

THE WHITE HOUSE
PRESIDENT LYNDON B. JOHNSON
DAILY DIARY

Date May 17, 1966

The President began his day at (Place) White House

Day Tuesday

Entry No.	Time		Telephone f or t		Activity (include visited by)	Expenditure Code
	In	Out	Lo	LD		
<u>C</u>	12:19a			t	Governor John Connally - Auston (returning his call)	
<u>C</u>	9:06a		t		Ambassador Henry Cabot Lodge	
	9:50a		f		Joe Califano	
	9:57a		t		Bob Hardesty	
	10:01a		t		Bob Kintner (pl)	
	10:35a				To the Oval Office, w/ JJ and Bob Kintner	
<u>C</u>	10:37a	10:41a			Oval Office - Speaker McCormack w/ a joint Committee from the Massachusetts Legislature -- handshake only <u>SEE PAGE 16 for list</u>	
	10:45a				To the Flower Garden for REMARKS to Advertising Council Delegates	-155-
<u>C</u>					ATTENDANCE: Robert J. Alander, The Charlotte Observer and News Peter W. Allport, Pres., Assoc of Natl Advertisers, Inc Allan S., Austin, Chairman, the Austin Co. John B. Babcock, President, American Business Press Babcock, Richard J., President, Farm Journal, Inc Bache, Harold L., Chairman, Bache & Co., Inc.	OFF RECORD

Seey Connor

*Jim [unclear]
John [unclear]*

THE WHITE HOUSE
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	In	Out	Lo	LD		
					Bartel, William A., Vice President, Celanese Corp ¹	
					Bates, Theodore L., Honorary Chairman, Ted Bates & Co., Inc.	
					Beard, David F., General Director of Advertising, Reynolds Metals Co.	
					Beard, William K	
					Beecher, Donald B., President, Equitable Gas Co.	
					Beeghly, Charles M., Chairman, Jones & Laughlin Steel Corp	
					Beers, William O., President, Kraft Foods	
					Beers Black, S. Bruce, Honorary Chairman, Liberty Mutual ¹ ns Company	
					Block, Leonard, President, Block Drug Co., Inc	
					Boggs, Robert W., Manager, Marketing Services, Union Carbide Corp	
					Bolin, Roger H., Marketing Communications Director, Westinghouse Electric	
					Bolte, Brown., Chairman, Bolte Advertising Companies	
					Brinegar, Claude S., President, Pure Oil Co.	
					Brooding, Milton E., Director, Govt and Industry Relations, California Packing Corp	
					Burnett, Leo., Chairman, Leo Burnett Co., Inc.	
					CARLSON, C. R., Jr., Senior VP, Deere & Co.	
					Carson, Ralph., President, Carson Roberts, Inc.	
					Cash, Norman E., President, TV Bureau of Advertising, Inc.	
					Cleaves Cleaves, Herbert M., Sr VP, General Foods Corp	
					Coffin, Ralston, H., VP, Radio Corp of America	
					Colihan, William J., Jr., Exec VP, Young & Rubicam, Inc	
					Cort, Stewart S., President, Bethlehem Steel Corp	
					Crichton, Joh, President, American Assoc of Advertising Agencies	
					Dalton, Harry L., Chairman, Exec Comm., American Credit Corp	
					Dean, J Edward, Director of Advertising, E. I. duPont de Nemours & Co., Inc	
					Donnell, James C., II, President, Marathon Oil Co	
					Donnelly, Edward C., Jr., President, John Donnelly & Sons	
					Ebel, Edwin W., VP, General Foods Corp	
					Edwards, Gordon, President, Natl Dairy Products Corp	
					Engstrom, Elmer W., Chairman, Exec Comm., RCA	
					Everest, Philip J., Senior VP, Transportation Displays, Inc.	
					Ewald, J. A., Chairman, Avon Products, Inc.	

