

February 26, 1968

MEMORANDUM FOR MILDRED STEGALL

From: Carol Carlyle

The following young ladies are models who will be doing the fashion show on Thursday. We would like to have them come in on Wednesday, so could we have your okays as soon as possible.

Mozella Roberts
2. W. 67th Street
New York, New York

Jenny Chilcott
36 E. 68th St.
New York (Born in England 7/9/42)

Fran Healy
321 East 45th St.
New York

Gloria Kirby
853 - 7th Avenue
New York

Judy Dennis
111 E. 36th St.
New York

Caryl Wilkie
220 E. 60th St.
New York (Born in India is a British
subject - 8/29/45)

Joy Wong
354 East 83rd St.
New York

Lynda Hatch
172 Gates Avenue
Gillette, New Jersey

Renee Hunter
1191 Carol St.
Brooklyn, N. Y.

Peggy Parke
115 Mills Street
West Wood New Jersey

Denise Linden
35 E. 85th St.
New York

Joan Pavlis
97-07 Horace Harding Expressway
Rego Park, New York

Judy Hinnman
120 E. 34th St., N. Y.

Yolande Doultremont
136 E. 37th Street
New York (born in Belgium 10/26/63)

Jan Jolley
150 E. 73rd St.
New York ~~xxxxxxx~~ 18th St.

Pud Gadiot
436 E. 59th St.

Pat Mori
250 E. 73rd St.

New York

models continued:

Judy Lawrence
300 E. 40th Street
New York

Sherri Thomas
56 Clark Avenue
Rutherford, New Jersey

February 26, 1968

MEMORANDUM FOR THE USHERS OFFICE

From: Carol Carlyle

In preparation, and for the fashion show on Thursday, February 29, we will need the following:

WEDNESDAY, February 28 The Queens Room and Lincoln Room will be used for fitting and altering clothes.

1. 1 extra full-length mirror (other than one in Queens Room and One in Lincoln Room).
2. 2 ironing boards and irons.
3. At least, three and possibly 4 standup lights in each room.

(this equipment can be moved out and into the Ladies Dressing Room and Blue Rooms on Thursday)

THURSDAY, February 29. The ladies dressing room on ground floor will be used by the models for makeup and clothes changing.

1. Please add as many makeup tables with mirrors and lights as possible .
2. There should be empty clothes racks in dressing room. All furniture, execept round table should be removed (have talked with Mr. Carter about this).

Full Dress Fashion Show Rehearsal will take place from 9:00 to 11:00 on Thursday morning in the Blue Room.

1. 3 full length mirrors placed along East side of Blue Room.
2. 4 Standup lights placed around Blue Room.

3. 2 ten-foot tables (Blue Room)
4. The racks of clothes moved down from the Queens and Lincoln Rooms to the Blue Room.

I have discussed all of the above with both Mr. Carter and Rex Scouten.

cc to:
Rex Scouten
M. O. Carter

RED TAG

Private

BESS

LIZ IS ANXIOUS FOR YOU TO KNOW THAT FRANKIE WELCH
RECOMMENDS THAT JULIAN TOMPCHIN AND STEVE WYOSOKI
(CHARDON MARCHE) NOT BE INVITED TO LUNCHEON.

President of Chardon Marche

SHE SAYS THAT/~~SEXX~~ HE ASKED THAT HIS NAME NOT BE USED -
until scarves are manufactured.

~~SEXX XXXX WE BELIEVE THAT HE IS SERVING DONALD BROOKS WHO~~

~~HAS THE NIXON ORDER THAT~~ (THEY ARE REPUBLICANS.

Believe they have Nixon order thru Donald Brooks).

SP

Julian Tornchin

February 26, 1968

MEMORANDUM FOR MILDRED STEGALL

From: Carol Carlyle

Would you give us your okays on the following people who will be attending or helping with the Fashion show luncheon on Thursday, February 29.

DESIGNERS

Mr. Harvy Berin ✓
Harvy Berin Ltd.
530 - Seventh Avenue
New York, N. Y.

or his designer
Karen Stark ✓

Adri Designs Inc ✓
526 7th Avenue

Adrian Steckling

Malcom Starr ✓
Malcom Starr Inc.
530 - 7th Ave.
N. Y.

or designer:
Elinor Simmons ✓
111 East 56th Street

Stella Sloat ✓
20 East 68th Street
(President's Commission for Physically Handicaped)

Kenneth J. Lane ✓
2121 East 51st St.
N. Y.

Mr. and Mrs. David Evins
151 West 26th St.
N. Y.

? M.^{rs} Luba Marks ✓
512 - 7th Ave.
N. Y.

— second floor

Donald Brooks ✓
Donald Brooks Inc.
530 - 7th Ave.
N. Y.

designers continued:

Abe Schrader ✓
Abe Schrader Corp
530 - 7th Avenue

or designer:
Belle Saunders

? Mr. Gayle Kirkpatrick ✓
One Mitchel Place
New York

2 ok

Miss Bonnie Cashin
Bonnie Cashin Designs Inc. ✓
866 United Nations Plaza
N. Y.

ok

Miss Mollie Parnis ✓
530 - 7th Ave.
N. Y.

2 ok

? Ellen Brook Inc.
550 - 7th Avenue
N. Y.

Gustave Tassell ✓
64 East 55th St.
N. Y.

Mr. B. H. Wragge ✓
B.H. Wragge Clothes Corp
550 - 7th Avenue
N. Y.

ok

~~Vera Maxwell Inc.~~
~~of Vera Maxwell Inc.~~
~~530 - 7th Avenue~~

Norman Norell Inc. ✓
550 - 7th Ave.

ok

? Jo Copeland ✓
of Joe Copeland Fashions
498 - 7th Avenue
Residence - 30 East 62nd Street

designers continued:

John Moore
John Moore Inc ✓
550 - 7th Ave.

Pauline Trigere *ok*
Trigere Inc.
550 - 7th Ave.

Bill Blass ✓
Bill Blass Inc.
550 - 7th Avenue

Mr. Geoffrey Beene ✓
530 - 7th Avenue

Anne Fogarty *ok*
Anne Fogarty Inc. ✓
550 - 7th Ave

Mrs. Adele Simpson
530 - 7th Ave.

Mr. Chester Weinberg ✓ *ok*
Chester Weinberg Ltd.
498 - 7th Avenue

Mr. George P. Stavropoulos ✓
300 East 71st Street

Mr. Jerry Silverman	or	designer:
Jerry Silverman Inc. ✓		Shanon B. Rogers
530 - 7th Avenue		550 - 7th Avenue

~~Victor Joris
of Cuddelcoats Inc.
500 - 7th Avenue~~

~~Mr. Jerry Feder
349 East 49th St.
of the
The Hadley Corp ✓
141 West 26th Street~~

designers continued:

Mr. and Mrs. Jack Lazar
1410 Broadway
of
Kimberly Knitwear Inc.
1410 Broadway

Mr. Henry Fredricks
Henry Fredricks and Company Inc. ✓
205 W. 39th Street

✓ ~~Mr. Seymour Fox~~
Seymour Fox Inc. ✓ *ok*
512 - 7th Avenue

✓ Jeanne Campbell
of
Sportwirl Inc. ✓ *ok*
498 - 7th Avenue

✓ ~~Mr. Donald~~ Simonelli *ok*
309 East 17th
of
Modelia Inc. ✓
205 West 39th St.

✓ Jacques Tiffeau ✓ *ok*
Tiffeau & Busch Ltd.
550 - 7th

✓ Mr. Nathan B. Bader *ok*
of
Originala Inc. ✓
512 - 7th Avenue

Mr. Samuel Winston
Samuel Winston Inc. ✓ or designer:
530 - 7th Avenue Roxanne

✓ Kasper ✓
of
Joan Leslie Fashion Inc. *ok*
530 - 7th Avenue

designers continued:

Marie McCarthy
of

✓ Larry Aldrich Assocs. Inc. ✓
530 - 7th Avenue

Mr. Chuck Howard ✓
of
Townley Inc.
550 - 7th Avenue

Anne Klein ✓
of
Mallory Designs
530 - 7th Avenue

✓ Mr. Rudi Gernreich ✓
8460 Santa Monica Blvd
Los Angeles, California

✓ Mr. James Galanos ✓
2254 South Sepulveda
West Los Angeles, Calif.

✓ Mr. Adolfo ✓
Adolfo Inc.
22 East 56th Street

✓ Mr. Travilla ✓
Travilla Inc.
122 East 7th Street
Los Angeles, California

Handwritten: - Wong [unclear] 1956

Handwritten: ok

Handwritten: ok

Handwritten: 1965

Handwritten: ok

Handwritten: secured string ok

February 26, 1968

Mildred,

Here are some additional designers names, could you please give us your okays.

~~Ginori~~
~~Ginori Sports Ltd.~~
~~498 - 7th Avenue~~
~~New York~~ *pls*

~~Aquatogs~~
~~246 West 38th Street~~
~~New York~~

~~Leo Narducci~~
~~Leo Narducci Inc.~~
~~550 - 7th Avenue~~

ok ✓ ~~Marquise Coats and Suits Inc.~~
~~512 - 7th Avenue~~
~~New York~~ *Water corner*

✓ ~~Oscar de la Renta~~
~~550 - 7th Avenue~~
~~New York~~ *ok*

~~B. Jeunesse~~
~~498 - 7th Avenue~~
~~New York~~

~~Andrew Woods~~
~~Andrew Woods Inc.~~
~~550 - 7th Avenue~~

~~David B. Zelinka~~
~~512 - 7th Avenue~~

~~Teal Traina~~
~~550 - 7th Avenue~~

~~White Stage~~
~~1001 6th Avenue~~

~~Hannah Troy, Inc.~~
~~530 - 7th Avenue~~

~~Sarmi Inc.~~
~~550 - 7th Avenue~~ *yes*

~~Evan Picone~~
~~1407 W. Broadway~~

~~Gerald Pierce (for)~~
~~Boul Mich~~
~~1407 W. Broadway~~

~~Nat Kaplan~~
~~Nat Kaplan Inc.~~
~~498 - 7th Ave.~~

~~Mr. Mort~~
~~498 - 7th Avenue~~

~~Deanna Littell~~
~~of~~
~~Henry Bendel Inc~~
~~10 W. 57th Street~~

~~Charles Kleibacker~~
~~23 W. 73rd Street~~

February 28, 1968
7:00 p.m.

Memorandum for the President

From Bess Abell

Reading around to your right the following are seated
at your table for tomorrow night's dinner:

Mrs. John N. Dempsey D
(Connecticut)

Gov. John A. Volpe R
(Massachusetts)

Mrs. Raymond P. Shafer R
(Pennsylvania)

Mr. ~~James H. Rowe, Jr.~~ *Gov. King*
Washington, D.C.

Mrs. Calvin L. Rampton D
(Utah)

U Gov. ~~Harold E. Hughes~~ D *OR* *Gov. King*
(Iowa) *Gov. Guy*

Mrs. Leslie Midgley
(Betty Furness)

Gov. Buford Ellington D
(Tennessee)

Mrs. Nelson A. Rockefeller R
(New York)

Is this agreeable?

Gov. King
Gov. Doherty

February 28, 1968

Memorandum for Mrs. Johnson

From Bess Abell

Reading around to your right the following are seated
at your table for tomorrow night's dinner:

Gov. John N. Dempsey *D*
(Connecticut)

Mrs. Tom McCall *R*
(Oregon)

Gov. ~~Dan K. Moore~~ *McNair D*
(North Carolina)

Mrs. ~~Tim Babcock~~ *R Mrs Le Vander R*
(Montana)

Gov. Otto Kerner *D*
(Illinois)

Mrs. Price Daniel *D*
Wife of Dir., OEP

Gov. John A. Burns *D*
(Hawaii)

Mrs. Daniel J. Evans *R*
(Washington)

Gov. John A. Love *R*
Colorado

D D D R
R R D

Is this agreeable?

