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THE WHITE HOUSE
WASHINGTON



Queen ———

always willing to
communicate. No offense
intended. You were
not singled out —
entire staff included in
memo which was first
discussed with Jeff. Come
down any time.

Suey.

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

February 23, 1973

FOR: FRED JEFFERSON
FROM: LUCY WINCHESTER *L.W.*

The car that you drive is assigned to the Social Secretary to the White House. It is her desire that the car be used to Mrs. Nixon's greatest advantage. It has happened on many occasions that the car has been needed and has been unavailable because members of Mrs. Nixon's staff have taken it upon themselves to send the car on other errands. In the future the car will operate, as the statute states, on the direction of the Social Secretary who will grant as many requests as possible.

CC:
Mrs. Nixon's East Wing Staff
Military Office



THE WHITE HOUSE
WASHINGTON
February 26, 1973

MEMORANDUM FOR:

LUCY WINCHESTER

FROM :

GWEN KING *Gwen*

The fact that a copy of the memorandum to Fred Jefferson was placed in my box indicates that I and/or members of my staff are involved and I am, therefore, compelled to respond to its insinuations.

I very much regret that this matter was handled in such an unorthodox manner when it could have easily been resolved with integrity and cooperation through candid, honest and friendly discussion. Most of all I deplore the fact that it has served to upset a very fine person: Jeff -- to the extent that he has asked that the car be removed from his custodianship, or worse that he seriously consider retirement.

I can only speak for myself and my staff with whom I have talked: none of us have "taken it upon ourselves to send the car on other errands" except in instances where in our best judgment we felt it was indeed "serving Mrs. Nixon's greatest advantage: "

Last week I sent him to the Department of State twice to take two letters of Mrs. Nixon to be put in the Diplomatic Pouch - at Mrs. Nixon's request. I also sent him to the Sheraton Park to deliver a Volunteer Certificate to be presented at a ceremony there; and to deliver a letter of commendation which Mrs. Nixon had signed and time did not permit using the mails.

Unfortunately these trips must have conflicted with beauty parlor appointments or personal luncheons and incited the writing of the memorandum.

I have no apologies to make for any of these trips because they were serving the First Lady's best interest and they were made at her request. In addition it would quite reasonable to presume that they were in a category



far more official than trips to the beauty parlor or trips for personal luncheons.

The statement "as the statute states" is too vague for me to comprehend. But there is nothing vague about the statute governing Government employees as to the use of official cars for personal errands. I confess I broke this rule ~~xxx~~ recently for an emergency doctor's appointment, but it shall not happen again and I assure you no member of my staff shall break it.

Inasmuch as Jeff's official duties as described are in this office and for more occasions than I can count have been assumed by me personally because of his absence for errands not of this office, it would seem the most reasonable solution would be that his request that the car not be part of his assignment be fulfilled.

He is very much upset by this incident and it is difficult for me to conceive of anyone taking such an unfeeling method in resolving the problem - if there is a problem I honestly think it has been more for this office than otherwise.

I would welcome a personal discussion of this with you, not only to clarify the misunderstanding but also to alleviate, if possible, the feeling on Jeff's part that he has been unfairly taken advantage of. In fact, none of us deserved that memo!



MEMORANDUM

THE WHITE HOUSE

WASHINGTON

Monday, Sept. 16, 1974

TO: COL. RIC SARDO R
NANCY HOWE

FROM: PATTI MATSON *jjm*

VIA: HELEN SMITH *H.S.*

A brief summary of the clipping/filing system discussed last week for use by Mrs. Ford for her personal scrapbooks and by Mrs. Ford's press office for her permanent files:

As clippings come in, they will be sorted and extra copies of wire and syndicate stories removed. They will be sent as soon as possible to Mrs. Ford so that she can see the type of press a particular activity or subject has generated.

If Mrs. Ford will reroute the articles to her press office after she has read them, they will be marked as to event or subject (i. e., fashion, Camp David, etc. for reference in her general files or a specific event in her chronological files).

For the time being, Ann Watwood, who has done volunteer work for the East Wing in the past, has agreed to handle the clippings. She would paste originals in scrapbooks, which would be maintained for Mrs. Ford's personal use and eventual possession. And she would file copies in the Press Office files, essential for reference in answering press inquiries and for historic purposes. Mrs. Watwood would do her filing with the guidance of the subject marking placed by a press office staff member, in order to maintain a consistency in the filing system.

Linda Jones!



September 18, 1974

MEMORANDUM FOR:

MRS. FORD

FROM:

RIC SARDO

I called 514 Crownview this morning and have the following information for you:

The Stewards informed me that the painting in the house will probably be finished today. The stewards are cleaning up as the painting is being done and anticipate that they will have everthing completed in terms of cleaning by this Friday. I would think Friday afternoon you might want to visit the residence to look at the work. My present plan is to detach the stewards next Monday, unless you find some futme need for them.

I talked to Wilbert and he indicated to me that based on his work today, his total bill would amount to \$102.16. That includes a full day's work for August 21, 28, September 4, 11 (at \$20 per day), \$14 for today's work, and \$8.16 for the Grain pipe material he purchased at Loehman's. The check should be sent to:

Mr. Wilbert McClees
520 North Earle Street
Alexandria, Virginia 22314



From
SANFORD L FOX

Dec. 2 / 74

TO Mrs. Ford -

The first of
your Christmas
cards just came
in. Here is one
for you to show
the President.

Hope you both
like the end
result.

Thanks,
Sandy

THE WHITE HOUSE

WASHINGTON

January 13, 1975

MEMO TO: Nancy Lammerding

FROM: Marba Perrott

RE: Correspondence directed to Social Office
pertaining to White House entertainment

Per our conversation I have done such research regarding the preparation of letters for the signature of the Social Secretary regarding White House entertainment. The following is for your information:

19 weeks of records from onset of Ford Administration	
--letters received re entertainment	335
--average of 17 1/2 per week or 3 1/2 per day	
19 similar weeks during Nixon Administration	
--letters received re entertainment	187

Total mail received in Correspondence Section is now running about ten per cent above similar weeks a year ago. The Correspondence Section has two less persons than one year ago to handle this type of mail: Carol Sampson and Mary Beth Owen.

