



A LEADER TO LEAD THE NATION

MAJORITY LEADER

Lyndon B. Johnson

U. S. SENATOR

*"I am a free man,
an American,
a United States Senator,
and a Democrat
— in that order."*

THOSE WORDS — among the most widely-quoted expressions of any national leader today — tell much of the story of Lyndon Johnson and why he has come to be one of the major national figures of the times.

This philosophy also helps explain why:

- ★ Lyndon Johnson has become one of the out-front prospects for the Democratic Party Presidential nomination in 1960 although he has made no campaign for support.
- ★ Lyndon Johnson has moved up steadily in national public opinion poll standings while others have stalled or lost standing.
- ★ Lyndon Johnson is rated by the elected Democrats in Congress who know the prospects — and the voters — best as their Party's "strongest candidate" for the Presidency.
- ★ Lyndon Johnson is described by national weeklies as the ticket-leader "most feared" by Republican campaign strategists.

The simple truth—now being recognized enthusiastically by men and women nationwide—is that Lyndon Johnson is a real and rare national leader, trained, seasoned, experienced and proved—a leader to lead the nation.



Work of the hard-driving chairman of the Senate Preparedness Investigating Subcommittee saved American taxpayers several billion dollars

A HISTORY-MAKER

In an historic era of American government, this tall, warm, persuasive man from Texas has himself been a history-maker. Through the longest period of divided government the nation has known, Senate Democrats have four consecutive times unanimously elected Lyndon Johnson to be their leader. The youngest man ever to become a party leader in the Senate—at the age of 42—Lyndon Johnson

has been the most dynamic figure in American government in his position of high responsibility.

As the Senate Majority Leader, Lyndon Johnson has wrought a record of national effectiveness unparalleled in the century.

— National issues which had gone unresolved nearly a century have been settled effectively.

— Alaska and Hawaii were admitted to Statehood.

— The first Civil Rights legislation in 80 years was passed.

— For the first time, the nation's vital trade policy was put on a longer-term basis.

— For the first time vigorous legislative action halted and reversed a recession brought on by Executive policies.

In many ways, in many fields, Lyndon Johnson has demonstrated a rare ability for decisive, dynamic action that has won applause, respect and even awe in Washington and the world.

RESPONSIBILITY HIS KEY

HOW DOES HE DO IT? This question has been asked often, in print and in private. Seldom has any leader of the Legislative Branch won the national recognition and identity Lyndon Johnson has won. His phenomenal success at "making government work"—repeatedly accomplishing the traditionally "impossible"—has time and time again been the "Big Story" of the nation's front-pages.

"There is room in America for partisanship. There is not room in America for division. The challenge of our times is to unite our nation — to bring from all men and from all regions the full potential they have to offer so that we may with this potential win the position of leadership that must be ours in the world tomorrow."

LYNDON B. JOHNSON

The essentials of that success are many: great personal capacity, strong convictions, long experience in national problems of every section and segment, impatience with needless delay or expedient hesitation yet great patience in the work of bringing men together.

The answer to Lyndon Johnson's successful leadership lies in his policy of rejecting for himself and his party any role of narrow and blind partisanship for partisanship's sake. At the beginning he spelled out a course of responsibility — to let the world know "that divided government does not mean a divided America." He has always held to this course, conscious of the unique burdens of world responsibility which divided government placed on him personally as on few other legislators in American history.

"These times require America to be the world's most responsible nation and there is no substitute for responsibility in our national leadership," Lyndon Johnson says. "The responsibility of our parties is to resolve issues—not to make them—and I aim, to work for answers, not arguments."

SOME WASHINGTON EXPERTS scoffed that responsibility "will not win elections"—but there is no scoffing to-

day. Since Lyndon Johnson became Leader, his party has won every national Senate election—and has returned from its lowest point of Senate strength in 25 years to its peak. The Johnson appeal of “responsibility” has been the “winningest” Democratic appeal of the postwar years nationally.

Here is the record of the authentic political history made under the Johnson leadership:

- ★ Left with a minority of only 47 Democratic senators after 1952, Johnson-led Democrats won back control of the Senate — and the House — in the first mid-term election of the Eisenhower administration in 1954 soundly beating the GOP campaign led by Vice-President Nixon.
- ★ In 1956, against all odds, Democrats won again and enlarged their Senate and House majorities while the war hero Republican presidential candidate was reelected. For the first time the “opposition party” won Congress even as the “in” party held on to the White House.
- ★ In 1958, Democrats in the Senate piled up the largest party majority of the modern era — now totaling 65 Democratic senators. For the first time, not a single Democratic seat in the Senate was lost.

