

February 3, 1965
Wednesday

Wednesday, February 3 was so full I felt at the end of the day like a jug into ^{which} ~~rich~~ wine was being poured until it was full to the top and overflowing and simply couldn't take anymore.

The day began with Mr. and Mrs. Laurence Rockefeller coming for coffee about 11:00. I had wanted to talk with him ~~on~~ an informal way why did he put so much of his life and brains and money into beautification and recreation. It turned out to be $2\frac{1}{2}$ of the most interesting hours I'll ever spend! Although getting on the subject of beautification is like ~~getting~~ picking up ^a the tangled skein of wool. All the threads are inter-woven. ^{it} Recreation and urban renewal and mental health, and the crime rate, and rapid transit, and highway beautification and the war on poverty and parks, national, state and local. It is awfully hard to hitch the conversation into one straight line because everything leads to something else. An extraordinary family, the Rockefellers. Those brothers with their very considerable money and brains and devotion, ~~directed~~ into their different fields. Mr. Laurence Rockefeller is going to be the Chairman of a National Conference on Beauty which Lyndon is calling for mid-May. There are lots of us desperately inter-

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ested in something besides a lot of words and prolifera-
tion of committees coming out of it. I do think now
is the time - what is that quote about "nothing is so
strong as an idea that has met its day". # I deferred for

trip to the beauty parlor and then about 4:00 o'clock
there was a shift of gears to the war on poverty.

Sargent Shriver had asked me if I would invited to tea
the Advisory Council of the War on Poverty. We wound
up, about 30 of us, with tea and cocktails in the Blue
Room. As soon as everybody was there, the members of
the Advisory Council, and the five Cabinet members
whose work is particularly related to the war on poverty.

Tony Celebreeze of HEW; Orville Freeman of Agriculture;
Nick Katzenbach, the Attorney General, Stu Udall in
Interior; Bill Wirtz of Labor; Margie McNamara, whose
husband is deeply concerned with it, and who is, herself
a member of the Advisory Council. And some agency
heads who work with it such as General Hershey of
Selective Service, who has been around here about as
long as I have, and Robert Weaver of the Housing

Department, As soon as they were all there, I welcomed
them. ~~Told~~ I really wanted this to turn into a

seminar so that they could tell me what they had been
doing and what they planned to do, ~~Turned~~ the meeting

over to Sarge and we adjourned to the Red Room and we
brought in a few extra chairs. Nearly all ^{of the} thirty of us

sat around in a cozy circle, ^{the} The chief nuggets of information being deftly extracted by Shriver who tactfully and skillfully tossed the conversational ball around to ^{them} this blue ribbon group.

One of the best spokesman was Dr. Otis Singlet^oerry, whom I had last seen on the Whistlestop trip when I stopped at a North Carolina College town, Greensboro, I believe. He was President of the college and introduced me on the platform to a gathering of students. He's director of the Job Corps and says that applications are coming in about 6,000 a day. Describing the young men who come to it - he cited one who, when he got off the bus, ^{at} the Catocin, Md. Job Corps Center, he said "where are the fences?" He had thought it just must be some kind of corrective institution. One, when asked, ^{why} had he come, said quite ^{candidly} ~~timidly~~, "because this is my last chance." Dr. Singlet^oerry said, "so many of these ^{KIDS} ~~kinds~~ have a sense of overwhelming defeat. ^{He's} ~~A~~ singularly capable man and I feel good that the program's got him, ^{on} ~~the~~ ^{she} their Advisory Council ^{were} ~~for a~~ men of such statue as Ken Galbraith. ^{He} ~~He~~ said he was there to listen to Sarge Shriver and me conduct the Seminar, A. Philip Randolph from Labor, and Archbishop Lucey, long experienced in dealing with the poor of this world. I remember his work with the Mexicans. ^{It} ~~it~~ goes back to the first days of Roosevelt and Maury Maverick. [#] One of the best stories

was told by Tony Celebreeze. It was in answer to the oft repeated and rather cynical question "how will we know whether it will work[?]". His answer was that years ago in a slum area of Cleveland, Ohio, ^aschool teacher, gathered up in the streets, ^aboys from poverty stricken homes who were wandering loose, just waiting to get in trouble. He said, "let's have a club." They played basketball, discussed civic issues, and held debates. Since the teacher was a Republican it was named the Theodore Roosevelt Club. In the years since then one of the men has become a Judge, three are lawyers, one is an Architect, one a Doctor, one Dentist, two CPA's and one was the Mayor of Cleveland and now sits in the President's Cabinet! It was a dramatic story and you had only to look at Mr. Celebreeze to know he lived it. [#] It was a rich exciting two hours of talk! I just wish we had had ^pone Pool reporter present. — ^aAlthough later Liz ^{wrestled} with her irate sisters trying to give them the information. Muriel Humphrey was there sitting quietly and listening. As they filed out Sarge asked me if I would reconsider and sponsor the program Head Start, an honorary Chairmanship not supposed to lead to work. He is indeed one of the best salesman I ever saw. ^s [#] And next was Mary Lasker who talked with me about the beautification program and the Friday Women Do'er's Luncheon. She was full of

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excitement. She says this was the first time any leader of a nation has used the word "beauty" in a national address. ~~First~~ ^{her} time one has called the beautification of the whole country as a part of his program. Napoleon the III decided to beautify Paris. Other European Monarchs had talked of beautifying their capital cities, but nobody has ever called for a nationwide beautification program. She showed me the pictures of ~~her~~ gift to the city of New York, the tulips and jonquils, ~~along~~ twenty blocks of them. They had come about only after ten years of making gifts of planting to the city. For she has a long record of experience.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

Wednesday, February 3, 1965

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Then Lyndon and I left for the Shoreham Hotel where he was to receive the Democratic Legacy Award ^{from the} for Anti-Defamation League of B'nai B'rith.

We arrived about 10, Lyndon still in a business suit, and without dinner, ^{was} ~~was~~ met by Dore Schary and Abe Fineberg, marched in hurriedly, greeting Cabinet members and waving at a few Congressional people at their banquet tables, and then Lyndon delivered his speech.

There'll be no trouble in picking the headline out of this one. It concerned an exchange of visits between the Soviet leadership, to this country, and us to Russia, ~~some~~ time in the year 1965!

Jack rode home with us, ^WWith all the servants gone, ~~and~~ at my suggestion, I brought in a tray of supper for Lyndon, and a sandwich and some dessert for Jack.

Lyndon devoured the paper along with his dinner, and we were in bed about midnight, a full, good, hard day.

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