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Among Friends of LBJ

NEWSLETTER OF THE FRIENDS OF LBJ LIBRARY



(See story on page 5)

Washington "Friends" salute retiring members of Texas delegation



Lynda Robb and Grace Tully are greeted by Congressman Pickle, Mrs. Johnson and Dr. Grosvenor

Members of the Friends of LBJ Library in Washington attended a reception October 3rd at the National Geographic building honoring the retiring members of the Texas congressional delegation. The evening provided the Friends an opportunity to preview a National Geographic exhibit of Mexican Christmas art entitled "Viva Jesus, Maria y Jose." But, as Congressman Jake Pickle said in a brief ceremony, the exhibit also gave the Friends "an occasion to see something of the activities of the LBJ Library," inasmuch as the exhibit opened at the Library last December.

Also participating in the ceremony were Congressman George Mahon, retiring Dean of the Texas delegation; Congressman Jack Brooks, the incoming Dean; Dr. Melville Bell Grosvenor, Chairman of the Board of the National Geographic; Robert Wynn of San Antonio, designer of the exhibit, and Mrs. Johnson.

More than 300 Friends were on hand for the event.



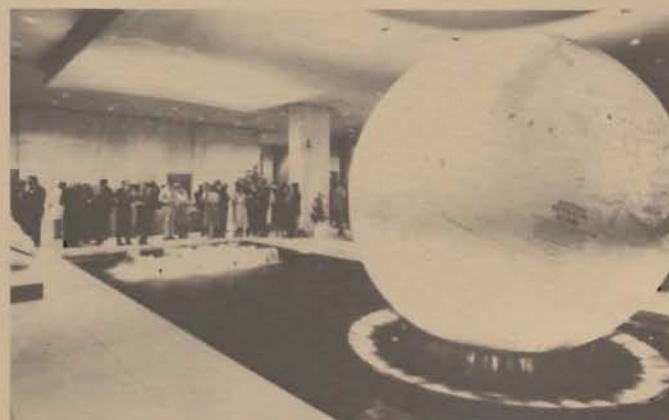
Carol Channing and her husband Charles Lowe go through the receiving line



Mrs. Johnson with Congressman and Mrs. Mahon



Congressman Pickle introduces Robert Wynn



Guests assembled in Explorers Hall



Audiovisual technicians at work

Sights and sounds in the Audiovisual Archives

by Philip Scott

It is March 31, 1968. The President looks straight into the camera, reading his address to the American people.

"We support a return to the essential provisions of the Geneva Accords of 1954," he reads, "and the establishment of political conditions that will permit the South Vietnamese — all the South Vietnamese — to chart their course free of any external domination or interference."

He looks to his left and says, "Gosh, if that's not State Department language there, George, I never saw it."

It was a moment the American people did not see, which happened as the President rehearsed his address that Sunday in the Oval Office. Fortunately the camera into which he looked was hooked up to a videotape recorder, and the moment was preserved for history. The tape is in the Audiovisual Archives of the LBJ Library.

It is but one of thousands of tapes in the Library's holdings, most of them recordings of television newscasts from the Johnson years, many of which now exist nowhere else. Yet it was through those newscasts that most Americans experienced historical events in the Sixties. The broadcasts themselves are thus the very stuff of history. To see them now is to be transported back into those years with startling immediacy. And the Johnson Library has them.

Virtually every time the President made formal remarks, a Communications Agency crew was there with tape recorders running. Those tapes, nearly a

thousand of them, are in the Johnson Library.

Where the President went, his photographers went also, cameras clicking away, shooting half a million photographs to document his activities. Those photographs are in the Johnson Library.

A Navy unit assigned to the White House made movies, movies about the visits of premiers and presidents and kings, about Mrs. Johnson's activities, and about the President — including, from June, 1966 onward, a filmed report on what the President did each and every month of his term of office. All those movies are in the Johnson Library.

This wealth of unique material is drawn upon by people from a variety of backgrounds, from scholars researching biographies to producers of news documentaries, from photo editors to members of the public who simply want a picture of the President. The researchers and reference requests come from all over the world.

