



# Among Friends of LBJ

ISSUE NUMBER XVIII, DECEMBER 15, 1979

NEWSLETTER OF THE FRIENDS OF LBJ LIBRARY



The Sights and Sounds of an America that was . . .

see page 4





Cohen

## Cohen Joins LBJ School

Wilbur J. Cohen, who was Secretary of the U. S. Department of Health, Education and Welfare in 1968, has been appointed first occupant of the Sid Richardson Chair in Public Affairs at the Lyndon B. Johnson School of Public Affairs. His appointment was approved on October 12 by The University of Texas Board of Regents.

Professor Cohen will assume his new post in January. He will teach seminars on welfare reform and on unemployment insurance policy.

The Richardson Chair was endowed in 1976 by the Sid Richardson Foundation of Fort Worth. The position is for persons who have had distinguished careers in academic and public service fields.

Professor Cohen has had a long association with the University of Michigan, where he currently is Professor of Education and Public Welfare Administration. From 1969 to 1978 he was Dean of the Michigan School of Education.

During his career as teacher, administrator and policymaker, he has been associated with broad fields related to human well-being. In the mid-1930's, serving in the Roosevelt Administration, he was one of the original authors of the

Social Security program. In addition, in 1960, he served as chairman of President Kennedy's task force on health and social security. Now he is a member of the National Commission on Social Security and chairman of the National Commission on Unemployment Compensation.

Professor Cohen's experience with HEW began in 1961 when President Kennedy appointed him Assistant Secretary for legislation. He held that post until 1965 when he became Under Secretary of HEW, serving in that role until 1968 when he was appointed Secretary by President Johnson. He is the only person to have been HEW's Assistant Secretary, Under Secretary and Secretary.

He has a degree in economics from the University of Wisconsin and honorary degrees from a dozen universities. He is a past recipient of the Rockefeller Public Service Award, Jane Addams-Hull House Award and the Bronfman Prize for Public Health Achievement.

He has written books and articles in the fields of social security, unemployment insurance, health, welfare reform, national health insurance, social services and education.

## Visitors to the Library



Mrs. Martin Luther King, Jr., and her sister-in-law, Mrs. Christine King Farris, visited the Library to prepare for the establishment of a Study Center housing the papers of the slain Civil Rights leader in Atlanta. Here they confer with Chief Archivist Tina Lawson. Mrs. King and Mrs. Farris also visited Mrs. Johnson at the LBJ Ranch.



Back in the 60s, it was widely known that the First Lady's favorite TV program was "Gunsmoke." In November, Mrs. Johnson finally met the heroine of that program, "Miss Kitty," when Amanda Blake, who played the role, visited the Library.



# Library Develops Materials for Classroom Use

Texas teachers and school administrators assembling at the Library on October 19 got a look at a "teaching package" developed by members of the Library staff in cooperation with the Austin Independent School District and based on items in the Library's collections.

The package, titled "Selling the Presidential Candidate, 1789-1976," utilizes slides, photographs, a teacher's guide and other materials. It is programmed for six days of instruction, culminating in a visit to the Library/Museum. The package, designed to be used in high school courses to give an in-depth look at the campaign techniques and strategies employed by Presidential candidates, is based on the Library/Museum's exhibit on political campaign memorabilia.

The program was developed by Walt Roberts, of the Library staff, and his wife, Barbara, representing the Austin Independent School District. It resulted from their attendance at a three-week summer workshop sponsored by the Institute for Museums, History and Secondary Education, which explored the use of museums and artifacts in secondary school history classes.

The prototype was enthusiastically received by the teachers and administrators. It is now being field tested and should be available for distribution in early 1980.

The evening session, which brought 500 members of the Texas Council for Social Studies to the Library, was arranged by Joan Sands, of the Museum Tour Department. The visitors were given a behind-the-scenes preview of the 1920s exhibit (see page 4), which was under construction at the time, and materials for use in their classrooms.



Teachers register in the Great Hall



Participants review one day of a six-day teaching package developed by Library staff.



