

December 22, 2006

PROCESSING NOTE:

In doing routine preservation on the folders for the Whistle Stop campaign, the archivist noticed that the dates on the folders were incorrect and changed the date to accurately reflect the dates of the Whistle Stop.

The labels formerly said, "Whistle Stop 10/13-16/64" but now say "Whistle Stop [10/6-9/64]."

CLAUDIA ANDERSON
Archivist

WHISTLE STOP

548

...1964 PRESS INFORMATION: THE PRESIDENT'S LADIES...

FOR IMMEDIATE USE
August 22, 1964

FIRST LADY'S SUCCESS FORMULA:
POLITICAL INSTINCT AND ENERGY

In the nine months since she was abruptly thrust into the most demanding of all feminine roles, Mrs. Lyndon B. Johnson has shown a blend of natural political instinct and amazing energy that may produce one of the most active First Ladies in America's history.

Lady Bird Johnson's penchant for being herself and contributing on her own does not detract from, but rather adds to her primary role of wife and mother. She very efficiently manages two homes, two teenagers; acts as eyes, ears, reporter and supporter for the President on her own hectic traveling and speaking schedule, and also manages to be what she has called "the complete woman."

The complete woman, in Mrs. Johnson's view, not only makes her family the "frontline of freedom", but contributes outside her home as well to make herself a better person and the world a better place.

The "woman doer" - a term coined by Mrs. Johnson herself - is not just a wife and mother. She is also a "thinking citizen," with "drives and desires, talents and skills of her own."

During her trips around the world as the Vice President's wife, Mrs. Johnson used this phrase to describe the type of women she sought out in foreign countries while her husband conferred with government officials. The term became a handy cable description for American Embassy officials.

In a speech to Radcliffe graduates this June, Mrs. Johnson said:

"Happy women, with a sense of what they can do and where they are going, must create the homes in which children can learn young that habit of happiness which, more than anything else, lessens the darker strain in human nature and gives us hope for a stable future."

Expanding on her portrait of the "complete woman" in a speech to the Young Women's Christian Association in Cleveland, Ohio, this spring, the First Lady advised:

"Women can do much in their civic life. They can alert citizens to be interested in the affairs of their city. They can push and prod legislators. They can raise sights and set standards....

"We need bolder imagination about the way we want to live - better homes for our families, better schools for our children, better cities for all of us. Women can be dedicated doers for all these things."

Becoming a "dedicated doer" did not come easy to this basically shy woman, who preferred to stand in the shadow of her tall husband's gregarious personality. Mrs. Johnson recently revealed her timidity as a very young Congressman's wife (she was only 25 years old when her husband was first elected to the House of Representatives) in a tribute to Eleanor Roosevelt.

"I met her first in print and admired her. I met her later in person and loved her," Mrs. Johnson recalled. "As she did to many very young and very timid Congressional wives, she extended her hand and hospitality to me -- and Washington was warmer."

Mrs. Johnson's sense of responsibility - at the expense of herself - was revealed in a speech this June to the American Home Economics Association in Detroit.

"For me," said the First Lady, "and probably for most women, the attempt to become an involved, practicing citizen has been a matter of evolution rather than choice. Actually, if given a choice between lying in a hammock under an apple tree with a book of poetry and watching the blossoms float down, or standing on a platform before thousands of people, I don't have to tell you what I would have chosen 25 years ago. But 25 years and the invention of the nuclear bomb have left us no choice."

Claudia Taylor Johnson was a "doer" privately if not publicly before she married the man who was to become President of the United States.

Graduating from the Marshall, Texas, high school with a 94 average, she went on to get two degrees from the University of Texas, a Bachelor of Arts and Bachelor of Journalism.

Some 25 years later the First Lady is still more at ease with people than on platforms. Greeting more than 2,000 women who jammed a reception following her speech to the home economists in Detroit, Mrs. Johnson commented to a guest who admired her stamina: "This is the easy part -- the hard part is

At a small airport in northern Michigan on a recent trip, a crowd of about 500 had waited in the hot sun since early morning for a glimpse of the First Lady. While the dignitaries who met her waited, Mrs. Johnson walked slowly along the entire length of a railing that held the crowd, shaking hands, smiling "Hi" to the children, and chatting with the adults.

Senator Philip Hart's wife expressed what seemed to be in every smiling eye: "Now there's a real lady."

Mrs. Johnson's personal warmth cuts through the pageantry that always accompanies a First Lady. She tells young girls about her daughters. A young boy who asked for her autograph on her recent Western tour was promised: "If you write me a letter I'll be sure to send you an autograph."

At the sight of children, Mrs. Johnson's face lights up as she reaches for their fingers. She is so quick to notice those who need or deserve attention that often the recipients miss the special smile or wave directed at them.

In Montana, during the Western tour, two girls who had written welcoming messages on used envelopes and hoisted them above the crowd on sticks, were chatting with those around them and totally missed the First Lady's wave and "thank you for the signs."

Mrs. Johnson frequently gives her bouquets to local hospitals, or leaves flowers with a note for those who have served her. At the Salt Lake City Airport, August 15, she took a yellow rose from her bouquet and reached down to put it in the hand of a seven-year old boy in a wheelchair.

At the Brigham Young monument that same afternoon, a young boy ran shouting to his mother, "She shook me, she shook me !" The excited boy, who had written in ink on his white tee shirt, "Bury Goldwater in 64," had just shaken the hand of the President's wife.

Mrs. Johnson's appreciation of the difficulties of woman's dual role -- and her admiration for the women who fulfill it -- prompted the First Lady to undertake still another activity. The President's wife initiated monthly "Women's Doers Luncheons" at the White House. A prominent woman from a particular field is invited to be the guest speaker and other women of achievement in different fields are invited to listen and discuss.

A "Women's Doers Luncheon" just before the Democratic Convention honored a nurse who is associate director of the Frontier Nursing Service in the mountains of Kentucky. The guest list included Dr. Mary I. Bunting, the first woman appointed to the Atomic Energy Commission, by President Johnson; Mrs. Hodding Carter, author and wife of a newspaper publisher in Mississippi; Mrs. Jane Hanna, Deputy Director of Civil Defense in the Department of Defense; Mrs. Ruth Johnson, moving force for the Museum of Western Arts in Fort Worth, Texas; Marya Mannes, famous journalist; Agnes deMille, choreographer; Dr. Pauline Stitt, Chief of the Health Studies Branch of the U.S. Children's Bureau; Juanita K. Stout, a Philadelphia judge; Mrs. Matthew E. Welch, wife of the Governor of Indiana; and Mrs. Hugh Rudolph, a fur trapper from Michigan.

Mrs. Johnson remarked to her guests: "The longer I live -- and the more I travel, the more impressed I am with the remarkable things that remarkable women are doing."

The lessons of this mother, who lives life to its fullest, have not been lost on her children, Lynda, 20, and Luci, 17. The President's daughters are both working during summer vacation from school. Lynda has taken a volunteer 40-hour a week non-salaried clerical job in the office of the President's National Security Affairs advisor. Luci assists a Washington optometrist in helping children perform visual exercises to strengthen and coordinate eye control.

The girls frequently are called on to make public appearances and brief speeches. Most recently they appeared separately at a series of barbecues as part of the campaign drive for Young Citizens for Johnson.

In a luncheon speech on the first anniversary of the Eleanor Roosevelt Memorial Foundation, the President's wife voiced her conviction that Americans must not only believe in what is right for the country, but they must act on their beliefs.

"Eleanor Roosevelt taught us," she explained, "that sometimes silence is the greatest sin."

And again, in her speech to the American Home Economics Association, Mrs. Johnson concluded:

"Edmund Burke said, almost 200 years ago, 'The only thing necessary for the triumph of evil is for good men to do nothing.' I hope he would forgive me if I modernize and amend his statement to say, 'The only thing necessary for the triumph of evil is for good men and good women to do nothing.'"

#####

**WHAT THE WRITERS SAY ABOUT
MRS. LYNDON B. JOHNSON**

Richard Wilson, Columnist Cowles Publication April, 1964

"Mrs. Johnson finds her role in fixing public attention on specific problems or in lending presidential recognition to phases of American life which deserve encouragement ... the net effect of Mrs. Johnson's activity is a political asset to her husband. Moreover she has found constructive things in public life for a First Lady to do, and does these things with interest and enthusiasm.

"We have had recent first ladies who traveled for pleasure, or to get away from it all, but none like Mrs. Johnson who travels regularly as an extension of the eyes and ears of the President.

"In a sense, we now have a working woman in the White House and an executive type, at that. "

Anne Morrow Lindbergh Look Magazine May, 1964

"Mrs. Johnson is very much such an individual. She has the strength to stand up for what she believes -- in the home or on the platform. She has the courage to be herself. It is this quality of integrity which is going to determine the image in the White House, and allow us to see a true picture (of) an alive, whole, compassionate woman.

"Living in the glare of publicity is like walking constantly down halls of mirrors; it is almost impossible not to pose -- just a little. One must make an heroic effort to be oneself. Mrs. Johnson resolutely walks those halls without looking in the mirrors. I have seen her. "

Elizabeth Janeway Ladies Home Journal April, 1964

"...there are a few brilliant men in Washington who apparently had as much discernment in their twenties as they do in their fifties. They fell in love with pretty girls who grew up to be women of character and intelligence, of dignity, culture, humor and good sense. One of these lucky men is President Lyndon Baines Johnson.

"...having her as his wife has helped him (the President) to devote vast energies to his career. "

Helen Thomas United Press International March, 1964

"Mrs. Lyndon B. Johnson is destined to go down in history as one of the great ladies who have lived in the White House.

"She has brought a warmth, a hospitality, and a helping hand to her husband that is reminiscent of a predecessor, Mrs. Eleanor Roosevelt. "

Marie Smith Washington Post August, 1964

"She has a deep political awareness and a social consciousness that makes her sensitive to the needs of humanity that may well point the way to her greatest activity as First Lady ... A strong, warm, outgoing personality (is) hostess in the nation's Executive Mansion, and.. she (will) write her chapter in history in her own unique way.

"Mrs. Johnson has pitched in to join her husband in every endeavor from outright politicking to polite and formal entertaining at the White House. She does it all with ease, grace and zest."

Christine SadlerMcCallsMarch, 1964

"Not surprisingly, fancy treatises examining the status of women as an abstruse problem amuse her, but her interest in encouraging projects begun by women, or encouraging their broader education, could hardly be more real. 'The world is very much on the move for women,' she told the Congressional Club last year, and who should know better than a First Lady who has herself accomplished so much?"

Ruth Montgomery, ColumnistHearst NewspapersJanuary, 1964

"Two predominant goals are evident: She will endeavor to make the distaff White House a showcase for women in action; she will combine sociability with social conscience."

Richard BoyceWashington Daily NewsNovember, 1964

"The new First Lady is a sweet and pretty brunet with a ready smile and warm manner that make you feel instantly at home ... Behind her laughing dark eyes is great intelligence."

Charles E. JonesThe Denton (Texas) Record ChronicleApril, 1964

"...the scope of this woman's truly high level problems and responsibilities -- and her ability to solve them -- must not be underestimated. Her capability is of a high calibre, and it is being applied successfully where national interests of deep significance are involved."

###

EXCERPTS FROM SPEECHES BY MRS. LYNDON B. JOHNSON AS FIRST LADY

Commencement Address at the University of Utah, August 15, 1964:

"For those who settled, experimented, and built a flourishing society under such hardships, there was a propelling force which no obstacle could daunt. It was the faith that what they were doing was right and necessary. It was the faith that men and women together could build a great society on this earth -- one that would give character and compassion to its inhabitants."

To the National Convention of the American Home Economics Association, Detroit, Michigan, June 24, 1964:

"The horizons of women all over the world are widening from home to humanity--from our private families to the family of man. ...As American women, we hold a tremendous potential of strength for good. ...the force we exert when we mark a ballot, teach our children, or work for a better community. ...What better formula with which to develop the full potential of the home as a springboard to citizenship!"

Baccalaureate Address at Radcliffe College, Cambridge, Mass., June 9, 1964:

"A quite remarkable young woman has been emerging in the United States. ... She has taken over the right to participate fully--whether in jobs, professions, or the political life of the community. She has rejected a number of overtones of the emancipation movement as clearly unworkable. She does not want to be the long-striding feminist in low heels, engaged in a conscious war with men. But she wants to be--while being equally involved -- preeminently a woman, a wife, a mother, a thinking citizen. ...

"Make your frontline of freedom your own front door. Happy women, with a sense of what they can do and where they are going, must create the homes in which children can learn young that habit of happiness which, more than anything else, lessens the darker strain in human nature and gives us hope for a stable future. It is an awesome task, creating the atmosphere of joy, giving young natures the taste of love, sending them out single-minded and confident. Do not short-change this task!"

Remarks at Georgetown Visitation Graduation Ceremony, Washington, D.C., June 3, 1964:

"I do not wish to look backward and think only of the glories of our tradition-rich past. The inspiration to be taken from our founding fathers is that they had a forward looking view. They could never have overcome the problems they faced if they had not kept their eyes on the future. ...

"Success is not always 'getting.' It is more often 'giving.' ...The quiet dignity of a home, the relationship of the individuals in that home. The continuing expression of an inquiring mind can mean more in terms of success than all the surface symbols of status."