Audiovisual materials are particularly susceptible to the ravages of time, and the problems of preserving them are often complex. To insure that these items will remain available for the scrutiny of future generations, the Library has embarked upon an ambitious preservation program. Master copies are made for preservation purposes. Audio tapes are regularly rewound, motion pictures transferred to video tape, and video tape duplicated in newer formats. Still photographs are

copied, duplicate negatives made.

In attempting to preserve its color film permanently, the Library is among pioneers in the field. Because color dyes are unstable, the Library's original color film is kept in a cold storage vault; and plans are underway to keep it colder still, in freezers at below zero degrees.

Preserving the materials, cataloging them, making them available on request — these are only part of the duties of the Audiovisual Archives staff.

Several audiovisual exhibits play in the Library's museum. The Audiovisual Archives keeps them running, and produces new exhibits, as well.

When something special happens at the Library, the Audiovisual Archives documents it, in still or motion pictures, on audio or video tape, and provides support to the Library in its role as host.

The Audiovisual Archives has done film and video productions, including public service announcements, not only for the Johnson Library, but also for the Presidential Libraries System, and for other libraries who are members of that system.

Still, the central concern of the Audiovisual Archives is its collection. Lyndon Johnson was the first President for whom such extensive audiovisual documentation exists; as the years go by, such coverage is becoming an increasingly important part of the historical record. The full story of the Johnson years will not be written from manuscripts alone.

Library guides create game for grade school visitors

by Walt Roberts
Docent

Salmon colored paper pyramids carried by eager sixth graders frequently catch the eye of current visitors to the library. The pyramids mark our entry into one of the more popular forms of museum education — the museum game. Called World Wonders, the game represents a treasure hunt among the first floor presidential gifts. The emphasis is on geography (countries and continents) and includes a map for pin-pointing the place of origin of the various gifts.

This and games designed for third and fourth graders were created by the Tour Department. The staff consulted Becky Reese of the University of Texas Art Museum, Huntington Gallery, a veteran of museum game creation, and Dr. Frances Nesmith, Mrs. Ida Hunt and Dr. M. G. Bowden, curriculum coordinators of the Austin Independent School District. The games were designed to supplement and support the curriculum of the respective grade levels. Many fine ideas also came from students who willingly tested the games during the early stages, including Cindy and Cathy Robb.

Students who complete the game will be rewarded with a newly created button which announces "I've Been to the LBJ Library." The buttons, attractively designed in red, white and blue, have also become popular sales items at the museum store.

A new slide show with tape recorded lecture and background music completes the recent creations of the staff. The show is designed for circulation to schools which bring tours too large for individual orientation talks at the Library. Teachers now can prepare their students in class for a more meaningful visit to the Library.

The staff hopes to complete several brochures in the near future. Now in preliminary stages are an "ABC Book" and a coloring book on the library in general. Also planned is a guide to the political memorabilia collection.



Above and below: Students at work on game



Texas "Friends" unveil portrait of Lady Bird

This year's annual reception for the members of the "Friends" in the LBJ Library was a very special occasion. On a festive evening, October 23rd, they viewed the unveiling of a portrait of Lady Bird Johnson, painted by Mr. Aaron Shikler of New York. The painting was commissioned for the Library by Mrs. Charles Engelhard.

