

**The original documents are located in Box 12, folder “1/13/76 Philadelphia, PA” of the Betty Ford White House Papers, 1973-1977 at the Gerald R. Ford Presidential Library.**

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THE WHITE HOUSE

WASHINGTON

January 8, 1976



MEMORANDUM FOR: MRS. FORD  
VIA: RED CAVANEY *MC*  
FROM: PETER SORUM *PS*  
SUBJECT: YOUR VISIT TO PHILADELPHIA,  
PENNSYLVANIA, Tuesday,  
January 13, 1976

Attached at TAB A is the Proposed Schedule for the subject event.

APPROVE \_\_\_\_\_

DISAPPROVE \_\_\_\_\_

BACKGROUND

Louise Nevelson has created a multi-unit sculptural environment in wood titled "Bicentennial Dawn" for the James A. Byrne U.S. Courthouse in Philadelphia. You have accepted an invitation to participate in the unveiling program in which you will throw the electrical switch that will light the work of art that Nevelson considers the climactic peak of her artistic career. Following the ceremony, Nevelson will escort you on an exploratory tour of the sculpture which consists of three units in a special entry room. A cocktail reception for the 500 invited guests will precede the ceremony beginning at 5:30 pm.

PRIVATE DINNER

Following the ceremony, you have been invited to attend a private dinner at the home of Mrs. John Wintersteen given in honor of Louise Nevelson. The 40 guests at this informal buffet dinner will include a majority of the leaders in the Philadelphia Art

Community. A guest list is attached at TAB B. For your information, Mrs. Wintersteen was the first woman Board Chairman of the Philadelphia Museum of Art and has an impressive collection of art in her home. If you accept this invitation, Mrs. Nevelson would join you in traveling to the Wintersteen Residence immediately following the tour. Departure would be flexible.

APPROVE \_\_\_\_\_

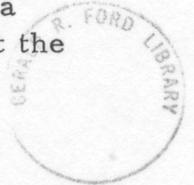
DISAPPROVE \_\_\_\_\_

LIBERTY BELL

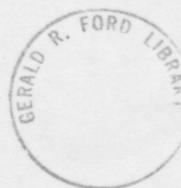
On New Year's Day, the Liberty Bell was moved to a new pavilion on Independence Mall. Since this pavilion is one block from the event site and two blocks from the hotel where you will have a small suite for changing, I would recommend that you stop at the Liberty Bell on this, your first visit to Philadelphia in the Bicentennial Year.

APPROVE \_\_\_\_\_

DISAPPROVE \_\_\_\_\_



TAB  
A



1/12/76  
10:00 am

SCHEDULE

MRS. FORD'S VISIT TO  
PHILADELPHIA, PENNSYLVANIA

Tuesday, January 13, 1976

2:35 pm Mrs. Ford boards motorcade on South Grounds.  
(EST)

MOTORCADE DEPARTS South Grounds en route  
Andrews AFB.

[Driving time: 25 minutes]

3:00 pm MOTORCADE ARRIVES Andrews AFB.

Mrs. Ford boards Jetstar.

3:10 pm JETSTAR DEPARTS Andrews AFB en route Air  
National Guard Terminal, Philadelphia, Pennsylvania.

[Flying time: 35 minutes]  
[No time change]

3:45 pm JETSTAR ARRIVES Air National Guard Terminal,  
Philadelphia, Pennsylvania.

Mrs. Ford will be met by:

Mrs. Ford proceeds to motorcade for boarding.

3:50 pm MOTORCADE DEPARTS Air National Guard Terminal  
en route Independence Mall.

[Driving time: 30 minutes]

4:20 pm MOTORCADE ARRIVES Independence Mall.



Mrs. Ford will be met by:  
National Park Service Representative

4:25 pm Mrs. Ford proceeds inside Liberty Bell Pavilion.

OPEN PRESS COVERAGE

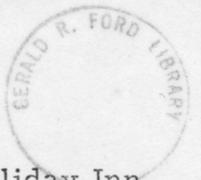
4:35 pm Mrs. Ford departs Liberty Bell Pavilion en route motorcade for boarding.

4:37 pm MOTORCADE DEPARTS Independence Mall en route Holiday Inn.