To the Annual Convention of the Kentucky Federation of Women's Clubs, Lexington, Kentucky, May 21, 1964:

Today, we are still shamed by the one-fifth of our citizens who live on the outskirts of hope because they are too poor. ...by training the untrained, by giving skills to the unskilled, by preparing the jobless to hold jobs, we can offer hope to the hopeless. For it is true that if this nation is wise enough to pursue peace in the world, we must be strong enough to fight poverty here at home. ...

"We cannot rest until we have conquered these enemies: hunger, disease, poverty, and ignorance. This is no soft-headed approach. Compassion, yes, -- but also hard common sense, for it turns tax eaters into tax payers."

Emory University Honors Day Convocation, Atlanta, Georgia, May 11, 1964:

"I believe the deepest lessons of the 1930's endure in 1964: First, that every increasing excellence in education and devotion to learning, is the surest path we can take to meet the ever-growing demands that life will put upon us, as individuals and as a nation; and second, that even though we find our own way, our duty is not done until we help any who have fallen to find their feet again. There are among us people in need, proud Americans who do not want a handout, but who do need a hand up."

YWCA National Convention, Cleveland, Ohio, April 20, 1964:

"The very fact that we are engaged in an attack on the slums, instead of our fellow man; that our hands are free to pick up the plowshare, is evidence that we live in an envied hour in history."

"We want a world at peace, a security based on mutual trust. We want our children to live in a country -- in a community which bases its actions among its citizens on fair play, fair play for all, not because it is political or expedient, but because it is morally right."

Tribute at Eleanor Roosevelt Memorial Foundation First Anniversary Luncheon, Hilton Hotel, New York, April 9, 1964:

"All of us are familiar with people who are the partisans of departed virtue, but are afraid to defend an unpopular truth today. Mrs. Roosevelt never stood with this timid company. Her conscience was her counselor, and she followed its commands with unfaltering courage. Nor did she really understand what people meant when they praised her for taking so many risks. She would have taken the greatest risk of all if she had remained silent in the presence of wrong. She would have risked the integrity of her soul."

On Receipt of Honorary Doctor of Laws Degree at Texas Woman's University, March 31, 1964:

"It is a good time to be a woman because never have there been such opportunities unlimited for you...how much women are doing to turn hand and brain for our national destiny...Let your reach exceed your grasp always. And make your little plot in this world whether it is in Athens, Texas or Athens, Greece, greener because you walked there."

**WHAT THE WRITERS SAY ABOUT
MRS. LYNDON B. JOHNSON**

Richard Wilson, Columnist Cowles Publication April, 1964

"Mrs. Johnson finds her role in fixing public attention on specific problems or in lending presidential recognition to phases of American life which deserve encouragement ... the net effect of Mrs. Johnson's activity is a political asset to her husband. Moreover she has found constructive things in public life for a First Lady to do, and does these things with interest and enthusiasm.

"We have had recent first ladies who traveled for pleasure, or to get away from it all, but none like Mrs. Johnson who travels regularly as an extension of the eyes and ears of the President.

"In a sense, we now have a working woman in the White House and an executive type, at that. "

Anne Morrow Lindbergh Look Magazine May, 1964

"Mrs. Johnson is very much such an individual. She has the strength to stand up for what she believes -- in the home or on the platform. She has the courage to be herself. It is this quality of integrity which is going to determine the image in the White House, and allow us to see a true picture (of) an alive, whole, compassionate woman.

"Living in the glare of publicity is like walking constantly down halls of mirrors; it is almost impossible not to pose -- just a little. One must make an heroic effort to be oneself. Mrs. Johnson resolutely walks those halls without looking in the mirrors. I have seen her."

Elizabeth Janeway Ladies Home Journal April, 1964

"...there are a few brilliant men in Washington who apparently had as much discernment in their twenties as they do in their fifties. They fell in love with pretty girls who grew up to be women of character and intelligence, of dignity, culture, humor and good sense. One of these lucky men is President Lyndon Baines Johnson.

"...having her as his wife has helped him (the President) to devote vast energies to his career."

Helen Thomas United Press International March, 1964

"Mrs. Lyndon B. Johnson is destined to go down in history as one of the great ladies who have lived in the White House.

"She has brought a warmth, a hospitality, and a helping hand to her husband that is reminiscent of a predecessor, Mrs. Eleanor Roosevelt."

Marie Smith Washington Post August, 1964

"She has a deep political awareness and a social consciousness that makes her sensitive to the needs of humanity that may well point the way to her greatest activity as First Lady ... A strong, warm, outgoing personality (is) hostess in the nation's Executive Mansion, and.. she (will) write her chapter in history in her own unique way.

"Mrs. Johnson has pitched in to join her husband in every endeavor from outright politicking to polite and formal entertaining at the White House. She does it all with ease, grace and zest."

"Not surprisingly, fancy treatises examining the status of women as an abstruse problem amuse her, but her interest in encouraging projects begun by women, or encouraging their broader education, could hardly be more real. 'The world is very much on the move for women,' she told the Congressional Club last year, and who should know better than a First Lady who has herself accomplished so much?"

"Two predominant goals are evident: She will endeavor to make the distaff White House a showcase for women in action; she will combine sociability with social conscience."

"The new First Lady is a sweet and pretty brunet with a ready smile and warm manner that make you feel instantly at home ... Behind her laughing dark eyes is great intelligence."

"...the scope of this woman's truly high level problems and responsibilities -- and her ability to solve them -- must not be underestimated. Her capability is of a high calibre, and it is being applied successfully where national interests of deep significance are involved."

###

Lady Bird Special

The Lady Bird Special is coming to _____.

For the first time ever in our history, a First Lady takes to the road on a whistle-stop tour. The Red, White and Blue Lady Bird Special comes to _____ on October _____ at _____.

Mrs. Lyndon B. Johnson leaves the nation's capitol on October 6th for the four-day tour that ends in New Orleans on October 9th.

The fourteen car train carrying the First Lady and her party will stop and visit all along the seven-State route. Miss _____ Johnson will accompany her mother on her visit to _____.

Prior to her departure Mrs. Johnson said, "I want to go South because I am proud of the South, and I am proud to be a part of the South. Today the South is the second in the nation in economic growth, the glistening new skylines, the great symphony orchestras, the vital universities. We are proud of all of them. The South to the Johnsons is a respected and valued and beloved part of the country. I am looking forward to visiting with you all!"

A whistle-stop Hospitality Committee -- composed of pretty ladies for Lyndon -- will pass out campaign buttons, whistles, balloons, LBJ hats and many other colorful souvenirs to the welcoming crowds.

Accompanying the First Lady on her tour through the South will be Secretary of Commerce, Luther B. Hodges, Congressman Hale Boggs, the Co-Chairmen of the Lady Bird Special -- Mrs. Hale Boggs and Mrs. Donald Russell, wife of the Governor of South Carolina.

Joining the Lady Bird Special during its tour through _____ will be _____.

SPECIAL NOTICE TO RADIO & TV NEWS DIRECTORS

Multiple equipment for (local) sound pickup will be installed to the immediate right of the red, white and blue Lady Bird Special.

HANDY FACTS
ON
THE JOHNSON LADIES



28

[multiple copies in folder]



CLAUDIA ALTA (LADY BIRD) TAYLOR
JOHNSON

The Vital Statistics

Claudia Alta (Lady Bird) Taylor Johnson

Born in Karnack, Texas, Dec. 22, 1912

Parents—Mr. and Mrs. Thomas Jefferson
Taylor

Married Lyndon B. Johnson of Johnson
City, Texas, in St. Mark's Episcopal
Church, in San Antonio, Texas, on Nov.
17, 1934

Two daughters:

Lynda Bird Johnson (Lynda), 20 years
of age

Luci Baines Johnson (Luci), 17 years
of age

Church Affiliation

St. David's Episcopal Church in Austin,
Texas

Education

She attended elementary school at Fern, Texas, Jefferson High School 1924-1926, Marshall High School 1926-28, graduating at 15 as third in class. She attended St. Mary's Episcopal School for Girls in Dallas, 1928-1930, where she graduated with an A average in 1930.

She entered the University of Texas in 1930 and received a Bachelor of Arts (1933), and a Bachelor of Journalism (1934).

Honorary Degrees: Doctor of Laws, Texas Woman's University, Denton, Texas, March 31, 1964. Doctor of Letters, University of Texas, Austin, Texas, May 30, 1964.

An Important Meeting

"On a sightseeing trip to Washington in 1934, she almost met LBJ because a mutual friend (Mrs. Gene Lassater of Henderson, Texas) had jotted his name down on a slip of paper as 'a wonderful guy to show her the town,' and had written Lyndon to expect a call from her. But Miss Taylor, brought up as a proper young lady, was too shy to call a stranger. Five months later they met accidentally in the same friend's Austin office. Right off the bat, Lyndon asked her to breakfast. He moved in faster than a Texas tornado, quickly driving Lady Bird to meet his own mother and father in San Marcos, and then on to Karnack for once-overing by her daddy. Then, scarcely two months afterwards, he managed to marry the dazed but happy girl."

*Excerpt from The Washington
Post and Times Herald*

The Introduction That Followed

*(At Democratic Women's Dinner,
May 9, 1960)*

"This is a brand new experience for me. Usually at a dinner like this, I listen to someone introduce Lyndon with words of praise and approval, all of which I underwrite and enjoy. But I want to introduce him in a more personal way—as an exciting man to live with; an exhausting man to keep up with; a man who has worn well in the 25 years we've been together; and, most important, a man from whom I've learned that, to put all the brains and heart and skill you have into the job of trying to make your government work a little bit better, can be a wonderful life for a man, and his wife. My friends, may I introduce my husband, Lyndon B. Johnson."

The Campaign Trail

"Three trademarks of campaigning," Mrs. Johnson, a veteran of 27 years on the campaign trail, once philosophized to a reporter, "are early sun-ups, cold pancakes, and total confusion."

Good humor and stamina have helped Mrs. Johnson chalk up the miles and microphones with aplomb.

Her introduction to campaigning was in 1937 when she traveled Texas' 10th Congressional District and helped her husband win his first race for the U.S. House of Representatives, where he served 12 years. Subsequent races for the U.S. Senate, one which he lost in 1941, and then won in 1948, have taken her over Texas' 254 counties many times.

In 1960, she traveled 35,000 miles in 71 days to campaign for the Kennedy-

Johnson ticket, both with her husband and on her own.

She is an enthusiastic Democrat because, "It's the party with the most heart and willingness to take a look at change and the most capable of coping with the big challenges of history."

Other Travels

In the past four years, Mrs. Johnson has traveled more than 200,000 miles throughout the United States and accompanying her husband on assignments abroad.

Her travels include Senegal in 1961; Southeast Asia to Viet Nam, Thailand, the Philippine Islands, Taiwan, India and Pakistan also in 1961; the Middle East to Lebanon, Iran, Cyprus, Greece, Turkey and Italy in 1962; to Jamaica in 1962; to the Dominican Republic in 1963; to the Scandinavian countries of Sweden, Finland, Norway, Denmark, and Iceland in 1963; and to Luxembourg, the Netherlands and Belgium in 1963 as well.

Through her visits to schools, welfare projects, and craft centers, Mrs. Johnson has saluted the endeavors of the

women in each country who are trying to improve living conditions in each.

As the wife of the Vice President, and then after her husband became President, Mrs. Johnson has accepted numerous speaking engagements. She has made three trips to several Appalachia areas to "meet the people behind the statistics" of unemployment, and to help "open the windows a little wider" for national understanding of the President's poverty program.

Citations And Awards

Togetherness Award—Presented by Mc-
Call's Magazine, February 1958

Crystal Citation—Presented by Fashion
Group of Philadelphia, October 1961

Distinguished Achievement Awards—By
Washington Heart Association, Jan-
uary 1962

Silver Loving Cup and Citation—Pre-
sented by the National Association
of Colored Women's Clubs, July,
1962

Humanitarian Award—By Ararat Chap-
ter of B'nai B'rith, October, 1961

Theta Sigma Phi Citation—Presented by
Theta Sigma Phi (professional so-
rority for women in journalism),
June 1962

Citation—By American Women in Radio
and Television, May 1963

Humanitarian Citation—By Volunteers
of America, May 1963

Businesswoman's Award—Presented by
Federated Business Women's Club
of Austin, October 1961

Golden Slipper Award—Presented by
Golden Slipper Square Club of
Philadelphia, June 1964



LYNDA BIRD JOHNSON

The Vital Statistics

Lynda Bird Johnson

Born in Washington, D. C., March 19,
1944

Church Affiliation
St. David's Episcopal Church in Austin,
Texas

School:
University of Texas, freshman year
1962-63. George Washington Univer-
sity, sophomore, 1964

Hobbies:
Reading, bowling, bridge, dominos

Special Interest:
Historical research

Physical description:
5 ft. 9½ inches, brown hair, brown eyes

History: Past And Present

Since her graduation from high school—the National Cathedral School for Girls—in 1962, she has shared in the formal and official visits of her parents, both to places in the United States and overseas. She considers these “privileged opportunities to broaden my knowledge and understanding of our world.” These “privileged opportunities” include four overseas trips when her father was Vice President. During this period, she accompanied her parents to the Mediterranean and the Middle East, visiting Italy, Greece, Cyprus, Turkey and Iran. She has also visited Puerto Rico and Jamaica with her parents. More recently, she addressed the Second Little White House Conference on Children and Youth in Hawaii in June, 1964, and has traveled with the First Lady to Appalachia and other areas in the Middle

West and the eastern United States. Lynda christened the Austin, an amphibious transport dock ship, in June at a launching in Brooklyn at the New York Naval Ship Yard.