It is no wonder that in races where Democrats were challenging incumbent Republicans in 1958 Lyndon Johnson was the most sought-after campaign

speaker—and ended up with a record of a Democratic victory in every state where he campaigned, from Connecticut to the Far West.

“Responsibility — and only responsibility — will win,” Johnson says — and elected Democrats agree.

“If outer space goes by default to tyranny, the world will become only the tail to the tyrant's kite.”
LYNDON B. JOHNSON

LONG A DEMOCRATIC LEADER

Leading Democrats to national victories is nothing new for Lyndon Johnson. He was filling key national roles before other currently prominent political figures in both parties had even entered public life.

In 1940, Democratic control of the House of Representatives was threatened by division and bickering within the Party. Knowing that a divided Congress would be costly and perhaps tragic for the nation in the preparedness battles that lay ahead, FDR called in Lyndon Johnson — then a twenty-nine year old Congressman—and personally asked him to take over the national campaign to hold the Democratic Majority in the House. Under the youthful Johnson's direction, Democratic control of the House was not only held — the majority was actually increased to the surprise of the experts.

A BORN COMPETITOR

Lyndon Johnson has had a way of surprising the experts nearly all his life. He is a born competitor who is often at his best when the odds against him—or the cause he is fighting for—seem longest.

When his party was in the minority in the Senate, he frequently startled Republican leadership by “winning” major votes—and he has “lost” no showdown voting tests since becoming Majority Leader. Why? Because Lyndon Johnson is a man other men will follow and work with for America.

A VIGOROUS CAMPAIGNER

LYNDON JOHNSON'S dynamic appeal was first proved in 1937 when, at the age of 27, he made his first bid for public office in a special election in the Tenth Congressional District of Texas. Johnson announced as the least known in a field of ten candidates. His program was forthright support for the policies of President Roosevelt.

Sleeves rolled up in the Texas heat, flashing his winning smile and engaging in the honest, persuasive, anecdote-filled stump speaking at which he excels, Lyndon Johnson jumped into the political campaigning with the characteristic vigor that still amazes Washington observers. To his side rallied the young people with whom he had worked as state director of the National Youth Administration, small businessmen, labor, farmers, ranchers. Unexpectedly, too, some of the biggest names in Texas public life came into Johnson's camp simply because they knew “leadership genius when they saw it.”

“No longer is military strength — of itself — the equivalent of leadership. No longer is fear a sufficient bond to hold alliances together. No longer is it enough for America to protect the rights of others to choose their own way. America — and the free world — must give them something to choose.”

LYNDON B. JOHNSON

One of these, for example, was a former member of Woodrow Wilson's cabinet, Albert Burleson, one of the first of the many Texans who have played prominent national roles in the Wilson, Roosevelt and Truman Administrations.

In this uphill fight, Lyndon Johnson emerged a decisive victor with a whirlwind finish that attracted national attention.

FRIENDSHIP WITH FDR

FDR was on one of his fishing trips in the Gulf of Mexico at the time Lyndon Johnson won. He invited the brand-new Congressman to ride the presidential train back to Washington. That was the beginning of a long, close personal relationship between FDR and Lyndon Johnson about which much has been written.

In 1941 Senator Morris Shepherd of Texas—then Chairman of the Senate Military Affairs Committee—died. A strong preparedness advocate was needed to battle the isolationist bloc in the Senate. Lyndon Johnson had been one of the key Administration leaders in the House in the fight for a two-ocean American Navy. With the President's encouragement, 33-year-old Lyndon

Johnson announced his candidacy for the U. S. Senate on the steps of the White House.

Once again, he faced formidable odds, virtually unknown statewide and with barely a month to campaign. But against a field of twenty-seven candidates, the Johnson vigor, zeal and forthright issue-making quickly made him a statewide figure. He came within 1311 votes of upsetting the most popular vote-getting Governor in Texas history.

