

FOR IMMEDIATE RELEASE
THURSDAY, FEBRUARY 29, 1968

Office of the Press Secretary
to Mrs. Johnson

THE WHITE HOUSE

REMARKS OF MISS NANCY WHITE
DISCOVER AMERICA FASHION SHOW
GOVERNORS' WIVES LUNCHEON

I feel very privileged to be here this afternoon -- and not only on my own account. Everyone involved in American fashion -- in the art of it and in the economics of it -- from designer to manufacturer, from store president to model -- feels personal pride and boundless gratitude for the signal honor you have bestowed on us today.

It is marvelous beyond words to realize that -- although millions of people make the historic pilgrimage to Washington every year (and thousands, I am told, visit this house during the vacation season every day), today marks the very first time that fashion has come to the White House as an invited guest! Already the impact and the significance of this occasion has become the proud property of the whole world of fashion. From all of us to all of you: a deep and heartfelt thank you.

The occasion is doubly happy because we are gathered together today to discover America . . . to celebrate all that is great and wonderful and exciting and everlasting in this land. More than one hundred years ago, De Tocqueville said, "America is a land of wonders." Indeed it is! But could he have dreamed then how the wonders of America would multiply and expand in the course of little more than a century? Today, in every single state of the Union, there is such a wealth of treasures for the traveler to savor that even to try to count them is an impossible task.

Happenings happen all over. Outdoor opera . . . festivals . . . fairs . . . fandangles . . . pageants . . . rodeos . . . expositions . . . musical drama. Each state, expressing its own personality, offers its own rich delights.

Cultural complexes -- combining theatre, films, dance and music -- are springing up like daisies in cities large and small throughout America. Museums are metamorphosing into the great popular centers of interest they well deserve to be. Throughout the length and breadth of this country, there are notable collections of such notable American artists as Winslow Homer, Walt Kuhn, Remington, John Singleton Copley.

I think it is safe to say that, not since 1492 when "Columbus sailed the ocean blue" has the thrill of discovery been so potent and so keen in this country. We have always been a curious people. Collectively, we possess a national urge to explore . . . a natural instinct to want to discover what lies over the next mountain . . . what's happening beyond the next state boundary. Our new cross-country cultural renaissance has simply made getting to know our American neighbors even more tempting . . . and much more rewarding. Wherever one goes, there is an explosion of civic pride . . . a pride in our American environment that has never been as strong, as healthy, as productive and -- if I may so so -- as genuinely fashionable as it is right now.

This brings me to the central objective of my own happy mission here today: to bring you a sampling of the endemically, exuberantly American fashion that we expect will flower in every state of the Union this spring and summer . . . clothes for the whole family of women -- daughters as well as mothers and grandmothers -- to wear with great comfort, great style and great delight while they discover America . . . clothes with the get-up-and-go . . . the high spirits . . . the fun . . . and the beauty that add such a very special feminine bonus to the excitement of seeing America.

The talent, the inspiration and, above all, the workmanship of our great American designers is unduplicatable anywhere. I think you will agree that the fashions you are about to see possess true native genius.

So ready, set, go! Our first Discover America fashion theme is -- How did you guess? - - red, white and blue.

#

GILLIS MAC GIL ADDISON

Dear Carol,

Thank you so much for the photographs - We are thrilled to have them. And, of course, the thrill of working in the White House is never to be forgotten by any of us -

The enclosed are photographs of the Washington models. I am sure they would love to have them -

Sincerely,
Gillis

March 28th

[1 of 2]

11 EAST 68TH STREET
NEW YORK, N. Y. 10021

[2 of 2]

Mildred called w/ Saunders.

February 26, 1968

MEMORANDUM FOR MILDRED STEGALL

From: Carol Carlyle

The following people are hair dressers and will be coming in on Thursday to fix the hair of the models for our fashion show. Please give us your okays as soon as possible.

John Paul Amsellem
Woodner Hotel

ok

Robert Phillips
1100 22nd St. N. W.
Washington, D. C.

Robert Gamblin
1309 N. Danvil Street
Arlington, Va.

ok

Lucien Sirqui
4000 Tunlaw Road
Washington, D. C.

ok

Jacque Duprat
3132 16th Street
Washington, D. C.

ok

John Paul Amsellam

Woodner Hotel

Robert Phillips

1100 22nd St. N. W.

=-

Robert Gamblin

1309 N. Danvil St.

Arlington

Lucien C Sirqui

4000 Tunlaw

D. C.

Jocque Duprat

3132 16yh St.

1. Monte Sano

Rousing red cotton circles.....a smashing little single-breasted cotton suit.....free and easy walking skirt.....under it, the cool of a sheer white silk blouse.

2. Winston

Cnappy little blue linen cardigan ensemble.....the jacket, bound and belted in red over a matching sleeveless side-pleated dress.

3. Kimberly

Flag red knit ensemble, the easy coat buttoned in bits of gold over a sleeveless, flat-yoked dress.....also in flag red.

4. Galanos

All perfect shape and form.....off-white textured coat.....buttoned to the side and belted.....fitted and flared.

6. Originala

Red, white and blue spongy plaid tweed.....double breasted with white bone buttons.....belted high in back.....one of the cherriest coats of this spring.

7. Seymour Fox

A great little navy wool coat...tied and buttoned in white leather.....navy and white never looked better.

8. Tiffeau

Sleeveless high-belted navy cotton pique coat.....over a white pique dress with short sleeves.....the pique patterning is smaller on the dress than the coat.

9. Marquise

Navy and white plaid wool coat, slightly flared, belted high in back.....over sleeveless white wool.....laced with a wide navy leather belt.

10. Mallory

White leather bush jacket, buttoned and buckled in brass. Navy pleated linen skirt.....red high collar blouse.

10B. Frederick

Red poplin raincoat, with a set of square gold buttons....bright spot in the dullest weather...gold chain belt....hardware touches.

11. Raelson

White cool melton cape.....buttoned in white rounds.....large patch pockets...and lots of swagger.

12. De La Renta

The dress and coat ensemble of red and white printed pique....the coat, zippered.....collared, cuffed and banded in navy linen.

14. Sarnoff

Navy and white cotton polka dot short jacket suit...white ruffled dandy shirt, in silk crepe long sleeved with ruffled cuffs.

15. Don Simonelli for Modelia
 Shirt coat of white crash linen, six patch pockets.....two in the back... zippered up front and belted.
16. Geoffrey Beene
 Red and white linen...the long-jacket, short-sleeve suit...belted in white over a white skirt.
17. Seymour Fox
 A superlative white wool dress...sculptured to a T...the front tab set with jewelled buttons...an inverted pleat center front.
18. Ellen Brooke
 Red, white and blue linen suit...the jacket in white with short sleeves, a quartet of pockets, a chain of a belt...the skirt...a whirl of navy pleats...the blouse, unsleeved, red silk linen.
19. Luba for Elite
 Heavy cotton in three parts...tiny mess jacket fastened with gold link buttons...belted in patent...the white silk shirt with a windsor knotted red tie, a very short plain dirndl skirt...obviously for the very young.
20. Mr. Mort
 Bold red and blue plaid in white linen and lace...the skirt, broadly belted and silver buckled...the white linen bodice, scoop-necked, stippled with lace. Another dress for the very young.
21. Deanna Littel
 A little darling of a dress...oatmeal linen, saddle stitched in blue, knotted at the top with a red sailor's tie...big pockets, buttoned flapped.
22. White Stag
 Awning stripes of navy and white for the long T-shirt...the fabric, the finest textured stretch terry...over straight white duck pants.
23. Rudi Gernreich
 A smash of an ensemble...linear-patterned black and white overblouse over a wonderful and witty skirt...the tunic blouse, blue and white...the pants, red and white.
24. Nat Kaplan
 Red, white and blue accordion pleated culotte skirt for starry evenings on the patio.
25. Geoffrey Beene
 The midi dress for special little dinners, this is an enchanting example of the new length for an evening occasion...in heavy pique...a sleeveless white pique vest...big red skirt bound in navy satin at waist and hem.
26. Aquanella
 Sun spot for a rainy day...yellow poplin raincoat...white saddle stitching outlines the collar, the cuffs and so on.
27. Bill Blass
 White vinyl raincoat, sprinkled with black black-eyed susans...belted high in black patent.
28. James Galanos
 A superb jacket and dress black wool ensemble...the jacket, with slotted sleeves...lightning striped silk panelled front...the dress underneath, beautifully cut, baring the shoulders.

29. Adele Simpson

Straight sleeveless coat of black silk, set with four cuffed pockets... the dress, black down dots on white silk... matches the coat's lining. This, a very handsome pair indeed.

30. Teal Traina

Black and white stripes of cotton... a great white belt... a great puritan collar... on the sleeveless dress. A great ensemble look for summer.

