

Checked by Kardex

McG ✓

EXECUTIVE
C01-8
F05
CONGRESSIONAL

January 5, 1966

Dear Birch:

This brings my warm thanks for your thoughtful memorandum of January 4 about your visit to Peru, Brazil, Argentina, and Chile. Your suggestions make a lot of sense to me, and I am asking that they be given a hard and sympathetic look by Jack Vaughn and his experts. What you say about education, especially, fits right into my own current thinking.

F06
ED
TR
Operation Think
Co 234
Co 37
Co 17
Co 49

Sincerely,

The Honorable Birch Bayh^x
United States Senate
Washington, D. C.

LBJ:McG B:mz

RECORDED
JAN 12 1966
FILED

January 6, 1966

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CONGRESSIONAL

MEMORANDUM TO: Hon. Jack H. Vaughn

FROM: McGeorge Bundy

Enclosed exchange is self-explanatory.
The President hopes you will do what you
can to follow up on this.

Encl:

Ltr from Birch Bayh
& Pres' reply 1/5/66

RECEIVED
JAN 12 1966
CENTRAL FILE

After carding, give to
Dick Goodwin.

THE WHITE HOUSE
WASHINGTON

January 4, 1966

Memorandum for McGeorge Bundy

The President asked that you read the attached and prepare a reply for him, thanking the Senator for a good report, his ideas, etc.

Also the President asked that you pass along the letter and your thoughts to Dick Goodwin for study and possible use in the document on which he is working.

A handwritten signature in dark ink, appearing to read 'Marvin', with a long horizontal stroke extending to the right.

Marvin Watson

MEMORANDUM

CARDED

JAN 6 1966

TO: The President
FROM: Senator Birch Bayh
Date: January 4, 1966

During November, 1965, Senator Harris and I visited the countries of Peru, Brazil, Argentina and Chile. I would like to convey my outstanding impressions to you.

1) The United States is suffering because of a severe communications gap which exists between our country and those to the South. We are not communicating with them effectively. It was clear, at all levels of government and society, most Latin Americans do not understand our policies or our motives and, most important of all, our friendship toward them.

2) Because of the frustration of their inability to solve the numerous and complex problems, there is a natural inclination to blame the United States for most problems which confront the individual countries. In my opinion, our available resources for assistance cannot begin to solve all of their problems. I suggest we concentrate our aid and efforts into more limited areas from which greater benefits can be derived. I specifically refer to the increased efforts which I feel are necessary on the part of the United States to provide Latin Americans with increased educational opportunities.

3) Agricultural techniques are most primitive and, without tremendous progress, food production will not meet food demands. Existent resources must be developed. This problem can only be solved by education.

To meet these problems, I suggest the following:
The ultimate goal --- a Presidential visit to South America which would enable the President to capitalize on his personal warmth and charm to convey our feeling of friendship. This visit should climax an intensive campaign of at least a year's duration in preparation for the tour. This period of preparation should include:

a) a grand pronouncement by the President of a major dramatic new program of educational opportunity for Latin Americans. I have suggested the program be entitled "Operation THINK" - Total Hemispheric Investment in Knowledge. A better title can be found.

I suggest an educational program, first, because lack of education and technical know-how is at the root of all major Latin American problems. Education is needed to increase food production, to provide technical know-how and skills needed in a modern, industrial society, to train teachers to

further expand their educational system itself and, finally, to develop a citizenry which is capable of functioning within a democratic process. The average Latin American realizes the importance of an education to his children and, thus, the program can be dramatized. Finally, the President himself has long been associated with sacrifice and effort in the field of education.

b) Visits by officials of the United States including Vice President Humphrey to Latin American nations.

c) Invitations to Latin American heads of State to come to the United States for State visits. Here, again, the President can utilize his great skill at personal diplomacy.

A final word concerning my feeling that the chief United States effort should be in coordinated educational programs. The most impressive American AID project I saw was an agricultural college and extension service project in Minas Gerais, Vicosia, Brazil. This project conducted programs in basic agricultural research to find out what can feasibly be accomplished in the field of agriculture. It trains young college graduates in the art of teaching this research information and it establishes an extension system comparable to that in the United States which provides means to disseminate this information to the grass roots.

Investment of AID funds in education promises more return of lasting benefits for each dollar expended than any other area. Funds for such a major effort can be derived by consolidating existing programs as well as by appropriating new funds. I am convinced that United States funds which are presently expended in Latin America for military hardware can be much better invested in education.