[Driving time: 3 minutes]

4:40 pm MOTORCADE ARRIVES Holiday Inn.

Mrs. Ford will be met by:  
Mr. Hugh McFarland, Innkeeper, Holiday Inn



Mrs. Ford proceeds to Suite.

4:45 pm Mrs. Ford arrives Suite.

PERSONAL/STAFF TIME: 1 hour, 55 minutes

NOTE: Attire for evening is informal long dress. The sculpture is white painted wood.

6:<sup>3</sup>40 pm Mrs. Ford departs Suite en route motorcade for boarding.

6:42 pm MOTORCADE DEPARTS Holiday Inn en route James A. Byrne, U.S. Courthouse.

[Driving time: 3 minutes]

6:45 pm MOTORCADE ARRIVES Courthouse.

Mrs. Ford will be met by:  
Mr. Jack Eckerd, Administrator of General Services

Mrs. Ford, escorted by Mr. Eckerd, proceeds to dais assembly area.

- 6:50 pm Mrs. Ford arrives dais assembly area and informally greets guests.
- 6:57 pm Mrs. Ford joins dais procession and moves to the stage for program.

OPEN PRESS COVERAGE  
ATTENDANCE: 500

- 7:00 pm National Anthem by Doughboy Band.
- 7:03 pm Remarks by Mayor Frank Rizzo.
- 7:05 pm Introduction of distinguished guests and remarks by Master of Ceremonies Jack Eckerd.
- 7:10 pm Remarks by Collins J. Seitz, Chief Judge, 3rd Circuit U. S. Court of Appeals.
- 7:12 pm Remarks by Michael Straight, Deputy Chairman, National Endowment for the Arts.
- 7:15 pm Remarks by Louise Nevelson.
- 7:20 pm Introduction of Mrs. Ford by Jack Eckerd.
- 7:21 pm Mrs. Ford's remarks begin.

FULL PRESS COVERAGE

- 7:23 pm Mrs. Ford's remarks conclude with the throwing of the electrical switch.

NOTE: The switch activates music and lighting. The light increases gradually as the music intensifies over a 30 second period.

- 7:25 pm Mrs. Ford, escorted by Louise Nevelson, proceeds to sculpture area for tour.

OPEN PRESS COVERAGE

7:35 pm Mrs. Ford and Ms. Nevelson conclude tour and proceed to motorcade for boarding.

7:50 pm MOTORCADE DEPARTS U.S. Courthouse en route Philadelphia International Airport.

[Driving time: 35 minutes]

8:25 pm MOTORCADE ARRIVES Philadelphia International Airport.

Mrs. Ford boards Jetstar.

8:30 pm JETSTAR DEPARTS Philadelphia International Airport en route Andrews AFB.

[Flying time: 35 minutes]  
[No time change]

9:05 pm JETSTAR ARRIVES Andrews AFB.

Mrs. Ford boards motorcade.

9:10 pm MOTORCADE DEPARTS Andrews AFB en route South Grounds.

[Driving time: 25 minutes]

9:35 pm MOTORCADE ARRIVES South Grounds.



TAB  
B

Mr. and Mrs. Thomas Armstrong  
945 Madison Avenue  
New York, New York 10021  
Director, Whitney Museum of American Art

Mr. and Mrs. Richard Boyle  
1811 Chestnut Street  
Philadelphia, Pennsylvania 19103  
Director, Philadelphia Academy of Fine Arts

Miss Diane Brostoff  
5315 N. 26th Street  
Arlington, Virginia 22207  
GSA Fine Arts Program

Mr. and Mrs. George Cheston  
301 Cherry Lane  
Wynnewood, Pennsylvania 19016  
Director, Board of Trustees  
Philadelphia Museum of Art

Mr. David Crownover  
1918 Rittenhouse Square  
Philadelphia, Pennsylvania 19103  
Curator, University of Pennsylvania Museum

Ms. Suzanne Delehanty  
Institute of Contemporary Art  
University of Pennsylvania  
34th and Walnut Street  
Philadelphia, Pennsylvania 19174  
Director, Institute of Contemporary Art