Kathy Scafe

A grant from the National Endowment for the Humanities has provided the LBJ Library the opportunity to establish a Museum Education Program to assist teachers with the use of the museum for educational purposes.

Kathy Scafe, Community Education Coordinator, implemented the outreach project and is acting as liaison between the Library and curriculum specialists, teachers, historians and administrators to let them know of the Library's initial efforts and make them aware of our continued interest in meeting their needs. More than 2,500 educators have been sent

a new brochure describing the museum, its educational aspects and a variety of aids produced for use in the classroom and at the museum. Slide tape and videotape programs, museum games and teacher packets are now available free of charge to teachers and educational organizations.

A visit to the museum is designed to give students an insight into the presidency, a better comprehension of the way government works, an understanding of the forces behind key historic decisions and a knowledge of the role and functions of a presidential research facility.



# Library's New Exhibit—"1920's:



The exhibit promises to be one of the most popular ever mounted by the Library/Museum.

Music, motion pictures, jazz, fashion, poems and novels, art, science: America's "Era of Wonderful Nonsense" left quite a legacy. Thanks to the efforts of the staff of the LBJ Library and Museum, there is ample opportunity to establish more than a passing acquaintance with the fabulous "Decade That Roared."

—From The Daily Texan



Engraved portrait of President Calvin Coolidge by Franklin Mead, signed by the President and the artist



A multilateral treaty for the renunciation of war (the "Kellogg-Briand Pact") signed August 27, 1928



"Friends Forever," polychrome bronze and ivory, by Dmitri Chiparus

# The Decade That Roared"

For its major exhibit this year, the Library has recaptured an America that existed for one brief but colorful decade, and then, 50 years ago, collapsed and disappeared virtually overnight.

From almost 80 institutions, estates and individuals across the country, the Library has gathered hundreds of documents, photographs and objects depicting life in the 1920s in all its variety—statecraft and sports, social experimentation and technological breakthroughs, the

flowering of the arts, the dizzying prosperity and finally the bursting bubble.

Designed and organized by Museum Curator Gary Yarrington and his staff, the exhibition, titled "1920s: The Decade That Roared," opened October 24 and will remain on display until May 18, 1980.

This exhibit, like all special exhibits undertaken by the Library/Museum, was made possible because of the financial support given by the Friends of the LBJ Library and the parent LBJ Foundation.



Pen and Ink drawing titled "And How Many Carbons, Sir?" by John Held, Jr., whose cartoons chronicled the 1920s.



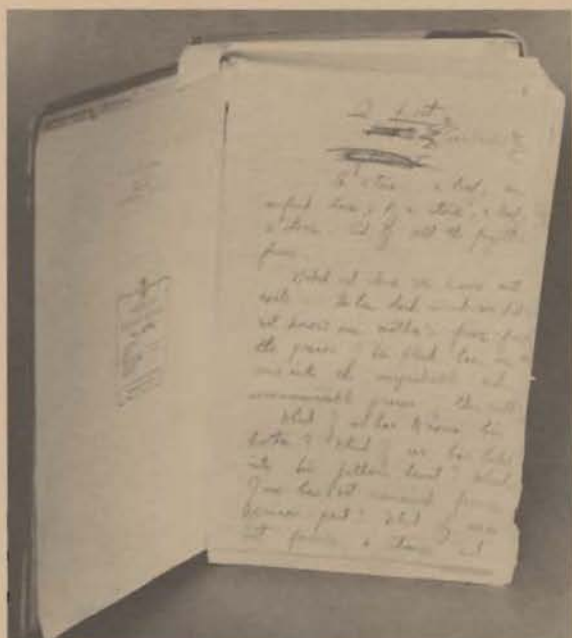
The famed Variety headline which announced the stock market crash of 1929



Friends of the LBJ Library had a special look at the exhibit at a reception on November 2. Flapper costumes, like those worn by the guests shown here with Mrs. Johnson, a jazz band and the Charleston helped re-create the mood of "The Decade That Roared."