31. John Kloss

Long-sleeved V-necked jersey, soot black -- bordered in white at the neck and hem under a white linen bathrobe coat.

32. Tassell

A marvelous shape of a heavy black silk tunic... belted narrowly in satin... over a white skirt.

32B. Tassell

The look reversed... white linen tunic, over a black skirt. Two lovely examples of the very important tunic silhouette.

33. Bill Blass

Window pane checks in brown on white wool... belted with metal links only at one side... underneath, a sleeveless brown silk dress, also link belted. A handsome way to visit a new town.

35. Zelinka

The vested suit in gray non crushable linen... buttoned in brown bone... the black and white dotted blouse matches the vest's lining.

36. Berin

Beige dress... jumper look... sailor collar and sleeves of white silk.

37. Weinberg

Silk suit... white ribbed... sleeveless... and underneath a beige silk blouse.

38. Rembrandt

White linen coat... no sleeves... fastened with black globes... over a straight black linen dress, falling into low pleats.

39. Jerry Silverman

Open jacket suit of green striped cotton over a neat dress with a little collar... little belt... whirl of green stripes for the skirt.

40. Arkin

Putty linen... small-jacketed over a wide-belted dress with no sleeves and a supple skirt.

41. Mollie Parnis

One of the most ingenious costumes of the season... a tiny flowered vest and a short skirt zippered over a shirtwaist dress of green silk... put the parts together as you will.

42. Abe Schraeder

Ribbed pink silk jacket... cool and crisp looking... over a pleated navy skirt... the pleats set wide.

42C Ellen Brooke

Flowery green silk afternoon suit... the skirt, softly shirred... in lieu of a blouse, a white silk tie at the throat.

43. Ginori

White poplin bush jacket... brass buttoned over a thin white skirt... and slender khaki pants with pockets.

44A and 44B. ANNE Fogarty

A handful of little miracles, all wash and wear, almost in a matter of minutes.

A - ruffles and flowers in brown and white

B - navy and white plaid bousant dress with bare arms, a pleated skirt.

45. Andrew Woods

Crepe flowers in melting shades of green and pink played against midnight blue and black. The collar, a little stand-off.....the belt, a sliver of black patent.

46. Bill Blass

The coat, or hot orange silk, planted with flowers of yellow and deep purple... buttoned in brilliants; under it, a cool, bare puckered silk dress that matches the coat's lining.

47. Larry Aldrich

Pink silk, a dress of great, understated elegance, embroidered with flowers of pistachio and pale blue... at the throat, the cuffs, the hem: delicate and discreet jewelery. Around her waist, a pistachio scarf, pink fringed.

48. B. H. Wragge

The long caftan, cut without sleeves, plaided in pink and green... underneath - and unexpectedly - a shirred plaid mini-skirt and a long-sleeved white shirt.

49. Bill Blass

Pink pajamas - Japanese print of matelesse satin... jeweled epaulets and jewelled cuffs.

50. Junior Sophisticates

On young ivory crepe, wide borders of brown and black... the bodice, shirred and unsleeved... the dress, bound with a sash.

51. Travilla

Ruffles and pleats... a nostalgia of cream-colored crepe... bloused and beautiful... note how nicely it moves.

52. Travilla (Adri)

White jersey... in the marvelous mood of the thirties... cowl collared... hip belted... shirt sleeves.

53. Ginori

Bib front shirtwaist, edged in cotton lace, deep-cuffed... sashed.. square-yoked... white embroidered cotton.

54. Sportwhirl

Gingham checks in blue and white... smock top and a bound waist over a full skirt.

55. Ulla

Navy and white voile, printed with forget-me-nots... the top, prettily smocked.

56. Adele Simpson

White linen scallops... the tiny bolero, buttoned with rhinestones. The dress underneath, bare and high-waisted.

57. Kasper
White and black dotted silk organza... scalloped around the hem and around the double bertha collar.
58. Kasper
Navy and white scalloped dotted silk organza... with a double tiered skirt... and a wide sash.
59. Bill Blass
Officers coat in white linen, midi length and belted... over a ruffled lace topped mini dress.
60. Stella Sloat
The long ankle length dinner skirt in black and white plaid... ruffled at the hem... worn with a classic shirt of white handkerchief linen shirt.
61. Donald Brooks
Red, white and blue wild flower print... midi length... long sleeves.
62. Adolfo
Milles-fleurs skirt of what seems to be hundreds of daisies, violets and green leaves... the length, midi... the blouse, black jersey... high-necked and satin sashed.
63. Trigere
White bubbly organdie midi skirt... the bolero, buttoned in black... the dress, strapless.
64. Winston
Sheer femininity from top to toe... straight white cotton lace coat dress... with see-through sleeves... and golden rounds of buttons.
65. Chester Weinberg
A dress that celebrates girlishness... white net and delicate stipples of lace, sashed with the biggest green taffeta bow of all time... the skirt blossoming with mauve silk flowers.
66. Winston
The most gay shirtwaist of summer... a fireworks of plaid sequins... in the sky-bright collors of pink, coral, rose, green-- on white organdie. As much fun as the Fourth of July.
67. Mollie Parnis
White chiffon for evening... diaphonous... long-sleeved; its only decor... a midriff of irridescent jewels.
68. Tassell
An Americanprincess of an evening costume... the high-belted coat in shantung silk of potent pink... over an unsleeved ivory evening vest, sashed in black satin... and worn with a wonderful pair of black lace pants.
69. GoeffreyBeene
The country girl... pristine, puffy-sleeved white organdie... the big, checkered skirt blooming with bas-relief white straw flowers, pretty enough to pluck... green velvet encircling the waist... encircling the hem.
70. Malcolm Starr
A confection of pale blue stripes on heavy textured white cotton... the tiny blue-rimmed bolero unfastens to reveal the youngest dress of summer: a merry-go-round of wide-set blue stripes, set with a narrow bow in back.

71. Oscar de la Renta
Dotted cotton organza... V-necked evening dress -- white band at the midriff, like a little obi.
72. Gayle Kilpatrick
White linen shirtdress... with a tucket bodice... slightly full skirt... belt of maroon velvet.
73. Hannah Troy
Vibrant yellow chiffon... pleats, nothing but lovely, mobile pleats... buttoned from throat to floor from a tiny collarband.
74. Oscar de la Renta
Long white organza, a portrait dress with embroidered daisies... and a stole with a ruffled flounce.
75. Galanos
Marvelous white gazar leg o' mutton sleeves -- little green bib.
76. Oscar De La Renta
Silk organza ... ribbon plaided ... beautiful and romantic.
77. Mollie Parnis
Pale yellow velvet ribboning, white enamel beads and glinting rhinestones ... from the cuff of a collar to the wide-cuffed sleeves... a full circle of stiff white organza skirt.. this, a natural beauty of a dinner dress.
78. Sarmi
Young evening greenery... small, ingenuous sleeves, a white satin sash... the bodice alight with rhinestones and enamel flowers.
79. Halley
Another glorious evening look... infinitely fragile in palest green chiffon.. the jacket, a web of iridescent jewels that glimmers with under sea brilliance... the dress, bare-shouldered, and totally jewelled at the bosom.
80. Chester Weinberg:
Enchanting innocence... gossamer white net, fluttering with white flowers, . sashed with a ribbon of white satin.
81. Galanos
The ultimate evening shirtwaist... carved white ribbed wool... clasped at the waist with a belt of white lizard; impeccably tailored for after dark.
82. Malcolm Starr
A splendid column of white crepe... cut straight and gently sashed.. generously jewelled at the throat... at the wide cuffs.. in gold, white enamel and rhinestones.
83. Stavrapoulos
White crepe evening dress... very beautiful with a floating bias panel in front.
84. Moore
The perfect evening classic... perfectly chaste, perfectly chic white crepe ... shaped on the bias from a low-V décolletage... the back, loose and cowled... all wildly becoming.
85. Sarmi
Pleated chiffon in long panels of the flag colors... bare-shouldered, high-bosomed, beautifully shaped.

To Bonnie Pfeifer -- with deep appreciation
and all best wishes --

February 29, 1968

Carol

Mrs. Johnson,

I forgot pictures for two models, would you
please inscribe pictures for them?