Study And Achievement

Lynda has a genuine love for learning reflected by the fact that she has an excellent scholastic record. She graduated high school in the upper level of her class. She was elected to Alpha Lambda Delta, the freshman honor society for women, her first year in college at the University of Texas, where she majored in history.

In 1964, she transferred to George Washington University in Washington, D. C., where she has continued to maintain a high scholastic average.

Like her mother, she is an avid reader. Her taste in literature runs the gambit from the Bible to Shakespeare to past and current history and biography.

Lynda is a competent typist and has had a job in which she has put this skill to use each summer since her teens. The

summer of 1964, without compensation, she undertook a full-time position at the White House in a clerical research capacity.



LUCI BAINES JOHNSON

The Vital Statistics

Luci Baines Johnson

Born in Washington, D. C., July 2, 1947

Church Affiliation:

St. David's Episcopal Church in Austin,
Texas

School:

National Cathedral School for Girls

Favorite Studies:

Music, science and sociology

Hobbies:

Cooking, sewing, making music, meeting
people

Special Interest:

Nursing

Physical description:

5 ft. 3 1/2 inches, dark brown hair, blue
eyes

History: Past And Present

From the relative quiet of a past filled with the usual interests and concerns of a young girl in her teens, Luci has been confronted with the public attention and scrutiny that is part of living in the White House. Luci has accepted the change with zest. Events have been fast-paced and full since moving into the White House. In February, 1964, she was one of seven girls chosen to represent her school at a conference sponsored by the Council for Religion in Independent Schools. The end of April, she was Queen of the Shenandoah Apple Blossom Festival in Winchester, Va. She represented her father at the Milk Day Celebration in Harvard, Ill., in June; and in July, Luci narrated Sergei Proko-

fiEFF's Peter and the Wolf at a benefit concert conducted by Van Cliburn at the National Music Camp at Interlochen, Michigan. The concert netted \$14,000 for scholarships.

Study And Achievement

Luci will be a senior, the fall of 1964, at the National Cathedral School for Girls where her favorite subjects are science and sociology. She has studied music for several years and enjoys improvising compositions for her own pleasure. She likes literature and has a flair for writing both poetry and prose. Her skill at recitation was demonstrated when she narrated "Peter and the Wolf" at two sell-out benefit performances at the music camp at Interlochen, Michigan.

In June, 1964, Luci began her first job as a part-time assistant (three days a week) to Dr. Robert Kraskin, Washington optometrist who specializes in eye therapy.

The LBJ Ranch

Real home is the LBJ Ranch, midway between Fredericksburg and Johnson City on the Pedernales River. The old stone and frame house which the Johnsons bought from the President's aunt, Mrs. Clarence Martin, in 1952 is shaded by great spreading live-oak trees, some 300 years old. Four hundred acres of ranchland are used to graze white-faced Hereford cattle. Mrs. Johnson's decorating hand has given it a comfortable bright, chintzy appearance where the President can relax, keyed to the greens and blues and browns and orange of the surrounding Texas countryside.

The welcome mat on the front of the LBJ Ranch—a gift from the Women's National Press Club—reads: "All the World Is Welcome Here." It is literally true.

Four heads of State plus the official representatives of more than half the world have been guests at the ranch. President Lopez-Mateos in October 1959; Chancellor Conrad Adenauer in April 1961; President Ayub Khan in July 1961; Chancellor Erhard of Germany in December 1963. Former President Truman visited the ranch in October 1959.

Other prominent guests have included more than 50 United States Senators; 30 delegates to the United Nations on April 26, 1963; 16 Ambassadors to the Organization of American States, also guests of honor at a barbecue on October 12, 1962; seven Astronauts on April 25, 1962; and Bashir Ahmed, a Pakistani camel driver who visited on October 15, 1961.

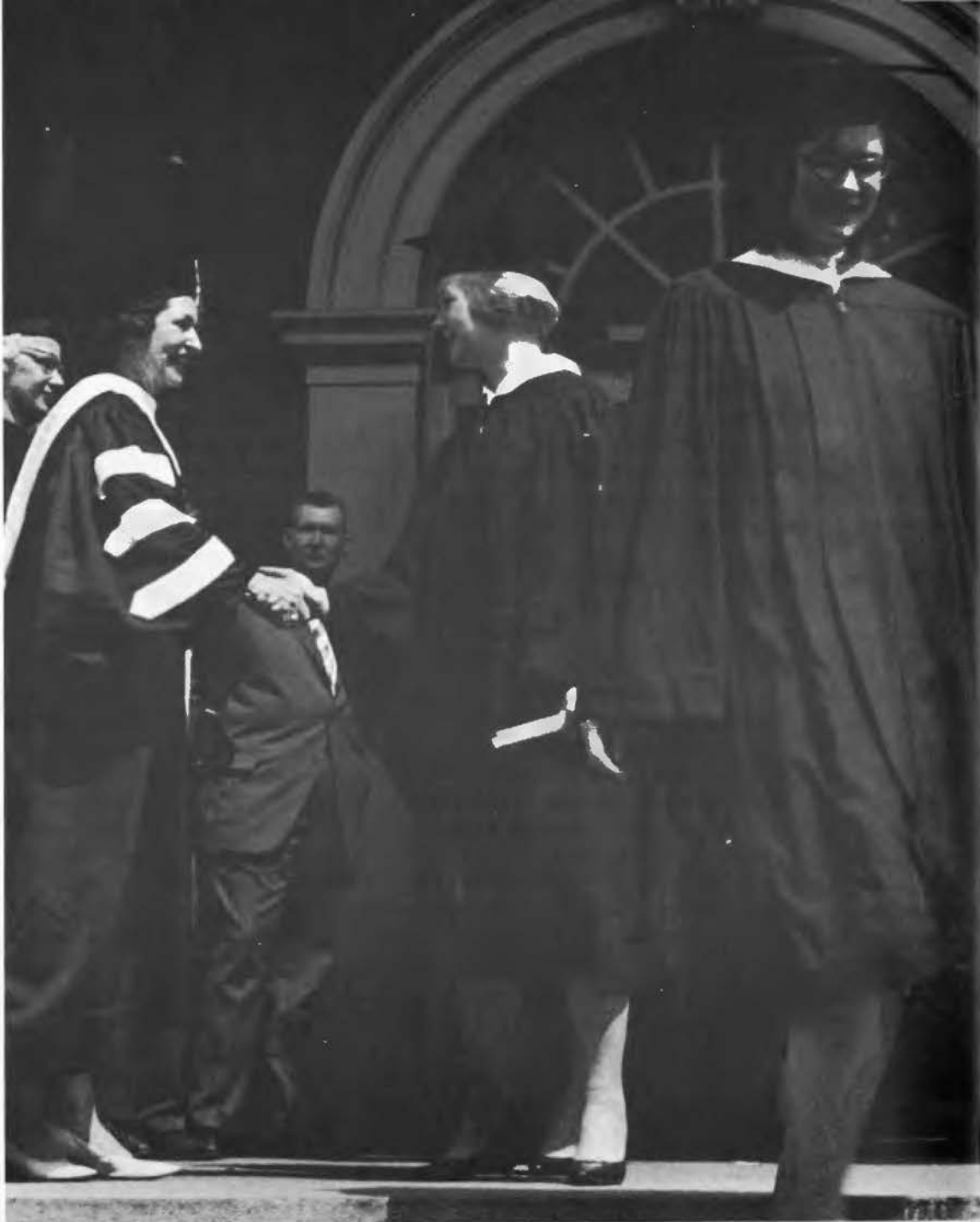
*"It is a good time
to be a Woman
...It is a good time
to be Alive."*



ADDRESSES BY
The First Lady
Mrs. Lyndon Baines Johnson

1964

*“ The future of young women looms bright.
Your horizons are not finite. You were born
at the right time. It is a good time to be
a woman. It is a good time to be alive. ”*



"The Total Woman"

**BACCALAUREATE ADDRESS
RADCLIFFE COLLEGE, CAMBRIDGE, MASS.
JUNE 9**

*I*t is four years since that anxiously-awaited envelope postmarked "Cambridge, Massachusetts" arrived in your home. This day marks the culmination of those years. You have struggled, groaned and grown within the demanding and rigorous intellectual life of this remarkable institution, and here you are today—ready to turn your knowledge and skills to new fields.

But with all your perception, with all your brainpower, I wonder if you know how great is the pride in you of those who are in this hall today?

What can I say to make you know, too, how much the world reaches out for you? For if you are to be the anointed generation—the one to do the most to build a society of the highest order—then I hope you will consider your diploma not the accolade of a job past, but a passport to the world and a license to be a practicing member of it.

These last four years have probably taught you how to be a knowledgeable critic; now you must learn how to be a knowledgeable citizen. You must contribute peace, not disorder. And to give peace you must have peace within yourself.

This is no easy task in a world of experts on women with every bookstore offering up the joys of emancipation and every newsstand proffering the delights of femininity. But actually, amid all the worries and uncertainties—and the provocative doctrines about the role of the educated woman today, a quite remarkable young woman has been emerging in the United States. She is your sister, your roommate, and if you look closely enough, probably, yourself. She might be called the natural woman, the complete woman. She has taken from the past what is vital and discarded the irrelevant or misleading. She has taken over the right to participate fully—whether in jobs, professions, or the political life of the community. She has rejected a number of overtones of the emancipation movement as clearly unworkable. She does not want to be the long-striding feminist in low heels, engaged in a conscious war with men. But she wants to be—while being equally involved—pre-eminently a woman, a wife, a mother, a thinking citizen.

Time has brought the emergence of the woman with the dual role, but necessity first created her in the expanding West. As we moved west, the American type, as contrasted with the woman influenced by European customs and attitudes,

emerged. Dauntless in spirit, she moved with her man to hew out the forests and found the schools and the churches.

It was in the Western states that women first took the leadership in political and social movements. It was no happenstance that the first part of our country to give suffrage to women was Wyoming, even when it was a territory; the Western states sent the first woman to the House and the Senate.

She was a doer in things outside the home—whether fighting the Indians or ploughing the fields; she was always the wife and mother because that's what she wanted to be. And—alas—the Pony Express brought no magazines to ask her complicated questions about whether she liked the dual responsibilities.

The confusion of roles for women today is still very real. The strains are real. But many women have been able to master the confusion.

Your own Mary Bunting who has been a pioneer in keeping women in training for the labor market is a remarkable example. How grateful we are that she practices what she preaches! For, it means that despite a great many other demands, she has found the way to give her country time to serve on the Atomic Energy Commission.

You should be as pleased as I that on the day her appointment was announced, a young mother said to me, "I just feel better knowing that an intelligent woman—a mother of four—is going to have a voice in what fallout means for my children."

There are many other women who are both working mothers and thinking citizens. I have been meeting them in the Cumberland mountains in Kentucky and in the government machinery in Washington.

You have been trained here at Radcliffe to contribute as much of yourselves to the future of your country as to your own present. The country needs your trained intelligence—whether in the humanities or the sciences, in government, in the public services of health and welfare, in the enormously and grievously understaffed field of education.

The easy way, the easy life, is no longer the good life and the good people of this world know they cannot afford to live it.

The woman pioneer—you—will learn to master a number of fears. One—the closest to the female heart of 20—is the fear that your intelligence is a threat to your femininity—that whatever you may achieve in your chosen work outside the home competes dangerously with your desirability as wife and mother. It can, but it needn't.

I know you Radcliffe girls pride yourselves on your casual dress. Nevertheless, I do not see among you any of those ungainly Thurber females with stones poised to crush the nearest male skull—and I trust your male acquaintances include none

of those equally ungainly Thurber men, hissing, "Where did you get those great brown eyes and that tiny mind?"

It is an awesome task, but you can organize life as you have learned to organize study. It is important to retain those qualities of warmth and tact and sensitivity which a real woman possesses. The man you marry will want you to be what you are—not only his wife and the mother of his children, but a person in your own right, with drives and desires, talents and skills of your own.

Ultimately, it comes back to the spirit in which you can direct your own life—how happily you can marry both man and job; or how happily you can marry one of them.

You graduate into a world of "Outlets Unlimited." A great deal has been written about how to help the 40 year old woman re-enter the labor market—a very real problem—but I am sure what is most on your minds right now—is how to spend the next twenty years as you raise a family. I would like to see young women from the outset consider their lives in the longer perspective—looking to the time after your children are grown when you will still have time for an on-going part in the human drama.

The difficulty immediately ahead for you lies in working it out in our servantless world. Unremitting domestic labor on your part tends to dissipate academic capital. It dulls the intellectual edge and can even end, by reducing self-confidence and initiative. I don't say this is a universal picture, but I say it is general enough to merit closer attention and, where possible, appropriate countermeasures—such as Radcliffe itself has undertaken, with its Institute of Independent Study.

Not all of you, of course, will contribute to our society as young married women. There will be many whose contribution will grow from their job or their profession—very often after years of meeting the intense demands of graduate training. I salute you because the world needs your talents.

Specifically, the role of the natural, young woman today is:

First, To remember in the most local, realistic terms that education is a loan to be repaid by gift of self. Your energy and intellect turned to your school or your children's schools can help to alleviate the most crippling weakness in our democratic society.

