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THE WHITE HOUSE
WASHINGTON

January 24, 1966
Monday, 6:05 p.m.

FOR THE PRESIDENT

FROM Joe Califano *guf*

I thought you might be interested in the
attached letter Nick Johnson sent to
all his employees, particularly the
portion circled in red.

Attachment

U. S. DEPARTMENT OF COMMERCE
MARITIME ADMINISTRATION
WASHINGTON, D. C.

January 13, 1966

MEMORANDUM TO ALL EMPLOYEES:

Subject: Transportation, Marad and the State of the Union

Last evening you heard our President deliver his third State of the Union message.

All of that stirring speech is of vital importance to us as Americans and federal employees. I hope you will get a copy and study it. If your newspaper did not carry the full text, your supervisor can get one for you from our Public Information Office.

Of most immediate importance to the Maritime Administration, of course, was the President's decision that the contribution of transportation to our economy and way of life warrants the creation of a new Cabinet-level "Department of Transportation."


The following figures serve as examples to bring the importance of transportation into focus. America spent more than \$125 billion last year of its Gross National Product--about 20%--in creating, maintaining and operating our total transportation system. Shipping's contribution included 1.3 billion tons of waterborne commerce in 1965. Now the President is proposing that "transportation" be elevated to the status of a Department.

Such a development can bring nothing but good to transportation in general and shipping and the Maritime Administration in particular.

You will recall the President went on to say that we in the transportation agencies must "serve... the growing demands of this great nation, ... the needs of the industry, and the right of the taxpayer to full efficiency and real frugality."

As you well know, I fully share and support these views in general, and especially their application to shipping and Marad. Your efforts and mine have been directed to these ends during the past 22 months, and we will continue our joint pursuit of these objectives in the year that lies before us.

Thus, we are already well on the way to the Happy New Year I wish for each of you. Thank you for your continued support. You shall continue to have mine.


Nicholas Johnson
Maritime Administrator