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THE WHITE HOUSE

WASHINGTON

May 2, 1975

MEMORANDUM TO: PETER SORUM
FROM: SUSAN PORTER
SUBJECT: Action Memo

Mrs. Ford has added the following additional event to her May 19, Los Angeles visit in addition to her major event that day:

EVENT: Drop-by Foster Grandparent 10th Anniversary Celebration and Birthday Celebration of Mrs. Pearl Williams, Foster Grandparent, who will be 106 years old that week

GROUP: Foster Grandparent Program

DATE: Monday, May 19, 1975

TIME: 1:00 p.m.

PLACE: Pepperdine University
Office of the Provost (on expansive lawn)
7851 South Budlong Avenue
Los Angeles

CONTACT: Mrs. Alison Gilbert, Director, Foster Grandparent Program
(213) 971-7546

COMMENTS: May is National Senior Citizen Month and the Foster Grandparent Program will celebrate its 10th Anniversary. The Pepperdine University Foster Grandparent Program has 105 senior citizens involved. One of the members, Mrs. Paul Williams, is the oldest living foster grandparent and will be 106 years old on May 22nd. Their Celebration will begin around 1:00 p.m. Mrs. Ford would like to drop by this event and I believe they would like Mrs. Ford to present a certificate to Mrs. Williams. The Office of the Provost is apparently a lovely old mansion with a beautiful



expansive front lawn. They hope to be able to hold this outside. I have told Mrs. Gilbert that you will be in communication with her and urged her not to involve others (like the press and other community people) until you are in communication with her. I expect this event will be a complement to Mrs. Ford's evening event. There is no file as communications have been done by phone. Thank you.

c: BF Staff
Red Cavaney
Warren Rustand
Bill Nicholson
James Cavanaugh
Rex Scouten
Staircase.



THE WHITE HOUSE

WASHINGTON

May 12, 1975

MEMORANDUM TO: PETER SORUM
FROM: SUSAN PORTER
SUBJECT: Action Memo

Mrs. Ford has asked that the following be added, if possible, to her San Diego (May 20) agenda:

"EVENT": Drop-by San Diego Zoo

DATE: Tuesday, May 20, 1975

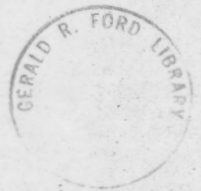
TIME: To be determined (possibly early afternoon)

PLACE: San Diego Zoo

COMMENTS: Mrs. Ford has never been to the San Diego Zoo, which is one of the finest in the entire nation and has one of the best educational programs, and would like, if it can be worked into her schedule without crowding it, to visit it while she is in San Diego. There should be some good photos with animals, children, etc. and you may wish to determine with the Press Office whether you would like it to be an announced drop-by.

Mrs. Ford will, of course, fly that morning from Los Angeles to San Diego. Although I am not familiar with the location of the Zoo with respect to the airport, the San Diego Museum and the hotel, if there were an opportunity to visit the Zoo in the early afternoon, this would perhaps permit her to get back to the hotel in plenty of time to get ready in a leisurely way for the evening. There is no file on this. Thank you.

c: BF Staff
Red Cavaney
Warren Rustand
Bill Nicholson
Rex Scouten
Staircase



Carolyn

THE WHITE HOUSE

WASHINGTON

April 19, 1975

MEMORANDUM TO: PETER SORUM
FROM: SUSAN PORTER
SUBJECT: Action Memo

Mrs. Ford has accepted the following out-of-town California invitations for May 19 (Los Angeles) and May 20 (San Diego):

Re: Monday, May 19, 1975

EVENT: Reception and Dinner
GROUP: National Art Association
PLACE: Beverly-Wilshire Hotel
Los Angeles
TIME: 7:30-8:30 p.m. Reception
8:30 p.m. Dinner



CONTACT: Mrs. Robert Johns Clark, Chairman, National Art Association
(213) 556-2728

COMMENTS: Mrs. Ford has accepted the invitation of the National Art Association to attend a dinner and ball in her honor in Los Angeles. She will be presented the Association's 1975 Distinguished Woman of the Year award and also will receive a portrait of herself which is being painted. The major portion of the proceeds of the evening are given to the Americana Project at the Department of State. The press contact is Mrs. Robert Humphries and the television contact is Mr. Herb Klein. Mrs. Ford will fly out Sunday evening and then will go to San Diego for her Tuesday event at the Fine Arts Gallery of San Diego. The file is attached.

Re: Tuesday, May 20, 1975

EVENT: Reception and Anniversary Dinner

GROUP: Fine Arts Gallery of San Diego
Fine Arts Society of San Diego

PLACE: Fine Arts Gallery of San Diego
Balboa Park, San Diego

TIME: 6:30-7:30 p.m. Reception
7:30 p.m. Dinner

CONTACT: Mrs. John McCausland, Dinner Chairman
(714) 479-1134
Mrs. Jack Oatman, President, Board of Directors
(714) 296-2395
Mr. Henry Gardiner, Director of the Gallery
(714) 232-7931
Mr. Leon Parma
(714) 291-7311, ext. 247



COMMENTS: The Fine Arts Gallery of San Diego will celebrate the 50th Anniversary of its founding. The reception will be preceded by the annual business meeting at 5:30 p.m. which Mrs. Ford will not be expected to attend. At the conclusion of the dinner, Mrs. Ford will be asked to cut the ribbon opening and dedicating the new wing of the Gallery. The museum prides itself on owning one of the finest collections of Spanish paintings in the western United States. The new wing which is being opened was built entirely with private funds and will house their Asian collection. They are delighted Mrs. Ford will attend.

