

November 27, 1963

2:12 p. m.

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TELEPHONE CONVERSATION BETWEEN THE PRESIDENT AND GENERAL SARNOFF (to General Sarnoff)

LBJ
as usual, I've been mighty grateful ..and I'm mighty grateful, Max Lair had supplied me with some stuff...Anna Rosenberg called me to be helpful and you're always there and I just wanted you to know that I appreciate it.

GS Well, you're mighty kind to call. I want you to know that I'm praying for you and will be glad to help in any way that I can..at any time.

LBJ Well I never needed you more than I need you now..and we'll be in touch And here's a young lady that has been in love with you for a long time Mrs. Johnson.

Mrs J That is because I'm in love with optimism and a forward thrust. Let me tell you one little errant thought that runs through your mind even in times of heartbreak..I couldn't help but take my hat off to our industry for the coverage...the whole dreadful thing.

GS Well, you did a magnificent job.. God bless you Lady Bird and as I told the President, I'm at his service to help in any way that I can at any time...

Mrs J All right. You're going to be called on and thank you sir.

GS Thank you very much

LBJ Goodbye General.

GS Goodbye. Goodbye.

PRESIDENT JOHNSON'S NOTES ON CONVERSATION WITH
GENERAL SARNOFF NOVEMBER 27, 1963

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President Johnson thanked General Sarnoff for the help he had been to him -- Max Lehrer and Anna Rosenberg both had been helpful.

General Sarnoff said: "...I want you to know that I am praying for you and will be glad to help in any way I can at any time."