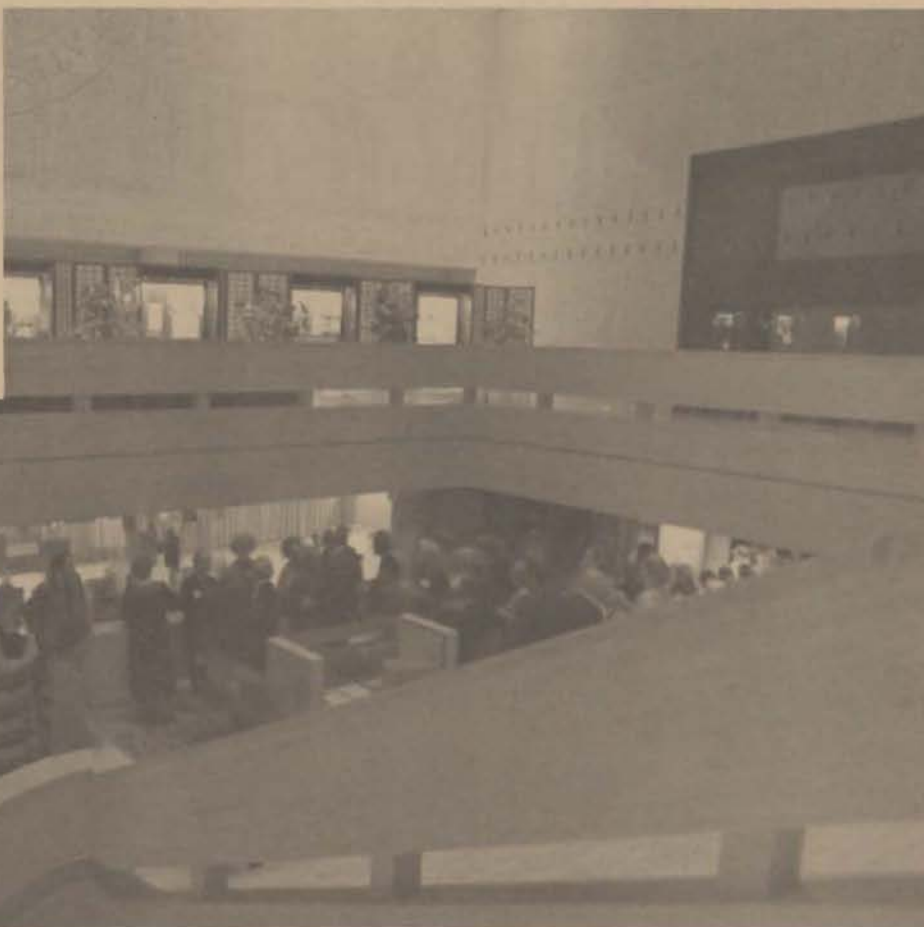
Several hundred "Friends" were in attendance including the artist and Mrs. Engelhard.



Addressing the guests after portrait unveiling, Mrs. Johnson said: "The setting is mine, the country is mine and I feel at home there." Flanking the portrait are Aaron Shikler, artist, and Mrs. Charles Engelhard, donor.



The evening saluted Congressman J. J. Pickle and Ambassador Edward Clark, co-chairmen of drive which has established an endowment of more than \$2,400,000 for the Library.



Friends of the LBJ Library gather in Library's Great Hall.

The Library continues its ever-changing

Viva La Liberte! The Marquis de Lafayette



Tea Service from a complete set of Limoges china presented by Lafayette to Mr. & Mrs. George Graham of Virginia in 1826, lent by the Smithsonian Institution

The Library opened a special exhibit October 12 entitled "Vive La Liberte! The Marquis de Lafayette on Two Continents." The exhibit, which will run until February 12, tells the story of the 19-year-old revolutionary who brought money and support to help save American colonists in their fight for freedom from Great Britain.

On loan from the National Archives, the exhibit is a collection of more than 70 documents and objects from the National Archives, the Smithsonian Institution, and Cornell University. A focal point of the exhibit is Houdon's 1790 bronze sculpture of General Lafayette.

One of the most priceless pieces is the Franco-American Treaty signed in Paris on February 6, 1778. The exhibit commemorates the 200th anniversary of this Treaty of Alliance which resulted in victory for the United States.

The Franco-American Treaty brought moral support and French troops and money to aid the struggling colonists' fight against the British. Arriving earlier on his



Museum Curator Gary Yarrington holds engraved prints of Lafayette at different stages of his life. At left, he was a 24 year old Major General serving with General Washington. On the right, Lafayette at the age of 62 after his return to France.

exhibits policy

on Two Continents

own initiative was the Marquis de Lafayette, idealistic, rich and brave, who was to play a significant role in helping America win its struggle. Lafayette later carried his fight for liberty to Europe and was a prominent participant in the French Revolution and in the July Revolution of 1830. When he died in 1834, he was the "Hero of Two Worlds," beloved by millions of people.