Mr. and Mrs. Leon Parma are very dear friends of the Fords. Although I think the specific arrangements should be made directly with the people at the museum, I think as a special courtesy to Mr. Parma that you will want to keep him fully abreast of your developing scenario. The Parmas had also very kindly invited Mrs. Ford to stay at their house. She, however, feels that it would be easier for her to stay at a hotel. Perhaps, however, there would be an opportunity for her to drop by their house at some point. Mrs. Ford will return to Washington on Wednesday, May 21st. The file is attached. Thank you.

c: BF Staff
Red Cavaney
Warren Rustand
Bill Nicholson
Clem Conger
Rex Scouten
Staircase

MRS. FORD'S VISIT TO LOS ANGELES
AND SAN DIEGO, CALIFORNIA
MAY 18 - 21, 1975

Sunday, May 18, 1975

- 3:00pm Mrs. Ford boards motorcade on South Grounds. Motorcade
departs enroute Andrews Air Force Base.
(Driving time: 25 Minutes)
- 3:25pm Motorcade arrives Andrews Air Force Base.
- 3:30pm Mrs. Ford boards VC-9
VC-9 departs Andrews Air Force base enroute
(Flying Time: 5 hours, 20 minutes)
(Time change: 3 hours)
- 5:50pm VC-9 arrives LAX
Mrs. Ford will be met by: ~~Supervisor~~ and Mrs. James Hayes
Open press coverage Chairman, L.A. County Board of Supervisors
closed arrival ✓ Tom Bradley, Mayor, City of Los Angeles
- 5:55pm Mrs. Ford boards motorcade
Motorcade departs enroute Beverly Wilshire Hotel
(Driving time: 35 minutes)
- 6:30pm Motorcade arrives Beverly Wilshire Hotel
Mrs. Ford will be met by:
✓ Mr. Hans Boldt, Resident Manager
✓ Mr. Ernest Pertenstein, Exec. Asst Manager
- 6:35pm Official Photo coverage
Mrs. Ford Proceeds to suite
- 6:40pm Mrs. Ford arrives suite.
Personal time: 40 minutes
- 7:30pm Mrs. Ford departs suite enroute to private dinner
- 7:35pm Mrs. Ford arrives private dinner
attendance: 15
Official Photo coverage
- 9:20pm Mrs. Ford departs private dinner enroute suite.
- 9:30pm Mrs. Ford arrives suite.

REMAIN OVERNIGHT



Mrs. Ford's visit to Los Angeles
and San Diego, California
May 18-21, 1975

Page two

Monday, May 19, 1975

- 10:45am Mrs. Ford departs suite enroute motorcade for boarding
- 10:50am Motorcade departs Beverly Wilshire enroute for Elizabeth Arden's.
Met by: Ms JoAnn Ludden
(Driving time: 5 minutes)
- 10:55am Motorcade arrives Elizabeth Arden.
Mrs. Ford will be met by: Ms. JoAnn Ludden
- 11:00am Mrs. Ford, escorted by Ms. JoAnn Ludden, proceeds to Salon
for appointment.
- 1:00pm Mrs. Ford departs salon enroute motorcade for boarding.
- 1:05pm Motorcade departs Elizabeth Arden enroute Beverly Wilshire.
(Driving time: 5 minutes)
- 1:10pm Motorcade arrives Beverly Wilshire Hotel.
Mrs. Ford Proceeds to suite.
- 1:15pm Mrs. Ford arrives suite.
Personal time : 30 minutes
- 1:45pm Mrs. Ford departs suite enroute motorcade for boarding.
- 1:50pm Motorcade departs Hotel enroute Pepperdine University.
7851 South Budlong Avenue
(Driving time: 25 minutes)
- 2:15pm Motorcade arrives Pepperdine University.
Mrs. Ford will be met by: Mrs. Bill (Gay) Banowsky ✓
✓ Dr. James Wilbur - Provost
✓ Ms. Allison Gilbert, Director - Foster
Grandparent program.
✓ Mr. Kenneth Hahn, Supervisor, L. A. C
- 2:20pm Mrs. Ford, escorted by Mrs. Banowsky, proceeds to head table and
takes her Seat - Dr. Wilbur to introduce as she enters.
Open Press Coverage
Attendance: 250



Mrs. Ford's Visit to Los Angeles
and San Siego, California

May 18-21, 1975

Page three

Monday, May 19, 1975 - continued

- 2:25pm M. C. Jim Wilburn Introduces Mrs. William French Smith
- 2:28pm M. C. Jim Wilburn intorduces Mr. Donald Brown, ACTION regional Director for remarks.
- 2:46pm M. C. Jim Wilburn introduces Mrs. Ford for Presentation.
- 2:48pm Mrs. Ford presents flowers and certificates to Mrs. Pearl Williams. Full press coverage - Brief remarks by Mrs. Ford
- 2:51pm Presentation of gifts to Mrs. Williams.
- 2:56pm Musical selection by Wisdom.
- 3:11pm Special Presentation to Mrs. Ford (Accept a Foster Grandparent pin)
- 3:12pm Dr. Banowsky thanks Mrs. Ford for coming and concludes program.
- 3:16pm Mrs. Ford, escorted by Dr. Banowsky, departs dining area to greet Foster Grandparents and guests in audience.
- 3:31pm Mrs. Ford, escorted by Dr. Banowsky departs dining area enroute to Motorcade for boarding.
- 3:35pm Motorcade departs Pepperdine University enroute Beverly Wilshire Hotel.
(Driving time: 40 minutes)
- 4:15pm Motorcade arrives Beverly Wilshire Hotel.
Mrs. Ford Proceeds to suite.
- 4:20pm Mrs. Ford arrives suite.
Personal time: 3:40 minutes
- 7:55pm Mrs. Ford departs suite enroute Champagne Room
- 8:00pm Mrs. Ford arrives Champagne Room for informal reception with volunteers.
Pool coverage Attendance: 100
- 8:25pm Mrs. Ford Departs Champagne Room enroute to assembly area.
Photographer
- 8:30pm Mrs. Ford arrives head table, assembly area, to informally greet guests