To Frances Conden, with deep
appreciation and best wishes --

February 29, 1968

Carol

To Mozella Roberts -- with deep appreciation
and all best wishes --

February 29, 1968

(Model for fashion show)

cc

To Toni Bailey -- With deep appreciation
and all best wishes --

February 29, 1968

(model)

cc

To Joan Pavlis -- with deep appreciation and
all best wishes --

February 29, 1968

(Model for Governor's wives fashion show)

To Pud Gadiot -- with deep appreciation and
all best wishes --

February 29, 1968

(Model for Governor's wives fashion show)

To Peggy Parke -- with deep appreciation
and warm best wishes --

February 29, 1968

(Model for Governor's wives fashion show)

To Dianne Waters -- with deep appreciation
and all best wishes --

February 29, 1968

(model)

c c

To Yolande Doultremont -- with deep
appreciation and all best wishes --

February 29, 1968

(Model for Governor's Wives fashion show)

To Renee Hunter -- with deep appreciation
and all best wishes --

February 29, 1968

(Model for Governor's wives fashion show)

To Jenny Chillcott -- with deep appreciation
and all best wishes

February 29, 1968

(Model for Governor's wives fashion show)

cc

To Helen Hite -- with deep appreciation and
all best wishes --

February 29, 1968

(model)

cc

To Harriet Simmel -- with deep appreciation
and all best wishes

February 29, 1968

(model)

cc

To Sherri Thomas -- with deep appreciation
and with all best wishes --

February 29, 1968

(Model for Governor's wives fashion show)

cc

To Lynda Hatch -- with deep appreciation and
all best wishes --

February 29, 1968

(Model for Governor's wives fashion show)

To Joy Wong -- with deep appreciation
and all best wishes --

February 29, 1968

(Model for Governor's wives fashion show)

cc

To Denise Linden -- with deep appreciation
and all best wishes --

February 29, 1968

(Model for Governor's wives fashion show)

cc

To Judy Hinnman -- with deep appreciation
and all best wishes --

February 29, 1968

(Model for Governor's wives fashion show)

cc

To Jan Jolley -- with deep appreciation
and all best wishes --

February 29, 1968

(Model for Governor's wives fashion show)

cc

To Pat Mori -- with deep appreciation and
all best wishes --

February 29, 1968

(Model for Governor's wives fashion show)

cc

To Caryl Wilkie -- with deep appreciation
and all best wishes --

February 29, 1968

(Model for Governor's wives fashion show)

To Judy Lawrence -- with deep appreciation
and all best wishes --

February 29, 1968

(Model for Governor's wives fashion show)

To Madeline Little -- with deep appreciation
and all best ~~2150~~ wishes --

February 29, 1968

(model)

cc

To Gloria Kirby -- with deep appreciation and
all best wishes --

February 29, 1968

(Model for Governor's wives fashion show)

To Fran Healy -- with deep appreciation and
all best wishes --

February 29, 1968

(model for fashion show)

cc

To Judy Dennis -- with deep appreciation and
all best wishes

February 29, 1968

(Model for Governor's wives fashion show)

c

Dear Bess,

Congratulations. You were so wonderful to work with. I loved it - every minute of it.

How thoughtful of you - I love having the flowers.

Fondly,
Frankie

P.S. your slacks are here.

Bess Abell

Frankie Welch
Selected Clothes and Accessories
305 Cameron Street
Alexandria, Virginia 22314

March 6, 1968

Dear Dorothy ~~LeSueur~~:

Thank you so much for all your help in pulling together our Discover America fashion show.

I know that you spent many hours selecting clothes, telephoning and working out the innumerable details involved in this unique event, but hope you will agree that the results were well worth it! Without your efforts the show would never have run so smoothly.

Please know how deeply I appreciate all you did to turn an idea into a reality!

With best wishes.

Sincerely,

Mrs. Lyndon B. Johnson

Mrs. Lawrence F. LeSueur
3540 Davis Street N. W.
Washington, D. C. 20007

CW:cc

March 6, 1968

Dear Miss Lambert:

What a wonderful treat it was to Discover America in Style!

Now that the runway has disappeared, and the models have gone, it seems hard to believe that last week we had such an exciting fashion show in the White House.

I know that you and your staff worked long and hard to organize this unique and historic event, and it wouldn't have been possible without you. I enjoyed your selection of clothes, and please know that I deeply appreciate your giving so generously of your time and talents.

With all best wishes.

Sincerely,

Mrs. Lyndon B. Johnson

Miss Eleanor Lambert
23 East 57th Street
New York, New York

CW:CHC:cc

March 6, 1968

Dear Nina:

What a delightful experience it was to
Discover America in Style!

Bess has told me how hard you worked to
pull together the many details -- from selecting
clothes, to telephoning hotels, finding props and
accessories -- which went into the show; and I
know that without your efforts the program could
never have run so smoothly.

I certainly hope that the show will inspire
Americans to travel in their own land, and I am
sure that the Governors' wives and other guests
were as delighted as I was with the variety of
lovely clothes.

Please know how much I appreciate all the
time and energy you devoted to making this unique
event possible.

Sincerely,

Mrs. Lyndon B. Johnson

Mrs. Lloyd S. Hyde
3035 Oliver Street N. W.
Washington, D. C. 20015

March 6, 1968

Dear Eleni:

Now that the runway has disappeared from the Dining Room, the models have gone, and the last bobby pin has been swept up from the Blue Room, it hardly seems possible that last week we had an exciting fashion show here at the White House.

But we did, and it wouldn't have happened without your hard work in selecting the clothes, shepherding the models and a myriad of other details.

Please know how much I appreciate all the time and energy you gave, so that we could Discover America in Style.

With all best wishes.

Sincerely,

Mrs. Lyndon B. Johnson

Mrs. Sidney Epstein
2800 Woodley Road
Washington, D. C. 20008

CW:CHC/cc

March 6, 1968

Dear Miss White:

Thank you so much for all you did to help us Discover America in Style!

The fashion show was delightful, and I know that without your efforts it would not have been possible.

I deeply appreciate your giving so generously of your time and talents, and that of your assistants to make this historic event run so smoothly.

And, please know how much your support of the Discover America program means to the President and me.

With all best wishes.

Sincerely,

Mrs. Lyndon B. Johnson

Miss Nancy White
Harper's Bazaar
572 Madison Avenue
New York, New York

CW:CHC:cc

March 23, 1968

Dear Mr. Reznick:

Thank you so much for all you did to help us Discover America in style!

The fashion show was delightful -- and the runway was perfect! Please know that without your generosity and the assistance of Mr. Eugene Scherl and Mr. Harry Altman, this unique and historic event in the White House would not have been possible.

Thank you again, and with all best wishes.

Sincerely,

Mrs. Lyndon B. Johnson

Mr. Harold Reznick
Diener's Inc.
4511 Rhode Island Avenue
Brentwood, Maryland

CC

February 26, 1968

MEMORANDUM FOR MILDRED STEGALL

From: Carol Carlyle

The following people work for Eleanor Lambert and will be coming in on Wednesday morning to help with the fashion show.

Cele Bryant*
784 Columbus Avenue
New York, New York

ok

Vera Gawansky
1014 Lexington
New York, New York

ok

Mary Lou Crowley
505 E. 82nd Street
New York, New York

ok

Karen Talbot
236 East 36th Street
New York, New York

Anne Perkins
2 West 67th Street
New York, New York

ok

February 26, 1968

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236 East 36th Street
New York, New York

Anne Perkins
2 West 67th Street
New York, New York

(I call ed the following name over to you last week -- Helen called back with an Ok - but, here is more information for your records.

Gillis MacGill - professional name
Mrs. Bruce Addison (Owner of Maniquin Model Agency)
11 East 68th Street
New York, New York

Mrs. Frankie Welch (to be a luncheon guest)
305 Cameron Street
Alexandria, Virginia

February 26, 1968

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Mrs. Bruce Addison (Owner of Maniquin Model Agency)
11 East 68th Street
New York, New York

Mrs. Frankie Welch (to be a luncheon guest)
305 Cameron Street
Alexandria, Virginia

March 6, 1968

Dear Frankie:

Thank you so much for the many things you did to make the luncheon for the Governors' wives a success.

Your scarves were a lovely gift, and I deeply appreciate all the time and energy you devoted to transform an idea into a reality. Bess told me that in "Discovering America" you discovered an artistic taxi driver, and that you had to do a lot of exploring in a hurry to find people to make the scarves. I don't know how you managed to do so much, but I was delighted with the results.

Thank you again, and all best wishes.

Sincerely,

Mrs. Lyndon B. Johnson

Mrs. Frankie Welch
305 Cameron Street
Alexandria, Virginia 22314

CW:cc

Wash DC Models

THE WHITE HOUSE
WASHINGTON

X Dianne Waters
3410 Saint Paul Pl.
Fairfax, Virginia = 1st. address
Darnall Hall. George Towne Univ. = 2nd address

X Madeline Little
10421 River Road
Potomac, Md.

M Helen Hite -
2826 31st St. S.E.

Alexandra Trufolo ^{parent to}
3406 One St. N.W.
Washington, D.C.

Harriet Simmel
5805 Granby Rd.
Deerwood Md.

Bonnie Pfeifer
1608 Eastham Ave.
Crofton, Md.

Megan Stanley
Monia (Toni) Bailey
5300 Weorbard Avenue
Washington DC 20016

Additional backstage -

~~Dusse~~ - Mary B Pelcano.
4400 East West Highway
Bethesda, Md.

