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(Parvin) Nov. 3, 1981
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THE WHITE HOUSE
WASHINGTON

November 3, 1981

MEMORANDUM FOR THE FIRST LADY

FROM: LONDON PARVIN *L.P.*

Attached are the remarks we discussed on the phone. If they are not quite right, please feel free to call me at home this evening (362-1286). I am happy to help.

The research staff has contacted the Smithsonian as well as local Presidential Collections but apparently no transcripts have ever been made at these presentations. But they are still following leads.

(Parvin/TD)
November 3, 1981

MRS. REAGAN: GOWN PRESENTATION
NOVEMBER 4, 1981

-- Thank you, Mr. Ripley. I'm really very honored to be included with the former First Ladies, and it is especially nice to be part of such a popular exhibit. Mr. Ripley has told me the display is so popular the rugs are always in need of replacement.

-- I can understand that -- women are always curious about what other women wear, about the workmanship of their clothes, and about the progress of fashion over the years. The gown Mr. Galanos is donating today is a true example of great craftsmanship as well as a reflection of modern fashion. I am grateful to him not only for the contribution he is making today, but for the contribution he has made to the American fashion industry.

-- That brings me to the most important point of this presentation. Today I am pleased to announce the First Ladies Fellowship for the Study of Costume in America. Beginning next year, scholars will have the opportunity to work here at the Smithsonian and study the history of apparel in our country.

-- We have a grand tradition of clothing design and craftsmanship in America that is not fully appreciated.

My hope is that the fellowship will fill this need. So I am doubly delighted today. I am able to offer Mr. Galanos' gown to the Smithsonian and I am also able to offer a real opportunity for a young scholar to study American history from a fascinating perspective.

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Cpa → Mrs. Reagan: Gown Presentation, November 4, 1981

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-- Thank you, Mr. Ripley. If you don't mind, right at the start I would like to clear something up. There's no truth to the rumor I wanted Mrs. Carter's gown to move out early so mine could move in.

-- But I am very honored to be included with the former First Ladies. It was exactly one year ago that the American people voted their hearts and consciences and elected my husband President. Today, my pride in my husband and my deep appreciation to the American people are undiminished.

-- I want to thank the American people for the honor I felt in wearing this Inaugural gown. I also want to thank Mr. Galanos who donated his talent and time to create this dress.

-- But also today I am pleased to announce the establishment of a First Ladies Fellowship for the Study of Costume History in America. Beginning with the next academic year, either a pre- or post-doctoral scholar will have the opportunity to work at the Smithsonian and study some aspect of the history of costuming in our country.

-- We have a grand tradition of clothing design in America -- and a dedication to fine craftsmanship -- that is unparalleled. The Smithsonian collection of First Ladies gowns is impressive on both counts, and it is a wonderful place for this scholar to begin.

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THE WHITE HOUSE
WASHINGTON

November 2, 1981

Peter,

You will notice paragraph 3 is personal -- perhaps Mrs. Reagan can expand on this. My hope is that we can better deflect attention from the cost of the gown itself if we give them something juicier (Mrs. Reagan's feelings) and meatier (the fellowship) to write about.

Best,

A handwritten signature in cursive script that reads "Landon".

Landon

(PARVIN)

November 2, 1981

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--Thank you, Mr. Ripley. I know we're here to present a gown, but there are so many beautiful ones on display. . . you don't suppose I could borrow a couple, do you? I also want to thank Mr. Galanos who designed and donated the dress that today will join the First Ladies exhibit.

--The ~~piece~~ display is a woman's story really. In a way the collection represents the triumphs and sorrows of the women who have lived ^{at} the White House. ~~We~~ can only imagine their hopes and fears on the night they wore these gowns.

--~~At~~ the evening is an emotional one and not simply ^{of} joy. Sitting there before the mirror on INAugural night, I felt ^{also} an overflowing pride in my husband and a deep appreciation to ~~the~~ ^{the} American people. I recall saying a little prayer asking to be worthy of such a good man and such a decent people.

--One of the nice things about being First Lady is the announcements you get to make. Today we are establishing an annual fellowship for the study of costume in America. The First Lady's Fellow is not the Presdient, but a scholar who will study some aspect of clothing in America. The fellowship is financ~~ed~~ed through what I call my cookie jar ~~account~~ ^{funds}, which ~~is~~ ^{are} made possible by private contributions.

--Before the unveiling, let me again thank the American people for the honor I felt in wearing this dress.

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MEMORANDUM

THE WHITE HOUSE

WASHINGTON

TO: Landon Parvin
FROM: Ann Wrobleski
RE: Gown presentation
DATE: October 29, 1981

On Wednesday, November 4, Mrs. Reagan will present her Inaugural gown to the Smithsonian for inclusion in their "First Ladies Hall of Gowns."

As I understand the scenario, she will be standing on a platform with Dillon Ripley, in front of her gown. The gown will be unveiled, Ripley will make brief remarks, and introduce her.

Several points to be made:

1. General remarks about history, First Ladies, Inaugural gowns, etc. (see suggested remarks)
2. A quick bow to Galanos (the designer) who donated the gown.
3. Most importantly, announce the establishment of the First Ladies Fellowship for the study of costume in America (see explanation).

Mrs. Reagan would like to see draft remarks Monday morning. Call me when you receive this and I'll try to make it clearer.

#

THE NATIONAL MUSEUM OF AMERICAN HISTORY

Smithsonian Institution · Washington, D.C. 20560

SUGGESTIONS FOR MRS. REAGAN'S REMARKS

All over the United States, even in California, people know about the Collection of Dresses of the First Ladies of the White House. The fact that this collection represents the story of the White House and the women who have lived there, captures the imagination. The gowns are both a representation of fashion and of technology available at the time of each administration.

When I accepted this beautiful dress made by Mr. Galanos, I did so with the hope that it would spotlight the American fashion industry and with the hope that it would be a valuable reflection of my own time and an inspiration for future visitors to this museum. As I part with my gown, I still have left the memories of wearing the dress to celebrate the inauguration at each of the balls, including the one in this building. These are mine to keep forever.

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For further information, contact Geraldine Sanderson (202)357-3129.

The First Lady's Fellowship

Through a fund established by the First Lady an annual fellowship is offered at the National Museum of American History for the study of costume in America. The Museum's collections in this area, ranging from gowns of each of the First Ladies to workaday garments both custom and mass-produced from the late seventeenth century to the present, and enhanced by a wide range of documentary materials including fashion prints, trade catalogs, pictorial files, industrial, marketing and manufacturing records, as well as dress-making and tailoring equipment, offer an unparalleled opportunity to study the design, manufacture and use of clothing in America as reflections of aesthetic creativity, traditional lifestyles, social relationships, and daily routines as they were modified by technological changes.

The fellowship recipient, who may be either a graduate student or a post-doctoral scholar, will work closely with the Museum's professional staff in carrying out a specific research proposal of his or her own choosing. The resources of other Smithsonian museums, such as the National Portrait Gallery, the National Museum of American Art and the Cooper-Hewitt Museum will also be available to the First Lady's Fellow each year.