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## LADY BIRD NEWS SPECIAL

Mrs. Lyndon B. Johnson will make political history by becoming the first President's wife to campaign alone on a whistle-stop when she heads South on Tuesday for a four-day tour which will take her into eight Southern states (Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi and Louisiana.)

In the eleven 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, talent and skills of her own."

"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's sense of responsibility - at the expense of herself - was revealed in a speech 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 the speech."

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 mid-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.

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.

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, who will be on the campaign train for most of the trip, both worked during summer vacation from school. Lynda took a volunteer 40-hour a week non-salaried clerical job in the office of the President's National Security Affairs advisor. Luci assisted 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.

Democratic leaders of eight Southern states will serve as honorary chairmen of the "Lady Bird Special" in the eight states the train carrying the First Lady will travel.

Five governors and four U.S. Senators are among the honorary chairmen. The chairmen are Governor and Mrs. Albertis Harrison of Virginia, Governor and Mrs. Terry Sanford of North Carolina, Governor and Mrs. Donald Russell of South Carolina, Governor and Mrs. Farris Bryant of Florida, and Governor and Mrs. Carl Sanders of Georgia.

Senator Allen Ellender and Senator Russell Long are the honorary chairmen of Louisiana. In Alabama, the honorary chairmen will be Senator Lister Hill and Senator John Sparkman. Directing the campaign in Mississippi is Douglas C. Wynn, Greenville attorney, who is heading up the Johnson for President organization in his state.

In addition, Mr. and Mrs. Dan K. Moore, Democratic candidate for Governor in North Carolina, and Mr. and Mrs. Haydon Burns, Democratic gubernatorial candidate in Florida, will greet Mrs. Johnson and ride on portions of the trip.

Masters of ceremonies for the trip will be Secretary of Commerce, Luther Hodges, former governor of North Carolina, and Congressman Hale Boggs, Democratic Whip of the House of Representatives from Louisiana. They will introduce dignitaries from the Democratic Party leadership in each state who will be on the train, and present the First Lady and her daughters, Lynda and Luci, for their remarks.

Co-chairmen of the "Lady Bird Special" are Mrs. Donald Russell and Mrs. Hale Boggs. Mrs. Hodges will also be on the train. Fifteen Ladies for Lyndon will act as hostesses in the hospitality car and will distribute "Lady Bird Special" souvenirs to the crowd at each stop.

The train will cover 1,682 miles between October 6-9, with scheduled stops in 28 cities. These cities have a combined population of two and a half million in eight states with 86 electoral votes. More than 100 press, radio and television representatives will accompany the First Lady.