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	In	Out	Lo	LD		
					Fairman, Milton, Vice President, the Borden Co.	
					Farrell, William R., Director, Marketing Services, Monsanto/ Co	
					Fatt, Arthur C., Chairman, Grey Advertising Inc	
					Felton, James P., VP, Seaboard Finance Co.	
					Fish, James S., Vice President, General Mills, Inc	
					Fogle, E Edgar, VP, Union Carbide Corp	
					Foley, James W., Vice Chairman, Texaco Inc	
					Foy, F. C., Chairman, Koppers Co., Inc	
					Friendly, Edwin S	
					Frost, Donald S., VP, Bristol-Meyers Co.	
					Ganger, Robert M., Chairman, D'Arcy Advertising Co.	
					Gray, Howard, Marketing Mgr, R. J. Reynolds Tobacco Co	
					Gray, Robert M., Advertising-Sales Promotion Mgr, Humble Oil & Refining	
					Gros, Robert R., VP, Pacific Gas & Electric Co.	
					Gruenther, General Alfred M	
					Habberton, John, Business Council for Intl Understanding	
					Hadley, J Michael, Publisher, Ladies Home Journal	
					Harper, Paul C., Jr., President, Needham, Harper & Steers, Inc.	
					Hayes, Arthur Hull, President, CBS Radio	
					Hazard, Ellison L., President, Continental Can Co., Inc	
					Hickey, W. B. D., President, Hickey-Freeman Co., Inc	
					Hill, John W., Chairman Policy Comm, Hill & Knowlton, Inc	
					Hinks, Kennett W	
					Hubbell, John W., VP, Simmons Co.	
					Hunter, John F. B., VP VP, the B. F. Goodrich Co.	
					Jewett, Richard K., Director of Advertksing, Pitney-Bowes, Inc	
					Johnston, Logan T., Chairman, Armoco Steel Corp	
					Joyce, Dwight P., Chairman, The Glidden Co.	
					Keim, Robert P., President-elect, the Advertising Council, Inc.	
					Kendall, Donald M., President, Pepsi Co., Inc.	
					K Kenyon, Robert E., Jr., Exec VP, Magazine Publishers Assoc, Inc.	
					Ketchum, Alton, VP, McCann-Erickson, Inc.	

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					Labunski, Stephen B., President, NBC Radio Network	
					Lane, Laurence W., Sr., President, Lane Publishing Co.	
					Lanham, Maj Gen Charles T., VP, Xerox Corp	
					LaRoche, Chester J., Chairman, Exec Comm, LaRoche, McCaffrey and McCall, Inc.	
					Lavin, Leonard H., President, Alberto-Culver Co.	
					Lipscomb, Charles T., Jr., Chairman, Exec Comm, Bureau of Advertising, ANPA	
					Little, Henry G., Chairman, Campbell-Ewald Co.	
					Littleford, Wm D., President, The Billboard Publishing Co.	
					Lourie, Donold B., Chairman, the Quaker Oats Co.	
					Ludlam, George P., VP, the Advertising Council, Inc.	
					Lobb, Francis H	
					McCabe, Thomas B., Chairman, Scott Paper Co.	
					McCoy, Charles B., Vice President, E I duPont deNemours & Co., Inc	
					McCurdy, R. C., President, Shell Oil Co.	
					McFall, Russell W., President, the Western Union Telegraph Co.	
					McGannan McGannon, Donald H., Chairman and Pres., Westinghouse Broadcasting Co. Inc	
					McIlnay, J. A., VP, Electric Storage Battery Co	
					Marting, WA, President, The Hanna Mining Co.	
					Mathews, Robert R., Senior VP, American Express Co	
					Mers, Harold B., Pres., The Transit Advertising Assoc, Inc	
					Michaels, David D., Advertising Mgr., the New Yorker	
					Minton, Henry M., Chairman, Church & Dwight Co., Inc	
					Mosel, W. F., the Advertising Council, Inc	
					Mulford, R. H., President, Owens-Illinois, Inc.	
					Mullin, Sam S., President, Pneumo Dynamics Corp	
					Murphy, Thomas S., President, Capital Cities Broadcasting Corp	
					Morton, James G	
					Nicholas, William I., Publisher, This Week Magazine	
					North, James D., VP, General Foods, Corp	
					Perlstein, Harris, Chairman, Pabst Brewing Co.	
					Peterson, Peter G., President, Bell & Howell Co.	
					Quirk, James T., Publisher, TV Guide	

