:0001

Campaign strategy
Goldwater, Barry 5:0601, 0970
president 6:0240, 0460; 11:0244; 27:0877
Republican party 1:0314; 18:0413; 19:0606
RFK 3:0197; 10:0865
see also Presidential elections (1964); Presidential elections (1968)

Campaign themes
Nixon, Richard 3:0543
Catholics
voters 4:0201
see also Religious issue
Caucus
see Democratic caucuses
Chicago, Illinois
general 5:0727
voter fraud investigation 11:0244
Chinese-American California Democratic Club 23:1004

"Choice '68"
10:0154, 0446, 0720, 0865
see also Democratic presidential campaign (1968); Youth

Cities
Hooper-McClelland Major Cities Presidential Poll 9:0828; 10:0001
model cities—Get-Out-the-Vote Program 11:0042
registration and voting participation 4:0414; 5:0054, 0156
see also headings for individual cities

Citizen groups
Americans Abroad for Johnson-Humphrey 23:0740
Citizens for Johnson-Humphrey 10:0059
Citizens for Kennedy/Fulbright 9:0175
Citizens for Kennedy in '68 9:0175; 10:0001; 17:0122
District Attorneys for Johnson-Humphrey Committee 7:0065
general 6:0001; 10:0446
National Lawyers Committee for Johnson-Humphrey 7:0827
Responsible Republicans for Johnson 18: 0272
Rural Americans for Johnson-Humphrey 23: 0513
Veterans for Johnson-Humphrey 23: 0520
Virginians for Johnson 27: 0448
see also Academic groups; Political action committees; Students
Citizens for Kennedy/Fulbright 9: 0175
see also Democratic presidential campaign (1968); Fulbright, J. William; Kennedy, Robert F.
Citizens for Kennedy in '68 9: 0179; 10: 0001; 17: 0122
see also Democratic presidential campaign (1968); Kennedy, Robert F.
Citizenship 26: 0947
Effective Citizenship Program 23: 0620
Citizen's Research Foundation 16: 0438
Civil disturbances 26: 0947
see Riots
Civil rights 17: 0421, 0521
Democratic party platform 4: 0118; 7: 0827
issue 1: 0079
see also King, Martin Luther, Jr.
Civil rights bill 5: 0327; 10: 0446; 20: 0164; 27: 0677
Clean Air Program 19: 0772
Clean Election bill 8: 0160
Coalition government 11: 0504; 18: 0359; 20: 0545
College Young Democratic Clubs of America 26: 0947
see Young Democratic Clubs of America
Colorado 24: 0236
congressional dinners 24: 0236
Jefferson-Jackson Day Dinner 24: 0236
state Democratic central committee 24: 0236
Commission on Registration and Voting Participation 24: 0236
see President's Commission on Registration and Voting Participation
Committee on Illinois Government 24: 0794
Committee on Political Education (COPE) 9: 0175
Commodity Credit Corporation 7: 0904
Communications laws 22: 0434
see also Broadcasting; Equal Time Doctrine; Federal Communications Commission
Communist activities 18: 0059
American Communist party—Soviet assistance to
American Communist party—views on Vietnam
Italian Communist party 27: 1334
see also New Left
Communist party 18: 0059
see American Communist party; Italian Communist party
Computers 1: 0443
election predictions 1: 0443
Congress 24: 0001, 0102
California delegation 16: 0543
Democratic campaign committees 8: 0160
District of Columbia—voting representation
Florida delegation—support of president 4: 0201
general 10: 0446; 18: 0068, 0262; 19: 0399
House Democratic Campaign Committee 16: 0543
1966 16: 0543
1968 10: 0446
House Republican Policy Committee 5: 0485
labor program 8: 0592
legislative position—RFK 3: 0197
legislative program—administration 5: 0327;
6: 0160
legislative program—general 20: 0001; 27: 0724;
1307
legislative program—Richard Nixon 3: 0543
National Republican Congressional Committee 17: 0001
Republican opposition 19: 0399
Senate Democratic Campaign Committee 16: 0543, 0609
1966 9: 0528; 10: 0267, 0446; 18: 0359
Senate Finance Committee 16: 0001, 0832, 0963
Senate Republican Policy Committee 19: 0772
women in 8: 0592
Congressional campaigns 16: 0351
financing—administration support general 8: 0001
see also Congressional elections (1964); Congressional elections (1966);
Congressional elections (1968)
Congressional Candidates Conference (1964) 5: 0485
see also Congressional elections (1964)
Congressional delegation
California 24: 0102
Florida 24: 0338
Congressional dinners
Alabama 23: 0784
Alaska 23: 0690
Arizona 23: 0802
Arkansas 23: 0856
California 23: 1004; 24: 0001, 0102
campaign financing 16: 0351, 0963
Colorado 24: 0235
Connecticut 24: 0286
Florida 24: 0338
general 16: 0609; 23: 0745, 0894
Georgia 24: 0412
Hawaii 24: 0489, 0632
Idaho 24: 0649
Illinois 24: 0677, 0794
Indiana 24: 0845
Iowa 24: 0974
Kentucky 25: 0017
Louisiana 25: 0037
Maine 25: 0060
Maryland 25: 0156
Michigan 25: 0290, 0412
Minnesota 25: 0442
Mississippi 25: 0474
Missouri 25: 0486
Montana 25: 0605
Nebraska 25: 0644
New Hampshire 25: 0667
New Jersey 25: 0689
New Mexico 25: 0692
New York 25: 0837; 26: 0065, 0187
North Dakota 26: 0400
Ohio 26: 0434
Oklahoma 26: 0594
Oregon 26: 0636
Pennsylvania 26: 0682
Rhode Island 26: 0741
South Carolina 26: 0774
South Dakota 26: 0791
Tennessee 26: 0808
Texas 26: 0956; 27: 0082, 0164
Utah 27: 0393
Washington 27: 0500
Wisconsin 27: 0585
Congressional elections (1964)
Arizona 23: 0802
California 23: 0862
congratulatory letters—general 11: 0502, 0718, 0901
congratulatory letters—responses to 11: 0991;
12: 0001
Congressional Candidates Conference 5: 0485
general 7: 0665
Georgia 24: 0412
Hawaii 24: 0489
Indiana 24: 0845
Iowa 24: 0974
Kentucky 25: 0017
Maryland 25: 0156
Michigan 4: 0118; 25: 0290
Congressional elections (1966)
administration support for Democratic
candidates 8: 0160, 0293, 0414; 27: 1374
analysis 8: 0001, 0592, 0751, 0879
Arkansas 23: 0866
computer predictions 1: 0443
congratulatory letters—general 12: 0001, 0257,
0476, 0692
congratulatory letters—responses to 12: 0257,
0476, 0692
corruption issue 1: 0314
Democratic analysis of rural areas 8: 0592
Dollars for Democrats campaign
16: 0609, 0696; 21: 0881; 27: 1188
foreign reaction 8: 0592
general 1: 0514, 0579; 8: 0160, 0414;
18: 0068; 27: 0877
handbook 21: 0713
House Democratic Campaign Committee
16: 0543
Indiana 24: 0845
Montana 25: 0605
Negro candidates 8: 0414
New Jersey 25: 0800
Ohio 26: 0594
Operation Support for the Great Society
Program 1: 0205
predictions and results 7: 0665; 8: 0414, 0592
Republican campaign strategy 1: 0314
Republican party—general 1: 0314, 0579;
8: 0414; 19: 0399, 0606
Republican party—platform 17: 0865
Senate Democratic Campaign Committee
16: 0543, 0609
speakers 27: 1374
"thank you for your support" letters 15: 0610
Vietnam 8: 0293
Congressional elections (1968)
administration support for Democratic
candidates 11: 0042
campaigns 10: 0720; 17: 0122
candidates 9: 0473
congratulatory letters—general 12: 0789; 13: 0001, 0132
congratulatory letters—responses to 13: 0132
   general 3: 0094; 9: 0838; 11: 0155, 0244, 0314; 18: 0359; 27: 0977
House Democratic Campaign Committee
   10: 0446
Idaho 24: 0649
Maine 25: 0050
Republican party 10: 0154
Senate Democratic Campaign Committee
   9: 0828; 10: 0267, 0446; 18: 0359
Congressional Investigations
pollsters 3: 0891
Congressional Record
22: 0091, 0434
Congressional support
HH-H 2: 0713
Congressional voting statistics
8: 0001
Connally Amendment
6: 0342
Connecticut
   congressional dinners 24: 0286
Consumer Interests
   President's Commission on Consumer
   Interests 16: 0272
Cooperatives
23: 0513
Corporate fund-raising programs
16: 0001
   see also Business; Campaign financing;
   funding; Political contributions
Corruption issue
   congressional elections (1966)—Republican
   campaign strategy 1: 0314
Credibility
   "The Politics of Development—The Concept
   of Credibility" 1: 0514
   credibility gap—general 9: 0828
   credibility gap—Richard Nixon 20: 0545
   see also Poll pairings; Polls
Crime
   general 3: 0542; 6: 0130
   Nixon, Richard 27: 0877
   Republican Task Force on Crime
   19: 0772; 20: 0001, 0039
   White House Law-and-Order Conference
   18: 0521
Crime-in-the-streets issue
27: 1307
Critical Issues Council
18: 0413
   see also Republican party
Cuba
6: 0001
   see also Foreign policy
Cyprus
   Republican party 27: 1342
   see also Foreign policy
Data processing
   DNC 2: 0001
   see also Computers
Defense
   contracts—unemployment 6: 0610
   issues 1: 0001
Defense Department
   directive on partisan political activities 1: 0001
Delaware
   appointment recommendation 24: 0324
   Jefferson-Jackson Day Dinner 24: 0324
Democratic caucuses
18: 0262
Democratic congressional campaigns
   see Congressional elections (1964);
   Congressional elections (1966);
   Congressional elections (1968)
Democratic-Farmer-Labor party (DFL)
   organization 2: 0327
Democratic Governors' Conference
1: 0001
   see also National (Greenbriar) Governors'
   Conference
Democratic National Committee (DNC)
   Advisory Committee on Communications
   1: 0888
   All Americans Council 23: 0620; 27: 0035
   Business Committee 1: 0314
   California state representation 23: 1004
   compilation of excerpts from statements and
   speeches—Barry Goldwater 18: 0821;
   19: 0001, 0184
   compilation of excerpts from statements
   made by William E. Miller 19: 0001, 0130
   compilation of Barry Goldwater's
   inconsistencies 19: 0399
   compilations of Barry Goldwater's quotes
   19: 0277
   Conference of State and County Chairman
   1: 0034
   counsel 1: 0443
   data processing support 2: 0001
   District of Columbia 3: 0962

46
Equal Rights Committee: 1: 0206
general: 1: 0079, 0206; 6: 0502, 0969;
7: 0389, 0504, 0627; 8: 0001, 0293, 0414,
0592, 0679; 9: 0473–0828; 16: 0351, 0438,
0543, 0696–0983; 17: 0556; 18: 0197, 0262,
0359; 23: 0364; 27: 0724, 0771
Get-Out-the-Vote Program: 7: 0158
internal affairs: 18: 0068; 21: 0881
New York: 26; 0001
Public Affairs Division: 22; 0434
publications: 20: 0029; 21: 0001–0196,
0713, 0681; 22: 0001–0799; 23: 0001
report on Barry Goldwater: 18; 0799
state chairman: 1: 0579, 0735
state political profiles: 22; 0991
support for HHI’s presidential campaign
17: 0056
telephone poll voter registration: 7: 0158;
10: 0001
weekly activities reports: 5: 0156
Women’s Speakers Bureau: 18; 0167;
22: 0652; 23: 0345
Democratic National Convention (1960)
manual: 17: 0521
Democratic National Convention (1964)
Alabama delegation: 5: 0970
convention committee: 5: 0001
general: 5: 0485, 0970
manual: 17: 0521
program: 20; 0929
Young Citizens for Johnson program
5: 0601
Democratic National Convention (1968)
calendar: 10: 0582, 0720
delegate strength for HHI: 2; 0883
general: 27: 0856
presidential message: 27: 0856
security: 27: 0724, 0856
Democratic party
Arizona—state and local activities: 23: 0802
California—state and local activities
23: 0882
contributors: 17: 0001
fiscal impact of domestic issues section—
1964 platform: 18: 0001
fund-raising—local activities: 16: 0272–0438,
0932
Georgia—local activities: 24: 0412
local activities: 17: 0219
Maryland—local activities: 25: 0156
Massachusetts—state and local activities
25: 0242, 0412
Michigan—state and local activities
25: 0290, 0412
Midwestern States Democratic Conference
1: 0443; 3: 0942; 4: 0201; 5: 0327;
9: 0473; 26: 0791
Minnesota—state and local activities
25: 0442
Mississippi—state and local activities: 25: 0474
Missouri—state and local activities: 25: 0486
Nebraska—state and local activities: 25: 0644
New Jersey—state and local activities: 25: 0689
New York—state and local activities
25: 0837; 26: 0055, 0187; 27: 1410
New York City: 3: 0391
New York World’s Fair exhibit: 16: 0001
North Carolina—local activities: 26: 0328
Northeastern States Democratic Conference
5: 0327
Ohio—local activities: 26: 0343, 0567
Oregon—local activities: 26: 0636
organization: 2: 0661
organizational meeting—In the District
of Columbia: 4: 0001
Pennsylvania—local activities: 25: 0682
presidential remarks before state and
local groups: 23: 0364
primaries (1968)—voting records: 3: 0391
rebuttal of Republican party platform
18: 0521
Rhode Island—local activities: 26: 0741
right of dissent: 1: 0579
on riots: 2: 0661
South Carolina—local activities: 26: 0774
state and local activities—general: 20: 0797;
22: 0280; 23: 0103, 0222
suburbs—organization: 9: 0175
support of administration goals: 1: 0579
Tennessee—local activities: 26: 0808
Texas—political situation: 27: 0677
Texas—state and local activities: 26: 0894;
27: 0001, 0035, 0082, 0184
Utah—local activities: 27: 0393
Virginia—local activities: 27: 0448
western states: 2: 0061
Western States Democratic Conference
1: 0579; 2: 0061, 0223; 16: 0167;
22: 0511; 23: 0364, 0513
West Virginia—local activities: 27: 0531
Wisconsin—local activities: 27: 0585
Wyoming—local activities: 27: 0667
youth: 1: 0584
Democratic party platform (1960)
17: 0421
Democratic party platform (1964)
assignment of position papers 17: 0421
civil rights 17: 0421, 0521
committee 17: 0421
economy 17: 0421
farm labor 17: 0421
fiscal impact of domestic issues section 18: 0001
foreign policy 17: 0421
general 5: 0485, 17: 0521, 0666; 18: 0001
history 17: 0521
natural resources 17: 0421
Pennsylvania Democratic state platform
18: 0001
rural electrification 17: 0521
science 17: 0421
Democratic party platform (1968)
AFL-CIO proposals 17: 0666
antiwar plank—Joseph Rauh 17: 0666
Vietnam War plank—general 17: 0666
Vietnam War plank—H-H 17: 0666
Democratic presidential campaign (1960)
11: 0155
Democratic presidential campaign (1964)
analysis of campaign 6: 0610
Arizona 23: 0802
campaign literature 1: 0079; 3: 0806; 5: 0838;
21: 0057; 23: 0001
Florida 4: 0201
general 5: 0485; 7: 0158
Georgia—"thank you for your support" letters
24: 0412
letters of support from the public 13: 0288,
0337, 0462; 14: 0276, 0373, 0477, 0877,
0956; 15: 0001–0610
Maryland 5: 0156, 0191; 6: 0342
Massachusetts 25: 0242
Missouri—Students for Johnson-Humphrey
25: 0436
Nevada 25: 0661
New York 25: 0947; 26: 0001
political trips 5: 0838
president’s activities 5: 0001, 0338, 0970;
6: 0001, 0502, 0969
press editorials 5: 0237
press endorsements 21: 0116
press support 5: 0327; 6: 0610; 7: 0569
public support 3: 0733
regional campaign meetings 6: 0637
schedules—general 6: 0001
schedules—H-H 6: 0130, 0342, 0502, 0610,
0730; 7: 0001, 0308, 0389
strategy 5: 0001; 6: 0240, 0460; 11: 0244;
27: 0877
student support 7: 0665
Tennessee 26: 0808
Texas 26: 0958; 27: 0001, 0035
"thank you for your support" letters 13: 0288–
0844; 14: 0001–0956; 15: 0001–
0741; 21: 0557, 0198, 0713; 24: 0412
see also Poll pairings; Polls; Presidential
elections (1964); Republican presidential
campaign (1964)
Democratic presidential campaign (1968)
administration support of H-H 2: 0883
campaign staff—H-H 2: 0944
general 11: 0042; 22: 0511
Indiana 24: 0845
Missouri 25: 0597
Negro elected officials' support of H-H 2: 0883
overseas press reaction 10: 0446
political trips—H-H 3: 0001
press arrangements 11: 0042
public support of H-H 2: 0780; 3: 0184
strategy 11: 0244
Texas 3: 0001, 0094; 27: 0184
themas 11: 0244
see also Choice '68; Humphrey, Hubert H.;
Kennedy, Robert F.; McCarthy, Eugene; Poll
pairings; Polls; Presidential elections
(1968); Republican presidential campaign
(1968); Wallace, George
Democratic speakers
administration 23: 0133, 0222
letters requesting 23: 0133, 0222
scheduling system 23: 0133
women 23: 0133
youth 23: 0133
Democratic Study Group (DSG)
1: 0888; 16: 0596; 22: 0001
Democratic Women's Club of Florida
24: 0338
Democratic women's clubs
Vermont 27: 0439
Democratic Women's Conference
Georgia 24: 0412
Democrats for Goldwater
8: 0001
Demonstrations
antiwar—general 27: 0771, 0856, 0977
antiwar—at New York City polling places
11: 0314
yuppies—voter intimidation 27: 0977
see also Americans for Democratic Action;
"Black Power"—"Peacenik" coalition; New Left
Dirksen, Everett
19: 0921; 29: 0545, 24: 0677
48
District Attorneys for Johnson-Humphrey
Committee
7: 0665
District of Columbia
DNC: 3: 0962
electoral votes: 4: 0001
general: 23: 0745
primary: 1964—general: 4: 0001
voting representation in Congress: 8: 0180
Docket, Robert
25: 0001
Dollars for Citizenship Program
General Electric: 25: 0947
Dollars for Democrats campaign
congressional elections (1966)—general
16: 0609; 21: 0881; 27: 1188
congressional elections (1966)—use of
television to promote 16: 0606
Dominican Republic
situation 27: 0877
see also Foreign policy
Dump Johnson movement
3: 0197
see also Anti-Johnson campaign
Duncan, Robert B.
23: 0513
Duran, Will
7: 0504
East-West trade
Republican Coordinating Committee report
on: 20: 0154
Republican party: 27: 1342
Economic policy
Goldwater, Barry: 18: 0769
Economics
Republican approach: 19: 0399
Economy
effect of elections on business: 7: 0001
Ford, Gerald on 19: 0606
general: 6: 0240
Republican Coordinating Committee report
on: 20: 0381
statement before the Democratic Platform
Committee: 17: 0421
see also Federal Reserve Board; Inflation;
Monetary policy; Stock market
Education
bill: 18: 0167; 19: 0506
Republican party platform (1964): 18: 0413
Educators for Johnson and Humphrey
6: 0510
Edwards, India
2: 0327; 23: 0001
Effective Citizenship Program
Ford Motor Company: 23: 0620
Eisenhower, Dwight D.
farm bills: 18: 0413
general: 6: 0240; 9: 0396
Republican party platform—Vietnam War
plank: 17: 0896
see also Presidential elections (1960)
Election fraud
Chicago: 11: 0244
Gary, Indiana: 9: 0638
Election Observation Project
11: 0155
Election Reform Act
political committee contributions: 17: 0001
Elections
analysis—1960 presidential: 5: 0001
analysis—1966 congressional: 8: 0001, 0592, 0751, 0879
analysis—1968 presidential: 27: 0977
computer predictions: 1: 0443
effect on business: 7: 0001
federal laws: 8: 0414
foreign: 8: 0571
historical analysis: 1: 0579
Operation Support for the Great Society
Program: 1: 0206
scenario: 27: 0977
South Vietnam: 3: 0942; 8: 0414; 9: 0175, 0341; 19: 0772
state: 1966: 8: 0592
state and local: 9: 0638
see also Congressional elections (1964);
Congressional elections (1966);
Congressional elections (1968); Democratic
party; Gubernatorial elections; Presidential
elections (1960); Presidential elections
(1964); Presidential elections (1968); States
Electoral College
Electoral College System—American Bar
Association: 8: 0879
Ohio: 7: 0827, 0904
reform: 8: 0160
Electoral votes
District of Columbia: 4: 0001
general: 5: 0901; 7: 0665, 0751
state elections: 7: 0904
El Paso Natural Gas Company case
7: 0904
Employment opportunities
Republican Coordinating Committee 20: 0039
see also Labor unions

Equal broadcasting time
see Equal Time Doctrine; Fairness Doctrine

Equal Rights Committee
Democratic National Committee 1: 0206
see also Civil rights

Equal Time Doctrine
general 10: 0001; 27: 1342
legislation 8: 0031; 16: 0438
see also McCarthy, Eugene; National Conference on Broadcasting and Election Campaigns; Radio; Television

Equal Time Suspension bill
11: 0155

Ethnic groups
see Nationality groups

Europe, Eastern
Republican Coordinating Committee report on 20: 0164
see also East-West trade

Excise tax
16: 0272
see also Taxes; headings under Tax

Fair Elections Project
Republican party—South Vietnam 19: 0772

Fairness Doctrine
10: 0001
see also Equal Time Doctrine; McCarthy, Eugene; National Conference on Broadcasting and Election Campaigns; Radio; Television

Farley, James A.
7: 0158; 18: 0068

Farm bills
general 18: 0413
voting records 10: 0154
see also Agriculture

Farms
labor—statement before the Democratic Platform Committee 17: 0421
programs—Republican presidential campaign (1964) 19: 0130
situation 6: 0342; 7: 0158; 10: 0154;
27: 0977
see also Agriculture

Farm vote
Republican presidential campaign (1968) 20: 0039

Federal Communications Commission
local live programming—Omaha 5: 0191
see also Equal Time Doctrine; Fairness Doctrine; Radio; Television

Federal employees
voting 4: 0201; 7: 0504
see also Hatch Act; Partisan political activities

Federal government
information apparatus 9: 0175

Federalism
Republican Coordinating Committee report on 19: 0921
see also Revenue sharing, States

Federalized welfare system
general 3: 0543
HHH 2: 0944; 10: 0685
Republican Coordinating Committee report on 19: 0921

Federal Power Commission
5: 0485

Federal Reserve Board
19: 0277

Federal-state relations
15: 0747
see also States

Federal Voting Assistance Program
8: 0001; 9: 0608

Federalized Democratic Woman’s Club, Northwest Missouri 25: 0486

Federation of Democratic Women
Tennessee 26: 0808
West Virginia 27: 0531

Federation of Democratic Women’s Clubs
Arizona 23: 0802

Financing, campaign
see Campaign financing/funding

Florida
congressional delegation 4: 0201; 24: 0338
congressional dinners 24: 0338
Democratic Women’s Club of Florida 24: 0338
Miami—riot 20: 0545

“Flying Caravan” teams
23: 0364
see also Women

Food and Drug Administration
Republican party platform (1964) 18: 0413

Ford, Gerald
on the economy 19: 0506
Republican Boosters Club 16: 0696
see also Republican party

Ford Motor Company
Effective Citizenship Program 23: 0620

Foreign aid
20: 0039
Perkins Committee Study 9: 0473

Foreign elections
8: 0751
see also Vietnam, South
Foreign policy
general 5: 0485; 18: 0521
Republican Candidates (1968) Foreign Policy Fact Book 11: 0042
Republican Coordinating Committee report 20: 0545
statement before the Democratic Platform Committee 17: 0421
see also headings for individual countries
Foreign Policy Association
foreign policy briefs 22: 0799
Foreign relations
congressional elections (1966) 8: 0592
see also Polls
Foreign relations
Republican Task Force on the Conduct of Foreign Relations 20: 0164, 0545
Fortas, Abe
3: 0543
Fraud
see Election fraud
Fulbright, J. William
1: 0736; 27: 0724
see also Arkansas; Citizens for Kennedy/ Fulfright
Fulbright (Congressional) Mission to Brazil 27: 0724
Fund raising
Americans for Democratic Action 16: 0832
corporate programs 16: 0001
Democratic party—local activities 16: 0272,
  0351, 0438, 0832
dinners—Hawaii 24: 0499
Dollars for Citizenship Program 25: 0947
Dollars for Democrats—congressional elections (1966) 16: 0609, 0696;
  21: 0881; 27: 1188
general 16: 0001; 21: 1188
IRS—general 17: 0216
IRS—Republican National Committee 9: 0638
IRS—Republican National Convention (1968)
  17: 0122; 19: 0772
President’s Club 16: 0272, 0438, 0609–0963;
  17: 0216; 27: 1188
Republican Boosters Club 16: 0696
theater parties 18: 0351, 0438
Twentieth Century Fund 11: 0155
see also Campaign financing/funding; Political contributions; Political funds
“Gallup Gap”
11: 0244
Gallup polls
Democratic party county chairman 2: 0001
general 1: 0443; 2: 0061, 0223, 0327,
  0479; 3: 0001, 0094; 9: 0001, 0175, 0341;
10: 0154, 0582, 0720, 0885, 0981;
11: 0042, 0155; 18: 0041, 0262
image of RFK 1: 0314
Nixon, Richard 3: 0543
pairings 9: 0473
Republican party county chairman 2: 0001
RFK 3: 0197
Rockefeller, Nelson 3: 0831
Wallace, George 3: 0891
Gary, Indiana
election fraud 9: 0638
General Electric Company
Dollars for Citizenship Program 25: 0947
Generation gap
10: 0446
see also Youth
Georgia
congressional dinners 24: 0412
congressional elections (1964) 24: 0412
Democratic presidential campaign (1964)—
  “thank you for your support” letters 24: 0412
Democratic Women’s Conference 24: 0412
Jefferson-Jackson Day Dinner 24: 0412
Get-Out-the-Vote Program
DNC 7: 0158
general 7: 0308, 0504, 0609; 23: 0745
model cities 11: 0042
see also Voter participation; Voter registration
Goldberg, Arthur
10: 0720
Goldwater, Barry
campaign—businessmen’s support of
  6: 0730
campaign—general 6: 0460
campaign—in the South 6: 0130
campaign—in Texas 6: 0342
campaign literature 5: 0001
campaign schedules 6: 0001
campaign strategy 5: 0601, 0970
DNC compilation of excerpts from
speeches made by 18: 0821; 19: 0001, 0184
DNC compilation of inconsistencies
19: 0399
DNC compilation of quotes 19: 0277
DNC report on 18: 0769
economic policy 18: 0769
general 2: 0524; 3: 0806; 5: 0001, 0485;
  6: 0001; 18: 0413, 0521; 19: 0399;
27: 1342
51
North Carolina 19: 0399
prayer proposal 17: 0866
Republican party nomination (1964) 10: 0267
tax cut plan 18: 0521, 0769
see also Poll pairings; Polls; Presidential elections (1964); Republican party; Republican presidential campaign (1964)