February 28, 1968
7:00 p.m.

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Mrs. John N. Dempsey
 (Connecticut)
Gov. John A. Volpe
 (Massachusetts)
Mrs. Raymond P. Shafer
 (Pennsylvania)
Mr. James H. Rowe, Jr.
 Washington, D.C.
Mrs. Calvin L. Rampton
 (Utah)
Gov. Harold E. Hughes
 (Iowa)
Mrs. Leslie Midgley
 (Betty Furness)
Gov. Buford Ellington
 (Tennessee)
Mrs. Nelson A. Rockefeller
 (New York)

Is this agreeable?

LUNCHEON AT THE WHITE HOUSE
Thursday, February 29, 1968
at one o'clock

MRS. JOHNSON

Alaska	Mrs. Walter J. Hickel (Ermalee)
Arizona	Mrs. John R. Williams (Vera)
Arkansas	Mrs. Winthrop A. Rockefeller (Jeannette)
Colorado	Mrs. John A. Love (Ann)
Connecticut	Mrs. John N. Dempsey (Mary)
Delaware	Mrs. Charles L. Terry, Jr. (Jessica)
Florida	Mrs. Claude R. Kirk, Jr. (Erika)
Idaho	Mrs. Don W. Samuelson (Ruby)
Kansas	Mrs. Robert B. Docking (Meredith)
Louisiana	Mrs. John J. McKeithen (Marjorie)
Maine	Mrs. Kenneth M. Curtis (Pauline)
Maryland	Mrs. Spiro T. Agnew (Elinor)
Massachusetts	Mrs. John A. Volpe (Jennie)
Minnesota	Mrs. Harold LeVander (Iantha)
Mississippi	Mrs. John Bell Williams (Elizabeth)
Missouri	Mrs. Warren E. Hearnes (Betty Sue)
Montana	Mrs. Tim M. Babcock (Betty)
Nebraska	Mrs. Norbert T. Tiemann (Lorna)
New Hampshire	Mrs. John W. King (Anna)
New Jersey	Mrs. Richard J. Hughes (Elizabeth)
New Mexico	Mrs. David F. Cargo (Ida Jo)
New York	Mrs. Nelson A. Rockefeller (Margaretta)
North Carolina	Mrs. Dan K. Moore (Jeanelle)
North Dakota	Mrs. William L. Guy (Jean)
Oregon	Mrs. Tom McCall (Audrey)
Pennsylvania	Mrs. Raymond P. Shafer (Jane)
South Carolina	Mrs. Robert E. McNair (Josephine)
Tennessee	Mrs. Buford Ellington (Catherine)
Utah	Mrs. Calvin L. Rampton (Lucybeth)
Vermont	Mrs. Philip H. Hoff (Joan)
Virginia	Mrs. Mills E. Godwin, Jr. (Katherine)

Washington Mrs. Daniel J. Evans (Nancy)
West Virginia Mrs. Hulett C. Smith (Mary Alice)
Wyoming Mrs. Stanley Hathaway (Roberta)
Puerto Rico Mrs. Roberto Sanchez-Vilella (Jeannette)
Virgin Islands Mrs. Ralph M. Paiewonsky (Bert)

Mrs. Hubert H. Humphrey
 Wife of the Vice President
Mrs. Henry H. Fowler
 Wife of the Secretary of the Treasury
Mrs. Ramsey Clark
 Wife of the Attorney General
Mrs. Stewart L. Udall
 Wife of the Secretary of the Interior
Mrs. Orville L. Freeman
 Wife of the Secretary of Agriculture
Mrs. Alexander B. Trowbridge
 Wife of the Secretary of Commerce
Mrs. W. Willard Wirtz
 Wife of the Secretary of Labor
Mrs. John W. Gardner
 Wife of the Secretary of HEW
Mrs. Robert C. Weaver
 Wife of the Secretary of HUD
Mrs. Alan S. Boyd
 Wife of the Secretary of Transportation
Mrs. Price Daniel
 Wife of the Dir., Office of Emergency Planning
Mrs. Endicott Peabody
 Wife of the Asst. Dir., Office of Emergency Planning

Miss Judith E. Axler
 N.Y. Daily News
Mr. Nathan B. Bader
 Originala Inc., NYC
Mr. Geoffrey Beene
 NYC
Mr. Harvey L. Berin
 Harvey Berin Ltd., NYC
Miss Jeanne Campbell
 Sportwhirl, Inc., NYC
Mrs. Clark M. Clifford
 Wife of the Secretary of Defense-designate
Miss Barbara Coleman
 WMAL-TV
Mr. Walter Cronin
 Marquise Coats & Suits, Inc., NYC
Mr. Oscar de la Renta
 NYC
Mrs. Nancy Dickerson
 ~~NBC~~ NBC
Mrs. Eleni Epstein
 Washington Star
Mr. David L. Evins
 NYC
Miss Anne Fogarty
 NYC
Mr. Seymour Fox
 Seymour Fox, Inc., NYC

Mrs. Nina Hyde
Washington Daily News
Mr. Rudi Gernreich
Los Angeles, California
Mr. Kasper
Joan Leslie Fashions, Inc., NYC
Miss Karen Klinefelter
Dallas Morning News
Miss Frances Koltun
Mademoiselle Magazine
Miss Eleanor Lambert
Eleanor Lambert Co., NYC
Mrs. Dorothy Le Sueur
Washington Post
Miss Frances Lewine
Associated Press
Mrs. Luba Marks
Elite Juniors, NYC
Miss Marya McLaughlin
CBS
Mrs. Winzola McLendon
Washington Post
Mr. John Moore
John Moore Inc., NYC
Miss Mollie Parnis
Parnis-Livingston, Inc., NYC
Mrs. Charles S. Robb
Arlington, Virginia
Mr. Sarmi
Sarmi, Inc., NYC
Miss Patricia Sheldon
Christian Science Monitor
Miss Eugenia Sheppard
New York Herald Tribune
Mrs. Robert Short
Wife of the Natl. Chmn., Discover America
Mrs. Myra MacPherson Siegel
New York Times
Mr. Jerry Silverman
Jerry Silverman Inc., NYC
Mr. Don Simonelli
NYC
Mrs. Adele Simpson
Adele Simpson Inc., NYC
Miss Stella Sloat
NYC
Mr. George P. Stavropoulos
NYC
Miss Adri Steckling
Adri Designs, NYC
Miss Helen Thomas
United Press International
Miss Pauline Trigere
Trigere Inc., NYC
Mr. William Travilla
Travilla Inc., Los Angeles, Calif.
Mr. Chester Weinberg
Chester Weinberg Ltd., NK YC
Mrs. Frankie Welch
Alexandria, Virginia
Miss Nancy White
Editor, Harper's Bazaar
Mr. Sydney Wragge
B. H. Wragge Clothes Corp., NYC
Mrs. Peg Zwecker
Chicago Daily News
Mrs. Ruth Whitney
Editor, Glamour Magazine

FOR IMMEDIATE RELEASE
WEDNESDAY, FEBRUARY 28, 1968

Office of the Press Secretary
to Mrs. Johnson

THE WHITE HOUSE

The White House will see another historic "first" Thursday at noon when some twenty models parade down a newly-built runway in the State Dining Room to boost "How to Discover America in Style."

The fashion show will highlight a luncheon being given by Mrs. Johnson in honor of the wives of the Governors attending their mid-winter conference in Washington.

The theme of the luncheon boosts a program to travel in the United States this year and help boost the economy and counter the gold drain by half a billion dollars. Last year, some 1,500,000 foreigners visited the U. S. A. while 3,300,000 Americans visited abroad. Since all states in the United States are expanding their historic sites and recreation areas and tourism is a growing business, the theme is of interest to the first ladies of all our states.

The U-shaped runway went up Wednesday morning as the twenty models being used in the show began arriving at the White House for fittings in the Lincoln Bedroom. They will model a variety of clothes by American designers.

The United States Marine Band will strike up a medley of songs to lure the visitor to travel in the U. S. A this year while more than forty slides for favorite tourist spots from the Statue of Liberty to the Golden Gate Bridge provide a background for models on the runway.

Each of the Governors' wives will be given a Discover America silk scarf especially designed for this occasion. The red, white and blue scarves which were developed by Frankie Welch of Alexandria, Virginia, feature a free form sketch of the continental United States with the words Discover America.

The special Discover America scarf will be featured in the first segment of the fashion show -- red, white and blue clothes with spirit and cheer to take you from early morning to starry night. This will be followed by travel fashions for the adventure in sight, sound, and excitement that will make America the place to be this summer. Next, guests will see festival fashions for enjoying the ever-growing wealth of the visual and performing arts in our country. The show will end with star-spangled evenings -- gala dresses dedicated to the American Beauty in every woman.

The half-hour fashion show will be introduced and narrated by Miss Nancy White, who is the chairman of the committee selecting and organizing the show. Other members of the committee are Eleanor Lambert (former member of the National Council on the Arts), and the fashion editors of Washington's newspapers -- Nina Hyde (Washington Daily News), Eleni Sakes Epstein (Washington Star), and Dorothy LeSueur (Washington Post). Miss White is a presidential appointee on the National Council on the Arts and the Editor of Harper's Bazaar.

Among the 100 guests at the luncheon and fashion show will be some twenty-five American designers representing the American fashion industry being saluted.

The American garment industry is our fourth largest manufacturing industry with 1,391,000 employees. Since over eighty percent of these are women, this is the industry in this country employing the most women.

In front of the U-shaped runway are round tables for ten. The tables carry out the red, white and blue theme of the luncheon with flower arrangements of red and white sweetpeas, white miniature carnations, red and white carnations, white roses, and blue cornflowers in wicker baskets.

Place cards will feature in red, white and blue a girl in an Uncle Sam hat.

Chicken Curry Columbus will highlight the Discover America menu, which includes Consomme White House, Arbor Rice, Spring Greens, and Peppermint Boutique.

The scarves being presented to the Governors' wives have been hand silk screened and hand painted especially for them by volunteers with experience in painting fabrics. When the call for volunteers went out from Frankie Welch, over sixty people from all ages and all walks of life responded and have ranged from a fifteen year old schoolgirl to an eighty year old grandfather.

#

Modelia - Style 130

Hayle Kithurst
Clen Brook

Norman W
Kenneth June

Claret -

February 28, 1968

MEMORANDUM FOR USHERS, PRS, AND MANOR LANIER

From: Carol Carlyle

The following people will be coming in the East Gate at 5:00 p. m. ,
today to assist with preparations for the Fashion Show- Luncheon.

John Paul Amsellem
Robert Phillips
Robert Gamblin
Lucien Sirqui
Jocque Duprat

Denise Linden
Gloria Kirby

February 28, 1968

MEMORANDUM FOR USHERS, PRS, AND MANOR LANIER

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Lucien Sirqui

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Denise Linden

Gloria Kirby

ITEMS FOR WHITE HOUSE
FASHION SHOW

BOXES (total: 18 pieces)

- 3 LATE DAY, SCENE VI
- 2 ADOLPHO HATS
- 1 BILL BLASS SHOES, OTHER SHOES, HANGERS, TAGS, ETC.
- 2 GALANOS
- 5 LONG EVENING, FINALE
- 1 UNLABELED BOX
- 1 LEVINE BOOTS FROM HARPERS
- 1 EMME HATS
- 1 very small box: JEWELRY

1 SMALL BOX w/ ACCESSORIES - GLASSES

SUITCASES (total: 10 pieces)

- 2 RED, WHITE, BLUE
- 1 DAYTIME, TRAVEL & PART OF RED, WHITE, BLUE
- 1 SHOES, HANGERS, ETC.
- 1 BROWN CASE W/SHOES
- 1 SMALL SUITCASE W/JEWELRY
- 2 SOFT SUITCASES FROM HARPERS W/BOOTS & SHOES
- 1 SMALL CASE W/EMME HATS
- 1 UNLABELED CASE

Eleanor Lambert Company

32 East 57th Street, New York 22 - Murray Hill 8-2130

June 17, 1968

Mr. Amsellem:

Please, please forgive my delay in getting these photographs and programs to you.