THE WHITE HOUSE
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	In	Out	Lo	LD		
					Resplier, Theodore S., President, the Advertising Council, Inc.	
					Righter, James H., Publisher, Buffalo Evening News	
					Rodgers, Charles E., Jr., President, Intl Man-Made Fibers, Inc.	
					Roll, Lyle Co, President, Ledlog Kellogg, Co.	
					Rush, Kenneth, President, Union Carbide Corp	
					Schroeter, Harry F., VP, Natl Biscuit Co.	
					Sedgwick, Ellery, Jr., Chairman, medusa Portland Cement Co.	
					Sheerin, Harry J., VP, Kimberly-Clark Corp	
					Shelly, Warner S., Chairman, N. W. Ayer & Son, Inc	
					Shepard, Mills	
					Shomaker, Monte, President, Brown Shoe Co.	
					Simmons, Grant G., r., President, Simmons Co.	
					Spahr, Charles E., President, the Standard Oil Co. -Ohio	
					Suerth, John C., President, Gerber Products Co.	
					Supplee, Henderson, Jr., Director, The Atlantic Refining Co.	
					Taylor, John I., President, The Boston Globe	
					Thomson, Patrick B., President, the Distillers Co., Ltd	
					Thurm, Samuel, Advertising VP, Lever Brothers Co.	
					Trammell, Niles	
					Tucker, Darwin D., Meredith Publishing Co.	
					Valenstein, Lawrence, Chairman, Exec Comm, Grey Advertising, Inc	
					Vila, George R., Chairman, U. S. Rubber Co	
					Warnock, M. J., President, Armstrong Cork Co.	
					Watson, Stuart D., Chairman, the Marschalk Co., Inc	
					Wheeler, Walter H., Jr., Chairman, Pitney Pitney-Bowles, Inc.	
					Wheeler, Wilmot F., Jr., President, American Chain & Cable Co.	
					Whitaker Whitaker, H. E., Chairman, the Mead Corp	
					White, Frank K., Interpublic, Inc.	
					Willis, Paul H., VP, Carnation Co.	
					Wilson, Allan M., VP, the Advertising Council, Inc.	
					Wilson, Charles E	
					Wittner, Fred, President, Fred Wittner Co., Inc.	

THE WHITE HOUSE

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					Wolfe, H. George, Advertising Manager, Chemical Division, Merck & Co., Inc.	
					Wolflisberg, H. J., Presiden, The Nestle Co., Inc.	
					Wood, Harleston R., President, Alan Wood Steel Co.	
					Wunderman, Lester, President, Wunderman, Ricotta & Kline, Inc.	
					Yellen, Manuel, Chairman, P. Lorillard Co.	
					Young, James Wbbb	
					Young, Lloyd V., Chairman, Chesebrough-Pond's, Inc.	
					ADVERTISING COUNCIL STAFF	
					Bertrand, Elizabeth	
					Doyle, Geraldine	
					Fox, Maxwell	
					Kinney, Gordon C	
					Lampe, W. O.	
					Lampe, Mrs. W. O.	
					Peterson, Austin	
					Sands, William R	
					Saylor, Mrs. Beth	
					Schwartz, Mrs. L S	
					Sullivan, Eleanor L	
					Turecamo, Mrs. Beall	
					Vega, Mrs. Mildred	
					Wehde, H. C.	

THE WHITE HOUSE
PRESIDENT LYNDON B. JOHNSON
DAILY DIARY

Date May 17, 1966

The President began his day at (Place)