The drifters, the drop-outs, the soon-to-be delinquents are all too often the fall-out from our inadequate school systems and overtaxed teachers.

Second, To improve the esthetics of our cities where 70% of the people now live. More than 90% of our population growth will occur in our metropolitan areas. If our cities are cement and asphalt jungles, the children may be wolf-cubs.

Third, To make your frontline of freedom your front door. Happy women,

with a sense of what they can do and where they are going, must create the homes in which children can learn young that habit of happiness which, more than anything else, lessens the darker strain in human nature and gives us hope for a stable future. It is an awesome task, creating the atmosphere of joy, giving young natures the taste of love, sending them out single-minded and confident. Do not short-change this task!

Of course, as a fourth point, I would like, as the wife of a life-long laborer in the political vineyard, to put in a plea for those great voluntary societies—our political parties.

When you consider that the majority of potential voters are female and the majority of actual voters male, you can see there is a vast job to be done simply in stirring up the civic interest of women voters. We haven't yet, as lay citizens, searched out all the constructive pathways for peace. We haven't the lobby we need for the war on poverty and prejudice at home or abroad.

Anyone with imagination, zeal and brains has many opportunities in unfinished America. A number of you already participate in this through the Phillips-Brooks House.

I can tell you first hand that Appalachia cries out for young women with the pioneer spirit who are willing to teach in one-room schools. There is good raw material there. I saw it in the eyes of 20 youngsters in Lick Branch School in Kentucky. Perhaps someone here will organize a rural teachers corps. You don't have to build Rome, you can build Lick Branch.

The housing needs of the aged are far from satisfied. You have only to step inside such a model housing program as the Golden Age Center in Cleveland to know that while giant steps are being taken, this is only the beginning of an ideal way to meet man's new life span.

I urge you to enter these outlets, not as superwoman—but as a total woman, a natural woman, a happy woman. If you can achieve the precious balance between women's domestic and civic life, you can do more for zest and sanity in our society than by any other achievement.

I profoundly believe what will best sustain the young woman today is not, on the one hand, glamorous images of herself as Ambassadors or dreams of glory as she takes over the Presidency of General Motors. What you can do may never see the light of print. It is the integrity that comes from attempting without fuss or self-preoccupation to see a good job well done. Its value is the work itself, what you have given others, whether your product is a better school in Harlem, or an inspired husband and children, or both. I assure you, you will have no greater satisfaction than to pour back vitality into the mainstream of this country which

has so richly endowed you with brains and ability. No city is so perfect—or so remote—that it does not need your talented hand. Start wherever you go.

Two weeks ago, I sat on the stage of the high school in Johnson City, Texas, where my husband graduated 40 years before with six pupils in his class.

Lyndon recalled how, right after high school graduation, his restlessness had driven him to the West Coast to seek his fortune. After two months he returned because he discovered "right here in Johnson City is where it all begins."

If I would give you any ringing message today, it would be to say, that while indeed the world beckons and the problems of Zanzibar are your inheritance and your challenge, it still all begins right with you, in your job or studies, in your home, in your husband's work, and in your community and the way you want it to look. The way it looks to you it looks to the world.

I have no fear that you will not use all you have learned. Women have done this for more than 2,000 years and you will do it today with fewer handicaps than ever.

Perhaps you remember the most beautiful description in literature of the ideal woman. In the words of Solomon:

"She looketh well to the ways of her household and eateth not the bread of idleness. Her husband is known in the gates where he sitteth among the elders of the land; she stretcheth out her hand to the poor; yea, she reacheth forth her hands to the needy; her children arise up and call her blessed; her husband, also, and he praiseth her. Strength and beauty are her clothing and she shall laugh in the latter day."



"A Tribute to Eleanor Roosevelt"

**ELEANOR ROOSEVELT MEMORIAL FOUNDATION
FIRST ANNIVERSARY LUNCHEON
HILTON HOTEL, NEW YORK
APRIL 9**

*F*or me, it is a great privilege to come here today and participate in this anniversary occasion.

I met Eleanor Roosevelt first in print and admired her. I met her later in person and loved her. As she did to many very young and very timid Congressional wives, she extended her hand and hospitality to me . . . and Washington was warmer.

I saw her last when she came to my home on February 12, 1962, the day the Commission on the Status of Women was organized under her chairmanship and her inspiration. She was 78. I have often thought how much she made those years count for her country.

Nobody, said Marcus Aurelius, is either the better or the worse for being praised. We are engaged in an idle ceremony, which would have brought no comfort to Eleanor Roosevelt, if we come here merely to praise her great qualities and achievements. She does not need our praise.

All of us are familiar with people who are the partisans of departed virtue, but are afraid to defend an unpopular truth today. Mrs. Roosevelt never stood with this timid company. Her conscience was her counselor, and she followed its commands with unfaltering courage. Nor did she really understand what people meant when they praised her for taking so many risks. She would have taken the greatest risk of all if she had remained silent in the presence of wrong. She would have risked the integrity of her soul.

A rabbi of the Jewish community in Berlin under the Hitler regime once said: "The most important thing I learned is that bigotry and hatred are not the most urgent problems. The most urgent, the most disgraceful, the most shameful, and the most tragic problem—is silence."

Eleanor Roosevelt taught us that sometimes silence is the greatest sin.

Do you remember what Dr. Samuel Johnson said about courage? "Unless a man has that virtue, he has no security for preserving any other." Mrs. Roosevelt knew what those words meant. She lived their meaning every day of her life. Courage sustained by compassion—that was the watchword of her entire career.

Always she thought not of abstract rights, but of living wrongs. I watched her at close range one day when she spent two hours helping the 75th Congressional Club give a benefit luncheon to buy a wheelchair for a crippled boy.

Only one person was involved. Where else do you start, but with one person?

She thought of the suffering individual, not of a theoretical principal. She saw an unemployed father, and so she helped him. She saw a neglected Negro child, and so she educated him. She saw dictators hurling the world into war, and so she worked unflinchingly for peace. She saw the United Nations divided by the conflict of ideology and power, and so she became the prophet of the Universal Declaration of Human Rights. Are we ready to fight similar battles against new foes in our own day? If not, our grief is an empty thing, and the spirit of Eleanor Roosevelt is not among us.

President Wilson used to say that some people in Washington grow in office, while others merely swell. Mrs. Roosevelt steadily grew under the compulsions and inspirations of her great office. But, it is perhaps the ultimate tribute to Mrs. Roosevelt that she reached true greatness after the shock of her bereavement when she went bravely forward in a new career as a spokesman for America and a servant of world peace. In the White House she was the First Lady in the land, but after the White House she became, as Ambassador Stevenson has reminded us, the First Lady in the world. Great was her goodness, and it was her goodness that made her so great.

Let us today earnestly resolve to build the true foundation for Eleanor Roosevelt's memory—to pluck out prejudice from our lives, to remove fear and hate where it exists, and to create a world unafraid to work out its destiny in peace. Eleanor Roosevelt has already made her own splendid and incomparable contribution to that foundation. Let us go and do likewise, within the measure of our faith and the limits of our ability. Let Eleanor Roosevelt teach us all how to turn the arts of compassion into the victories of democracy.

"New Horizons for Women"

NATIONAL CONVENTION OF AMERICAN HOME ECONOMICS ASSOCIATION DETROIT, MICHIGAN JUNE 24

*W*hile we meet here on an evening in June, the horizons of women all over the world are widening from home to humanity—from our private families to the family of man.

A quiet revolution of emancipation has been taking place in the lives of women everywhere—from Detroit to Delhi. Millions of women have achieved the right to vote, to own property, to be educated. Technological marvels now can free women from the total bondage of home chores. You, as home economists, have helped to make it so. You have taught American women to master the intricacies of push-button washer-dryers, automatic ranges, and convenience foods. More and more, you will be exporting this know-how to other parts of the world.

With these newly won rights and with a rising standard of living, women can move beyond the struggle for equal status and for materials goods to the challenges and opportunities of citizenship. Increasingly, we are going to be concerned with what my husband calls "the Great Society"—the quality of goals and the achievement of goals which will mean a better life for all.

As American women, we hold a tremendous potential of strength for good. I do not refer to the sense of power that comes from flicking a switch or turning an ignition key. But to the force we exert when we mark a ballot, teach our children, or work for a better community.

The question is: How can we best mobilize this potential? How can the individual woman practice citizenship to the fullest extent, both at home and abroad?

Ernest Hemingway once said, "Talk and write about what you know." One sees change in terms of one's own experiences.

As a girl, my home was in East Texas. It was a place where Spanish moss was draped from age-old cypresses, where alligators slithered down muddy banks into dark, enchanted bayous. While we fished through the long summer days, we enjoyed the illusion that time was standing still. But time never stands still. I grew up, went to college and married a tall Texan. My horizons have been broadening and my involvement getting deeper ever since.

In the past few years, my own participation has included travel with my hus-

band to all corners of our own land, to Thailand and India, to Senegal and Iceland, and a score of other countries.

This spring, I have been traveling some myself. I have been to areas of serious unemployment and limited opportunities, such as Wilkes-Barre, Pennsylvania and Breathitt County, Kentucky. For me, it helps me see in human terms the objectives of the war on poverty.

Once in a while I ask myself, "What am I doing here?" Perhaps when I visit, it helps draw the curtain open a little more. Perhaps it gives national attention to a local problem. Perhaps it exposes us to ourselves and says, "This is the other side of America. Look! And Act!"

I am only one of 65 million American women. Almost all of us are involved, one way or another, in being the best citizens we know how to be. Actually, none of us just sat down and said, "I'm going to get involved." It happens gradually, inspired by husband and family, sometimes triggered by crisis, always influenced by circumstances and opportunity.

For example, let me tell you about one woman who has made a mark on her community and on the lives of many people around her. I went to college with her at the University of Texas. She was—and is—a beautiful girl, gay, filled with character and grace. Then, after she married, she was hit by one of life's hardest blows: her second child was born with cerebral palsy.

After two or three years of fighting this fact, and carrying her child to many, many doctors, she accepted it. She discovered that there were different degrees of this illness, and that in many cases, the victims could be helped. So she went to work.

Largely through her untiring persuasion, she brought together local organizations and city fathers. We now have a clinic in Austin where hundreds of children come from hundreds of miles around for treatment and training. Behind every achievement or success is one dauntless person who keeps gathering together the strength that makes the web of success.

Tonight we met a high school home economics teacher with four children who, I understand, has a daughter born with a physical handicap and a sister-in-law who suffered loss of an arm recently.

Far from restricting her activities because of these family problems, this home economist has gone beyond the call of duty to organize a place of worship for her religious denomination in the community, to initiate and lead a 4-H group, to introduce the National Honor Society in her high school and to serve as the faculty adviser for the student council and the yearbook. And, she is volunteering as bookkeeper for her husband who has just opened his own business! These are

just two examples among thousands.

All of us are acquainted with many women working at citizenship. You—yourselves are doing it each day of your lives—bringing home economics know-how to girls and women who have or will have a home of their own.

That has been your role since your Association was founded 55 years ago. I like what your founder, Ellen Richards, the first woman graduate from Massachusetts Institute of Technology, said. It is as applicable today as it was in 1909; to apply principles of science to the home so we may have—and these are her words—"Freedom of the home from the dominance of things."

What better formula with which to develop the full potential of the home as a springboard to citizenship!

For, as someone once said, "When you teach a man, you teach an individual; when you teach a woman, you teach a family." And in this age, I would add to that—"You also teach a nation and a world."

For me, your work has a very personal meaning. In Texas, our county home demonstration agents have helped homemakers to live better, to make wiser choices, to tackle problems more intelligently within the family and the community. At the ranch, we have always been delighted to see her coming. We know that when she leaves, we shall have learned much in a few hours.

Over the past 15 years, as Americans moved to town, the home economist has followed them.

I do not need to tell you that the cities reach out for you—to help people in the public housing units and the crowded slum areas who do not know how to cope with the new and unaccustomed conditions of city life.

Indeed, as I consider your profession, there are so many ways in which the nation needs your help in the unfinished business of America.

You have long been alert to the fact that poverty roots are deepest in the family structure. Now I am delighted you are stepping up your activities for the low-income family.

An education program geared to the family without modern equipment, the family that can read, perhaps not well or, not in English, may offer these people the lifeline they need.

Your president, Florence Lowe, tells me of the El Paso Project in which a bi-lingual set of instructions about Food for Fitness was mailed out to Mexican-American families. It brought tremendous results.

One reason was that the mail got top attention because these families received so little mail.

The all-out war on poverty needs home economists in the front brigade. And,

I commend all you are doing to be a full participant in this force.

New thinking and teaching is needed if we are to communicate fully to the low-income family. We must reexamine the college curriculum which produces the home economists. As in other professions, this curriculum may be geared too much to the values of the middle-income family.

Our state departments of welfare are realizing, more and more, how important it is to have the home economist to reinforce the case worker. Family problems often stem from a lack of knowledge of wise buying habits. Seventeen states now have full-time home economists on their staffs.

One of the most exciting new horizons for the home economist is helping solve the problems that daily face ten million homemakers in this country who are permanently or temporarily disabled.

The blind woman with the baby needs advice on how to care for it in her own home.

The woman with only one arm needs a little extra attention to learn how to manage her home and bathe the baby.

A mother paralyzed by polio was asked several months ago what she wished she had known when she returned home from the hospital.

