

**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.

Frances Lewine

Associated Press

May, 1964

"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 Sadler

McCalls

March, 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, Columnist

Hearst Newspapers

January, 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 Boyce

Washington Daily News

November, 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. Jones

The Denton (Texas) Record Chronicle

April, 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."

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