Ms. Ann D'Harnoncourt  
1714 Spruce Street  
Philadelphia, Pennsylvania 19103  
Curator, 20th Century Painting  
Philadelphia Museum of Art  
Trustee, Hirshhorn Museum  
(Husband: Mr. Joseph Richel)

Mr. John T. Dorrance, Jr.  
375 Memorial Avenue  
Camden, New Jersey 08101  
Owner, Campbell Soup Company and  
Patron of the Arts

Honorable and Mrs. Jack Eckerd  
General Services Administration  
18th and F Streets, N.W.  
Washington, D.C. 20405  
Administrator of General Services



Mr. and Mrs. Emlen Etings  
1927 Panama Street  
Philadelphia, Pennsylvania 19103  
Artist

Honorable and Mrs. Herbert Fogel  
6540 Wissahickon Avenue  
Philadelphia, Pennsylvania 19119  
United States District Court Judge

Mrs. Gerald R. Ford

Mr. John F. Galuardi  
11505 Bedfordshire Avenue  
Potomac, Maryland 20854  
Regional Administrator of GSA for Pennsylvania

Mr. and Mrs. Arnold Glimcher  
830 Park Avenue  
New York, New York 10021  
Owner of the Pace Gallery, New York, New York  
(gallery that represents Nevelson)

Mrs. Eva Glimcher  
137 South Gould Road  
Columbus, Ohio  
Director of Pace Columbus Gallery  
Mother of Arnold Glimcher

Mr. and Mrs. Frank Goodyear  
Montgomery Avenue  
Chestnut Hill, Pennsylvania 19118  
Curator, Academy of Fine Arts

Mr. and Mrs. Robert Kardon  
56 Crosby Brown Road  
Gladwyne, Pennsylvania 19035  
Owner, Kardon Box Company and  
Patron of the Arts

Mr. and Mrs. H. Gates Lloyd  
Darby Road - "Linden"  
Haverford, Pennsylvania 19041  
Foremost collector of contemporary art in Philadelphia

Dr. and Mrs. Paul Makler  
1716 Locust Street  
Philadelphia, Pennsylvania 19103  
Owner of prestigious Philadelphia art gallery

Mrs. Louise Nevelson  
29 Spring Street  
New York, New York. 10012



Mr. and Mrs. David Pincus  
1319 Remington Road  
Wynnewood, Pennsylvania 19096  
Philadelphia Institute of Contemporary Art

Mr. Joseph Richel  
1714 Spruce Street  
Philadelphia, Pennsylvania 19103  
Curator, European Painting  
Philadelphia Museum of Art  
(Wife: Ms. Ann D'Harnoncourt)

Mrs. Joyce Schwartz  
7 West 81st Street, 16A  
New York, New York 10024  
Director of Commissions, Pace Gallery

Mr. Walter Stait  
1802 Delancey Street  
Philadelphia, Pennsylvania 19103  
Patron of the Arts

Mr. Michael Straight  
National Endowment for the Arts  
Washington, D.C. 20506  
Deputy Chairman

Mr. and Mrs. Donald W. Thalacker  
11 Magnolia Parkway  
Chevy Chase, Maryland 20015  
GSA Fine Arts Program

Mr. Jack R. Williams  
2500 Q Street, N.W., #444  
Washington, D.C. 20007  
Director of Special Projects, GSA

Mrs. John Wintersteen  
402 Grays Lane House  
100 Grays Lane  
Haverford, Pennsylvania 19041  
First woman Chairman of the Board of the  
Philadelphia Museum of Art

Mr. Karel Yasko  
General Services Administration  
18th and F Streets, N.W.  
Washington, D.C. 20405  
Counselor for Fine Arts, GSA



UNVEILING OF LOUISE NEVELSON SCULPTURE

"BICENTENNIAL DAWN"

PHILADELPHIA, PENNSYLVANIA

TUESDAY JANUARY 12 1976

- 1 -

IT IS TIME FOR AMERICANS  
TO CELEBRATE THE GREATNESS OF OUR IDEALS,  
TO TAKE PRIDE IN THE ACHIEVEMENTS  
OF THE PAST TWO HUNDRED YEARS,  
AND TO REFLECT WITH PROMISE  
ON OUR FUTURE.