"I wish someone had told me to buy a different type of carpet, one that would be right for my wheel chair," she said.

Help from an expert can make life more comfortable and productive.

I trust your professional efforts on behalf of women and families in the developing countries will receive a big push in the coming years. The fact that over 300 home economists are in the Peace Corps—some of them women who came out of retirement to volunteer for service in Sierra Leone and Peru—is an indication of your concern for your fellowman around the world.

One of the great joys of your work is that you can see the results. My husband has often told me that the years which gave him the most intense personal satisfaction were those in which he served under President Roosevelt as a state director of the National Youth Administration. Boys were taken from boxcars and given back their self-respect along with part-time jobs which enabled them to stay in school. To watch this happening, to have a part in its happening, was an experience we shall never forget.

For me, it was the beginning of seeing how politics can bring tangible results. I always hope that the very best of our people will go into politics, and I am sure that some of our best are women. It was for this reason that the President began his effort last winter to bring more women into government.

Your home economists are examples of women who manage several lives

successfully. Most of you have both a home and a professional career. Many of you, like several of the award winners tonight, also have children. You have much to share.

So, I say: "Don't hold back. Don't be shy. Step forward in every way you can to plan boldly, to speak clearly, to offer the leadership which the world needs."

For me, and probably for most women, the attempt to become an involved, practicing citizen has been a matter of evolution rather than choice. Actually, if given a choice between lying in a hammock under an apple tree with a book of poetry and watching the blossoms float down or standing on a platform before thousands of people, I don't have to tell you what I would have chosen 25 years ago. But 25 years and the invention of the nuclear bomb have left us no choice. The hammocks and apple trees are happy memories except for a few short, cherished moments.

Edmund Burke said, almost 200 years ago, "The only thing necessary for the triumph of evil is for good men to do nothing." I hope he would forgive me if I modernize and amend his statement to say, "The only thing necessary for the triumph of evil is for good men *and good women to do nothing.*"

I am sure that will not be.



"A New Hour for Humanity"

**YWCA NATIONAL CONVENTION
CLEVELAND, OHIO
APRIL 20**

I am delighted to be here as your conference opens and to reaffirm my admiration for your organization. I bring you personal greetings from one of your most avid admirers—my husband.

The YWCA which touches so many lives each day has touched our own on many occasions.

When we have traveled on assignments abroad—to Greece, Turkey, The Philippines, the letters Y-W-C-A are a common tongue and they seem to say—"this is an outpost of democracy".

In Washington, just four blocks from the White House are the busy facilities of the YWCA residence. I have cut the ribbon for their International Food Fair and, like their stream of visitors, carried away honey from Mt. Olympus and Scandinavian chocolates. Often, I have thought how much that red-brick building means in the daily life of the city and many young women who come to Washington to seek their fortune. I think of the young girl—let's call her Grace—fresh out of a small town high school. For very little money, she found a place to live comfortably while she filled out the inevitable Form 57s dozens of times and looked for a job in the vast and sometimes—alas—impersonal employer—the United States Government.

Convenient in the heart of the city for her, peace of mind for her parents who are back home waiting for a letter or a phone call, and the widening horizons of meeting young women from all over our country! These are just a few benefits which the "Y" gave her.

In the next building, the expanded facilities are literally revolving doors of learning for everything from classes on finance and language to charm and bridge. Eight thousand people utilize its services each year. In the swimming pool, youngsters are learning life saving, including my Luci.

I think too of a service at the National Cathedral where I stood in solemn attendance at your World Fellowship Service as young women in colorful costumes from 70 countries marched by proudly carrying their flag. Everyone sensed the inspiration that comes from a unity of purpose.

Charles Malik, when President of the United Nations, referred to the YWCA

as a veritable "U.N. of women". Certainly you have been united in purposes, but with a tolerance of those many points of view which impart character to our world society.

You meet here today in the very city where 44 years ago you met and resolved to help correct the economic injustices of the society of that day. That day has become this. They—your predecessors—have become you.

So, on the outset of this convention, we find solace in what has been accomplished and challenge in what has not.

A great deal of soul-searching went into my decision to accept your flattering invitation. For it seemed terribly presumptuous for me—the amateur—to find any words of wisdom for you—the expert.

I cannot rally you to the war on poverty or the war on prejudice for you have been waging it on the front lines so well and so long.

I cannot call on you to learn more about the world because you daily practice that preachment. In understanding the neighborhood and its needs, you have come to understand—in the most concrete fashion—the world and its urgencies. You already know that the tangibles of place, the mood and tone of a neighborhood can become agents of good will or demons of divisiveness.

But together we can look to the future and take heart that there is comfort in the war we now wage—the war for humanity.

The very fact that we are engaged in an attack on the slums, instead of our fellow man; that our hands are free to pick up the plowshare, is evidence that we live in an envied hour of history.

Our battlecry of hope is that while 30 years ago a President could stand up and say one-third of us are ill-clothed, ill-fed, and ill-housed—now, today, the statistics we fight has shrunk to one-fifth.

As pioneers in the field of making life better, let us consider for a moment what we can do to enlarge our efforts. First, we must ask ourselves: What kind of a world do women want?

Above all, we want a world at peace, a security based on mutual trust. We want our children to live in a country—in a community which bases its actions among its citizens on fair play, fair play for all, not because it is political or expedient, but because it is morally right. It cannot be otherwise.

We want stable conditions for a homelife, free of unemployment. The biggest crippler of family life is the inability to get a job. People don't want handouts. They don't want doles. They want to learn the skills they can exchange for a paycheck.

We want a good home environment for our children. And, if we mean this

and strive for it effectively—it encompasses a really massive attack on the part of city-dwellers to demand long-range, imaginative efforts to make our cities clean, functional and beautiful.

We must face the fact that we are rapidly becoming an urban society.

The growth of major cities in this country is eight percent greater than the growth of the total population.

We know by these statistics that the cities are where our children are going to grow up, now and even more in the future. If the city is a jungle, the child may turn out to be a wolf cub.

In a prosperous society, we have every right to expect and demand a decent urban life for our families. This is where our children will get their chance. And, we must do everything in our power to see that this is better than just a fighting chance.

Women can do much in their civic life. They can alert citizens to be interested in the affairs of their city. They can push and prod legislators. They can raise sights and set standards. Today, the resources available in our society are so vast. We have tools and instruments for growth. We need bolder imagination about the way we want to live—better homes for our families, better schools for our children, better cities for all of us. Women can be dedicated doers for all these things.

It is not an easy assignment. It is a necessary one and it is a joyful one.

I remember G. K. Chesterton once remarked something like this: "It has been said that Christianity has been tried and failed. The truth is that Christianity has been tried, found difficult, and put aside."

But we are not a people to give up. To gain the kind of world we want, we must face up to the unfinished adventures of America. Our forebears were not afraid of the wilderness; we need never fear the wilderness of our problems.

When you chose as your theme, "Match Us To This Hour", it was not idle choosing.

It is a great hour for the human race. How fortunate we are to be alive at a time when everyone of us is needed.

A century ago, Emerson wrote: "We think our civilization is near its meridian, but we are yet only at the cockcrow and morning star."

His words are as meaningful today as they were then. You can help make the morning beautiful.



"A Woman's Look at the War on Poverty"

**KENTUCKY FEDERATION OF WOMEN'S CLUBS
ANNUAL CONVENTION IN LEXINGTON, KY.
MAY 21**

I am delighted to share a day with you in the month that I am told is the loveliest of all months in Kentucky.

A Kentuckian in Washington has told me that May in Kentucky is like June in Heaven—then, come your perfect days.

There are so many things that have drawn me to the bluegrass besides your gracious invitation. One is, of course, the opportunity to share Kentucky's famed hospitality, apparent from Lick Branch to Lexington.

For me, there is a nostalgia about Kentucky. Our lives have been made richer by the Kentuckians we have known—the beloved "Veep," the Fred Vinsons, Senator and Mrs. Earl Clements, and on my own staff, that most indispensable Kentucky charmer, Bess Clements Abell.

This is my second trip to Kentucky in a month. On our last trip, we visited with the Tom Fletchers in Inez, Kentucky. Just the other day, we received at the White House a letter from them about "that wonderful day."

Few letters have ever touched me so much. I was glad they felt close enough to us to write.

I came back to take a longer look—a woman's look—at the problem of attacking poverty still existing in affluent America. This keeps my husband up late at night and consumes much of his day.

It has brought to our door some of the best minds in the country to discuss what constructive action can be taken. Many times Lynda, Luci, and I have sat in the same room where John Adams sat with his wife to listen in. Because of these sessions, I believe your children and mine will grow up in a happier country—although you can understand why sometimes it is hard for me to tell the girls they have to go to school. They say they could learn more just being drop-outs around the house.

What Lyndon is trying to accomplish in these sessions and what he wants for America is what all of us really want—for ourselves, for our children, and for our children's children.

He wants every child in this land to have an equal chance for the good things of life. He wants no child to go unfed and no youngster to go unschooled.

There are those of you here today who remember Franklin Roosevelt's sad

recounting of the one-third of our nation who were ill-clad, ill-housed, and ill-fed. Today, we are still shamed by the one-fifth of our citizens who live on the outskirts of hope because they are too poor. That's why Lyndon's war on poverty bill, now in the Congress, is so important to the conscience and the future of this country.

There is no magic formula, no handy ready-mix! But by training the untrained, by giving skills to the unskilled, by preparing the jobless to hold jobs, we can offer hope to the hopeless.

For it is true that if this nation is wise enough to pursue peace in the world, we must be strong enough to fight poverty here at home. This is what Lyndon hopes for, and prays for, and works for.

I know that you believe this because you are already doing something about it right in your hometowns, with your programs for doctors clinics, and for joining in the "Operation Alphabet" program to attack that statistic, 407,000 adult illiterates in Kentucky.

But what you are trying to do here to fight poverty we must do across the nation for poverty blankets too much of this nation.

I saw the problem first-hand in Eastern Kentucky today. I have seen it before, alone and with Lyndon, in Texas, in Pennsylvania, in Indiana, in Maryland, in West Virginia, and in Alabama.

One of the very reasons I feel so strongly about poverty is because of my personal knowledge of the declining agricultural economy I have seen within my own experience.

Some people are suddenly very worried about the tenant families who live on my farm in Alabama. I'm glad they are concerned. I've been worried about these families a long time.

And if there had been a poverty bill 30 years ago, those former cotton farmers would have been retrained to a new skill rather than remaining on in an economy that time has passed by.

The lasting answer to wiping out poverty in this country is not just charity, but a full-scale program to provide job opportunity for all underprivileged families and educational opportunity for their children.

This morning, we visited the Arthur Robertson family at Warshoal Branch. They live "up the hollow" and earn \$300 a year from their 3/10th acre of tobacco. The Robertsons have seven children, one of whom has a rheumatic heart.

Mr. Robertson is doing his best to help his family help themselves. He is keeping his children in school because he knows that the longer they stay in school, the better their chances will be to improve their lot in life.

He secured a \$700 grant from the government to winterize his tiny home—to

keep out the biting winds of winter. He also built a tobacco barn, and a well—to save his overworked wife from having to carry water from the creek 400 yards away.

He got himself a job on March 16 under the Aid to Families of Dependent Children—Unemployed Fathers (AFDC-UF) and can earn up to \$160 a month. He is assigned to the Breathitt County Forestry Division—setting out trees on old lands destroyed by mining and cutting trails for forest fire prevention and is on call in case of forest fires.

We moved from the Robertson farm to the one room schoolhouse in Lick Branch. There, I saw the fresh, young hope for Eastern Kentucky—the bright, eager faces of its children. They are anxious to learn—and they brought back warm memories of the six years that I spent in a one room school in Harrison County, Texas.

These children get a hot lunch every day under a new Federal program. For many of them, it represents the only meal of the day. There is a 10¢ charge for the lunch, and the ones that can't pay are provided for.

There used to be no electricity in Lick Branch School. When the weather was dark, the study ended. I had the privilege of throwing a switch this morning that lit up the school for the first time, thanks to the local power company.

So, if Lyndon is turning out the lights at the White House, you can be sure we are turning them on in places like Lick Branch.

From there I went to Jackson, where I dedicated the new high school gymnasium. This replaces the one dedicated by Eleanor Roosevelt and built under the old WPA.

The new gym, and the new courthouse across the street are progress, but a very vital progress is down the road at Quicksand. There, I saw the Wood Utilization Center, built by the University of Kentucky with assistance from the Area Redevelopment Administration. This center is the foundation upon which new industries will build, for these men are learning, many of them for the first time, to make productive use of the great natural timber resources.

It is a chance for economic development that will really start Appalachia moving ahead.

Appalachia is only one of the fronts on the battlefield of poverty. There are pockets of despair all over this land which cry out for attention.

Lyndon's Administration is determined to attack this with all its strength—and he needs your continued help and the help of all Americans if he is going to succeed.

I think the great tragedy that took place last November gave all America a

new sense of commitment, a new sense of purpose and determination.

We cannot rest until we have conquered these enemies: hunger, disease, poverty, and ignorance. This is no soft-headed approach. Compassion, yes—but also hard common sense, for it turns tax eaters into tax payers.

If Lyndon were here I know he would insist that the women of the nation are his front-line troops in this war on mankind's ancient enemies.

The enlightened woman of today bears love not only for her one man, but for mankind, not only for her own children, but for all children.

