

LYNDON B. JOHNSON

for President

NEWSLETTER



Texas Headquarters: 726 Littlefield Building • Austin, Texas • Greenwood 8-9541

No. 1

● SENATOR LYNDON B. JOHNSON IS "ON THE GO." Travelwise. Speechwise. Supporterwise. He has traveled in the west, midwest, north and east. Everywhere he has gone, people hailed him as a leader who ought to be President—by far the best qualified by training and experience.

Johnson, the Leader, has long been known. Now Johnson's speaking tours are introducing Johnson, the Man, as well. A man of boundless energy. Vibrant personality. Western friendliness.

His recent travels stirred both public and press enthusiasm. Stops included Pennsylvania, Arizona, Missouri, Kansas, Iowa, Washington D.C., Texas. Behind him, Johnson left people talking, acting, on the prospect of his candidacy.

"Phoenix Talk Wins Adherents," said the headline in the Arizona Republic. The item said Johnson "captured" the capacity crowd. Commented a Phoenix Gazette columnist: "He has the apparent warm regard of most of the conservative Democrats of the State, no evident ill will from the liberals, and more than a little admiration from a great many Republicans."

A Des Moines news story reported: "In his tour of Missouri, Kansas and Iowa, Johnson has drawn impressive and responsive audiences."

In Oklahoma, at least two Johnson for President clubs are at work. Placards proclaim Johnson as "Oklahoma's favorite neighbor...for President." There's a club in Hutchinson, Kansas. Clubs are also at work in California, New York, Iowa, elsewhere. New clubs are forming daily.

In Texas: clubs are organized in every one of the state's 254 counties. The club in McCulloch County claimed a record with 1,051 signatures—nearly two-thirds of the county's total voting strength of 1,564.



"All the Way with LBJ"

● QUOTES AND COMMENTS over the nation reflect respect and acclaim for Senate Majority Leader Lyndon B. Johnson. Here are a few about the man widely regarded as the "most qualified" to be President:

"...Senator Johnson's fate, whatever his own wishes, will be greatly affected by the political climate in 1960. If the climate is 'moderate and middle-road', then this soft-spoken, hard-thinking Texan could very likely be the Democrat nearest that prescription."—Roscoe Drummond, NEW YORK HERALD-TRIBUNE.

"All over the country, Senator Johnson men are saying this: 'Lyndon is the only Democrat who is a negotiator tough enough and able enough to meet Soviet Boss Khrushchev face to face and get away with it.'"—William S. White, EVENING STAR, (Washington).

"(House Speaker) Rayburn...believes in national unity and orderly progress. He has given his blessing to the Johnson boom simply because he is convinced that the Democratic Party and the nation need the kind of leadership that the Senator can provide."—DALLAS TIMES HERALD.

"...The ablest man in public life today."—Charles Lucey, HOUSTON PRESS.

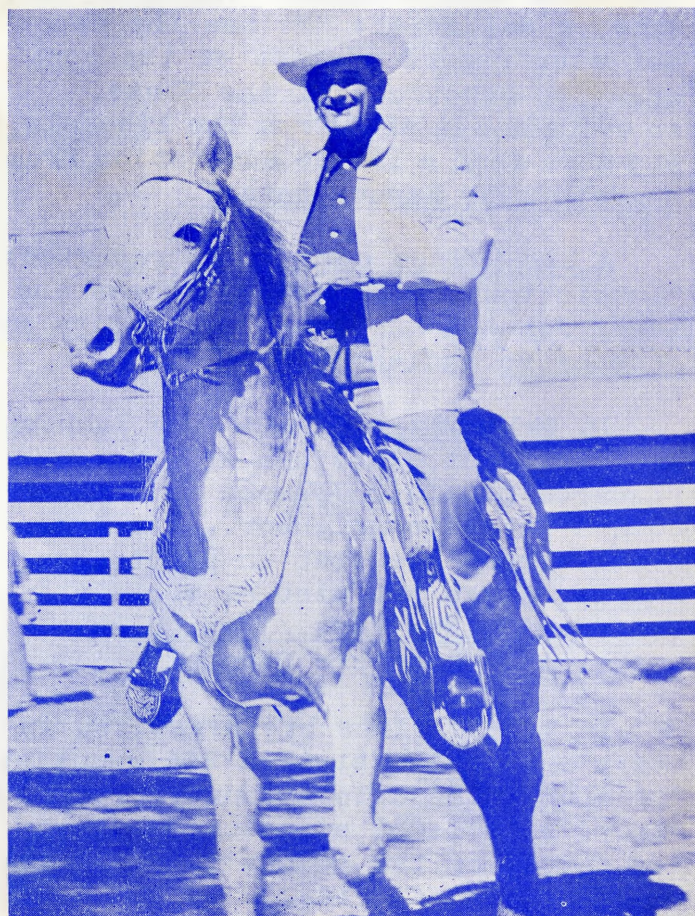
"Is Johnson seeking the presidency, or is the highest office of the land seeking just the man that Johnson is? My answer is that inevitability is a mutual, two-way tug which neither the man, the office, nor the opposition can resist or deny."—Holmes Alexander, SAN ANGELO STANDARD TIMES.