SILVER STAR IN PACIFIC

WORLD WAR II came a few months later. Lyndon Johnson voted on Monday, December 8, for the nation's declaration of war against the Axis and that afternoon he himself was in his naval uniform—the first member of Congress to leave for the battle. In the South Pacific, in the tragic days of 1942, he was decorated by General Douglas MacArthur with the Silver Star for gallantry in action as Americans fought boldly but vainly against the Japanese onslaught. Johnson came home from those days of “too little, too late” as a passionate advocate of uncompromising American preparedness.

After World War II, in 1948, Lyndon Johnson relinquished his Congressional seat to challenge another overwhelmingly favored entrenched Governor in the race for the U. S. Senate. The hard-hitting Johnson campaign for “Peace, Preparedness and Progress” put him into the run-off primary—but he was an almost insurmountable 77,000 votes behind. In an active campaign of less than three weeks—including time out for a special session of Congress called by

President Truman—Johnson overcame that lead to win his way to the United States Senate in the election of 1948.

SON OF A FRONTIER

LAWMAKER

THE JOHNSON STORY in politics reflects the Johnson story in life. To become what he is now, he has had to fight a come-from-behind competitive battle. Lyndon Johnson was born in 1908 as the eldest child of Sam Ealy Johnson, a frontier Texas Legislator, and Rebekah Baines Johnson, a genteel lady descended from pioneer Texas educators. Lyndon Johnson today reflects this parentage—big (6'3"), strong, forceful like his father, but tempered with the penetrating intellect and sensitivity of his gifted, literate mother.

The Johnson home was in the rocky frontier hill country of Texas on the banks of the Pedernales River. The stone houses where his grandparents fought off Comanche raids still stand in Johnson City today.

His boyhood was spent in the poverty of a land without electric lights, good roads, or, as he puts it, “much hope for the future.” Lyndon Johnson grew up shining shoes on Saturdays in Johnson City, herding goats, working with his mother on the weekly newspaper, doing manual labor on highway construction gang jobs. After graduation from the little Johnson City high school, he departed for California to work in the fruit orchards of the then-developing Imperial Valley of California.

The teenager with the quick, sharp mind, restless energy and infinite curios-



Lyndon Johnson's greatest pride is his family. Lucy Baines, 12, Lynda Bird, 15, and wife Lady Bird all share the same initials as the Senator's. The Johnson's just recently celebrated their silver wedding anniversary.

"The Democratic Party is the instrument of the responsibility of the American people. We who are its members and we who are its leaders must serve responsibly and set our course on responsible ways."

LYNDON B. JOHNSON

ity came to know the American West from "the dry, bare ground up." But he was not long in sensing that to reach the goals he aspired for he would need the college education that his father's meager income could ill afford. So Lyndon Johnson returned to San Marcos, near his home of Johnson City. By holding down as many as four jobs at one time he made his way through Southwest Texas State Teachers College — majoring, of course, in government and history and finding time on the side to be the campus editor, student body president, and top campus leader.

Upon finishing college, Lyndon Johnson turned to teaching — his first job and first love. He taught in schools for Latin Americans at Cotulla and Pearsall and eventually became a high school instructor and debate coach at Houston. As friends fondly recall, Lyndon Johnson's first debate team, imbued with his persuasiveness and confidence, surprised even themselves by making their way to the finals of the state tournament.

While Lyndon Johnson was busy teaching school, his father was still thinking of a career in public life for his elder son. When Lyndon Johnson was born, his proud grandfather had announced, "There is a boy who will some day be a Senator from Texas." The long line of Johnson legislators and office-

"Greatness for free men is not what we acquire but what we inspire. Greatness for our generation of Americans will be determined by what we inspire."

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holders had put political life in the Johnson blood. Father Sam Johnson had served in the Texas House of Representatives with Sam Rayburn when "Mr. Democrat" was the Speaker there before beginning his great Congressional career.

For over 100 years, there has been a Johnson of the Senator's lineage in Congress or state legislatures from the East Coast to Texas.

GOES TO WASHINGTON

LYNDON JOHNSON soon went to Washington as assistant to a Congressman from Texas just at the beginning of the New Deal. It is noteworthy that he is the only man now mentioned for national leadership whose actual experience in Washington spans the whole period of those most vital years in American history from 1933 to now. Lyndon Johnson quickly became known as one of the best assistants on Capitol Hill. He admits to slipping away from his job frequently, to sit in the galleries of House and Senate to study the workings of the Congress in which he ultimately was to become one of the most important figures of the century. Many of the men he watched as a youth from the gallery were later to be strong supporters in choosing him for the Senate leadership.