It is the enlightened woman Lyndon is enlisting in government responsibilities.

There are no cabinet officers or agency administrators who don't understand that my husband has a respect and affection for the abilities of women.

Next to cutting out waste in government, finding jobs for competent women is Lyndon's daily delight.

Since he took office, 241 women have been appointed to top jobs within the government and 642 women have been promoted to jobs of \$10,000 a year and above.

You are sorely needed. Your voice, your vision, and your fervor are sorely needed to help make this a better land.

Someone asked Lyndon what were the objectives of his administration. He replied, first, to keep this country militarily strong—so strong and so secure that no rational enemy would dare attack us.

Second, he said, he wanted to keep this country fiscally sound. He wanted to cut out waste and inefficiency and unnecessary expenses. He strives for thrift and frugality and insists that the government get a dollar value for every dollar spent.

And finally, he said, he wanted this government to be compassionate. He believes that only a government with heart and understanding is truly an enduring one. So, his aim is to take money saved from the elimination of waste and inefficiency and put that money into people. His war on poverty will be financed by the savings made through reduced expenditures in other segments of the government.

That is what he believes.

And this is what I believe.

May I hope that you will join your President in his fight against injustice and inequality throughout this land. May it be said that the passions of the people were truly aroused in this year—and that everywhere in this liberty-loving and beautiful land, women of every rank and station and political belief joined hands to make America's tomorrow a bright and gleaming legacy from today.

"The Challenge to the New South"

EMORY UNIVERSITY "HONORS DAY" CONVOCATION GLENN MEMORIAL AUDITORIUM ATLANTA, GEORGIA MAY 11

What can I say to tell you my pride in you—you young Americans who have shown such zest for learning, you who are leaders in meeting the American challenge to excellence?

As a mother, I know the pride you have brought to your parents by the honors you have earned. As a wife, I know the inspiration that achievement such as yours brings to my husband.

In you and through your achievements gleam both the present reality and the future promise of the New South. That New South, while never forgetting or slighting the gallantry and chivalry of its long past, will also not now ignore the shortcomings and inequities of that past as it reaches out for tomorrow's birthright. This birthright of tomorrow—and already you are moving toward its realization—in a South strong in its fairness and mighty in its contributions to the mind and spirit of all the United States of America.

A famous man—Mirabeau B. Lamar—who belongs to both Georgia and Texas, once said in establishing the University of Texas: "A cultivated mind is the guardian genius of democracy. It is the only dictator that free men acknowledge and the only security which free men require."

Here, in the Southland, is a garden for just such a cultivation. And, if I may make one earnest request of you, it is that you who have drawn so much in intellectual nourishment from this garden—I speak of the garden of the South—will now put back into the South something of what you have gained from this beautiful campus of white marble and spring-green trees.

For the South is on the march, moving resolutely toward the future. No frontier in all the world is more truly open than the frontier of the South. This is the part of the world which gave birth to Secretary Dean Rusk; Henry W. Grady, Dr. Crawford W. Long as well as your outstanding public servants in Congress. Its contributions to the literature of our time has been unexcelled—Thomas Wolfe, William Faulkner, Harper Lee, Eudora Welty and, of course, Atlanta's own beloved Margaret Mitchell, to name but a few of its men and women of letters. Now there opens a like opportunity for the philosophers, the humanists, the scientists in making a better life for all people. We need our Southern recruits to the ranks of those

who ennoble not simply our noble language, but also our traditions of mutual help in the very basic process of living itself. We need—and we will find—Tom Dooleys and Albert Schweitzers from the South, too. We must graduate with honors in the science of human engineering.

It is an old, old region—but it is a new and dynamically going-forward region, too, where the best of the past can be merged alike with the finest of the present and with the highest hopes of the future. It is not only four-lane highways and new industries we need, it is also that reaching for the best things of mind and heart which is profoundly, so humanly, illustrated here today.

The South has come a long way, even in my lifetime. I was a college student in the South, in a different decade and in a different state of affairs. If you look back with me for a moment to the 1930s, it may make much clearer to you the challenge of the Sixties—the challenge, that is to say of excellence. My preparation for higher education was a one-room country school in East Texas.

As the Great Depression put its grip upon the land, some children had no school buildings at all. Some went to classes in lodge halls, in abandoned tenant houses, in country churches. The South of my generation was trying to educate one-third of the Nation's children with one-sixth of the Nation's school revenues—and ahead there lay the darkness of war of a savagery and in a depth never before known by mankind.

Seen from the perspective of the past, look now at the present and see how far we have come toward a more promising day.

In this proud State of Georgia, your Governor and your Legislature, have only this year opened a vast new thrust for improvement in education. Your people have readily taken up a heavier tax load for public schooling, great new buildings have replaced the one-room schoolhouse of my own youth. And as your public colleges and universities grow and flourish, so do your superb private institutions like this one where the permanent values have forever put upon you a stamp as light as a Gulf breeze, but as enduring as the stoutest building upon this campus can ever be.

And, it is not without pride of my own that I remember the first major bill signed by my husband as President. It was the bill, you may recall, for increased assistance to higher education and most specifically for a much broadened vocational education program.

Education has been the American lamp which lights our way out of the darkness and illuminates the new houses of national purpose we must now enter. Go on learning, my young friends, but labor, too, to see that others are taught. You have established your own talents. But talents such as yours must lead, must find and help the talents in others. And leaders themselves must never cease to learn, in the

bright and complicated, demanding and rewarding future you will inherit. The Modern South is being renewed and reformed by such minds and spirits as yours. You have gifts to bring her; she has need of you and of your gifts.

What can you do—

To revamp the cities?

To hew away at the 20 percent that still lives in our land in poverty and ignorance?

To turn automation from beast into blessing?

To master the most important art of all—human understanding?

The unfortunate are fewer now than in the Thirties—one-third then, one-fifth now. But the American conscience—and no less the American necessity—requires us still to speak for those who cannot speak for themselves. So at last all of our helpless will have been enabled to help themselves. So at last all of our hopeless will have found that our free society does hold hope, after all.

I have never seen my husband happier or more rewarded within himself than in those years of the distant Thirties when he worked with the National Youth Administration in Texas, helping the young to go back to school from the slack pools of idle despair in which they had lived. For then, as now, education was our key to the door of hope—and to bring hope to the hopeless was, as it is, our society's aim. It was a threadbare time. It was, therefore, a time of invigorating challenge.

I saw my husband and his NYA helpers taking young hitchhikers and hoboes off the highways and boxcars and putting them to work, or seeing to it that through part-time jobs, they were able to stay in school and learn.

The glow from the lamp of education brightened a bit in depression America, the key began to turn in the door, but just look at our land now. We have come from my one-room school to great systems, splendidly taught; we have come through hard times when southern farm people could earn an average gross income of only \$186 a year, to this new time, in which Georgia's per capita income exceeds \$1,800. We have come through our wars bravely and built the most powerful and well intentioned nation on the earth and, with the blessing of God, we have borne a generation like you.

We have come far, from my college days to yours. And though they are separated in time and circumstances, I believe the deepest lessons of the 1930s endure in 1964: First, that ever-increasing excellence in education and devotion to learning, is the surest path we can take to meet the ever-growing demands that life will put upon us, as individuals and as a nation; and second, that even though we find our own way, our duty is not done until we help any who have fallen to find their feet again.

Still, there are among us people in need, proud Americans who do not want a handout, but who do need a hand up. As it was in the 1930s, it is a special duty in the 1960s to finish our personal work as Americans to serve others as this kind land has served us—to turn the gifts we are given, or the excellence we achieve, to the service of all who have need, until none is in want.

As a mother, as a wife, and as one who knew as an American college girl the sense of wonder you feel, I say to you: I'm very proud of you. My prayer is that each one of you will achieve to the limit of your great promise, and serve to the fullest measure of your good heart.

"Courage: Its Commencement and Challenge"

GEORGETOWN VISITATION PREPARATORY SCHOOL WASHINGTON, D. C. JUNE 3

*I*t is a great pleasure for me to be here at this historical and lovely school which was founded in 1799—one year before the City of Washington. This is a most important day in your lives.

For me this ceremony has an added dimension—a sentimental one. The President and I have shared the joys and strengths of long time friendship with the proud parents of Beth Jenkins. Today is, therefore, a very special and proud day for us too.

And to you parents who have given so much in devotion and sacrifice to send your girls here, may I say I know today you feel amply rewarded as you look at your alert and attractive young daughters.

This is a time when you will be leaving these familiar surroundings to begin your lives as educated women. Much will be asked and expected of you. We live in a world in which change and challenge have become household words. You must be courageous enough to understand these challenges and wise enough to meet them with a steady and a helping hand.

Many years ago, Nathaniel Hawthorne's daughter, who attended this school wrote a study of Georgetown Visitation Convent which she called "A Story of Courage".

Winston Churchill has said that "Courage is rightly esteemed the first of human qualities because it is the quality which guarantees all others." It is the quality which is essential if one is to be guaranteed a life in which there is independence of mind and spirit.

Education brings learning, but it is useless unless it also brings a courageous attitude toward life.

This is what I think commencement is all about. We begin to think out our role in society; we begin to think out the applications of learning and skills we have developed. This takes courage.

As graduates of Georgetown Visitation, you have the best of two worlds. In your years here you have learned to appreciate the values of tradition. You have been given an unbreakable link with other generations because you have shared with them a common experience. For some of you this link has been as personal

as having mothers, grandmothers, even great-grandmothers, attending Visitation before you.

To their delight and yours, your alma mater is timeless. You have all, each in her time, enjoyed the sense of security that comes with changeless values. By fostering self-discipline and cultivating gentleness, as well as by providing a fine education, Visitation is providing you with qualities greatly needed in today's world.

We Americans tend to think of ourselves as a very young, very new nation. It is sometimes difficult for us to realize that among the nations of the world we have the oldest democratic constitution in existence.

Surely the experiences of your years here at school have brought you very close to our origins as a nation. Having been a student here, you have gained a perspective against which to view the problems of our time. It is important that we look at our world against the perspective of history.

But I do not wish to look backward and think only of the glories of our tradition-rich past. The inspiration to be taken from our founding fathers—and from the courageous founders of this school—is that they had a forward looking view. They could never have overcome the problems they faced if they had not kept their eyes on the future.

Jefferson said, "Cherish the spirit of our people". He was concerned with the growth of democracy. The journey of your life is still the unfinished story of America's growth, of the quest for the fulfillment of the American dream.

The words on your diplomas are the sign posts on your road to the future. Words are wonderful, magical messengers. The words of the wise, of the great, of the prophet, the poet, and the philosopher have become yours. You have inherited them by means of a fortunate legacy, the legacy of an education.

What you are going to do with them? How can you use them to defend freedom? How can you use them to bring an end to poverty and prejudice? How can you use them to extend understanding between nations?

I am certain each one of you will have a different and positive answer to these questions. It is never too early to start being a part of your community. This summer beckons you. Many of you have—like my daughter, Luci—gotten part-time jobs. That is an important part of learning. But don't let the next three months just waste away. You can do all kinds of things. You can, for instance, go down to the Urban Service Corps where Mrs. Annette Read will be glad to sign you up as a reading aid for children or as a library helper. You will have done a great deal if you help only one child learn how to use the library for, do you realize—in the District of Columbia—most public elementary schools are without libraries?

That means that many youngsters enter Junior High School needing to use libraries for their schoolwork, but they never had any experience. This is a simple thing, but it is an important thing—and it would be easy for you to do. Some of you may perhaps lend hand and heart to the Notre Dame Summer Peace Corps.

The challenge of democracy is one of learning about, growth toward, and realization of those goals that can fulfill the American dream.

I believe that the educated woman today has a role to play—of courage and conviction—unparalleled since frontier times. Then, she served as wife, teacher, physician, and often community leader in her settlement town. Today, she may be required to play much the same role in one of the far off battalions of the Peace Corps. Or, she may be called on to show equal courage in tackling a wide range of tasks here at home. I recently came to know at close hand two such women and their work—Marie Turner, Superintendent of Schools for Breathitt County in the Cumberlands, and Kate Tuchman, principal of P.S. 184 in Harlem. These are two areas where teaching can make all the difference in the caliber of the young Americans who grow up there. I would strongly recommend for your own consideration the frontiers these dedicated women have chosen to conquer.

Women can no longer afford to concern herself only with the hearth—any more than man can afford to concern himself only with his job.

Too often success is treated as the single most important goal, the ultimate objective of the American dream. And this success is constantly measured by promotions, rewards, affluence.

Certainly these are the symbols and the trappings of success. But are these necessarily enduring attributes? Are these the lasting satisfactions that make life worthwhile? What happens when the ceremony is over, the pageants past, and the triumph a memory?

Have we not sometimes substituted the props of material success for the realities of timeless values?

Success has many faces; it need not be circumscribed by a title, a job, a cause. Success is not always "getting". It is more often "giving". It does not consist of what we do, but rather in what we are. Success is not always an accomplishment. It can be a state of mind. The quite dignity of a home, the relationship of the individuals in that home. The continuing expression of an inquiring mind can mean more in terms of success than all the surface symbols of status.

This world beyond Georgetown Visitation, the one you are entering, is a wonderful world. Never before have young women found it so full of opportunity to achieve, so full of challenge to be creative. In every community there is a need for women leaders, women with a gift of understanding, women with vision, women

with confidence in themselves, women with a questing mind and a quiet heart.