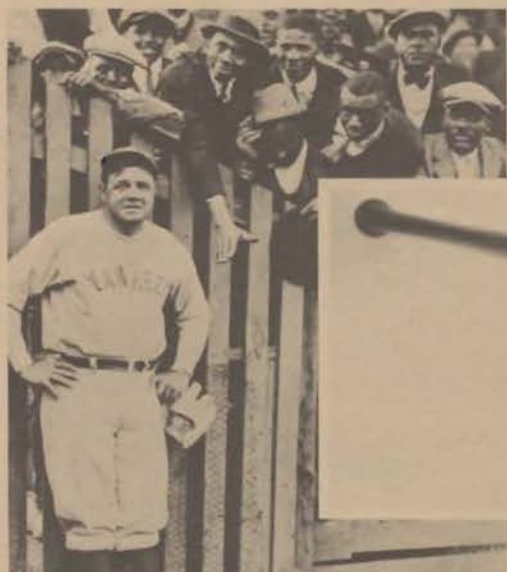
## 20's Exhibit continued



First page, in the author's handwriting, of manuscript of O Lost (published as Look Homeward, Angel) by Thomas Wolfe



Bronze sculpture of Pola Negri by Jose Maria Sert (1928)



"Babe" Ruth and a gallery of baseball fans



Baseball autographed by Ruth

Bat used by Babe Ruth to hit three home runs in the 1926 World Series in St. Louis, Mo.



Exhibit brings back the music of the time, complete with player piano





Another feature of the exhibit's opening was a week-long film festival. The movies shown included: "Dr. Jekyll and Mr. Hyde" (1920), with John Barrymore; "The Phantom of the Opera" (1925), with Lon Chaney; "The General" (1926) with Buster Keaton; "Dancing Mothers" (1926) with Clara Bow; "The Mark of Zorro" (1920) with Douglas Fairbanks; "Son of the Sheik" (1926) with Rudolph Valentino; "Hotel Imperial" (1927) with Pola Negri; "The Kid" (1921) with Charlie Chaplin and Jackie Coogan, and "The Jazz Singer" (1927) with Al Jolson. A documentary on the 1920s titled "The Age of Ballyhoo" and narrated by Gloria Swanson, is being shown daily during the course of the exhibit.

## Literary Renaissance of the 20's is Discussed

Events marking the opening of the exhibit included an evening commemorating the flowering of American literature in the 1920s. Dr. Matthew Brucoli, Professor of English at the University of South Carolina, whose special interest is F. Scott Fitzgerald, gave a lecture at the Library.

Excerpts from Dr. Brucoli's speech:

"The Twenties have been called a decade of confidence, of cynicism, of disillusionment, of ebullience, of moral upheaval. All of these labels are accurate. All of them are inaccurate. America emerged from World War I as the most powerful nation; but the aftermath of the war left a bitter taste as the ideals for which Americans had fought—or were told they were fighting for—were sacrificed to expediency and European corruption. The war generation was supposed to feel betrayed and some did. But Fitzgerald insisted that Americans retained 'a willingness of the heart.' He characterized his generation as 'the great believers.' One of the things they believed in was art, for the Twenties produced the great American renaissance. In literature these American figures were emerging or peaking: Ernest Hemingway, Thomas Wolfe, William Faulkner, John Dos Passos, Willa Cather, Gertrude Stein, Edith Wharton, Sinclair Lewis, Ring Lardner, Eugene O'Neill,

James Gould Cozzens, Ezra Pound, T. S. Eliot, E. E. Cummings, Wallace Stevens, Sherwood Anderson, Dashiell Hammett. Match me that in any other decade.

"Two institutions that characterized the Jazz Age were the bull market and prohibition. Bootblacks, barbers, and bartenders made paper fortunes. But not everyone was in the market . . . Nonetheless, the familiar stories about quick fortunes made on a tip gave the big cities a boom-town mentality. Even if it didn't

happen to you, it had happened to somebody you knew about. Anything was possible.

"Although revisionist historians now argue that prohibition was a success because it reduced alcohol consumption in rural areas and among the lower classes. It was a distinct failure among the urban upper classes. Drinking was increased by people for whom defying the blue-nosed

(continued on page 12)



"Scottie" Smith, daughter of F. Scott and Zelda Fitzgerald, joins Professor Matthew Brucoli in a discussion of her father's place in the 1920s. Mrs. Smith presented the Library with a fan given by her father to her mother with his first earnings as a writer.