Page four

Monday, May 19, 1975 - continued

- 8:40 pm Mrs. Ford, escorted by Mrs. Robert John Clark, proceeds to the head table and takes her seat.
Open Press Coverage
Attendance: 400
- 8:45 pm Welcome by M. C. Mr. Art Linkletter
- 8:50 pm Dinner is served.
- 10:15 pm Dinner concludes.
- 10:16 pm Art Linkletter introduces Mrs. Clark for recognition and notables, and introduces Mrs. Robert Finch.
- 10:25 pm Art Linkletter introduces Mrs. Robert Reagan.
- 10:28 pm Mrs. Reagan presents portrait to Mrs. Ford
- 10:30 pm Mrs. Ford responds.
Full Press Coverage
- 10:33 pm Response concludes.
Mrs. Ford returns to her seat.
- 10:35 pm Art Linkletter introduces Jonathan Winters for comedy performance.
- 10:50 pm Art Linkletter introduces Helen Reddy for musical performance.
- 11:05 pm Art Linkletter thanks Mrs. Ford and concludes program.
- 11:06 pm Mrs. Ford departs head table enroute suite.
- 11:10 pm Mrs. Ford arrives suite.

Remain overnight



Tuesday, May 20, 1975

- 10:25 am - Mrs. Ford departs suite enroute motorcade for boarding.
- 10:30 am - MOTORCADE DEPARTS Beverly Wilshire Hotel enroute
Los Angeles International Airport
(Driving Time: 25 minutes)
- 10:35 am - MOTORCADE ARRIVES LAX
Mrs. Ford boards VC-9
- 11:00 am - VC-9 DEPARTS LAX enroute San Diego International Airport
(flying time: 30 minutes)
- 11:30 am - VC-9 ARRIVES San Diego International Airport (PSA Terminal)
Mrs. Ford will be met by:
✓ Mr. and Mrs. Leon Parma
(Mr. and Mrs. Parma will present Mrs. Ford with roses
from the City of San Diego - A special hybrid which they
hope to have planted on the White House grounds)
- 11:35 am - Mrs. Ford, escorted by Mr. and Mrs. Parma proceeds to
motorcade for boarding.
- MOTORCADE DEPARTS San Diego International Airport
enroute San Diego Zoo.
(Driving Time: 10 minutes)
- 11:45 am - MOTORCADE ARRIVES San Diego Zoo
- Mrs. Ford will be met by :
General Victor Krulak, Chairman, Zoological Society
of San Diego.
- Mr. Charles Bieler, Director, San Diego Zo
- ✓ Miss Joan Embery, Miss Zoofari
- 11:50 am - Mrs. Ford escorted by General Krulak, proceeds to
Flamingo Viewing Area

OPEN PRESS COVERAGE



11:55 am - Mrs. Ford departs flamingso viewing area enrouté tour bus
for boarding.
(Tour Guide - Miss Carlye Christianson [REDACTED])

12:00 am - TOUR BUS DEPARTS on Zoo Tour.
PRESS POOL COVERAGE
(Driving Time: 40 minutes)
(Option: Bus stops at giraffe area for pictures with
baby giraffe-- only photographers. Mrs. Ford Mr. Bieler,
and General Krulak leave bus- Advise tour guide when
tour begins-- stopping time 5 minutes)

12:40 am - TOUR BUS ARRIVES Sea Lion Amphitheater.

Mrs. Ford, escorted by Miss Embery, proceeds to
amphittheater and takes her seat.

12:45 am - Sea Lion show begins

1:00 am - Sea Lion show concludes
Escorted by Mr. Bieler

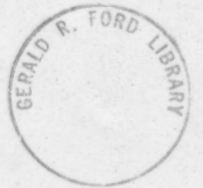
1:02 am - Mrs. Ford departs amphitheater enrouté Children's Zoo.

1:05 am - Mrs. Ford, escorted by Mr. Bieler, arrives Children's Zoo
to view animals.

(Photographic session with elephant, chimpanzee, and
petting zoo animals)

1:20 am - Mrs. Ford departs Children's Zoo enrouté motorcade for
boarding.

(Mrs. Ford will be escorted to the front of Administration
building for photographs with Zoo Staff - Press should
proceed to cars)



1:25 pm - MOTORCADE DEPARTS San Diego Zoo enroute Leon Parma residence

(Press 1+2 returns to hotel)

(Driving time: 15 minutes)

1:40 pm - MOTORCADE ARRIVES Parma residence

Mrs. Ford escorted by Mr. and Mrs. Parma proceeds into residence for luncheon.

(OFFICIAL PHOTO COVERAGE)

2:45 pm - Mrs. Ford departs residence enroute motorcade for boarding.

MOTORCADE DEPARTS residence enroute Little America Westgate Hotel.