Less than fifty years ago, a conscientious graduate of Visitation could hope to do little more than treat the symptoms of world ills. You, with your expanded horizons and your wider sense of participation, can strike at the root causes. Today a woman with the strength to take on problems that do not lend themselves to quick and easy solutions, can build the success that comes of fulfillment, of a cause won, and a world the better for it.

You are no longer limited to giving succor, to stamping out suffering. You may not be expected to fill Christmas baskets for the needy, but to serve on committees to create new job opportunities. You will not only be asked to open your home to these committees, but to invite the visitor from Chile or the student from Kenya to share your hearth in the hope of extending international understanding.

In planning your further course of study, I hope each of you will not only prepare for a satisfying personal life, but for a useful public life as well. Just as our country can no longer turn inward and concern itself with its own affairs, no individual can turn inward and concern herself only with her own and her family's lives. The world has become so small that the problems of Viet Nam and Zanzibar come to our breakfast tables. The standard of living in remote parts of the world can vitally affect our own prosperity. Just so, our progress and our cultural enrichment must be shared with others at the farthest end of the globe.

I would like to add one thing more.

All people have dreams: dreams and images of the person they would like to be and the world they would like to live in. High school graduates like yourselves usually believe their dreams can become realities, college seniors usually label the same dreams as daydreams too far fetched to be realized.

But, in an age when so much is possible, I hope you will hold on to your dreams—examine them in the light of reality—and work to make them come true. Many of them will.

BIOGRAPHY OF MRS. LYNDON B. JOHNSON

When Mrs. Lyndon B. Johnson became the Nation's 32nd First Lady, she said that her role must "emerge in deeds not words."

The deeds became promptly evident. Within the first six months of 1964, she had traveled 35,000 miles, all in the United States, to underline her husband's program and salute the work of local communities in improving their living conditions and their educational and cultural opportunities.

In her travels and at a series of White House luncheons for women active in the life of their country, Mrs. Johnson has called attention to the widening role of women as thinking citizens.

Mrs. Johnson this year has:

Visited Appalachia regions of Pennsylvania and Kentucky to "meet the people behind the statistics" of unemployment;

Toured the George C. Marshall Space Flight Center at Huntsville, Alabama, where she urged the South to "hitch its wagon to the future;"

Inspected the Government's health and housing programs in Atlanta, Georgia and Cleveland, Ohio;

Delivered addresses at Radcliffe College in Cambridge, Massachusetts, at Emory University in Atlanta, Georgia, and at Texas Woman's University in Denton, Texas;

And, participated in ceremonies for building programs of the Museum of Modern Art and the Metropolitan Opera House in New York City.

These are among the activities she added to her duties as hostess at the Nation's No. 1 residence, where heads of state come calling in rapid succession in this jet age.

Her training for public life began with her marriage to Lyndon Baines Johnson on November 17, 1934. He then was secretary to Texas Congressman Richard Kleberg. A year as the wife of a Congressman's secretary indoctrinated her into the ways of Washington life and then followed a year and a half when Lyndon Johnson was Director of the National Youth Administration in Texas.

Then came 26 years in the public eye as the wife of a Congressman, Senator and the Vice President. She entered the White House with the record of having been a partner in the political life of her husband longer than any First Lady in history.

Mrs. Johnson was born in Karnack, Texas, on December 22, 1912, the daughter of Thomas Jefferson Taylor, a small town merchant-landowner, and Minnie Pattillo Taylor. The pages of history may list her, as official records do, as Claudia Alta Taylor but the First Lady is known universally as "Lady Bird".

When she was five, her mother died and her Aunt Effie Pattillo came to care for her and her two older brothers. There were few playmates for her and as soon as she learned to read she found enjoyment in her mother's library, filled with classics which she read and reread.

She attended elementary school at Fern, Texas, and was graduated from Marshall High School, Texas, at the age of 15. She was so shy at the time that she prayed she wouldn't get the highest grades and have to make the valedictory address. She came in third with an average of 94, excelled only by 94 1/2 and 95.

After two years at St. Mary's Episcopal School for Girls in Dallas, where she was graduated with an "A" average, she began her studies at the University of Texas. There she earned a Bachelor of Arts in 1933, a Bachelor of Journalism in 1934.

A few weeks later, in the office of a friend in Austin, Texas, she met Lyndon Johnson and two months later they were married in St. Mark's Episcopal Church in San Antonio.

Mrs. Johnson's principal business interests have been in the field of radio and television broadcasting. From her mother, she received a small inheritance which she invested in a radio station in Austin, KTBC, in 1942. During the next twenty years, the radio station grew from nine to 100 employees. It obtained a network affiliation and it expanded to include television. When Mr. Johnson became President in November 1963, Mrs. Johnson resigned as Chairman of the Board of the station and placed it in a trustee ship.

She has been cited for her contribution to the public interest through the media of the airwaves by Theta Sigma Phi, the honorary journalism sorority, and the American Women in Radio and Television.

Awards have come to her from many groups. The national Association of Colored Women's Clubs gave her its 1963 silver loving cup for being a "Goodwill Ambassador of the World." The Hartford, Connecticut chapter of B'nai B'rith saluted her with its Humanitarian Award. Other honors included the Humanitarian Citation of the Volunteers of America, who expressed appreciation at their 1963 National Convention for her efforts in behalf of those who "suffer from economic and social disadvantages in the Nation's distressed areas..."

Gentle in manner and friendly, Mrs. Johnson has a strong sense of purpose. She says that "in this space age, passive citizenship is a luxury no one can afford." She views her role as the First Lady as "A daily working job."

In her travels, she seeks constantly to bring the President's beliefs and goals closer to people and to promote one of his objectives -- a greater role for women -- by speaking to and encouraging women's groups. In an article citing ten ways women can lend a hand in shaping world understanding, she urged:

"Be a diplomat for democracy; let's recapture our pioneer spirit; don't hesitate to set the facts straight about your country; don't belittle other countries; learn more about foreign lands; make a friend of another nationality; be an understanding visitor; be a good neighbor; be hospitable to foreign visitors; take an interest in women overseas."

Mrs. Johnson tries to carry these recommendations out in her own life. As a wife of the Vice President, she spent three mornings a week studying Spanish to be able to communicate with visitors from Spanish-speaking nations in their own language.

The First Lady has always recognized her husband's leadership abilities and often says of him: "He's a good man in a crisis." She sees him also as "an exciting man to live with, an exhausting man to keep up with; a man who has worn well in the years we've been together, and most important, a man from whom I've learned that to put all the brains and heart and skill you have into the job of trying to make your government work a little better can be a wonderful life for a man and his wife."

Through all her years as a partner in politics with her husband, Mrs. Johnson has found time to be a mother, friend and companion to their two daughters, Lynda Bird, 20, who attends George Washington University and Luci Baines, 17, who goes to the National Cathedral School for Girls in Washington. She has taught them not to feel important because of their father's position, but to have respect for his job. Her creed for them has been: "It's the job that's important, not me and you."

####

Then as now Lyndon Johnson was no man to dawdle. Hours after he met the winsome twenty-one year old he proposed; then he asked her again and again. The haste made her hesitate. But Lyndon Johnson had to spend most of his time in Washington as secretary to Congressman Richard Kleberg and the separations were hard. Two months after the first proposal, he asked once more and this time she capitulated. "I didn't want to let him go again," she remembers. "We were married at 7 o'clock that evening in St. Mark's Episcopal Church in San Antonio.

The legal name on the marriage license was Claudia Alta Taylor, but everybody had called the bride "Lady Bird" since childhood. She was gentle and graceful and exceedingly shy. Little Karnack, Texas had known her as the girl who loved to spend an afternoon reading and rereading from her mother's library the tales of the ancient Greeks and biographies of historic greats. The thought of giving the high school valedictory, brought on by her excellent grades, appalled her; she would "just as soon have the smallpox as open my mouth." Rescued by a percentage point (her final average was 94, the valedictorian's 95), she went on to the University of Texas from which she graduated with the degrees natural for her interests -- Bachelor of Arts and Bachelor of Journalism.

But along with all the fascination in words and the shyness went another, quite different strain. Lady Bird's mother had died when the girl was five. Her father, busy with his prospering business affairs, was unable to take care of his daughter and two sons, and Mrs. Taylor's sister, Aunt Effie Pattillo, came from Alabama to take over. Like her sister, Aunt Effie was endlessly finding ways to help needy members of the family and the general community. From them, the future First Lady learned a sense of public responsibility and learned to assert it in the unassuming way of the women who were her two mothers.

Now married to a hard-driving young politico, Lady Bird Johnson was swept into the outer world. A year as the wife of a Congressman's secretary introduced her to the whirligig of Washington. Then came a year and a half, when her husband was Director of the National Youth Administration in Texas followed by 26 more years in public life as the wife of a Congressman, Senator, Majority Leader of the Senate, and the Vice President of the United States. Mrs. Johnson entered the White House with the record of having been a partner in the political life of her husband longer than any First Lady in American history.

At first she had found it hard talking to strangers on the telephone, greeting hundreds of callers, making campaign speeches. "I had to brace myself to speak of my husband and myself. I had to steel myself to have nerve and voice beliefs. Later I came to realize that the people I talked to were like me and I didn't need to be scared of them."

Like most American wives, Mrs. Johnson had another problem to brace herself against -- the family budget. As a girl she had grown up without money worries, but now frugality was a necessity and she was married to a man for whom it has always been a principle. In the early Washington days, with Congressman Johnson earning \$260 a month, they paid \$42.50 a month for rent and put aside \$18.75 for a United States Savings Bond. Eventually the

Johnsons were able to purchase a house, but when they returned to Texas between Congressional sessions, they had to sublet it and twice a year Mrs. Johnson went through the chores of moving.

in 1941 Mrs. Johnson received a legacy from her family. Now very much the woman of affairs, she purchased a small radio station, KTBC, in Austin, and under her firm personal guidance the station grew from nine to 100 employees, obtained a network franchise and expanded to include television. This, together with her husband's rising salary, ended the era of penny-pinching but the habit of the controlled life remained. "When Mrs. Johnson comes in my store," an Austin merchant remarked, "she knows just what she wants, how much she wants to pay for it, and what the object's worth. She's got it all down there on that little pad. If you've made a commitment to her on the phone, you've got to be pretty careful. She'll whip out that pad and show it to you."

By the time Lyndon Johnson became President in 1964, Mrs. Johnson's personal philosophy had long since matured. She expressed it in an address before Radcliffe College with Life Magazine, lauding its "zest and sanity," called the best commencement speech of the year. The wise woman of the 1960's, Mrs. Johnson said, is "the natural woman, the complete woman, the balanced woman." She has taken over from the emancipation movement "the right to participate fully -- whether in jobs, professions, or the political life of the community." On the other hand, "she has rejected a number of overtones of the emancipation movement as clearly unworkable. She does not want to be the long-striding feminist in low heels, engaged in a conscious war with men. She wants to be -- while equally involved -- preeminently a woman, a wife, a mother, a thinking citizen."

As First Lady, Mrs. Johnson lives out this philosophy with a vivacity and sense of purpose worthy of Aunt Effie. Her business days are behind her; on entering the White House, she severed her connections with the TV station and placed it under a trusteeship. She has another job now "a daily working job," as she puts it. In her first six months in the White House -- amid the endless social obligations of her position -- Mrs. Johnson invented the regular series of women "doers" luncheons; visited impoverished areas of Appalachia to "meet the people behind the statistics" of unemployment; toured the George C. Marshall Space Flight Center at Huntsville, Alabama, where she urged the South to "hitch its wagon to the future"; participated in ceremonies for building programs of the Museum of Modern Art and the Metropolitan Opera House in New York City; and delivered a series of addresses from Radcliffe College in Cambridge, Massachusetts to Texas Woman's University in Denton, Texas.

But always, as one friend puts it, there is the "touch of velvet" along with the "stamina of steel," the wife and mother as well as the public figure. Shortly after her husband became President, Mrs. Johnson was asked how she viewed the role of First Lady. "I will try to be balm, sustainer and sometimes critic for my husband," she said. Then she went on: "I will try to have my children look at this job with all the reverence it is due, to get from it the knowledge that their unique vantage point gives them, and to retain the lightheartedness to which every teenager is entitled."

In the White House, as before, Mrs. Johnson is mother, friend, and companion to her two daughters, Lynda Bird, 20, a student at George Washington University, and Luci Baines, 17, who goes to the National Cathedral School for Girls in Washington. The

girls have supreme sense of importance that comes from being very much loved -- and a constant reminder against self-importance. "It's the job we have that's important," their mother keeps telling them, "not you and me."

The First Lady is never so busy being First Lady that she forgets that even a President of the United States has all the needs of a husband. She remembers to give him pleasure and relaxation in a score of ways, simple and subtle. He likes gaily colored clothing; often she wears shades of orange, yellow, coral and melon. The President misses his native Texas, where the two used to ride for hours over the rolling, eroded hillsides, feeling a sense of "utter peace", as Mrs. Johnson describes it. Now she has hung Texas landscapes by Porfirio Salinas in the White House to bring moments of recall of that utter peace. "She is very much a part and an extension of the man she is married to," a friend remarks. "They fit together somehow. I have never seen her when she could not detach herself from whatever she was doing at the moment to find something he was looking for, or perhaps to say an affectionate goodbye as he left for work."