Some time has certainly passed since the "Discover America" fashion show -- Mrs. Johnson and everyone who was involved in the event does appreciate your time and talents, and that of your assistants.

Again thank you so very much for everything, and with all best wishes.

Sincerely,

Carol Carlyle
Office of the Social Secretary

Mr. Jean Paul Amsellem
1616 Wisconsin Avenue N. W.
Washington, D. C.

June 17, 1968

Mr. Amsellem:

Please, please forgive my delay in getting these photographs and programs to you.

Some time has certainly passed since the "Discover America" fashion show -- Mrs. Johnson and everyone who was involved in the event does appreciate your time and talents, and that of your assistants.

Again thank you so very much for everything, and with all best wishes.

Sincerely,

Carol Carlyle
Office of the Social Secretary

Mr. Jean Paul Amsellem
1616 Wisconsin Avenue N. W.
Washington, D. C.

The White House
Washington

1968 FEB 29 PM 12 41

WA118 PDF

BALTIMORE MD 28 1105P EST

NANCY WHITE, CARE WHITE HOUSE FASHION SHOW DLR 12 NOON FEB 29

THE WHITE HOUSE

IF YOU DECIDE TO STAY RESERVE US THE EAST WING CONGRATULATIONS
AND LOVE

TEGE AND FRIENDS.

The White House
Washington

1968 FEB 29 PM 12 41

WA118 PDF

BALTIMORE MD 28 1105P EST

NANCY WHITE, CARE WHITE HOUSE FASHION SHOW DLR 12 NOON FEB 29

THE WHITE HOUSE

IF YOU DECIDE TO STAY RESERVE US THE EAST WING CONGRATULATIONS
AND LOVE

TEGE AND FRIENDS.

Carol

put the girl (Negro Boston
model) on list for Muldrae

The White House
Washington

1968 FEB 23 PM 7 10

WA155 PD

BOSTON MASS 23 415P EST

MRS LYNDON JOHNSON

THE WHITE HOUSE

THE FIRST FASHION SHOW AT THE WHITE HOUSE UNDER YOUR DIRECTION
AND YOUR REQUESTS FOR DONATED MODELS TIME PROMPTS THIS WIRE. WE
3 HAVE BEEN IN TOUCH WITH MR SAMUEL BORNSTEIN MANAGING EDITOR OF
THE BOSTON RECORD AMERICAN WHO URGED US TO CONTACT YOU AS BOSTON
IS THE BIRTH PLACE OF OUR GREAT NATION THE CAROL NASHE MODEL
2 AGENCY WOULD BE PROUD AND HONORED TO OFFER GRATIS THE SERVICES

[2 of 5]

OF MISS SHARON JOHNSON BEAUTIFUL FIVE FOOT SEVEN SIZE 8-10 NEGRESS
PROFESSIONAL FASHION MODEL. MISS JOHNSON IS A FAVORITE MODEL
OF BOSTON JORDAN MARSH WE WILL BE HAPPY TO ARRANGE HER
TRANSPORTATION AND ALL HER EXPENSES TO THE CAPITAL CONGRATULATIONS
AND BEST WISHES FOR A VERY SUCCESSFUL SHOW

CAROL NASHE DIRECTOR OF CHAROL NASHE AGENCY

3 489 COMMONWEALTH BOSTON TEL 617/266-0068.

The White House
Washington

1968 FEB 23 PM 7 10

WA155 PD

BOSTON MASS 23 415P EST

MRS LYNDON JOHNSON

THE WHITE HOUSE

THE FIRST FASHION SHOW AT THE WHITE HOUSE UNDER YOUR DIRECTION
AND YOUR REQUESTS FOR DONATED MODELS TIME PROMPTS THIS WIRE. WE
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[4 of 5]

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TRANSPORTATION AND ALL HER EXPENSES TO THE CAPITAL CONGRATULATIONS
AND BEST WISHES FOR A VERY SUCCESSFUL SHOW

CAROL NASHE DIRECTOR OF CHAROL NASHE AGENCY

3 489 COMMONWEALTH BOSTON TEL 617266-0068.

THE WHITE HOUSE
SOCIAL CORRESPONDENCE

1968 FEB 24 AM 10 45

~~Deana~~ ^{pay her for} ~~lawyer~~ ^{people}

* Cele Bryant* - 784 Columbus Ave

(mild to moderate) 1014 left wrist

X Vera Gavansky

X Many Low Crowley 505 E. 82nd St.
236 E

x Karen Talbot - 236 E 36th

x Anne Perkins

✓ (Mrs David Evans)
w/ Eleanor

China Machado

191 Madison Ave Carter

~~Fane Guy~~

X Natalie Gittelson

Nancy White (pink)
FI-8-5766 (pink)

203 Am 83209

* 10 pm Tue shuttle
on Laguna

X ~~17~~ 17 models (2 negro models)

X on 7pm

shuttle Wed.

night or 6.30 Am (first)

(have a bus

meet)
I take baggage to
hotel)

THE WHITE HOUSE

WASHINGTON

I am calling to invite you to a luncheon Mrs. Johnson is having on Thursday, at 1 pm here in the White House for the Governors wives. As you know, we are planning to have a fashion show and Time and variety ~~dictates~~ will dictate how many fashions will be on the runway. Mrs. Johnson would be very pleased if you could join them for the luncheon

Fashion is the motivating force behind the selling and buying of cars, homes, furniture, appliance, food, cosmetics, business machines, and flying machines.

despite the millions spent to develop the ~~fx~~ plus of performance and fibers and finishes, fashion is still the ~~the~~ for buying apparel. Fashion is the reflection of the lives we lead and the way we live them, and fashion has been the single most important propellant to our higher standard of living. . . . increasing referred to as America's style of living.

To those of us who know it the garment industry is fascinating for it represents the greatest concentration of creative, technical and managerial talent to be found anywhere in the world. ~~Nox~~

From a speech by Shirley Goodman

Fashion Institute of Tech. Exec Vice Pres. ♪

Hosea Devaron Boston, Mass
(50)

262-3500

Sunday March 24 (A)

Monday March 25 "Tour"

Mr Winston, ~~Leading~~ (K)

Mr Boupart (Tickets) (K)

~~Adrian~~ ~~Adrian~~ ~~Steckling~~ (A)

Donna Hecksher (C)
2252 Hall Pl. N.W.
Dresser. Father George
Hunt, Life Magazine

(East 4th)
Jean Paul 5 PM. Hair Dresser
Stanley Miller 12 noon Musician,

Marshall Coker

Mrs Bonilla (K)

THE WHITE HOUSE
WASHINGTON

February 26, 1968

MEMORANDUM FOR THE GARAGE

From: Bess Abell

On Tuesday, February 27, we need a van truck to go to New York City and pick up the following:

1. A painting for the Curator's Office

at Mr. Robert Hounigriner
160 East 55th Street
New York, New York
telephone PL 3-0176

between 4:00 and 5:00

2. The truck needs to be at Eleanor Lambert Inc,
23 East 57th Street (13th floor) at 6:00 pm. --
not any earlier, because items will not be ready.

Merchandise can be left on the truck over night at the garage. Please deliver to the Northwest Gate, Service Entrance at 8:00 am. , on Wednesday, February 28. Item no. 1 should be taken to the Curator's Office, and the rest of the merchandise placed in the Queens and Lincoln Rooms. (Someone from PRS will inspect merchandise at the C-3 entrance.)

I think it necessary for two men to go up, as the packing crates for the clothes are quite large, 5' x 3' x 2'.

THE WHITE HOUSE
WASHINGTON

The painting to be picked up in New York on Tuesday February 27th will be at a different address due to the time the driver will be there.

The new address is:

Mr. Robert Hounigriner
3240 163rd Street
(corner of 33rd Ave and 163rd St.)
FLUSHING, New York

Curator's Office

THE WHITE HOUSE
WASHINGTON

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PRESS LIST FOR FASHION LUNCHEON

Nancy White
Eleanor Lambert *ok*
Nina Hyde
Elenie *Epstein*
Dorothy LeSeuer

Frances Lewine
Helen Thomas

Nancy Dickerson - ~~XXX~~ NBC
Marya McLaughlin - CBS
Barbara Coleman - WMAL - and could feed to ABC network
(besides she covers us a lot more than Marlene Sanders)

Women's Wear Daily - Eugenie Sheppherd - or Kandy Schuman
New York Times - Charlotte Curtis or Patricia Peterson or Myra McPherson
(but Myra is more interested in covering rehearsal)
Frances Koltun - Mademoiselle *For Friday story.*
Glamour -
~~Vogue - Diana Vreeland~~
McCall's - Chris Sadler or - *Virginia Steele*
Ladies' Home Journal -
LIFE - Cissy Morrissey or Sally Kirland or Shana Alexander
LOOK - Joanne Zill

Bess wants to keep list to 15 - don't see how we can cut any more

Left off earlier list -

Winzola McLendon
Barbara Trister
Peg Zwicker - Chicago Daily News
Karen Klinefelter - who says Dallas Morning News VERY EXCITED about
this story - for obvious reasons - Neiman Marcus etc
Ruey Messenger
Mrs. Robert Short - Discover America
Marlene Sanders - ABC New York

HARPER'S
BAZAAR

NANCY WHITE, EDITOR

fel

April 3, 1968

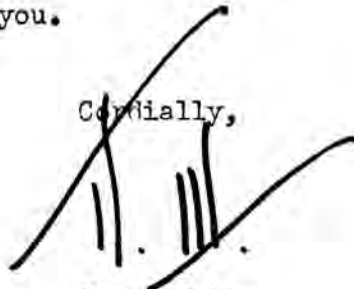
Miss Carol Carlyle
The White House
Pennsylvania Avenue
Washington, D.C. 20500

Dear Miss Carlyle:

It was so thoughtful of you to send me the
photographs and I can't tell you how much I appreciate
it. It was a great thrill for me to be "Behind the
Scene at the White House" and I shall never forget it.

My best to you.

Cordially,



Nancy White

NW/pd

Cut to 15
but check with day
first

for fashion show guests:
committee

Eugenia Sheppherd *writer for WWD*

Nancy Shuman, WWD

Nancy Dickerson, nbs

Marya McLaughlin, cbs

Charlotte Curtis, *NY Times*

~~Christina~~ Pat Selden, Christian Science Monitor

~~Barbara~~ Trister, fashion coordinator -- ?

~~Pat~~ Zwickler, Chicago Daily News *lover*

could cut Winzola Melendon, has been covering fashion group meetings

Marle E Sanders, ABC

~~Barbara Coleman, WMAI~~

Frances Koltun, mademoiselle *Travel Editor*

someone from, glamour

~~Edith Raymond Locke~~

Christine Sadler, mcealls *could alt*

Karen Klinefelter, dallas morning news *Lain Trudy Direct*

very interested in covering - could cut for lunch

Beard V. McLeod, Vogue

Cissy Morrison, Life

Sally Kirkland & Shana Alexander

Bess--also nice time to have

~~ruay messenger from garfinckel's~~

Mrs. Robert Short, whose husband heads "Discover America"

Frome, *newspaper*, AP

Helen Thoms, UPI

Joanne Ziel of Look

Nancy White

Elini

Nina Hyde

Dorothy Le Sueur

Eleanor Lambert

30 designers

(map)

Cut to 15
but check with Liz
first

for fashion show guests:

committee

Eugenia Sheppard ^{writer for WWD}

Nancy Shuman, WWD

Nancy Dickerson, nbs

Marya McLaughlin, cbs

Charlotte Curtis, ~~NY Times~~ ^{Walden}

~~xxxxxxx~~ Pat Selden, Christian Science Monitor

Barbara Trister, fashion coordinator -- ?