Appointments Office and Press Office answer all their correspondence. Prior to Lucy Winchester's tenure as Social Secretary no entertainment correspondence was handled in the Correspondence Section.

It is our understanding that no form letters were used by the Social Office prior to Lucy Winchester's tenure.



THE WHITE HOUSE
WASHINGTON

TO: Mrs. Ford

DATE: January 24, 1975

FROM: Charlene von Pawel *CP*

SUBJECT: Need for IBM Selectric II Typewriter

It has been my understanding that you have occasionally checked the mail I have prepared for Susan and the boys to sign and that you have been pleased with the short but individual replies I have produced. From the many thank you letters that have come back, I would say this personal way of responding to the children's mail has certainly made good use of the potential their mail has to give confidence back to the American people that the family now in the White House does indeed care about them enough to respond with something more than just an obvious form letter.

I would very much like to continue in this same manner, but unfortunately that will no longer be possible because I have been informed by administrators that because of "the budget" my present typewriter will be replaced by what is known as an IBM "Executive." With my present typewriter I am capable of--and have--drafted and produced 57 letters in one day. Because of certain physical characteristics of the IBM "Executive" it will reduce that capability to perhaps 20...or 25 at the very most. I will, therefore, have to resort to answering as many letters as possible with a very general form letter, and for the ones that do not fall into any particular category I will have to indicate that Susan does not have time to answer their questions in the detail they deserve. Replies of this type, of course, can easily give the impression that the children simply do not care.

Mrs. Ford, I came to you with this problem because I thought you might be able to help me keep my present typewriter as I requested in my memo to David Hoopes, a copy of which is attached. And if that is not possible, is there anything you can do to perhaps have funds transferred from one account to another so that a new IBM Selectric II machine could be purchased? Some days it just seems like there is money for everything but getting the work done!

CC: Mike, Jack, Steve and Susan Ford
David Hoopes

Thanks for whatever help or advice you are able to give me. CP

THE WHITE HOUSE
WASHINGTON

TO: David Hoopes

DATE: January 20, 1975

FROM: Charlene von Pawel
#206, EW

SUBJECT: Help! Need for IBM Selectric II Typewriter

Apparently preparations are being made to take typewriters from White House staff members who brought with them the same machine they had been using prior to being transferred from the Office of the Vice President. Also, the only typewriters the White House supply office has for replacement are "Executive" IBM machines.

I have previously used an "Executive" model and know that it would hinder me in producing the number of letters my job requires. I therefore discussed this problem with Frank Pagnotta today, and he suggested that I contact you to request that the "Executive" typewriter that is to replace my Selectric II be transferred to the Vice President's supply list...and vice versa for the Selectric II.

Anything you can do to arrange such a transfer would be greatly appreciated. Thanks!

cc: Mrs. Ford
Susan Ford
Frank Pagnotta



February 3, 1975

MEMORANDUM FOR NANCY LAMMERDING

FROM: Nancy M. Howe

SUBJECT: *Military Social Aides Group
Photograph*

*Arrangments have been made for a
group photograph of the President
and Mrs. Ford with their Military
Social Aides prior to the Bhutto
Dinner at 7:30 in the East Room.*



February 3, 1975

MEMORANDUM FOR NANCY LAMMERDING

FROM: *The First Lady*

It is our desire that in the future we have the seven-piece combo playing more lively music as the President and I found the music with the three-piece combo too dull last Thursday evening. Another suggestion I have is that there be a few less tables in the North Foyer.

Thank you.



February 6, 1975

MEMO TO: Mrs. Ford

FROM: Marba

During the last week two letters addressed to President Ford with the code word: VIEW escaped the mail room and were sent to Anne Higgins for response. I called Mildred and asked and she didn't know about your code word. Consequently, Roland Elliott called and suggested that you switch to a post office box and perhaps a code name for very personal mail. We have had no problems with your personal mail being sent directly to you when it contains your code word. Are you AND the President advising those persons from whom you wish to hear personally of your code word? Do you wish to maintain it?

Mildred told us that when persons wish to write personal letters to the President they direct them to her or send them to her apartment. This in no way interferes with your personal mail. However, if you keep the code word the mail room (with its modern scanner) can "catch" personal mail if the word is placed as:

VIEW
PRESIDENT AND MRS. FORD
1600 Pennsylvania Avenue
Washington, D.C. 20500

If it is placed on any other area the scanner does not "catch" it as fast. All we want to do is protect your personal correspondence.

Thanks



March 26, 1975

NOTE TO MARBA PERROT

FROM: Nancy M. Howe

We have had a request from Mike Farrell's office for volunteers at the Easter Egg Roll on Monday, March 31.

Anyone on Mrs. Ford's staff who wishes to volunteer on an hourly basis is welcome. It is scheduled to begin at 10 a.m. and conclude at 2 p.m. Our only request is that the phones in each office be covered.



MEMORANDUM

THE WHITE HOUSE

WASHINGTON

June 23, 1975

TO: Mrs. Ford
FROM: Sheila ^{SKW}

As we discussed, in order to insure coordinated press relations, all requests for media people to meet with you or the "children" should be referred to me. I will then respond on your behalf.

By copy of this memorandum I am also asking Carolyn or Nancy to inform me of private meetings or events which, closed to coverage, may be "newsworthy" so that appropriate arrangements can be made.

I will see that copies of the first paragraph of this memorandum are appropriately circulated.

cc: Carolyn Perembka
Nancy Chirdon



THE WHITE HOUSE

WASHINGTON

August 8, 1975

MEMORANDUM FOR: EAST WING STAFF

FROM: Mrs. Ford

As you know, the President and I will be in Vail, Colorado for a couple of weeks starting on August 10th. During my stay in Vail, there may be matters you wish to bring to my attention that cannot wait until my return to Washington.

I do expect to be in almost daily contact with Carolyn and Nancy while I am away from Washington. If anything comes up that you think I should be aware of immediately, please relay the information to them, and they will pass it on to me.