White House

Day Tuesday

Entry No.	Time		Telephone In or Out		Activity (include visited by)	Expenditure Code
	In	Out	Lo	LD		
	11:22a				The President invited the Advertising Council Delegates to follow him into the Cabinet Room, telling them he wanted them to see his office and the Cabinet Room. He then led them into his office, saying, "This is the workshop, where the girls grind away until 11:30 each night," as he walked through mjdr's room.	
<u>C</u>	approx 11:30	11:40a			The Vice President	
	11:32a	11:36a			Mrs. Johnson arrived, and the President introduced her to the group <i>Group departed 11:36a</i>	
<u>C</u>	11:40a				Justice Fortas joined the President and Mrs. Johnson (justice Fortas had asked to see the President for a few minutes privately)	
<u>C</u>	11:55a				Mr. and Mrs. Joseph Hirshhorn - Mrs. Johnson also The Vice President Secretary Udall= Secretary McNamara Justice Fortas Roger Stevens Mr. and Mrs. Dillon Ripley Mr and Mrs. Abram Lerner (<i>Hirshhorn's curator</i>) Mr and Mrs. Sam Harris (<i>Hirshhorn's lawyer who negotiated for him</i>)	
					Mr. Hirshhorn is giving his collection of modern paintings and sculpture to the American people, and the collection is being received by the Smithsonian as an agent of the people. The President today sent ltr to the Congress concerning the legislation necessary for acceptance of the Hirshhorn collection. The value of the collection is estimated to be \$25 million.	

THE WHITE HOUSE

PRESIDENT LYNDON B. JOHNSON

DAILY DIARY

Day _____

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[illegible]

THE WHITE HOUSE
PRESIDENT LYNDON B. JOHNSON
DAILY DIARY

Date May 17, 1966
Day Tuesday

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Entry No.	Time		Telephone f or t		Activity (include visited by)	Expenditure Code
	In	Out	Lo	LD		
9	12:15p	2:05p			CABINET MEETING	
					The Vice President	
					The Secy of State	
					The Secy of the Treasury	
					The Secy of Defense	
					The Attorney General	
					The Postmaster General	
					The Secy of the Interior	
					The Secy of Agriculture	
					The Secy of Commerce	
					The Secy of Labor	
					The Secy of HEW	
					The Secy of HUD	
					Director of the Bureau of the Budget	
					Council of Economics Advisers-Mr. Arthur Okun	
					Dr. Donald Hornig	
					John Macy	
					Walt Rostow	
					Bob Fleming	
					Joe Califano	
					Jake Jacobsen	
					Bob Kintner	
					Marvin Watson	
					Agenda included asking Cabinet Members to cover during the rest of the year the top cities in America to affirmatively explain the President's policies; asking Schultze to give chart on cost reduction of various Departments and then have general discussion of ways and means by which new thinking, etc could be utilized by each Dept; calling on PMG O'Brien for report on legislation; calling on the VP for report on Youth Opportunity Task Force; and calling on Okun for report on inflationary aspects of the economy. The President's Cabinet Mtg book sent to DT	

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	In	Out	Lo	LD		
	2.06p				To the Oval Rm Ofc - w/Marvin Watson, Bob Kintner and Bob Fleming	
	2:15p		f		Walt Rostow	
	2:25p		f		Bob Hardesty and Will Sparks	
	2:29p		f		Director Chas. Schultze	
	2:55		+		Henry Wilson (ph)	
	3:27		f		Secy Rusk (conf call w/ mrd)	
	3:40		+		Walt Rostow (ph)	
	3:51p				To Andrews via helicopter w/	
					en route to Chicago	

THE WHITE HOUSE
PRESIDENT LYNDON B. JOHNSON
DAILY DIARY

Date Tuesday

The President began his day at (Place)

White House - & Chicago, Illinois

Day May 17, 1966

Entry No.	Time		Telephone f or t		Activity (include visited by)	Expenditure Code
	In	Out	Lo	LD		
	3:51 pm				Departed the South Grounds via helicopter enroute Andrews AFB -- Accompanied by Mrs. Johnson and staff: Bob Kintner, Jake Jacobsen, Marvin Watson, Bob Fleming, MF, VM	
	3:56p				Arrived Andrews AFB -- and went to waiting AF-1, 26,000 for flight to Chicago, Illinois -- for President's Club Reception and Fund-Raising Dinner. The President walked to the plane holding hands w/ Mrs. Johnson....	
	4:06p				Airborne from Andrews AFB. Guests of the President were: Governor Farris Bryant Comptroller James Saxon Secy. of Labor - Willard Wirtz and Congressional Delegation from Illinois: Senator Paul Douglas Cong. Melvin Price Cong. Frank Annunzio Cong. John C. Kluczynski Cong. William T. Murphy Cong. Barratt O'Hara Cong. Roman Pucinski Cong. Daniel J. Ronan Cong. Daniel Rostenkowski Cong. Sideny R. Yates And staff members: Bob Fleming, Bob Kintner, Jake Jacobsen, Marvin Watson, Milton Semer, Charles Roche , Will Sparks, Bob Hardesty MF, Carol Welch, VM	

DAILY DIARY

Date May 17, 1966

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White House - Enroute Chicago, Ill.