"Goldwater Candidacy and the Christian
Conscience"
5: 0727

Goldwater clubs
5: 0001

Good Citizenship Program
Rexall Drug 23: 0513
G.O.P.
survey 9: 0828
G.O.P. White Paper
John P. Roche reply to 1: 0206

Gore Amendment
9: 0001

Government
administration 9: 0001
Governors
Democratic 8: 0751; 18: 0068
Democratic Governors' Conference 1: 0001
National (Greenbriar) Governors' Conference 1: 0579; 8: 0751; 19: 0606
see also States; separate headings under Gubernatorial elections

Gradualism
Republican Coordinating Committee reports on 20: 0184

Graham, Billy
1: 0514; 10: 0001
see also Prayer proposal; Religious issue

Grassroots organization
Republican party 8: 0592

Great Society
Operation Support 22: 0511, 0652
youth 21: 0713
see also War on Poverty

Greenbriar (National) Governors' Conference
see National (Greenbriar) Governor's Conference

Green card problem
HHH 2: 0944

Guam
Washington representative 27: 0690
Gubernatorial elections (1964)
Michigan 4: 0118

Gubernatorial elections (1968)
congratulatory letters 15: 0747
see also Governors; States

Harriman, Averell
1: 0001

Harris polls
general 3: 0001, 0094; 9: 0001, 0175, 0341; 10: 0154, 0382-0981; 11: 0042, 0155
HHH 2: 0944
McCarthy, Eugene 3: 0391
Nixon, Richard 3: 0543
pairings 9: 0473, 0638
RFK 3: 0197
Rockefeller, Nelson 3: 0831
Wallace, George 3: 0891

Hatch Act
restrictions 23: 0222
see also Federal employees; Partisan political activities

Hatcher, Andy
patronage 27: 1305

Hawaii
Burns, John 24: 0489
congresional dinners 24: 0489, 0632
congressional elections (1964) 24: 0489
fund-raising dinners 24: 0489
Jefferson-Jackson Day Dinner 24: 0489
state Democratic central committee 24: 0489
state Democratic convention 24: 0489, 0632

Hispanic vote
political Association of Spanish-speaking Organizations (PASO) 2: 0061
see also Latin American Democratic Club; Mexican-Americans; Puerto Rican community

Ho Chi Minh
letter—propaganda 27: 0771
see also Vietnam War

Hoffa trial
3: 0197
see also Labor unions

Home rule
District of Columbia 23: 0745
Hoover-McClendon Major Cities Presidential Poll 9: 0826; 10: 0001

House Democratic Campaign Committee (1966)
16: 0543
see also Congress; Congressional elections (1966)
House Democratic Campaign Committee (1968)
10: 0446
see also Congress; Congressional elections (1968)
House Republican Policy Committee
5: 0485
Housing
legislation 19: 0772
Humphrey, Hubert H.
campaign debt 3: 0094
campaign schedules (1964) 6: 0130, 0342, 0502, 0610, 0730; 7: 0001, 0308, 0389
daily appointment schedules 2: 0780
Democratic National Convention (1968)—delegate strength 2: 0863
DNC support 17: 0356
federalized welfare system 2: 0944; 10: 0865
general 5: 0661
labor unions' support 2: 0863
Negro elected officials' support 2: 0883
political strengths 1: 0314
political trip—Texas 3: 0001
press editorials 2: 0780
public support of 2: 0780; 3: 0184
talk show interview 11: 0042
vice president 6: 0879; 9: 0828
Vietnam War 2: 0944; 3: 0001
Vietnam War plank 17: 0866
see also Democratic presidential campaign (1968); Poll pairings; Polls; Presidential elections (1968)
Idaho
congressional dinners 24: 0649
congressional elections (1968) 24: 0649
Rockefeller, Nelson—Republican presidential campaign trip 3: 0842
Illinois
Chicago—general 5: 0727
Chicago—voting fraud investigation 11: 0244
Committee on Illinois Government
24: 0794
congressional dinners 24: 0677, 0794
Dirksen, Everett 24: 0677
Kerner, Otto 24: 0677, 0794
NAACP voter registration project
24: 0677
Young Democrats of Illinois 24: 0677
Immorality issue
Republican presidential campaign (1964) 7: 0665
see also Prayer proposal; Religious issue
Imports
textiles 3: 0543
see also Trade
Income tax
political contributions deduction 16: 0001, 0596
surcharge 3: 0543
see also IRS; various Tax headings
Independent Citizens for Johnson
5: 0970
Indian tribal councils
23: 0513
Indiana
congressional dinners 24: 0845
congressional elections (1966) 24: 0845
Democratic presidential campaign (1968) 24: 0845
general 3: 0197; 5: 0936
Jefferson-Jackson Day Dinner 24: 0845
state Democratic central committee 24: 0845
Inflation
19: 0399
see also Economy
Information apparatus
federal government 9: 0175
see also Administration
Intellectual coherence
Republican presidential campaign (1964) 7: 0158
Internal Revenue Service (IRS)
fund raising—general 17: 0216
fund raising—Republican National Committee 9: 0638
fund raising—Republican National Convention (1968) 17: 0122; 19: 0772
see also Campaign financing; funding; income tax; Political contributions; Political funds (1968)
Investigations
see Congressional investigations
Iowa
congressional dinners 24: 0974
congressional elections (1964) 24: 0974
state Democratic central committee 24: 0974
Israel
8: 0592
see also Foreign policy
Italian-Americans
political support 19: 0606
see also All Americans Council; Nationality groups
Italian Communist party
27: 1334
Jaycees
voter registration drive—Virginia 27: 0448
Jefferson-Jackson Day Dinners
Colorado 24: 0296
Delaware 24: 0324
Georgia 24: 0412
Hawaii 24: 0489
Indiana 24: 0845
Maine 25: 0060
Missouri 25: 0846
New Hampshire 25: 0667
Utah 27: 0393
Jenkins, Walter
7: 0158
Jewish voters
general 6: 0730
Republican presidential campaign (1964) 7: 0389
see also Israel
John F. Kennedy Memorial Committee of Los Alamos, New Mexico
25: 0002
Johnson, Lyndon B.
decision not to run for re-election 10: 0528
presidential achievement record 21: 0377
see also Democratic presidential campaign (1964); Poll pairings; Polls; President; Presidential election (1964)
"Johnson cutlass"
3: 0942
Judges, federal
1: 0443
Kansas
Dinkins, Robert 25: 0001
Kappel Commission on Executive Pay 3: 0543
Kennedy, Edward
2: 0524; 9: 0828
Kennedy, John F.
Democratic party platform (1960) 17: 0421
Democratic presidential campaign (1960)—debates with Richard Nixon 4: 0118
Democratic presidential campaign (1960)—general 11: 0155
John F. Kennedy Memorial Committee of Los Alamos 25: 0802
presidential elections (1960) 5: 0001
Kennedy, Robert F.
anti-Johnson campaign 27: 0724
campaign expenses 3: 0197
campaign strategy 3: 0197; 10: 0865
Dump Johnson movement 3: 0197
general 1: 0001; 0079; 0443; 0579; 0736; 2: 0081; 5: 0191; 9: 0001; 0473; 10: 0446; 0720; 22: 0280; 27: 0977
Hoffa, Jimmy—trial 3: 0197
labor unions 2: 0223; 3: 0197
legislative positions 3: 0197
McCarthy, Eugene 3: 0197
media 3: 0197
political trips 3: 0321
polio—Gallup on the image of 1: 0314
polls—general 3: 0197
press editorials 3: 0197; 0321
public opinion correspondence 3: 0321
public support 3: 0313
Vietnam War 3: 0197
"war of liberation" 27: 0724
youth support of 3: 0197
see also Citizens for Kennedy/Fulbright; Citizens for Kennedy in '68; Democratic presidential campaign (1968)
Kentucky
congressional dinners 25: 0017
congressional elections (1964) 25: 0017
Kerner, Otto
24: 0677; 0794
see also Illinois
Khrushchev, Nikita
4: 0118
King, Martin Luther, Jr.
3: 0197; 7: 0827
see also Civil rights; Southern Christian Leadership Conference
Kinter, Robert E.
27: 1188
Labor
Democratic-Farmer-Labor party—organization 2: 0327
political contributions 16: 0027
Labor, U.S. Department of
political research on the presidential candidates 1: 0001
Labor program
Congress 8: 0592
Labor unions
AFL-CIO—COPE 9: 0175
AFL-CIO—Democratic party platform proposals 17: 0866
AFL-CIO—general 2: 0327; 5: 0601; 6: 0502
general 1: 0001; 0079; 3: 0391; 0733; 0891; 5: 0327; 0727; 0970; 6: 0001; 0342; 0837; 0989; 7: 0001; 0158; 0308; 9: 0175; 0638; 10: 0154
Hoffa, Jimmy—trial 3: 0197
leaders 27: 0877
New York (state) 26: 0001
publications 21: 0377
Reuther, Walter 5: 0801
RFK 2: 0223; 3: 0197
support of HH 2: 0883
support of president 4: 0001
Teamsters Union 6: 0001
United Steelworkers of America 2: 0223, 0883
voter participation 6: 0837

Latin American Democratic Club
Michigan 25: 0412
see also Political Association of Spanish-speaking Organizations (PASO)

Law and order
White House Law-and-Order Conference 18: 0521

Law Students for Johnson
7: 0158
League of Women Voters
20: 0929
see also Women

Legislation
agriculture 7: 0904
appropriations (1968) 19: 0606
appropriations (1969)—military procurement 20: 0381
campaign contributions 8: 0001; 16: 0438
campaign financing 9: 0473; 16: 0001; 0609
campaign financing bill 9: 0001, 0175, 0341, 0638; 16: 0832, 0983; 17: 0001, 0050, 0122
civil rights 7: 0827
civil rights bill 20: 0164; 27: 0877
Clean Election bill 8: 0160
education bill 18: 0167; 19: 0606
Equal Time Doctrine 8: 0001; 16: 0438
Equal Time Suspension bill 11: 0155
farm bills 10: 0154; 18: 0413
housing 19: 0772
political contributions 9: 0001; 16: 0696
Political Process 27: 0977
tax bill 18: 0262; 20: 0381; 27: 1342
Transportation Department bill 1: 0514
voting 7: 0827
see also Congress

Legislative position
RFK 3: 0197

Legislative program
administration 5: 0327; 8: 0160
general 20: 0001; 27: 0724; 27: 1307
Nixon, Richard 3: 0543
see also Congress

Liberal community
1: 0736; 8: 0879; 11: 0504

Liberalism
3: 0001; 9: 0638

Liberal party
18: 0041

Liberty Lobby
20: 0797

Lindsay, John V.
New York City—mayoral elections 13: 0284

Lobbying
general 1: 0206; 18: 0521
Liberty Lobby 20: 0797
see also Political (action) committees

Local elections
see States

Lodge, Henry Cabot
5: 0156

Long, Edward
27: 1354

Long, Russell
general 9: 0001, 0638
presidential campaign financing plan 8: 0414

Louisiana
congressional dinners 25: 0037
general 3: 0891

McCarthy, Eugene
bombing issue 27: 0771
general 2: 0883; 3: 0197; 9: 0638; 10: 0855;
27: 0977
Harris polls 3: 0391
"McCarthy" voters 11: 0001
news interview 9: 0828
press editorials 3: 0391
press interview 3: 0391
speaking engagements 3: 0391
voting record 3: 0391
see also Democratic presidential campaign
(1968): Equal Time Doctrine; Poll pairings;
Polls

McCormack, Edward J., Jr.
6: 0879

McCormally, John
2: 0001

McNamara, Robert S.
vice-presidential candidate 3: 0539

Maine
congressional dinners 25: 0060
congressional elections (1968) 25: 0060
Jefferson-Jackson Day Dinner 25: 0060
Muskie, Edmund 25: 0060
presidential endorsements 25: 0060
state Democratic convention 25: 0060

Mansfield, Mike
2: 0524

Marketing
see headings under Campaign
Republican Task Force on National Security 19: 0092; 20: 0081
see also Foreign policy; Foreign relations
National unity
11: 0504
National Urban League
9: 0098
Natural resources
statement on, before the Democratic Platform Committee 17: 0421
Nebraska
congressional dinners 25: 0644
Omaha—live programming and the FCC 5: 0191
presidential endorsements 25: 0644
primary (1968) 10: 0154, 0865
state and local Democratic party activities 25: 0644
Negroes
candidates 8: 0414, 0592
elected officials—general 2: 0223
elected officials—support of HHH 2: 0883
state legislators 15: 0747
voter registration—general 7: 0827
voter registration—in the South 3: 0942
voters—general 1: 0001; 6: 0001, 0240
voters—intimidation in Tennessee primary (1964) 5: 0727
Nevada
Democratic presidential campaign (1964) 25: 0661
state Democratic convention (1964) 25: 0661
New England Young Democrats
23: 0735
New Hampshire
congressional dinners 25: 0667
Jefferson-Jackson Day Dinner 25: 0667
primary (1966) 27: 0977
New Jersey
congressional dinners 25: 0689
congressional elections (1966) 25: 0800
presidential endorsements 25: 0589
state and local Democratic party activities 25: 0589
New Left
National Conference for New Politics 27: 1314
see also American Communist party; Americans for Democratic Action;
“Black Power”—“Peacenik” coalition
New Mexico
congressional dinners 25; 0802
John F. Kennedy Memorial Committee of Los Alamos 25; 0802
state Democratic convention (1964) 25; 0802
Newspapers
advertising 19: 0277
"Mr. President" supplement 16: 0158
Public Affairs Feature Service 22: 0280
see also Press
New York (city)
antiwar demonstrations at polling places 11: 0314
Democratic party—organization 3: 0391
mayoral election 13: 0284
presidential dinner 16: 0809
transit situation 1: 0314
New York (state)
congressional dinners 25: 0837; 26: 0065, 0187
Democratic presidential campaign (1964) 25: 0947; 26: 0001
DNC 26: 0001
Dollars for Citizenship program 25: 0947
General Electric Company 25: 0947
labor unions 26: 0001
presidential endorsements 25: 0947
Puerto Rican community 25: 0837
state and local Democratic party activities 25: 0837; 26: 0065, 0187; 27: 1410
state Democratic Committee—general 26: 0001, 0065, 0187
state Democratic Committee—Women's Division Conference 25: 0837
State Democratic Women's Conference 26: 0065
Westchester County Democratic Committee 27: 1410
Young Citizens for Johnson 25: 0947; 26: 0065
New York World's Fair
Republican and Democratic parties' exhibits 16: 0001
Nixon, Richard
campaign themes 3: 0543
credibility gap 20: 0545
crime issue 27: 0877
22: 0799; 27: 0771, 0977
legislative program 3: 0543
national unity 11: 0504
polls—Gallup 3: 0543
polls—Harris 3: 0543
presidential elections (1960) 4: 0118; 5: 0001
vote in the East 11: 0244
see also Poll pairings; Polls; Presidential elections (1968); Republican party;
Republican presidential campaign (1968)
Nonproliferation treaty 3: 0543; 20: 0381
North Atlantic Treaty Organization 7: 0001
North Carolina
Goldwater, Barry 19: 0399
local Democratic party activities 26: 0328
presidential endorsements 26: 0328
State Democratic Women's Convention 26: 0328
Thielman, Calvin 26: 0328
Young Democratic Clubs of America 26: 0328
North Dakota
congressional dinners 26: 0400
presidential endorsements 26: 0400
state Democratic convention (1964) 26: 0400
Young Democratic Clubs of America 26: 0400
Northeastern States Democratic Conference 5: 0327
see also Midwestern (States) Democratic Conference; Western States Democratic
Conference
Northwest Federated Democratic Women's Club
Missouri 25: 0486
Nuclear war
issue 5: 0970
Nuclear weapons
debate 7: 0158
nonproliferation treaty 3: 0543; 20: 0381
potential use of, in Southeast Asia 18: 0521
O'Brien, Lawrence 3: 0001
Obstructionism
Republican 19: 0399, 0606
Ohio
congressional dinners 26: 0434
Electoral College 7: 0827, 0904
general 1: 0738
local Democratic party activities 26: 0434, 0567
presidential endorsements 26: 0434
Young Democratic Clubs of America 26: 0434

58
Oklahoma
"Carl Albert Day"  26: 0594
congressional dinners 26: 0594
congressional elections (1966) 26: 0594
presidential visits  26: 0594
Young Democratic Clubs of America  26: 0594
Old-age assistance
Republican approach to  19: 0399
see also Medicare
Operation Advocate  2: 0061
Operation Support for the Great Society
congressional elections (1966)  1: 0206
general 22: 0511, 0652
Oregon
congressional dinners 26: 0636
local Democratic party activities 26: 0636
Overseas Americans
voting  7: 0609
see also Voting
Overseas press reaction
to U.S. presidential election campaigns
(1968) 10: 0446
Paris Peace Negotiations
3: 0543
see also Peace issue; Vietnam War
Partisan political activities
Defense Department directive  1: 0001
Partisanship
  1: 0206
Patronage
  general 1: 0579
  Hatcher, Andy 27: 1305
  procedures—federal 17: 0397
  procedures—Nebraska 17: 0397
Peace Issue
Vietnam War  10: 0446
see also Congressional elections (1966);
Congressional elections (1968);
Democratic party platform (1968);
Presidential elections (1968)
Peace movement
"Black Power"—"Peacenik" coalition 27: 1314
general  2: 0061
see also Americans for Democratic Action;
Antiwar demonstrations; Democratic party
platform (1968); McCarthy, Eugene;
New Left
Pennsylvania
  congressional dinners 26: 0682
  local Democratic party activities 26: 0682
  presidential endorsements  26: 0682
  state Democratic committee  26: 0682
  state Democratic platform (1968) 18: 0001
Voter Registration Conference  5: 0001
Parkina Committee Study on Foreign Aid
9: 0473
Personnel
see Military personnel
Physical fitness
Maryland State Commission on Physical
Fitness  25: 0156
Political (action) committees
contributions 17: 0001
Election Reform Act  17: 0001
see also Lobbying; Political contributions
Political activities
military personnel 11: 0001
partisan—Defense Department directive  
1: 0001
see also Federal employees; Hatch Act
Political advertising
general 22: 0091
Republican presidential campaign (1964)
19: 0277
see also Press; Radio; Television
Political appointments
  1: 0736
see also Presidential appointments
Political candidates
broadcasting 1: 0579
endorsement of 1: 0579
McNamara, Robert S. 3: 0539
political research on 1:0001
protection of 10: 0720
Republican 1: 0736; 4: 0118; 9: 0341;
11: 0042
vice-presidential (1964) 3: 0733
Political contributions
expenditures and—1961–1962 report
16: 0001
general 8: 0106, 0414
income tax deductions  16: 0001, 0696
legislation 9: 0001; 18: 0696
matching incentive plan 16: 0543
political (action) committees 17: 0001
Republican 19: 0772
Treasury Department 16: 0543
see also Campaign contributions; Campaign
financing/funding; Fund raising; IRS;
Political funds
Political development
  1: 0514
Political funds
taxability 9: 0638; 17: 0216
Political image
administration 1: 0888
RFK 1: 0314
59
Political nominations
1: 0206
Political parties
American Communist party 18: 0059
Democratic-Farmer-Labor party 2: 0327
interparty campaign financing competition 16: 0001
Liberal party 16: 0041
Mississippi Freedom party 6: 0240
National Democratic party of Alabama 3: 0691
Popular Democratic party 27: 0698
youth 16: 0041
see also Democratic party; Republican party
Political Process
legislation 27: 0977
program 27: 0724
Political research
on presidential candidates 1: 0001
Political situation
agriculture 1: 0888
see also headings for individual states
Political trips
general 2: 0223
HHH—Texas 3: 0001
president 5: 0838
RFK 3: 0348
Rockefeller, Nelson—Idaho 3: 0842
use of presidential aircraft 1: 0208;
8: 0001; 16: 0351; 17: 0050, 0356
vice president 1: 0579
see also Democratic presidential campaign
(1964); Democratic presidential campaign
(1968); Republican presidential campaign
(1964); Republican presidential campaign
(1968)
Politics
"American Directions: A Forecast" 1: 0079
courses of action 27: 0977
"The Politics of Development—The Concept of
Credibility" 1: 0514
precinct 19: 0606
prejudice 9: 0001
world 27: 0724
Poll findings
9: 0473-0828, 0999; 10: 0001, 0059, 0267,
0270, 0865, 0981; 11: 0001-0244; 27: 0977
Polls
congressional investigation of 3: 0691
DNC telephone poll 2: 0061
Gallup 2: 0261-0479; 3: 0001, 0094, 0197,
0543, 0831,0891; 9: 0001-0936; 10: 0059,
0154, 0582, 0720, 0865, 0981; 11: 0042,
0155; 18: 0041, 0262
"Gallup gap" 11: 0244
general 1: 0314, 0514, 0579; 9: 0473, 0638,
0828, 10: 0059; 11: 0042
Harris 2: 0944; 3: 0001, 0094, 0197, 0391,
0543, 0831, 0891; 9: 0001-0936; 10: 0059,
0154, 0582, 0720, 0865, 0981; 11: 0042,
0155
Hooper-McClendon Major Cities Presidential
Poll 9: 0828; 10: 0001
popularity 27: 1364
RFK 3: 0197
voter sentiment 6: 0502
Pollution
Republican Clean Air Program 19: 0772
water—Republican Coordinating Committee
20: 0164
Popular Democratic party
Puerto Rico 27: 0998
Popularity
report 1: 0579
see also Pols
Popular vote amendment
American Bar Association 10: 0267
Prayer proposal
Goldwater, Barry 17: 0866
see also Graham, Billy; Immorality issue;
Religious issue
Precinct politics
president 19: 0606
see also Democratic party
Prejudice
politics 9: 0001
see also Civil rights
President
California—"thank you for your support"
letters 23: 0882
decision not to run for re-election 10: 0582
Democratic presidential campaign
strategy (1964) 6: 0240, 0480; 27: 0877
Georgia—"thank you for your support"
letters 24: 0412
legislative program 5: 0327
political trips 5: 0838
popularity 1: 0514
precinct politics 19: 0606
publicity—use of 4: 0312
television—use of 4: 0118
"thank you for your support" letters 13: 0288,
0337, 0452, 14: 0279-0956; 15: 0001-0610;
21: 0057, 0196, 0713; 23: 0364; 24: 0412
visit by state leaders with 1: 0266
see also Democratic presidential campaign
(1964); Johnson, Lyndon B.; Poll findings;
Polls; Presidential elections (1964)
Presidential aircraft
use of, for political trips 1: 0206; 6: 0001; 16: 0351; 17: 0050, 0356

Presidential appointments
Also, Joseph, on 27: 1188
general 24: 0324
patronage 17: 0397
women 23: 0345
see also Political appointments

Presidential campaign (1960)
11: 0155
see also Democratic presidential campaign
(1964); Democratic presidential campaign
(1968); Republican presidential campaign
(1964); Republican presidential campaign
(1968)

Presidential candidates
see Political candidates; headings for
Democratic presidential campaign,
Republican presidential campaign

Presidential dinners
New York City 16: 0609
"Salute to the President Committees" 17: 0050

Presidential Election Campaign Fund Act
9: 0001, 16: 0382
see also Campaign financing/funding;
Political contributions

Presidential elections (1960)
analysis 5: 0001

Presidential elections (1964)
analysis 27: 0977
general 2: 0524

Presidential elections (1968)
2: 0524; 18: 0359

Presidential endorsements
Indiana 24: 0845
Maine 25: 0606
Maryland 25: 0156
Michigan 25: 0290
Missouri 25: 0486
Nebraska 25: 0644
New Jersey 25: 0689
New York 25: 0947
North Carolina 26: 0328
North Dakota 26: 0400
Ohio 26: 0434
Pennsylvania 26: 0682
Texas 27: 0091, 0035
Utah 27: 0389
Virginia 27: 0448
Washington 27: 0500
Wisconsin 27: 0585
Wyoming 27: 0687

Presidential speeches/remarks
decision not to run for re-election 10: 0582
Democratic National Convention (1968)
27: 0856
general 27: 1374
Republican misrepresentation of 22: 0511
before state and local Democratic party
groups 23: 0384
State of the Union messages
1: 0579; 16: 0609; 19: 0606

Presidential transition
3: 0001, 0094, 0543, 0891; 11: 0244, 0504

Presidential travel
to Asia 1: 0579
to Oklahoma 28: 0594
see also Political trips

President's Club
16: 0272, 0438, 0609, 0696, 0832, 0963; 17: 0216, 27: 1188
see also Campaign financing/funding;
Fund raising; Political contributions

President's Commission on Campaign Costs
15: 0975, 16: 0158, 0351
see also Campaign financing/funding;
Political contributions

President's Commission on Registration and
Voting Participation
4: 0201, 0312; 5: 0327; 27: 0877

President's Committee on Consumer Interests
16: 0272

Press
editorials
7: 0158
HHH 2: 0780
McCarty, Eugene 3: 0391
president 5: 0237, 0485
RFF 3: 0197
endorsements—of president 21: 0196
interviews—with Eugene McCarthy 3: 0391
interviews—with HHH 2: 0044
newspapers—advertising 19: 0277, 22: 0091
newspapers—"Mr. President" supplement
16: 0158
newspapers—Public Affairs Feature Service
22: 0280
overseas reactions—presidential campaigns
(1968) 10: 0446
political advertising 19: 0277; 22: 0091
RFK—use of 3: 0197
support—Democratic presidential campaign
(1964) 5: 0327, 6: 0610; 7: 0389, 0609; 27: 1364