~~Pat Swicker, Chicago Daily News~~ ^{Eden}

Winzola Melendon, has been covering fashion group meetings

Marlene Sanders, ABC

Barbara Coleman, wmal

Frances Koltun, mademoiselle

someone from, glamour

Edith Raymond Locke

Ex Editor of

Fashion & Beauty

Christine Sadler, mcall's

Karen Klinefelter, Dallas Morning News

~~Deana V. Ireland, Vogue~~

~~Cessy Morrissey, Life~~

Sally Kirkland or Shana Alexander

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Eleanor Lambert

30 designers

(map)

LYNDON BAINES JOHNSON LIBRARY AND MUSEUM

2313 RED RIVER
AUSTIN TX 78705

Phone: (512) 721-0199
FAX: (512)-721-0171

ARCHIVES TRANSFER TO MUSEUM

Transferred from:

Archives
LBJ Library and Museum

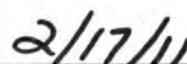
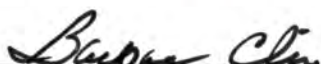
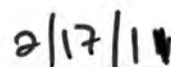
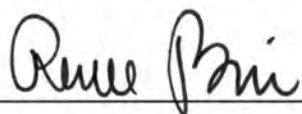
The object(s) described below is released from the archive collection of the Lyndon Baines Johnson Library and Museum to the museum.

Description of object(s):

30.5" x 30.5" "Discover America" banner used for a White House Fashion Show on February 29, 1968. Banner is painted with tempura paint in red, blue and white, and on thin paper. The design was also used to create scarves for the guests in attendance.

Purpose:

Banner was folded and located in a legal-size archives folder, but it did not fit the folder properly. It was decided that the banner should be transferred permanently to the LBJ Library museum collection.

Released from Archives by:**Date****Received by the Museum:****Date****Returned to Archives:****Date**



Original transferred
to Museum 2/17/11

THE WHITE HOUSE

[1 of 14]

*Please wear your hand screened scarf today
Tomorrow, frame it or pack it away.
Within a month we'll send to you
A color fast one to wear in lieu.*

[2 of 14 thru 14 of 14
(identical cards in envelope)]

February 26, 1968

MEMORANDUM FOR THE USHERS OFFICE

From: Carol Carlyle

In preparation, and for the fashion show on Thursday, February 29, we will need the following:

WEDNESDAY, February 28 The Queens Room and Lincoln Room will be used for fitting and altering clothes.

1. 1 extra full-length mirror (other than one in Queens Room and One in Lincoln Room).
2. 2 ironing boards and irons.
3. At least, three and possible 4 standup lights in each room.

(this equipment can be moved out and into the Ladies Dressing Room and Blue Rooms on Thursday)

THURSDAY, February 29. The ladies dressing room on ground floor will be used by the models for makeup and clothes changing.

1. Please add as many makeup tables with mirrors and lights as possible .
2. There should be empty clothes racks in dressing room. All furniture, execept round table should be removed (have talked with Mr. Carter about this).

Full Dress Fashion Show Rehearsal will take place from 9:00 to 11:00 on Thursday morning in the Blue Room.

1. 3 full length mirrors placed along East side of Blue Room.
2. 4 Standup lights placed around Blue Room.

3. 2 ten-foot tables (Blue Room)
4. The racks of clothes moved down from the Queens and Lincoln Rooms to the Blue Room.

I have discussed all of the above with both Mr. Carter and Rex Scouten.

cc to:
Rex Scouten
M. O. Carter

Questions for Nina

Please tell all Models to
bring robes + slippers.

Do your models have hair
pieces -- please bring
N.Y. models are.

What do models eat for
lunch -- Soup - Celery -
sandwiches & ice
soft drinks?

How many should we order
lunch for

WADAILNEWS

0

WADAILNEWS

PRESS022 (58)LA170

L SXA071 NL PD 2 EXTRA SX LOS ANGELES CALIF 21

MRS NINA HYDE, FASHION EDITOR

WASHINGTON DAILY NEWS WASHDC

IT IS PROFOUNDLY TO BE HOPED THAT FEBRUARY 29 WHITE HOUSE FASHION
SHOW WILL REFLECT NOT ONLY NEW YORK'S OUTSTANDING SEVENTH
AVENUE DESIGNERS AS REPORTED EUGENIA SHEPPARD COLUMN BUT WILL
INCLUDE DESIGNERS FROM CALIFORNIA WHOSE CONTRIBUTIONS FROM
SPORTSWEAR TO COUTURE HAVE BROUGHT RECOGNITION AND PRESTIGE
TO THE AMERICAN FASHION INDUSTRY. REGARDS

MARJORIE CARNE EXECUTIVE DIRECTOR CALIFORNIA FASHION CREATORS.

WADAILNEWS

PRESERVATION COPY

THE WHITE HOUSE
WASHINGTON

Nina, Eleni + Dorothy
will go to N.Y. on
Friday 23 -- 9:00
Shuttle.

Needs Transportation
for the Day:

George Payne
Woodward & Lothrop
Runway lights also

THE WHITE HOUSE
WASHINGTON

TO: Barbara Keehn

FROM: The Curator's Office

We have a framed painting which has been in New York for restoration and cleaning and which is now ready to be returned to us.

We would like to have it picked up on Tuesday, February 27th when a panel truck will be going to New York for your office.


The painting is at the following address:

Mr. Robert Hounigriner
160 East 55th Street
New York, New York

and his telephone number is PL 3-0176

If possible, Mr. Hounigriner would like to have the painting picked up in the morning. (If the driver is not able to do this, will you please contact me so that I can contact Mr. Hounigriner).

THANK YOU !

A handwritten signature in cursive script, appearing to read "Betty", with a horizontal line underneath.

See the USA— The Johnson Way

By Mary Strasburg

Washington Post Staff Writer

The fashion show has become an instrument of economic policy.

For the first time in history the White House will be the setting for a fashion show to be staged Feb. 29 by Mrs. Lyndon B. Johnson for an audience of governors' wives. The stated purpose of the show: stimulate travel in America and reduce the gold drain.

"This will be our own form of gold digging," says Elizabeth Carpenter, Mrs. Johnson's press secretary.

"The President is concerned about the gold drain and we want to help him reverse it by encouraging Americans to spend their money at home this year and by making the United States more attractive to foreign visitors."

A fashion show presenting America fashions against a backdrop of scenic America color slides was Mrs. Johnson's idea as a way to entertain the governors' wives and at the same time underscore the administration's policy of "Discover America."

Mrs. Johnson stressed that the clothes be wearable, not weird. In initial discussions it was hoped that the emphasis would be on travel clothes with props such as suitcases and cameras to give "hard sell" to the travel theme.

In New York where a committee of fashion editors is making final selections for the show, a slightly different aspect to the show became apparent.

Designers see the show not as a spur to American travel but as a breakthrough for the American fashion industry. "It is a marvelous step to show the best of American fashion in such an impressive, non-commercial setting as the White House,"

said Designer Chester Weinberg. "I certainly hope that I represent the best of American fashion and I will be in it."

Bill Blass, another designer, says that "it is a long time dream to show American fashion in the White House. I would hope it could be for a larger audience than just the governors' wives."

Nancy White, editor of Harper's Bazaar and chairman of the selection committee, recognizes that Mrs. Johnson wants the show to stress "Discover America" and says the committee will try to do just that.

"Mrs. Johnson's invitation to do the White House show is one of the greatest things that ever happened to American fashion and everyone is very anxious that it be a success," she added. "The designers are altruistic and no one is grinding any axe."

But at least one telegram has been received by a committee member asking that certain designers be recognized.

Marge Carne, executive director of the California Fashion Creators, hopes that in addition to New York's designers the show "will include designers from California whose contributions from sportswear to couture have brought recognition and prestige to the American fashion industry."

Others members of the selection committee include Eleanor Lambert, fashion publicist; fashion editors Dorothy LeSueur of The Washington Post; Eleni Epstein of The Washington Star and Nina Hyde of the Washington Daily News.

The show is being held in conjunction with National Governors' Conference, Feb. 28-March 1.

~~will not~~

1st 6 v show Rex & Olene
Scarf. -- Middle End=Evening

have Rex do scarf.

~~Hona Syde -~~

1/ Single Rocks -

Nina bring
in there

2 rocks in ladies mus.

~~3 x 10" 2 tables ?~~

2 full length mirrors - none

stand up lights in Queen Room -
Ineels & Blue

4 mirrors + 4 chairs Rex

2 ~~2~~ ironing boards

~~Rex~~ Oshers

~~1 sewing machine~~

4 3. Jitters -

Frankie Weleh. - dresser
Nancy will bring 2 dressers

Luggage, Camera, Map,

Stop Watch

Hair dressers - 2 Dorothy
Names of designers Eleni
" " Models "

THE WHITE HOUSE

WASHINGTON

Barbara:

When you next talk to Bess -- Frankie Welch called and has a problem she needs solved by Friday noon.

Would Bess like her to have printed on the scarves for the Governors' wives, "The White House, February, 1968"? (She thought this would make them more of a collector's item),

They are going to start printing the scarves tomorrow afternoon, and that has to be stenciled onto the design before they are run off.

When you get the answer, could you call Frankie at 548-2404?

Thanks much.

Marcia

no
per
Bess
2/15/68

Committee -

Nancy White

Ellenar Lambert

Nina Hyde 2

Eleni 1

Norothy Losoun 3.

~~Frankie W.~~

E ~ 200 0Y - Cy ~ 60
50 pines

2. 2. 1. N.Y. ~ 27
2. 9 ~ 2 EY ~
5 ~ 29th 2 ~ EY.

Y 8 on ~ 2 ~ 2 + R ~
1 sewer ~ 2 ~

lights in 2 + R room

2 Dressing rooms - Both

1st st.

Blue Room - Hanging room.

mirror long L

long tables with mirror

Music - 30 minutes

all Cabinet
Lynda -
Committee
List of designers

Rita & Selma

Clothes Rack - Mayflower Hotel
4 racks & Mr. Odom

Fashion is the motivating force behind the selling and busing of cars, homes, furniture, appliances, food, cosmetics, business-machines, and flying machines, ~~Despite the xxx~~ despite the millions spent to develop the plus of performance, fibers, and finishes, fashion is still for buying apparel. Fashion is the reflection of the lives we lead and the way we live them, and fashion has been the single most important propellant to our higher standard of living.... increasingly referred to as America's style of living.

To those of us who know it, the garment industry is fascinating for it represents the greatest concentration of creative, technical and managerial talent to be found anywhere in the world.

From a speech by Shirley ~~Godd~~ Goodman -- Fashion Institute of Tec. -- Exec. Vice Pres.