1846 Jerning St
N.W.

Also Chaney Jones - (w/2 top filter / praiser)
address to follow
347-5300 Fashion Office

March 11, 1968

Dear Miss Waters:

Thank you so much for helping all of us to
Discover America in Style!

Mrs. Johnson deeply appreciates your
sharing two days of your time and talents to
ensure the success of the White House fashion
show. She hopes the enclosed picture will
bring back happy memories to you, as it does
to all of us.

Thank you again, and with all best wishes.

Sincerely,

Bess Abell
Social Secretary

Miss Dianne Waters
3410 Saint Paul Place
Fairfax, Virginia

BA:cc

March 11, 1968

Dear Miss Thomas:

Thank you so much for helping all of us to
Discover America in Style!

Mrs. Johnson deeply appreciates your
sharing two days of your time and talents
to ensure the success of the White House fashion
show. She hopes the enclosed picture will
bring back happy memories to you, as it does
to all of us.

Thank you again, and with all best wishes.

Sincerely,

Bess Abell
Social Secretary

Miss Sherri Thomas
56 Clark Avenue
Rutherford, New Jersey

CC

March 11, 1968

Dear Miss Doultremont:

Thank you so much for helping all of us to
Discover America in Style!

Mrs. Johnson deeply appreciates your
sharing two days of your time and talents to
ensure the success of the White House fashion
show. She hopes the enclosed picture will
bring back happy memories to you, as it does
to all of us.

Thank you again, and with all best wishes.

Sincerely,

Bess Abell
Social Secretary

Miss Yolande Doultremont
136 East 37th Street
New York, New York

CC

March 11, 1968

Dear Miss Pavlis:

Thank you so much for helping all of us to
Discover America in Style!

Mrs. Johnson deeply appreciates your
sharing two days of your time and talents to
ensure the success of the White House fashion
show. She hopes the enclosed picture will
bring back happy memories to you, as it does
to all of us.

Thank you again, and with all best wishes.

Sincerely,

Bess Abell
Social Secretary

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

CC

March 11, 1968

Dear Peggy:

Thank you so much for helping all of us to
Discover America in Style!

Mrs. Johnson deeply appreciates your
sharing two days of your time and talents to
ensure the success of the White House fashion
show. She hopes the enclosed picture will
bring back happy memories to you, as it does
to all of us.

Thank you again, and with all best wishes.

Sincerely,

Bess Abell
Social Secretary

Miss Peggy Parke
115 Mills Street
West Wood, New Jersey

CC

March 11, 1968

Dear Miss Lawrence:

Thank you so much for helping all of us to
Discover America in Style!

Mrs. Johnson deeply appreciates your
sharing two days of your time and talents to
ensure the success of the White House fashion
show. She hopes the enclosed picture will
bring back happy memories to you, as it does
to all of us.

Thank you again, and with all best wishes.

Sincerely,

Bess Abell
Social Secretary

Miss Judy Lawrence
300 East 40th Street
New York, New York

CC

March 11, 1968

Dear Miss Hatch:

Thank you so much for helping all of us to
Discover America in Style!

Mrs. Johnson deeply appreciates your
sharing two days of your time and talents to
ensure the success of the White House fashion
show. She hopes the enclosed picture will
bring back happy memories to you, as it does
to all of us.

Thank you again, and with all best wishes.

Sincerely,

Bess Abell
Social Secretary

Miss Lynda Hatch
172 Gates Avenue
Gillette, New Jersey

EX:CC

March 11, 1968

Dear Miss Wilkie:

Thank you so much for helping all of us to
Discover America in Style!

Mrs. Johnson deeply appreciates your
sharing two days of your time and talents to
ensure the success of the White House fashion
show. She hopes the enclosed picture will
bring back happy memories to you, as it does
to all of us.

Thank you again, and with all best wishes.

Sincerely,

Bess Abell
Social Secretary

Miss Caryl Wilkie
220 East 60th Street
New York, New York

BA:cc

March 11, 1968

Dear Miss Chillcott:

Thank you so much for helping all of us to
Discover America in Style!

Mrs. Johnson deeply appreciates your
sharing two days of your time and talents to
ensure the success of the White House fashion
show. She hopes the enclosed picture will
bring back happy memories to you, as it does
to all of us.

Thank you again, and with all best wishes.

Sincerely,

Bess Abell
Social Secretary

Miss Jenny Chillcott
36 East 68th Street
New York, New York

CC

March 11, 1968

Dear Miss Mori:

Thank you so much for helping all of us to
Discover America in Style!

Mrs. Johnson deeply appreciates your
sharing two days of your time and talents to
ensure the success of the White House fashion
show. She hopes the enclosed picture will
bring back happy memories to you, as it does
to all of us.

Thank you again, and with all best wishes.

Sincerely,

Bess Abell
Social Secretary

Miss Pat Mori
250 East 73rd Street
New York, New York

cc

March 11, 1968

Dear Miss Jolley:

Thank you so much for helping all of us to
Discover America in Style!

Mrs. Johnson deeply appreciates your
sharing two days of your time and talents to
ensure the success of the White House fashion
show. She hopes the enclosed picture will
bring back happy memories to you, as it does
to all of us.

Thank you again, and with all best wishes.

Sincerely,

Bess Abell
Social Secretary

Miss Jan Jolley
150 East 18th Street
New York, New York

CC

March 11, 1968

Dear Miss Hinnman:

Thank you so much for helping all of us to
Discover America in Style!

Mrs. Johnson deeply appreciates your
sharing two days of your time and talents to
ensure the success of the White House fashion
show. She hopes the enclosed picture will
bring back happy memories to you, as it does
to all of us.

Thank you again, and with all best wishes.

Sincerely,

Bess Abell
Social Secretary

Miss Judy Hinnman
120 East 34th Street
New York, New York

CC

March 11, 1968

Dear Miss Linden:

Thank you so much for helping all of us to
Discover America in Style!

Mrs. Johnson deeply appreciates your
sharing two days of your time and talents to
ensure the success of the White House fashion
show. She hopes the enclosed picture will
bring back happy memories to you, as it does
to all of us.

Thank you again, and with all best wishes.

Sincerely,

Bess Abell
Social Secretary

Miss Denise Linden
35 East 85th Street
New York, New York

CC

March 11, 1968

Dear Miss Hunter:

Thank you so much for helping all of us to
Discover America in Style!

Mrs. Johnson deeply appreciates your
sharing two days of your time and talents to
ensure the success of the White House fashion
show. She hopes the enclosed picture will
bring back happy memories to you, as it does
to all of us.

Thank you again, and with all best wishes.

Sincerely,

Bess Abell
Social Secretary

Miss Renee Hunter
1191 Carroll Street
Brooklyn, New York

CC

March 11, 1968

Dear Miss Wong:

Thank you so much for helping all of us to
Discover America in Style!

Mrs. Johnson deeply appreciates your
sharing two days of your time and talents to
ensure the success of the White House fashion
show. She hopes the enclosed picture will
bring back happy memories to you, as it does
to all of us.

Thank you again, and with all best wishes.

Sincerely,

Bess Abell
Social Secretary

Miss Joy Wong
354 East 83rd Street
New York, New York

CC

March 11, 1968

Dear Miss Dennis:

Thank you so much for helping all of us to
Discover America in Style!

Mrs. Johnson deeply appreciates your
sharing two days of your time and talents to
ensure the success of the White House fashion
show. She hopes the enclosed picture will
bring back happy memories to you, as it does
to all of us.

Thank you again, and with all best wishes.

Sincerely,

Bess Abell
Social Secretary

Miss Judy Dennis
111 East 36th Street
New York, New York

CC

March 11, 1968

Dear Miss Healy:

Thank you so much for helping all of us to
Discover America in Style!

Mrs. Johnson deeply appreciates your
sharing two days of your time and talents to
ensure the success of the White House fashion
show. She hopes the enclosed picture will bring
back happy memories to you, as it does to all
of us.

Thank you again, and with all best wishes.

Sincerely,

Bess Abell
Social Secretary

Miss Fran Healy
321 East 45th Street
New York, New York

CC

March 11, 1968

Dear Miss Roberts:

Thank you so much for helping all of us to
Discover America in Style!

Mrs. Johnson deeply appreciates your
sharing two days of your time and talents to
ensure the success of the White House fashion
show. She hopes the enclosed picture will
bring back happy memories to you, as it does
to all of us.

Thank you again, and with all best wishes.

Sincerely,

Bess Abell
Social Secretary

Miss Mozella Roberts
2 West 67th Street
New York, New York

BC

March 11, 1968

= Dear Miss Simmel:

Thank you so much for helping all of us to
Discover America in Style!

