

**The original documents are located in Box 6, folder “9/11/75 - Photo With Marlo Thomas” of the William J. Baroody Files at the Gerald R. Ford Presidential Library.**

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re. Marlo Thomas pix w  
Mrs. Ford  
FIC

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CABLE ADDRESS ROCOPUB  
NEW YORK, NEW YORK

August 22, 1975

Mrs. Sheila Weidenfeld  
Press Secretary to Mrs. Ford  
The White House  
1600 Pennsylvania Avenue  
Washington, D.C.

Dear Sheila:

You're never home but what terrific trips you've taken this year. Dick and I tried to get you when I was in Washington for a week to invite you to dinner with Ed. I'm in every weekend, please let me know when you people are free.

I spoke to your secretary Fran and will try to condense this as much as possible. Marlo Thomas, who is Director of Women's Interest for the McCall Pattern Co., has been writing a memo in each catalog which reaches 50 million women each month. She is working on a career orientation and re-entry program and would like to photograph the entire section in Washington. This would include photographing Marlo in seven different locations. She would very much like to be photographed with Mrs. Ford in her office or study. Because she speaks about women whom she admires in this column, she felt it would be a great honor to her to include a picture with Mrs. Ford. At no time would this picture be used for publicity or advertising.

We would also like permission to photograph in the China Room, somewhere in Blair House and in front of the White House. Each setup and photograph would take no longer than a half an hour and Mrs. Ford would be needed for no longer than ten minutes.

more.....

Mrs. Sheila Weidenfeld

August 22, 1975

Page Two

I think that you are aware of Marlo's effectiveness as an active woman and I hope Mrs. Ford will agree to participate. The dates Marlo will be in Washington are Wednesday, September 10th and Thursday, September 11th.

I would appreciate hearing from you immediately as there are technical crews to be arranged if we can use the White House facilities.

I'm serious about dinner, Mr. Valeriani is a terrific Italian cook and we've rented a house with an indoor pool through October. Come take advantage!

Fondly,



Kathie Berlin

KB/es



# MARLO'S CORNER

**MARLO'S  
CORNER**  
STARRING  
'OUR GIRL'  
MARLO THOMAS



# MEMO from MARLO

## THE FIRST LADY IN YOU

Funny—but very few of us women really want to be first.

It seems scary to be first.

Exciting, yes, but scary, too.

The boss seems reasonable—but you'd rather not be the **first** woman employee to ask him for a supervisory job.

The coach seems open-minded—but you'd rather not be the **first** girl to try out for the basketball team.

The party seems desperate for candidates—but you'd rather not be the **first** woman to run.

But look what's happening!

Suddenly there are thousands of women all over the country who are taking the first step. Maybe even some of them were scared. ~~But they did it anyway.~~ And maybe you can, too. Maybe you can take **your own** first step toward achieving as much as you can toward being the person you really want to be.

Billie Jean King was the first woman athlete to demand and get the same wages as the men in her sport. By her example, she's made it easier, not just for women athletes, but for each of us to speak up when we find something unfair about our jobs.



Ella Grasso of Connecticut is the first woman to be elected in her own right as governor. By her example, she's made it easier for girls who never dared dream of a career in politics to dream of the career they want and achieve it.

Back in the days when Elizabeth Blackwell was fighting to become the first woman doctor, her career choice was considered unseemly, unladylike. But because Blackwell took the first step in medicine, it's been easier for the rest of us to take our first steps into the wide, new world of career choices women have today.

Betty Ford is a First.

A First Lady who doesn't let her position set her apart from the hopes and dreams and struggles of the rest of the women in this country, a First Lady whose warmth and compassion reaches past the cold confines of political decorum to touch all of us. Betty Ford is the **first** First Lady who doesn't wait for her husband's okay to speak her mind. And when the President's wife, living under all that political pressure, can stand up for what she believes, that makes it easier for every American woman to form her own opinions, to free herself from the muzzle of convention.

The next time you're feeling scared to take the first step, think of Betty Ford, think of Billie Jean and Governor Grasso and Dr. Blackwell, think of all the first ladies who can give you inspiration and hope and courage by their example. And take that first step—the first step **you** need to take to be as much as you can be, the person you really want to be, and have every right to be.

*Marlo Thomas*

**MARLO THOMAS**  
DIRECTOR OF WOMEN'S INTERESTS  
THE McCALL PATTERN CO.  
230 PARK AVENUE  
NEW YORK, N. Y. 10017



**MARLO'S  
CORNER**

STARRING  
'OUR GIRL'  
MARLO THOMAS

SPRING'S  
NEW SUITS  
TAKE TO PANTS  
OR SKIRTS...  
AND ALL

*Just Great  
for sewing...*



4918  
blouse



4892



The First Lady and Marlo



Asked Kathy for

RECEIVED SA

DATE

LINE

another copy of picture  
& message (crushed  
in mail)

JP  
4/5/76

*[Faint handwritten notes]*

MESSAGE

RETURNED YOUR CALL

WISHED VIA APPOINTMENT

LEFT YOUR VOICEMAIL

IS WAITING TO SEE YOU

LEAVE CALL →

CODE/EXT.  
PHONE NO.

OF (NUMBER)

YOU WERE CALLED BY

YOU CALLED BY

TO:

OF CALL  
NUMBER



**MEMORANDUM  
OF CALL**

**TO:** \_\_\_\_\_

YOU WERE CALLED BY—

YOU WERE VISITED BY—

OF (Organization) \_\_\_\_\_

PLEASE CALL →

PHONE NO. \_\_\_\_\_  
CODE/EXT. \_\_\_\_\_

WILL CALL AGAIN

IS WAITING TO SEE YOU

RETURNED YOUR CALL

WISHES AN APPOINTMENT

**MESSAGE**

*Lucie By Aide*

*7/12/67*

RECEIVED BY \_\_\_\_\_

DATE \_\_\_\_\_

TIME \_\_\_\_\_

McCALL'S CAREFREE FASHIONS

# Sew For Spring

Spring 1975 \$1

14014



## SEW & SAVE

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## YOUR COMPLETE GUIDE TO SPRING SEWING

Learn how to Master the Basics—techniques of hand sewing  
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12 COMPLETE DIAGRAMS AND DIRECTIONS FOR PILLOWS AND PLACE MATS

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# McCALL'S CAREFREE FASHIONS Sew For Spring



**ON THE COVER:**  
4390: Camisole top of Ameritex Dacron-and-cotton; two-tier ruffled skirt of VIP cotton chintz. Wrights ruffled eyelet trimming. For more information, see page 48.

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