61
Primaries (1964)
Tennessee—Negro voter intimidation: 5: 0727
see also Poll pairings; Polls

Primaries (1968)
California 10: 0267
District of Columbia—general: 4: 0001
District of Columbia—Vietnam question: 3: 0962
expenditures 17: 0356
general: 3: 0391; 10: 0582
Nebraska 10: 0154, 0865
New Hampshire: 27: 0977
see also Poll pairings; Polls

Professors for Johnson-Humphrey
7: 0504
Project 1964
6: 0502

Project South
National Independent Committee for President
Johnson and Senator Humphrey: 6: 0342

Propaganda
Ho Chi Minh letter: 27: 0771

Public Affairs Division
DNC: 22: 0434

Public Affairs Feature Service
newspapers: 22: 0280

Public attitudes
administration policies: 27: 1188

Publicity
president's use of: 4: 0312
see also Press; Radio; Television

Public opinion
general: 2: 0061
mail—general: 5: 0327; 21: 0001, 0057
mail—television campaign advertising: 21: 0568
of president: 3: 0321, 0531; 5: 0327

Public support
debates: 27: 0688, 0397, 0482, 14: 0279–0956;
15: 0001–0610
for HHH: 2: 0790; 3: 0184
for president: 3: 0733, 0806
for RFK: 3: 0313

Puerto Rican community
New York: 25: 0837

Puerto Rico
Democratic committee: 27: 0698
Popular Democratic party: 27: 0698

Racism
18: 0413
see also Prejudice; Riots

Radicals
American Communist party: 18: 0059
Americans for Democratic Action: 1: 0736;
2: 0327; 10: 0154; 16: 0832; 27: 0977

"Black Power"—Peacenik coalition
27: 1314
National Conference for New Politics
27: 1314
New Left: 27: 1314
right wing: 3: 0891
see also Antiwar demonstrations

Radio
political activities: 22: 0434
services: 22: 0091, 0280
“talk shows”: 10: 0446
see also Broadcasting; Equal Time Doctrine;
Fairness Doctrine; Media; National
Conference on Broadcasting and Election
Campaigns; Television

Rauh, Joseph
anti-Vietnam War plank: 17: 0866

Reagan, Ronald
see also Republican presidential campaign
(1968)

Religious issue
1: 0001

Republican Boosters Club
16: 0696
see also Campaign financing; Fund raising

Republican Coordinating Committee
general: 19: 0772
reports
East-West trade: 20: 0164
Eastern Europe: 20: 0164
the economy: 20: 0381
employment opportunities: 20: 0039
federalism: 19: 0921
foreign policy: 20: 0545
gradualism: 20: 0164
national security: 20: 0381
urban areas: 20: 0381
urban transportation: 19: 0921
U.S. Information Program and
the "American image abroad": 20: 0039
water pollution: 20: 0164
welfare system: 19: 0921

Republican National Committee
Gallup polls—county chairmen: 2: 0001
general: 17: 0122; 19: 0606; 22: 0091;
27: 1342
IRS: 9: 0638
national finance committee: 19: 0399

Republican National Convention (1964)
general: 18: 0521
Goldwater, Barry—nomination: 10: 0287

52
Republican National Convention (1968)
IRS 17: 0122; 19: 0772
security 27: 0724

Republican party
approach to old-age assistance
19: 0399
campaign themes 3: 0543
Clean Air Program 19: 0772
Congress—opposition 19: 0399
congressional elections (1966)
campaign strategy 1: 0314
general 1: 0314, 0579; 8: 0414; 19: 0399, 0606
platform 17: 0866
congressional elections (1968) 10: 0154
county chairmen survey 9: 0828
Critical Issues Council 18: 0413
"desperation" film 22: 0280
East-West trade 27: 1342
economics 15: 0399
fund raising—general 27: 1188
fund raising—Republican Boosters Club
18: 0696
general 9: 0175; 18: 0068
grassroots organization 8: 0592
House Republican Policy Committee
5: 0485
misrepresentation of presidential
speeches 22: 0511
moderates 2: 0713
National Republican Congressional
Committee 17: 0001
New York World's Fair exhibit 16: 0001
obstructionism 19: 0399, 0606
political candidates 1: 0736
political contributions 16: 0963; 19: 0772
rebuttal to the 1967 State of the Union
message 19: 0806
Republican Unity Conference 18: 0521
rural areas 15: 0772
southern strategy 9: 0175
South Vietnam—Fair Elections Project
9: 0341; 19: 0772
White Paper 1: 0206
see also Eisenhower, Dwight D.; Ford, Gerald

Republican party platform (1964)
Democratic party rebuttal of 18: 0521
education 18: 0413
Food and Drug Administration 18: 0413
general 18: 0413
history 17: 0521
Republican party platform (1966)
congressional 17: 0866

Republican party platform (1968)
committee 17: 0866; 20: 0545
general 20: 0545; 27: 1307
Vietnam War plank 17: 0866; 20: 0545

Republican Policy Committee
20: 0039, 0164, 0545

Republican presidential campaign (1964)
business support 6: 0730
campaign literature 5: 0001
campaign schedules 6: 0001
candidates 4: 0118
economic policy 18: 0769
farm programs 19: 0130
farm vote 20: 0039
immorality issue 7: 0665
intellectual coherence 7: 0158
Jewish voters 7: 0399
political advertising 19: 0277
in the South 6: 0130
strategy 5: 0601, 0670; 10: 0413; 19: 0606
Texas 6: 0342
see also Goldwater, Barry; Miller, William;
Poll pairings; Polls

Republican presidential campaign (1968)
candidates—Foreign Policy Fact Book 11: 0042
candidates—general 1: 0736; 6: 0341
East—vote in 11: 0244
overseas press reaction 10: 0446
themes 3: 0543
White Paper 1: 0206
see also Agnew, Spiro; Nixon, Richard;
Poll pairings; Polls; Reagan, Ronald;
Rockefeller, Nelson; Romney, George

Republicans for Johnson
21: 0377
Republican task force
on the conduct of foreign relations
20: 0164, 0545
on crime 19: 0772; 20: 0001, 0039
on national security 19: 0921; 20: 0361
Republican Unity Conference
proceedings 18: 0521
Republican Vietnam Fair Elections Project
9: 0341; 19: 0772

Research
see Political research

Resources
see Natural resources

Responsible Republicans for Johnson
16: 0272

Rauher, Walter
4: 0118; 5: 0601; 9: 0473; 10: 0720
see also Labor unions
Revenue sharing
19: 0606
see also Federalism; States

Roxall Drug
Good Citizenship Program 23: 0513

Rhode Island
congressional dinners 26: 0741
general 8: 0879
local Democratic party activities 26: 0741
state Democratic committee 26: 0741
vice-presidential visit 26: 0741

Ribicoff Amendment
19: 0399

Riots
2: 0327; 9: 0175; 19: 0772; 20: 0545

Roche, John P。
reply to GOP White Paper 1: 0206

Rockefeller, Nelson
2: 0001; 8: 0879; 9: 0001, 0175, 0341, 0999;
18: 0413; 19: 0606; 20: 0039
see also Poll pairings; Polls; Republican party; Republican presidential campaign (1968)

Romney, George
general 1: 0579; 2: 0061, 0524; 8: 0001;
9: 0341, 0999; 19: 0606, 0772; 22: 0799
Vietnam visit 9: 0936
see also Poll pairings; Polls; Republican party; Republican presidential campaign (1968)

Rural Americans for Johnson
5: 0601; 6: 0001

Rural Americans for Johnson-Humphrey
23: 0513

Rural areas
Democratic congressional campaign analysis (1968) 8: 0592
Republican party approach 19: 0772

Rural electrification
Democratic platform 17: 0521
National Rural Electric Cooperative Association 5: 0838

Rural voters
5: 0838; 6: 0730

Russell, Richard B.
2: 0479
S. 3060
8: 0610

Salingier, Pierre
3: 0197

Salute to the President Committee
17: 0050

Sanford, Terry
2: 0524

Science
statement before the Democratic Platform Committee 17: 0421

Scientists and Engineers for Johnson
7: 0001, 0389

Scranton, William
18: 0413

Senate Democratic Campaign Committee
congressional elections (1966) 16: 0543, 0609

Senate Finance Committee
general 16: 0832, 0963
political deductions on income tax returns 16: 0001

Senate Republican Policy Committee
19: 0772
see also Congress; Congressional elections (1964); Congressional elections (1966); Congressional elections (1968)

Shriver, Robert Sargent
2: 0524

South Carolina
congressional dinners 26: 0774
local Democratic party activities 26: 0774
Young Democratic Clubs of America 26: 0774

South Dakota
congressional dinners 26: 0791
Midwestern Democratic Conference 26: 0791
state Democratic conference 26: 0791

Southeast Asia
potential use of nuclear weapons 18: 0521
see also Asia; Vietnam, South; Vietnam War

Southern Christian Leadership Conference
6: 0342
see also King, Martin Luther, Jr.

South Vietnam
see Vietnam, South

"Speaker John McCormack Day"
Massachusetts 25: 0242

Speakers
see Democratic speakers

State Democratic central committees
California 23: 0882, 1034; 24: 0001, 0102
Colorado 24: 0236
Hawaii 24: 0489
Iowa 24: 0974
Montana 25: 0605
New York 25: 0837
State Democratic committees
New York 26: 0001, 0065, 0187
Pennsylvania 26: 0682
Puerto Rico 27: 0698
Rhode Island 26: 0741
Wyoming 27: 0677

State Democratic conventions
South Dakota 26: 0791

State Democratic executive committees
Texas 26: 0958

State Democratic Women's Conference
New York 28: 0065

State Democratic Women's Convention
North Carolina 26: 0328

State of the Union message (1966)
campaign financing legislation 16: 0609

State of the Union message (1967)
general 1: 0579
Republican rebuttal 19: 0606

States
attraction of industries 1: 0443
Democratic committees 18: 0262
DNC Conference of State and County
Chairmen 1: 0314
elections (1964)—gubernatorial 4: 0118
elections (1966)
  congratulatory letters 15: 0747
general 8: 0592
  Negro legislators 15: 0747
elections (1967)—general 9: 0638
elections (1968)—gubernatorial 15: 0747
federalism—Republican Coordinating
  Committee report on 19: 0321
federal money to 18: 0521
governors—Democratic 16: 0068, 0362
governors—Western States Democratic
  Conference 1: 0579
leaders' visit with the president 1: 0206

National (Greenbriar) Governors' Conference
1: 0579; 8: 0751; 19: 0606
Pennsylvania—state Democratic platform
18: 0001
revenue sharing 19: 0606
southern 1: 0443
see also specific state

Stewardship
17: 0521

Stock market
18: 0413, 0521
see also Economy; Federal Reserve System;
Inflation

Students
Choice '68 10: 0154, 0267, 0446, 0865
College Young Democratic Clubs of
  America 1: 0579; 16: 0832; 22: 0280;
  27: 0035
Democratic presidential campaign (1964)
support 7: 0665
general 2: 0327
Missouri Students for Johnson-Humphrey
26: 0486
New York Young Citizens for Johnson
25: 0947
Young Citizens for Johnson 23: 0620; 26: 0065
Young Democratic Club of Texas Tech
27: 0035
see also Young Democratic Clubs of America

Suburbs
Democratic political organization in 9: 0175

Talk shows
radio and television—general 10: 0446;
  27: 0977
radio and television—Interview 11: 0042
see also Media

Target voter blocs
analysis of 11: 0244
see also Voters

Task Force on Peace Through Preparedness
18: 0769
see also Nuclear war

Tax bill
3: 0321, 0391; 5: 0327; 7: 0751; 10: 0446;
  18: 0262, 20: 0301; 27: 1342

Tax credit
1: 0443; 8: 0293

Tax cut
general 5: 0001
plan—Barry Goldwater 18: 0521, 0769
Taxes
  excise 16: 0272
  incentive plan 16: 0543
  income—political contributions deduction
    16: 0001, 0696
  income—surcharge 3: 0543
  issue 10: 0582
  political funds 9: 0638
  see also IRS
Teamsters Union
  6: 0001
  see also Labor unions
Television
  campaign investments 16: 0832
  candidates' use of 5: 0601
  Democratic campaign material 21: 0196
    general 7: 0389; 27: 1364
  political activities 22: 0434
  president's use of 4: 0118
  public opinion mail regarding campaign
    ads 21: 0568
  talk shows 10: 0446; 27: 0977
  use of—to promote Dollars for Democrats
    16: 0696
  see also Broadcasting; Equal Time
    Doctrine; Fairness Doctrine; Radio
Teller, Edward
  5: 0601
Tennessee
  congressional dinners 26: 0808
  Democratic presidential campaign (1964)
    25: 0608
  Federation of Democratic Women
    26: 0808
  local Democratic party activities
    25: 0808
  Negro voter intimidation in the primary
    (1964) 5: 0727
  state Democratic convention 26: 0808
  Young Democratic Clubs of America 25: 0808
Tet Offensive
  Vietnam War 3: 0197; 10: 0559
Texas
  All Americans Council 27: 0035
  congressional dinners 26: 0894, 0958;
    27: 0092; 0184
  Democratic party situation 27: 0877
  Democratic presidential campaign (1964)
    26: 0958; 27: 0001; 0035
  Democratic presidential campaign (1968)
    general 3: 0001, 0054; 27: 0184
    HHH trip 3: 0001, 0094
    fund-raising activities 16: 0272
    local Democratic party activities 26: 0894;
      27: 0001, 0184
    NAACP—voter registration campaign
      27: 0082
    presidential endorsements 27: 0001, 0035
    Republican presidential campaign (1964)
      6: 0342
    state Democratic committee 17: 0216
    state Democratic executive committee
      26: 0958
    Young Democratic Club of Texas Tech
      27: 0035
Texas Tech University
  Young Democratic Club of America 27: 0035
Textile Imports
  3: 0543
  see also Trade
Theater Parties
  fund raising 16: 0351, 0438
  see also Campaign financing/funding; Fund
    raising
Thielman, Calvin
  Vietnam 26: 0326
Trade
  East-West 20: 0164
  textile imports 3: 0543
Transportation
  transit situation—New York City 1: 0314
    urban—Republican Coordinating Committee
      19: 0921
  Transportation, U.S. Department of
    bill 1: 0514
  Treasury, U.S. Department of the
    political contributions 16: 0543
  Tunney, John V.
    21: 0881; 22: 0001
Twentieth Century Fund
  campaign funding 11: 0155
  see also Fund raising; Political contributions
United Nations Day
  21: 0196
U.S. Information Program
  Republican Coordinating Committee
    report on the "American Image Abroad"
      20: 0039
  see also Foreign policy; Foreign reactions; Polls
USSR
  assistance to American Communist party
    18: 0059
  Khrushchev, Nikita 4: 0118
U.S. Youth Council
  1: 0579
  see also Students; Young Democratic Clubs of
    America

66
Unemployment
defense contracts 6: 0610
see also Employment

Unions
see Labor unions

United Negro College Fund
18: 0543

United Steelworkers of America
2: 0233, 0583
see also Labor unions

University of Alabama Alumni Association
23: 0784

Urban areas
Republicana Coordinating Committee
20: 0381
see also Cities

Urban transportation
New York City—transit situation 1: 0314
Republican Coordinating Committee
19: 0921

Utah
congressional dinners 27: 0393
Jefferson-Jackson Day Dinner 27: 0393
local Democratic party activities 27: 0393
presidential endorsements 27: 0393

Vermont
Vermont Democratic Women's Club
27: 0439

Veterans
Vietnam 10: 0346
Veterans for Johnson-Humphrey
23: 0620

Vice-presidential candidates
general 3: 0733, 5: 0601, 0727, 0838
McNamara, Robert S. 3: 0539
protection of 10: 0720
see also Agnew, Spiro; Humphrey, Hubert H.; Kennedy, Robert F.; Miller, William E.

Vice-presidential trips/visits
general 1: 0579
Rhode Island 26: 0741

Victory '68 campaign
10: 0267
see also Democratic presidential campaign (1968); Kennedy, Robert F.

Vietnam War
administration policy 3: 0001
American Communist party views on 18: 0059
bombing halt 3: 0001; 11: 0504
bombing issue 27: 0771
congressional elections (1966) 8: 0293
Democratic governors' resolution 18: 0262
Democratic party platform (1968)
general 9: 0175; 17: 0585
HHH 17: 0866
20: 0545; 22: 0434; 23: 0001; 27: 0877, 0977
HHH 2: 0944
Ho Chi Minh letter—propaganda 27: 0771
Moss, Frank 27: 0393
Paris Peace Negotiations 3: 0543
peace issue 10: 0446
Rauh, Joseph 17: 0866
Republican party platform (1968)
Eisenhower, Dwight D. 17: 0866
general 17: 0866; 20: 0545
RFK 3: 0197
Tet offensive 3: 0197; 10: 0059
Thielman, Calvin 26: 0328
veterans 10: 0446
Why Vietnam booklet 16: 0438
see also Southeast Asia

Vietnam, South
elections—general 3: 0942; 8: 0414; 9: 0175
elections—U.S. observers 9: 0341
Republican Vietnamese Fair Elections Project
19: 0772
visit—George Romney 9: 0936

Virginia
local Democratic party activities 27: 0448
presidential endorsements 27: 0448
voter registration—Jaycees 27: 0448
Young Democratic Clubs of America
27: 0448

Virginians for Johnson
27: 0448

Voter interference
3: 0391

Voter intimidation
Tennessee—primary election 5: 0727
yuppies 27: 0977

Voter participation
18-year-old voters 8: 0293; 9: 0091
general 6: 0450; 8: 0160; 9: 0001
Cut-Out-the-Vote Program 23: 0745
labor unions 6: 0837
White House Conference on Citizen Participation in Politics 11: 0001
Voter registration
American Heritage Foundation 5: 0838; 9: 0828; 11: 0001
cities 4: 0414; 5: 0054, 0156
DNC 7: 0158; 10: 0001
Federal Voting Assistance Program 8: 0001; 9: 0638
funds 16: 0543, 0832
gen. 1: 0001; 4: 0118; 6: 0001, 0136, 0342,
0403, 0610, 0837; 7: 0308, 0389; 8: 0001,
0160, 0293; 22: 0652
Get-Out-the-Vote Program
DNC 7: 0158
gen. 7: 0308, 0504, 0609; 23: 0745
Model Cities 11: 0042
Illinois 24: 0677
material 21: 0681
Mexican-Americans 10: 0154
Mississippi 8: 0001
Missouri Voter Registration Conference 25: 0486
NAACP—general 24: 0677
NAACP—Texas campaign 27: 0062
Negroes—general 7: 0827
Negroes—in the South 3: 0942
Pennsylvania Voter Registration Conference 5: 0001
President’s Committee on Registration and Voting Participation 4: 0201, 0312; 5: 0327; 27: 0877
South—general 10: 0720
South—program in the 7: 0751
Virginia—Jaycees 27: 0449

Voters
analysis of target blocs 11: 0244
Catholic 4: 0201
18-year-olds 8: 0293; 9: 0001
Jewish 6: 0730; 7: 0389
McCarthy 11: 0001
nationality groups 5: 0838
Negro 6: 0240; 7: 0827
overseas Americans 7; 0609
tural 5: 0838; 6: 0730
Wallace 3: 0891
women 8: 0414
Voter sentiment
polls 6: 0502
Votetables
11: 0504
Voting
absentee 5: 0237; 7: 0001
age 1: 0736; 8: 0293; 9: 0001
armed forces 5: 0327
congressional statistics 8: 0001

federal employees 4: 0201; 7: 0504
fraud investigations—Chicago 11: 0244
fraud investigations—Gary, Indiana 9: 0638
legislation 7: 0827
overseas Americans 7: 0609
records—Eugene McCarthy 3: 0391
records—on farm bills 10: 015
records—primary (1968) 3: 0391
rights—Americans abroad 10: 0865
tabulation problems 11: 0504
Wallace, George
19: 0606; 20: 0164; 27: 0771
see also Democratic presidential campaign (1968); National Democratic party of Alabama; Poll pairings; Polls
Wallace Vote
2: 0891
"War of liberation"
Robert F. Kennedy 27: 0724
see also Anti-Johnson campaign; Democratic presidential campaign (1968)
War on Poverty
program 19: 0399
see also Great Society; Welfare system
Washington
congressional dinners 27: 0500
presidential endorsements 27: 0500
Republican Coordinating Committee report on 20: 0164
state Democratic convention 27: 0500
see also Pollution
Welfare system
federalized—general 3: 0543
HHH 2: 0944; 10: 0865
Republican Coordinating Committee 19: 0921
see also Great Society; War on Poverty
Westchester County, New York
local Democratic committee 27: 1410
Western States Democratic Conference
1: 0579; 2: 0061, 0223; 19: 0167; 22: 0511;
23: 0564, 0513
see also Midwest (States) Democratic Conference; Northeastern Democratic Conference
West Virginia
Federation of Democratic Women 27: 0531
local Democratic party activities 27: 0531
Young Democratic Clubs of America 27: 0531
White House
seminars—campaign financing 16: 0351
staff meetings 27: 0877
White House Conference on Campaign Finance 16: 0001; 18: 0413
White House Conference on Citizen Participation in Politics
American Heritage Foundation 11: 0001
White House Law-and-Order Conference 18: 0521
Why Vietnam booklet
fund raising 16: 0438
Williams, G. Mennen 1: 0514
Wisconsin
congressional dinners 27: 0585
local Democratic party activities 27: 0585
presidential endorsements 27: 0585
Women
in Congress 8: 0592
Democratic speakers 23: 0133
Democratic Women's Club of Florida 24: 0338
Federation of Democratic Women's Clubs 23: 0802
League of Women Voters 20: 0929
New York State Democratic Committee—
Women's Division Conference 25: 0837
New York State Democratic Women's Conference 26: 0065
Northwest Federated Democratic Women's Club 25: 0486
presidential appointments 23: 0345
Tennessee Federation of Democratic Women 28: 0808
Vermont Democratic Women's Club 27: 0439
voters 8: 0414
West Virginia Federation of Democratic Women 27: 0531
Women's Campaign Conference (1968) 23: 0364
Women's Campaign Coordinating Committee 5: 0485
Women's National Democratic Club 18: 0068; 23: 0345, 0745
Women's Speakers Bureau
DNC 18: 0167; 22: 0652; 23: 0345
Wool
textiles issue 6: 0240
Wyoming
local Democratic party activities 27: 0667
presidential endorsements 27: 0667
state Democratic committee 27: 0667
Yuppies
demonstrations—voter intimidation 27: 0977
Young Americans for Freedom 5: 0001
Young Citizens for Johnson
DNC 5: 0601
New York 25: 0947; 26: 0085
Young Democratic Clubs of America
Alaska 23: 690
colleges 1: 0579; 16: 0832; 22: 0280; 27: 0035
general 1: 0443, 0888; 2: 0061; 4: 0201; 8: 0001; 23: 0364, 0513, 0620
Illinois 24: 0677
Maryland 25: 0156
Michigan 25: 0290
Missouri 25: 0486
New England 23: 0735
North Carolina 26: 0328
North Dakota 26: 0400
Ohio 26: 0434
Oklahoma 26: 0594
organization manual 21: 0713
South Carolina 26: 0774
southern campaign 18: 0362
Tennessee 26: 0808
Texas Tech 27: 0035
Virginia 27: 0448
West Virginia 27: 0531
see also American Council of Young Political Leaders; Citizens groups; Students
Youth
Choice '68 10: 0154, 0267, 0446, 0865
Democratic party 1: 0888
Democratic speakers 23: 0133
general 1: 0079; 6: 0253; 9: 0001; 10: 0446
Great Society 21: 0713
political parties 18: 0041
student support of the Democratic campaign 7: 0565
support of RFK 3: 0197
U.S. Youth Council 1: 0579
see also American Council of Young Political Leaders; Students
POLITICAL ACTIVITIES OF THE
JOHNSON WHITE HOUSE, 1963–1969

Part I. White House Central and
Confidential Files

Series B.
Political Activities by State
# TABLE OF CONTENTS

Scope and Content Note ........................................................................................................ 75

Reel Index

| Reel 1 | PL/ST Political Affairs: States .............................................................................. 81 |
| Reel 2 | PL/ST 1–ST 5 Political Affairs: States—Alabama–California ........................................ 81 |
| Reel 3 | PL/ST 5 cont.–ST 9 Political Affairs: States—California cont.–Florida ...................... 82 |
| Reel 4 | PL/ST 10–ST 15 Political Affairs: States—Georgia–Iowa ............................................ 83 |
| Reel 5 | PL/ST 15 cont.–ST 22 Political Affairs: States—Iowa cont.–Michigan ......................... 84 |
| Reel 6 | PL/ST 22 cont.–ST 32 Political Affairs: States—Michigan cont.–New York ................ 85 |
| Reel 7 | PL/ST 32 cont. Political Affairs: States—New York cont. ........................................ 87 |
| Reel 9 | PL/ST 38 cont.–ST 43 Political Affairs: States—Pennsylvania cont.–Texas ................ 89 |
| Reel 9 | PL/ST 43 cont.–ST 50 Political Affairs: States—Texas cont.–Wyoming ..................... 90 |
| Reel 9 | PL/ST 51 Political Affairs: States–Territories and Islands ......................................... 91 |
| Reel 9 | PL/ST 51-1 Political Affairs: States–Territories and Islands: Guam ......................... 91 |
| Reel 9 | PL/ST 51-2 Political Affairs: States–Territories and Islands: Puerto Rico .................. 91 |
| Reel 9 | PL/ST 51-3 Political Affairs: States–Territories and Islands: Ryukyu Islands ............ 91 |
| Reel 9 | PL/ST 51-4 Political Affairs: States–Territories and Islands: Virgin Islands ............. 91 |

Subject Index .................................................................................................................... 93
SCOPE AND CONTENT NOTE

As in Series A, Series B of the Political Activities of the Johnson White House is drawn from one of the most voluminous record groups at the Lyndon B. Johnson Library: the White House Central Files. This microfilm publication focuses on the relationship between state and national politics and its effect on the Johnson White House as reflected in the White House Central Files: Political Activities by State.

The White House Central Files were designed as a reference service for the president and his staff to document White House activities. They consist of four major components: the Subject File, the Name File, the Chronological File, and the Confidential File. The Name File is essentially an index to the Subject File. The Chronological File primarily contains copies of outgoing correspondence, while the Confidential File contains material that was regarded as security or administratively classified. This microfilm publication utilizes the Subject File and the Confidential File.

Subject File

The Subject File contains correspondence and reports pertaining to the functions and operations of the White House, the federal government, and state, local, and foreign governments. Correspondence and reports from private companies, organizations, and individuals are also filed here, with all material divided into two categories: "Executive" and "General."