WHITE HOUSE SHOW LINEUP

MODEL

DESIGNER

DESCRIPTION

(2) Joan Umbrell

ROXANE FOR
SAMUEL WINSTON

BLUE LINEN DRESS & NKT
WITH RED PIPING
blue belt

(5) Diane
Diane BB

HENRY FRIEDRICKS

~~Diane~~ ~~dress~~
white linen
sailor dress

RED CANVAS RAINCOAT
white umbrellas w/
scarf tied to it

(1) Helen
white

MONTE-SANO

RED/WHT DOT COTTON SUIT
WITH WHITE CHIFFON BLSE

(3) Denise Linden

RAELSON

KIMBERLY

WHITE WOOL FLANNEL CAPE
OVER
RED KNIT DRESS & Coat

(4) Ruth

Galanos

White Coatdress

(17) Mozella

SEYMOUR FOX

WHITE WOOL DRESS AND
STOLE

P Judy Hinman

MALLORY

WHITE LEATHER JACKET OVER
NAVY/RED DRESS

(18) Bonnie

ELLEN BROOKE

WHITE LINEN JACKET OVER
RED/NAVY SKIRT & BLOUSE
WHITE BELT

15 Jenny

MODELIA

WHITE LINEN COATDRESS

(8) Rene Hunter

JACQUES TIFFEAU

NAVY SLEEVELESS COTTON
COAT OVER WHITE DRESS

(7) Lynda Hatch

SEYMOUR FOX

NAVY WOOL COAT, WHITE
BELT OVER
WHITE WOOL DRESS

(9) Tori

MARQUISE

NAVY/WHITE PLAID WOOL
COAT OVER WHITE WOOL
DRESS, BELT

16 ~~Carol Hunter~~
Jan Gally

GEOFFREY BEENE

RED LINEN JACKET, WHITE BELT,
OVER WHITE LINEN SKIRT

KIMBERLY

RED KNIT SLEEVELESS DRESS

(14) Judy Lawrence

CHARLES KLEIBACKER NAVY WOOL KNIT CAPE OVER
WHITE 2 PCE DRESS, RED SASH

(6) Judy Dennis

ORIGINALA

NAVY/RED/WHITE PLAID WOOL
COAT OVER WHITE WOOL DRESS,
BELT

(13) ~~Tori~~
Pao Mori

KASPER

NAVY/WHITE TICKING SUIT,
NAVY DOTTED SWISS BLOUSE

(12) Furantley

OSCAR DE LA RENTA RED/WHITE PRINT COTTON
EMBOSSED COAT & DRESS WITH
NAVY TRIM

(14) J. Larrick

JACK SARNOFF

NAVY/WHITE DOT COTTON GABARDIN
3 PCE SUIT WITH WHITE CREPE
BELT - WHITE PATENT BELT

(20) Madelon

MR. MORT

WHITE LINEN DRESS WITH RED,
WHITE BLUE PRINT SKIRT, BLUE
BELT

(22) Gloria

WHITE STAG

RED/WHITE STRIPE SHIRT, WHITE
COTTON GABARDINE CULOTTE

WHITE STAG

NAVY/WHITE STRIPE SHIRT OVER
BLUE COTTON SLEEVELESS SHIRT
WHITE SHARKSKIN CULOTTE

WHITE STAG

NAVY/WHITE TERRY CLOTH SHIRT
WHITE SHARKSKIN SLACKS

WHITE STAG

NAVY TERRY CLOTH COVER-UP
ZIPPER FRONT

(23) Cary Wink

BONNIE CASHIN

TAUPE LEATHER PANTS & TUNIC
RED/NAVY PIPING, BLUE COTTON
TURTLENECK

~~Nozella~~~~GINORI~~~~NAVY MATTE PLASTIC BLAZER OVER
WHITE COTTON GABARDINE PLEAT SKIRT~~(21) ~~Justin Harrison~~
Helen

HADLEY

RED SWEATER OVER WHITE SHIRT, NAVY
PLEAT SKIRT(19) Jay Wong
~~at~~
~~Marceline~~LUBA FOR
ELITENAVY LINEN JACKET OVER WHITE
CREPE SHIRT, PLAID SKIRT, RED TIE~~Booth~~~~DEANNA LITTELL WHITE LINEN DRESS, RED, NAVY TRI~~~~Jan Kelly~~~~HANNAH TROY~~~~WHITE SILK JACKET OVER RED, WHITE
NAVY DRESS~~~~Geoffrey Beene~~

GEOFFREY BEENE

WHITE COTTON VEST, RED COTTON
MIDI SKIRT

NAT KAPLAN

RED/WHITE/BLUE PRINT SILK CREPE
PLEATED PAJAMA~~Lynette Hinch~~
Sheri

RUDI GERNREICH

BLACK/WHITE PRINT SILK TOP
OVER RED/WHITE PRINT DIAPER
PANTS

Helen

B. H. Wrayge Red/White
Print long coat
over Culotte

SCENE II - DAYTIME - TRAVEL

~~FOR~~
~~ORIGINALA~~~~PONY PRINT CANVAS RAINCOAT~~

(68)

~~Carol~~
~~gamel?~~

AQUANALA

YELLOW CANVAS RAINCOAT

(69)

Haworth

MAINSTREET

WHITE VINYL RAINCOAT WITH BLACK
FLOWERS, BLACK PATENT BELT

(20)

Purd

~~MAINSTREET~~~~BLACK VINYL RAINCOAT WITH WHITE
PATENT BELT~~~~Galanes~~

Black/white linen dress & jkt

(21)

Ken Golly

~~XXXXXXXX~~~~XXXXXXXX~~

ADELE SIMPSON

BLACK CREPE SLEEVELESS COAT OVER
BLACK/WHITE POLKA DOT DRESS~~Qualy~~~~Galanes~~~~Black/white linen dress & jkt~~
~~belk bise~~

(22)

Jay

JOHN KLOSS

WHITE LINEN COAT OVER BLACK JERSEY
DRESS WITH WHITE TRIM & BORDER

(24)

Toni

GUSTAVE TASSELL

BLACK LINEN COAT OVER WHITE
LINEN DRESS

(22)

Dress

TEAL TRAINA

BLACK/WHITE STRIPE DRESS & JACKET
WHITE COLLAR & BELT

Frank
toni
Jerry SILVERMAN
Clarinet

WHITE/GREEN STRIPE COTTON DRESS
& JACKET, BELT
Brown/white print cotton coat/dress
Brown/white check cotton
Suit - white blouse

43 Madeline
ELLEN BROOKE

~~XXXXX~~ ORANGE LINEN JACKET OVER
GREEN LINEN DRESS

35 Pat Mori
KIMBERLY

BROWN KNIT 3 PCE SUIT, WHITE
TOP

36 Yoko Dauterment
BILL BLASS

~~White wool jacket over~~
~~black skirt~~
WHITE/BROWN PLAID WOOL COAT OVER
BROWN SILK DRESS

Gloria
ABE SCHRADER

PINK COTTON OTTOMAN JACKET OVER
BLACK SKIRT

CHESTER WEINBERG

WHITE COTTON PIQUE SLEEVELESS
SUIT, BEIGE SHIRT

39 Linda?
HARVEY BERIN

BEIGE LINEN JUMPER, WHITE CREPE
SHIRT, BELT

38 Ann?
ADOLFE ZELINKA

GREY LINEN SLEEVELESS SUIT, WHITE
POLKA DOT BLOUSE

Diane
JERRY SILVERMAN

GREY SLEEVELESS SUIT, WHITE CREPE
BLOUSE, BELT

(40) Judy L

Peggy Parker

REMBRANDT

BLACK LINEN DRESS, WHITE
LINEN TUNIC TOP

MOLLIE PARNIS

GREEN/WHITE PRINT VEST & SKIRT
OVER GREEN SILK CULOTTE DRESS

ANNE FOGARTY
TRAVEL CLOTHES
PRICE RANGE

NAVY/WHITE PRINT BANLON DRESS
SASH

\$23.75 - \$39.75 WHOLESALE

ANNE FOGARTY

BLACK/WHITE PRINT BANLON DRESS

ANNE FOGARTY

BROWN/BLACK/WHITE PRINT BANLON
DRESS

ANNE FOGARTY

BROWN/WHITE/BLACK PRINT BANLON
DRESS

ANNE FOGARTY

BROWN/NAVY/WHITE PRINT BANLON
DRESS

Bonnie

MISTER PANTS

BROWN VOILE WRAP SHIRT OVER
WHITE KNIT BIKINI AND PANTS

Bonnie

GINORI

WHITE CHINO BUSH JACKET OVER
WHITE SHIRT, TAUPE SLACKS

SCENE III - LATE DAY, AT-HOME

ELLEN BROOKE

GREEN/WHITE PRINT SILK SUIT,
WHITE SILK SCARF

ANDREW WOODS

GREEN/PINK/BLACK PRINT SILK
DRESS, BLACK PATENT BELT

Yolande

BILL BLASS

ORANGE PRINT SILK CRINKLE COAT
OVER YELLOW DRESS~~GUSTAVE TASSERL~~~~SHORT YELLOW BRAIDED DRESS~~MARIE MCCARTHY
FOR LARRY ALDRICHPINK SILK EMBROIDERED DRESS,
GREEN SASH

Harriet

BILL BLASS

PINK PRINT SILK CRINKLE TUNIC
OVER PAJAMAS

Pamela

B.H. WRAGGE

GREEN/PINK PLAID SLEEVELESS LONG
COAT OVER MATCHING CULOTTES WITH
WHITE SHIRT, PINK SASH~~B.H. WRAGGE~~~~RED/WHITE PRINT LONG SLEEVELESS
COAT OVER MATCHING CULOTTES WITH
WHITE SHIRT, RED SASH~~