(Driving Time: 15 Minutes)

3:00 pm - MOTORCADE ARRIVES Little America Westgate Hotel

Mrs. Ford will be met by:

Mr. Lawrence Boyle, General Manager, Little America Westgate Hotel

Mr. and Mrs. Earl Holding (Carol)

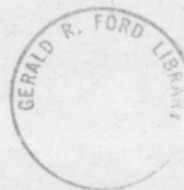
Mrs. Ford proceeds to suite

3:10 pm - Mrs. Ford arrives suite

Personal Time: 3 hours 30 minutes

6:35 pm - Mr. and Mrs. Leon Parma arrives suite.

6:40 pm - Mrs. Ford, escorted by Mr. and Mrs. Parma, departs suite enroute motorcade for boarding.



6:45 pm - MOTORCADE DEPARTS Little America Westgate Hotel enroute Fine Arts Gallery, (Balboa Park)

(Driving Time: 10 minutes)

6:55 pm - MOTORCADE ARRIVES Fine Arts Gallery

Mrs. Ford will be met by:

Mrs. Jack Oatman, President, Board of Directors Fine Arts Gallery of San Diego

Mr. Henry Gardiner, Director of the Gallery

Mr. Pete Wilson, Mayor, City of San Diego

Mrs. Ford escorted by Mrs. Oatman and Mr. Gardiner proceeds to Asian Gallery entrance.

7:00 pm - Mrs. Ford arrives Asian Gallery entrance for ribbon cutting ceremony.

OPEN PRESS COVERAGE

ATTENDANCE: @00

7:01 pm - Remarks by ;

Mrs. Oatman welcomes Mrs. Ford and introduces Mrs. David Miller (Alice) - Former Chairman, Asian Arts committee. Mrs. Miller presents Mrs. Ford with a book.

7:08 pm - Mrs. Ford offers remarks.

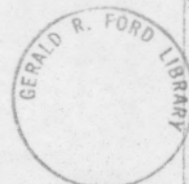
7:10 pm - Remarks conclude with ribbon cutting by Mrs. Ford.

7:11 pm - Mrs. Ford, escorted by Mr. Gardiner and Mrs. Oatman proceeds through Asian Gallery to review collection.



- 7:24 pm - Mrs. Ford meets Mrs. Richard Senn (President of Asian Art Committee and Mrs. Hohn Fox (Leslie) Principal donor of Asian Gallery)
- 7:25 pm - Mrs. Ford escorted by Mrs. Oatman, proceeds to Sculpture Garden for informal reception.
- 7:30 pm - Mrs. Ford, arrives Sculpture Garden reception to informally greet guests.
- 8:00 pm - Mrs. Ford and Head Table Guests proceed through door of auditorium to dinner.
- 8:01 pm - Mrs. Ford and the head table arrive auditorium and proceed to take their seats for dinner.
- 8:05 pm - Dinner is served
- 8:25 pm - Toast to Mrs, Ford (Note: no response is required)
- 9:30 pm - Dinner concludes
- 9:31 pm - Mrs. Ford, escorted by Mrs. Oatman departs head table enroute motorcade for boarding.
- 9:35 pm - MOTORCADE DEPARTS Fine Arts Gallery enroute Little America Westgate Hotel.
- (Driving Time: 10 minutes)
- 9:45 pm MOTORCADE ARRIVES Little America Westgate Hotel.
- Mrs. Ford proceeds to suite.
- 9:50 pm - Mrs. Ford arrives suite.

REMAIN OVERNIGHT



CALIFORNIA EVENTS

MONDAY

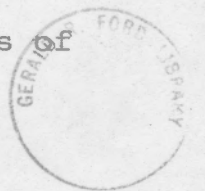
MRS. PEARL WILLIAMS. You will be attending a ceremony at the Pepperdine Urban University Campus in LA honoring Pearl Williams as the oldest Foster Grandparent in the US. Mrs. Williams will be 106 on Thurs. May 22. She was born in Jefferson County Alabama in 1869; was the 2nd of 5 children. She has a sister, 90, still living. Pearl married at age 12, had a daughter. Her husband died 2 years later. She later married John Williams, had another daughter. John Williams died in 1941. She and her husband, who were in constant search for work, left Kansas City, Missouri for California in the early 1900's by covered Wagon for California where they settled. She lives with her daughter. Is supposed to have a great deal of energy and be in good health. She is one of the people Cicely Tyson spent time with when Cicely Tyson was studying for her part in the "Autobiography of Jane Pittman".

Pearl Williams, I am told, helps supervise the activities of 45 pre-schoolers. I'm not certain

Pearl Williams will be honored in conjunction with a celebration of the Foster Grandparent Program's 10th Anniversary. Also, May is National Senior Citizen's month.

There are 102 Senior citizens involved in the Pepperdine Univ. Foster Grandparent Program. The participants in the program work in 5 different children's institutions in the L.A. area and work 4 hours a day, 5 days a week. The program is sponsored by ACTION.

You will be giving Pearl Williams roses and certificates of appreciation from the local and national group.



THE NATIONAL ART ASSOCIATION

You will be receiving the Association's 1975 Distinguished Woman of the Year Award as well as a portrait of yourself being painted by a local artist, Frances O'Farrell.

First, the group. It was founded in LA in 1969 to support and promote interest in the fine arts and aid scholars of the arts. Every year they have a fund raising dinner, at which time they honor a woman whose interest and/or contribution to the arts is noteworthy. Last year they honored Mrs. William Rogers; the year before that Mrs. Norman Vincent Peale. Others honored are Clare Booth Luce, and Mrs. Ronald Reagan.