The "Executive" material has correspondence and reports of particular importance due either to their source or content, and generally includes documents received from executive agencies and departments, members of Congress, and other prominent correspondents. It also includes copies of outgoing correspondence and memoranda, as well as other documents that were acted on or brought to the attention of the president or a designated White House official.

The "General" material contains correspondence and documents from the general public and other sources that, while noteworthy because they are addressed to the president, are not as important as the "Executive" material from the viewpoint of level of handling or subject matter. This material generally includes all correspondence and documents that are not classified in the "Executive" category and may include routine communications from members of Congress or memoranda exchanged among lower echelon officials.

The Subject File of the White House Central Files at the LBJ Library consists of sixty-two major subject categories. This publication focuses on that subject category and its subdivisions relevant to the state and national political relationship. The "Executive" materials in the categories listed have been filed in their entirety, unless otherwise noted. The "General" material has not been filed in any of the categories listed below.

PL/ST (Political Affairs: States): primaries.

PL/ST 1 (Political Affairs: States—Alabama): the 1966 congressional elections; the 1968 presidential election; correspondence and memoranda analyzing the problems in enforcing the federal voting rights laws; the formation of the National Democratic party of Alabama.


PL/ST 3 (Political Affairs: States—Arizona): the 1966 congressional and gubernatorial elections; the 1966 congressional elections; DNC activities in the state; voter registration programs for Mexican-Americans.

75

PL/ST 5 (Political Affairs: States—California): the 1964 presidential, 1966 congressional, and 1968 presidential campaigns and elections; 1964 vice-presidential candidates; composition and leadership of the California delegation to the 1964 and 1968 Democratic National Conventions; political factions; analyses of the political situation and political infighting; voter registration campaigns; the 1966 general election; the Democratic primaries; the Republican party in California; activities of the DNC.

PL/ST 6 (Political Affairs: States—Colorado): the 1964 presidential, 1966 congressional, and 1968 presidential campaigns and elections; the Vietnam War; anti-war activities; state support for the administration's position on Vietnam.

PL/ST 7 (Political Affairs: States—Connecticut): regional Democratic organizational conferences; the 1966 congressional elections; letters of support for the president and his administration's policies.

PL/ST 8 (Political Affairs: States—Delaware): requests for administration support; endorsements of candidates in the 1966 congressional elections.

PL/ST 9 (Political Affairs: States—Florida): the 1964 presidential, 1966 congressional, and 1968 presidential campaigns and elections; their effects on Florida; the political situation; George Smathers and the "favorite son" movement; "thank you for your support" letters.

PL/ST 10 (Political Affairs: States—Georgia): the Georgia political situation in the 1964 presidential, 1966 congressional, and 1968 presidential elections and campaigns; Georgia's election results in the 1964 presidential election; Lester Maddox and the Georgia "clique"; correspondence between Ralph McGill and President Johnson; political factions.


PL/ST 13 (Political Affairs: States—Illinois): the 1964 presidential and congressional and the 1966 congressional elections from the viewpoint of the state of Illinois; campaign strategies; voter registration efforts; activities of state and local Democratic party committees; the 1968 Democratic National Convention in Chicago.

PL/ST 14 (Political Affairs: States—Indiana): effects of the 1964, 1966, and 1968 campaigns and elections on the state; voter registration efforts; political factions; the political situation; the 1968 primary.


PL/ST 17 (Political Affairs: States—Kentucky): the 1964, 1966, and 1968 presidential and congressional elections; state politics; the political situation.

PL/ST 18 (Political Affairs: States—Louisiana): the state's support of President Johnson in the 1964 presidential campaign; efforts by George Wallace to influence the state ballot and primary in the 1968 presidential campaign; the state's political situation.


PL/ST 20 (Political Affairs: States—Maryland): the state political situation in the 1984, 1966, and 1968 campaigns and elections; the 1964 primary; voter registration efforts.

PL/ST 21 (Political Affairs: States—Massachusetts): analysis of the state political situation; the effects of the 1966 congressional and state elections; Cambridge Anti-War Referendum; other anti-war activities; the 1968 primary.

PL/ST 22 (Political Affairs: States—Michigan): the state's political activities in the 1964 presidential campaign, 1966 congressional election, and the 1968 presidential campaign; voter registration activities; the state political situation; Detroit's political situation; political factions in the state Democratic party; the 1968 gubernatorial election.
PL/ST 23 (Political Affairs: States—Minnesota): the state political situation; the 1964, 1966, and 1968 congressional and presidential campaigns and elections; Eugene McCarthy; Hubert H. Humphrey.

PL/ST 24 (Political Affairs: States—Mississippi): the 1964, 1966, and 1968 presidential and congressional campaigns and elections; the Mississippi delegation situation; the activities of the Mississippi Freedom Democratic party and the state Democratic party.

PL/ST 25 (Political Affairs: States—Missouri): the state political situation; St. Louis's political situation; the activities of Thomas Eagleton and Stuart Symington.

PL/ST 26 (Political Affairs: States—Montana): the 1968 presidential campaigns and elections, the activities of Mike Mansfield in reference to the Vietnam War issue.

PL/ST 27 (Political Affairs: States—Nebraska): the 1968 presidential campaigns and election; Operation Support for the Great Society; patronage.

PL/ST 28 (Political Affairs: States—Nevada): the state's political situation.


PL/ST 30 (Political Affairs: States—New Jersey): state activities in the 1964 and 1968 Democratic presidential campaigns; the 1966 congressional elections; the Pinfield riots; voter registration activities.

PL/ST 31 (Political Affairs: States—New Mexico): the state congressional delegation; the state's political situation.

PL/ST 32 (Political Affairs: States—New York): the state's political activities in the 1964, 1966, and 1968 congressional and presidential campaigns and elections; the state's political situation; the 1965 New York City mayoral election; the 1966 gubernatorial election; press activities in the campaign; Robert F. Kennedy; the New York Constitutional Convention; factional movements in the state Democratic party.


PL/ST 34 (Political Affairs: States—North Dakota): the state's political situation.

PL/ST 35 (Political Affairs: States—Ohio): the state's political situation; the 1964 and 1968 Democratic presidential campaigns; voter registration activities; labor unions; the 1965 mayoral elections in Cleveland and Toledo; the 1966 gubernatorial and congressional elections; the 1965 7th Congressional District special election and its aftermath.

PL/ST 36 (Political Affairs: States—Oklahoma): the state's political situation; activities in the 1966 congressional and 1968 congressional and presidential elections; Mike Monroney and the state Democratic party.

PL/ST 37 (Political Affairs: States—Oregon): the 1968 primary; the political activities of Mark Hatfield; the 1968 presidential campaign activities of Eugene McCarthy; Robert F. Kennedy; the state political situation.

PL/ST 38 (Political Affairs: States—Pennsylvania): state activities in the 1964, 1966, and 1968 congressional and presidential campaigns and elections; the 1964 Republican presidential campaign; voter registration activities; the 1967 Philadelphia mayoral election; Joseph Clark; the state political situation; the state Democratic party.

PL/ST 39 (Political Affairs: States—Rhode Island): the state Democratic party; the political situation.

PL/ST 40 (Political Affairs: States—South Carolina): the 1964 presidential election; the state political situation.


PL/ST 42 (Political Affairs: States—Tennessee): the state's political situation; personalities; activities in the 1964, 1966, and 1968 congressional and presidential campaigns and elections.
PL/ST 43 (Political Affairs: States—Texas): the state’s political situation; activities in reference to the 1964, 1966, and 1968 congressional and presidential campaigns and elections; the state’s political and financial support of President Johnson’s presidential campaign and his administration’s policies; political figures, such as John Connally, John Tower, Waggoner Carr, and Ralph Yarborough; the 1964 and 1966 congressional elections, especially the political aspects of the 1964 10th Congressional District election; Mexican-Americans; voter registration; fund-raising efforts; press activities in the 1964 presidential campaign.

PL/ST 44 (Political Affairs: States—Utah): the 1964 and 1966 congressional elections; the Johnson administration’s support of the Democratic congressional candidates.

PL/ST 45 (Political Affairs: States—Vermont): the state political situation.

PL/ST 46 (Political Affairs: States—Virginia): the state political situation; the 1964 presidential campaign; the Virginia Conservative party; Northern Virginia political activities.


PL/ST 48 (Political Affairs: States—West Virginia): the state’s political position in the 1964 and 1968 presidential campaigns and elections; the movement supporting the Kennedy presidential campaign; labor unions; regional Democratic party activities.

PL/ST 49 (Political Affairs: States—Wisconsin): the 1964, 1966, and 1968 congressional and presidential campaigns and elections; the state political situation; the Milwaukie political situation; voter registration activities.

PL/ST 50 (Political Affairs: States—Wyoming): the state’s political situation; political personalities; the 1964, 1966, and 1968 congressional and presidential campaigns and elections.

PL/ST 51 (Political Affairs: States—Territories and Islands): this folder contains only a file memo regarding the transfer of material, by the White House staff, consisting of comments on the president’s speech of March 31, 1968, to the category designated: SP 3-236/ST 51 (Speeches—President’s Remarks to the Nation regarding Vietnam and Renomination).

PL/ST 51-1 (Political Affairs: States—Territories and Islands: Guam): the folder contains only a file memo regarding the transfer, by the White House staff, of material consisting of comments on the president’s speech of March 31, 1968, to the category designated: SP 3-236/ST 51-1 (Speeches—President’s Remarks to the Nation regarding Vietnam and Renomination). This material is not included in this microform publication.

PL/ST 51-2 (Political Affairs: States—Territories and Islands: Puerto Rico): statehood; political parties; the political situation.

PL/ST 51-3 (Political Affairs: States—Territories and Islands: Ryukyu Islands): this folder contains only a file memo regarding the transfer, by the White House staff, of material consisting of comments on the president’s speech of March 31, 1968, to the category designated: SP 3-236/ST 51-3 (Speeches—President’s Remarks to the Nation regarding Vietnam and Renomination).

PL/ST 51-4 (Political Affairs: States—Territories and Islands: Virgin Islands): the Elective Governor Bill. This folder also contains a file memo regarding the transfer, by the White House staff, of material consisting of comments on the president’s speech of March 31, 1968, to the category designated: SP 3-236/ST 51-4 (Speeches—President’s Remarks to the Nation regarding Vietnam and Renomination).

Confidential File

The Confidential File at the LBJ Library consists of the same sixty-two subject categories and subdivisions as used in the Subject File. The materials in the Confidential File were segregated from the Subject File due to their security classified or administratively classified status. Again, this part of the publication focuses on the subject category and its subdivisions relevant to the state and national political relationships. This material is not segregated into “Executive” and “General” categories. The subject category and its subdivisions have been described in the Subject File portion of this Scope and Content Note. The material listed below has been filmed as it was arranged by the library staff.

PL/ST 1–ST 14 Confidential File (Political Affairs: States—Alabama—Indiana (1964–1968) [Confidential File])
Entries in this index refer to specific folders within the White House Central Files system. These folders are typically a chronological grouping of documents from the executive departments, Congress, private individuals, and organizations. In the interest of accessing material within folders, this index denotes the major substantive issues, reports, or key policy formulations under the category of Major Topics. Individuals who are the subjects of significant correspondence, insightful memoranda, or reports within these folders are also highlighted. The user is referred to the Initialism List on page xii. The four-digit frame number at the far left indicates where on the film a particular file folder begins.

**Reel 1**

0001  PL/ST  Political Affairs: States.  
**Major Topics:** Presidential preference primaries; presidential statement regarding primaries.

0015  PL/ST 1  Political Affairs: States—Alabama.  
**Major Topics:** Ballots; National Democratic party of Alabama; state Democratic executive committee; Democratic party strategy; primary [1966]; enforcement of federal voting rights laws; 1966 gubernatorial elections; federal housing bill; 1966 congressional elections; George Wallace; Industrial statesmanship.

**Major Topics:** 1966 congressional elections; 1966 gubernatorial elections; 1964 Democratic presidential campaign.

0189  PL/ST 3  Political Affairs: States—Arizona.  
**Major Topics:** Western States Democratic Conference; 1966 gubernatorial elections; state Democratic committee; Mexican-Americans; 1966 congressional elections; primary; Stewart Udall; Barry Goldwater and campaign finances; voter registration; Red River Navigation Project.

0321  PL/ST 4  Political Affairs: States—Arkansas.  
**Major Topics:** 1968 Democratic presidential campaign; 1966 gubernatorial elections; Jim Johnson; 1966 congressional elections; 1964 Democratic presidential campaign; Young Democratic Clubs of Arkansas.

0395  PL/ST 5  Political Affairs: States—California.  
November 22, 1963–June 14, 1964. 157pp  
**Major Topics:** Sam Yorty; Wyman-Brown "combine"; 1964 Democratic presidential campaign; 1964 congressional elections; Manpower Development and Training Act (MDTA) grant; Independent Democratic Committee; Charles H. Wilson; Mexican-Americans; state Democratic central committee.
Reel 2

0001 PL/ST 5 Political Affairs: States—California cont.
Major Topics: 1966 gubernatorial primary elections; Ronald Reagan; district elections.

0047 PL/ST 5 Political Affairs: States—California cont.
Major Topics: Jesse Unruh; Vietnam issue; Ronald Reagan; 1966 congressional elections; administration support of Democratic congressional candidates; Black Power movement; RFK; Watts; Sam Yorty.

0100 PL/ST 5 Political Affairs: States—California cont.
Major Topics: State Democratic central committee; peace delegation and the 1968 Democratic National Convention; California Democratic Council and the Vietnam War; Eugene Wyman; Sam Yorty; Jesse Unruh; President’s Crime Commission; assessment of political situation; Patricia Harris; 1966 gubernatorial elections; 1966 congressional elections.

0226 PL/ST 5 Political Affairs: States—California cont.
Major Topics: California Democratic Council and the peace issue; Jesse Unruh; Western States Democratic Conference; United Republicans of California; Eugene Wyman; Mexican-American Political Association; assessment of political situation.

0344 PL/ST 5 Political Affairs: States—California cont.
Major Topics: Polls; Sam Yorty; voter registration and Mexican-Americans; peace issue.

0411 PL/ST 5 Political Affairs: States—California cont.
Major Topics: Jesse Unruh; Eugene McCarthy and the HUD Act.
PL/ST 6 Political Affairs: States—Colorado.
Major Topics: 1966 congressional elections; “thank you for your support” letters; antiwar activities; Vietnam War; 1966 gubernatorial elections; 1966 state and local elections; 1964 presidential campaign visit to Denver; 1964 presidential campaigns; polls.

Major Topics: 1966 congressional elections; Abraham Ribicoff; “thank you for your support” letters; New England [Boston] Democratic Organizational Meeting.

PL/ST 8 Political Affairs: States—Delaware.
Major Topics: 1966 congressional elections; administration support of Democratic congressional candidates; Washington Democratic Organizational Meeting; 1964 state and local elections.

PL/ST 9 Political Affairs: States—Florida.
Major Topics: 1964 Democratic presidential campaign; “thank you for your support” letters; assessment of the political situation.

PL/ST 9 Political Affairs: States—Florida cont.
Major Topics: 1964 Democratic presidential campaign; press support of the Democratic presidential campaign; “thank you for your support” letters; campaign literature; voter registration.

PL/ST 9 Political Affairs: States—Florida cont.
Major Topics: 1968 congressional elections; George Smathers; polls; state Democratic central committee; agricultural labor; 1966 gubernatorial elections; press support for the 1964 Democratic presidential campaign.

Reel 3

PL/ST 10 Political Affairs: States—Georgia.
Major Topics: 1964 Democratic presidential campaign; “thank you for your support” letters; Herman Talmadge, Richard Russell.

PL/ST 10 Political Affairs: States—Georgia cont.
Major Topics: Southern Governors Conference; Gray-Maddox controversy; assessment of the 1968 Democratic presidential campaign in Georgia; Lester Maddox; 1966 election fraud charges; primary (1966); 1966 gubernatorial elections; federal housing bill; Georgia “clique”; 1964 Democratic presidential campaign.

Major Topics: 1966 congressional elections; 1966 state and local elections; administration support of Democratic congressional candidates; 1966 gubernatorial elections; federal housing bill; 1964 Democratic presidential campaign; voter registration; Daniel K. Inouye.

PL/ST 12 Political Affairs: States—Idaho.
Major Topics: 1966 congressional elections; 1966 gubernatorial elections; 1966 state and local elections; administration support of Democratic congressional and gubernatorial candidates; Frank Church; RRK and the Democratic party of Idaho; supermarket poll; War on Poverty; federal housing bill.
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<th>Frame</th>
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<tr>
<td>0453</td>
<td>PL/ST 13 Political Affairs: States—Illinois cont. October 1–31, 1964. 122pp. <em>Major Topics</em>: 1964 Democratic presidential campaign; “thank you for your support” letters; college students and campaign strategy; voter registration; voter registration complaints; Social Workers for Johnson committee; labor unions; Chicago wards; assessment of political situation.</td>
</tr>
<tr>
<td>0757</td>
<td>PL/ST 14 Political Affairs: States—Indiana. January 24, 1964—November 22, 1968. 233pp. <em>Major Topics</em>: Poll pairings; Indiana primary [1968]; RFK; assessment of the political situation; polls; Birch Bayh; DNC; administration support of Democratic congressional and gubernatorial candidates; labor unions; state Democratic committee; federal housing bill; “thank you for your support” letters; voter registration; Alexander Campbell.</td>
</tr>
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**Reel 4**

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<td>0475</td>
<td>PL/ST 20 Political Affairs: States—Maryland. March 5, 1964–November 13, 1968. 164pp. Major Topics: Bombing issue and the 1968 presidential election; political analysis of the situation in Maryland; 1966 congressional elections; 1966 state and local elections; Maryland primary [1966]; 1966 gubernatorial elections; Rogers Morton; federal housing bill; 1964 Democratic presidential campaign; “thank you for your support” letters; voter registration; Washington Democratic Organizational Meeting; George Wallace.</td>
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**Reel 5**

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Major Topics: Eugene McCarthy; HHH; Democratic-Farmer-Labor party; political situation; 1966 congressional elections; 1966 gubernatorial elections; administration support of Democratic candidates; federal housing bill; polls; press support of the 1964 Democratic presidential campaign.

PL/ST 24  Political Affairs: States—Mississippi.
Major Topics: Voter registration; Young Democratic Clubs of Mississippi; NAACP; 1966 congressional elections; 1964 Democratic presidential campaign; voting rights and Negroes; Mississippi Delegation situation; Mississippi Freedom Democratic party; Martin Luther King, Jr.

Major Topics: St. Louis; True Davis; polls; Thomas Eagleton; primary [1968]; Edward V. Long; state Democratic committee; Vietnam War; federal housing bill; Stuart Symington; voter registration.

Major Topics: State Democratic convention [1968]; political assessment; Mike Mansfield and the Vietnam War; 1968 gubernatorial elections; 1966 congressional elections; voter registration.

PL/ST 27  Political Affairs: States—Nebraska.
Major Topics: Poll pairings; primary [1968]; Operation Support; patronage; presidential endorsements.

Major Topics: Wiretapping; Eugene McCarthy; voter registration.

Major Topics: Primary [1968]; Eugene McCarthy; Vietnam War; poll pairings [1968]; political analysis; polls; 1968 Democratic presidential campaign; Professors for Johnson; George Romney; 1966 congressional elections; New England [Boston] Democratic Organizational Meeting; primary (1964).

PL/ST 30  Political Affairs: States—New Jersey.
Major Topics: Voter registration; 1964 Democratic presidential campaigns.

PL/ST 30  Political Affairs: States—New Jersey cont.
Major Topics: Primary [1968]; 1968 presidential election; polls; Plainfield riots; political situation; 1966 congressional elections; Vietnam War; 1964 Democratic presidential campaign.

PL/ST 31  Political Affairs: States—New Mexico.
Major Topics: Congressional delegation; Vietnam War.

Major Topics: Fund raising; Young Citizens for Johnson.
Frame File Folder

Reel 6


0001 PL/ST 33 Political Affairs: States—North Carolina.
Major Topics: Polls; 1968 Democratic presidential campaign; Ronald Reagan; Dan Moore; 1964 Democratic presidential campaign; Businessmen’s Committee for Johnson; David McConnell.

0084 PL/ST 34 Political Affairs: States—North Dakota.
February 7, 1964–May 23, 1968. 36pp
Major Topics: State Democratic committee; William Guy; 1964 Democratic presidential campaign.

0120 PL/ST 35 Political Affairs: States—Ohio.
Major Topics: Polipairings; Republicans for Johnson; 1964 Democratic presidential campaign; voter registration; labor unions; primary [1964].

0199 PL/ST 35 Political Affairs: States—Ohio cont.
Major Topics: 1966 congressional elections; 7th District special election; State Democratic Central Committee; Cleveland mayoral election; 1964 Democratic presidential campaign; 1964 state and local elections.

0303 PL/ST 35 Political Affairs: States—Ohio cont.
Major Topics: Labor unions; ADA; Citizens for Kennedy for President movement; “favorite son” premise; Morton Neipp; Richard Nixon.

0354 PL/ST 36 Political Affairs: States—Oklahoma.
Major Topics: 1968 presidential election; Mike Monroney; 1968 congressional elections; Monroney Task Force; Richard Nixon; polls; presidential remarks; Vietnam War issue; theater parties and fund raising; 1964 Democratic presidential campaign.

0618 PL/ST 37 Political Affairs: States—Oregon.
Major Topics: Polls; Eugene McCarthy; RFK primary [1968]; voter’s pamphlet; Wayne Morse; DNC; 1968 congressional elections; Robert Duncan; Vietnam War issue; Mark Hatfield; 1964 Democratic presidential campaign.

Major Topics: Voter registration; state Democratic committee; War on Poverty; Women’s Democratic Club of Philadelphia.

0894 PL/ST 38 Political Affairs: States—Pennsylvania cont.
Major Topics: 1964 Republican presidential campaign; 1964 presidential election.

Major Topics: Labor unions; 1964 presidential election.

Major Topic: Voter registration.
Reel 8

Major Topics: State Democratic committee; Citizens for Kennedy [for President]; polls; Nelson Rockefeller; Philadelphia mayoral election; Joseph S. Clark; 1966 congressional elections; 1966 gubernatorial elections; administration support of Democratic candidates.

0108 PL/ST 39 Political Affairs: States—Rhode Island.
Major Topics: Political situation; Rhode Island Democratic party; Robert Tieman; John Pastore and textile industry; Boston [New England] Democratic Organizational Meeting; RFK.

0210 PL/ST 40 Political Affairs: States—South Carolina.
Major Topics: 1966 congressional elections; 1964 Democratic presidential campaign; backlash.

0247 PL/ST 41 Political Affairs: States—South Dakota.
Major Topics: State Democratic convention; primary [1968]; Citizens for Kennedy [for President]; John Lindley; 1964 presidential election.

Major Topics: 1966 congressional elections; Albert Gore and poverty programs; John Jay Hooker, Jr.; state Democratic campaign committee; polls; labor unions.

0370 PL/ST 42 Political Affairs: States—Tennessee cont.
Major Topics: Albert Gore; delegate poll; Joe Evins; John Jay Hooker, Jr.; 1966 congressional elections.

0425 PL/ST 43 Political Affairs: States—Texas.
Major Topics: Poll taxes; Ralph Yarborough; 1964 congressional elections; poverty; 10th District; political situation; state Democratic convention.

0529 PL/ST 43 Political Affairs: States—Texas cont.
Major Topics: H.L. Hunt; Democratic fact sheet; loyalist-liberal delegates and the Democratic National Convention; state Democratic executive committee; Joint Railway Labor Legislative Board.

0612 PL/ST 43 Political Affairs: States—Texas cont.
Major Topics: Press support of the 1964 Democratic presidential campaign; 1964 Republican presidential campaign; farm situation.

0694 PL/ST 43 Political Affairs: States—Texas cont.
Major Topics: 1964 Democratic presidential campaign; HHH; Businessmen for Johnson; economy issue; press support of the 1964 Democratic presidential campaign; precinct organization.

0797 PL/ST 43 Political Affairs: States—Texas cont.
Major Topics: Country club support of the 1964 Democratic presidential campaign; press support of the 1964 Democratic presidential campaign; Dallas community leaders; college students.
Reel 9

0001  PL/ST 43  Political Affairs: States—Texas cont.
      Major Topics: Ralph Ybarbourough; Outdoor Advertising Association of America; 1964 congressional elections.

0066  PL/ST 43  Political Affairs: States—Texas cont.
      Major Topics: Ralph Ybarbourough; DNC fund raising; President's Club; Waggoner Carr; Pixiecrats; Dallas County.

0181  PL/ST 43  Political Affairs: States—Texas cont.
      Major Topics: 1966 congressional elections; John Tower; Vietnam War; primary [1966]; Waggoner Carr; 1966 state and local elections; Erik Jonson.

0285  PL/ST 43  Political Affairs: States—Texas cont.
      Major Topics: John Connally; 1966 congressional elections; Mexican-American legislators; polls.

0397  PL/ST 43  Political Affairs: States—Texas cont.
      Major Topics: Political situation; Preston Smith; George Wallace; primary [1968]; fund raising; 1968 gubernatorial election; 1968 congressional elections; John Connally.

0501  PL/ST 43  Political Affairs: States—Texas cont.
      Major Topics: Voting tabulation problem; 1968 presidential election; John Connally; Ralph Ybarbourough; Vietnam War issue; HH-H.

0549  PL/ST 44  Political Affairs: States—Utah.
      Major Topics: DNC; presidential visit; backlash; 1964 congressional elections; administration support of Democratic candidates; Frank Moss.

0562  PL/ST 45  Political Affairs: States—Vermont.
      Major Topics: Political situation; Vietnam War issue; Boston [New England] Democratic Organizational Meeting.

0606  PL/ST 46  Political Affairs: States—Virginia.
      Major Topics: Arlington Democratic County Committee; Conservative party; Nelson Rockefeller; William Spong; 1964 Democratic presidential campaign; religion and the Republican party.

      Major Topics: 1968 presidential election; Warren Magnuson; state Democratic convention.
0707 PL/ST 48 Political Affairs; States—West Virginia.
Major Topics: Polls; 1963 Democratic presidential campaign; Kennedy-McCarthy movement; AFL-CIO; state Democratic executive committee; Washington Democratic Organizational Meeting; labor unions; 1964 Democratic presidential campaign; Robert C. Byrd.