HUSBAND AND FATHER

ON A TRIP HOME to Texas during this period he was introduced to a gracious, shy and beautiful young lady from East Texas, Claudia Taylor, known since childhood—as today—as “Lady Bird.” Always decisive, Johnson immediately set out to win Lady Bird. Six weeks later her plans for a newspaper career as a journalism graduate of the University of Texas were ended when Johnson’s personal campaign characteristically succeeded and they were married in San Antonio before returning to Washington for the next session of Congress.

Lady Bird today is celebrated as one of Washington’s and Texas’ most gracious hostesses and devoted mother to the two Johnson teenagers, Lynda Bird and Lucy Baines. The LBJ motif fits all members of the family, including the pet—Little Beagle Johnson. “We are,” the Senator explains, “a one suitcase family.”

IMPRESSIVE

ADMINISTRATOR

NOT LONG after marriage, Johnson left his Congressional work to take over—at the age of twenty-five—the State directorship of the National Youth Administration, helping young people make their way through school during the Depression years.

As NYA director, Lyndon Johnson showed the impressive flair and capacity for administrative leadership which has continued to be a secret of his success in

“The contest between East and West — between tyranny and freedom — is a contest with spectators. In lands of unfamiliar names and histories unlike our own, men are watching. Freedom will mean to them what they see with their eyes. American will mean to them what they see America do.”

LYNDON B. JOHNSON

his position of responsibility in the Senate. His administration of the Texas program became a model for the nation. Among other things, Johnson established an NYA program for Negro youth at the colleges of Texas although many old hands in the state’s public life said it would be “politically fatal” to do so.

It was from this NYA position that Johnson resigned to make his successful campaign for Congress in 1937.



PARTICIPANT IN HISTORY

The Johnson story in public life has been a story of intimate participation with the important history of the last two decades. He is the only leader in either party now who has, in fact, been trained and seasoned in such leadership since the 1930's.

His whole Congressional service has marked Lyndon Johnson as a leader—and one of the nation's genuine authorities—in the field of preparedness and national strength. From the day he entered Congress, he has been a member of the committees most concerned with the issues of America's preparedness for its world role: Naval Affairs Committee in the House, Armed Services Committees of both House and Senate, the Joint Congressional Committee on Atomic Energy, and the Senate Committee on Space and Astronautics of which he is chairman.

As a senator, he won great national prominence during the Korean War as chairman of the Senate Preparedness Committee, the same role that brought Senator Harry Truman to fame in World War II. Lyndon Johnson was selected for this vital post only 18 months after becoming a Senator.

In the early Cold War years, Lyndon Johnson was the chief Congressional leader of the fight for a 70-group Air Force. It was his personal one-man battle in that same period that saved for the nation the great synthetic rubber plants on which the United States now relies. Lyndon Johnson more than any other man was the national figure who recognized and dramatized the importance of the Space Age in 1957 and led the way

to establishing civilian control of space. In 1958, President Eisenhower and Secretary of State Dulles requested Lyndon Johnson to present to the United Nations this nation's proposal for joint control of outer space for peaceful purposes by all nations. This recognition of his national leadership also marked the first time any nation had asked the "leader of the opposition" to serve as its spokesman at the UN.

"Men live by their hopes—not their fears. Men live for their dreams—not their despairs. To keep America as America, we must always keep the opportunity for men to be more in their lifetime than their birth portends. This is the essence and the heart of the system under which we live."

LYNDON B. JOHNSON

CONCERN FOR PEOPLE

LYNDON JOHNSON has been concerned with these big issues—and always concerned with the vital issues of public welfare, justice for all people, and the raising of the standards of living in the nation and in the world. As a Congressman, he secured for his district the first slum clearance housing project in the nation. He battled utility interests to complete the major power development dams of the Lower Colorado River Authority in Texas and saw what was then the nation's largest REA cooperative bring lights to the region of his birth.

Lyndon Johnson often dwells in his speeches on the fact that most of the world's billions of people—who will play the key role in world affairs of the 1960's

— stand now where the underdeveloped regions of the US stood in his own youth. We must, he feels, keep alive the spirit of the West to lead others.