This is a brief resumé of the history and purpose of the National Art Association:

NAA was founded here in Los Angeles in 1969 to support and promote interest in the fine arts and aid scholars of the arts. Each year we honor a woman whose interest and/or contribution to the arts is noteworthy and commendable. We have had the distinction of honoring such as: Mrs. Ronald Reagan, Clare Booth Luce, Mrs. Norman Vincent Peale, and most recently, Mrs. William Pierce Rogers. Mrs. Richard Nixon served as Honorary Chairman from 1969 to 1974.

Last year, after several members had been to the State Department diplomatic rooms and been very impressed with what they saw, we had Clem Conger flown to California to give us his lecture on same. Subsequently, the chapter voted to donate the major portion of the proceeds from our annual dinner dance to the Americana Project. (Maria Hodgson was our chairman, and Mrs. Rogers received the award. *(Mrs James)*)

This year it is our intention, now that we are a firmly established organization, to proceed with the development of the Washington, D.C. Chapter, under the guidance of Mrs. Clark McGregor and supported by Mrs. Thurmond (Athalie) Clarke, and Mrs. William Rogers. Each new chapter's major financial contribution will benefit the Americana Collection, plus a portion of funds raised will go to a local fine arts project of the chapter's choice. Other chapters in other cities will be developed for the same purpose as each new chapter is stabilized. In this way, it is anticipated that the U.S. Department of State Americana Project will receive the much needed and deserved organized support and the heritage of our beloved America will be preserved.



Tickets for the dinner are \$100 dollars per person. Those who contribute to the Americana Collection at the Dept. of State in addition to buying a ticket get to go to the Champagne reception prior to the dinner and ball.

The major proceeds of the evening are given to the Americana Project at the Dept. of State. They hope to complete this project in time for the Bicentennial.

The project for the State Dept. evolved after several members had been to the State Dept. Diplomatic rooms and were impressed with what they saw. Clem Conger, consequently flew out to California to give them a lecture and so impressed them that they decided to donate the major portion of the annual dinner dance proceeds to the American Project.

The national Arts Assoc. is starting new chapters, one of which is now being organized in Washington under Mrs. McGregor's guidance.

The annual theme of the dinner/ball is the Cymbidium/ The entire ballroom is decorated with cymbidium orchids from the estate of one of the members---Mrs. Bert Malouf. The height of the blooming season is mid to late April through May.

Carol Finch is Chairman of the event.

Art Linkletter is MC

Entertainment will feature Helen Reddy and Jonathon Winters.

In a nutshell, the group through its efforts and fundraising, is helping preserve our heritage ~~and~~ by its Americana project.

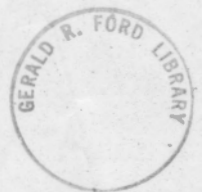


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SUNDAY DINNER

- 2 FINCH, BOB & CAROL
- 2 CLARK, BOB & MIDGE
- 2 LINKLETTER, ART & LOIS
- 2 MALOUFS, MARIAN & FLORENCE
- 2 ADAMS, MARCIA & LAWRENCE
- 2 MC DANIEL, GLEN & MARILYN
- 2 HUMPHREYS, MARIE & BOB
- 2 FORBES, ED & JACKIE
- 1 FORD



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I'm really glad to be here and to have
the opportunity to be a part of this
Special occasion—the 50th anniversary
of the Fine Arts Society and the
opening of your new Asian Arts
Gallery.



I understand the collection is outstanding, and I am looking forward to seeing it very much.

We all share a common interest in the arts, and the personal pleasure that can be derived in it.



You are to be complemented for your hard work and your perseverance in starting a project 27 years ago and working together to complete it.

I know all of you are as eager to see the gallery as I am. Again Happy Anniversary to the Society. If I could have the scissors please and we can get this moving.



Barbara Mac Gregor (966-8252)

The National Fine Arts Assn. - Los Angeles would like the First Lady to accept the Distinguished Women of the Year Award. It will be presented at a ball in Los Angeles in April or May depending on the First Lady's schedule. The proceeds from the ball go to Clem Conger who designates it use. Last year it was for the State Department.

Previous awards went to Adele Rogers, Nancy Reagan, Clair Booth Luce, Mrs. Norman Vicent Peale. This year's chairman is Mrs. Bob (Carol) Finch. Last year's chairman was Mrs. Hodgeson, (Ambassador to Japan and former Secretary of Labor's wife)



MEMORIAL
WOMEN OF THE YEAR
1975



**DISTINGUISHED
WOMAN OF THE YEAR**

1975



**HONORARY NATIONAL CHAIRMAN
THE NATIONAL ART ASSOCIATION**

What is Art?

Looking through the history of man one may say art is man's lifelong fossil. Art is like water; it will take the shape of its container. Man is the container and if this container is suddenly gone, art will spill meaninglessly into the soil, lost forever. Art is everything man is and has been and what he hopes to be. Art will touch the untouchable and feel the unfeelable. It can see the unseeable in an infinite amount of unique ways. Why such a strange field of elements within this force? Because man who is the container holds his vast oceanic waters in an infinite amount of familiar and mysterious ways.

(Written by Alva Curry, third year art student at Pepperdine University).



The Americana Project

THE SITUATION NOW — 1973-74

For the first time in history the Department of State has in its new building in Washington handsome reception rooms in which the Secretary of State receives and entertains the leading figures of the world — kings, queens, presidents, prime ministers, foreign ministers, astronauts, financiers, and distinguished foreign and American officials and citizens from every field. More internationally and nationally prominent people are entertained here than in any other rooms in the United States. These rooms are also used by the President, the Vice President, the Chief Justice, and members of the President's Cabinet for official functions.