0761 PL/ST 49 Political Affairs; States—Wisconsin.
Major Topics: Democratic National Convention; Negro precincts in Milwaukee; polls; Vietnam War; state Democratic committee; primary [1968]; political situation, Eugene McCarthy; George Romney; Educators Committee for Johnson; Milwaukee; 1964 Democratic presidential campaign; press support for the 1964 Democratic presidential campaign; voter registration; inflation issue; presidential endorsements; civil rights bill.

0848 PL/ST 50 Political Affairs; States—Wyoming.
Major Topics: Thomas Kidd; RFK; state profile; 1966 congressional elections; Teno Roncalio; polls; 1964 presidential election.

0897 PL/ST 51 Political Affairs; States—Territories and Islands.
April 1, 1968. 2pp.

0899 PL/ST 51-1 Political Affairs; States—Territories and Islands: Guam.
April 1, 1968. 2pp.

0901 PL/ST 51-2 Political Affairs; States—Territories and Islands: Puerto Rico.
Major Topics: Popular Democratic party; Statehood Republican party; 1964 Democratic presidential campaign.

0915 PL/ST 51-3 Political Affairs; States—Territories and Islands: Ryukyu Islands.
April 1, 1968. 2pp.

0917 PL/ST 51-4 Political Affairs; States—Territories and Islands: Virgin Islands.
Major Topic: Elected Governor Bill.

0929 PL/ST 1–ST 14 Confidential File
Political Affairs; States—Alabama–Indiana [Confidential File].
Major Topics: Poverty programs and Alabama politics; Sam Yorty; Alan Cranston; DNC; California Democratic Council convention; Edmund Brown; Drew Pearson; Walter Riddler; survey of the presidential race in Georgia; 1964 Democratic presidential campaign; Idaho Professors for Johnson-Humphrey; 1966 Idaho congressional elections; survey of the presidential race in Indiana; Indiana primary [1964].

1094 PL/ST 15–ST 32 Confidential File
Political Affairs; States—Iowa–New York [Confidential File].
Major Topics: Silver Lake, Iowa, poll; Kansas judgeship; New England political situation; ADA; Mississippi Freedom Democratic party; Mississippi Democratic Conference; New Hampshire political situation; Eugene McCarthy in New York; New York City political situation; New York County political situation; Nelson Rockefeller; Jacob Javits; New York polls; New York City mayoral election.

91
PL/ST 33-ST 50 Confidential File
Major Topics: The presidential race in Ohio; Oregon political situation; New England political situation; Rhode Island state Democratic committee; 1966 Texas congressional and gubernatorial elections; Texas political situation.
SUBJECT INDEX

The following index is a guide to the major subjects in Series B of Political Activities of the Johnson White House, 1963–1965. The first number after the entry refers to the reel, while the four-digit number following the colon refers to the frame number where a particular folder begins. Hence 2:0794 directs the researcher to the folder that begins at frame 0794 of Reel 2. By referring to the Reel Index that constitutes the initial segment of Series B of this guide, the researcher will find the folder title and a list of its major topics, arranged in the order in which the material appears on the film.

States are not listed as separate entries in this index, since all states are listed alphabetically within the Reel Index. The user should check there for all entries related to individual states. The user is referred to page xi for a list of the initials used throughout this guide.

Abrams, Morris
New York 6:0866

Administration
support of Democratic congressional candidates
(1964) 9:0549
support of Democratic congressional candidates
(1966) 2:0547, 0709; 3:0231, 0297, 0575, 0757; 4:0046, 0409; 5:0118; 8:0001
support of Democratic gubernatorial candidates
(1966) 3:0297, 0575, 0757; 4:0046, 0409; 5:0118; 8:0001

AFL-CIO
Kentucky 4:0168
Texas 8:0881
West Virginia 9:0707
see also Labor unions

Agricultural labor
Florida 2:0879
see also Labor

All Americans Council
Democratic National Committee—Texas
8:0948

Americans for Democratic Action
general 9:1054
New York 6:0866
Ohio 7:0303
see also Conference of Concerned Democrats

Anti-Johnson activities
New York—Dump Johnson campaign 5:0782

Antiwar activities
California Democratic Council 2:0100, 0226
Colorado 2:0438
see also Vietnam War issue

Backlash
South Carolina 8:0210
Utah 9:0549

Ballot
Alabama 1:0015

Bayh, Birch
Indiana 3:0757

Beame, Abraham
New York City 6:0525, 0611

Black Power movement
California 2:0047
RFK 6:0706

Bombing issue
presidential election (1968) 4:0475
see also Vietnam War issue

Boosism
New York 6:0611
see also Clark, Joseph S.

Boston, Massachusetts
voting fraud 4:0717

Boston (New England) Democratic Organizational Meeting
see New England [Boston] Democratic Organizational Meeting

Brooke, Edward
Massachusetts 4:0717

93
Brown, Edmund
California—general 9: 0929
California—interview with, on 1968
gubernatorial elections 1: 0935
see also Wyman-Brown "combine"

Brown-Bennett Affair
California 1: 0836

Buckley, Charles
New York 6: 0001

Business
support of Democratic presidential campaign
(1964) 6: 0140; 7: 0001; 8: 0694
see also Economy issue

Businessmen for Johnson
Texas 8: 0694

Businessmen's Committee for Johnson
North Carolina 7: 0031

Byrd, Robert C.
West Virginia 9: 0707

California Democratic Council
convention 9: 0929
peace issue 2: 0226
Vietnam War issue 2: 0100
see also Independent Democratic
Committee

Cambridge, Massachusetts
Cambridge Anti-War Referendum 4: 0717

Campaign finances
Barry Goldwater 1: 0189
see also Republican presidential campaign
(1964)

Campaign literature
Florida 2: 0819
see also Democratic presidential campaign
(1964)

Campaign strategy
Democratic (1964) 3: 0453
Democratic (1968) 4: 0717

Campbell, Alexander
Indiana 3: 0757

Carr, Waggner
Texas 9: 0066, 0181

Cavanaugh, Jerome
Detroit 4: 0925; 5: 0040

Central California Democratic Council
see California Democratic Council

Chicago, Illinois
Daley, Richard 3: 0575
Democratic National Committee convention
3: 0575
words—Democratic presidential campaign
(1964) 3: 0453

Church, Frank
Idaho 3: 0297

Citizens for Johnson committees
California 1: 0727

Citizens for Kennedy (for President) movement
Ohio 7: 0303
Pennsylvania 8: 0001
South Dakota 8: 0247

Citizen groups
Businessmen for Johnson 8: 0694
Citizens for Johnson committees—California
1: 0727
Citizens for Kennedy (for President)
movement
Ohio 7: 0303
Pennsylvania 8: 0001
South Dakota 8: 0247
Educators Committee for Johnson—
Milwaukee 9: 0761
Professors for Johnson—New Hampshire
5: 0550
Professors for Johnson-Humphrey—Idaho
9: 0929
Republicans for Johnson—Ohio 7: 0120
Social Workers for Johnson Committee—
Illinois 3: 0453
Young Citizens for Johnson—New York
5: 0935, 6: 0001, 0099, 0327
see also Democratic presidential campaign
(1964); Democratic presidential campaign
(1968); Fund raising; Political associations;
Presidential election (1964); Presidential
election (1968)

Civil rights bill
Wisconsin 9: 0761
see also King, Martin Luther, Jr.; Voting rights

Clark, Joseph S.
Pennsylvania 8: 0001
see also Bossism

Cleveland, Ohio
mayoral election 7: 0199
College students
campaign strategy (1964) 3: 0453
Michigan 5: 0001
Texas 8: 0797, 0881
see also Young Citizens for Johnson; Young
Democratic Clubs of Arkansas; Young
Democratic Clubs of Mississippi

Community leaders
Dallas, Texas 8: 0797
Conference of Concerned Democrats
Michigan 5: 0040
see also Americans for Democratic Action

Congressional delegation
Mississippi situation 5: 0235
New Mexico 5: 0916

Congressional districts
Ohio—7th district special election 7: 0199
Texas—10th district 8: 0425

Congressional elections (1964)
administration support of Democratic candidates 9: 0549
Illinois 3: 0381
Kansas 4: 0446
New York 6: 0140
Texas 8: 0425; 9: 0001
Utah 9: 0549
see also Political situation; Polls; Primaries

Congressional elections (1968)
administration support of Democratic candidates 2: 0047, 0709; 3: 0231, 0297, 0575, 0757; 4: 0046, 0409; 5: 0118; 8: 0001
Alabama 1: 0015
Alaska 1: 0148
Arizona 1: 0189
Arkansas 1: 0321
California 1: 0836; 2: 0047, 0100
Colorado 2: 0438
Connecticut 2: 0618
Delaware 2: 0709
Florida 2: 0879
Hawaii 3: 0231
Idaho 3: 0297; 9: 0629
Illinois 3: 0575
Indiana 3: 0757
Iowa 4: 0001
Kansas 4: 0046
Kentucky 4: 0168
Louisiana 4: 0208
Maine 4: 0409
Maryland 4: 0475
Massachusetts 4: 0717
Michigan 4: 0926; 5: 0040
Minnesota 5: 0118
Mississippi 5: 0235
Montana 5: 0413
New Hampshire 5: 0550
New Jersey 5: 0731
New York 6: 0611, 0706
Ohio 7: 0199
Oregon 7: 0616
Pennsylvania 8: 0001
South Carolina 8: 0210
Tennessee 8: 0297, 0370
Texas 9: 0181, 0285, 1217
Wyoming 9: 0848
see also Political situation; Polls; Primaries

Congressional elections (1968)
Florida 2: 0879
Michigan 5: 0040
Oklahoma 7: 0354
Texas 9: 0397
see also Political situation; Polls; Primaries
Connally, John
Texas 9: 0285, 0397, 0501

Conservative party
Virginia 9: 0606

Constitutional convention
New York 6: 0706

Country club support
Texas—Democratic presidential campaign (1964) 8: 0797
see also Fund raising; Operation Support; President's Club

Cranston, Alan
California 1: 0836; 9: 0929

Crime
President's Crime Commission 2: 0100
see also Riots

Daley, Richard
Chicago 3: 0575

Dallas, Texas
community leaders 8: 0797
Jonsson, Erik 9: 0181

Dallas County, Texas
9: 0066

Davis, True
Missouri 5: 0296
de Gaulle, Charles
France 4: 0717

Delegates
Tennessee—poll 8: 0370
Texas—loyalist-liberal 8: 0529
Wisconsin 9: 0761

Democratic central committees
local—Will City, Illinois 3: 0575
Democratic central committees, state
see State Democratic central committee

Democratic committees
local—Iowa 3: 0991
Democratic committees, state
see State Democratic committee
Democratic conventions, state
see State Democratic convention (1964); State Democratic convention (1968)

Democratic executive committees, state
see State Democratic executive committee

Democratic fact sheet
8: 0529

Democratic-Farmer-Labor party
Minnesota 5: 0118

Democratic National Committee
All Americans Council 8: 0948
California 1: 0757; 9: 0829
Chicago—convention 3: 0575
Greek division 6: 0866
Indiana 3: 0757
Kentucky 4: 0168
New York 6: 0706, 0866
Oregon 7: 0618
Texas—fund raising 9: 0066
Utah 9: 0549

Democratic National Convention (1964)
Texas—loyalist-liberal delegates 8: 0529

Democratic National Convention (1968)
California—peace delegation 2: 0100
Tennessee—delegate poll 8: 0370
Wisconsin—delegates 9: 0761

Democratic organizational meetings
regional 1: 0189; 2: 0226, 0709; 4: 0475, 0586; 5: 0550; 6: 0108; 9: 0562, 0707

Democratic party
Alabama strategy 1: 0015
Idaho and RFK 3: 0297
Michigan—"Party Unity and Purges" 5: 0040
Rhode Island 8: 0108

Democratic presidential campaign (1964)
Alaska 1: 0148
Arkansas 1: 0321
business support 6: 0140; 7: 0001; 8: 0694
California—general 1: 0395, 0552, 0674
campaign strategy 3: 0453
Chicago—wards 3: 0453
college students 3: 0453
Connecticut 2: 0618
Florida 2: 0735, 0819
Foley, Eugene 1: 0674
general 5: 0929
Georgia 3: 0001, 0068
Hawaii 3: 0231
Illinois 3: 0381, 0453
Indiana 3: 0757
Iowa 4: 0001
Kansas 4: 0046
Kentucky 4: 0168
literature 2: 0819
Louisiana 4: 0298
Maine 4: 0409
Maryland 4: 0375
Massachusetts 4: 0639, 0686
Michigan 4: 0926
Minnesota 5: 0118
Mississippi 5: 0235
New Jersey 5: 0666, 0731
New York 6: 0140–0461
North Carolina 7: 0001
North Dakota 7: 0084
Ohio 7: 0120, 0199
Oklahoma 7: 0354
Operation Support 5: 0472
Oregon 7: 0618
Outdoor Advertising Association of America
8: 0001
parks 4: 0001
press support of 2: 0819, 0879; 4: 0926; 5: 0118;
6: 0140, 0250, 0327, 0461; 8: 0612, 0694,
0797; 9: 0761
Puerto Rico 9: 0901
South Carolina 8: 0210
Texas
country club support 8: 0797
general 8: 0612, 0694, 0797, 0881, 0948;
9: 0001
press support 8: 0797
“thank you for your support” letters 1: 0522,
0674, 0727, 0836; 2: 0458, 0618, 0735, 0819;
3: 0001, 0453, 0575, 0757; 4: 0001, 0046,
0188, 0409, 0475, 0639, 0686, 0926
Virginia 9: 0606
West Virginia 9: 0707
Wisconsin—press support 9: 0761
see also Humphrey, Hubert H.; Poll pairings;
Polls; Presidential election (1964); Primaries (1964)

Democratic presidential campaign (1968)
Arkansas 1: 0321
campaign strategy 4: 0717
Citizens for Kennedy (for President) 7: 0303;
8: 0001, 0247
Georgia—assessment of 3: 0068
Kennedy-Fulbright campaign 6: 0782
Kennedy-McCarthy movement 9: 0707
Kentucky 4: 0168
New Hampshire 5: 0550
New York 6: 0782
North Carolina 7: 0001
Ohio 7: 0303
West Virginia 9: 0707
see also Humphrey, Hubert H.; Kennedy, Robert F.; Presidential election (1968); Primaries (1968); Wallace, George
Detroit, Michigan
Jerome Cavanaugh 4: 0926

District elections
California 2: 0001
see also Democratic central committees;
Democratic committees; Democratic executive committees; Precincts; wards

Dump Johnson campaign
New York 6: 0782
see also Democratic presidential campaign

Duncan, Robert
Oregon 7: 0618

Eagleton, Thomas
Missouri 5: 0296

Economy issue
Texas 8: 0694
see also Inflation issue

Educators Committee for Johnson
Milwaukee, Wisconsin 9: 0761
see also Citizens groups

Election fraud
see Voting fraud

Election Governor Bill
Virgin Islands 9: 0917

Endorsements
see Presidential endorsements

Evins, Joe L.
Tennessee 8: 0370

Farm situation
Texas 8: 0612

“Favorite son” premise
Ohio 7: 0303

Federal highway aid
Kentucky 4: 0168

Federal housing bill
see Housing bill, federal

Federal laws
enforcement of voting rights—in Alabama 1: 0015

Federal-state relations
Iowa 3: 0991

Ferency, Zolton
Michigan 5: 0040

Finances
see Campaign finances

Foley, Eugene
Democratic presidential campaign (1964) 1: 0674

Fraud
see Voting fraud

Fulbright, J. William
Kennedy-Fulbright campaign—New York 6: 0762

Fund raising
Democratic National Committee 9: 0056
New York 5: 0935; 6: 0001, 0099, 0706
Oklahoma 7: 0354
Texas 8: 0881; 9: 0086, 0307
Young Citizens for Johnson 6: 0001, 0099
see also Business; Country club support;
Operation Support; President’s Club;
Theater parties

Georgia “clique”
3: 0068

Get-Out-the-Vote Program
voter registration 4: 0926

Goldberg, Arthur
New York 6: 0706

Goldwater, Barry
attitude toward Jews 1: 0727
campaign finances 1: 0189
New York 6: 0250
see also Presidential election (1964);
Republican presidential campaign (1964)

Gore, Albert
poverty programs 8: 0297
Tennessee 8: 0297; 9: 0370

Governors’ elections
see Gubernatorial elections (1964);
Gubernatorial elections (1966);
Gubernatorial elections (1968)

Gray-Maddox controversy
3: 0098

Gubernatorial elections (1964)
California 1: 0395
Delaware 2: 0709
Michigan 5: 0001
New York 6: 0001
Ohio 7: 0199

Gubernatorial elections (1966)
administration support of Democratic candidates 3: 0297, 0575, 0757; 4: 0046,
0409; 5: 0118; 8: 0001
Alabama 1: 0015
Alaska 1: 0148
Arizona 1: 0189
Arkansas 1: 0321
California general 1: 0836, 0935; 2: 0100
interview with Edmund Brown 1: 0935
polis 1: 0935; 2: 0047
primary 2: 0001

97
Humphrey, Hubert H.
Minnesota: 5: 0118
New York: 6: 0966
Texas: 8: 0594; 9: 0501
see also Democratic presidential campaign (1964); Democratic presidential campaign (1968); Poll pairings; Polls; Presidential election (1964); Presidential election (1968)

Hunt, H.L.
Texas: 8: 0529

Independent Democratic Committee
California: 1: 0395, 0935
see also California Democratic Council

Industrial statesmanship
Wallace, George 1: 0015

Inflation issue
Wisconsin 9: 0761
see also Economy issue

Incuyé, Daniel K.
Hawaii: 3: 0231

Japanese Americans
California: 1: 0552

Javits, Jacob
New York: 6: 0708; 9: 1094

Jenkins, casa
New York: 6: 0525

Jews
Barry Goldwater 1: 0727

Johnson, Jim
Arkansas: 1: 0321

Joint Railway Labor Legislative Board
Texas: 8: 0529
see also Labor

Jonsson, Erik
Dallas—mayor 9: 0181

Judgeship
Kansas: 9: 1094

Kennedy, Robert F.
Black Power movement 6: 0706
Democratic party of Idaho 3: 0297
generals 2: 0047
Indiana: 3: 0757
New York: 6: 0525, 0611, 0706, 0866
Oregon: 7: 0618
Rhode Island: 8: 0108
Wyoming: 9: 0848
see also Democratic presidential campaign (1968); Poll pairings; Polls

Kennedy-McCarthy campaign
New York: 6: 0782

Kennedy-McCarthy movement
West Virginia: 9: 0707

98
Kidd, Thomas
Wyoming  9: 0648
King, Martin Luther, Jr.,
Mississippi  5: 0235
see also Civil rights bill; Mississippi Freedom
Democratic party
Krim, Arthur
New York  6: 0001
Labor
agricultural  2: 0879
Manpower Development and Training Act
(MDTA)  1: 0395
Texas Joint Railroad Labor Legislative Board
  8: 0529
Labor unions
AFL-CIO
Kentucky  4: 0168
Texas  8: 0881
West Virginia  9: 0707
California  1: 0552
Illinois  3: 0453, 0575
Indiana  3: 0757
New York  6: 0327, 0782
Ohio  7: 0120, 0303
Pennsylvania  7: 0931
Tennessee  8: 0297
League of Women Voters of Texas
  8: 0881
Liberal party
New York  6: 0611, 0782
Lindley, John
South Dakota  8: 0247
Lindsay, John V.,
New York City  6: 0525, 0782
Long, Edward V.,
Missouri  5: 0296
Los Angeles, California
McCoine Commission on the Los Angeles Riots
  1: 0935
Watts  2: 0047
Yorty, Sam—mayor  1: 0395, 0935; 2: 0100, 0344; 9: 0529
Loyalist-liberal delegates
Democratic National Convention—Texas
  8: 0529
McCarthy, Eugene
Housing and Urban Development Act  2: 0411
Kennedy-McCarthy movement—West Virginia
  9: 0707
Massachusetts  4: 0717
Minnesota  5: 0118
Nevada  5: 0527
New Hampshire  5: 0550
Oregon  7: 0618
Wisconsin  9: 0761
see also Democratic presidential campaign
(1968); Poll paintings; Polls
McCoine Commission on the Los Angeles Riots
  1: 0935
see also President's Crime Commission;
Watts (Los Angeles)
McConnell, David
North Carolina  7: 0001
McCormack, Edward, Jr.,
Massachusetts  4: 0717
McKahlan, John
Louisiana  4: 0298
McNamara, Robert S.
  4: 0717
Maddox, Leater
Georgia  3: 0068
Gray-Maddox controversy  3: 0068
Magnuson, Warren
Washington  9: 0669
Manpower Development and Training Act (MDTA)
grant—California  1: 0395
Mansfield, Mike
Vietnam War issue  5: 0413
Mayoral elections
Cleveland  7: 0199
New York City  6: 0525; 9: 1094
Philadelphia  8: 0001
Mexican-American Political Association
California  2: 0226
Mexican-Americans
Arizona  1: 0189
California  1: 0395
Texas—legislators  9: 0285
voter registration  2: 0344
Milwaukee, Wisconsin
Educators Committee for Johnson  9: 0761
Negro precincts  9: 0761
Mississippi Democratic Conference
  9: 1094
Mississippi Freedom Democratic party
  5: 0235; 9: 1094
Monroe Task Force
Oklahoma  7: 0354
Moore, Dan
North Carolina  7: 0001
Morrison, Jimmy
Louisiana—primary (1968)  4: 0298
Morse, Wayne
Oregon  7: 0618
Morton, Rogers
Maryland  4: 0475
Morton, Thruston
Kentucky 4: 0168
Moss, Frank
Utah 9: 0549
NAACP
Illinois 3: 0381
Mississippi 5: 0235
National Democratic party of Alabama
1: 0615
Negroes
presidential appointments 3: 0575
voting rights 5: 0235
see also Civil rights bill; King, Martin Luther, Jr.
Negro precincts
Milwaukee, Wisconsin 9: 0761
Neilpp, Morton
Ohio 7: 0303
New England
political situation 9: 1094, 1217
New England [Boston] Democratic
Organizational Meeting
Connecticut 2: 0618
Maine 4: 0409
Massachusetts 4: 0688
New Hampshire 5: 0550
Rhode Island 8: 0108
Vermont 9: 0582
see also Washington Democratic
Organizational Meeting; Western States Democratic Conference
New York City
Beane, Abraham 6: 0525
general 6: 0001, 0611
Lindsay, John V. 8: 0525
mayoral election 6: 0525; 9: 1094
political situation 9: 1094
poll 6: 0525
New York County
political situation 9: 1094
New York (state)
trial heats—elections 6: 0782
Nixon, Richard
California 2: 0100
Kentucky 4: 0168
Ohio 7: 0303
Oklahoma 7: 0354
see also Presidential election (1968); Poll pairings; Pols; Republican presidential campaign (1968)
O'Connor, Frank
New York 6: 0611, 0706, 0866
Operation Support
Democratic presidential campaign (1964)
5: 0472
see also Business; Country club support; Fund raising; Press
Outdoor Advertising Association of America
Democratic presidential campaign (1964)
9: 0001
see also Business; Press
Party unity and purges
Michigan 5: 0040
see also Political situation; Politics
Pastore, John
textile industry 8: 0108
Patronage
Nebraska 5: 0472
Peabody, Endicott
Massachusetts 4: 0717
Peace delegation
Democratic National Convention (1968)
2: 0100
see also Vietnam War issue
Peace issue
California 2: 0344
California Democratic Council 2: 0225
see also Kennedy, Robert F.; McCarthy, Eugene; Vietnam War issue
Pearson, Drew
California 9: 0929
Peden, Katherine
Kentucky 4: 0168
Philadelphia, Pennsylvania
mayoral election 8: 0001
Women's Democratic Club of Philadelphia 7: 0821
Pixiecrats
Texas 9: 0066
Plainfield, New Jersey
riots 5: 0731
see also McCone Commission on the Los Angeles Riots
Political analysis
Maryland 4: 0475
Massachusetts 4: 0717
New Hampshire 5: 0550
Political associations
Americans for Democratic Action 6: 0666; 7: 0303; 9: 1094
Conference of Concerned Democrats 5: 0040
League of Women Voters of Texas 8: 0881
Mexican-American Political Association 2: 0226
see also Citizen groups
Political contributions
New York 6: 0706
see also Fund raising; President's Club

Political parties
Democratic-Farmer-Labor party—Minnesota 5: 0118
Liberal party—New York 6: 0611, 0782
Mississippi Freedom Democratic party 9: 1094
National Democratic party of Alabama 1: 0015
Popular Democratic party—Puerto Rico 9: 0901
Statehood Republican party—Puerto Rico 9: 0901
Virginia Conservative party 9: 0606
see also Democratic party; Republican party

Political situation
assessment of
in California 2: 0100, 0226
in Florida 2: 0735
in Illinois 3: 0453
in Indiana 3: 0757
in Louisiana 4: 0298
in Montana 5: 0413
Michigan 5: 0027
Minnesota 5: 0118
New England 9: 1217
New Hampshire 9: 1094
New Jersey 5: 0731
New York 6: 0856
New York City 9: 1094
New York County 9: 1094
Oregon 9: 1217
Rhode Island 8: 0108
Texas 8: 0425; 9: 0397, 1217
Vermont 9: 0582
Wisconsin 9: 0761

Politics
Alabama and poverty programs 9: 0929
basism—New York 6: 0911

Poll pairings
Indiana 3: 0757
Iowa 3: 0991
Kansas 4: 0046
Massachusetts 4: 0717
Nebraska 5: 0472
New Hampshire 5: 0550
New York 6: 0782, 0866
Ohio 7: 0120

Polls
California—general 2: 0344
California—gubernatorial elections (1966)
1: 0935; 2: 0047
Colorado 2: 0438
Florida 2: 0979
Idaho—supermarket 3: 0297
Indiana 3: 0757
Iowa—general 4: 0001
Iowa—Silver Lake 9: 1094
Louisiana 4: 0298
Massachusetts 4: 0717
Minnesota 5: 0118
Missouri 5: 0268
New Hampshire 5: 0550
New Jersey 5: 0731
New York 6: 0611, 0782; 9: 1094
New York City 6: 0525
North Carolina 7: 0001
Oklahoma 7: 0354
Oregon 7: 0618
Pennsylvania 8: 0001
Tennessee—delegates 6: 0370
Tennessee—general 8: 0297
Texas 8: 0881; 9: 0285
West Virginia 9: 0707
Wisconsin 9: 0761
Wyoming 9: 0848