## Foundation Names New Board Members



New members recently elected to the Board of Directors of the LBJ Foundation are Mary (Mrs. Albert D.) Lasker and E. D. (Don) Walker.

Mrs. Lasker replaces Andre Meyer, who died in September. Mr. Walker, Chancellor of the University of Texas System, was named member *ex officio*.

### Status Report

## The Pace of Declassification



by Martin Elzy

When President Johnson left the White House, he took with him about one million pages of security-classified information which now reside in the Johnson Library. He was hopeful that there could be a speedy declassification of this material. But whereas White House papers on domestic matters are opened for research in accordance with the wishes LBJ set forth in his deed of gift, the opening of security-classified documents is strictly governed by law and executive order.

President Nixon's Executive Order 11652 in 1972 provided that when security-classified documents became 30 years old, they were to be declassified automatically (except for information specifically exempted from declassification by the agencies of origin). More immediately pertinent for the LBJ Library, that

Order also provided that 10-year-old documents must be considered for declassification if specifically requested by a researcher. For several years the Library has been using this provision to get material declassified. But the procedure is tedious, expensive, and slow.

Therefore, the Library was pleased when President Carter issued a new executive order on classification and declassification. Executive Order 12065, which went into effect on December 1, 1978, reduced from 30 years to 20 the point at which automatic declassification could occur. Thus, most of the Library's one million pages of security-classified material could seemingly be made available for research during the 1980s rather than the 1990s.

On September 18 and 19, archivists from the Truman, Eisenhower, Kennedy, and Ford Libraries gathered at the Johnson Library with representatives from the National Archives and the Defense Department to discuss implementation of the 20-year automatic declassification policy. Despite the high purpose of the new Executive Order, prospects for opening masses of material during the 1980s, as the archivists perceived them after 10 months of experience with the Order, were gloomy. The reason: guidelines laid down by the various agencies, to be followed by archivists in the Library, exempt a great deal more from declassification than was true under the 30-year guidelines. Execu-

## Scholars Get Grants For Library Research

Sixteen scholars have been selected as the 1979 recipients of grants to study in the LBJ Library. The grant funds, totalling \$12,090 this year, are made available by The Lyndon Baines Johnson Foundation and the Friends of the LBJ Library.

The annual research program was established with assistance from the Moody Foundation to help students, teachers, and scholars use the Library's resources by providing support for travel and living expenses without which they would be unable to undertake their projects.

The recipients, and the titles of their work are: Alan Abramson, "Communication in the Executive Branch"; Robert J. Art "The Quest for Security"; Richard Bissell "South Africa and the U.S.: the Erosion of an Influence Relationship"; Charles Colley "Carl T. Hayden: A Study of Power Politics"; Michaela Early "Blueprint for Prosperity: A Legislative History of the Economic Opportunity Act of 1964"; David Garrow "Dr. M.L. King, Jr., 1955-1968"; Hugh Graham "The Transformation of National Education"; F. Loyal Greer "Projects Camelot and Simpatco in Chile and Colombia, 1965"; Douglas Kinnard "Maxwell Taylor and National Policy"; Elise Kirk "Historical Study of Music Related to the White House"; Edward Kutler "Presidential Economic Policymaking: The Interface between Domestic and Foreign Economic Policies"; Michael Lawson "LBJ and the Native American Quest for Self-Determination"; Ardith Maney "Influencing Food Assistance Policy"; Stephen Pelz "America Goes to War: Korea and Vietnam, 1945-1965"; Larry Sabato "Democracy and the New Campaign Technology"; and Mark Stoler "George D. Aiken and American Foreign Policy, 1941-1975."

utive Order 12065 does require the agencies to revise their guidelines every two years, and it is hoped that revisions will be more liberal in allowing material to be opened.

In short, in 1979 the obstacles to opening the valuable National Security file for research remain almost as great as they were in 1969, when Lyndon Johnson returned to Texas. His hope that all the material in the Library bearing his name would soon be made available for research is still unfulfilled.