The Fine Arts Committee of the State Department since 1961 has embarked on a long-range voluntary program — THE AMERICANA PROJECT — to furnish these Diplomatic Rooms with handsome American antique furniture and examples of the decorative arts appropriate for the Rooms which are named for John Quincy Adams, Thomas Jefferson, Benjamin Franklin, James Monroe, James Madison and Martin Van Buren. American citizens, corporations, and foundations are invited to assist the State Department in displaying the finest period examples of American design and decoration in the Diplomatic Reception Rooms.

Guests and American and foreign visitors number in excess of 125,000 per year. Therefore, it is important that the rooms reflect our American cultural heritage in a dignified manner. A visit here may provide foreigners with one of their few lasting educational and cultural impressions of our American way of life.

GOALS

Gifts and loans of significant American period furniture, original oil paintings of early historic events, American landscapes, portraits of national figures prominent in early American diplomatic history, and examples of the decorative arts are desired. Most-sought are those of the period 1740-1825.

Official funds are not available for the prestige furnishings, paintings, and decorative objects. Gifts and loans to date total in value over \$9,000,000. There are on consignment in the rooms many valuable objects on which annual payments of \$250,000 should be made or they could be removed. It is important to improve the architectural treatment of some areas to be more in accord with the American period furnishings. Architectural improvements costing at least \$445,000 add to the overall cost of the program.

MAKE GIFTS OR LOANS

Owners may wish to remove from storage or overcrowded rooms gift or loan items which would be of use to the Department of State. If necessary the State Department will pay transportation charges to the Department. We do not wish to pay transportation charges on objects returned to the lender. Items lent to the Department may be withdrawn on 60 days' notice.

INSURANCE

Insurance on all loans and gifts will be carried by the Fine Arts Committee. Our insurance covers objects in transit from donor or lender to the State Department and return to the lender if necessary. Lenders may continue to carry their own insurance.

Interested donors to the Americana Collection may contact Mrs. Robert Johns Clark, the National President of NAA at 556-2728.

Our First Lady

Mrs. Betty Ford, wife of the 38th President of the United States, made it clear early in her husband's administration that she intended to do what she could to focus on the Arts. In her first press conference in September, she indicated that the arts were a special interest of hers, and in the nine months since, has done much to prove her point.

At the White House, dinners and parties have had a special focus on the arts, from the finest in entertainment to various table settings centering on the best in American crafts — from elegant crystal and porcelain to handcrafted antique wooden decoys.

Her interest in the Arts goes back a long way. She studied dance under Martha Graham as a young girl, and moved from her hometown of Grand Rapids to New York to continue dancing under Miss Graham. She returned to Grand Rapids, and channeled her interest in dance by teaching the art professionally on an informal, part-time basis and working as a volunteer to bring dance to underprivileged children in Grand Rapids.

She continues to bring a focus on a broad variety of the arts as First Lady, and has very special interest in the heritage of the nation as it is preserved through such collections as those in the White House and the American Rooms of the State Department.

The Program

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CHAIRMEN
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Mrs. Robert Finch
Mrs. Arthur Linkletter

MASTER OF CEREMONIES
Art Linkletter

INVOCATION
Dr. Lloyd J. Ogilvie,
Pastor
First Presbyterian Church of Hollywood

THE HONORABLE
MAYOR AND MRS. THOMAS BRADLEY

DISTINGUISHED WOMAN OF THE YEAR 1975 AWARD
TO MRS. GERALD FORD

Presented by
Mrs. Ronald Reagan,
Distinguished Woman Award Recipient, 1969

*** GUEST STARS ***

JONATHAN WINTERS

HELEN REDDY

MUSIC
by Murray Korda's Monseigneur Strings

All proceeds will be used for the Americana Project
Washington, D.C.

THE NATIONAL ART ASSOCIATION

A California Welcome

Honouring
MRS. GERALD FORD
FIRST LADY OF THE UNITED STATES OF AMERICA
On the Evening of Monday, May Nineteenth, 1975
in
The Ballroom of The Beverly Wilshire Hotel

Menu

PAPAYA CON CAMARONES DE SAN FRANCISCO SIR FRANCIS DRAKE
Papaya with San Francisco Bay Shrimp
Goddess Dressing

BISTEC CORTEZ CON SETAS Y BERROS
Grilled Filet Mignon
With Mushroom Cap and Watercress
Sauce Bernaise

LEGUMBRES PACIFICA
PAPITAS A LA PARISIENNE
Small Parisienne Potatoes

PUNTAS DE ESPARRAGAS A LA POLONESA
Asparagus Tips Polonaise
TOMATE ASADO
Broiled Tomato

ENSALADA DE BERROS JUNIPERO SERRA
Limestone and Watercress Salad
House Dressing

QUESSO PORT SALUD Y BRIE BALBOA
Port Salud and Brie Cheese
Melba Toast

SAVARIN CON RON SUTTER
Savarin au Rhum
Decorated with Whipped Cream, Strawberries

EXPRESSO CON CASCARILLA DE NARANJA
Demi-Tasse with Orange Peel

LOUIS MARTINI PINOT NOIR

WENTE BROTHERS PINOT BLANC

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The History of the National Art Association

The National Art Association was founded in Los Angeles in 1969 to support and promote interest in the fine arts and aid scholars of the arts. Each year a woman is honored whose interest and/or contribution to the arts is noteworthy and commendable.