In addition to the treaty, the exhibit includes maps of the battles of Brandywine and Yorktown; personal articles, such as a map case; and letters to and from Washington, Jefferson, Madison, Webster, and Jackson. Lafayette family correspondence is at its charming best in a letter, in English, from Lafayette's 6-year-old daughter Anastasie to George Washington telling him how much she missed her father. Prints, sketches, and other works of art document Lafayette's adventurous, sometimes difficult life in Europe, including his imprisonment for five years by the Austrians and Prussians.



Bronze portrait of Lafayette sculpted in 1790 by Jean-Antoine Houdon



Museum visitors view the exhibit



Visitor inspects Lafayette's leather cartridge case

Documents relating to Custer's last stand in cartographic exhibit

History buffs and map readers found particular delight in the exhibit, "Taking the Measure of the Land," which opened September 20 at the Library.

Assembled by the National Archives as its first touring show, the collection was composed of 78 maps, charts, photographs, drawings, watercolors, manuscripts, and cartographic instruments depicting development of this nation from 1769 to the present. It included a 13-by-13 foot re-creation of the Gettysburg battlefield, a three-year labor by 50 men that is so detailed even shrubs and rocks are identified.

Other items of particular interest:

- *small renderings of the California gold fields of 1848 by William Tecumseh Sherman, then a lieutenant;

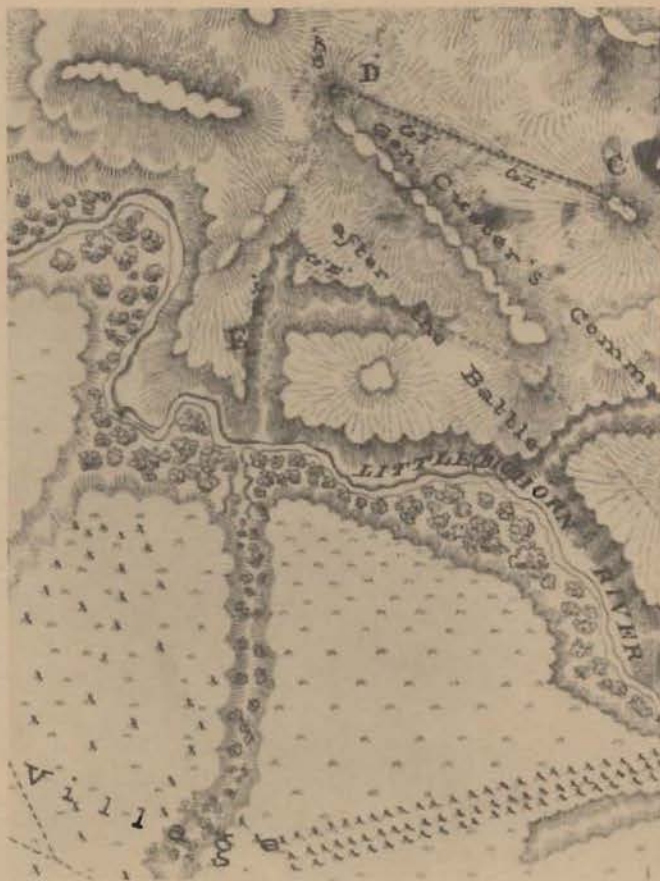
- *a map of the Little Big Horn, drawn for the Army immediately after Custer's last stand against the Cheyenne and Sioux on the plains of Montana;

- *the map used by the Lewis and Clark Expedition before they began their exploration in 1804; and