- 2 -

SOMETIMES WE ARE SO CLOSE TO OUR TROUBLES  
WE FAIL TO SEE OUR TRIUMPHS.  
I HOPE THE BICENTENNIAL  
WILL HELP US REFLECT  
ON HOW GOOD AND STRONG OUR COUNTRY IS.



- 3 -

MANY NATIONS HAVE MADE PLANS  
TO HONOR THIS SPECIAL ANNIVERSARY,  
BECAUSE THEY SEE HOW HARD AMERICA WORKS  
TO PUT IDEALS INTO ACTION.

REJOICE IS AN OLD-FASHIONED WORD,  
 BUT IT CAPTURES THE SPIRIT  
 I HOPE AMERICA FEELS THIS YEAR.  
 WE SHOULD REJOICE  
 IN OUR INDIVIDUAL FREEDOMS,  
 IN OUR FREE ENTERPRISE SYSTEM,  
 AND IN OUR REPRESENTATIVE GOVERNMENT.

PHILADELPHIA IS THE RIGHT PLACE  
 TO BEGIN THIS CELEBRATION OF THE HEART,  
 BECAUSE HERE  
 IDEALS WERE TRANSLATED INTO ACTION.



WE ARE STILL STRIVING  
 TO ACHIEVE THOSE IDEALS,  
 AND OUR ABILITY TO CHANGE AND GROW  
 IS ALSO A CAUSE FOR CELEBRATION.  
 THE PAST TWO HUNDRED YEARS  
 PROVE A GOVERNMENT OF FREE PEOPLE  
 CAN PREVAIL OVER CONFLICTS.

THIS MAGNIFICENT CREATION  
BY LOUISE NEVELSON  
SYMBOLIZES BOTH THE PAST AND THE FUTURE.  
"BICENTENNIAL DAWN"  
CELEBRATES WHAT WE HAVE DONE  
AND WHAT WE HAVE YET TO DO.

IF OUR HEARTS  
ARE MOVED BY OUR SUCCESSES  
AND CHALLENGED BY OUR FAILURES,  
FUTURE AMERICANS  
WILL LOOK BACK TO 1976 WITH PRIDE  
JUST AS WE NOW LOOK BACK TO 1776.



WE CAN KNOW NO MORE OF THE FUTURE  
THAN THOSE PHILADELPHIA DREAMERS,  
BUT OUR HISTORY GIVES US  
EVEN GREATER FAITH IN OUR IDEALS,  
OUR INSTITUTIONS AND OUR PEOPLE.

- 10 -

IT IS 1976.  
OUR NATION IS TWO HUNDRED YEARS OLD,  
BUT THE IDEAL  
OF FREEDOM AND EQUALITY  
FOR EVERY AMERICAN  
REMAINS A FRESH CHALLENGE.



- 11 -

I LIGHT THIS ARTISTIC CREATION TONIGHT  
WITH THIS THOUGHT:

"LET US REJOICE IN LIBERTY."

# # #

For immediate release  
Thursday, Jan. 8, 1975

THE WHITE HOUSE  
Office of the Press Secretary to Mrs. Ford

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Mrs. Ford will unveil a Louise Nevelson sculpture in Philadelphia Tuesday, Jan. 13 at 7 p. m. in the lobby of the US Courthouse.

This is Mrs. Ford's first Bicentennial appearance of the year. The occasion is the presentation of the Nevelson sculpture entitled "Bicentennial Dawn" in the new US Courthouse in Philadelphia.

The sculpture was commissioned in February, 1975 by the General Services Administration under its Fine Arts Program. It is the largest sculpture Nevelson has done. Occupying a space which measures 90 feet by 30 feet by 15 feet, the piece is multi-columnar in three floor-to-ceiling sections. It is fashioned of white-painted pine.

Participating in the ceremonies with Mrs. Ford will be Louise Nevelson; Jack Eckerd, Administrator of General Services; and Philadelphia Mayor Frank Rizzo. Mrs. Ford will unveil the sculpture by flipping a switch to gradually light the work.

The Fine Arts Program allows the GSA to set aside about one-half of one per cent of a building's estimated construction cost for funding works by contemporary American artists. The sculpture is one of 52 works to be installed in 38 new federal buildings around the country.