WE HAVE HAD THE DISTINCTION OF HONORING:

MRS. RONALD REAGAN, 1969
MRS. CLARE BOOTHE LUCE, 1970
MRS. NORMAN VINCENT PEALE, 1972
MRS. WILLIAM PIERCE ROGERS, 1974

MRS. RICHARD NIXON served as Honorary Chairman from 1969 to 1974.

Last year, after several members had been to the State Department diplomatic rooms and been very impressed with what they saw, we had Clem Conger flown to California to give us his lecture on same. Subsequently, the chapter voted to donate the major portion of the proceeds from our annual dinner dance to the Americana Project. Maria Hodgson was our chairman, and Mrs. Rogers received the award that year.

This year it is our intention, now that we are a firmly established organization, to proceed with the development of the Washington, D.C. Chapter, under the guidance of Mrs. Clark McGregor and supported by Mrs. Thurmond (Athalie) Clarke, and Mrs. William Rogers. Each new chapter's major financial contribution will benefit the Americana Collection, plus a portion of funds raised will go to a local fine arts project of the chapter's choice. Other chapters in other cities will be developed for the same purpose as each new chapter is stabilized. In this way, it is anticipated that the U.S. Department of State Americana Project will receive the much needed and deserved organized support and the heritage of our beloved America will be preserved.

Americana Dinner Committee

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Mrs. Robert Johns Clark, Mrs. Robert Finch,
Mrs. Arthur Linkletter

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SPANISH MENU TRANSLATION Courtesy of Mrs. C. Tolivar Westlake School for Girls

The Portrait Artist

Frances O'Farrell started her formal art training at the Kansas City Art Institute. While in Kansas City she was a designer and illustrator for the Kansas City Star. She has been a student of many renowned artists and portrait painters in her travels.

For the past 11 years, Miss O'Farrell has been commissioned to paint formal portraits for the Fernando Award Committee, which presents an annual award. In 1965 she was commissioned by the Los Angeles Birthday Committee to paint Mayor Sam Yorty. Frances has given many one-woman shows, with canvases inspired by visits to Europe and the Middle East.

Her work in classical portraiture first brought Miss O'Farrell to the public's eye. Her study in the theatre gave her additional insight into characterization needed for the depth she has given her portraits.

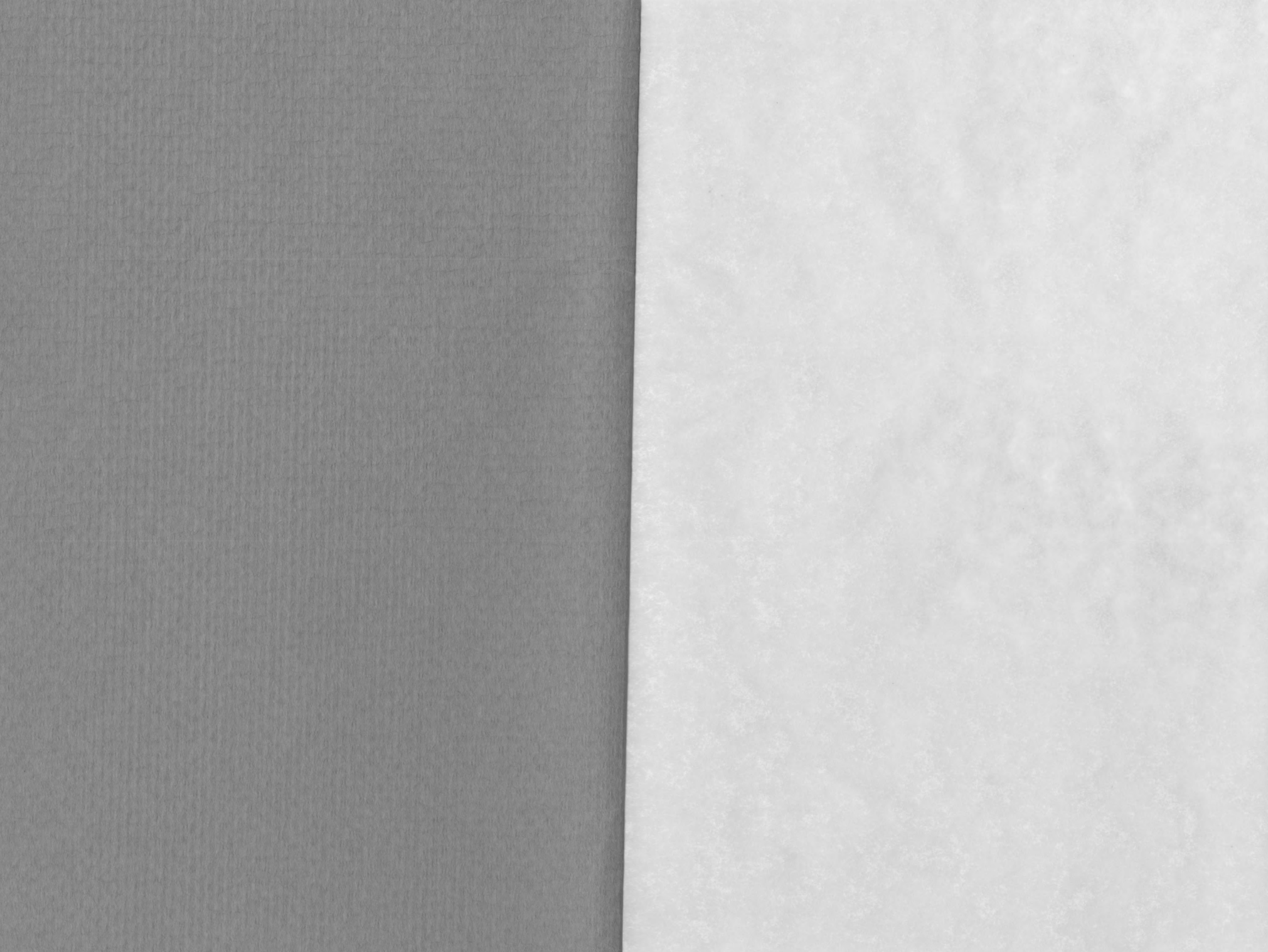
Frances O'Farrell has her own Fine Arts Studio in Sherman Oaks, California, where she gives personal painting instruction to beginning and advanced artists. Many of her students are professional painters who act as apprentices to assist Miss O'Farrell in filling her many commissions in much the same way as in the schools of the old masters.