Mrs. Johnson deeply appreciates your sharing
two days of your time and talents to ensure the
success of the White House fashion show. She
hopes the enclosed picture will bring back happy
memories to you, as it does to all of us.

Thank you again, and with all best wishes.

Sincerely,

Bess Abell
Social Secretary

Miss Harriet Simmel
5895 Granby Road
Derwood, Maryland

CC

March 11, 1968

Dear Miss Hire:

Thank you so much for helping all of us to Discover America in Style!

Mrs. Johnson deeply appreciates your sharing two days of your time and talents to ensure the success of the White House fashion show. She hopes the enclosed picture will bring back happy memories to you, as it does to all of us.

Thank you again, and with all best wishes.

Sincerely,

Bess Abell
Social Secretary

Miss Helen Hire
2826 31st Street S. E.
Washington, D. C.

CC

March 18, 1968

Dear Miss Bailey:

Thank you so much for helping all of us
to Discover America in Style!

Mrs. Johnson deeply appreciates your
sharing two days of your time and talents to
ensure the success of the White House fashion
show. She hopes the enclosed picture will
bring back happy memories to you, as it does
to all of us.

Thank you again, and with all best
wishes.

Sincerely,

Bess Abell
Social Secretary

Miss Toni Bailey
5300 Westbard Avenue
Washington, D. C.

CC

March 18, 1968

Dear Miss Pfeifer:

Thank you so much for helping all of us
to Discover America in Style!

Mrs. Johnson deeply appreciates your
sharing two days of your time and talents to
ensure the success of the White House fashion
show. She hopes the enclosed picture will
bring back happy memories to you, as it does
to all of us.

Thank you again, and with all best
wishes.

Sincerely,

Bess Abell
Social Secretary

Miss Bonnie Pfeifer
1608 Eastham Avenue
Crofton, Maryland

CC

March 18, 1968

Dear Miss Little:

Thank you so much for helping all of us
to Discover America in Style!

Mrs. Johnson deeply appreciates your
sharing two days of your time and talents to
ensure the success of the White House fashion
show. She hopes the enclosed picture will
bring back happy memories to you, as it does
to all of us.

Thank you again, and with all best wishes.

Sincerely,

Bess Abell
Social Secretary

Miss Madeline Little
10421 River Road
Potomac, Maryland

CC

March 11, 1968

Dear Mr. Payne:

Thank you so much for all you did to help us discover America in style!

The fashion show was delightful -- and the runway was perfect! Please know that without your hard work and Woodward and Lothrop's generosity, the unique and historic event in the White House would not have been possible.

Thank you again, and with all best wishes.

Sincerely,

Mrs. Lyndon B. Johnson

Mr. George K. Payne
Display Director
Woodward and Lothrop
Washington, D. C. 20013

CC

[4 carbon copies in folder]

THE WHITE HOUSE

WASHINGTON

March 23, 1968

Dear Miss Siad:

The Discover America Fashion Show was a great success, and Mrs. Johnson wishes to thank Woodward & Lothrop for lending the services of Miss Chany Jones.

Miss Jones is a most willing and able person, and we were delighted to have her helping hand in making the White House Fashion Show an unique and historic event.

With appreciation and all best wishes.

Sincerely,



Bess Abell
Social Secretary

Miss Liz Siad
Director of Fashion Display
Woodward & Lothrop
Washington, D. C.

THE WHITE HOUSE

Miss Liz Siad
Director of Fashion Display
Woodward & Lothrop
Washington, D. C.

March 23, 1968

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With appreciation and all best wishes.

Sincerely,

Bess Abell
Social Secretary

Miss Liz Siad
Director of Fashion Display
Woodward & Lothrop
Washington, D. C.

CC

February 28, 1968

MEMORANDUM FOR THE USHERS, PRS, AND MAJOR LANIER

From: Carol Carlyle

The following people will be coming in after 10:00 a. m. via the East Gate, after reporting to Mrs. Abell's office they will be working in the Queens and Lincoln Rooms.

Dianne Waters
Madeline Little
Alexander Tufo
Bonnie Pfeifer
Helen Hire
Harriet Simmel
Mana (Toni) Bailey

Dotty

February 27, 1968

MEMORANDUM FOR MILDRED STEGALL

From: Carol Carlyle

We need clearance on the following people:

The following three people work for Nancy White of Harpers Magazine and will be coming in to help with the fashion show on Wednesday. (Mrs. White has been cleared already)

China Machado
741 Madison Avenue
New York, New York

Eve Orton
140 East 56th Street
New York (born in Vienna 1917)

Natalie Gittelson
25 Central Park West
New York

The following people are models who will be coming in late Wednesday afternoon.

Rit Riley
210 West 9th Street
New York,

Dianne Waters
3410 Saint Paul Place
Fairfax, Virginia (home address)
(Darnall Hall - Georgetown University)

Madeline Little
10421 River Road
Potomac, Maryland

Alexandra Tufo
3406 One Street N. W.
Washington, D. C.

models continued:

Bonnie Pfeifer
1608 Earham Avenue
Crofton, Maryland

Helen Hire
2806 31st Street S. E.

Harriet Simmel
5805 Granby Road
Derwood Maryland

Mana (Toni) Bailey
5300 Westbard Avenue
Washington, D. C. 20016

Following are workers from department stores in Washington:

February 27, 1968

MEMORANDUM FOR MILDRED STEGALL

From: Carol Carlyle

We need clearance on the following people:

The following three people work for Nancy White of Harpers Magazine and will be coming in to help with the fashion show on Wednesday. (Mrs. White has been cleared already)

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New York (born in Vienna 1917)

Natalie Gittelson
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New York

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210 West 9th Street
New York,

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3410 Saint Paul Place
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Potomac, Maryland

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3406 Dne Street N. W.
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models continued:

Bonnie Pfeifer
1608 Earham Avenue
Crofton, Maryland

Helen Hire
2806 31st Street S. E.

Harriet Simmel
5805 Granby Road
Derwood Maryland

Mana (Toni) Bailey
5300 Westbard Avenue
Washington, D. C. 20016

Following are workers from department stores in Washington:

Eve Loyd Thompson
3250 Q N. W.

~~Elxin~~
Elizabeth Said
51111 McArthur Blvd

Mary B. Pelicano
3400 East West Highway
Bethesda, Maryland

Chany Jones
1846 Vernon Street N. W.
Washington, D. C.

Donna Hecksher
2252 Hall Place N. W.

3rd floor office Mrs Keech
Fashion Council

DATE 1- DEPT. Fashion STORE F Street

LOAN CHARGE

A 237

SHIPPER OR DELIVERY COPY

NAME WASHINGTON POST 628-5100 DATE 3/28/68
 ADDRESS BY BY

RECEIVED IN STOCK Entered On Stock Control

REASON FOR LOAN For WHITE HOUSE Show 4/29/68

IN CONSIDERATION OF THE LOAN TO ME OF THE ABOVE MENTIONED ARTICLES, IT IS UNDERSTOOD AND AGREED THAT THE TITLE TO SAME BE AND REMAIN IN THE HECHT CO. AND I AGREE TO RETURN SAID ARTICLES UPON DEMAND OF THE HECHT CO. IN AS GOOD CONDITION AS WHEN RECEIVED. ORDINARY WEAR EXCEPTED.

SPECIAL ORDER OR REPAIR ORDER SPECIAL ORDER OR REPAIR ORDER DELIVERY PROMISED DATE TO CALL FOR
 NO. DATE

SERIAL	VENDOR	STYLE NO.	CL	QUAN.	ARTICLES AND DESCRIPTION	AMOUNT
			✓	3	UMBRELLAS	6 00
			✓	1	TOTE BAG	7 00
			✓	1	BAG	30 00
			✓	1	BAG	15 00
			✓	1	BAG	27 00
			✓	1	PRINCESS ATTACHE	22 00
			✓	1	TOTE	11 00
			✓	1	HARTMAN TRAVEL CASE	50 00
			✓	1	LADY SOUT CASE	45 00
			✓	1	TASCO BINOCULARS	29 95
			✓	1	KODAK INSTAMATIC CAMERA	14 99

LOAN CHARGE

ISSUED BY APPROVED BY M. J. Janis (per E. Keech) CUSTOMER'S SIGNATURE

4
Green Suitcase
White Suit case
✓ Brown
Flowered Bag

Mrs. Joan
Brown

Cheryl
Chase
Stone

0096213

1608 Lincoln Street
Durham, North Carolina
March 5, 1968

Dear Mrs. Johnson,

I have been reading, with great interest, about your "Discover America" scarf project, and would like to know where they may be purchased.

I thank you kindly for this information.

Very truly yours,

Mrs. Asa T. Spaulding



Mrs. Lyndon B. Johnson
The White House
Washington, D. C.