Typical of the decisiveness and independence of the man, in 1949 Lyndon Johnson learned that a funeral home had refused to handle the body of a World War II soldier who had been killed in action because the soldier was a Latin American. Johnson immediately arranged for the soldier to be buried in Arlington National Cemetery at Washington with full military honors of the nation.

Washington knows Lyndon Johnson as a tough, fearless advocate who will press hard for a decision he believes is right. Yet, Washington knows him, too, as a warm, out-going, gentle person whose interest in the “little things” affecting the families of his colleagues, friends and employees is legendary.

The Johnson warmth is a proved asset in relations with leaders of foreign nations. In 1958, the President-elect of Mexico, Adolfo Lopez Mateos asked — through the State Department — for a private meeting with Lyndon Johnson at Acapulco. At the Executive Branch’s urgings, the Senator accepted this unusual invitation and out of the face-to-face meeting came an immediate warm friendship. In 1959, the Mexican President and First Lady came as guests to the LBJ ranch, the first time the active head of a foreign nation had been a guest in the home of any American family.

As newsmen have expressed it after traveling with the Senator on national tours, “his warmth reaches his au-

diences and he gets his listeners with him.”

TOWERING CAPACITY

THIS ALL ADDS UP to one important fact for the nation in 1960.

No other American in the national leadership today has had the rich seasoning in the historic events and times of this century that Lyndon Johnson has had. None other has so proved himself with towering capacity to be a responsible, effective and able leader capable of rising above partisanship to the heights of national responsibility which the Americans expect of their national leaders.

MAINSTREAM OF HISTORY

For twenty-three years he has been in the main-stream of American history. He has participated in the making of many of the great policy decisions by which the nation has come to a mature and responsible role in world affairs. Yet his roots go deep to the soil of the land. From his own unforgotten beginnings he draws a personal strength and amazing vitality that makes of this big, expansive, “can do” man a leader who can express the real strength and force and confidence of America to the world.

“American standards are at the eye of the storm of the 20th Century. There are only two ways we can go. Either we bring the world to our standards. Or else we shall be brought down with the world to the standards of Communism.”

LYNDON B. JOHNSON



**Senator Johnson and the
"Heart Baby of the Year"**

ABILITY TO LEAD

Lyndon Johnson has that rare ability to bring men together and lead them and move with them to the solutions that best serve the nation and the free world.

Of Lyndon Johnson, men do not need to ask "How would he fill a position of national leadership?" Lyndon Johnson already has answered that question with a record—made under the full pressure of world responsibility—that holds the respect and confidence and trust of men of all parties and all shades of thought. Lyndon Johnson has shown himself to be a man who in any position, under any pressure, conducts himself with the one quality that the nation needs above all others: responsibility.

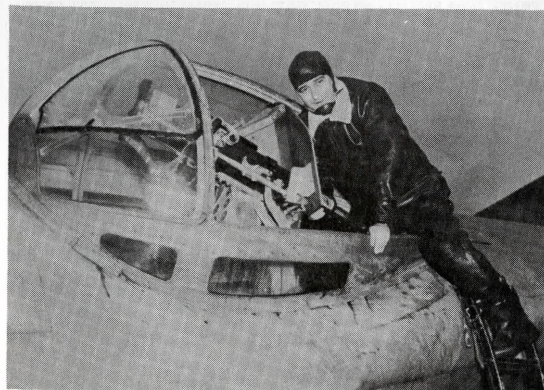
ONE MAN — AND ONE ALONE

Today the destiny of the West rests not on speech-making or slogan-coining. Rather, as at no other moment in the Twentieth Century, the future of freedom depends upon the capacity of America's next President to face tough, resourceful world political leaders of Communism and emerge with victory. To lead, America needs a leader for the global politics of men and nations that will decide the course of the decade — and the century.

On the American scene today, one man—and one alone—stands forth as a leader of men, unparalleled in modern times. That man is the Majority Leader, Lyndon Baines Johnson—the leader to lead the nation.

"The hallmark of responsible leadership is to meet the problems of our times—not retreat from them."

LYNDON B. JOHNSON



Senator Johnson was the first Congressman to enter military service in World War II

"What I Believe — and Why," an article by Lyndon Johnson which first appeared in the Texas Quarterly and was reprinted in the Reader's Digest, is available in small quantities. Send your request to the address below:

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