Tutti

PATTULLO-JO COPELAND BLACK/WHITE/PINK SILK CREPE
DRESS WITH MATCHING STOLE

JR. SOPHISTICATES WHITE CREPE SLEEVELESS DRESS
BROWN/WHITE HEM & SASH

TRAVILLA BEIGE SILK CREPE ALL OVER
PLEAT DRESS

ADRI WHITE SILK CREPE SHORT DRESS

Jan Golley

ADELE SIMPSON WHITE LINEN SCALLOP DRESS & JKT

ANNE FOGARTY WHITE COTTON PIQUE DRESS, RUFFLE
SKIRT

GINORI WHITE COTTON EMBROIDERED DRESS,
LACE TRIM, SELF SASH

SPORTWHIRL BLUE/WHITE GINGHAM BLOUSE &
MIDI SKIRT, LACE TRIM, SELF SASH

ULLA

NAVY/WHITE COTTON VOILE SMOCK DRESS

BILL BLASS

WHITE LINEN MAXI COAT OVER SHORT
LACE AND LINEN DRESS

Helen

BILL BLASS

WHITE SILK COATDRESS WITH BLACK
LACE TRIM

KASPER

WHITE ORGANDY WITH NAVY DOTS DRESS
NAVY SATIN SASH

KASPER

NAVY ORGANDY WITH WHITE DOTS DRESS
WHITE SATIN SASH

SLOAT

WHITE SHIRT WITH BLACK/WHITE PLAID
LONG SKIRT

BILL BLASS

WHITE SILK CREPE JACKET OVER BLACK
SILK PANTS

Fran & Lucy

OSCAR DE LA RENTA

BLACK LINEN MIDI JUMPER OVER
WHITE ORGANDY RUFFLE BLOUSE

JEUNESSE

GREY ORGANDY MIDI DRESS, YELLOW
SASH

Diane

Adolfo

Flower skirt

SCENE IV - EVENING FINALE*Denise Sabini*

GEORGE HALLEY

RED/BLUE FEATHER PRINT DRESS
WITH MATCHING SHEER COAT

MALCOLM STARR

RED/BLUE PRINTED SILK ORGANZA
DRESS, JEWEL NECKLACE & WRISTS

MALCOLM STARR

CORAL ALL OVER EMBROIDERY SILK
ORGANZA*Lynda Hark*

MOLLIE PARNIS

WHITE/YELLOW BEADED DRESS, WHITE
ORGANZA SKIRT

SARMI

GREEN SILK ORGANZA, JEWEL
BODICE, WHITE SASH*Denise*

GEORGE HALLEY

MISTY GREEN CHIFFON DRESS, JEWEL
BODICE AND JACKET

GEORGE HALLEY

GREEN/PURPLE PLAID CHIFFON DRESS,
JEWEL SASH & STRAPS, STOLE*Joan*

SAMUEL WINSTON

WHITE SILK ORGANZA SHIRTWAIST WITH
SEQUIN PLAID & BELT

OSCAR DE LA RENTA

RED/PURPLE/GREEN/YELLOW PLAID
SILK ORGANZA WITH BLACK RIBBON
STRAP, MATCHING STOLE

Toni

GUSTAVE TASSELL

PINK LONG COAT OVER BLACK LACE
PANTS & WHITE SILK BLOUSE

Harriet

MALCOLM STARR

BLUE/PURPLE FLORAL PRINT SILK
SHIRTWAIST WITH PURPLE VELVET BELT

Gay Wong

LEO NARDUCCI

BROWN/BLACK/WHITE COTTON PRINT
LONG DRESS WITH MATCHING UMBRELLA,
PATENT BELT

Bonnie

GEOFFREY BEENE

WHITE SILK ORGANZA BODICE, BLACK/
WHITE CHECK SKIRT, WHITE EMBROIDERED
FLOWERS, GREEN VELVET BELT

Shou

DONALD BROOKS

RED/WHITE/BLUE SILK CREPE DRESS,
BLUE VELVET SASH~~GEORGE HALLEY~~~~BLUE/WHITE SILK PRINT DRESS, BLUE
LACE BODICE~~

Madeline

MALCOLM STARR

WHITE COTTON PIQUE DRESS WITH
BLUE RIBBON STRIPES, MATCHING
JACKET

~~OSCAR DE LA RENTA~~

AQUA/WHITE EMBROIDERED ORGANZA
DRESS WITH MATCHING COAT

Peggy

MOLLIE PARNIS

YELLOW/WHITE STRIPE SILK ORGANZA
SHIRTWAIST, SELF SASH

Pat Mori

HANNAH TROY

YELLOW PLEATED SILK CHIFFON
DRESS, YELLOW BELT

Judy Dennis
or
Toni

GAYLE KIRKPATRICK

WHITE LINEN SHIRTWAIST WITH
BURGANDY VELVET BELT

~~Betty~~

GEOFFREY BEENE

WHITE EMBOSSED COTTON LONG DRESS
WITH SELF BELT

DONALD BROOKS

WHITE CREPE 2 PCE LONG DRESS
PEARL BELT

Judy Dennis

MALCOLM STARR

WHITE CREPE SHIRTDRESS WITH
JEWEL CUFFS & NECKLINE

~~Helen~~

JOHN MOORE

WHITE SILK CREPE DRESS, HALTER
NECKLINE

Jan Guley

STAVROPOLOUS

WHITE SILK CREPE TOGA DRESS

SARMI

RED/WHITE/BLUE LONG PLEATED
CHIFFON

Joan

SAMUEL WINSTON

WHITE COTTON LACE LONG DRESS
WITH GOLD BUTTONS, WHITE SATIN
BELT

MOLLIE PARNIS

WHITE SILK ORGANZA DRESS WITH
JEWEL MIDRIFF

Gloria Kirby

CHESTER WEINBERG

WHITE NET MIDI DRESS WITH VIOLET
APPLIQUED SKIRT, GREEN SASH

Jenny

CHESTER WEINBERG

WHITE NET STRAPLESS DRESS WITH
WHITE NET COAT APPLIQUED WITH
FLOWERS, SHITE SATIN SASH

Evan

OSCAR DE LA RENTA

WHITE SILK ORGANZA WITH YELLOW
DAISY APPLIQUE, MATCHING STOLE

Mr Dorothy Le Sueur
3548 Dodd St. N.W.
Wash, D.C. 20007

- send Monday - REA express
Spec. Delivery

- send back by Emery Air Freight

~~Double breasted; short
length coat~~

- 3/4 - coat -

WHITE HOUSE SHOW LINEUP

MODEL

DESIGNER

DESCRIPTION

ROXANE FOR
SAMUEL WINSTON

BLUE LINEN DRESS & SKIRT
WITH RED PIPING

HENRY FRIEDRICKS

RED CANVAS RAINCOAT

MONTE-SANO

RED/WHT DOT COTTON SUIT
WITH WHITE CHIFFON BLSE

RAELSON
KIMBERLY

WHITE WOOL FLANNEL CAPE
OVER
RED KNIT DRESS

SEYMOUR FOX

WHITE WOOL DRESS AND
STOLE

MALLORY

WHITE LEATHER JACKET OVER
NAVY/RED DRESS

ELLEN BROOKE

WHITE LINEN JACKET OVER
RED/NAVY SKIRT & BLOUSE
WHITE BELT

MODELIA

WHITE LINEN COATDRESS

PRESERVATION COPY

JACQUES TIFFEAU

NAVY SLEEVELESS COTTON
COAT OVER WHITE DRESS

SEYMOUR FOX

NAVY WOOL COAT, WHITE
BELT OVER
WHITE WOOL DRESS

KIMBERLY

MARQUISE

NAVY/WHITE PLAID WOOL
COAT OVER WHITE WOOL
DRESS, BELT

GEOFFREY BEENE

RED LINEN JACKET, WHITE BELT,
OVER WHITE LINEN SKIRT

KIMBERLY

RED KNIT SLEEVELESS DRESS

CHARLES KLEIBACKER

NAVY WOOL KNIT CAPE OVER
WHITE 2 PCE DRESS, RED SASH

ORIGINALA

NAVY/RED/WHITE PLAID WOOL
COAT OVER WHITE WOOL DRESS,
BELT

KASPER

NAVY/WHITE TICKING SUIT,
NAVY DOTTED SWISS BLOUSE

PRESERVATION COPY

OSCAR DE LA RENTA RED/WHITE PRINT COTTON
EMBOSSSED COAT & DRESS WITH
NAVY TRIM

JACK SARNOFF NAVY/WHITE DOT COTTON GABARDINI
3 PCE SUIT WITH WHITE CREPE
BLS~~E~~ - WHITE PATENT BELT

MR. MORT WHITE LINEN DRESS WITH RED,
WHITE BLUE PRINT SKIRT, BLUE
BELT

WHITE STAG⁺ RED/WHITE STRIPE SHIRT, WHITE
COTTON GABARDINE CULOTTE

WHITE STAG NAVY/WHITE STRIPE SHIRT OVER
BLUE COTTON SLEEVELESS SHIRT
WHITE SHARKSKIN CULOTTE

WHITE STAG NAVY/WHITE TERRY CLOTH SHIRT
WHITE SHARKSKIN SLACKS

WHITE STAG NAVY TERRY CLOTH COVER-UP
ZIPPER FRONT

BONNIE CASHIN TAUPE LEATHER PANTS & TUNIC
RED/NAVY PIPING, BLUE COTTON
TURTLENECK

GINORI	NAVY MATTE PLASTIC BLAZER OVER WHITE COTTON GABARDINE PLEAT SKIRT
HADLEY	RED SWEATER OVER WHITE SHIRT, NAVY PLEAT SKIRT
LUBA FOR ELITE	NAVY LINEN JACKET OVER WHITE CREPE SHIRT, PLAID SKIRT, RED TIE
DEANNA LITTELL	WHITE LINEN DRESS, RED, NAVY TRIM
HANNAH TROY	WHITE SILK JACKET OVER RED, WHITE NAVY DRESS
GEOFFREY BEENE	WHITE COTTON VEST, RED COTTON MIDI SKIRT
NAT KAPLAN	RED/WHITE/BLUE PRINT SILK CREPE PLEATED PAJAMA
RUDI GERNRICH	BLACK/WHITE PRINT SILK TOP OVER RED/WHITE PRINT, DIAPER PANTS

PRESERVATION COPY

SCENE II - DAYTIME - TRAVEL

ORIGINALA PONY PRINT CANVAS RAINCOAT

AQUANALA YELLOW CANVAS RAINCOAT

MAINSTREET WHITE VINYL RAINCOAT WITH BLACK
FLOWERS, BLACK PATENT BELT

MAINSTREET BLACK VINYL RAINCOAT WITH WHITE
PATENT BELT

~~XIXRXOM~~ ~~WHITKX~~

ADELE SIMPSON BLACK CREPE SLEEVELESS COAT OVER
BLACK/WHITE POLKA DOT DRESS

JOHN KLOSS WHITE LINEN COAT OVER BLACK JERSEY
DRESS WITH WHITE TRIM & BORDER

BLACK COAT OVER WHITE

TEAL TRAINA BLACK/WHITE STRIPE DRESS & JACKET
WHITE COLLAR & BELT

PRESERVATION COPY

JERRY SILVERMAN

WHITE/GREEN STRIPE COTTON DRESS
& JACKET, BELT

ELLEN BROOKE

~~ELLEN~~ ORANGE LINEN JACKET OVER
GREEN LINEN DRESS

KIMBERLY

BROWN KNIT 3 PCE SUIT, WHITE
TOP

BILL BLASS

WHITE/BROWN PLAID WOOL COAT OVER
BROWN SILK DRESS

ABE SCHRADER

PINK COTTON OTTOMAN JACKET OVER
BLACK SKIRT

CHESTER WEINBERG

WHITE COTTON PIQUE SLEEVELESS
SUIT, BEIGE SHIRT

HARVEY BERIN

BEIGE LINEN JUMPER, WHITE CREPE
SHIRT, BELT

ADOLFE ZELINKA

GREY LINEN SLEEVELESS SUIT, WHITE
POLKA DOT BLOUSE

JERRY SILVERMAN

GREY SLEEVELESS SUIT, WHITE CREPE
BLOUSE, BELT

PRESERVATION COPY

[6 of 14]

REMBRANDT

BLACK LINEN DRESS, WHITE
LINEN TUNIC TOP

MOLLIE PARNIS

GREEN/WHITE PRINT VEST & SKIRT
OVER GREEN SILK CULOTTE DRESSANNE FOGARTY
TRAVEL CLOTHES
PRICE RANGENAVY/WHITE PRINT BANLON DRESS
SASH