Day Tuesday

[illegible]

THE WHITE HOUSE
PRESIDENT LYNDON B. JOHNSON
DAILY DIARY

Date May 16, 1966

The President began his day at (Place)

White House - Chicago, Ill.

Day Tuesday

Entry No.	Time		Telephone f or t		Activity (include visited by)	Expenditure Code
	In	Out	Lo	LD		
					Riding in the car with the President were: Mayor Daley, Governor Kerner Senator Douglas Secy. Wirtz Governor Farris Bryant	
					Mrs. Johnson rode in the second car - w/ Mrs. Paul Douglas, Mrs. Daley, and Congressman Rostenkowski (head of the Illinois Delegation)	
					Remainder of the Congressional Delegation and guests rode in guest buses that were provided upon arrival.	
	5:00p				Motorcade proceeded through the Loop -- Mayor Daley had requested that the President be at this point so that he could have the full benefit of the crowds that were organized to see the President. As the motorcade approached closer to downtown Chicago, more and more crowds were seen -- many of them were school children that had been dismissed from school to see the President and party... others were from various wards and precincts and displayed signs welcoming the President -- some were homemade and others were printed and mounted on sticks to wave at the motorcade...	
	5:27p	CST			Motorcade and Presidential party arrived at the Conrad Hilton Hotel of Chicago. The President posed in front of the Hotel w/ Mrs. Johnson and other members of the Illinois Delegation -- especially, Mayor Daley and Governor Kerner and Senator Douglas... then proceeded into the Hotel. Crowds as always were gathered in the Hotel lobby and held back by policemen... the President walked through smiling and waving to his supporters. Proceeded to the Imperial Suite... which was reserved for the President and Mrs. Johnson	

THE WHITE HOUSE
PRESIDENT LYNDON B. JOHNSON
DAILY DIARY

Date May 18, 1966

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White House - Chicago, Illinois

Day Tuesday[illegible]

THE WHITE HOUSE
PRESIDENT LYNDON B. JOHNSON
DAILY DIARY

Date ¹⁷ May 18, 1966

The President began his day at (Place)

White House - Chicago, Illinois

Day Tuesday

Entry No.	Time		Telephone f or t		Activity (include visited by)	Expenditure Code
	In	Out	Lo	LD		
	7:05p				Arrived at McCormick Place for Fund-Raising Dinner honoring Mayor Daley The President and Mrs. Johnson posed in front of the entrance to McCormick Place --the President in black tie and Mrs. Johnson in a stunning lime green evening dress Also standing w/ them were: Mayor and Mrs. Daley and Governor Otto Kerner...	
	7:10				Inside a prepared reception area... The President, Mrs. Johnson, Mayor and Mrs. Daley, Governor Otto Kerner Mr. and Mrs. Arthur Krim, and Mr. and Mrs. Ross Sragusa visited for a while in an anteroom waiting for all of the officials to assemble in the reception room.	
	7:30p				Reception for dignitaries of the Dinner --- The President and Mrs. Johnson as well as Senator and Mrs. Paul Douglas, Governor Otto Kerner, Mayor and Mrs. Daley, Mr. and Mrs. Arthur Krim formed a receiving line for the other dignitaries to follow through.	
	8:30p				The President and Mrs. Johnson to the main auditorium Each of the dignitaries that were seated at the main table --including 2 tiers.. were introduced as they came in...w/ the President and Mrs. Johnson ending the processional. As they approached the podium and their seats, loud applause and a standing ovation were heard...the President stood up and waved -- and then asked for Mrs. Johnson to come by his side and wave at the 5,000 --\$100.00 contributors and Democrats from Cook County.	
	9:10				The program began w/ the National Anthem being played and sung by Mr. Louis Sudler. The invocation by His Excellency, The Most Reverend John P. Cody - Archbishop of Chicago And music was played through dinner by Henry Brandon and his orchestra	