- *a letter to President U.S. Grant dated May 6, 1876: "I forward the following to his excellency the President through military channels — I have seen your order transmitted through the General of the Army directing that I be not permitted to accompany the expedition about to move against hostile indians as my entire regiment forms a part of the proposed expedition and as I am the senior officer of the regiment on duty in this department, I respectfully, but most earnestly request that while not allowed to go in command of the expedition — I may be permitted to serve with my regiment in the field. I appeal to you as a soldier to spare me the humiliation of seeing my regiment march to meet the enemy and I do not share its dangers. (Signed) G. A. Custer, Bent. General, U.S. Army"



George Armstrong Custer by Matthew Brady



Detail From Little Big Horn Map, 1876. The positions of the combatants are shown on the day of Custer's famous last stand against the Cheyenne and Sioux on the plains of Montana. The date was June 25, 1876. This map accompanied the Army's report on the disaster.



Visitor observes Matthew Brady photographs of battle of Fredericksburg

Library to observe 60th anniversary of Armistice Day

Observing the 60th anniversary of the Armistice Day, an exhibit on World War I is shaping up to be the largest single subject display ever installed in the Library. It will open on November 11 and continue through February 11, 1979.

The Library has borrowed material from the Library of Congress, the Smithsonian Institution, the National Portrait Gallery, the National Gallery of Art, the National Archives, and West Point. Residents of Austin have

contributed memorabilia from their private collections.

Visually, the story will be told with nearly 100 photographs and original motion picture footage.

Included in the exhibit will be original documents pertaining to the U.S. declaration of war, Germany's secret message suggesting that Mexico wage war against the U.S. (and reclaim Texas in return), and President Wilson's copy of the Treaty of Versailles.

Distinguished scholars to lecture on World War I



Dr. Cooper

As part of a week-long commemorative look at World War I, the Library has invited three authorities on the subject to give lectures dealing with various aspects of the war.

Dr. John Cooper, Jr., from the University of Wisconsin, will lecture on the origins and beginnings of World War I, including both the European and the American involvement, on November 13. The title of his talk is "European Origins and American Interventions."

Professor Frank Vandiver, Vice President and Provost of Rice University, will speak on November 15th on General John Pershing's role as Commander of the American Expeditionary Force in the war.

Professor Arthur Link of the Firestone Library, Princeton University, on November 16th will address the theme of Woodrow Wilson's leadership in the area of foreign policy, with emphasis on World War I.



Dr. Vandiver



Dr. Link

Joan Mondale to keynote humanities symposium



Mrs. Mondale

A symposium on "the Government and the Humanities," scheduled for December 3-5 at the Library, will open with an address by Joan Mondale, wife of the Vice President.

The three-day symposium, co-sponsored by the LBJ Library and the University of Texas, will bring together a distinguished assembly of political leaders, artists, and other professionals.

Participants will review the record of the Government's involvement in the Humanities since the establishment of the National Endowment for the Arts and Humanities in 1966 and discuss the role government should play in the decade ahead.

LBJ School Activ

Harlan Cleveland becomes third Slick Professor

Harlan Cleveland has been named third recipient of the Distinguished Visiting Tom Slick Professorship of



Dr. Cleveland

World Peace in the Lyndon B. Johnson School of Public Affairs.

The Slick Professorship, endowed from the estate of the late Tom Slick of San Antonio, provides support annually for a continuing program of research, graduate education and public enlightenment related to the study and understanding of conditions of world peace.

In addition to teaching and lecturing, each Slick Professor conducts a major conference on some peace-related topic.

Presently Director of the program on International Affairs at the Aspen Institute for Humanistic Studies, Princeton, N.J., Dr. Cleveland has had a long and distinguished career in both government and academia. During the 1960's he served as Assistant Secretary of State for international organization affairs, and as U.S. Ambassador to NATO.

His professorship at UT Austin will be in the Spring Semester of 1979.

Administrative History in progress

Among its many projects, the LBJ School has embarked on a multi-year study entitled "An Administrative History of the Johnson Presidency". The project is unique and important. Most histories of presidencies deal with personal and political factors, policy decisions, dramatic episodes and crisis situations. There has been much less attention paid to the means employed to manage the executive branch and to administer programs enacted into law by Congress or resulting from presidential initiatives. Authoritative comprehensive histories of national administration prior to 1901 have been written, but the historical record on administration in the twentieth century presidencies is spotty and incomplete. It can now be recognized that the record of the means employed for effective administration of government programs and policies may be as significant for national welfare as their origin and adoption.