# Vietnam Memorial Sculptures on Display

A model sculpture honoring Austin and neighboring Travis County servicemen who died in the Vietnam war won recognition November 11 at a reception in the Library. The model, designed by Thana Lauhakaikul, University Assistant Professor of Art, was the winning entry among 50 submitted for competition. It depicts 98 eggs on a black, 100-square grid. The sculpture, a construction of steel, concrete and glass, is entitled "For the Infinity of Life."

Mrs. Johnson made the presentation, saying, "I am so pleased they asked me to be here today. Whenever there is an opportunity to express gratitude to those who fought and died in Vietnam, I want to be among those present."

Lauhakaikul said he worked with three or four different concepts before deciding on the final one only 15 days before the entry deadline. "For me this is no comment on the war," he said, "only life and death."

The grid, the author says, represents a hundred years. The eggs represent the 98 Travis County citizens who died in Vietnam. Grass will grow in the two empty squares "as a witness of growing and existence."

The memorial will be approximately two feet tall with glass underneath to reflect sunlight, Lauhakaikul said. He will receive \$20,000 to cover the cost of materials and construction.

Lauhakaikul's sculpture was chosen by Ira Licht, the director of the Lowe Art



Library visitors view models of competing designs. Winning entry is egg sculpture second from the front. (inset) Mrs. Johnson offers congratulations to design award winner Thana Lauhakaikul

Museum at the University of Miami and former director of the National Endowment for the Arts.

The sculpture will be constructed in Waterloo Park in Austin with the memorial to be completed by Veterans Day 1980.

Twelve of the models are on display in the Library.

## LBJ School Enrolls 173 Students For 1979/80

Final enrollment figures for the 1979-80 academic year show a total of 173 students enrolled in the LBJ School's various degree programs. An additional six students are enrolled in the non-degree Fulbright Visiting Fellows Program, and one other is enrolled as a special student.

According to figures issued by the Office of Admissions and Counseling, the entering class consists of 94 degree-seeking students. Eighty-six of these are enrolled fulltime in the School's two-year program; the other eight are enrolled part-time.

For the first time in the School's history, the number of women in the entering class equals the number of men. In the

past the proportion has been one-third women or less. The class also includes eight Mexican-American students and five black students.

Eight of the first-year students are participants in the joint degrees program with the School of Law. Three students are enrolled in the joint program with the College of Engineering.

Members of the first-year class have a broad range of interests and backgrounds. Thirty-two percent are from out-of-state, and forty-five percent have degrees from out-of-state institutions.

The returning class consists of 79 students.

## U.S. Archivist Retires



Dr. James B. Rhoads, Archivist of the United States since his appointment by President Johnson in 1968, retired from federal government service in August.

Dr. James E. O'Neill, Deputy Archivist, is serving as Acting Archivist while a search for a successor to Rhoads is made.

Rhoads, 50, joined the National Archives, and Records Service, a division of GSA, in 1952, and progressed steadily upward through a wide range of archival and management assignments.

Presidential Libraries come under the jurisdiction of the Archivist.



# Great Society Alumni Celebrate 15th



Anniversary Committee Chairman Leonard Marks and the co-hostesses of the event, with the 1964 newspaper announcement which provided the course for reunion 15 years later.

Lady Bird Johnson and Muriel Humphrey greeted some 700 friends from the Johnson-Humphrey Administration November 6th as they gathered in Washington, D. C. for the 15th victory anniversary celebration of the 1964 election of LBJ and HHH.

Balloons, bunting, campaign songs, and a replica of the whistlestop train that traveled 1,682 miles, made 67 stops and helped win four out of eight southern states for the Johnson-Humphrey ticket in 1964, set the mood for the party, sponsored by the Friends of the LBJ Library.

"It is a time for remembering and catching up and hearing what life has been like since we were all swept up in the work of those years," Mrs. Johnson said, "I am

thrilled so many of those who were involved in politics by those two strong persuaders—Lyndon and Hubert—are still at it and always will be. I think when we look back at those days of the Great Society, we brought onstage people who really cared. I am glad you still do. I am gratified there will always be those kind of folks who keep coming on."