Poll taxes
Texas 8: 0425

Popular Democratic party
Puerto Rico 9: 0901

Poverty
programs—Alabama 9: 0929
programs—Albert Gore 8: 0297
Texas 8: 0425
see also Housing and Urban Development Act; Manpower Development and Training Act (MDTA); War on Poverty

Precincts, wards
Negroes—Milwaukee 9: 0761
organization—Texas 8: 0694
see also Democratic central committees; Democratic committees, state

Presidential appointments
general 3: 0575; 4: 0409
Negroes 3: 0575

Presidential campaigns (1964)
Colorado 2: 0438
Georgia 9: 0929
Indiana 9: 0929
see also Democratic presidential campaign (1964); Republican presidential campaign (1964)
Presidential election (1964)
Louisiana 4: 0298
Ohio 9: 1217
Pennsylvania 7: 0894, 0931
South Dakota 8: 0247
Wyoming 9: 0848
see also Democratic presidential campaign (1964); Republican presidential campaign (1964)

Presidential election (1968)
Iowa 3: 0591
Maryland—bombing issue 4: 0475
Nebraska 5: 0472
New Jersey 5: 0731
New York 6: 0782
Oklahoma 7: 0354
Texas 9: 0501
Washington 9: 0669
see also Democratic presidential campaign (1968); Republican presidential campaign (1968); Wallace, George

Presidential endorsements
Kansas—congressional elections (1964) 4: 0046
Nebraska—congressional elections (1964) 5: 0472
New York—congressional elections (1966) 6: 0611
Wisconsin—congressional elections (1964) 9: 0761

Presidential preference primaries
see Primaries

Presidential race
see Presidential campaigns; Presidential election; separate headings under Democratic, Republican

Presidential remarks; statements
Oklahoma 7: 0354
on primaries 1: 0001

Presidential visit
Utah 9: 0549

President's Club
Texas 9: 0066
see also Business; Country club support; Fund raising

President's Crime Commission
2: 0100
see also McCone Commission on the Los Angeles Riots; Riots

Press
California 1: 0727
Louisiana 4: 0298
support of the Democratic presidential campaign (1964) 1: 0727; 2: 0819, 0879; 4: 0298, 0926; 5: 0118; 6: 0140, 0461; 8: 0612, 0694, 0797; 9: 0761
Texas 8: 0612, 0694, 0797
Wisconsin 9: 0761

Primaries
presidential preference 1: 0001
presidential statement on 1: 0001

Primaries (1964)
Indiana 9: 0920
New Hampshire 5: 0550
Ohio 7: 0120
see also Congressional elections (1964); Democratic presidential campaign (1964); Political situation; Republican presidential campaign (1964); Poll pairings; Polls

Primaries (1966)
Alabama 1: 0015
Georgia 3: 0068
Maryland 4: 0475
Texas 9: 0181
see also Congressional elections (1966); Political situation; Poll pairings; Polls

Primaries (1968)
Indiana 3: 0757
Louisiana 4: 0298
Massachusetts 4: 0717
Missouri 5: 0296
New Hampshire 5: 0550
New Jersey 5: 0731
New York 6: 1011
Oregon 7: 0818
presidential remarks and statements 1: 0001
South Dakota 8: 0247
Texas 9: 0397
Wisconsin 9: 0761
see also Congressional elections (1968); Democratic presidential campaign; Political situation; Poll pairings; Polls; Republican presidential campaign

Professors for Johnson
New Hampshire 5: 0550
see also Citizen groups

Professors for Johnson-Humphrey
Idaho 9: 0923
see also Citizen groups
Railroads
Texas Joint Railway Labor Legislative Board
8: 0529

Reagan, Ronald
California 2: 0001
Kansas 4: 0046
North Carolina 7: 0001
see also Poll pairings; Polls; Republican
presidential campaign

Reapportionment
New York 6: 0250

Red River Navigation Project
Arizona 1: 0189

Religion
Republican party 9: 0606

Republican candidates
California gubernatorial election (1966)
1: 0836

Republican party
Maryland 4: 0639
Michigan 5: 0001
religion 9: 0606

Republican presidential campaign (1964)
finances 1: 0189
Pennsylvania 7: 0894
Texas 8: 0612, 0948
see also Goldwater, Barry; Poll pairings;
Polls; Primaries (1964)

Republican presidential campaign (1968)
Michigan 5: 0040
see also Nixon, Richard; Poll pairings; Polls;
Reagan, Ronald; Rockefeller, Nelson;
Romney, George

Republicans for Johnson
Ohio 7: 0120

Ridicoff, Abraham
Connecticut 2: 0618

Ridder, Walter
9: 0929

Riots
McCone Commission on the Los Angeles
Riots 1: 0935
Plaintiff, New Jersey 5: 0731
see also President’s Crime Commission;
Watts (Los Angeles)

Rockefeller, Nelson
New York 8: 0706; 9: 1094
Pennsylvania 8: 0001
Virginia 9: 0606
see also Poll pairings; Polls; Republican
presidential campaign (1968)

Romney, George
Michigan 5: 0040
New Hampshire 5: 0550
Wisconsin 9: 0761
see also Poll pairings; Polls; Republican
presidential campaign (1968)

Roncalli, Teno
Wyoming 9: 0648

Roosevelt, Franklin D., Jr.
New York 6: 0611

Russell, Richard
Georgia 3: 0001

St. Louis, Missouri
5: 0296

Sage, Pierre
California 1: 0552

Silver Lake, Iowa
poll 9: 1094

Smith, George
Florida 2: 0879

Smith, Preston
Texas 9: 0397

Social Workers for Johnson Committee
Illinois 3: 0453

Southern Governors Conference
3: 0068

Spong, William
Virginia 9: 0666

State Democratic campaign committee
Tennessee 8: 0297

State Democratic central committee
California 1: 0395; 2: 0100
Florida 2: 0879
Michigan 5: 0040
Ohio 7: 0199
see also Political situation; Precincts; wards

State Democratic committee
Arizona 1: 0189
Indiana 3: 0757
Iowa 3: 0921
Kansas 4: 0046
Massachusetts 4: 0717
Michigan 5: 0027
North Dakota 7: 0934
Pennsylvania 7: 0821; 8: 0001
Rhode Island 9: 1217
Wisconsin 9: 0761
see also Democratic National Committee;
Political situation; Precincts; wards; separate
headings for individuals
State Democratic convention (1964)
New York: 6: 0140
Texas: 8: 0245
see also Congressional delegations;
Democratic National Convention (1964);
Political situation; separate headings for individuals

State Democratic convention (1968)
Montana: 5: 0413
South Dakota: 6: 0247
Washington: 9: 0669
see also Congressional delegations;
Democratic National Convention (1968);
Political situation; separate headings for individuals

State Democratic executive committee
Alabama: 1: 0015
Texas: 8: 0529
West Virginia: 9: 0707
see also Democratic National Committee;
Political situation; Precincts; wards; separate headings for individuals

Statehood Republican party
Puerto Rico: 9: 0991

State profile
Wyoming: 9: 0848

Students, college
see College students

Supermarket poll
Idaho: 3: 0297
Syracuse, Stuart
Missouri: 5: 0295

Talmadge, Herman
Georgia: 3: 0001

Taxes
see Poll taxes

Textile Industry
Pastore, John: 8: 0108
Theater parties
fund raising: 7: 0354

Tiernan, Robert
Rhode Island: 8: 0108

Tower, John
Texas—Vietnam War: 9: 0181

Udall, Stewart
Arizona: 1: 0189
United Republicans of California
2: 0226

Unruh, Jesse
California: 2: 0047, 0100, 0226, 0411

Vietnam War
antiwar activities—California Democratic Council
2: 0100, 0226
antiwar activities—Colorado: 2: 0438

bombing issue: 4: 0475
peace delegation—Democratic National Convention (1968): 2: 0100
peace issues—California: 2: 0344
peace issue—California Democratic Council: 2: 0226

Vietnam War issue
California: 2: 0047
California Democratic Council: 2: 0100
Kansas: 4: 0046
Michigan: 5: 0040
Missouri: 5: 0296
Montana—Mike Mansfield: 5: 0413
New Hampshire: 5: 0550
New Jersey: 5: 0731
New Mexico: 5: 0915
New York: 6: 0782, 0866
Oklahoma: 7: 0354
Oregon: 7: 0618
Texas: general election: 9: 0501
Texas—John Tower: 9: 0181
Vermont: 9: 0582
Wisconsin: 9: 0761

Voter registration
Arizona: 1: 0189
California: 1: 0552, 0674; 2: 0344
Florida: 2: 0819
Get-Out-the-Vote Program: 4: 0926
Hawaii: 3: 0231
Illinois—complaints: 3: 0453
Illinois—general election: 3: 0381, 0453
Indiana: 3: 0757
Maryland: 4: 0475
Mexican-Americans: 2: 0344
Michigan: 4: 0926, 5: 0001
Mississippi: 5: 0235
Missouri: 5: 0296
Montana: 5: 0413
Nevada: 5: 0527
New Jersey: 5: 0666
New York: 6: 0140
Ohio: 7: 0120
Pennsylvania: 7: 0821, 0998
Wisconsin: 9: 0761

Voter's pamphlet
Oregon: 7: 0518

Voting fraud
Boston: 4: 0717
Georgia: 3: 0068
Texas: 8: 0948

Voting rights
Alabama—enforcement: 1: 0015
Mississippi—Negroes: 5: 0235

104
Voting tabulation problems
see Voting fraud
Wallace, George
Alabama—industrial statesmanship 1: 0015
Maryland—presidential campaign 4: 0475
Texas 9: 0397
see also Democratic presidential campaign (1968); Gubernatorial elections (1966); National Democratic party of Alabama; Poll pairings; Polls; Presidential election (1968)
Wards
see Precincts; wards

War on Poverty
Idaho 3: 0297
Pennsylvania 7: 0821
see also Housing and Urban Development Act; Manpower Development and Training Act; Poverty
Washington Democratic Organizational Meeting
Delaware 2: 0709
Maryland 4: 0475
West Virginia 9: 0707
see also New England [Boston] Democratic Organizational Meeting; Western States Democratic Conference

Water resources
Arizona—Red River Navigation Project 1: 0189
Watts (Los Angeles, California) 2: 0047
see also McCona Commission on the Los Angeles Riots; Yorty, Sam

Welsh, Edwin, Sr.
New York 8: 0140, 0611
Western States Democratic Conference 1: 0189, 2: 0226
see also New England [Boston] Democratic Organizational Meeting; Washington Democratic Organizational Meeting

Williams, G. Mannen
Michigan 5: 0001
Wilson, Charles H.
1: 0395

Wiretapping
Nevada 5: 0527
Women’s Democratic Club of Philadelphia
7: 0821
Wyman, Eugene
California 2: 0100, 0226
Wyman-Brown “combine”
California 1: 0395
see also Brown, Edmund G.; Brown-Bennett Affair
Yarborough, Ralph
Texas 8: 0425; 9: 0001, 0066, 0501

Yorty, Sam
Los Angeles 1: 0395, 0935; 2: 0100, 0344; 9: 0929
see also McCona Commission on the Los Angeles Riots; Watts (Los Angeles)

Young Citizens for Johnson
general 5: 0935; 6: 0327
New York—fund raising 6: 0001, 0099
see also Citizen groups; College students; Operation Support
Young Democratic Clubs of Arkansas
1: 0321
see also Citizen groups; College students; Operation Support
Young Democratic Clubs of Mississippi
5: 0235

Part I. White House Central and Confidential Files

Series C.
Public Opinion Polls
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Scope and Content Note</th>
<th>.................................................................</th>
<th>111</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reel Index</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reel 1</td>
<td>EX PR 16 Public Relations: Public Opinion Polls [Executive]</td>
<td>113</td>
</tr>
<tr>
<td></td>
<td>November 22, 1963–November 2, 1965</td>
<td></td>
</tr>
<tr>
<td>Reel 2</td>
<td>EX PR 16 Public Relations: Public Opinion Polls [Executive] cont.</td>
<td>114</td>
</tr>
<tr>
<td></td>
<td>November 3, 1965–August 15, 1966</td>
<td></td>
</tr>
<tr>
<td>Reel 3</td>
<td>EX PR 16 Public Relations: Public Opinion Polls [Executive] cont.</td>
<td>115</td>
</tr>
<tr>
<td></td>
<td>August 16, 1966–May 20, 1967</td>
<td></td>
</tr>
<tr>
<td>Reel 4</td>
<td>EX PR 16 Public Relations: Public Opinion Polls [Executive] cont.</td>
<td>116</td>
</tr>
<tr>
<td></td>
<td>April 21, 1967–November 21, 1967</td>
<td></td>
</tr>
<tr>
<td>Reel 5</td>
<td>EX PR 16 Public Relations: Public Opinion Polls [Executive] cont.</td>
<td>117</td>
</tr>
<tr>
<td></td>
<td>November 1, 1967–January 9, 1969</td>
<td></td>
</tr>
<tr>
<td>Reel 6</td>
<td>EX PR 16 Public Relations: Public Opinion Polls [Executive] cont.</td>
<td>118</td>
</tr>
<tr>
<td></td>
<td>GEN PR 16 Public Relations: Public Opinion Polls [General]</td>
<td>118</td>
</tr>
<tr>
<td></td>
<td>November 22, 1963–June 30, 1964</td>
<td></td>
</tr>
<tr>
<td>Reel 7</td>
<td>GEN PR 16 Public Relations: Public Opinion Polls [General] cont.</td>
<td>118</td>
</tr>
<tr>
<td></td>
<td>July 1, 1964–December 31, 1964</td>
<td></td>
</tr>
<tr>
<td>Reel 8</td>
<td>GEN PR 16 Public Relations: Public Opinion Polls [General] cont.</td>
<td>119</td>
</tr>
<tr>
<td></td>
<td>January 1, 1965–July 15, 1966</td>
<td></td>
</tr>
<tr>
<td>Reel 9</td>
<td>GEN PR 16 Public Relations: Public Opinion Polls [General] cont.</td>
<td>120</td>
</tr>
<tr>
<td></td>
<td>PR 16 Confidential File Public Relations: Public Opinion Polls [Confidential File]</td>
<td>121</td>
</tr>
<tr>
<td></td>
<td>April 1964–June 1965</td>
<td></td>
</tr>
</tbody>
</table>
Reel 10
PR 16 Confidential File Public Relations: Public Opinion Polls
[Confidential File] cont. April 1964–June 1965 cont. .......................... 121
PR 16 Confidential File Public Relations: Public Opinion Polls

Reel 11
PR 16 Confidential File Public Relations: Public Opinion Polls
[Confidential File] cont. 1966–1968 .................................................. 122

Subject Index ................................................................................. 125
SCOPE AND CONTENT NOTE

Part I, Series C, of the Political Activities of the Johnson White House, is drawn from one of the most voluminous record groups at the Lyndon B. Johnson Library: the White House Central Files. This microfilm publication focuses on the effects of public opinion on the political activities of the Johnson White House as reflected in the White House Central Files: Public Relations—Public Opinion Polls.

The White House Central Files were designed as a reference service for the president and his staff to document White House activities. They consist of four major components: the Subject File, the Name File, the Chronological File, and the Confidential File. The Name File is essentially an index to the Subject File. The Chronological File primarily contains copies of outgoing correspondence, while the Confidential File contains material that was regarded as security or administratively classified. This microfilm publication utilizes the Subject File and the Confidential File.

Subject File

The Subject File contains correspondence and reports pertaining to the functions and operations of the White House, the federal government, and state, local, and foreign governments. Correspondence and reports from private companies, organizations, and individuals are also filed here. Material is divided into two categories: "Executive" and "General."

The "Executive" material has correspondence and reports of particular importance due either to their source or content, and generally includes documents received from executive agencies and departments, members of Congress, and other prominent correspondents. It also includes copies of outgoing correspondence and memoranda, as well as other documents that were acted on or brought to the attention of the president or a designated White House official.

The "General" material contains correspondence and documents from the general public and other sources that, while noteworthy because they are addressed to the president, are not as important as the "Executive" material from the viewpoint of level of handling or subject matter. This material generally includes all correspondence and documents that are not classified in the "Executive" category and may include routine communications from members of Congress or memoranda exchanged among lower echelon officials.

The Subject File of the White House Central Files at the LBJ Library consists of sixty-two major subject categories. This publication focuses on that subject category and its subdivision relevant to the public's opinion of the policies, programs, and statements of the president and his administration. Both the "Executive" and "General" material in the categories listed have been filmed in their entirities.

EX PR 16 (Public Relations: Public Opinion Polls [Executive File]): this category is subdivided chronologically from November 22, 1963, to January 9, 1969. Gallup, Harris, Quayle, other national polling groups and/or organizations; political groups and parties; state and local governments; political state and regional surveys; analyses of state political climates and situations; the public; private; congressional, and state political support for the president and his administration's policies; civil rights; the economy; the poor; foreign policy; the Vietnam War; the 1964 presidential and 1966 congressional campaigns and elections; the enlisted aid of Oliver Quayle and his organization to measure the progress and popularity of the president's campaign and his administration; the 1966 congressional campaigns and elections; the president's and his administration's achievements in the campaigns of Democratic congressional candidates. Polls highlight the waning of the president's and his administration's popularity which had reached a high in the 1964 presidential election and had begun to
deteriorate by 1966. This was due, in part, to the growing U.S. military and economic commitment in South Vietnam, the bombing issue, civil rights problems, and the economy.

The material on the 1968 presidential campaign centers on the candidacies of Robert F. Kennedy, Eugene McCarthy, Hubert H. Humphrey, and Richard Nixon. There are smaller amounts of material on the other Republican presidential candidates and the various Democratic vice-presidential candidates. Poll pairings were compiled on a regular basis to provide guidance on the electability and credibility of the many Democratic and Republican presidential candidates. Polls, pro and con, on the president's handling of the economy, civil rights, and the Vietnam War are detailed.

The public opinion polls in this section of the Political Activities of the Johnson White House show the researcher how public opinion controlled, and to an extent was controlled by, the president, his administration, and the Democratic party in general.

GEN PR 16 (Public Relations: Public Opinion Polls [General File]); this category is subdivided chronologically from November 22, 1963, to January 13, 1969. These files deal with public opinion mail, activities of state and local Democratic party organizations and personalities, and state polling organizations; the 1964 presidential campaign, state and local political situations, and Democratic party activities; the popular movements behind such 1968 presidential candidates as Robert F. Kennedy, Eugene McCarthy, and George Wallace; U.S. policy in Vietnam; calls for peace efforts; antiwar activities.

Confidential File

The Confidential File at the LBJ Library consists of the same sixty-two subject categories and subdivisions as used in the Subject File. The materials in the Confidential File were segregated from the Subject File due to their security classified or administratively classified status. Again, the emphasis is on the public's opinion of the policies, programs, and statements of the president and his administration. The subject category utilized here is the same subject category described in the Subject File portion of this Scope and Content Note. The Confidential File is not segregated into "Executive" and "General" categories.

PR 16 Confidential File (Public Relations: Public Opinion Polls [Confidential File])
REEL INDEX

Entries in this index refer to specific folders within the White House Central Files system. These folders are typically a chronological grouping of documents from the executive departments, Congress, and private individuals and organizations. The four-digit frame number at the far left indicates where on the film a particular folder begins. In the interest of accessing material within folders, this index denotes the major substantive issues, reports, or key policy formulations under the category of Major Topics. Individuals who are the subjects of significant correspondence, insightful memoranda, or reports within these folders are also highlighted. The user is referred to the Initialism List on page xii, for a list of names represented in the guide by initials only.

Frame File Folder

Reel 1

Major Topics: Political survey of the South; 1964 Democratic presidential campaign; 1964 Republican presidential campaign; vice-presidency issue and RFK; business investments and confidence; McGraw-Hill Investment Survey; press support of the president; electric utility industry poll; Paul Aiken's political analysis of 1964; press reaction to Lyndon B. Johnson as president; civil rights.

Major Topics: Negro voters and the Democratic party; McGraw-Hill Investment Survey; Don Reynolds case; Washington, D.C.; Texas poll; political observations of Robert G. Spilwick; Democratic congressional surveys.

Major Topics: 1964 Presidential Election in California poll; German Gallup poll; farm vote; voter registration; 1964 Republican National Convention; Gallup organization's support of the president; 1964 congressional elections; Iowa poll; Vietnam War; Barry Goldwater; civil rights for Negroes in Mississippi; Texas Community Improvement Survey; Minnesota poll.

Major Topics: 1964 congressional district surveys; backlash; California business support of the president; California Poll; Louisiana poll; voter registration; Black Hills Teachers College Poll; New England political situation; reaction to president's acceptance speech before the Democratic National Convention.

Major Topics: College students; Wyoming poll; high school polls; Kennedy Assassination Survey; Fred Harris; 1966 congressional elections; Tennessee poll; economy issue; Texas poll; Minnesota poll; voter profile analysis; Oklahoma poll; frontlash; Montana poll; farm vote and the Republican party; regional Democratic organizational meetings; Louisiana poll; state polls; congressional district survey.
REEL 2

       **Major Topics**: Vietnam War; HHH; antiwar demonstrations; Edmund Brown;
       California political situation; NATO; Richard Nixon; Maryland poll.

       **Major Topics**: Florida political survey; Vietnam War; Yorkers, New York, poll; Rhode
       Island poll; California Poll; foreign polls.

       **Major Topics**: Vietnam War; president's job rating; Edie Survey and investments;
       president's popularity; military construction funds; congressional performance;
       Republican National Committee; analysis of political leaders.

       **Major Topics**: Vietnam War; political party identification; Minnesota poll; 1966
       congressional elections; selection of federal judges; effects of farm-labor policies in
       California; Communist China and the U.N.; Florida poll.

       **Major Topics**: Oregon primary; capital investment survey; Fulbright hearings; Vietnam
       War; trade with Eastern Europe; Edmund Brown; 1964 presidential elections;
       Arkansas poll.
Frame File Folder

Major Topics: Vietnam War; 1966 congressional elections; Richard Nixon; George Romney; foreign polls; inflation; congressional poll; capital expenditures; political index; president's popularity.

Major Topics: Labor-management relations; 1966 congressional elections; Vietnam War; president's popularity; Home Fallout Shelter Protection Survey in Maine; military draft; forecasting congressional elections; presidential press conferences; Ronald Reagan; Communist China; bombing issue; Charles de Gaulle; Robert McNamara and the draft; RFK.

Reel 3

Major Topics: 1966 congressional elections; Vietnam War; Vietnam peace efforts; Republican party predictions and the 1966 congressional elections; George Romney; president's popularity; youth poll; Pinellas, Florida, poll; Georgia primary [1966]; gun registration; antiwar congressional candidates; political index; president's job rating; Texas poll on U.S. policy in Vietnam; Texas and Negro equality; racial problems; Truth-in-Packaging Bill; governors' political opinions; War on Poverty; RFK.

Major Topics: New Careers concept; George Romney; Vietnam War; president's job rating; community fallout shelter planning program; North American Newspaper Alliance polls; political index; foreign reaction to the outcome of the 1966 congressional elections; president's popularity; Colorado poll; Manila Conference; right-to-work issue.

Major Topics: RFK; poll pairings; Vietnam War; Fulbright hearings; peace efforts; John Connally; bombing issue; foreign polls; Milwaukee's fiscal posture; Minnesota poll; HHH; congressional support of the president; Washington, D.C.; Area Student Public Opinion Forum.

Major Topics: Vietnam War; bombing issue; Toledo, Ohio, poll; president's job rating; military draft; youth poll; RFK and the Vietnam War; poll pairings; gasoline price survey; business support of George Romney; tax increase; George Romney; Richard Nixon, McGraw-Hill Investment Survey; Minnesota poll; National Council of Catholic Men.

Major Topics: Richard Nixon; Vietnam War; comparison of Quayle and CBS Vietnam opinion surveys; bombing issue; Minnesota poll; poll pairings; George Romney; president's job rating; federal budget cuts; CBS Vietnam Opinion Survey; labor unions and the right to strike; RFK.

Major Topics: Martin Luther King, Jr.; Richard Nixon; Vietnam War; nuclear weapons and Vietnam; Minnesota polls; Electoral College reform; poll pairings; George Romney; RFK; president's job rating; president's popularity; Thomas Dodd.
Reel 4

Major Topics: Congressional Full Disclosure Rule; Vietnam War and Charles Percy;
Vietnam War; arbitration and labor disputes; poll pairings; George Romney; Richard
Nixon; congressional district surveys; George Wallace.

Major Topics: Poll pairings; George Romney; president's popularity; Vietnam War;
Minnesota poll; Charles Percy; Office of Equal Opportunity (OEO) supported polls;
campaign spending reform; Republican party; George Wallace; military draft; Middle
East Crisis; congressional vote pattern on the Elementary and Secondary Education
Amendments of 1967; politics and prejudice; civil rights; college students; Kennedy
assassination and the Warren Commission report.

Major Topics: Poll pairing; Ronald Reagan; president's job rating; Vietnam War;
space program; air pollution; riots; education; U.N. and the Middle East Crisis; Acadia
Parish, Louisiana, poll; president's popularity; Republican party; George Romney;
Middle East Crisis; baseball.

Major Topics: George Wallace and the Republican party; South Vietnamese
elections; public attitudes towards police; racial problems; Vietnam War; foreign polls;
riots; integration; Ronald Reagan; Republican party; poll pairings; Minnesota poll;
farm situation; labor unions; COPE; Glassboro Summit; guaranteed annual wage;
negative income tax; president's job rating; Middle East Crisis.

Major Topics: RFK; Vietnam War; California poll on the Vietnam War; Colorado AFL-
CIO poll; president's popularity; poll pairings; George Romney and the Vietnam War;
Nelson Rockefeller; riots; Garrison Investigation and the Kennedy assassination;
Ronald Reagan; farm situation.

Major Topics: Foreign polls and the Vietnam War; public attitudes toward mental
health; Vietnam War; electoral votes; bombing issue; right to strike; Richard
Nixon; credibility gap; inflation; Middle East Crisis; poll pairings; RFK political appeal.

November 1–21, 1967. 84pp.
Major Topics: Electoral College reform; California poll and Ronald Reagan;
Republican party; ghetto discontent; military pay; Pennsylvania poll; Vietnam War.

116
Major Topics: Bombing issue; foreign polls on the Vietnam War; labor unions; West Virginia; poll pairings; president’s popularity; Missouri poll; Erie County, New York, poll.