Using the materials in the Lyndon B. Johnson Library and interviews with actors, as well as other records, the "Administrative History" will provide both an historical record and a social science analysis that will increase knowledge on the management of the presidency and the implementation of legislative policy.

In the first phase of the project, extending over three years, the following special studies will be completed or under way by the authors listed from within the School and other institutions:

1. Staffing the Johnson Presidency. (Professors Richard Schott and Dagmar Hamilton of the LBJ School.)

2. Organizing and Reorganizing the Executive Branch. (Professors Marlan Blissett and Emmette Redford of the LBJ School.)

3. Managing the Public Macro-Economic Institutions (Federal Reserve Board, CEA, Treasury, BOB, etc.). (Professors Jared Hazleton and James

LBJ School and College of Engineering undertake joint venture

The LBJ School this semester launches a new cooperative venture with the College of Engineering.

The joint program, which is not a new degree program, will permit graduate students to pursue simultaneously the already existing Master of Science in Engineering and Master of Public Affairs degrees.

The integrated program is designed to respond to the need for advanced graduate study both in the various engineering programs related to the public sector and in the policy-oriented

field of public affairs.

The joint format also will prepare students for careers as public policy analysts and managers by providing strong technical competence within such engineering areas as energy, construction management, environmental health and transportation.

The new engineering-public affairs program is modeled on the LBJ School's similar program with the UT Law School that permits students to pursue dual degrees in law and public affairs.

of Presidency

by Emmette S. Redford

Anderson of the LBJ School and the University of Houston, respectively.)

4. The Presidency and Science and Technology. (Professors Jurgen Schmandt of the LBJ School and Harry Lambright of Syracuse University.)

5. Implementation of Civil Rights Legislation. (Professor Burke Marshall of Yale University Law School.)

6. Intergovernmental Administration. (Professor Jesse Burkhead of Syracuse University.)

7. The President's Relations with White House and Executive Office Staff. (Professor Emmette Redford of the LBJ School and a collaborator to be selected.)

8. Administering Collective Bargaining in the Public Service. (Professor Albert Blum of the LBJ School.)

9. A case study on President Johnson's relations to Congress in enactment of the tax increase bill, and a second case study on President Johnson's cost reduction program. (Harvey C. Mansfield, Professor Emeritus of Columbia University.)

With the expectation that financing will be obtained for a second three-year period, plans include further volumes on administration of foreign affairs, administration of health programs, and budget policy. Also, a final comprehensive volume based largely on the special studies is contemplated. The University of Chicago is to be the publisher, with the first volumes being completed in 1979.

Basic financing of the project has come from the National Endowment for the Humanities, with generous support also from the Lyndon Baines Johnson Foundation and the Hoblitzelle Foundation.

The project is under the academic direction of Professor Redford, former President of the American Political Science Association, and the administrative direction of the Dean of the LBJ School.

Reception held in D.C. for friends of the school

LBJ School Dean Elspeth Rostow and Congressman J.J. Pickle hosted a reception July 18 for friends of the School, alumni, and interns in Washington, D. C.

Approximately 200 guests attended the reception, which was held in the Longworth House Office Building. Among those attending were the more than 50 LBJ School alumni working in the D. C. area, the 27 Washington-based student interns, and the agency internship supervisors.

Other guests included Civil Service Commissioner Alan K. Campbell, Mrs. Lynda Johnson Robb, and members of the Texas Congressional delegation,

including Senator Lloyd Bentsen, Jr., and Representatives Jack Brooks, Henry Gonzalez, Ray Roberts, and Barbara Jordan, future LBJ School professor.