\$23.75 - \$39.75 WHOLESALE

ANNE FOGARTY

BLACK/WHITE PRINT BANLON DRESS

ANNE FOGARTY

BROWN/BLACK/WHITE PRINT BANLON
DRESS

ANNE FOGARTY

BROWN/WHITE/BLACK PRINT BANLON
DRESS

ANNE FOGARTY

BROWN/NAVY/WHITE PRINT BANLON
DRESS

MISTER PANTS

BROWN VOILE WRAP SHIRT OVER
WHITE KNIT BIKINI AND PANTS

GINORI

WHITE CHINO BUSH JACKET OVER
WHITE SHIRT, TAUPE SLACKS

SCENE III - LATE DAY, AT-HOME

ELLEN BROOKE

GREEN/WHITE PRINT SILK SUIT,
WHITE SILK SCARF

ANDREW WOODS

GREEN/PINK/BLACK PRINT SILK
DRESS, BLACK PATENT BELT

BILL BLASS

ORANGE PRINT SILK CRINKLE COAT
OVER YELLOW DRESS

GUSTAVE TASSELL

SHORT YELLOW BEADTOP DRESS

MARIE McCARTHY
FOR LARRY ALDRICHPINK SILK EMBROIDERED DRESS,
GREEN SASH

BILL BLASS

PINK PRINT SILK CRINKLE TUNIC
OVER PAJAMAS

B.H. WRAGGE

GREEN/PINK PLAID SLEEVELESS LONG
COAT OVER MATCHING CULOTTES WITH
WHITE SHIRT, PINK SASH

B.H. WRAGGE

RED/WHITE PRINT LONG SLEEVELESS
COAT OVER MATCHING CULOTTES WITH
WHITE SHIRT, RED SASH

PATTULLO-JO COPELAND BLACK/WHITE/PINK SILK CREPE
DRESS WITH MATCHING STOLE

JR. SOPHISTICATES WHITE CREPE SLEEVELESS DRESS
BROWN/WHITE HEM & SASH

TRAVILLA BEIGE SILK CREPE ALL OVER
PLEAT DRESS

ADRI WHITE SILK CREPE SHORT DRESS

ADELE SIMPSON WHITE LINEN SCALLOP DRESS & JKT

ANNE FOGARTY WHITE COTTON PIQUE DRESS, RUFFLE
SKIRT

GINORI WHITE COTTON EMBROIDERED DRESS,
LACE TRIM, SELF SASH

SPORTWHIRL BLUE/WHITE GINGHAM BLOUSE &
MIDI SKIRT, LACE TRIM, SELF SASH

ULLA

NAVY/WHITE COTTON VOILE SMOCK DRESS

BILL BLASS

WHITE LINEN MAXI COAT OVER SHORT
LACE AND LINEN DRESS

BILL BLASS

WHITE SILK COATDRESS WITH BLACK
LACE TRIM

KASPER

WHITE ORGANDY WITH NAVY DOTS DRESS
NAVY SATIN SASH

KASPER

NAVY ORGANDY WITH WHITE DOTS DRESS
WHITE SATIN SASH

SLOAT

WHITE SHIRT WITH BLACK/WHITE PLAID
LONG SKIRT

BILL BLASS

WHITE SILK CREPE JACKET OVER BLACK
SILK PANTS

OSCAR DE LA RENTA

BLACK LINEN MIDI JUMPER OVER
WHITE ORGANDY RUFFLE BLOUSE

JEUNESSE

GREY ORGANDY MIDI DRESS, YELLOW
SASH

PRESERVATION COPY

SCENE IV - EVENING FINALE

GEORGE HALLEY	RED/BLUE FEATHER PRINT DRESS WITH MATCHING SHEER COAT
MALCOLM STARR	RED/BLUE PRINTED SILK ORGANZA DRESS, JEWEL NECKLACE & WRISTS
MALCOLM STARR	CORAL ALL OVER EMBROIDERY SILK ORGANZA
MOLLIE PARNIS	WHITE/YELLOW BEADED DRESS, WHITE ORGANZA SKIRT
SARMI	GREEN SILK ORGANZA, JEWEL BODICE, WHITE SASH
GEORGE HALLEY	MISTY GREEN CHIFFON DRESS, JEWEL BODICE AND JACKET
GEORGE HALLEY	GREEN/PURPLE PLAID CHIFFON DRESS, JEWEL SASH & STRAPS, STOLE
SAMUEL WINSTON	WHITE SILK ORGANZA SHIRTWAIST WITH SEQUIN PLAID & BELT

OSCAR DE LA RENTA	RED/PURPLE/GREEN/YELLOW PLAID SILK ORGANZA WITH BLACK RIBBON STRAP, MATCHING STOLE
GUSTAVE TASSELL	PINK LONG COAT OVER BLACK LACE PANTS & WHITE SILK BLOUSE
MALCOLM STARR	BLUE/PURPLE FLORAL PRINT SILK SHIRTWAIST WITH PURPLE VELVET BELT
LEO NARDUCCI	BROWN/BLACK/WHITE COTTON PRINT LONG DRESS WITH MATCHING UMBRELLA, PATENT BELT
GEOFFREY BEENE	WHITE SILK ORGANZA BODICE, BLACK/ WHITE CHECK SKIRT, WHITE EMBROIDERED FLOWERS, GREEN VELVET BELT
DONALD BROOKS	RED/WHITE/BLUE SILK CREPE DRESS, BLUE VELVET SASH
GEORGE HALLEY	BLUE/WHITE SILK PRINT DRESS, BLUE LACE BODICE
MALCOLM STARR	WHITE COTTON PIQUE DRESS WITH BLUE RIBBON STRIPES, MATCHING JACKET

OSCAR DE LA RENTA	AQUA/WHITE EMBROIDERED ORGANZA DRESS WITH MATCHING COAT
MOLLIE PARNIS	YELLOW/WHITE STRIPE SILK ORGANZA SHIRTWAIST, SELF SASH
HANNAH TROY	YELLOW PLEATED SILK CHIFFON DRESS, YELLOW BELT
GAYLE KIRKPATRICK	WHITE LINEN SHIRTWAIST WITH BURGANDY VELVET BELT
GEOFFREY BEENE	WHITE EMBOSSED COTTON LONG DRESS WITH SELF BELT
DONALD BROOKS	WHITE CREPE 2 PCE LONG DRESS PEARL BELT
MALCOLM STARR	WHITE CREPE SHIRTDRESS WITH JEWEL CUFFS & NECKLINE
JOHN MOORE	WHITE SILK CREPE DRESS, HALTER NECKLINE
STAYPOLOUS	WHITE SILK CREPE TOGA DRESS

SARMI

RED/WHITE/BLUE LONG PLEATED
CHIFFON

SAMUEL WINSTON

WHITE COTTON LACE LONG DRESS
WITH GOLD BUTTONS, WHITE SATIN
BELT

MOLLIE PARNIS

WHITE SILK ORGANZA DRESS WITH
JEWEL MIDRIFF

CHESTER WEINBERG

WHITE NET MIDI DRESS WITH VIOLET
APPLIQUED SKIRT, GREEN SASH

CHESTER WEINBERG

WHITE NET STRAPLESS DRESS WITH
WHITE NET COAT APPLIQUED WITH
FLOWERS, SHITE SATIN SASH

OSCAR DE LA RENTA

WHITE SILK ORGANZA WITH YELLOW
DAISY APPLIQUE, MATCHING STOLE

ITEMS FOR WHITE HOUSE
FASHION SHOW

BOXES (total: 17 pieces)

- 3 LATE DAY, SCENE VI
- 2 ADOLPHO HATS
- 1 BILL BLASS SHOES, OTHER SHOES, HANGERS, TAGS, ETC.
- 2 GALANOS
- 5 LONG EVENING, FINALE
- 1 UNLABELED BOX
- 1 LEVINE BOOTS FROM HARPERS
- 1 EMME HATS
- 1 very small box: JEWELRY

*1 box w/accessories glasse
1 box John Miele dresses (X)*

SUITCASES (total: 10 pieces)

- 2 RED, WHITE, BLUE
- 1 DAYTIME, TRAVEL & PART OF RED, WHITE, BLUE
- 1 SHOES, HANGERS, ETC.
- 1 BROWN CASE W/SHOES
- 1 SMALL SUITCASE W/JEWELRY
- 2 SOFT SUITCASES FROM HARPERS W/BOOTS & SHOES
- 1 SMALL CASE W/EMME HATS
- 1 UNLABELED CASE

THE WHITE HOUSE

 DISCOVER AMERICA

DISCOVER AMERICA

Fashions by American Designers

I -- Red, white, and blue clothes with spirit and cheer to take you from early morning to starry night. . .

II -- Travel fashions for the adventure in sight, sound and excitement that will make America the place to be this Summer. . .

III -- ~~Fest~~ Festival Fashions -- for enjoying the ever growing wealth of the visual and performing arts in our country.

IV -- Star spangled evenings -- gala dresses dedicated to the American Beauty in every woman.

Discover America Fashions by American Designers

Red - white & blue clothes with
spirit and cheer to take you
from early morning to starry
night

Travel Fashions for the adventures
in sights, sounds - and excitement's
of that make America the place
to be summer -

Festival fashions for enjoying
~~the~~ the ever growing wealth of
~~the~~ ~~American~~ ~~cultural~~ - music
the visual and performing arts
in our ~~less~~ country today

Star Spangled Evening
Gala dresses - Dedicated
to the American beauty in every
woman -

DISCOVER AMERICA

Fashions by American Designers

I -- Red, white, and blue clothes with spirit and cheer to take you from early morning to starry night...

II -- Travel fashions for the adventure in sight, sound and excitement that will make America the place to be this Summer...

III -- Festi- Festival Fashions -- for enjoying the ever growing wealth of the visual and performing arts in our country.

IV -- Star spangled evenings -- gala dresses dedicated to the American Beauty in every woman.

James Boutwell
4921 Deal Drive
Oxon Hill Maryland

George McKenzie
200 South Ead Street
Arlington, Virginia

Donald Christman
1125 - 12th Street N.W.
Washington, D.C.

Thomas Clark
10 South Edison Street
Arlington, Virginia

Ralph Frasier
1301 South Walter Reed Drive
Arlington, Virginia

Larry Goode
707 Shepherd Street N.W.
Washington, D.C.

Willard Wilson
462 Valley Avenue S.E.
Washington, D.C.

Joseph W. Norman
1501 Howard Road S.E.
Washington, D.C.

William Hicks
7523 Fischer Drive
Falls Church, Virginia

PRESERVATION COPY

James Boulton
4921 Deal Drive
Oxon Hill, Maryland

George McKenzie
200 South East Street
Arlington, Virginia

Donald Christmas
1125 - 12th Street N. W.
Washington, D.C.

Thomas Clark
10 South Edison Street
Arlington, Virginia

Ralph Fraser
1301 South Walter Reed Drive
Arlington, Virginia

Larry Goode
707 Shepherd Street N. W.
Washington, D.C.

Willard Wilson
462 Valley Avenue S. E.
Washington, D.C.

Joseph W. Norman
1501 Howard Road S. E.
Washington, D.C.

