

FOR IMMEDIATE RELEASE
THURSDAY, FEBRUARY 29, 1968

Office of the Press Secretary
to Mrs. Johnson

THE WHITE HOUSE

REMARKS OF MRS. LYNDON B. JOHNSON
AT GOVERNORS' WIVES LUNCHEON
THE WHITE HOUSE, WASHINGTON, D. C.

Friends:

Welcome to the White House! I'm delighted you made it a stop on your 1968 travel agenda.

Gathered in this room are some of the most accomplished tour guides in the country -- the Governors' wives.

I know because many of them have helped me discover their own states -- from the white church steeples and covered bridges of New England to the wide open spaces of our Great American West.

Another group of our guests today are from the American fashion industry -- the fourth largest industry in the Nation . . . an ever-changing industry.

Again, I know -- for since I have lived here I'm well aware of how fast a costume is out of date.

In many ways, the White House mirrors the fashion changes:

Abigail Adams wore a full-skirted embroidered gown, with a fichu of white lace draped about the shoulder.

Dolley Madison -- that pace-setter of her day -- delighted the capital city with her turbans of velvet or rich-colored fabrics -- some of them ornamented with feathers and pins.

Mrs. Rutherford B. Hayes created a stir when she refused to go "all out" for the mod look of 1873 -- a bustle. She compromised and wore a modified -- or mini-bustle.

Grace Coolidge's time came in the flapper era with the V-neck and the loose waistline lowered to a rhinestone belt at the hips.

And today -- I must say -- you ladies and gentlemen of the industry keep the present occupant busy with the hemline.

The moderator who will weave fashion and travel together for us is one who is an expert on both -- Nancy White, a Presidential appointee on the National Council on the Arts.

We are most appreciative to her and her committee who have put together this fashion show.

And now, Miss White --

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