# # # #

Contacts: for Louise Nevelson --

Judith Harney, Pace Gallery, NY: (212) 421-3292

for GSA --

Dennis Blaeuer, (215) 597-3827

F.V.I.

The Honorable Jack Eckerd, Administrator of General Services  
requests the honor of your presence at the ceremonies to  
dedicate the sculpture  
"Bicentennial Dawn"  
by  
Louise Nevelson  
for the  
James A. Byrne U.S. Courthouse  
at seven o'clock in the evening  
Tuesday, the thirteenth of January  
nineteen hundred and seventy-six  
601 Market Street  
Philadelphia, Pennsylvania  
RSVP (215) 597-9613

NEVELSON  
BICENTENNIAL DAWN

You are cordially invited  
to attend a reception  
preceding the  
dedication  
of  
"Bicentennial Dawn"  
five-thirty o'clock  
in the evening  
601 Market Street  
Philadelphia, Pennsylvania

NEVELSON  
BICENTENNIAL DAWN



Jack R. Williams, Jr.  
Director of Special Projects



General Services Administration  
18th and F Streets NW  
Washington DC 20405

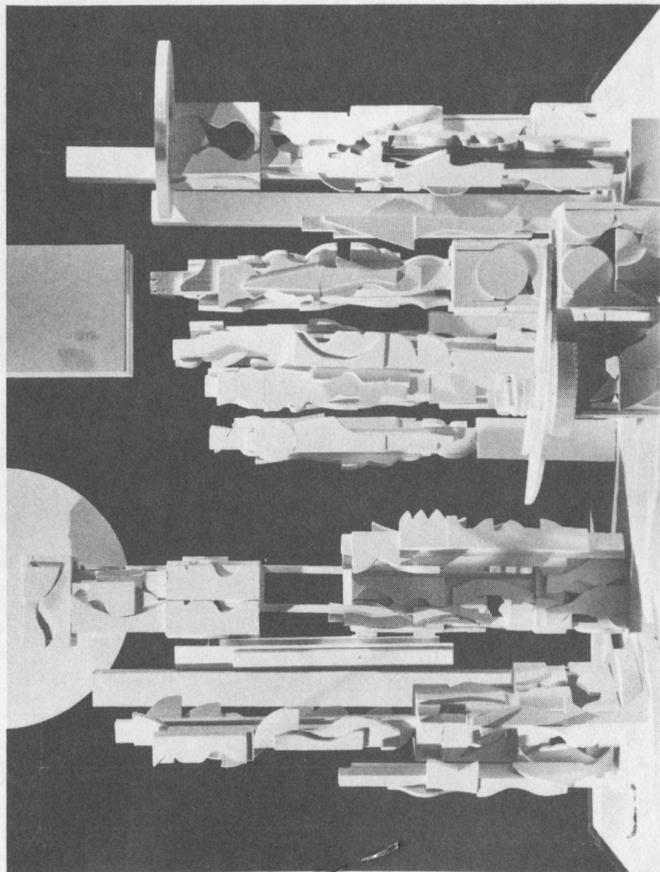


The General Services Administration's Fine Arts Program provides newly constructed Federal Buildings and the American public with representative examples of contemporary American art. Through this program Louise Nevelson was commissioned to create a sculpture for the James A. Byrne U.S. Courthouse in Philadelphia.

One of the foremost American sculptors of the 20th Century, Nevelson has received national and international acclaim for her relief-like, painted wood assemblages which possess a mysterious, even magical

quality that is uniquely her own. Her works can be found in major museums and contemporary art collections throughout the world.

The title and magnificence of "Bicentennial Dawn", a multi-unit sculptural environment in wood, captures the spirit of this important moment in our Nation's history and demonstrates the persistent artistic vitality and inventiveness of its creator. We hope this will serve as an artistic reminder of America's 200th year for future generations.



# NEVELSON

BICENTENNIAL DAWN



—  
Welcome  
MRS. FORD

GERALD R. FORD LIBRARY

completion of this form,  
ward immediately to the  
vance Office with a car-  
n copy.



THANK YOU LETTERS

Event Philadelphia, Pa.