THE WHITE HOUSE
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White House - Chicago, Illinois

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	9:10p				Mayor Daley was introduced -- he made a few remarks and in turn introduced Senator Paul Douglas	
	9:20	9:26			Remarks by Senator Douglas	
					Prayer for Peace -- Bishop Louis H. Ford - Pastor, St. Paul Church of God in Christ	
	9:30	9:35			Remarks by Governor Kerner	
	9:37	9:50			Congressman Dawson remarks... (delivered them extemporaneously--- a very moving speech on the equality that exists in America if a person takes advantage of his opportunities....also talked of the greatness of America and her Presidents...of standing unified instead of divided --of America and her position in the free world and indeed the entire world)	
	9:51	9:53			Remarks by Mrs. Johnson -- spoke of the progress that Chicago is making in beautifying their seashore fronts, their schools and their residential areas (apartment dwellings)...etc.	
					(Note: During the remarks that were made by each of the guest speakers, the President would make notes in his speech and on pieces of paper... in fact, at times, he was so deep in thought, that one remark by Congressman Dawson directed toward the President was applauded to...the President joined in applauding for himself!)	
	9:55	9:27p			REMARKS BY THE PRESIDENT 35 applauses ---and 2 laughs	
					At the completion of the President's remarks, the President and party moved from the banquet room to the front of McCormick Place -- and to his car.	

10:35p

SEE TRAVEL RECORD
FOR TRAVEL ACTIVITY

GOVERNMENT PRINTING OFFICE 1964 OF - 744-735

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THE WHITE HOUSE
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White House - Chicago, Ill.

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	In	Out	Lo	LD		
	10:35p				Departed McCormick Place -- riding in the car w/ the President were: Governor Otto Kerner, Governor Farris, Bryant, Mrs. Johnson, Senator Paul Douglas...	
	11:10p				Arrived O'Hare Field and went to the waiting 26,000 for trip back to Washington	
	11:21p				Airborne from Chicago, Illinois The President took off his dinner jacket -- Mrs. Johnson went to the bedroom and took a nap. During the flight back to Washington, the President worked items from his desk in Washington -- both night reading and items from his signing table. Staff in the stateroom were: Bob Kintner, Jake Jacobsen, Marvin Watson, Cliff Carter, Milton Semer, MF, VM	
					The Illinois Congressional Delegation returned with the President as did Secy. Wirtz, Comptroller Saxon, and Governor Farris Bryant. Also included on the return trip were: Cliff Carter - DNC and Miss Jerry Hare - DNC	
	1:42a	EDST			Arrived at Andrews AFB, WASHINGTON, D. C. To the helicopter -- and departed at 1:53 am -- w/ Mrs. Johnson, Bob Kintner, Jake Jacobsen, Marvin Watson, MF, VM, Bob Flemming	
	1:59am	EDST			Returned to the South Grounds - White House and went to the Mansion w/ Mrs. Johnson	
	2:04am	EDST			In the Mansion	

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					Today issued text of memo from the Pres to the heads of Departments and Agencies emphasizing the importance of user charges.	
					Today released text of ltr from the Pres to the Pres of the Sen and the Speaker of the House transmitting to the Congress a summary of the Federal Government's "National Atmospheric Science Program" for Fiscal Year 1967, prepared by the Federal Council for Science and Technology.	
					Today transmitted to the Congress a report of activity under authority of Public Law 875, 81st Congress, as amended, and required by Section 8 of such Law.	
					Today transmitted to the Congress for its consideration a proposed amendment to the 1967 budget involving a net reduction of \$4x \$7,490,000 in construction funds for the Civil Works program of the Corps of Engineers	
					Nomination sent to the Senate today: Henry E. Stebbins of Mass, a Foreign Service Ofcr of the Class of Career Minister, to be Amb Extraordinary and Plenipotentiary of the USA to Uganda	
					Flowers sent to President Eisenhower w/ card, "Presi "Pres Eisenhower, We are thinking of you every day. I thought you looked well and hope you can go home soon. My best. Lyndon B Johnson"	
					Also two bouquets w/ Pres and Mrs J card sent to Senators Dirksen and Mansfield	

THE WHITE HOUSE

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Tuesday

[illegible]