Betty Ford

ORIGINAL RETIRED FOR PRESERVATION



THE WHITE HOUSE

WASHINGTON

October 24

Mrs Ford --

Since the attached memo was written, a related matter has come up on the basis of which I would recommend a preliminary short session among you and Susan and Nancy and me this afternoon when Susan returns from school. Sheila is in New York today and our more detailed discussion on advancing can be held with her on Tuesday; Susan will be away tomorrow.

Brad Patterson



THE WHITE HOUSE

WASHINGTON

October 24, 1974

MEMORANDUM FOR:

THE FIRST LADY

SUBJECT:

"Advancing" in General, and for Japan
in Particular

I respectfully recommend that the following people have a session with you Friday afternoon or next Tuesday afternoon on the subject of advancing for official trips you (or Susan) take: Nancy Howe, Sheila Weidenfeld, Susan and myself.

BACKGROUND

Advancing for the First Lady is a function which has been handled at least two different ways in the past.

It may be useful to review how other First Ladies have this responsibility performed:

Mrs. Eisenhower

Relied on the West Wing advance team to handle her interests and agenda for foreign trips with the President; did not have any staff person of her own doing this exclusively for her. Within the U.S., was not particularly active in trips of her own anyway; transportation arrangements handled by Gen. Schultz or by the White House Transportation Office.

Mrs. Kennedy

Never relied on the West Wing advance team for trips either foreign or domestic; Tish Baldrige always went with them to concern herself with the First Lady's own interests and priorities; she would sometimes also take one press aide from the First Lady's own staff. Tish's experience was that there is much arguing which has to be engaged in with foreign governments: they tend to want the American First Lady to visit palaces,



whereas she would prefer to visit hospitals, etc. In Tish's experience, no West Wing staffer would ever have the sensitivity for the First Lady's personal and social requirements, what gifts would be important for her to present, etc, which someone on the First Lady's own staff would have. The same principles (and structure) applied to domestic trips.

Mrs. Johnson

Liz Carpenter had three East Wing staffers (of her own) whom she called on for advancing trips; most of them were press aides to the First Lady, since much of the advancing problems were press and public relations matters. Having her own staff for this function considered indispensable, especially to "get them on the scene ahead of the State Department" which would tend to want the First Lady to sit still in long lunches, whereas she had an activist preference for doing other things. The Presidential advance team by themselves tended not to know and understand what the First Lady wanted, were somewhat embarrassed to get into details of this, and had no authority to speak for her.

The same principles applied to domestic trips she took.

Mrs. Nixon

Beginning with her (solo) trip to Africa, Mrs. Nixon had the services of an officer (Bill Codus) who de jure belonged to the State Department (as Assistant Chief of Protocol) but de facto was the First Lady's own advance officer, reporting directly to her and dealing exclusively with her business. She felt that if she did not have someone to handle her schedule she could be trapped for hours in trips abroad in the hands of those who wanted to monopolize her time. It turned out to be advantageous for Codus to have his diplomatic title and status. Reportedly there was also an advantage in Codus' being a man, since occasionally there were scenes where some real pushing had to be done -- almost of the physical variety. Codus occasionally took a press aide from the First Lady's own staff with him. On domestic trips, Codus would also handle the advancing if the trip



were non-political, and he even took leave of absence occasionally to handle the political ones.

It was Mrs. Nixon's experience that the West Wing Presidential advance officers by themselves did not give the First Lady the proper priority or have the right "chemistry" to sense her special preferences and needs.

OPTIONS FOR YOU

A. Rely fully on the Presidential advance team. The arguments and experience of Mrs. Kennedy, Mrs. Johnson and Mrs. Nixon carry weight with me. I think this option is inadvisable.

Want job

B. Have your own advance person, hired full-time and located in your office. This option outranks "A" above, for the arguments cited. Someone who works full-time in the East Wing may be a little more likely to be close to you and have your full confidence, which is indispensable.

There are serious space and budget problems, however, surrounding the hiring of any additional person full-time in the East Wing.

C. Have your own advance person but only on an ad hoc basis, i. e. borrow her/him from another place for each contemplated trip.

This meets the arguments for Option "B" and probably solves the budget and space problems also involved in Option "B".

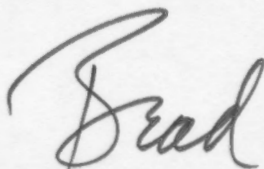
This ad hoc person might be de jure attached to State (as was Codus) or to the Presidential Advance Team (as Pete Sorum may be). It is assumed, however, that this officer would continue to be available for all your trips; the longer she/he was in the job the more valuable she/he would become for you.

For the Japan trip, this is almost certainly the best option, since time itself may preclude using Option "B" for the Japan contingency.



A related question arises here: whether in addition to the general advance officer for you there should also be a press advance assistant who clearly would be part of your full-time staff. Mrs. Kennedy, Mrs. Johnson and Mrs. Nixon all employed this arrangement.

I think the above material provides a starting point for a discussion, as recommended. At that time we can go over the names of people and also get Sheila's and Nancy's own views since they are directly concerned. Decisions are needed soon since the Japan advance team departs November 4.



Bradley H. Patterson, Jr.
Assistant for Staff Coordination

cc: Nancy Howe
Sheila Weidenfeld
Susan Ford



THE WHITE HOUSE
WASHINGTON

Mrs. Ford:

I have done a memo of my own to you on this proposal which you will find included. I hope you like the idea. . . . I think it has great potential. . . . particularly with the press. Rex has assured me that we have ample money within our budget to do dinners such as this. If you are interested we might want to look into the possibility of awarding Medal of Freedom honors to several of these people. I don't know what the criteria has been in the past for this honor. . . but it certainly would tie in well if they were worthy of consideration.

Please let me know what you think. . . this might be something we may want to plan for a quiet (whenever that is) period.

Maria

M

V



THE WHITE HOUSE

WASHINGTON

October 29, 1975

MEMORANDUM FOR: MRS. FORD
VIA: MARIA DOWNS
FROM: WAYNE VALIS *Wayne Valis*
SUBJECT: Honoring some American "Institutions"

Goerge Burns, Jimmy Durante, and Groucho Marx are all comedians that have entertained the American public since the early part of the century. Their careers span vaudeville, radio, films and television. In fact, virtually every American under seventy knows these men as friends.