It is all a long way from the shy little girl in Karnack, Texas, tucking herself away in the cozy world of children's classics. To the millions of Americans who have watched their First Lady in action, so poised, so effective in helping the nation toward a better tomorrow, and withal so utterly feminine, it has seemed a good journey indeed.

#####

BIOGRAPHY OF LUCI BAINES JOHNSON

Luci Baines Johnson, the first teen in the White House in more than half a century, has many interests, among them, music, science and sociology; but her main interest is people. She has a special talent for making friends and for getting along with others. Outgoing and natural, with an instinctive tactfulness, she is at ease in any group under almost any circumstances -- whether it be at a houseparty with her peers, a diplomatic function, or reviewing a parade as her father's personal envoy.

Luci is very much an individualist -- a forthright person with firm convictions and a strong sense of independence -- traits of character which have been fostered by her parents who have given her adult consideration in many things while impressing upon her that freedom and independence impose an obligation to act responsibly. Even as a pre-teen, Luci, who has definite ideas about fashion and clothes, was allowed to select and buy her own wardrobe; but she had to keep within the budget allowed her. She was given her own bank account and with it the responsibility of living within her means. A flair for sewing has enabled her to satisfy her passion for style and good grooming without sacrificing good economic practice.

Luci does not take herself seriously; but she does take seriously the obligation she feels is hers, as a member of the First Family, to act and behave responsibly.

She is also serious about her studies at the National Cathedral School for Girls where she will be a senior this fall (1964). She prefers to be treated, both by her teachers and her classmates, just like any other student; and this is generally the rule. A casual albeit understanding attitude is shown by school officials and her fellow students to her outside activities and duties; and Luci is pleased that exceptions are made for her only when absolutely necessary.

In addition to sewing, Luci counts cooking, traveling, and music among her favorite activities. She plays the piano well and improvises compositions for her own pleasure. She also enjoys literature and has a definite capability for writing both poetry and prose. She is good at recitation and demonstrated this on July 25, 1964, at Interlochen, Michigan, when she narrated Sergei Prokofiev's "Peter and the Wolf" for a benefit concert conducted by Van Cliburn at the National Music Camp. But her ambition at present, is to go into nursing.

Luci's activities since moving into the White House have been varied and full. In February, 1964, she was one of seven girls chosen to represent her school at a conference in Buck Hill Falls, Pennsylvania, sponsored by the Council for Religion in Independent Schools. She participated in discussion groups, attended lectures, and joined in the other recreational activities offered.

The following month, Luci served as honorary student chairman of the National Symphony's Music for Young America, the annual series of free concerts for high school students visiting Washington.

The end of April and the first of May, she was an official guest at the Shenandoah Apple Blossom Festival in Winchester, Virginia, where her coronation as Apple Blossom Queen was attended by the President and Mrs. Johnson.

Luci was the honor guest and her father's official representative at the annual Milk Day Celebration in Harvard, Illinois, in June. She

rode at the head of the parade for this farming community's special celebration, down the main street which was painted white for the day. Later she joined other dignitaries, including Illinois state officials and political leaders, in the reviewing stand where she watched the parade and festivities which culminated with the ceremony in which she crowned the 1964 Harvard Milk Day Queen.

In June, Luci began her first summertime job as part-time assistant to Dr. Robert A. Kraskin, Washington optometrist who specializes in eye therapy. She works three days a week and has not missed a single working day, even though this has meant that she has not been able to join her family on some of their holidays this summer to Johnson City, Texas.

Although politics is not Luci's primary interest, she is concerned about people and the working of government. It is for this reason, she has said, that she is taking an active role together with her more politically-minded sister in working with Young Citizens for Johnson.

Luci dates frequently, and her own cheerful acceptance of the White House Secret Service, required by law, is reflected in the casual and natural attitude her friends take toward this extra companion.

The youngest Johnson daughter is a petite blue-eyed brunette. She is 5' 3 1/2" tall and wears a size seven dress. She swims well, plays a fair game of tennis and enjoys most spectator sports. She was born July 2, 1947, in Washington, D. C.

#####

BIOGRAPHY OF LYNDA BIRD JOHNSON

The "stand-by" hostess at the White House is Lynda Bird Johnson, who celebrated her 20th birthday on March 19, 1964. The oldest daughter of the President and the First Lady, Lynda is a tall, graceful brunette whose dimpled smile and warm greeting has brightened the welcome of dignitaries who have visited the White House since her father assumed the office of President.

She has inherited more than her share of the family vitality and energy and passion for knowing and doing, and manages to combine participation in the activities of her contemporaries with the political and official demands she is often called upon to assume.

Her interests are wide and diverse: in music, they include both popular and classical compositions; in art, they range from Rembrandt to Picasso; in literature, from the Bible to Shakespeare to past and current history and biography. Lynda is an excellent dancer and rates this activity among her favorites. She also enjoys bridge and such active sports as swimming, badminton, riding and bowling, and likes to go hiking.

While she prefers casual living and informal get-togethers to the pomp and circumstance of official functions, she is equally at home at a cookout or a state dinner and has a knack for making others feel at ease. As one of her contemporaries has said, "Lynda has a real gift for meeting people that makes them feel especially welcome."

Lynda has had many occasions here and abroad to use this gift. She has shared in the formal and official visits of her parents here and abroad since she graduated from high school; and she has enjoyed what she has described as "privileged opportunities to broaden my knowledge and understanding of our world."

These "privileged opportunities" include four overseas trips on which she accompanied her parents when her father was Vice President. She did not "just go along for the ride" as one observer commented. Lynda met with her contemporaries, answered their questions and criticisms of the United States frankly and intelligently without rancor or impatience and made an excellent representative of our country and its youth.

She has accompanied her parents on an official trip to the Middle East, which included visits to Iran, Turkey, Cyprus, Greece and Italy. She has visited Puerto Rico where she had an opportunity to observe the activities and training program at the United States Peace Corps camp there and exchange views with the trainees. She also traveled with her parents to Jamaica for that country's independence celebration.

Lynda looks upon her official experience as an extension of her education and a vital part of her learning. She is by natural inclination and preference an ardent student of history and politics and considers knowledge of both highly essential for the pursuit of good government which she believes is every American's business, particularly the young American. She feels deeply that with her generation lies the future and that youth must assume a more active roll in shaping that future.

Her contemporaries, she has said, have the capability for constructive achievement and need only the opportunity to demonstrate their ability. Lynda emphasized this conviction in her address to the Second Little White House Conference on Children and Youth in Hawaii in June, 1964. She said then, "In time of war, the first people called to

serve their country are the young people. Too often in time of peace we have assumed that the important work could only be trusted to older hands. We now have the responsibility and the chance to show what we can do to participate in the important work of the world."

Lynda considers politics the most effective instrument for human betterment and an active political career as the greatest potential for achieving the greatest good for the greatest number of people.

Lynda has a genuine love for learning which is reflected by the fact that she is an excellent student. She graduated in the upper level of her class at the National Cathedral School for Girls in Washington, D. C., in June, 1962. That fall she entered the University of Texas where she majored in history. She was elected to Alpha Lambda Delta, the freshman honorary society for women, and made the honor roll every semester during the one and a half years she studied in Texas. In January, 1964, after her father assumed his present office, she transferred to George Washington University in Washington, D. C. where she has continued to maintain a high scholastic average. Like her mother she is an avid reader.

Lynda is working full-time at the White House this summer without compensation in a clerical research capacity. This is in addition to summer studies and her official activities.

She was born in Washington in 1944, while her father was a member of Congress from Texas. She has brown hair, brown eyes and is 5' 9 1/2 " tall, and wears a size 14.

#####

SELECTED STATISTICS FOR STATES IN SOUTHEAST AREA
FY-1964

STATE	Food Stamp Program Participation		National School Lunch Program 2/		Special Milk Program	Direct Distribution to Needy Persons 4/		Direct Distribution to Institutions	
	Name of	Number of	Number of	Number of	Number of	Number of	Number of	Number of	Number of
	County	Persons 1/	Schools	Children	Outlets 3/	Counties	Persons	Inst.	Persons
ALABAMA			1,465	421,724	1,504	26	137,269	118	14,975
	Jefferson	17,155							
	Walker	6,592							
	Total	23,747							
FLORIDA	-	-	1,581	588,856	1,760	19	98,083	192	25,163
GEORGIA	-	-	1,822	578,053	1,825	31	72,822	121	22,847
KENTUCKY			1,571	425,055	1,834	112	253,733	142	12,560
	Floyd	6,706							
	Knott	5,545							
	Walker	6,622							
	Total	18,873							
MISSISSIPPI	-	-	983	310,323	1,056	66	312,154	60	9,332
NORTH CAROLINA			1,848	652,723	2,252	55	180,280	141	24,991
	Nash	8,713							
SOUTH CAROLINA	-	-	1,180	363,471	1,183	1	3,939	117	15,681
TENNESSEE			1,804	421,350	2,226	42	123,377	109	17,968
	Grundy	1,755							
	Hamilton	6,281							
	Marion	3,015							
	Sequatchie	474							
	Total	11,525							
VIRGINIA			1,614	433,221	1,769	8	18,866	128	21,521
	Dickenson	2,933							
	Lee	3,056							
	Wise	4,122							
	Total	10,111							

1/ Peak month nationally - March 1964.

2/ Peak month nationally - December 1963.

3/ Peak month nationally - Schools February 1964; Child Care Institutions and summer camps July 1963.

4/ Number of counties and persons participating in Needy Persons Program in March 1964 (Peak month nationally).

1. SAFETY:

All near--accidents in "whistle stopping" have been traced to lack of responsible organization and briefing before starting on a trip. Usually on the part of someone becoming excited and issuing unwise orders. Please be careful and leave the operating of the train to railroad personnel.

2. THE PRESS CAR:

Another "first" in whistle stopping is the location of the Press Car. Heretofore it has been placed well-forward in the train, sometimes as far away from the rear of the train (where all activity takes place) of seven or eight car-lengths which causes a marathon race to cover a brief stop...that or a traffic jam in the narrow isles of the room cars leading toward the rear of the train. This car will be equipped with writing tables and storage space for camera gear and working equipment. There will be paging speakers in cars number two, three (the Press car) and the dining cars. Also in the Press car will be Speakers carrying speeches, introductions etc. from the Observation Platform of the rear car. Also at the rear of the train will be installed "multiple" equipment for sound pickups, such as local radio stations camera crews, or a supplemental Public Address system for a quick hook-up to the train Public Address system.

3. PRESS COMMUNICATIONS:

The technique of covering news on a whistle stop automatically requires the more extensive use of land-lines and written texts which means WESTERN UNION, who have been doing this for many years with increasing efficiency of electronics. There will be a "FILING DESK" located in the PRESS CAR where press copy will be received, properly SLUGGED and dispatched by a system developed by Western Union whereby a complete "story" or a running story such as Part one SMITH NEWYORK TIMES end part one etc and can run all day if needed or LEAD ALL Smith etc.

TELEPHONES: The White House nor the Democratic National Committee can underwrite an extensive telephone installation. However the telephone people have been most-cooperative in furnishing telephone service on a "revenue only" basis (no installation cost) to collect card holders.

IT SHOULD BE POINTED OUT however that in whistle-stopping the train will not stop at the Railroad Station in all scheduled stops, therefore platform pay phones in or near a railroad station cannot be wholly depended on. The stop could be several hundred feet away from the actual station and only reached by forcing one's way through a crowd to an instrument, attempting to place a call and return to the train at the "alert" signal to get aboard the train -- all this at a TEN MINUTE WHISTLE STOP.

There will be three overnight stops made during the trip. All passengers will remain aboard the train during these overnight stops.

It is planned to have adequate telephone facilities at these overnight stops at the spot selected for the lay-over.

ALL MEALS SERVED IN THE DINING CARS to be paid at time of service. Beverages will be served in the diners and the Press lounge consistent with the local regulations.

Members of the Press authorized to join and or leave the train for portions of the trip should be prepared to pay their point to point fares in cash upon boarding the Press car. A railroad representative will be on duty at all times to accommodate them.

FILM SHIPMENTS:

A representative from the Railway Express Agency (air express) division will travel on the Special train. He will receive Air Express shipments in the Press Car, make out the way bills and have pickup points where film will be picked up and driven to the nearest shipping point and flown to New York, Washington, Atlanta or other processing points.

For instance Film made at the strt in Washington could be made by a Washington crew----Film made at Fredericksburg and Richmond could be put off at Petersburg, driven back to Richmond and shipped --- such shipment would reach La Guardia field at 5:43 pm.

Film made at Petersburg and Norfolk could be packed and put off at Suffolk, driven to Norfolk and reach Newark airport at 5c38 pm.

Leapfrogging ground crews is the most practical way to make Sound film of any stop less than one hour's duration. Silent shots, of course may be made at all points.

4. GRATUITIES:

On the Private car will be a crew of three railroad employees who will remain on the car during the entire trip. They have their own quarters in the galley area; The twin-diners will remain as a part of the train throughout the entire trip. The waiters on the diners usually "pool" all tips and split it up at the end of the run. There will also be a Steward, on the "Hospitality and Control" car (Car # 2) This mans name is Eugene LaPura a Pullman company employee with long training and vast experience. Also there are the Car porters on the cars where Staff members and guests will be assigned sleeping rooms. It is the long-established custom to make a contribution in cash to above mentioned groups.