Major Topics: Religion; Kennedy-McCarthy movement; Hooper-McClendon Major Cities Presidential Poll; space program; Republican party County Chairman’s Poll; Indiana poll; Eugene McCarthy’s political appeal; George Wallace and the Republican party; Vietnam War; Cambridge [Massachusetts] Peace Referendum; presidential press conferences; president’s job rating; RFK; poll pairings; trial heats [1967].

Major Topics: Tennessee delegate poll; West Virginia delegate poll; poll pairings; New Hampshire poll; Hooper-McClendon Major Cities Presidential Poll; California Poll; Nelson Rockefeller; Indiana poll; Napolitan Massachusetts Poll; president’s popularity; Dwight D. Eisenhower; tax surcharge; wage-price freeze.

Major Topics: New Hampshire poll; president’s job rating; poll pairings; Vietnam War; president’s popularity; George McGovern; New Hampshire primary [1968]; George Wallace; National Alliance of Businessmen; Richard Nixon; USS Pueblo incident; France; Wisconsin State Democratic Committee poll; Nelson Rockefeller; State of the Union message; Tennessee delegate poll; Napolitan Massachusetts Poll.

Major Topics: Republican party; poll pairings; generation gap; Vietnam War and wave of pessimism; New Hampshire primary [1968] analysis; RFK; New York poll; Wisconsin poll; Tet Offensive; Vietnam War; bombing issue; Indiana primary; survey of consumer attitudes; HHH; Paris Peace Talks; opinion [political] index; congressional poll; business investments.

Major Topics: HHH; Democratic party County Chairman’s Poll; Democratic delegate count; religion; poll pairings; RFK; electoral vote analysis; Nelson Rockefeller; president’s popularity; Kerner Commission report; president’s withdrawal from the presidential race; political apathy.

Major Topics: George Wallace; Supreme Court; “sick society”; poll pairings; HHH; political composition; college students; Vietnam War; Eugene McCarthy; guaranteed annual income; tax bill; gun registration.

Major Topics: 1968 presidential election and poll accuracy; Korean War; space program; bombing issue; Vietnam War; National Telephone Survey of Voter Opinion; HHH; Richard Nixon; target voter blocs; Gallup gap; president’s job rating; president’s popularity; 1968 Democratic presidential campaign; 1968 Republican presidential campaign; Wallace voters; 1948 presidential election; Sindlinger Poll; 1960 presidential election; George Wallace; Tarrant County, Texas, poll; charisma poll and Richard Nixon; public attitudes toward the police; Nixon electoral vote analysis; George Wallace and the labor vote; law and order issue.
Reel 6

       Major Topics: President's job rating; business investment survey; post office; Vietnam
       War; bombing issue; Eugene McCarthy; Republican National Convention; big
       government threat; Fort Worth, Texas, poll; politics of joy; Vietnam War and
       "de-Americanization"; administration support for Democratic candidates; Arab-Israeli
       conflict; poll pairings.

0092  GEN PR 16  Public Relations: Public Opinion Polls [General].
       Major Topics: Minnesota poll; Nebraska Primary Voting, 1948–1960; Texas polls;
       California public opinion survey on the 1964 presidential and congressional elections.

       Major Topics: Florida poll; George Romney; Republican party; tax cut.

       Major Topics: New Hampshire primary [1964]; Barry Goldwater; Oklahoma; Florida
       poll; political trends and the Johnson leadership; Bobby Baker hearings; Minnesota
       poll.

       April 1–14, 1964. 95pp.
       Major Topics: Farm poll; Pennsylvania poll; South Dakota poll; poll pairings; Florida
       poll, California Poll; Negro voters; Michigan poll; Communications Workers of
       America poll.

       Major Topics: California Poll; Minnesota poll; Richard Nixon; Louisiana political
       situation.

       Major Topics: California primary [1964]; Minnesota poll; George Wallace; Negroes;
       Florida poll.

       Major Topics: Democratic fund raising; William Scranton; Barry Goldwater; HHH; poll
       pairings; racial tensions; RFK; Communist China.

Reel 7

       Major Topics: Backlash; Chicago; Barry Goldwater; New York delegates poll; Kansas
       poll; voter registration; Republican National Convention and the civil rights issue;
       Freedom House; California Poll; George Wallace; California primary [1964];
       Republican party popularity.

       Major Topics: Business outlook; North Carolina poll; Iowa poll; presidential debates;
       backlash; civil rights issue; vice-presidential preferential poll; Eugene McCarthy.
Frame | File Folder
---|---
Major Topics: National Federation of Independent Business; foreign polls; Texas polls; Public Opinion Image Study concerning the Vice-Presidential Nominees; Florida poll; Chicago; 1964 Democratic presidential campaign.
Major Topics: Kansas State Fair poll; voter appraisal of the administration; Minnesota poll; Barry Goldwater and psychologists poll; business support of president; 1964 congressional elections.
Major Topics: Congressional district surveys; Minnesota poll; 1964 Republican presidential campaign; political opinion polling and the Democratic party; Barrett Family [polling] Formula; Barry Goldwater; welfare programs and Barry Goldwater.
Major Topics: New York poll; Illinois poll; Texas poll; Otto Kerner; farm poll; Florida poll; Barry Goldwater.
Major Topics: Barry Goldwater; state Democratic organizations; Summit County, Ohio poll; Communications Workers of America poll.
Major Topics: Tennessee vote count; Los Angeles political opinion survey; North Dakota voter opinion survey; Kansas election report; 1964 presidential election; farm poll.
Major Topics: 1964 presidential election and enforcement of the Civil Rights Act; voter registration; Southern Regional Council, southern Negro voters; National Urban League and Negro families.

Reel 8

Major Topics: Farm poll; juvenile delinquency; Texas polls; time sequence of national polls; National Federation of Independent Business; Florida poll; Michigan poll questionnaire; Get-Out-the-Vote Program analysis; voting rights address; John R. Hansen; Vietnam War; poll tax and Texas; business climate; State of the Union message; Dallas County, Texas; political survey.
Major Topics: International affairs survey; Texas polls; foreign polls; public attitudes; political index; administration and public attitudes; California voters and Goodwin J. Knight; Vietnam War; federal funds and education.
Major Topics: Texas political situation; poll taxes and Texas; educational opportunities survey; Richard Nixon; Jack Valenti; John Connally; Waggoner Carr; state voting patterns; Communications Workers of America poll analysis; Florida poll; RFK.
Major Topics: Michigan political survey; U.N. and Chinese Communist representation; president's popularity; Dominican Republic; HHH; Richard Nixon; RFK and public image; public attitudes toward the administration; Communist influence and demonstrations; Barry Goldwater; Democratic party and the Party of Peace; 1966 congressional elections.

Major Topics: RFK; poll pairings; bombing issue; Vietnam War; president's popularity; State of the Union message; Minnesota poll; Democratic-Farmer-Labor party.

Major Topics: Farm poll; class politics; foreign policy questionnaire; Communist China; Richard Nixon; political index; Dean Rusk; Vietnam War; public attitudes toward police; cost of living.

Major Topics: Republican party and the peace issue; independent voter; Vietnam War; president's popularity; youth; Republican party and the 1966 congressional elections; RFK; congressional district polls.

Reel 9

Major Topics: Vietnam War; independent voter and the 1966 congressional elections; congressional district polls; Republican party and the 1966 congressional elections; poll pairings; campaign spending; strike legislation and labor unions; George Romney; Richard Nixon; bombing issue.

Major Topics: Congressional district polls; students; Vietnam War; Texas taxes; birth control; school desegregation; 1966 congressional elections.

Major Topics: Vietnam War; congressional district polls; Midwestern [States] Democratic Conference; RFK; student attitudes and the Vietnam War.

Major Topics: Missouri poll; students; Vietnam War; Ronald Reagan; congressional district polls; Communications Workers of America poll; teachers poll.

Major Topics: Veterans poll; congressional district polls; Vietnam War; birth control; income tax surcharge; president's popularity; Oklahoma poll; presidential preference survey of New York City ethnic groups.

Major Topics: Texas AFL-CIO; Vietnam War; foreign policy; youth and the Vietnam War.
Major Topics: New York City Negro radio market; Negro economic gains; Vietnam War; wire service poll; Richard Nixon.

Major Topics: Farm poll; consumer attitudes; Nelson Rockefeller; Income; gun control; president's popularity; Vietnam War; USS Pueblo incident; veterans; Oregon primary; Texas poll.

Major Topics: California Poll; gun control; Physicians for Social Responsibility; crime.

Major Topics: Polls and the 1968 presidential election; Alan Cranston; 1968 congressional elections; Minnesota poll; Alaska poll.

0876  PR 16 Confidential File  Public Relations: Public Opinion Polls [Confidential File]
Major Topics: New Haven, Connecticut, public opinion poll; New York City political climate; Minnesota political climate; France; foreign polls; business opinion; peace offensive; steel prices; federal excise tax; Nelson Rockefeller; Vietnam situation and public affairs.

Reel 10

April 1964--June 1965 cont. 121pp.
Major Topics: European public opinion trends; cold war issues; public opinion in New York, California, Oklahoma, Ohio, Indiana, and Maryland.

Major Topics: Vietnam War; foreign polls; congressional districts survey; Rockland County, New York, political climate; Nassau County, New York, political climate; space program; Nigeria; Waggoner Carr and voter strength; Communications Workers of America poll; Pennsylvania political climate; presidential race in Maryland; Dominican Republic situation.

Major Topics: Business support of president; administration and polls; president's Vietnam job rating; consumer attitudes and inflation; tax increases; Paterson, New Jersey, political climate; Commerce-SEC Investment Survey; inflation and Republican party; West Virginia political climate; Tennessee political climate; Wyoming political climate; New York polls; president's job rating; Guilford County, North Carolina, political climate; Virginia political climate; Georgia political climate; 22nd Congressional District, California, political climate; New York political climate; Senate Foreign Relations Committee [Fulbright] hearings; welfare state and popular support; Nebraska political climate; Newark, New Jersey, political climate.
PR 16 Confidential File  Public Relations: Public Opinion Polls
[Confidential File] cont.
Major Topics: Lloyd A. Free; Vietnam War; business investments; Massachusetts political climate; Republican party; Wyoming resident political opinion; Republican party and the 1966 congressional elections; South Carolina political climate; president’s job rating; Bayonne, New Jersey, political climate; Newark, New Jersey, political climate; Iowa political climate; New Jersey political climate; Nassau County, New York, political climate; 17th Congressional District, New York, political climate.

PR 16 Confidential File  Public Relations: Public Opinion Polls
[Confidential File] cont.
Major Topics: Oklahoma political climate; 1966 congressional elections; Teno Roncallo; Wyoming political situation; Georgia elections situation; Colorado elections situation; Colorado Democratic party opinion survey; Republican party predictions; RFK, Vietnam War; president’s popularity; George Romney; Texas and Negro equality; president’s job rating; Minnesota poll; farm labor; Connecticut political climate.

PR 16 Confidential File  Public Relations: Public Opinion Polls
[Confidential File] cont.
Major Topics: 1966 congressional elections; primaries; antiwar candidates; 1st Congressional District, Wisconsin, political climate; 6th Congressional District, Wisconsin, political climate; Georgia political climate; Tennessee political climate; president’s popularity; Texas opinion surveys.

PR 16 Confidential File  Public Relations: Public Opinion Polls
[Confidential File] cont.
Major Topics: Congressional district polls; Oregon voter attitudes; 1966 congressional elections; president’s popularity; president’s Vietnam job rating; congressional poll; Iowa poll; George Romney; Arizona poll; New Hampshire political climate; Paterson, New Jersey, political climate; political index; California Poll; Republican party and 1966 congressional elections; president’s job rating; Michigan political climate; Pennsylvania political climate; presidential race in Kentucky; Rhode Island political climate; Dallas County, Texas, political attitudes.

PR 16 Confidential File  Public Relations: Public Opinion Polls
[Confidential File] cont.
Major Topics: West Virginia political climate; Wyoming political climate; Communist China and U.N. representation; class politics; Virginia political climate; comparison of poll findings; president’s job rating; New York political climate; Guilford County, North Carolina, political climate; HHH: president’s popularity; Alabama political climate; Nebraska political climate; Pennsylvania governor’s race; Kentucky political climate; presidential race in Kentucky; arbitration and labor disputes; foreign polls; Missouri voter attitudes; RFK and public image; Minnesota political climate; Maryland political climate; Washington political climate; 7th Congressional District, Louisiana, voter attitudes.
PR 15 Confidential File  Public Relations: Public Opinion Polls
[Confidential File] cont.
Major Topics: Richard Nixon; 1968 presidential elections; Oklahoma political situation; switcher voter analysis; poll pairings; U.S. political climate; Dean Rusk; J.J. Pickle; Wisconsin political climate; Indiana farm poll; National Food Budget; Vietnam War; president's job rating; Indianapolis, Indiana, voter attitudes; president and polls; president's popularity; Glassboro Summit; Middle East Crisis; George Wallace; U Thant's Vietnam Peace Plan; George Romney.
SUBJECT INDEX

The following index is a guide to the major subjects in Series C of *Political Activities of the Johnson White House, 1963–1969*. The first number after the entry refers to the reel, while the four-digit number following the colon refers to the frame number where a particular folder begins. Hence 2: 0794 directs the researcher to the folder that begins at frame 0794 of Reel 2. By referring to the Reel Index that constitutes Series C of this guide, the researcher will find the folder title and a list of its major topics, arranged in the order in which the material appears on the film.

For the benefit of the researcher, University Publications of America (UPA) has listed each poll under the state in which it occurred. If the researcher were interested in a poll for Juneau, Alaska, the user should look under Alaska and find the information in 9: 0861. UPA has also listed the cities and counties mentioned in the Reel Index under the individual state. Several topical issues were addressed in the material in this series. The user will find these listed under the specific subject, i.e., civil rights, economy, law and order, etc., as well as under the comprehensive entry Issues of concern. Similarly, the various surveys are represented in the Surveys entry. The user is referred to page xii for a list of the initials used throughout this guide.

**Acadia Parish, Louisiana**
- poll 4: 0218

**Administration**
- polls 10: 0297
- public attitude toward: 1: 0560, 0884; 8: 0188, 0627
- support of Democratic candidates: 6: 0001
- voter appraisal: 7: 0396

**AFL-CIO**
- Colorado poll 4: 0583
- Committee on Political Education (COPE): 4: 0405
- Texas poll 9: 0493

**Aiken, Paul**
- political analysis of 1964: 1: 0001

**Air pollution**
- 4: 0218

**Alabama**
- political climate: 11: 0386
- Wallace, George: 4: 0001, 0050, 0405;
  - 5: 0059, 0340, 0739, 0814; 6: 0831;
  - 7: 0001; 11: 0736

**Alaska**
- poll 9: 0861

**Antiwar congressional candidates**
- 3: 0001; 11: 0001

**Antiwar demonstrations**
- 2: 0110

**Arab-Israeli conflict**
- 6: 0001
  - see also Middle East Crisis

**Arbitration**
- labor disputes: 2: 0001; 4: 0001; 11: 0386

**Arizona**
- poll 1: 0560; 11: 0053

**Arkansas**
- poll 2: 0697

**Asia**
- reactions to the congressional elections (1966): 3: 0145

**Attitudes**
- see British attitudes; Consumer attitudes;
  - Political attitudes; Public attitudes; Voter attitudes

**Backlash**
- 2: 0273; 7: 0001, 0127
  - see also Frontlash

**Baker, Bobby**
- hearings 8: 0452
- Barrett Family (polling) Formula: 7: 0558

**Baseball**
- 4: 0218

**Benton and Bowies Survey of Public Attitudes**
- 1: 0360

**Big government threat**
- 6: 0001

**Birth control**
- 9: 0087, 0392

**Black Hills Teachers College Poll**
- 1: 0273
  - see also Teachers poll

125
Bomking issue
Vietnam War 2: 0901; 3: 0362, 0479, 0647;
4: 0771, 5: 0001, 0479, 0814; 6: 0001;
7: 0717; 9: 0001
see also Foreign policy
Brazil
situation 2: 0001
British attitudes
NATO Nuclear Force 1: 0560
see also Foreign policy
Brown, Edmund
2: 0110, 0697
see also California
Budget
see Federal Budget
Business
California—support of the president 2: 0273
capital expenditures 2: 0794
capital investment survey 2: 0897
climate 1: 0560; 8: 0001
Commerce-SEC Investment Survey 10: 0297
confidence 1: 0001, 0126
Edie Survey 2: 0384
inventories 1: 0001, 0126, 0884; 5: 0479;
10: 0574
investment survey 6: 0001
McGraw-Hill Investment Survey 1: 0001,
0126, 0560; 3: 0479
opinion 9: 0876
outlook 7: 0127
support of George Romney 3: 0479
support of the president 7: 0396; 10: 0297
see also Economic matters; Economy issue
California
Brown, Edmund 2: 0110, 0697
business support of president 2: 0273
California Poll
general 2: 0239, 0273; 5: 0200; 6: 0703,
0801; 7: 0001; 9: 0803; 11: 0063
Reagan, Ronald 4: 0927
on the Vietnam War 4: 0583
Cranston, Alan 9: 0861
effects of farm labor policies in 2: 0500
Los Angeles—political opinion survey 7: 0822
political climate—22nd Congressional District
10: 0297
political situation 2: 0001, 0110
primary (1964) 6: 0831; 7: 0001
public opinion 10: 0001
public opinion survey—congressional
elections (1964) 6: 0092
public opinion survey—presidential elections
(1964) 6: 0092
Reagan, Ronald 2: 0901; 4: 0218, 0405,
0583, 0927; 9: 0085
22nd Congressional District—political climate
10: 0297
voters and Goodwin J. Knight 8: 0188
Cambridge (Massachusetts) Peace
Referendum
Vietnam War 5: 0059
Campaign spending
general 9: 0001
reform 4: 0050
Capital expenditures
2: 0794
Carr, Weggner
general 8: 0477
voter strength 10: 0122
see also Texas
CBS Vietnam Opinion Survey
comparison with Quayle Vietnam Opinion
Survey 3: 0647
Charisma poll
Nixon, Richard 5: 0814
Chicago, Illinois
7: 0001, 0225
China, Communist
general 2: 0901; 6: 0955; 8: 0835
United Nations representation 2: 0500;
8: 0627; 11: 0386
Cities
Hooper-McClendon Major Cities Presidential
Poll 5: 0059, 0200
riots 4: 0218, 0405, 0583
see also Ghetto discontent; Kernern
Commission
Civil rights
general 1: 0001; 4: 0050
issue—general 7: 0127
issue—Republican National Convention 7: 0001
Negroes in Mississippi 1: 0184
see also Desegregation; Integration; Prejudice
Civil Rights Act
enforcement of, and presidential election (1968)
7: 0395
see also Desegregation; Integration; Prejudice
Class politics
8: 0385; 11: 0386
Cold war issues
10: 0001
see also Foreign policy
Colorado
AFL-CIO poll 4: 0583
Democratic party opinion survey 10: 0780
elections situation 10: 0780
poll 3: 0145

126
Committee on Political Education (COPE)  
AFL-CIO 4: 0405
Communications Workers of America  
poll analysis 8: 0477
Communist Influence  
demonstrations 8: 0627
Community fallout shelter planning program  
3: 0145
Congress  
Full Disclosure Rule 4: 0001  
performance 2: 0384  
polls 2: 0794; 5: 0479; 11: 0063  
support of president 3: 0362  
surveys—Democratic 1: 0126  
voting pattern—Elementary and Secondary  
Education Amendments of 1967 4: 0050  
voting strength 2: 0001
Congressional district polls  
8: 0961; 9: 0001, 0087, 0188, 0265, 0392;  
11: 0063
Congressional elections (1964)  
California public opinion survey 6: 0092  
general 1: 0184; 7: 0396
Congressional elections (1966)  
antitax candidates 3: 0001; 11: 0001  
Asian reaction to outcome 3: 0145  
corruption issue 1: 0884  
forecasting 2: 0901  
foreign reaction to outcome 3: 0145  
general 1: 0396, 0560; 2: 0500, 0794, 0901;  
3: 0001; 8: 0827; 9: 0087; 10: 0780;  
11: 0001, 0063  
indigenous voter 9: 0001  
Republican party 3: 0001; 8: 0961; 9: 0001;  
10: 0574; 11: 0063
Congressional elections (1968)  
9: 0861
Connally, John  
3: 0362; 8: 0477  
see also Texas
Connecticut  
New Haven—public opinion 9: 0876  
political climate 10: 0780
Consumer attitudes  
general 5: 0479; 9: 0684  
flation 10: 0297  
see also Business; Economic matters;  
Economy issue
Corruption issue  
congressional elections (1966) 1: 0864
Cost of living  
8: 0835  
see also Business; Economic matters;  
Economy issue
Cranston, Alan  
9: 0861  
see also California
Credibility gap  
4: 0771
Crime  
9: 0803  
see also Juvenile delinquency; Law and order  
issue
De-Americanization  
Vietnam War 6: 0001
de Gaulle, Charles  
2: 0901
Delegate polls  
Democratic 5: 0649  
New York 7: 0001  
Tennessee 5: 0200  
West Virginia 5: 0200
Democratic County Chairman's Poll  
5: 0649
Democratic delegate poll  
5: 0649
Democratic-Farmer-Labor party  
Minnesota 8: 0717
Democratic National Convention  
reaction to the president's acceptance speech  
before the 1: 0273  
see also Democratic presidential campaign  
(1964); Presidential election (1964)
Democratic party  
Colorado opinion survey 10: 0780  
county chairman's poll 5: 0649  
fund raising 6: 0955  
Negro voters 1: 0126  
Party of Peace 8: 0627  
political opinion polling 7: 0558
Democratic presidential campaign (1964)  
1: 0001; 7: 0225  
see also President; Presidential election  
(1964)
Democratic presidential campaign (1968)  
5: 0814  
see also Humphrey, Hubert H.; Kennedy,  
Robert; McCarthy, Eugene; Presidential  
election (1968)
Demonstrations  
antitax 2: 0110  
Communist influence 8: 0627  
see also Ghetto discontent; Riots
Desegregation  
schools 9: 0087  
see also Civil rights; Integration; Prejudice
Dodd, Thomas  
3: 0901
127
Dominican Republic
situation 1: 0771; 2: 0001; 8: 0627; 10: 0121
Draft
see Military draft
Economic matters
capital expenditures 2: 0794
cost of living 8: 0635
fiscal posture—Milwaukee, Wisconsin 3: 0032
guaranteed annual income (wage) 4: 0405;
5: 0739
income 4: 0405; 5: 0739; 9: 0684
inflation 2: 0794; 4: 0771; 10: 0297
Negroes—gains 9: 0571
wage-price freeze 5: 0200
see also Taxes; War on Poverty; Welfare
programs; Welfare state
Economy issue
1: 0396
Education
Elementary and Secondary Education
Amendments of 1967 4: 0050
federal funds 8: 0198
general 4: 0218
high school poll 1: 0396
survey—opportunities 1: 0884; 8: 0477
teachers poll 9: 0265
see also Black Hills Teachers College Poll;
Students
Eisenhower, Dwight D.
5: 0200
Election results
Kansas post-election report 1: 0560
rural Americans 1: 0560
Election situation (1968)
Colorado 10: 0780
Georgia 10: 0780
Electoral College
reform 3: 0901; 4: 0927
Electoral vote
analysis—general 5: 0649
analysis—Richard Nixon 5: 0814
Electoral votes
4: 0771
Electric utility Industry
poll 1: 0001
Elementary and Secondary Education
Amendments of 1967
8: 0477
see also Education
Ethnic groups
New York City presidential preference survey
8: 0392
Europe, Eastern
trade with 2: 0697
European public opinion
trends 10: 0001
see also Foreign polls; Foreign reactions
Excise tax
federal 9: 0876
see also Taxes
Fallout shelters
community—planning program 3: 0145
Home Fallout Shelter Protection Survey—
maine 2: 0901
Farm labor
10: 0780
Farm-labor policies
effects in California 2: 0500
see also Labor; Labor-management relations
Farm poll
general 6: 0703; 7: 0658, 0822; 8: 0001,
0635; 9: 0684
Indiana 11: 0736
Farm situation
4: 0405, 0583
Farm vote
general 1: 0184
Republican party 1: 0396
Federal budget
cuts 3: 0647
Federal excise tax
9: 0676
see also Taxes
Federal funds
education 8: 0188
Federal judges
selection of 2: 0500
Federation of Independent Business
8: 0001
Firearms
see Gun control
Florida
Pinellas poll 3: 0001
political survey 2: 0239
poll 2: 0500; 6: 0402, 0452, 0703, 0831;
7: 0225, 0658; 8: 0001, 0477
Foreign policy
general 9: 0493
questionnaire 8: 0835
Vietnam—general 1: 0771; 3: 0001
Vietnam—Texas poll 3: 0001
see also Communist China; Dominican
Republic; Middle East Crisis; Vietnam War
Foreign polls
general 1: 0560, 0771, 0884; 2: 0001, 0239,
0794; 3: 0362; 4: 0405; 7: 0225; 8: 0188;
9: 0876; 10: 0122; 11: 0386
Vietnam War 4: 0771; 5: 0001
Foreign reactions to congressional elections (1966) 3: 0145
France de Gaulle, Charles 2: 0901 general 5: 0340; 9: 0876
Free, Lloyd A. 10: 0574
Freedom House 7: 0001
Frontlash 1: 0356 see also Backlash
Fulbright hearings (Senate Foreign Relations Committee) 2: 0697; 3: 0362; 10: 0297 see also Vietnam War
Full Disclosure Rule Congress 4: 0001
Fund raising Democratic party 6: 0955
Gallup gap 5: 0814
Gallup organization support of the president 1: 0184
Garrison Investigation Kennedy assassination 4: 0583 see also Kennedy, John F.; Warren Commission
Gasoline price survey 3: 0479
Generation gap 5: 0479
Georgia elections situation 10: 0780 political climate 10: 0297; 11: 0001 primary (1966) 3: 0001
German Gallup poll 1: 0184 see also Foreign polls
Get-Out-the-Vote Program analysis 6: 0001 see also Voter registration
Ghetto discontent 4: 0027 see also Kerner Commission; Riots
Glassboro Summit 4: 0405; 11: 0736 see also Cold war issues; Foreign policy
Goldwater, Barry general 1: 0184; 5: 0452, 0655; 7: 0001, 0558, 0658, 0731; 8: 0627 psychologists' poll 7: 0396 welfare programs 7: 0558 see also Presidential election (1964); Presidential race; Republican National Convention (1964); Republican party
Governors political opinions 3: 0001
Hansen, John R. 8: 0001
Harris, Fred 1: 0396
Health see Mental health
High school polls 1: 0396 see also Students; Teachers poll
Home Fallout Shelter Protection Survey Maine 2: 0901 see also Fallout shelters
Hooper-McClendon Major Cities Presidential Poll 5: 0059, 0200
Humphrey, Hubert H. 1: 0884; 2: 0110; 3: 0362; 5: 0479, 0649, 0739, 0814; 6: 0955; 7: 0001; 8: 0627; 11: 0386 see also Democratic party; Democratic presidential campaign (1964); Presidential election (1964); Presidential election (1968)
Illinois Chicago 7: 0001, 0225 Kerner, Otto 7: 0658 poll 7: 0658
Immigration poll 1: 0884
Income general 9: 0684 guaranteed annual 5: 0739
Income tax negative 4: 0405 surcharge 9: 0392 see also Taxes
Independent voter congressional elections (1966) 9: 0001 general 8: 0961 see also Target voter blocs