Other Washington officials were Secretary of Labor Ray Marshall; Comptroller General Elmer Staats; Ed Scott, Assistant Secretary of Transportation for Administration; Ms. Alice Rivlin, Director of the Congressional Budget Office; Dr. J. Michael McGinnis, Deputy Assistant Secretary for Health, HEW, and Mike Naev, former editor of *Among Friends*, and now Legislative Assistant to Senator Bentsen.

Fulbright-LBJ Visiting Fellows program underway

Four mid-career professionals from four countries in South America are enrolled in the 1978-79 Fulbright-LBJ Program for Visiting Fellows, a cooperative venture of the LBJ School and the U.S. Department of State.

Professor James R. Roach is faculty coordinator of the non-degree program, which began July 15 with a six-week orientation session.

The four participants will spend nine months at UT Austin pursuing graduate-

level studies in the areas of their interests. Faculty advisors at the LBJ School will provide guidance in course selection and research efforts, both in the School and in other University departments.

The participants are Mr. Rene Arreaza of Caracas, Venezuela; Mr. Roberto Alves of Brasilia, Brazil; Mr. Luis Miranda of Lima, Peru; and Mr. Roberto Posso of Quito, Ecuador.

FALL ENROLLMENT UPDATE

The final enrollment figure for the Fall Semester at the LBJ School is 158.

This includes 81 first-year students, 64 second-year students, 7 joint degrees students, 4 Fulbright Fellows, and 2 special students.

This is the largest enrollment in the School's history. Last fall's final enrollment was 131.

LBJ Library institutes Scholar-in-Residence program

Ambassador William J. Jorden, former U.S. Ambassador to Panama and a member of President Johnson's National Security Council Staff, has been installed as the Library's first Scholar-in-Residence. The post, the first of its kind launched by the Library, was created by a grant from the LBJ Foundation. Jorden, who just retired after 20 years of Government service, recently completed a special troubleshooting mission to Central America as President Carter's special envoy.

Ambassador Jorden plans to use the grant to write a book about his diplomatic experiences. He will also be working with students at the LBJ School of Public Affairs.

Before his entrance into Government, Jorden was for many years a reporter and foreign correspondent. He served with the Associated Press and The New York Times for many years in the Far East, especially in Japan and Korea. He was chief of The Times' bureau in Moscow in the mid-1950's and then was that paper's diplomatic correspondent in Washington.

When he entered Government service in 1961, Jorden was a member of the State Department's Policy Planning Council and then Special Assistant to the Undersecretary of State for Political Affairs. He also was Deputy Assistant Secretary of State for Public Affairs. He was a member of the National Security Council Staff from 1966 to 1968. In 1968-69 he was a member of the U.S. Delegation to the Vietnam Peace Talks in Paris. In 1969 he came to Austin to work with President Johnson on his foreign policy papers and memoirs. He returned to Washington in 1972 for another tour on the NSC Staff, until he was named Ambassador to Panama in 1974.



Jorden

Visitor to the Library

Vernon Jordan, president of the National Urban League held a news conference in the Library when he visited Austin in September.

Following a lunch with Mrs. Johnson, Jordan met with members of the press in the West Conference Room on the 8th floor of the Library. "It is very meaningful to me to have this conference in the Lyndon Baines Johnson Library,"



Jordan

he said. "President Johnson was a friend of mine."

President Carter on LBJ: (From a speech in Houston, June 23, 1978)

"I have been increasingly impressed with what President Johnson did in a time of great upheaval, sorrow, division. The strength of his leadership held our country together. And he was able, from the most powerful position on earth, to reach his hand and his heart effectively to those who were poor, who were black, who didn't speak English well, who were not well educated, who were inarticulate, who had little power, or little prestige, or little influence, and he aroused the conscience of a great nation.

"He pointed out to us our failures and our defects. And through his concerted and effective work, did not only arouse the American people, but aroused the Congress, had passed into law the Civil Rights act, the voting act that has given Americans a final realization of what our Constitution long guaranteed, but for a long time did not see fulfilled. And as a President now, I feel a sincere debt of gratitude to this great Texan, this great American."

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