William Hicks
7523 Fischer Drive
Falls Church, Virginia

PRESERVATION COPY

La Sen
338-9229

Nina ✓ 15:30

Liz ✓

Bess ✓

Elmer ✓

Dorothy ✓

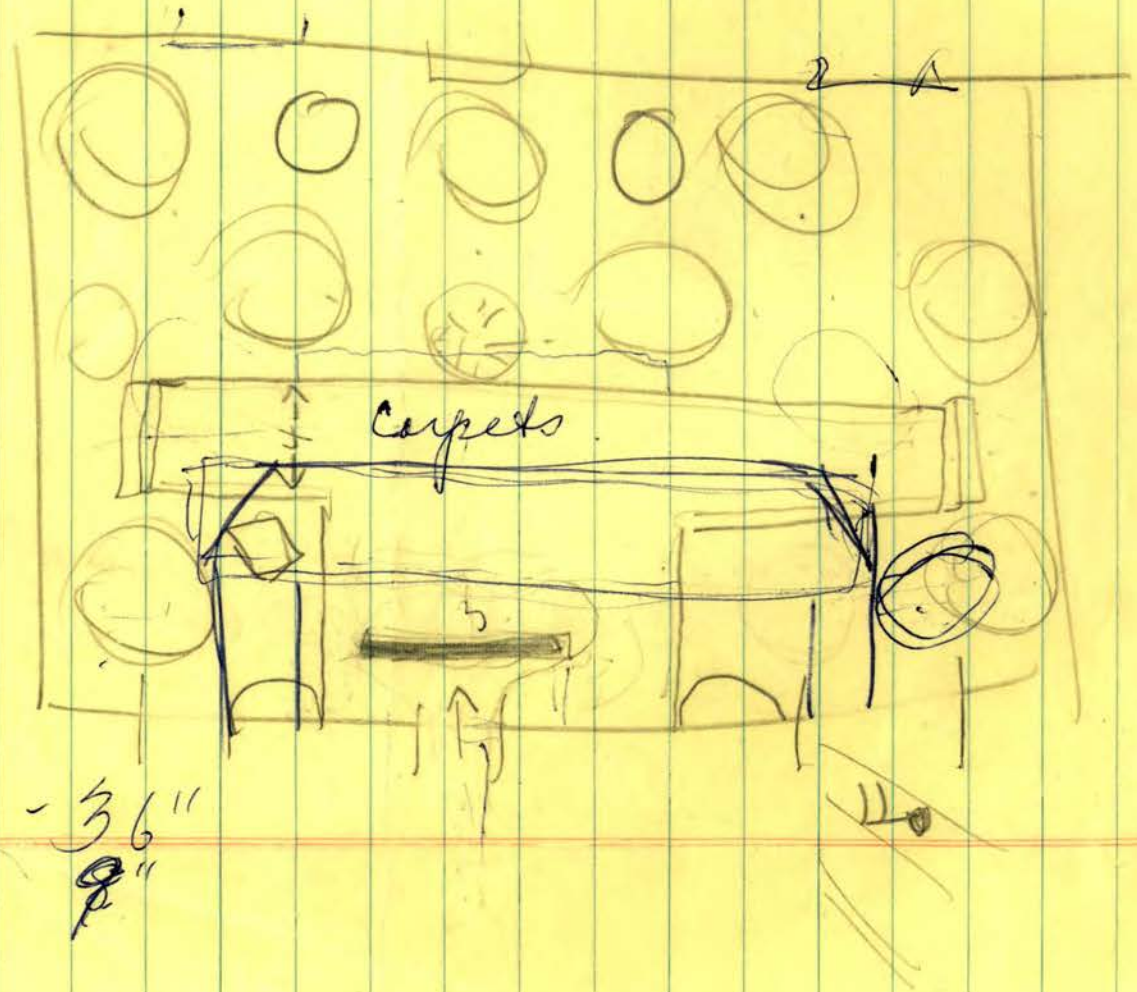
Leuch ? Allen -

tables 36" high

12 tables

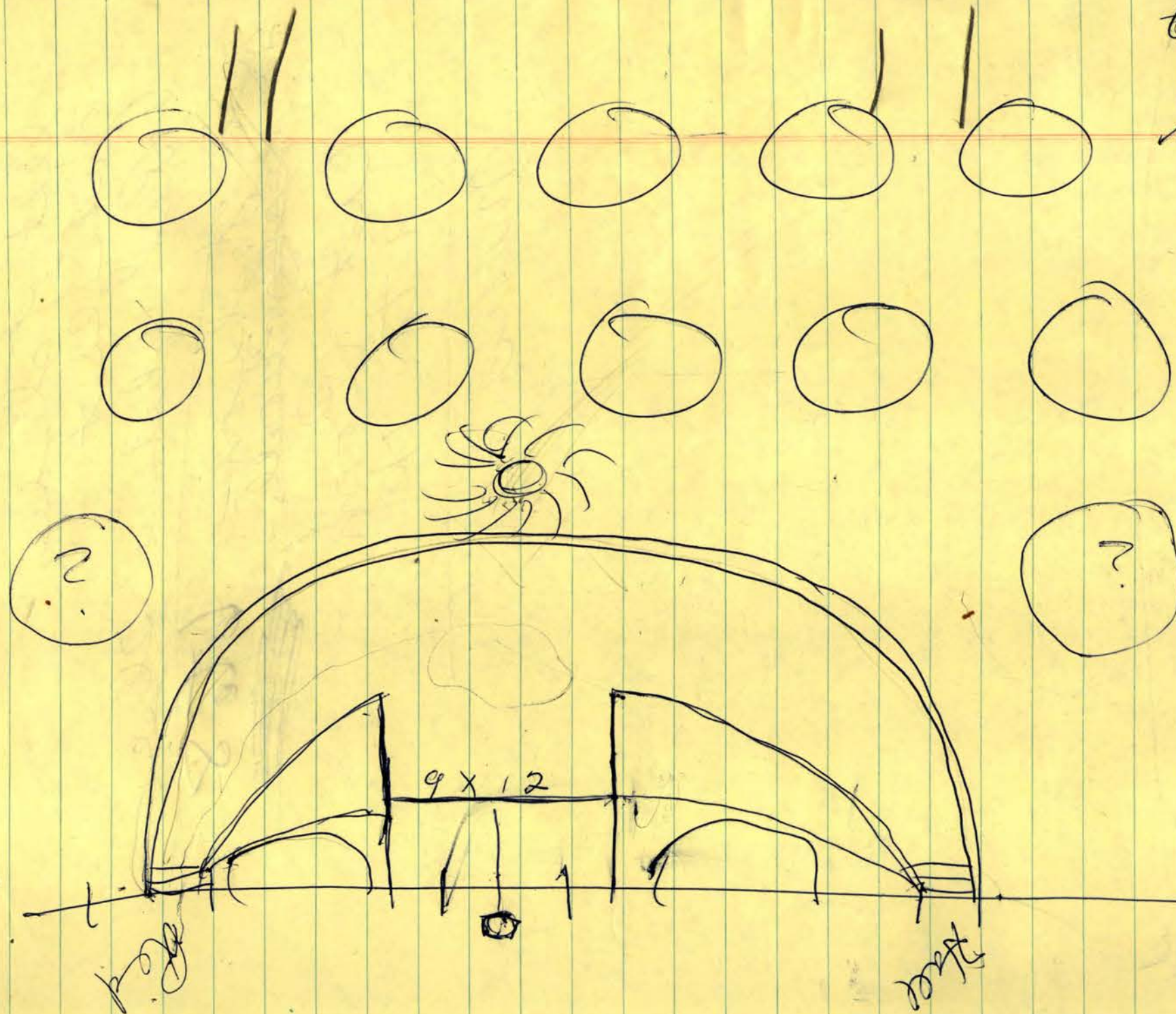
Runway 4" wide
24" long
22" high

head phones



platform - 36"
step 9"

tables 33' high
10 tables
runway 4' wide
12' high
long
headphone



photos for story - Bob +
Ders

list of slides -

gate list

Red, white & Blue

28th Fashion - 6 to 8
show models - ~~6 to 9~~

Cast Room -
9 to 11

Music -

5' long
32" high
32" wide



IN REPLY REFER TO:

UNITED STATES
DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE
NATIONAL CAPITAL REGION
1100 OHIO DRIVE, S. W.
WASHINGTON, D. C. 20242

February 23, 1968

Memorandum To: Barbara Keehn
The White House

I have tried to assemble a general selection, both day and night
shots of spring and summer scenes:

CITIES	-	New York City	-	Statue of Liberty Skyline Staten Island Ferry Street Scenes Coney Island
		Niagara Falls		
		Washington, D.C.	-	Capitol, White House Monuments & Memorials Children on Harris Point Mexican Play Equipment, Tidal Basin, C&O Barge, Rock Creek Park, daffodils and Watts Brance.
		San Francisco	-	Golden Gate Bridge
		Disneyland	-	1890 City Hall Scene - Monorail
		Miami Beach		
NATURE SCENES	-			Ocean beaches, lakes, wild rivers, western mountains, and open spaces with wild flowers.

I am trying to get some of New Orleans and Mount Rushmore. See
you Monday -

Rex Scouten

P.S. The slides I have selected are in my office; they can be
sent over if the people going to New York want to take a look.

*Jason Shor
Fulmer*

February 21, 1968

TO: Nancy White
FROM: Liz Carpenter
SUBJECT: BACKGROUND FOR NEED TO "DISCOVER AMERICA"

Uncle Sam has legalized gold-digging in 1968! We need to pan for half a billion dollars to help even the balance of payments.

(Last year: 1, 500, 000 foreigners visited the USA; 3, 300, 000 Americans visited abroad. Result: \$2.5 billion more went that-a-way -- than came this-a-way.)

So -- let's spend this year discovering our own country.....and rolling out the welcome mat to foreign visitors.

1. Here We Go! (Red, white and blue travel clothes entrance with suitcase, camera props)

Everyone of our 50 states *has* something *that* is worth seeing. Pack up our money troubles in our new kit bags and see the USA.

Take an airline to Aspen, a raft ride on the Rio Grande, copter over Grand Canyon, see Rhode Island by rail, wander up the footpaths of Appalachian Trail.

Or visit the White House! Through these doors pass nearly 2 million sightseers each year -- sometimes 25,000 a day.

2. What do we see? Cloths for doing and viewing. (Could be mixture of streetwear, sportswear)

Art abounds cross-country, from Rembrandt in the Metropolitan Museum of Art to Oriental treasures in Kansas City's Nelson Museum.... The San Francisco's contemporary collection.

Happenings happen -- There's the summertime outdoor opera in Santa Fe, Hemis Fair, by the Alamo, a Fandangle in Albany, Texas, and ~~roads~~ of Indian Reservations you can go to without reservatanns.

MORE

3. Evening Under the Stars, or Night Out in the USA

Big Springtime Happenings:

Cherry Blossom Festival Ball in Washington;
Academy Awards Ceremony in Santa Monica;
"April in Paris" Charity Ball in New York;
Opera "Don Carlos" at Hemis Fair;
Opening of Minneapolis' Tyrone Guthrie Theatre Season with two
consecutive opening nights: "Twelfth Night" and George Bernard
Shaw's "Sgt. Musgrave's Dance";
Gianestera's "Bomarzo" given by New York City Opera Company at
Lincoln Center at the opening of the New York State Opera.

#

names

~~Thompson~~

~~Lynnda~~

~~Catherine~~

15 press

Committee
members

others -

designers -

Frankie Welch +

designer of
scarf

Rita D Selma -

100

White
Lambert
Kena
Eleni
Dorothy LaScur

50 costumes

Truck pickup & return

fitted Lincoln & Queens
bath dressing rooms

others in Blue -
makeups, all changes
mirrors - make up -
long tables

Jim - rear projection
Desk - Clear tanked
Show

fitting
6 to 8 rehearsal 28th
11 ————— 29th

Dale or Jim -
carphoned + see
Discover Amy
Red White & Blue
sports clothes &
~~dresses~~ dresses
gowns

in

Bess

Frankie Welch
Selected Clothes and Accessories
305 Cameron Street
Alexandria, Virginia 22314
☎ 548-9809

February 9, 1968

Dear Liz,

It is so exciting working with you; your ideas come and then you execute them so charmingly and efficiently.

This is really to let you know the progress that has been made. First, Julian Tomchin's design by Steve Wysocki was mailed to Bess today as she requested. This is the one that was discussed as the back drop for the fashion show, or any other way she might like to use it.

We are making 120 scarves instead of 50. Bess thought Mrs. Johnson would want each member of the press and each designer present at the luncheon to have one. She asked for a hundred, but I'm making 20 extra. Your cost of the scarf will be \$2.00 each---which is the price of the fabric alone. I am absorbing the cost of paint materials, hemming, etc.

I have talked with the Ghardon Marche firm, of which Julian Tomchin is the designer and they are starting the manufacturing of the scarf for me. This means it will be available to the public about two weeks after the luncheon. You were so dear to think of the park shops as one outlet. That will help get the scarf off the ground. The price to the parks will be the actual price I pay, which will probably be about \$3.50 or \$4.00 each, which I think Mr. Boetler will be pleased to hear.

The Discover America on the scarf is so right for so many reasons. The cab driver, Mr. Roy Fahnestock, is scheduled to come next Monday to start painting the designs on the scarves. I agree with you, it is a great story--another way of discovering America. People are wonderful if we find them.

P.S. Have also sent a progress report to Bess -

Fondly,
Frankie

also, your beautiful dress & coat is still here - waiting for a fitting -