Date January 13, 1976

Advanceman Peter Sorum

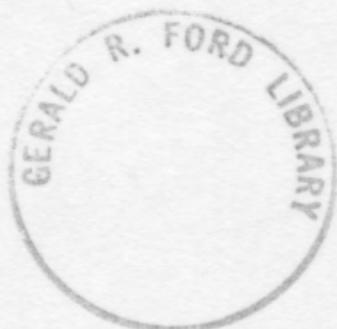
NAME & ADDRESS	SALUTATION	DESCRIPTION
Mr. Hobart Cawood Superintendent Independence National Historic Park 313 Walnut Street Philadelphia, Pennsylvania	Dear Hobie:	National Park Superintendent who met Mrs. Ford at the Liberty Bell Pavillion in Independence Mall and gave her a tour of the new home of the Liberty Bell. Also presented her with a Liberty Bell poster.
Mr. Hugh McFarland Innkeeper, Holiday Inn 4th and Arch Philadelphia, Pa.	Dear Hugh:	Innkeeper who met Mrs. Ford and escorted her to the elevator. Had his staff on standby at all times and was very cooperative. Put flowers and a fruit basket in the suite.
Mr. Jack Eckerd Administrator of General Services 18th and F Streets, N. W. Washington, D. C. 20405	Dear Jack:	GSA Administrator. Met Mrs. Ford in the assembly room and escorted her to the dais. Introduced her for remarks. His agency sponsors the art program that made this all possible for public buildings.
Mrs. Louise Nevelson 29 Spring Street New York, N. Y. 10012	Dear Louise:	The artist who created "Bicentennial Dawn"
Mrs. John Wintersteen 402 Grays Lane House 100 Grays Lane Haverford, Pennsylvania 19041	Dear Bonnie:	Patron of the Arts who invited Mrs. Ford to a private dinner following the unveiling at her home. Mrs. Ford met her in the assembly room and personally thanked her for the invitation. A note should follow-

Nancy-

I think Mrs. Ford  
would feel better prepared  
for press at the Liberty  
Bell if she reads this  
article...

(There are others, which I've  
given to Sheila if she wants  
more. But this summarizes  
the move + history as well  
as any of them).

Pjm



Patti Matson

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W. Post  
1/2/76



Associated Press

Two visitors look over the Liberty Bell in its new pavilion in Philadelphia. In the right background is Independence Hall.

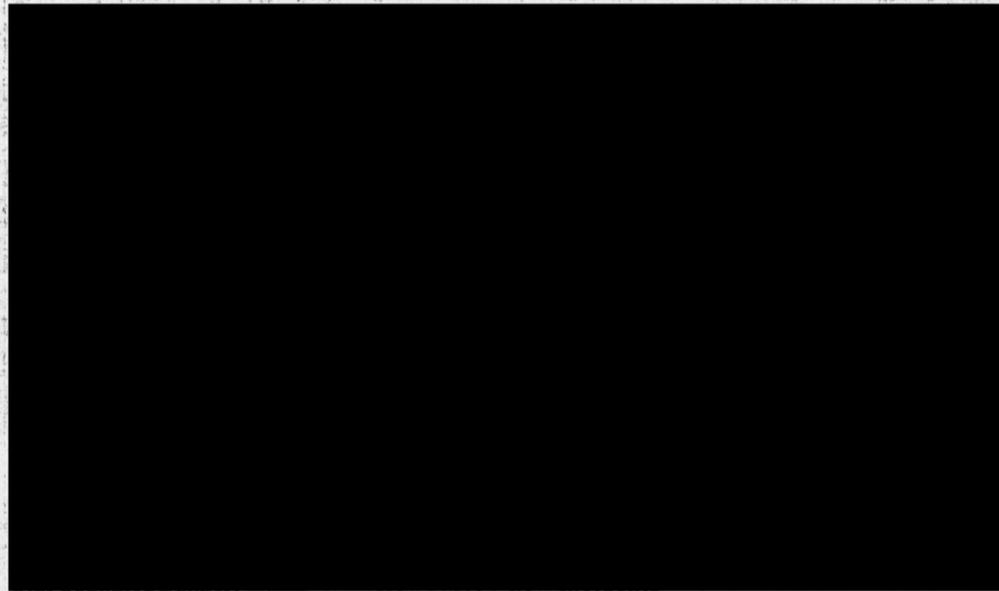


# Liberty Bell Moved for Bicentennial

*\*40,000 Brave Cold Philadelphia Rain to Watch Transfer*

By Margot Hornblower  
Washington Post Staff Writer

PHILADELPHIA, Jan. 1—At 12:01 a.m. today, the doors of Independence Hall opened wide and the Liberty Bell, wrapped in plastic and surrounded by dignitaries, emerged to greet the new year.