While these personalities are almost legendary to many Americans, all of the three are in their eighties and may have few active years remaining. Burns is in good health now, but had open heart surgery last year. Durante has had several strokes in recent years and is confined to a wheelchair. Marx is rapidly becoming physically feeble, though he's extremely alert mentally. Some of these three, such as Groucho Marx, have not been guests at the White House since the 1940's. In a recent interview Groucho said he'd like to be invited to the White House because he considered Gerald Ford an "honest man."

The passing of Jack Benny gives special emphasis to the need to honor this important human resource -- the people who make America laugh. A White House dinner or social function honoring "Great Old American Comedians" (or whatever) would be an appropriate means of publicly recognizing their contributions to American society.

These comedians' "constituency" encompasses the political spectrum. Americans of all persuasions could applaud this effort by the White House to give credit where it is due.

I enclose some information about these men. Thank you for your consideration.



THE WHITE HOUSE

WASHINGTON

TO: Mrs. Ford

FROM: Maria Downs

Wayne Valis, one of our staff eggheads, has a rare sense of humor himself.

Personally, I think this is a great idea that you may want to consider for sometime early next year. In addition to your guests of honor you could invite others from the world of entertainment who either started as comedy artists or are, at this point in their career, comedians. They could include such luminaries as Lucille Ball, Milton Berle, Shelley Berman, Victor Borge, Carol Burnett, Johnny Carson, Carol Channing, Imogene Coca, Bill Cosby, Phyllis Diller, Jackie Gleason, Dody Goodman, Bob Hope, Danny Kaye, Rowan and Martin, Phil Silvers, Red Skelton, Danny Thomas, Flip Wilson and Jonathan Winters.

We well may want to include some of the above mentioned as guests of honor. If you are interested in the idea I can contact some of our friends in the entertainment world and discuss what guidelines we should use in choosing our honorees, etc.

After dinner entertainment could well be provided by some of your guests---with this wealth of talent it could be a spectacular evening given your interest we can get staff together and brainstorm for additional ideas to the theme.

Additional guest suggestions:

Bud Abbott
Woody Allen
Morey Amsterdam
Jim Backus
Pearl Bailey
Kaye Ballard
Joey Bishop
Ben Blue
Sid Caesar



Myron Cohen
Wally Cox
Gracie Fields
Frank Fontaine
Ford and Hines
Phil Foster
Billy Gilbert
Hermoine Gingold
George Gobel
Buddy Hackett
George Jessel
Jack E. Leonard
Sam Levenson
Jerry Lewis
Joe E. Lewis
Carroll O'Connor
Mort Sahl
Dick Shawn
Smothers Brothers



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Durante Perks Up

In Beverly Hills, Calif., the old timer Jimmy Durante is reported to be doing "very well." He takes short, daily walks outside with a male nurse and just recently watched and enjoyed a film clip of himself on Bob Hope's television show. Three years ago, Durante suffered a stroke. He has been partially paralyzed since. He is 82. He was able to stage a performance last year in New York and beforehand, realizing people might be startled by his wasted appearance, he told a reporter he was eating "a lotta spaghetti." He was a smash, as usual.



10/28/75 *sten*

Names/Faces

Expected to Arrive at 85



Sometime tomorrow, Groucho Marx will hit 85. What to say? One report from Hollywood says his grip is unsteady, his voice



parade

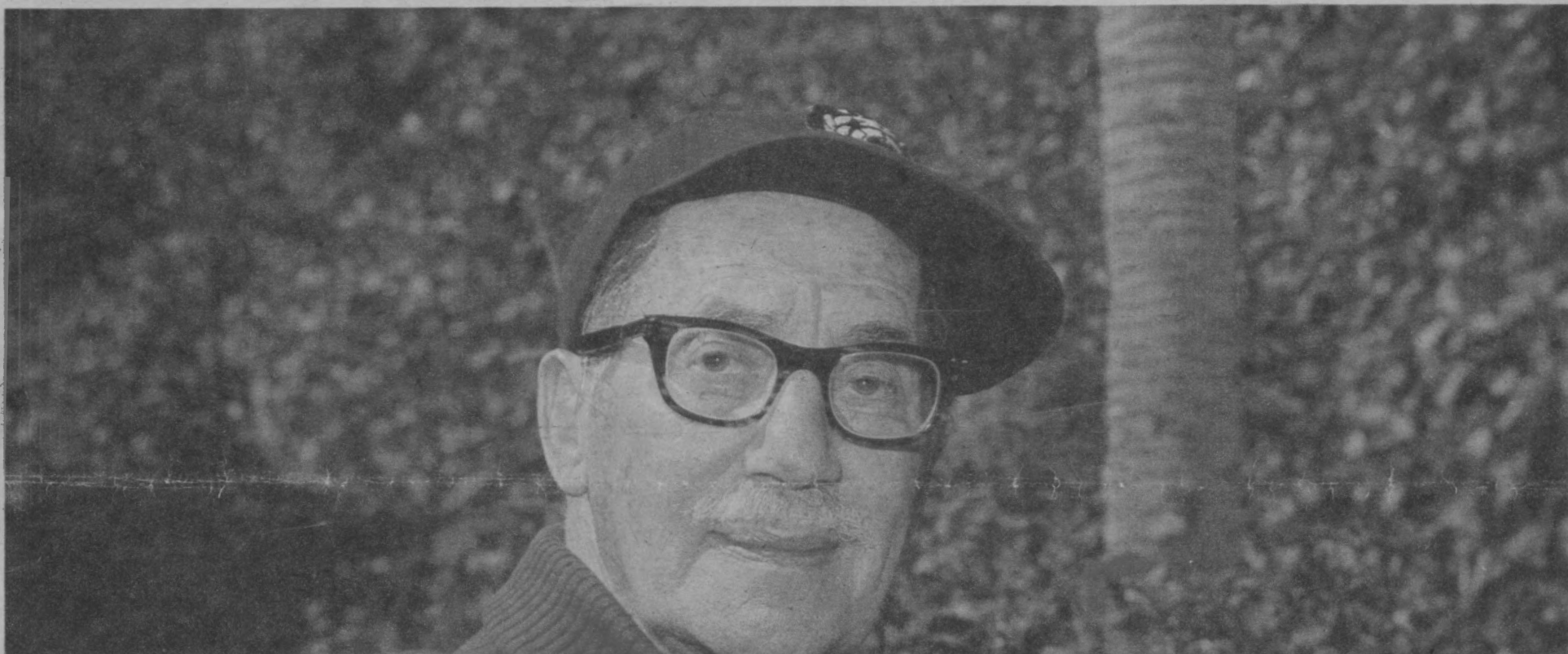
cover story:

Groucho Marx at 85

by Lloyd Shearer

**Does Interpol Threaten
Your Privacy?**

by Robert Walters



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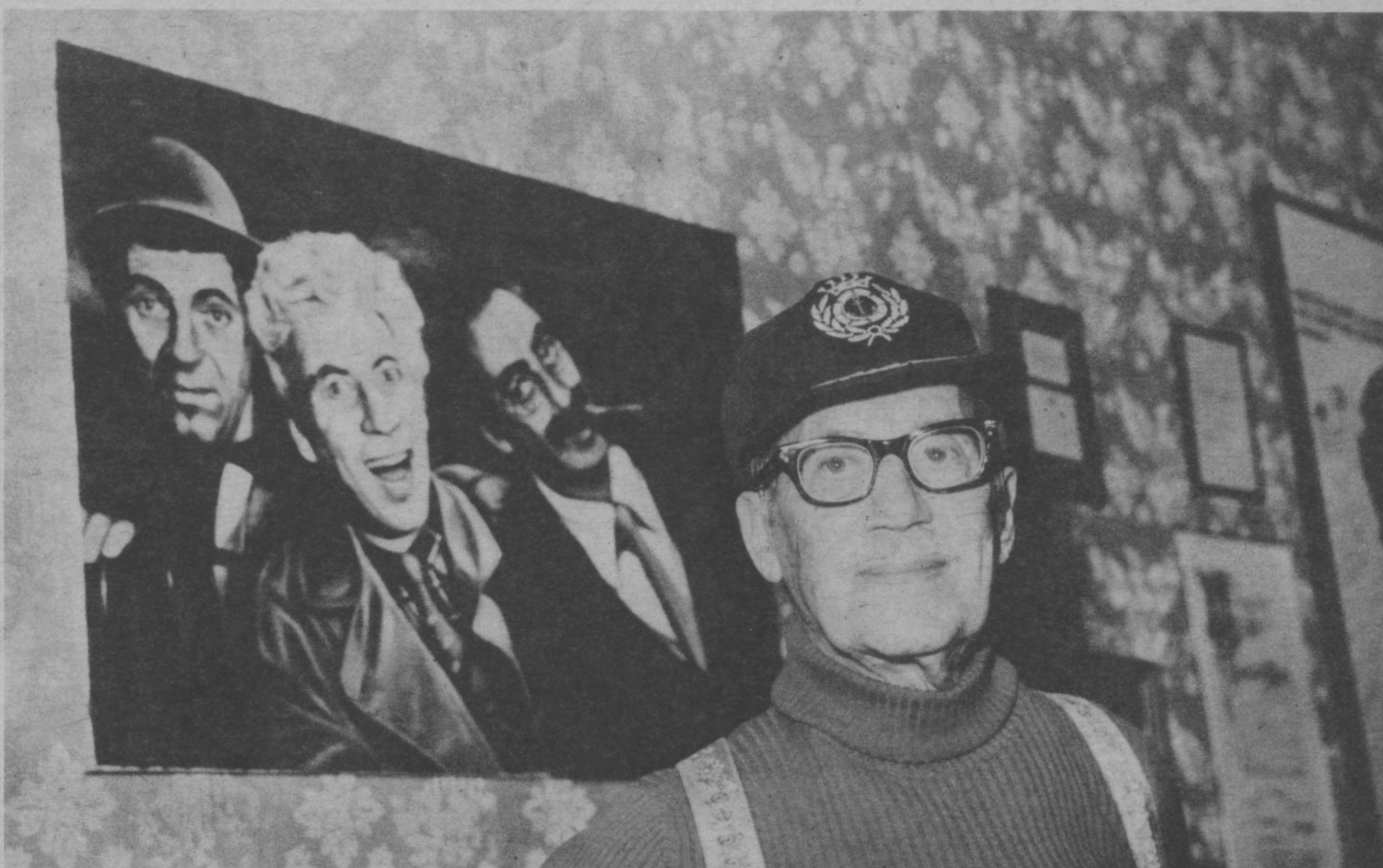
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NOVEMBER 9, 1975

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Groucho at home in front of a painting of Chico, Harpo and himself. Of all his old vaudeville and movie memorabilia, this painting is

closest to his heart. Chico and Harpo, his main partners in hilarity, are dead; brothers Gummo and Zeppo are living in Palm Springs, Cal.

Groucho Marx at 85

by Lloyd Shearer

BEVERLY HILLS, CAL.

Groucho Marx has never been one to let truth throw him. The standard reference books list his birth date as Oct. 2, 1895.

The fact is that Julius Henry Marx, better known as Groucho, was born in

There are posters and graphics from bygone eras which lend a museum touch to the residence.

Atypically for comedians but happily for Groucho, he is more popular, more celebrated, more in demand at age 85 than he was 40 years ago when he and

come standard movie fare.

It was a group of students at UCLA who helped untangle a controversy over its copyright and prompted the re-release of *Animal Crackers*.

Three years ago after a decade of semi-retirement. Groucho played New

the popular image of the wisecracking, ad-libbing, sardonic, outrageous wit.

Basically he is a serious man who at times has pickled himself in the vinegar of his own disillusion. For years he was insecure, fearful, and money-hungry, and it has been only in recent times that the word "lovable" has been used to describe his manner. Most comedians—the late Jack Benny was an exception—are not lovable. Ask the woman who is married to one. She will tell you that as a rule comedians are ego-ridden, driven, insecure, difficult and bedeviled men.