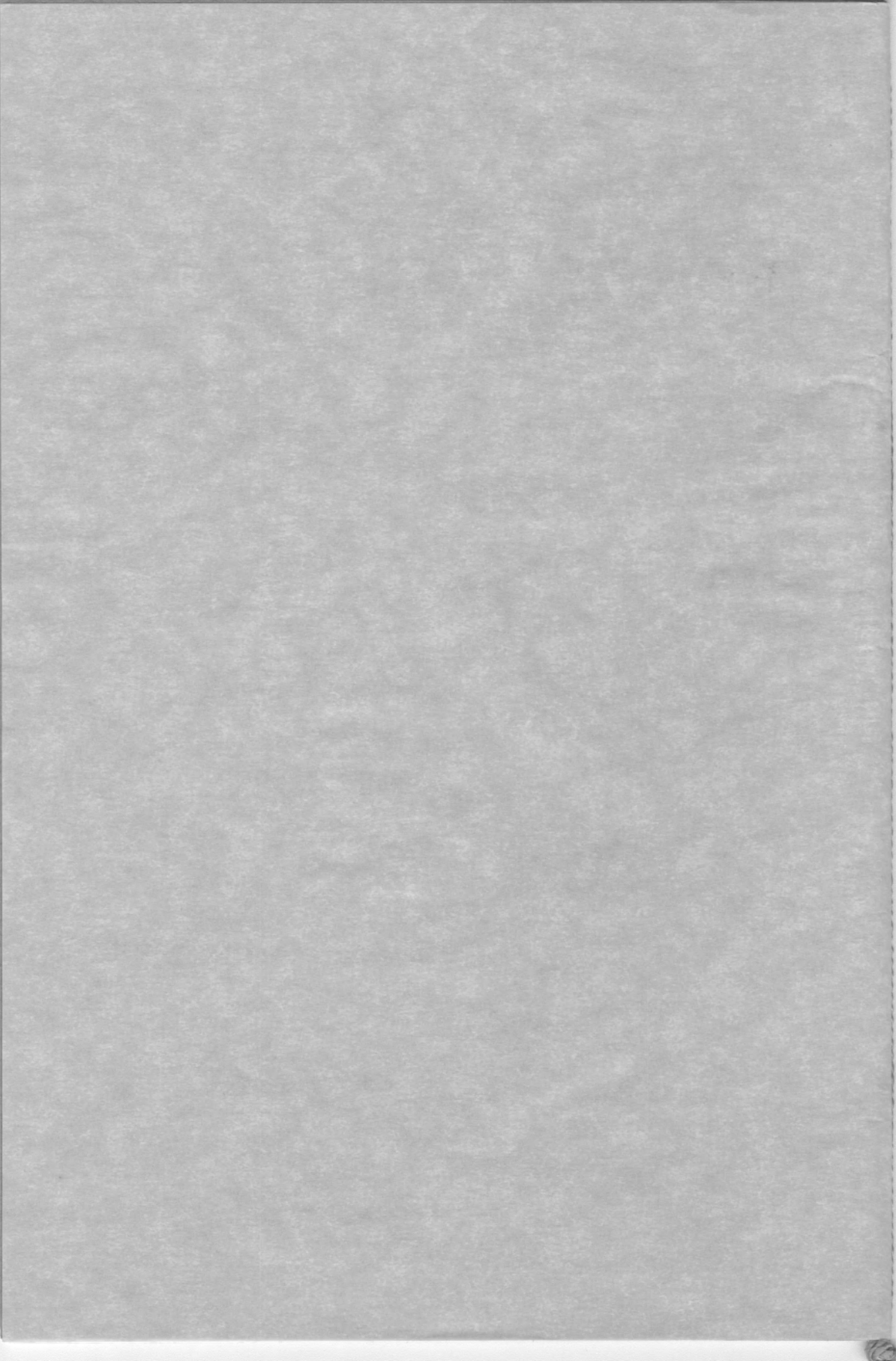
She has commissioned more than 200 portraits, four of which are:

Mrs. Norman Vincent Peale
Mayor Sam Yorty
Mrs. Francis Lederer
General William Booth

One-woman shows at W.J. Sloane in Beverly Hills, the Royce Gallery, Beverly Hills, the International Art Association. She has a permanent room in Sherman Oaks, California and Dallas, Texas. She is currently in the DeVaux Gallery, Carmel, California.

Instructor, lecturer, demonstrator and author with book "Frances O'Farrell's Portraits", written and illustrated by the artist. Publisher Walter Foster, Inc. for international distribution.





Honouring

The First Lady

Mrs. Gerald Ford

The National Art Association

invites you to a

Private Reception

on Monday, the nineteenth of May

from seven-thirty until eight-thirty o'clock

Champagne Room

Beverly Wilshire Hotel

Beverly Hills

Nontransferable