[1 of 2 front]

[2 of 2 front]

THE WHITE HOUSE
SOCIAL CORRESPONDENCE

1968 MAR 6 AM 10 26

[1 of 2 back]

Mrs. G. T. Spaulding
1608 Lincoln Street
Dunham, N.C. 27701

MAR 6 1968

11
11
11

[2 of 2 back]

March 5. 68

Eleanor Lambert Company
32 East 57th Street, New York 22 · Publicity

Dear Miss Carlyle:

Here are 3 scraps - some
come from the Bunker's - &
our Keeping Trees who returned
them - we expect some more and
will send as soon as we receive
them back. It was so nice
ring with all of you - hope we can
do it every year - Sincerely
Vera Bronson

February 27, 1968

MEMORANDUM FOR MILDRED STEGALL

From: Carol Carlyle

We need clearance on the following people:

The following three people work for Nancy White of Harpers Magazine and will be coming in to help with the fashion show on Wednesday. (Mrs. White has been cleared already)

China Machado
741 Madison Avenue
New York, New York

Eve Orton
140 East 56th Street
New York (born in Vienna 1917)

Natalie Gittelson
25 Central Park West
New York

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210 West 9th Street
New York,

Dianne Waters
3410 Saint Paul Place
Fairfax, Virginia (home address)
(Darnall Hall - Georgetown University)

Madeline Little
10421 River Road
Potomac, Maryland

Alexandra Tufo
3406 Ene Street N. W.
Washington, D. C.

models continued:

Bonnie Pfeifer
1608 Eartham Avenue
Crofton, Maryland

Helen Hire
2806 31st Street S. E.

Harriet Simmel
5805 Granby Road
Derwood Maryland

Mana (Toni) Bailey
5300 Westbard Avenue
Washington, D. C. 20016

Following are workers from department stores in Washington:

Eve Loyd Thompson
3250 Q N. W.

~~Elizin~~
Elizabeth Said
51111 McArthur Blvd

Mary B. Pelicano
2400 East West Highway
Bethesda, Maryland

Chany Jones
1846 Vernon Street N. W.
Washington, D. C.

ok. Coming in 8:30
Dress

Donna Hecksher
2252 Hall Place N. W.

February 28, 1968

MEMORANDUM FOR THE USHERS, PRS, AND MAJOR LANIER

From: Carol Carlyle

The following people will be coming in via bus to the East Gate at 4:00 this afternoon, will be met by someone from Mrs. Abell's office and then will go to the Lincoln and Queens Rooms.

Mozella Roberts
Fran Healy
Judy Dennis
Joy Wong
Renee Hunter
Dudy Hinnman
Jan Jolley
Pat Mori
Jenny Chilcott
~~Elizabeth~~
Caryl Wilkie
Lynda Hatch
Peggy Parke
Joan Pavlis
Yolande Doultrement
Pud Gadiot
Judy Lawrence
Sherri Thomas

Dottie
Frances Condens
Mant Verner G. Colley

MANNEQUIN MODELS

✓ MOZELLA ROBERTS- 2 West 67th Street- NYC
✓ FRAN HEALY- 321 East 45th Street-NYC
✓ JUDY DENNIS- 111 East 36th Street-NYC
✓ JOY WONG- 354 East 83rd Street-NYC
✓ RENEE HUNTER- 1191 Carroll Street-Brooklyn, N.Y.
✓ DENISE LINDEN- 35 East 85th Street-NYC
✓ JUDY HINNMAN- 120 East 34th Street-NYC
✓ JAN JOLLEY- 150 East 18th Street-NYC
✓ PAT MORI- 250 East 73rd Street-NYC
✓ JENNY CHILLCOTT- 36 East 68th Street-NYC
~~✓ GLORIA KIRBY- 853 Seventh Avenue-NYC~~
✓ CARYL WILKIE- 220 East 60th Street-NYC
✓ LYNDIA HATCH- 172 Gates Avenue- Gillette, N.J.

DESIGNER MODELS

✓ PEGGY	For Mollie Parnis
✓ JOAN	For Samuel Winston
MODEL	For Bill Blass
✓ PUD GADIOT	For James Galanos
✓ JUDY LAWRENCE	For James Galanos
MODEL	For Norman Norrell

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 Chillcott
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 Doultrémont
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.

models continued:

✓ **Judy Lawrence**
300 E. 40th Street
New York

Sherri Thomas
56 Clark Avenue
Rutherford, New Jersey

February 28, 1968

MEMORANDUM FOR THE USHERS, PRS, AND MAJOR LANIER

From: Carol Carlyle

The following people will be coming in after 10:00 a. m. via the East Gate, after reporting to Mrs. Abell's office they will be working in the Queens and Lincoln Rooms.

Dianne Waters
Madeline Little
Alexander Tufo
Bonnie Pfeifer
Helen Hire
Harriet Simmel
Mana (Toni) Bailey

all ok per Mildred

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.

Gillis McNeil MacNeil

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 Doultrumont
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

E L Per

1. Eleanor Lamberts People

~~2. Mrs David Evins~~

✓ 3 Cele Bryant* 784 Columbus Av

4. Vera Sawansky
1024 Lexington

5 Mary Lou Crowley 505 E. 82nd St.

6 Karen Talbot 236 E. 36th

7 Anne Perkins - 2. W 67th St.

Lillis Mac Gill ok
Mrs Bruce Addison
11 E 68th St.

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. his designer
✓ 530 - Seventh Avenue or Karen Stark
New York, N. Y

✓ Adri Designs Inc
526 7th Avenue

Adrian _____

Malcom Starr
✓ Malcom Starr Inc. or designer:
530 - 7th Ave. Elinor Simmons
N. Y. 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.

7
✓ Mr. ^{Luba Marks}
512 - 7th Ave.
N. Y.

Second list

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

designers continued:

✓ Abe Schrader
Abe Schrader Corp
530 - 7th Avenue

cleared

or designer:
Belle Saunders

?
Mr. Gayle Kirkpatrick
One Mitchel Place
New York

- second list

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

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

cleared

- second list

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

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

(Calif)

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

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

not in show -

✓ Norman Norell Inc.
550 - 7th Ave.

W
~~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
Trigere Inc.
550 - 7th Ave.

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

✓ Mr. Geoffrey Beene
530 - 7th Avenue

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

✓ Mrs. Adele Simpson
530 - 7th Ave.

cleared

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

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

cleared

✓ Mr. Jerry Silverman
Jerry Silverman Inc.
530 - 7th Avenue

or designer:
Shanon B. Rogers
550 - 7th Avenue

~~Victor Joris
of Cuddecoats 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 Unitwear Inc.
1410 Broadway

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

✓ Mr. Seymour Fox
Seymour Fox Inc.
512 - 7th Avenue

not a CFDA member

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

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

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

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

not a CFDA member

Mr. Samuel Winston
Samuel Winston Inc.
530 - 7th Avenue

or designer:
Roxanne

✓ Kasper
of
Joan Leslie Fashion Inc.
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

2
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KAN

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

Aquatogs
246 West 38th Street
New York

Leo Narducci
Leo Narducci Inc.
550 - 7th Avenue

Walter Brown
Marquise Coats and Suits Inc.
512 - 7th Avenue
New York

Oscar de la Renta
550 - 7th Avenue
New York

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

Count
Sarmi Inc.
550 - 7th Avenue

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

Mannequin - Gillis Mac Hill
Frankie Welch

John Paul
(44 east's)

Woodies - BA sig

Dinner Pugs ? BA sig

American Air Lines
Models Tickets

Eastern Air Lines
Car in New York.

Starchan Hotel -
Models Rooms

Woodies = Runway
services of Miss Chaney
of New York.

Mayflower Coat Racks.

Jord & Taylor Props

Hecht Co Props

Nancy White
Eleanor Lambert
Nina Hyde
Dorothy Le Sueur
Elenor Epstein

350 -

Waddell -

Admiral Becker -

Joe Pinto - USIA.

File (82-4643 4578

Black Italian Curls dark
eyed - all white white
short dress - left side

Make a call to Model
ask

Nancy White - China gave

11:30 Frankie Welch

Mannequin - 10 West 57

Fashions Models Inc - JU 6-7716

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

Dear Rene,

Here are two of the "first run"
of the scarves. The ones we're
doing now look more professional
but I think these are artistic
with the brush marks showing.
The colors are true on these
two I'm sending you. When
you tie these, please note
that red, white and blue end
one initial show any way you
tie it — which I think is
fun.

By Monday we will have more
ready, if you need them. You should
see our work room!! It's such
fun though.