His nurses

At 85. Groucho no longer seeks

Some Old Stars Who Refuse to Fa

By David Dugas

HOLLYWOOD — In youth-conscious Hollywood, age isn't what you'd call an asset. Yet a surprising number of actors far removed from their years as romantic leading men are finding themselves back in front of the cameras in starring roles.

A few oldtimers are faced with stardom instead of retirement.

Cowboy star Roy Rogers is starring in "Mackintosh and T.J.," his first movie in 23 years.

Joel McCrea, whose Hollywood career had spanned 40 years when he retired, recently returned to work for a western called "Mustang Country," his first picture in 13 years.

Rogers will be 63 on Nov. 5, the same day McCrea turns 70.

GEORGE BURNS, who quit making movie comedies with wife Gracie Allen in 1939, has completed his first dramatic role — in "The Sunshine Boys" with Walter Matthau — at age 80, having been called in to replace Jack Benny who died at 80 last December.





Amusements

Sept. 13-14, 1975

7F

No twilight for sunshine boy Burns

By DAVID STERRITT

LOS ANGELES, — The great George Burns, absent from the silver screen for 36 years, is preparing a triumphant return. The heralded event will take place Nov. 6, when Neil Simon's vaudeville tragicomedy "The Sunshine Boys" premieres at Radio City Music Hall.

Burns, a show-business legend, is surprised and delighted by the whole thing. He takes it in stride. "After all," he chuckles, "I've been a

paraphernalia of mid-'70s moviemaking, we talked about some of his favorite subjects — show business, the art of comedy, and the good old days of vaudeville.

Burns is humble about his approach as an actor. "The words tell you what to do," he says. "This Neil Simon is just great. Beautiful words, they have a rhythm. And if you believe the words, you know how to play it. It's as simple as that."

AND it's very easy for me to understand these words



was the act. It was only after she retired, in 1958, "that I thought I'd go into show business. Because, after all, when I was with Gracie I did nothing. I'd say, "How's your brother?" and I'd smoke a cigar, and she'd talk . . . So I started to sing songs . . . and now here I am, a dramatic actor. So I've made the whole circle, now I'm able to do it. Took me a heckuva long time . . ."

Burns has no intention of stopping. He says, "it'd be great" to do another movie

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THE ARTS

WASHINGTON
D.C. 20506

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National Council on the Arts



WHITE HOUSE TRIBUTE TO AMERICA'S GREAT ARTISTS

Nancy Hanks has long felt that official recognition should be given to this country's great artists, those with established national and international reputations. This, basically, applies to older artists--some of whom cannot be expected to be with us for many more years.

The Endowment will compile a list if the idea is acceptable. It would include such obvious names as pianists Arthur Rubinstein, Vladimir Horowitz; sculptress Louise Nevelson; dancers/dance directors Agnes deMille and Martha Graham; playwright Lillian Hellman; painter Georgia O'Keefe; actress Helen Hayes; architect Edward Durrell Stone, etc. Selections would have to be made along established guidelines and represent a cross-section of arts disciplines. An Evening at the White House honoring these great artists would receive the kind of bi-partisan, universal attention and acclaim matched only by the famed Evening with Nobel Prize Winners of the Kennedy Administration.

An appropriate time for such a tribute would be during a meeting of the National Council on the Arts, the 26-member Presidentially appointed advisory body to the National Endowment for the Arts. These include younger artists, such as James Wyeth, James Earl Jones, Beverly Sills, etc. (List attached.) The next Washington meeting of the Council is May 14-15.

Can this be pursued on the staff level with Nancy Hanks meeting with Mrs. Ford if the idea is acceptable and practical?





THE WHITE HOUSE
WASHINGTON

MRS. JORD -

TO BRIGHTEN UP
THIS PARCEL -

COULDN'T AGREE
MORE WITH BOB MEAD -
ALSO AT FIRST CONVENIENT
MOMENT CAN WE DISCUSS
DESIGNERS FOR THIS
DINNER + THE FRENCH
DINNER SO WE CAN
START WHEELS MOVING -

MARIA -

THE WHITE HOUSE
WASHINGTON



March 18, 1976

MEMORANDUM FOR:

RON NESSEN
MARIA DOWNS ✓
SHEILA WEIDENFELD
REX SCOUTEN
JERRY JONES
TERRY O'DONNELL

FROM:

BOB MEAD 

SUBJECT:

Visit of Queen Elizabeth in July

Last week, the chairman of the board of the Public Broadcasting Service and a member of the BBC came to my office to discuss coverage of the Queen's visit this summer.

They are planning live coverage of the arrival ceremonies. They would like very much to carry live the State Dinner functions -- not the actual eating portion of the Dinner - but just about everything else including the staircase picture, receiving line, toasts, entertainment, dancing, etc. During the eating portion, PBS would replay the arrival ceremonies and do commentary on the Queen's visit to the U.S. They would broadcast nationwide on all PBS stations and make the broadcast available to any network desiring it. They would also make the broadcast available to the BBC who would broadcast back to the United Kingdom so countrymen there could witness the visit to the White House.

The more I think about this proposal, the better it sounds. The Queen's visit to the U.S. during the Bicentennial is a bona fide news event that is going to create a great deal of excitement as the time of the visit draws closer. Since it is a bona fide news event, that wipes out the first obstacle - 315 equal time rule. 315 aside, the American public has always been very interested in the Royal Family's activities - the Snowdens' marriage, their travels, Charles' girl friends, Princess Anne's engagement and subsequent marriage. If you recall, the networks gave extensive coverage of Anne's marriage. The ratings were quite high considering that the live coverage began at 5:30 a.m. EST in the United States. American households were awakening early that day to take it all in. The Queen's visit to the White House this summer has all the markings of a Bicentennial, television extravaganza.

Live broadcast of the State Dinner in honor of the Queen would have, I feel, a tremendous impact on the public. I assume that this particular State Dinner will be extra-special, and with the Queen as the guest of honor, we really should consider sharing the event with the public. Candidly, this being an election year, it would give the President and Mrs. Ford some lovely exposure. It's a free bonus.

PBS has been very thorough. They have explored every detail in advance of our meeting, including the handling of the copyrights of the music during the entertainment portion. I think we should get together on this matter in the near future, and investigate it a little further.