Leonard Marks, Chairman of the Anniversary Celebration Committee, said, "We thought this election anniversary deserved special fanfare. There is a great feeling of nostalgia for those years of so much innovative legislation on civil rights, social welfare, education and the arts."

The crowd was a mix of veterans of the 1964 campaign and the administration

it brought in—cabinet members and congressmen, white house ushers and calligraphers, speechwriters and speechmakers, advance men and women, reporters, volunteers and aides to the former President and Vice President.

The anniversary committee which worked with Chairman Marks to put the event together included some of those former members of the Johnson and Humphrey staffs: Bess Abell, Horace Busby, Liz Carpenter, Bill Connell, Harry Middleton, Eiler and Edna Ravnholt, Juanita Roberts, Norman Sherman, John Stewart, Jack Valenti and Warren Woodward.

Decorations were handled by Mrs. Chick Kazen, Earle Hargrove, Bess Abell, and Scooter Miller.



# Anniversary of LBJ-HHH 1964 Victory



Papier-mache' donkey molded by former Humphrey staffers towers over festivities



Former Washington D.C. Mayor Walter Washington with Robert Strauss



Mrs. Johnson with the Dean of the Texas Delegation, Jack and Charlotte Brooks.



"Unlike Hubert," said Muriel Humphrey, addressing the reunion, "I'm at a loss for words. My emotions overwhelm me."





Christmas tree in the Library's Great Hall

## A Holiday Message to our Readers

*The members of the Friends of the LBJ Library are a most special group. It is you who, through your generous support, make possible the kinds of activities reported on in these newsletters—the exhibits, the projects for students, the symposia, the grants-in-aid to scholars who come here to study—which are helping to make the Library a vibrant and productive center. At this Christmas season, I am very pleased to join with the members of the Library staff in expressing our appreciation to all of you, and wishing you a happy and fruitful 1980*

*Lady Bird Johnson*

### Literary Renaissance of the 20's (continued from page 7)

prohibitionists was a gesture of respectability. Many of the expatriates claimed that part of their reason for leaving America was that life seemed intolerable in a country where alcohol was banned. Not because life without alcohol was intolerable, but because the fact of prohibition indicated that America was controlled by ignorant reformers who would stifle culture. A popular definition was that a reformer was someone who was afraid that somebody somewhere was having a good time.

"Moreover, the Twenties brought about the first American children's crusade as the youth cult established new manners and mores, and the elders frequently tried

to imitate Flaming Youth. At 24 and 20 in the year 1920, F. Scott and Zelda Fitzgerald became the models for this new worship of youth. At first it may have rather puzzled them, but they soon discovered that they were regarded as pioneers. Yet all the while a judging process was operating inside Fitzgerald's mind. Like Nick Carraway in *The Great Gatsby*, Fitzgerald was simultaneously within and without—judging his own conduct . . . The theme of all Fitzgerald's best work is aspiration and its concomitants. Since Fitzgerald—with Jay Gatsby—possessed 'a heightened sensitivity to the promises of life,' he felt the disenchantments of its failed promises with equal sensitivity. His diamond as big as the Ritz explodes; his rich boys are soon sad young men; Paris becomes Babylon."

### Coming Events

□ Winter visitors to the Library will have a chance to see a new special exhibit and attend a major symposium.

□ The symposium, "Where Do We Go From Here? Challenge of the 80s," is slated for January 25 with an array of distinguished individuals. Among them are: Dr. Peter Flawn, Walter Cronkite, McGeorge Bundy, Douglass Cater, Carol Laise Bunker, John Spanier, William Appleman Williams, Norman Hackerman, John Roche, David Saxon, Nancy Teeters, Norman Podhoretz and Bill Moyers.

□ The exhibit on the Boy Scout of America, will be in the Library from February 8 through May 8. It will trace the history of scouting with photographs and Norman Rockwell paintings, and will trace the involvement of American Presidents in the scouting movement from Theodore Roosevelt to Jimmy Carter.

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