Fondly,
Frankie

RECEIPT FOR MERCHANDISE BORROWED

THIS PORTION OF ORIGINAL COPY FOR USE OF BORROWING DEPARTMENT

LENDING DEPARTMENT

160

QUAN.	DESCRIPTION	UNIT RETAIL	TOTAL RETAIL	WINDOW NO. OR LOCATION
1	Blouse 2493 4307 (8) wht.	10.00	10.00	
1	Blouse 8472 648 (8) wht	36.00	36.00	

ISSUED BY
[Signature]

BORROWED BY
[Signature]
(Part)

MERCHANDISE TO BE USED FOR
White House Fashion Show

DATE MDSE. WILL BE RETURNED

DATE: *2/28/65*

ADVERTISING FASHION OTHER DEPT.

PUBLICITY DISPLAY

No. 90252

1. Arrange for Bus to pick up
models -- 3:30 A.L. #168

2. Type 10:00 Gate List -

Rit Riley

Dianne Waters

Madeline Little

Alexander Tupo

Bonnie Pfeiffer

Helen Hise

Harriet Simmel

Mona (Toni) Bailey

W. J. R. O. O.
THE WHITE HOUSE
WASHINGTON
Betty Carr

Frankie Welch
305 Cameron St.
Alex. Va.

KI 8-9809

2807 ~~Coast~~
Cathedral Ave

HO 77169

MO 8-2130

For: Nancy White
From: Natalie Gittelson
Re: DISCOVER AMERICA: White House remarks

February 26, 1968

I FEEL VERY DEEPLY PRIVILEGED TO BE ^{this afternoon} HERE...AND ^{honored} TO ADDRESS--
ON BEHALF OF THE FIRST LADY OF OUR NATION--SO MANY OF THE
FIRST LADIES OF OUR FIRST FIFTY STATES.

IT GIVES ME PARTICULAR PLEASURE ~~AT THIS TIME~~ TO CONTRIBUTE
TO ^{this} AN OCCASION ON WHICH WE HAVE GATHERED TOGETHER TO
DISCOVER AMERICA...^{to celebrate} ALL THAT IS GREAT AND WONDERFUL AND
EXCITING AND EVERLASTING IN THIS LAND.

"AMERICA IS A LAND OF WONDERS" ~~Alexis~~ DE TOCQUEVILLE WROTE
IN THE MASTERWORK, DEMOCRACY IN AMERICA, MORE THAN ONE
HUNDRED YEARS AGO. BUT COULD HE HAVE DREAMED HOW THE
WONDERS OF AMERICA WOULD MULTIPLY AND EXPAND IN THE COURSE
OF LITTLE MORE THAN A CENTURY? TODAY, IN EVERY SINGLE
STATE OF THE UNION, THERE IS SUCH A ^{wealth} ~~PROFUSION~~ OF TREASURES
FOR EVEN THE MOST SOPHISTICATED ~~WORLD~~ TRAVELER TO SAVOR
THAT IT IS IMPOSSIBLE EVEN TO TRY TO ^{count} TALLY THEM UP.
HAPPENINGS HAPPEN ALL OVER. ^{Each state, expressing its own} ~~EACH DAY ADDS MORE ABUNDANCE.~~
^{personality, offers its own rich delights.}
THERE'S SUMMERTIME OUTDOOR OPERA IN SANTE FE...THE HEMIS
FAIR BY THE ALAMO...A FANDAGLE IN ALBANY, TEXAS...

A PEACH FESTIVAL IN ALABAMA...A WHALING FESTIVAL IN ~~ALABAMA~~ ^{Alaska}...

RODEOS AND RAIN DANCES IN ARIZONA...FLORIDA'S FAMOUS MISS

UNIVERSE BEAUTY PAGEANT...GEORGIA'S MOUNTAIN FAIR...

HAWAII'S FIESTAS...LOADS OF INDIAN RESERVATIONS ON WHICH YOU ^{in the Southwest}

CAN ARRIVE WITHOUT RESERVATIONS.

THE FAMILY ON TOUR FROM ARKANSAS--OR FROM ITALY--CAN TAKE

AN AIRBINE TO ASPEN...A RAFT RIDE ON THE RIO GRANDE...

COPTER OVER GRAND CANYON...SEE RHODE ISLAND BY RAIL...

WANDER UP THE FOOTPATHS OF THE APPALACHIAN TRAIL.

~~ANYBODY AND EVERYBODY~~, FROM ~~ANYWHERE AND EVERYWHERE~~ IN

THE WORLD, CAN VISIT THE WHITE HOUSE. TWO MILLION SIGHT-SEERS

~~COME HERE~~ EVERY YEAR--AS MANY AS 25,000 a DAY.

INSPIRED NO DOUBT BY NEW YORK'S LINCOLN CENTER AND

WASHINGTON'S JOHN F. KENNEDY CENTER OF THE PERFORMING

ARTS, CULTURAL COMPLEXES ARE SPRINGING UP LIKE DAISIES ^{... combining theater, films, dance, opera, music, musical comedy...}

IN CITIES LARGE AND SMALL THROUGHOUT AMERICA. FINE ART ^{also}

ABOUNDS. THE METROPOLITAN MUSEUM OF ART IS RICH WITH

REMBRANDTS. KANSAS CITY'S NELSON MUSEUM HOUSES UNPARELLELED

ORIENTAL TREASURES. SAN FRANCISCO HAS A NOTABLE CONTEMPORARY

COLLECTION.

I THINK IT IS SAFE TO SAY THAT, NOT SINCE 1492 WHEN
 "COLUMBUS SAILED THE OCEAN BLUE" HAS THE THRILL OF
DISCOVERY BEEN ^{so potent and} SO KEEN IN THIS COUNTRY. OF COURSE IT IS
 TRUE THAT OUR IMMEDIATE ECONOMIC CONCERN IN DISCOVERING
AMERICA EN MASSE THIS YEAR IS TO DISCOVER, ALONG THE
 WAY, A ~~PRECIOUS~~ HALF-BILLION DOLLARS TO HELP EVEN THE
 BALANCE OF PAYMENTS. LAST YEAR, ONE AND A HALF MILLION
 FOREIGNERS VISITED THE UNITED STATES--BUT THREE MILLION
 AMERICANS VISITED ABROAD. THE RESULT: TWO AND A HALF
 BILLION DOLLARS MORE WENT THAT-A-WAY THAN CAME THIS-A-
 WAY. SURELY IT IS ONLY ENLIGHTENED SELF-INTEREST ^{for us} TO
 WISH TO REVERSE THAT RATIO...OR AT LEAST TO DIVERT A
 PORTION OF ~~THAT~~ ^{part of} IMPRESSIVE SUM BACK TO OUR OWN SHORES
 AND INTO OUR OWN STATES.
 BUT THIS IMMEDIATE ^{financial} CONCERN ONLY PROVIDES A PRACTICAL PEG...
 ANOTHER MOTIVATION...FOR DOING WHAT COMES NATURALLY TO
 AMERICANS. WE HAVE ALWAYS BEEN A CURIOUS PEOPLE. WE HAVE ^{Collectively,}
 A NATIONAL URGE TO EXPLORE...^{a natural instinct} TO DISCOVER WHAT LIES OVER
 THE NEXT MOUNTAIN...WHAT'S HAPPENING BEYOND THE NEXT
 STATE BOUNDARY. OUR NEW CROSS-COUNTRY CULTURAL REMAISSANCE

I find myself wishing that I could spend an extra day in almost every city, just to catch up with the stirring and stimulating new civil adventures that have burgeoned since my last visit
HAS SIMPLY MADE GETTING TO KNOW OUR NEIGHBORS EVEN MORE

TEMPTING...AND EVEN MORE REWARDING.

As editor of Harper's Bazaar ALMOST
MY WORK TAKES ME INTO ALL OF THE UNITED STATES. I SPEND/AS MUCH

TIME TRAVELING IN AMERICA AS I DO IN MY OFFICE IN NEW YORK.

~~SO I CAN REPORT FIRST HAND THAT~~, THROUGHOUT THE COUNTRY,
CIVIC PRIDE HAS NEVER BEEN AS STRONG, AS HEALTHY, AS PRODUCTIVE
AND--IF I MAY SAY SO--AS GENUINELY FASHIONABLE AS IT IS RIGHT
NOW.

THIS BRINGS ME TO THE CENTRAL OBJECTIVE OF MY OWN HAPPY

Today *Sampling the*
MISSION HERE: TO BRING YOU A SHOW OF ENDEMICALLY, EXUBERANTLY
that we expect to flower in every state this spring and summer.
AMERICAN FASHION, CLOTHES WITH THE GET-UP-AND-GO...the HIGH

travel
SPIRITS...THE FUN...THE BEAUTY...AND THE COMFORT THAT ~~adds~~
adds
SUPPLIES SUCH A VERY SPECIAL FEMININE BONUS TO THE ENCHANTMENT
seeing
OF AMERICAN TRAVEL. ☺

~~IF I MAY CLOSE ON A PERSONAL NOTE: NOTE~~ LONG AGO I RETURNED

FROM COVERING THE COLLECTIONS IN SOME OF THE SO-CALLED

WORLD CAPITALS OF FASHION--AMONG THEM, PARIS AND ROME.