THE WHITE HOUSE

WASHINGTON

October 29, 1974

MEMORANDUM FOR THE FIRST LADY

SUBJECT: Announcement of Your and Susan's
 Japan Trip Intentions

I had word of your and Susan's decision about the Japan trip and immediately thereafter participated in a meeting with Warren Rustand and others discussing the general Japan advance preparations.

The only remaining question concerning you is the timing of the announcement that you and Susan will not be going.

The Japanese have to make a Cabinet Announcement about the whole trip on Friday and should know today (for the Cabinet) about your plans.

Options:

1. Notify the Japanese in confidence at the end of today that you and Susan will not be coming.
2. Tell the Japanese that the plans are still as originally announced, but then cancel your plans later.

Warren and I and the others at the meeting did not favor Option 2 and our recommendation is Option 1.

Approved _____ Disapproved _____ See Me _____

We further recommend that you authorize Mr. Nessen to make this announcement on our side here at the White House at his noon briefing tomorrow.

Approved _____ Disapproved _____ See Me _____

Page Two
The First Lady
October 29, 1974

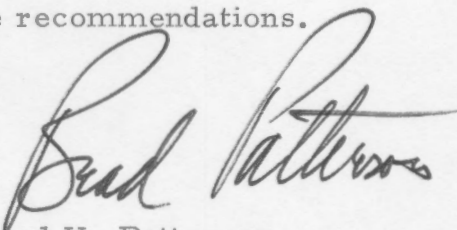
The only other background I should add here is that we estimate that Mrs. Kissinger will follow your and Susan's declination with one of her own, and that the Japanese will then largely follow suit, making the visit into, in effect a stag affair on both sides.

In order to help Ron handle questions which may come up following his announcement, I have drafted the kind of oral announcement he might make.

We solicit your concurrence in it.

Approved _____ Revised/Disapproved _____ See Me _____

Sheila Weidenfeld concurs in these recommendations.



Brad H. Patterson

cc: Nancy Howe
Sheila Weidenfeld
Nancy Lammerding
Susan Porter
Dick Cheney



DRAFT

(Oral Statement by Mr. Nessen)

With respect to the forthcoming Japan trip, we have one change to announce: that the President will be ~~going~~ personally without Mrs. Ford or any of the Ford children.

The Japan trip has of course been lengthened: it now includes not only Tokyo and Kyoto and Seoul, but also Vladivostok. The pace of the schedule is also very full, with a series of luncheons and dinners just about every day, as well as the working sessions which the President will hold. Since Mrs. Ford's recuperation is her and our first priority, it is the doctors' judgment that the heavy schedule of the now-lengthened trip would not be consistent with that recuperation and so with regret she is going to decline the invitation to be with the President.

Susan has exams at her school and the other Ford children are also committed, so the President will personally represent his family as well as the nation.



THE WHITE HOUSE
WASHINGTON

March 25, 1975

Mrs. Ford,

I think the attached memo will make your life easier and maximize the time spent with the press. It will also guarantee fairness to those who make their initial contact through this office.

Shilb



MEMORANDUM

THE WHITE HOUSE

WASHINGTON

March 25, 1975

FOR: RON NESSEN
 DAVE KENNERLY
 MRS. FORD'S STAFF

FROM: Sheila Weidenfeld *SLW*

SUBJECT: Media Requests regarding the First Family
 other than the President

All media people requesting visits with (on or off the record) or information on the First Family other than the President should be referred to this office.

Please indicate your suggested disposition of these requests and whether the next contact should come from you or this office.

No firm commitments should be made without approval from this office.



MEMORANDUM

THE WHITE HOUSE
WASHINGTON

June 23, 1975

TO: East Wing Staff

FROM: Sheila Rabb Weidenfeld *SRW*

Mrs. Ford has reiterated that all media requests for appointments or interviews for her or the Ford children be referred to this office for response.

This would also include any special coverage of a White House event or story on topics that are generally considered this office's press jurisdiction, i.e., history, tours, pets, etc.

cc: Nancy Chirdon
Clem Conger
Mike Farrell
Carolyn Perembka
Marba Perrott
Susan Porter
Nancy Ruwe
Rex Scouten



THE WHITE HOUSE

WASHINGTON

July 8, 1975

MEMORANDUM FOR: NANCY RUWE
SHEILA WEIDENFELD
MARBA PERROTT
SUSAN PORTER

FROM: MRS. FORD *B. F.*

SUBJECT: Guidelines For the Staff

In order to assure greater efficiency and orderliness on my staff, I want you all to be aware of what I expect so that we will all be following the same procedures.

1. We all have a great deal of work to do, and the day -- as we know -- hardly holds enough hours. I expect all of us to work hard and put in those hours. Naturally, there will be occasions for time off, or time to take care of personal matters. I should be aware, however, of when you are off, and it goes without saying that people in your office should be aware of where you are at all times.

2. It is my responsibility to determine who from my staff will accompany me on trips, either in the U.S. or overseas. I want all of you to work through me in recommending who should go on trips and for what reason. I don't want to be surprised by names of people from my staff appearing on manifests without my knowledge or approval.

3. Each of you has a specific area of responsibility and a job to do. There is enough for everyone to do in his or her own area without stepping over into someone else's. All press or media matters -- such as interview requests, etc. -- should go through Sheila's office, all social matters through Nancy's office, all event requests through Susan's, and so forth. Let's talk to each other, work together, but let's remember who is responsible for what. It is also imperative that Carolyn and Nancy are kept fully informed of any events that are under my consideration or definitely scheduled.

ORIGINAL RETIRED FOR PRESERVATION



4. I treasure my name and the use of it very much. I have no objection to the use of "Mrs. Ford says . . ." or "Mrs. Ford is of the opinion . . ." if in fact I have said or expressed an opinion on a matter. I will not tolerate, however, the use of my name when I have not either said something or expressed an opinion. Don't try to read my mind, don't try to guess my opinion and feelings, and above all don't use my name in an attempt to get something done.

If we see a slippage in the activities as far as these guidelines are concerned, you may be sure we will send them out again.

Due to the urgent business with the Bicentennial year coming up, weekly staff meetings have become an almost impossible situation. We will, however, have staff meetings when it is necessary and seems relevant.