"Lyndon Johnson has a solid chance to be nominated. He's the one prospective candidate who offers proven leadership."—WAELDER HOME-PAPER (Texas).

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Speeches and travels leave little time for Senator Johnson to be in the great outdoors he loves. But at every scarce opportunity he dons cowboy duds and enjoys the fresh air of his hill country ranch.

"...All the signs suggest that the performance upon which the Democrats go into next year's Presidential election will be clearly and unmistakably marked a Lyndon Johnson performance."—Thomas O'Neill, BALTIMORE SUN.

"The Paris News wishes to say in plain words that it feels Lyndon Johnson should be the next President of the United States. We endorse him here and now for the Presidency and urge that our readers do the same."—PARIS NEWS (Texas).



● RECENT SPEECHES BY SENATOR JOHNSON have attracted much attention and won new friends. Here are some extracts concerning some of the nation's vital issues:

SPACE—"We cannot concede outer space to communism and hold leadership on earth. If we continue on this course, we shall be sowing the seeds of disillusion—and we shall reap a wind of bitterness from all whose hopes we have raised."

COMMUNISM—"We must be a determined and dedicated peoples because we face the most determined and dedicated foe of history....Communism is out in the world seeking to plant where we have plowed and to harvest where we have sown. We had better get busy in our fields."

EDUCATION—"The work of education must be the first work of freemen who cherish their freedom....If our nation is to endure—If freedom itself is to survive—this generation of Americans must seek out and accept and assign to themselves the responsibilities of public education."

AGRICULTURE—"We live in a world that is hungry....There are no food surpluses. There is only wasted food."

A BETTER DEAL—"The moment has come for the Democratic Party to offer the people of America—and the people of the world—a better deal."

"The people of America—and the world—want peace. We shall work for the strength to secure that peace with honor and without fear."

"...The people of America want homes for their families, food for their tables, employment for their abilities, health for their bodies, and education for their minds. We shall work to fashion a society and an economy and a government from which these things will flow in generous measure."

PROBLEMS OF THE SOIL are close to the heart of Lyndon Johnson. When time permits, it is not unusual to see him take spade in hand at his hill country ranch near Johnson City, named for his forebearers.



● POPULARITY OF LYNDON JOHNSON is on the rise in national opinion polls.

● With Democrats in Congress—people who know Johnson best—it was Johnson TWO-to-ONE in a Congressional Quarterly poll. Johnson led with 32%, compared to 18% for second place.

The poll demonstrates mounting recognition that Johnson above all others is best qualified by experience and training to handle the duties of the Chief Executive. He has participated in every domestic and foreign policy decision of this nation in the past 20 years.

● With the public, Senator Johnson alone gained ground in favor among Democrats nationally between November and December, according to a Gallup poll. All other potential candidates either held steady or lost ground.

The gain came during a period of Johnson traveling and speechmaking. It dramatically reflects Johnson's ability to win public favor as he becomes known personally in other states.

● With the nation's editors, another Congressional Quarterly poll showed Johnson moved up from third to second place between April and October—even before he had set out on his recent speaking tour.

SENATOR JOHNSON'S POPULARITY with the people is demonstrated by this unposed picture taken recently at the dedication of a new armory for the 49th Armored Division at Decatur. Everybody wanted an autograph.



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