Slowly, proceeded by a marred the cheerfulness of the

See BELL, A2, Col. 4

-over-

1/2/76  
wash post

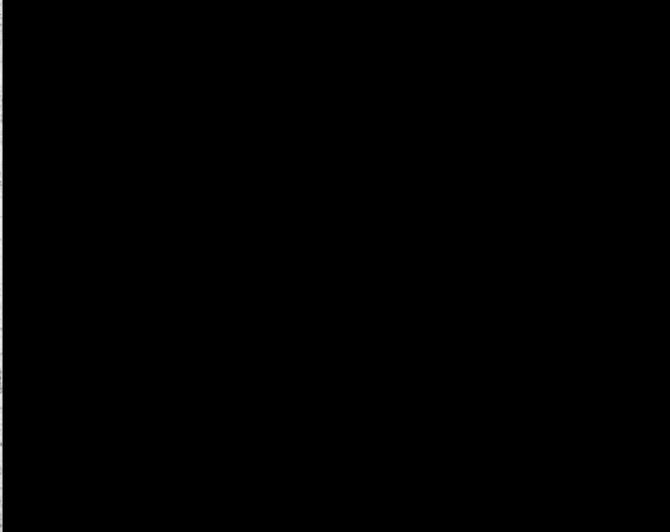
industry agreed in recent interviews that petroleum marketing involves so many complex factors that it is difficult to predict exactly how regional pricing would work out or where prices might climb.

In general, however, the present uniform pricing rule is believed to have encouraged major oil companies, which market products nationwide, to peg their prices near the relatively low levels that prevail where competition and other market forces are strong. Otherwise, the large companies would have tended to lose sales to independents and others that charge lower prices.

# 40,000 Brave Foul Weather To Watch Liberty Bell Moved

BELL, From A1

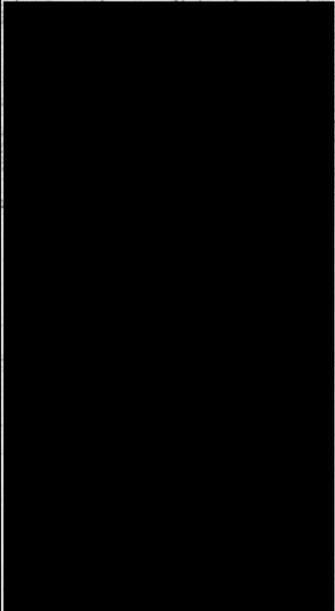
cozy, crowded spot on the ground floor of Independence Hall to better accommodate the dramatic increase in tourists expected during the bicentennial. More than 1.2 million people visited the bell in 1975, a 44 per cent increase over the previous year.



## Wallace Got \$140,000 in

MONTGOMERY, Ala.—George C. Wallace's campaign aides say that about \$140,000 in gifts has been received through a Wallace Christmas card solicitation.

ever for George. I've enclosed a Christmas card for you to sign and send along with your gift. If you would like to send one of your own cards, please



Chevy Chase Oper

# Sale

Johnston & M  
Allen Edm  
and Bal  
Shoes

Selected Gro  
Sharply Redu

★ \$57 to \$60  
A sizeable g  
clearance. A

### THE LAZY SUSAN INN



Unequaled in country dining pleasure...  
Pennsylvania Dutch Specialties served  
amidst an abundance of rustic charm.

Overlooking the Potomac...  
The finest view in Northern Virginia.

836-1259 Serving lunch and dinner  
for 19 years.

Seven miles south of the Beltway just off I-95

## w Inspires Sign in Hills

penalty for possession of an ounce or less of marijuana to a citation like a traffic ticket and a maximum fine of \$100.

The sign was altered by several young men who said