THE WHITE HOUSE

WASHINGTON

December 19, 1975

FOR: MRS. FORD

FROM: MARIA DOWNS *h*

Margaret Truman Daniels called to let us know her mother will arrive on the 23rd of December and leaves on the 27th. She realizes that conflicts with your Vail schedule.

Also, you might be interested in knowing that Lady Bird Johnson's birthday is December 22nd. She will be here on the 23rd also.

Dolores Hope will be here December 27th thru December 30th, and had expressed a desire to see you. I explained to her daughter-in-law, Judith, that you would be away and offered to show her the House and the decorations if she were interested.



Dear Mrs. Ford,

I feel so very strongly about an interview with Trude Feldman because of the tremendous, constant pressure we already have for interviews with you. The standing list of requests encompasses almost every major news organization, represented in Washington. Here's a sample of those people we hear from daily or weekly about their requests:

Helen Thomas, United Press International
Fran Lewine, Associated Press
Ann Compton, ABC
Phil Jones, CBS
Barbara Walters and Bill Monroe, NBC
Susan Waters, Women's Wear Daily
Vera Glaser, Knight Newspapers
Rowland Dallas, Reuters
Isabelle Shelton, Washington Star
Ann Wood, New York Daily News
Louise Sweeney, Christian Science Monitor
Lillian Levy -- Family Health
Naomi Nover, Nover News Service

These are just a few of the many Washington press corps requests from major news outlets. Every day of the campaign, we get calls and letters from important, large newspapers who want individual interviews. Granting an interview with Trude, who is a free-lance writer with a dubious reputation among her fellow-journalists, would create serious problems. Obviously, one would be an increased persistence from those reporters who see you at State Dinners. But another, which is perhaps even more critical in the long run, would be damage to my credibility in trying to schedule interviews to get maximum benefit for you in terms of favorable coverage and good timing.

I do hope you'll think about these points. If Trude were a journalist of unique writing talents whose piece would be worth the ensuing hassle, I simply would not feel as strongly, but this interview would be so counterproductive. Please do reconsider.

Thanks,
Shirley



MEMORANDUM

THE WHITE HOUSE

WASHINGTON

March 26, 1976



TO: Mrs. Ford

FROM: Sheila

I have received calls daily for the last four to five weeks from the French Educational TV representatives who are doing a documentary on the American Bicentennial. My understanding is that it is primarily a history of the White House and its importance in American history. The film will be shown throughout Europe, as well as in France, and to President and Madam Giscard d'Estaing before they come to the United States.

They called once again yesterday from Paris to say that they had just come from a meeting with the directors of the documentary and had narrowed down a list of twenty-set-ups they wanted down to five which they consider essential for the film. The French are pressing for assurance they will get most or all of the following:

1. Footage of you and Rex Scouten discussing and looking over table decorations and arrangements for the Hussein State Dinner.
2. A short message from you which comprises a greeting to the French people and a welcome to the White House.
3. A shot of you greeting the President.
4. Footage of you with the family.
5. Five minutes of Mr. Zarcha, producer and director, talking with you on film.

I understand the President did see them and they attended a news conference and filmed him walking over to the Oval office and working at his desk. They evidently also filmed him talking with Mr. Zarcha for a few minutes.

They have been extraordinarily persistent, and while all the above will not be necessary, you might want to give them something.

Sheila

THE WHITE HOUSE

WASHINGTON

September 7, 1976

MEMORANDUM FOR SUSAN PORTER
SHEILA WEIDENFELD
MARIA DOWNS
ELIZABETH O'NEILL

FROM: Carolyn Porembka/Nancy Chirton

SUBJECT: Staff Meetings

Mrs. Ford has suggested a staff meeting be held weekly among her staff to insure communication during the busy weeks ahead. Her suggestion would be every Monday evening at 6:15.



THE WHITE HOUSE

WASHINGTON

September 13, 1976

MEMORANDUM FOR: SHEILA WEIDENFELD

FROM: The First Lady

As you are aware I have encountered a series of problems in the area of my speech requirements. Kaye Pullen's primary responsibility is to be my speechwriter/researcher and will be completely autonomous in my staff structure. Kaye will work directly with me in preparation and approval of necessary remarks/speeches and in providing necessary political background information during this Presidential campaign. It is of the utmost importance that Kaye be given all information regarding an event as early as possible so that she can prepare and submit to me appropriate background material and the required remarks/speeches. Kaye will provide information copies of final remarks/speeches to your office.

In addition to being my speechwriter/researcher, she will continue to work closely with Liz O'Neill and Susan Porter in preparing responses to special letters/invitations.

I feel very strongly that only by making Kaye completely independent will the problems of the past be resolved. With everyone's cooperation I am certain it will work.

cc: Kaye Pullen



THE WHITE HOUSE

WASHINGTON

September 13, 1976

MEMORANDUM FOR: MARIA DOWNS
LIZ O'NEILL
SUSAN PORTER
SHEILA WEIDENFELD

FROM: The First Lady

Effective immediately Kaye Pullen will be working directly with me in the area of speech preparation. It is of utmost importance that she be provided as early as possible with all information/background material in this area. In addition, Kaye will continue to work closely with Liz O'Neill and Susan Porter in preparing responses to special letters/invitations. She will furnish (when possible) information copies of my speeches to your respective offices.



THE WHITE HOUSE

WASHINGTON

October 29, 1976

MEMORANDUM FOR: MRS. FORD

FROM: LIZ

Jeanne Holm appeared on the TODAY Show this morning (at her own request) to speak on behalf of the President's efforts to include more women in his Administration.* When you have an opportunity, I think it would mean a great deal for you to call her and thank her. She and Karen Keesling of her staff have been extremely helpful to your staff in providing guidance to us on women's groups and women's issues. Jeanne has travelled quite extensively around the country and recently asked me if you realized just how respected and popular you are.

I believe some in the West Wing tend to overlook Jeanne; and from what I've seen, she has done a tremendous job.

*Gloria Steinem appeared yesterday and said the President had done little on behalf of women, and Jeanne wanted to get the point across that the President had appointed more women than any other President (14%).