129
Indiana
farm poll 11: 0736
Indianapolis—voter attitudes 11: 0736
poll 5: 0059, 0020
primary (1968) 5: 0479
public opinion in 10: 0001

Inflation
consumer attitudes 10: 0297
general 2: 0794; 4: 0771
Republican party—issue 10: 0297

Integration
4: 0405
see also Civil rights; Desegregation; Prejudice

International affairs survey
8: 0188

Investments
business survey 6: 0001
capital investment survey 2: 0697
Commerce-SEC Investment Survey 10: 0297
Edie Survey 2: 0384
general 1: 0001, 0126, 0884; 5: 0479;
10: 0574
McGraw-Hill Investment Survey 1: 0001,
0126, 0560; 3: 0479
see also Business; Economic matters;
Economy issue

Iowa
political climate 10: 0574
poll 1: 0184; 7: 0127; 11: 0063

Israel
see Arab-Israeli conflict

Issues of concern
bombing—Vietnam War 2: 0901; 3: 0362, 0479,
0647; 4: 0271; 5: 0001, 0479, 0814;
6: 0001; 8: 0717; 9: 0001
civil rights 7: 0127
cold war 10: 0001
corruption—congressional election (1966)
1: 0864
economy 1: 0096
inflation 10: 0297
law and order 5: 0814
peace—Vietnam War 8: 0961
right to work 3: 0145
vice-presidency 1: 0001

Johnson, Lyndon B.
1st hundred days 1: 0560
press reaction to, as president 1: 0001
see also Democratic presidential campaign
(1964); President; Presidential addresses;
Presidential elections (1964)

Judges, federal
see Federal judges

Juvenile delinquency
8: 0001
see also Crime; Law and order issue

Kansas
election reports 1: 0560; 7: 0822
poll 7: 0001
State Fair Poll 7: 0396

Kennedy, John F.
assassination—Garrison Investigation 4: 0583
assassination—Warren Commission report 4:
0050
Kennedy Assassination Survey 1: 0396

Kennedy, Robert F.
general 2: 0001, 0901; 3: 0001, 0362, 0647,
0901; 4: 0583; 5: 0059, 0479, 0649; 6: 0955;
8: 0477, 0717, 0961; 9: 0188; 10: 0780
Kennedy-McCarthy movement 5: 0059
political appeal 4: 0771
public image 8: 0627; 11: 0386
vice-presidency issue 1: 0001

Vietnam War 3: 0479

Kentucky
political climate 11: 0386
presidential race in 11: 0063, 0386

Kerner, Otto
7: 0658

Kerner Commission
report 5: 0849
see also Ghetto discontent; Riots

King, Martin Luther, Jr.
3: 0901

Knight, Goodwin J.
California voters 8: 0188

Korean War
5: 0514

Labor
farm 10: 0780
unions
AFL-CIO—Colorado poll 4: 0583
AFL-CIO—Committee on Political Education
(COPE) 4: 0405
AFL-CIO—Texas poll 9: 0403
Communications Workers of America—poll
6: 0703; 7: 0751; 9: 0285; 10: 0122
Communications Workers of America—poll
analysis 8: 0477
general 4: 0405; 5: 0001
right to strike 3: 0647; 4: 0771
strike legislation 9: 0001
see also Labor vote; Labor-management
relations

Labor disputes
arbitration 2: 0001; 4: 0001; 11: 0386

130
Labor-management relations
2: 0901
Labor vote
Wallace, George 5: 0814
Law and order issue
5: 0814
see also Crime; Juvenile delinquency; Kerner Commission
Leaders
see Political leaders
Leadership
political trends and LBJ 6: 0452
Legislation
Elementary and Secondary Education
Amendments of 1967 4: 0050; 8: 0477
strike 9: 0001
Truth-in-Packaging Bill 3: 0001
Louisiana
political situation 6: 0801
poll 1: 0273, 0396
7th Congressional District—voter attitudes 11: 0386
McCarthy, Eugene
general 5: 0739; 6: 0001; 7: 0127
political appeal 5: 0359
see also Democratic party; Democratic presidential campaign (1968); Kennedy-McCarthy movement; Primaries (1968)
McGovern, George
5: 0340
McNamara, Robert
military draft 2: 0901
Maine
Home Fallout Shelter Protection Survey 2: 0901
Martia Conference
3: 0145
see also Vietnam War
Maryland
political climate 11: 0386
poll 2: 0110
presidential race in 10: 0122
public opinion in 10: 0001
Massachusetts
Cambridge Peace Referendum—Vietnam War 5: 0059
Napoleon Poll 5: 0200, 0340
political climate 10: 0574
Mayoral elections (1965)
New York City 1: 0884
Mental health
public attitudes toward 4: 0771
Michigan
political climate 11: 0063
political survey 8: 0927
poll 6: 0703
poll questionnaire 8: 0001
Middle East Crisis
general 4: 0050, 0218, 0405, 0771; 11: 0736
United Nations 4: 0218
see also Arab-Israeli conflict; Foreign policy
Midwestern (States) Democratic Conference
9: 0188
see also Regional Democratic organizational meetings
Military construction funds
2: 0384
Military draft
general 2: 0901; 3: 0479; 4: 0050
McNamara, Robert S. 2: 0901
see also Antiwar demonstrations; Vietnam War
Military pay
4: 0927
Minnesota
Democratic-Farmer-Labor party 8: 0717
political climate 9: 0876; 11: 0386
Mississippi
Negro civil rights in 1: 0184
Missouri
poll 5: 0001; 9: 0285
voter attitudes 11: 0386
Montana
poll 1: 0396
Napolean Massachusetts poll
5: 0200, 0340
Nassau County, New York
political climate 10: 0122, 0574
National Alliance of Businessmen
5: 0340
see also Business; War on Poverty
National Council of Catholic Men
3: 0479
National Federation of Independent Business
7: 0225
see also Business; War on Poverty

131
National Food Budget
11: 0736

National polls

National Urban League
Negro families 7: 0335
see also Cities

NATO
see North Atlantic Treaty Organization

Nebraska
political climate 10: 0297; 11: 0386
primary voting, 1948–1960 6: 0032

Negative income tax
4: 0405
see also Taxes

Negroes
civil rights in Mississippi 1: 0164
economic gains 9: 0571
equality—Texas 3: 0001; 10: 0780
families—National Urban League 7: 0935
general 8: 0931
New York City radio market 9: 0571
voters
Democratic party 1: 0126
general 6: 0703
southern 7: 0935
see also Civil rights; Civil Rights Act;
Desegregation; Ghetto discontent; Integration;
Kerner Commission; Prejudice; Riots

New Careers concept
on-the-job training 3: 0145

New England
political situation 1: 0273
see also headings for individual states

New Hampshire
political climate 10: 0297; 11: 0063
poll 5: 0200, 0340
primary (1964) 6: 0452
primary (1966) 5: 0340, 0479

New Haven, Connecticut
public opinion 9: 0876

New Jersey
political climate
Bayonne 10: 0574
general 10: 0574
Newark 10: 0297, 0574
Paterson 10: 0297, 0574; 11: 0063

New York (city)
mayoral elections (1965) 1: 0884
Negro radio market 9: 0571
political climate 9: 0876
poll 1: 0771
presidential preference survey of ethnic
groups 9: 0392

New York (state)
congressional district (17th)—political climate
10: 0574
delegates poll 7: 0001
Erie County—poll 5: 0001
Nassau County—political climate
10: 0122, 0574
political climate 10: 0297; 11: 0386
polls 5: 0479; 7: 0638; 10: 0297
public opinion in 10: 0001
Rockland County—political climate
10: 0122
Yorkers—poll 2: 0239

Nigeria
10: 0122
see also Foreign policy

Nixon, Richard
charisma poll 5: 0814
electoral vote analysis 5: 0814
general 2: 0110, 0794; 3: 0479, 0947, 0901;
4: 0001, 0771; 5: 0340, 0814; 6: 0601;
6: 0477, 0627, 0717, 0835; 9: 0001, 0571;
11: 0736
see also Poll pairings; President; Primaries;
Republican National Convention (1968);
Republican party

North American Newspaper Alliance
polls 3: 0145

North Atlantic Treaty Organization
general 2: 0110
nuclear force—British attitudes 1: 0560
see also Cold war issues

North Carolina
Guilford County—political climate 11: 0386
poll 7: 0127

North Dakota
voter opinion survey 7: 0822

Nuclear weapons
Vietnam 3: 0901

Office of Economic Opportunity
supported polls 4: 0050
see also War on Poverty

Ohio
public opinion in 10: 0001
Summit County poll 7: 0751
Toledo poll 3: 0479

Oklahoma
general 6: 0452
Harris, Fred 1: 0396
political climate 10: 0780
political situation 11: 0736
poll 1: 0396; 6: 0392
public opinion 10: 0001

132
On-the-job training
New Careers concept: 3: 0145
see also National Alliance of Businessmen; War on Poverty

Opinion (political) index
5: 0479
see also Political index

Oregon
primary (1966) 2: 0697
primary (1968) 9: 0684
evoter attitudes 11: 0063

Paris Peace Talks
5: 0479
see also Peace efforts; Peace issue; Peace offensives; Vietnam War

Party of Peace
Democratic party 8: 0627
see also Antiwar congressional candidates

Pay
see Military pay

Peace efforts
Vietnam War—general 3: 0001, 0362
Vietnam War—Paris Peace Talks 5: 0479

Peace issue
Republican party 8: 0961

Peace offensive
Vietnam War 9: 0876

Pennsylvania
gubernatorial election (1966) 11: 0386
political climate 10: 0122; 11: 0063
poll 4: 0927; 5: 0703

Percy, Charles
general 4: 0050
Vietnam War 4: 0001

Physicians for Social Responsibility
9: 0803

Pickle, J.J.
Texas 11: 0736

Police
public attitudes toward 4: 0405; 5: 0814; 8: 0835

Political analysis
of 1964—Paul Aiken 1: 0001

Political apathy
5: 0649

Political appeal
Kennedy, Robert F. 4: 0771
McCarthy, Eugene 5: 0099

Political attitudes
Dallas County, Texas 11: 0063

Political climate
Alaska 11: 0386
California—22nd Congressional District 10: 0297
Connecticut 10: 0780
Georgia 10: 0297; 11: 0001
Iowa 10: 0574
Kentucky 11: 0386
Maryland 11: 0386
Massachusetts 10: 0574
Michigan 11: 0063
Minnesota 9: 0876; 11: 0386
Nebraska 10: 0297; 11: 0386
New Hampshire 10: 0297; 11: 0063
New Jersey
Bayonne 10: 0574
Newark 10: 0297, 0574
Paterson 10: 0297, 0574; 11: 0063
New York (state)
general 10: 0297; 11: 0386
Nassau County 10: 0574
New York City 9: 0876
Rockland County 10: 0122
17th Congressional District 10: 0574
North Carolina—Guilford County 10: 0297; 11: 0386
Oklahoma 10: 0780
Pennsylvania 10: 0122; 11: 0063
Rhode Island 11: 0063
South Carolina 10: 0574
Tennessee 10: 0297; 11: 0001
U.S. 11: 0736
Virginia 10: 0297; 11: 0386
Washington 11: 0386
West Virginia 10: 0297; 11: 0386
Wisconsin—1st and 6th Congressional Districts 11: 0001
Wisconsin—general 11: 0736
Wyoming 10: 0297; 11: 0386

Political composition
5: 0739

Political Index
2: 0794; 3: 0001, 0145; 5: 0479; 8: 0188, 0835; 11: 0063

Political leaders
analysis of 2: 0384

Political observations
Spivack, Robert G. 1: 0126

Political opinion polling
Democratic party 7: 0558
see also Political index; Poll pairings; Polls
Political parties
Democratic-Farmer-Labor—Minnesota
8: 0717
identification 2: 0500
Political situation
California 2: 0001
general 1: 0001
Louisiana 6: 0801
New England 1: 0273
Oklahoma 11: 0736
Texas 8: 0777
Wyoming 10: 0780
Political trends
leadership—LBJ 6: 0452
Politics
class 8: 0835
see also Prejudice
Politics of joy
6: 0001
Poll pairings
1: 0884; 3: 0362, 0479, 0647, 0901; 4: 0001, 0050, 0218, 0405, 0563, 0771; 5: 0001, 0059, 0200, 0340, 0479, 0649, 0739; 6: 0001, 0703, 0955; 6: 0717; 9: 0001; 11: 0736
Polls
accuracy—presidential election (1968) 5: 0814
administration 10: 0297
findings—comparison of 11: 0386
national—time sequence 8: 0001
presidential elections (1968) 9: 0861
Sindlinger 5: 0814
see also headings for individual states
Poll tax
Texas 8: 0001, 0477
Pollution
see Air pollution
Post office
6: 0001
Prejudice
politics 4: 0050
see also Civil rights; Class politics; Desegregation; Integration
President
addresses/speeches
Democratic National Convention—
reaction to acceptance speech before the
1: 0273
July 28th speech on Vietnam 1: 0884
State of the Union messages
(1965) 8: 0001
(1966) 8: 0717
(1968) 5: 0340
voting rights 8: 0001
business support of 2: 0273; 7: 0396; 10: 0297
congressional support of 3: 0362
debates 7: 0127
election—1948 5: 0814
election—1960 5: 0814
election—1964
California poll 1: 0184
California public opinion survey 6: 0092
general 2: 0697
election—1968
enforcement of the Civil Rights Act 7: 0935
general 11: 0736
polls—accuracy 5: 0814
polls—general 9: 0861
first hundred days 1: 0560
Gallup organization support 1: 0184
job rating—Vietnam 10: 0297; 11: 0063
polls 11: 0736
popularity 2: 0001, 0384, 0794, 0901; 3: 0001, 0145, 0901; 4: 0001, 0218, 0583; 5: 0001, 0200, 0340, 0649, 0814; 8: 0627, 0717, 0961; 9: 0392, 0884; 10: 0780; 11: 0001, 0083, 0386, 0736
presidential race—Kentucky 11: 0063, 0386
presidential race—Maryland 10: 0122
presidential race—withdrawal from 5: 0649
press conferences 2: 0901; 5: 0059
Press
reaction to LBJ as president 1: 0001
Primaries
California (1964) 6: 0851; 7: 0001
general (1966) 11: 0001
Georgia (1966) 3: 0001
Indiana (1968) 5: 0479
Nebraska voting, 1948–1960 6: 0092
New Hampshire (1964) 6: 0452
New Hampshire (1968) 5: 0340, 0479
Oregon (1968) 2: 0697
Oregon (1968) 9: 0684
Psychologists' poll
Goldwater, Barry 7: 0396
Public affairs
Vietnam situation 9: 0876
see also Vietnam War
134
Public attitudes
   toward administration  1:0560, 0864; 8:0188, 0627
   general 8:0188
   toward mental health  4:0771
   toward police  4:0405; 5:0814; 8:0835
   see also Polls

Public image
   RFK 8:0627; 11:0386

Public opinion
   in California 10:0001
   forum—Washington, D.C., students 3:0362
   in Indiana 10:0001
   in Maryland 10:0001
   in New York 10:0001
   in Ohio 10:0001
   in Oklahoma 10:0001
   see also Congressional district polls; Political climate; Political situation; Polls

Racial problems
   3: 0001; 4:0405
   see also Cities; Civil rights; Desegregation; Ghetto discontent; Integration; Negroes

Racial tensions
   6:0955
   see also Backlash; Frontlash; Ghetto discontent; Kerner Commission; Riots

Radio market
   New York City—Negroes 9:0571

Reagan, Ronald
   California poll 4:0927
   general 2:0901; 4:0218, 0405, 0583; 9:0285
   see also California; Poll pairings; Primaries (1968); Republican party; Republican presidential campaign (1968)

Regional Democratic Organizational Meetings
   1:0396
   see also Midwestern (States) Democratic Conference

Registration
   see Voter registration

Religion
   5:0059, 0649

Religious organizations
   see also National Council of Catholic Men 3:0479

Republican County Chairmen's Poll
   5:0059

Republican National Committee
   2:0384

Republican National Convention (1964)
   civil rights issue 7:0001
   general 1:0184
   see also Goldwater, Barry; Nixon, Richard

Republican National Convention (1966)
   6:0001
   see also Goldwater, Barry; Nixon, Richard

Republican party
   congressional elections (1966)—general
   8:0961; 9:0001; 10:0574; 11:0063
   congressional elections (1968)—predictions
   3:0001
country chairmen's poll 5:0059
   effect of George Wallace 4:0405; 5:0059
   farm vote 1:0396
   general 4:0050, 0218, 0405, 0927; 5:0479;
   6:0402; 10:0574
   inflation issue 10:0297
   peace issue 8:0961
   popularity 7:0001
   predictions 10:0780

Republican presidential campaign (1964)
   1:0001; 7:0558

Republican presidential campaign (1968)
   5:0814

Reynolds case
   1:0126

Rhode Island
   political climate 11:0063
   poll 2:0239

Right to strike
   labor unions 3:0647; 4:0771

Right-to-work issue
   3:0145

Riots
   cities 4:0218, 0405, 0583
   see also Ghetto discontent; Kerner Commission

Rockefeller, Nelson
   4:0583; 5:0200, 0340, 0649; 9:0684, 0876
   see also Poll pairings; Republican party; Republican presidential campaign (1968)

Romney, George
   business support of 3:0479
   general 2:0794; 3:0001, 0145, 0479, 0647, 0901; 4:0001, 0050, 0218; 6:0402; 9:0001;
   10:0760; 11:0063, 0736
   Vietnam War 4:0583
   see also Michigan; Poll pairings; Republican party; Republican presidential campaign (1966); Riots

Roncallo, Tano
   10:0760

Rural Americans
   election results 1:0560

Rusk, Dean
   8:0835; 11:0736
   see also Foreign policy

135
School desegregation
9: 0087
see also Civil rights; Education; Integration

Scranton, William
6: 0955
see also Goldwater, Barry; Presidential election (1964)

Selective service
see Military draft

Senate Foreign Relations Committee
Fulbright hearings 2: 0697; 3: 0362; 10: 0297
“Sick society”
5: 0739

Sindlinger Poll
5: 0814

South Carolina
political climate 10: 0574
South Dakota
poll 6: 0703

Southern Negro voters
7: 0935

Southern Regional Council
7: 0935

Space program
4: 0216; 5: 0059, 0814; 10: 0122

Spending
see Campaign spending

Spivack, Robert G.
political observations of 1: 0126

State Democratic committee
Wisconsin poll 5: 0340

State Democratic organizations
7: 0751

State of the Union message
in 1965 8: 0001
in 1966 8: 0717
in 1968 5: 0340

States
voting patterns 8: 0477

Steel
prices 9: 0676

Strike legislation
labor unions 9: 0001

Students
attitudes—Vietnam War 9: 0188
college 1: 0396; 4: 0050; 5: 0739
general 9: 0087, 0285
Washington, D.C., Area Student Public Opinion Forum 3: 0362

Supreme Court, U.S.
5: 0739

Surveys
business—capital investment 2: 0697
CBS Vietnam Opinion 3: 0647
Commerce-SEC Investment 10: 0297
congressional district 1: 0396; 2: 0273; 4: 0001;
7: 0558; 10: 0122
Democratic congressional 1: 0126
Edie 2: 0334
educational opportunities 1: 0864; 8: 0477
gasoline price 3: 0479
Home Fallout Shelter Protection 2: 0901
international affairs 8: 0188
investment 6: 0001
Kennedy assassination 1: 0396
McGraw-Hill Investment 1: 0001, 0126, 0560;
3: 0479
National Telephone, of Voter Opinion 5: 0814
presidential preference 9: 0362
public opinion—1964 congressional elections
6: 0092
public opinion—1964 presidential elections
6: 0092
Quayle Vietnam Opinion 3: 0647

Switch voter analysis
11: 0736

Target voter blocs
5: 0814

Taxes
bill 5: 0739
cut 6: 0432
federal excise 9: 0876
income tax surcharge 9: 0392
increase 3: 0479; 10: 0297
negative income tax 4: 0405
poll—Texas 6: 0001, 0477
surcharge 5: 0200
in Texas 9: 0087

Teachers poll
9: 0285
see also Black Hills Teachers College Poll;
Education; High school polls; Students

Tennessee
delegate poll 5: 0200, 0340
political climate 10: 0297; 11: 0001
poll 1: 0396
technical 7: 0322

Tet Offensive
Vietnam War 5: 0479

Texas
AFL-CIO poll 9: 0433
Carr, Waggoner 8: 0477; 10: 0122
Community Improvement Survey 1: 0184
Connally, John 3: 0362; 8: 0477
Dallas County—political attitudes 11: 0053
Dallas County—survey 8: 0001
Fort Worth poll 8: 0001
Negro equality 3: 0001; 10: 0780
opinion surveys 11: 0001
Pickle, J.J. 11: 0736
political situation 8: 0477
polls 1: 0771; 6: 0092; 7: 0225; 8: 0188
Tarrant County poll 5: 0814
taxes—general 9: 0387
taxes—poll 8: 0001, 0477
Trading
with Eastern Europe 2: 0697
see also Cold war issues; Foreign policy
Triad heats (1967)
5: 0059
Truth-in-Packaging Bill
3: 0001
United Nations
Communist Chinese representation 2: 0500; 8: 0627; 11: 0386
Middle East Crisis 4: 0218
U Thant Vietnam Peace Plan 11: 0736
United States
political climate 11: 0736
U.S. policy
Vietnam War 1: 0771; 3: 0001
see also Foreign policy
USS Pueblo incident
5: 0340; 9: 0684
U Thant
Vietnam peace plan 11: 0736
Valenti, Jack
8: 0477
Veterans
general 1: 0560; 9: 0684
poll 9: 0392
Veterans issue—RFK 1: 0001
nominees—public opinion image study 7: 0225
preferential poll 7: 0127
Vietnam
CBS opinion survey 3: 0647
nuclear weapons 3: 0901
Quayle opinion survey 3: 0647
situation—public affairs 9: 0876
Vietnam, South
elections 4: 0405
U.S. policy in—general 1: 0771; 3: 0001
U.S. policy in—Texas poll 3: 0001
U Thant Peace Plan 11: 0736
Vietnam War
bombing issue 2: 0901; 3: 0662, 0479, 0647;
4: 0771; 5: 0001, 0479, 0814; 6: 0001;
8: 0717; 9: 0001
California poll on 4: 0583
de-Americanization 6: 0001
foreign polls 4: 0771; 5: 0001
general 1: 0184, 0560, 0884; 2: 0001—0901;
3: 0001—0901; 4: 0001—0927; 5: 0059, 0340,
0479, 0759, 0814; 6: 0001; 8: 0001, 0188,
0717, 0835, 0961; 9: 0001—0684; 10: 0122,
0574, 0780; 11: 0736
Paris Peace Talks 5: 0479
peace efforts—general 3: 0001, 0362
peace efforts—U Thant Peace Plan 11: 0736
peace issue—Republican party 8: 0951
peace offensive 9: 0876
Percy, Charles 4: 0001
president's job rating 10: 0297; 11: 0063
president's July 28th speech on 1: 0884
RFK 3: 0479
Rumney, George 4: 0583
student attitudes 9: 0188
Tet Offensive 5: 0479
U.S. policy 1: 0771; 3: 0001
wave of pessimism 5: 0479
youth 9: 0493
Virginia
political climate 10: 0297; 11: 0386
Voicer analysis
switcher 11: 0736
Voicer attitudes
Indiana—Indianapolis 11: 0736
Louisiana—7th Congressional District 11: 0386
Missouri 11: 0386
Oregon 11: 0063
see also Political climate; Political situation;
Polls; headlines for individual states
Voicer bloc
labor 5: 0814
target 5: 0814
Wallace voters 5: 0814
Voicer profile analysis
1: 0396
Voicer registration
general 1: 0184; 2: 0273; 7: 0001, 0935
Get-Out-the-Vote program—analysis 8: 0001
see also Poll taxes
Voices
independent 8: 0951
Voicer strength
Carr, Waggoner 10: 0122
137
Voting patterns
presidential address to Congress 8: 0001
states 8: 0477
see also Civil rights
Wage-price freeze
5: 0200
Wages
guaranteed annual 4: 0405
Wallace, George
effect on the Republican party 4: 0405; 5: 0059
general 4: 0001, 0050; 5: 0340, 0739, 0814;
6: 0831; 7: 0001; 11: 0736
labor vote 5: 0814
see also Alabama; Democratic party;
Democratic presidential campaign (1968);
Poll pairings; President; Republican party
Wallace voters
5: 0814
War on Poverty
3: 0001
see also National Alliance of Businessmen;
Office of Economic Opportunity; On-the-job
training
Warren Commission
report 4: 0050
see also Garrison Investigation; Kennedy
Assassination Survey
Washington, D.C.
Area Student Public Opinion Forum 3: 0362
general 1: 0126
Washington (state)
political climate 11: 0386
Weapons
see Nuclear weapons
Welfare programs
Barry Goldwater 7: 0558
Welfare state
popular support 10: 0297
West Virginia
delegate poll 5: 0200
general 5: 0001
political climate 10: 0297; 11: 0386
Wire service polls
9: 0571
see also Polls
Wisconsin
1st and 6th congressional districts—political
climate 11: 0001
Milwaukee—fiscal posture 3: 0362
political climate 11: 0736
poll 5: 0479
state Democratic committee poll 5: 0340
Wyoming
political climate 10: 0297; 11: 0386
political opinion—resident 10: 0574
political situation 10: 0780
poll 1: 0396
Youth
general 8: 0961
poll 3: 0001, 0479
Vietnam War 9: 0493
see also Students