I AM, AND HAVE ALWAYS BEEN, *an interested* *of their coutures* ~~THEIR ARDENT~~ ADMIRER, BUT IN

PUTTING TOGETHER THIS SHOW AND WORKING CLOSELY ONCE MORE

our designed - in - America, made - in - America
WITH AMERICAN CLOTHES, I WAS STRUCK ALL OVER AGAIN

with

BY HOW UNIQUELY BLESSED WE ARE BY WHAT I CAN ONLY CALL

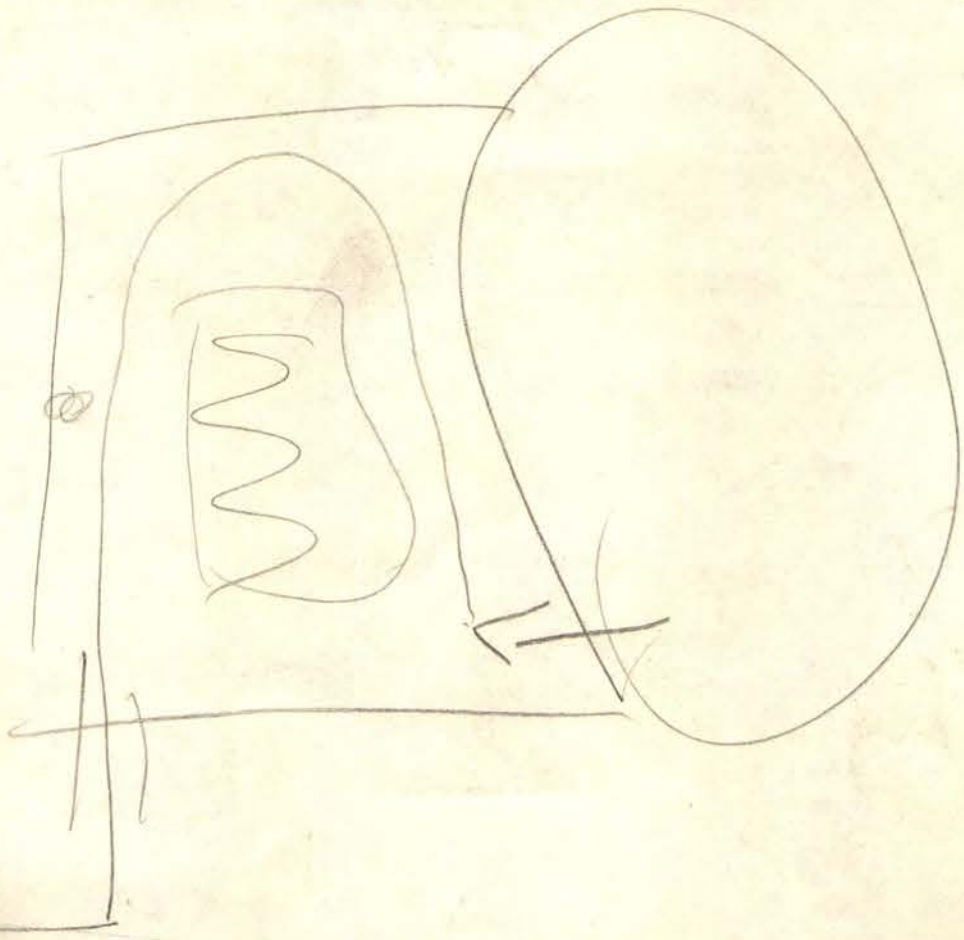
OUR OWN NATIVE GENIUS FOR FASHION...FOR FASHION THAT

TRULY BELONGS TO US...THAT DEEPLY AND HONESTLY EXPRESSES

US...THAT *breathes the essence of* ~~CELEBRATES~~ OUR OWN ~~UNDUPLICATABLE~~ AMERICAN

LIFE STYLE.

THE TALENT, INSPIRATION AND DEDICATION OF OUR GREATAMERICAN DESIGNERS IS *unduplicatable any where* ~~INESTIMABLE~~...I THINK THE CLOTHESYOU ARE ABOUT TO SEE WILL GIVE YOU ~~GOOD~~ CAUSE TO AGREE.SO READY, SET GO! OUR FIRST ~~KNE~~ DISCOVER-AMERICAFASHION THEME IS--HOW DID YOU GUESS?--RED, WHITEAND BLUE.....



Shew

ds go 'ape' the museum!



One over-eager little girl is escorted gently, but firmly, off an exhibit.

Wheee! Besides all those giant stuffed beasties of old at the Field Museum of Natural History, there are jungle gyms all around to climb—and sometimes to hurdle. But the kindly custodians (whose patience is often sorely tried) referee the contortions of gym class as the children gaze up at the giant pachyderms and bony dinosaurs, often trying to get closer because just looking isn't enough.



Photos by Perry Riddle

Up 'n' over, perhaps? This wee one is a candidate for a sudden 'arrest'.

Peg says: Worthy house to open again



By Peg Zwecker
Daily News Fashion Editor

The House of Worth, the world's first real couturier, will open its doors again in May. It was just 110 years ago that Worth left London to go to Paris and dress such famous ladies as Queen Victoria, Empress Eugenie and Lily Langtry. We are proud to say that some of the finest originals of Worth are in the costume collection of the Chicago Historical Society—and many museums are envious.

Sidney Massin, the new owner and London businessman, plans to include couture furs plus younger and less expensive models than of the past.

A FASHION FIRST: Fashion is a capital idea—that's what our First Lady decided. Lady Bird Johnson is the first to open the White House doors for a fashion show—really a salute to the industry that will take place Feb. 29 in the state dining room.

It will be a highlight at luncheon for the governors' wives attending a three-day conference with their husbands. About 50 pieces will be shown and they will be a cross-section of American fashion from both coasts. "They won't all be high-priced couture level," said Eleni Epstein, who goes to New York today to make the selections with the other fashion editors from Washington newspapers—Nina Hyde and Dorothy LeSueur. Nancy White, editor of Harper's Bazaar, will be commentator for the show and Eleanor Lambert producer. It is all part of the President's program to encourage "staying home and traveling in America," and his wife believes you might as well do it fashionably.

DESIGNERS KEEP BUSY: Malcolm Starr took time off during his lunch hour to marry Uriko Yahagi. Seymour Fox, the designer, is making his debut as a full-fledged artist. Jacques Tiffeau has joined the group and is trying his hand at movie wardrobes with the film version of George Plimpton's "Paper Lion."

BRAMSON BUYS: McCall's Fashionnews and the clothes featured in it can now be bought at Bramson's. The magazine, which is only 1½ years old, is reported to be outselling all other fashion magazines. Two former Chicagoans are responsible for a great deal of its success. Marylou Luther, a former Chicago fashion editor, and Shirley Douglas Jones, who worked in merchandising and advertising here, can take a bow.

MOVIE TIME: The Vidal Sassoons of hairstyling fame are expecting an heir in August. At about the same time the new film, "Hammerhead," in which Bev Sassoon has the lead, will be released. Others on the movie wardrobe circuit are Travilla, who did all the costumes for "Valley of the Dolls" and is making all those for Henry Fonda and Tony Curtis, co-stars in "The Boston Strangler." Rudi Gernreich has been handed another plum . . . he'll do the clothes for Carol Channing, co-starring with Jackie Gleason in Otto Preminger's comedy, "Skiddoo" (Carol adores the avant-garde designer and has a number of his things in her own wardrobe).

CHARMERS: "Becoming a charming and elegant woman is somewhat like the cutting and polishing of a diamond," said Letitia Baldrige. "As it comes from the earth, it's rough, dark and cloudy. But through a process of cutting and polishing, shaping and faceting, it becomes the most beautiful and desirable of all gems. The same is true of women. We must constantly keep polishing and shaping ourselves and everything we do throughout the day." Tish was one of the speakers at Sears Roebuck & Co.'s recent "Charm Conferences" in Skokie (Did you know Sears sells more diamonds than anyone else in the United States?). At the same time Sears vice president Arthur M. Wood said, "Our Charm Schools are one of the most important activities we conduct."

THRIFTY FIFTY: The Chicago Urban League's Thrifty Fifty will hold a fashion show at 2 p.m. during open house Saturday at 50 E. 47th St.

Saturday's fashion calendar

THOROUGHbred Sportswear Collection, level, Old Orchard. Informal modeling, 10:30 a.m. to 4:30 p.m., SEARS TRUNKFUL of Fashion show, Saks Fifth Avenue, Suburban Shop main 2 p.m., Sheraton-O'Hare.

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derstandable lapse of manners. It's thoughtless but very human to consider a business as inanimate—something which offers ser-

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