



Lyndon Baines Johnson Museum of San Marcos

131 N. Guadalupe St. ♦ P.O. Box 3 ♦ San Marcos, Texas 78667
(512)353-3300 Office Website: <http://www.lbjmuseum.com> (512) 353-3303 Fax

MUSEUM VISIT PROGRAM

Pre-Visit Summary

The Lyndon Baines Johnson opened in 2006 as a museum to education people about the legacy of our 36th U.S. President. The museum focuses on Johnson's formative years as a student at Southwest Texas State Teachers College (what is now Texas State University) and his experiences as a grade school teacher in South Texas, and how these experiences impacted his leadership role in the passing of important legislation during his presidency in the 1960s, especially civil rights and education.

Johnson attended college from 1927 to 1930. It was here that LBJ began to develop his political skills by joining several clubs and organizations (such as the debate team), writing editorials in the *College Star*, becoming friends with the college president and other older mentors associated with politics, and helping to form the White Stars and working behind the scenes to elect students to top positions in the student council. He taught school during the 1927-1928 term in a small town called Cotulla, at the Welhausen School, where a young LBJ was exposed to the hardships and discrimination of Mexican-American schoolchildren, and did as much as he could to improve their condition and offer them better opportunities to receive a well-rounded education (such as athletics, spelling bees, debates, and classroom discipline). Almost 40 years later, as President of the United States, Johnson signed into law some of the most influential and enduring legislation of our times, including legislation that guaranteed to all Americans civil rights, voting rights, and various education opportunities.

Our museum exhibit includes various photographs, newspaper clippings, rare documents, books, artifact, and text descriptions of LBJ's accomplishments. We have some interesting objects on display, such as an authentic LBJ hat, a sample voting machine, a campaign poster from 1941, a spittoon from the 1920s, copies of the *Pedagog* yearbook published by the college, and campaign memorabilia.

Quiz

Here are some questions that will be asked of the students after taking the tour of the LBJ Museum of San Marcos:

1. What years did Johnson attend college? What was it called?
2. Where did LBJ teach grade school? What was school like for his students before and after LBJ arrived?
3. What U.S. president served as an inspiration for LBJ during the 1930s?
4. What political offices did LBJ serve throughout his career?
5. Who was LBJ's wife? How did she help her husband win the 1964 election?
6. What kinds of mementos were given to supporters of LBJ during his election campaigns?
7. How did LBJ help Americans during the 1960s? What kinds of laws did he sign as President?
8. Why did LBJ frequently visit San Marcos throughout his life?

Answer Key

1. What years did Johnson attend college? What was it called?

From 1927 to 1930. Back then, Texas State University was called the Southwest Texas State Teachers College because its goal was to educate and train teachers.

2. Where did LBJ teach grade school? What was school like for his students before and after LBJ arrived?

Cotulla, Texas. The Welhausen School was established for Mexican-American children, but they were not given adequate facilities or attention by teachers and members of the community. These children were poor and neglected and were not expected to learn English or attend high school. LBJ enforced English to be spoken in the classroom, introduced extracurricular activities such as sports, spelling bees, and debate contests, and encouraged his students that anyone can someday become a congressman or even a president!

3. What U.S. president served as an inspiration for LBJ during the 1930s?

Franklin D. Roosevelt. He created many federal departments and agencies to give aid to many Americans who were unemployed or financially impoverished as the result of the Great Depression. LBJ also believed that the federal government should take an active role in improving the lives of Americans.

4. What political offices did LBJ serve throughout his career?

**Representative, Texas 10th District, 1937-1948.
Senator, Texas, 1948-1961.
Vice President (to John F. Kennedy), 1961-1963.
President, 1963-1969.**

5. Who was LBJ's wife? How did she help her husband win the 1964 election?

Lady Bird Johnson. She toured many states in the South on a train in order to campaign for her husband, sometimes called the Lady Bird Special.

6. What kinds of mementos were given to supporters of LBJ during his election campaigns?

Bumper Stickers, Ball-point Pens, Pencils, Buttons, Toys, Ribbons, Cigarette Lighters, Silverware, Ash Trays.

7. How did LBJ help Americans during the 1960s? What kinds of laws did he sign as President?

He introduced into law Civil Rights, Voting Rights, the Higher Education Act, the Clean Air Act, the Department of Transportation Act, and the Public Broadcasting Act. He made it possible for many students from lower-income families to go to college, provided better housing for urban families, and removed barriers for all people to vote and participate in the democratic process.

8. Why did LBJ frequently visit San Marcos throughout his life?

LBJ always appreciated the education he received from his alma mater and often returned to San Marcos in order to attend graduation ceremonies, where he gave speeches to inspire the graduating students.

Post-Visit Student Activity

Activity #1:

Write a short essay describing what you think Johnson's "Great Society" means and how it has helped many Americans since the 1960s.

Activity #2:

Based on the comic book on display at the museum, draw your own comic book (between 4-10 pages) describing in words and pictures a brief history of LBJ's life and career.