

**The original documents are located in Box 45, folder “President - Gifts General (1)” of the Philip Buchen Files at the Gerald R. Ford Presidential Library.**

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THE WHITE HOUSE  
WASHINGTON

Name +  
telephone number  
please.

Margaret Dibble

692-0366

---

Picked up pkg.



*Eval -  
do we need  
action on this  
not a memo*

Friday 9/6/74

Meeting  
9/6/74  
3:45 p. m.

3:45 Michael Radock met with Mr. Buchen at 3:45 on Friday 9/6 ----- he brought with him a folder of pictures taken when the President spoke at the University of Michigan on May 4, 1974.

(He had been in Washington attending a meeting of Senator Hatfield's Presidential Inaugural Committee.)

Wanted to discuss the Gerald Ford Scholarship which the University has set up; after meeting with Mr. Buchen, he met with Bill Casselman.



THE WHITE HOUSE

WASHINGTON

October 23, 1974

MEMORANDUM FOR: JERRY JONES  
FROM: DUDLEY CHAPMAN *DC*  
SUBJECT: Tabernacle Choir Records

The better course would be for the President either to decline, or to indicate what beneficiaries he prefers and ask that the gift be made directly by the choir. This is better than having the President himself take title. The gift presentation would indicate that it is being made in accordance with the President's wishes.

bcc: (with copies of enclosure)

Buchen ✓  
Casselman  
Lazarus



THE WHITE HOUSE

ACTION MEMORANDUM

WASHINGTON

LOG NO.:

Date: October 17, 1974

Time:

FOR ACTION: Phil Buchen

cc (for information):

FROM THE STAFF SECRETARY

DUE: Date: Saturday, October 19, 1974

Time: noon

SUBJECT:

Korologos/Timmons memo (10/14/74) re:  
Tabernacle Choir Records

ACTION REQUESTED:

For Necessary Action

X

For Your Recommendations

For Your Approval and Sign-off

Draft Reply

For Your Comments

Draft Remarks

REMARKS:



PLEASE ATTACH THIS COPY TO MATERIAL SUBMITTED.

If you have any questions or if you anticipate a delay in submitting the required material, please telephone the Staff Secretary immediately.

Jerry H. Jones  
Staff Secretary

THE WHITE HOUSE  
WASHINGTON

October 14, 1974

MEMORANDUM FOR THE PRESIDENT

THROUGH: WILLIAM E. TIMMONS *BT*  
FROM: TOM C. KOROLOGOS *TK*  
SUBJECT: Tabernacle Choir Records

My friend, Isaac M. Stewart, President of the Mormon Tabernacle Choir out in Salt Lake City, Utah, would like to present you and Mrs. Ford with about 100 or so albums of the Choir's new record "Handel - The Great 'Messiah' Chrouses" featuring the Choir and the Royal Philharmonic Orchestra so that you might use them as Christmas gifts.

There is absolutely no obligation, he doesn't want to do it personally or anything of the like -- he would just like to give you the records.

To that end, he sent me a couple of "samples" for you and if you are interested in them, I will be glad to contact him and he will ship us the albums.

\_\_\_\_\_ Accept with thanks

\_\_\_\_\_ Decline with thanks

\_\_\_\_\_ See me

Attachments



THE WHITE HOUSE  
WASHINGTON

Date 10/23/74

TO: Bill Casselman

FROM: DUDLEY CHAPMAN

ACTION:

- Approval/Signature
- Comments/Recommendations
- Prepare Response
- Please Handle
- For Your Information
- File

REMARKS:

Do you agree with  
the attached?

*[Handwritten signature]* 10/23



*Gifts*

October 24, 1974

**MEMORANDUM FOR: PHIL BUCHEN**  
**FROM: KEN LAZARUS**  
**SUBJECT: Offer of a Gift**

Attached is a reply for your signature declining an offer to provide the President with pipes embossed with the Presidential seal for use as gifts by the President.

As a matter of policy, I strongly recommend that we avoid any actions that appear to suggest Presidential endorsement of a particular commercial product or that involves the acceptance of items from private industry.

For your information, such gifts are normally paid for by the Republican National Committee. The only exception to that policy that I have been able to determine is with respect to cigarettes, beer and soft drinks served on the Presidential planes, yacht, etc. These are accepted by DOD on the basis of long-standing precedent. While the cigarettes are considered to be manufacturers' samples, they carry the Presidential seal and other indicia of the White House.

cc: Phil Areeda  
Bill Casselman





October 24, 1974

**Dear Mr. Rosenker:**

**Thank you very much for your recent letter to Warren Rustand in which you offer to provide pipes manufactured by Venturi, Inc. for use by the President as gifts.**

**While your offer is most appreciated, it has been the policy of the President not to accept such items, even when the purpose is for gifts to other persons. I trust that you can understand the basis for this policy and our reasons for declining this generous offer.**

**Sincerely,**

151

**Phillip W. Buchen  
Counsel to the President**

**Mr. Mark Rosenker  
Daniel J. Edelman, Inc.  
1730 Pennsylvania Avenue, N. W.  
Washington, D. C. 20006**

**KAL:dm**

September 3, 1974

Mr. Warren Rustand  
The White House  
Washington, D.C.

Dear Warren:

As we discussed earlier, I have attached the information you requested concerning our firm and our client, Venturi Pipes.

For your background information, the pipe Venturi is donating is the only totally American-made pipe in existence, with the exception of those manufactured of corn cobs. All briar pipes must be imported into the U.S. in either a finished stage or in a raw material stage.

The "Pipe" by Venturi is a product of American space age technology built out of pyrolytic graphite and phenolic, a thermal setting plastic.

Venturi has offered to provide custom-made pipes which would include the President's signature and the presidential seal packaged in a specially designed box. If you also would like a signature stating "Compliments of Gerald R. Ford," this could be arranged as well.

The pipes could be presented as a novel personal gift to official visitors, friends, and foreign dignitaries, as well as serving as a symbol of peace to foreign heads of state.

As President Ford is the nation's number one pipe smoker, Venturi would like to offer its services to him.

Sincerely,



Mark Rosenker  
Account Executive



MR:vg

Enclosures

*President  
Gifts*

October 24, 1974

Dear Gordon:

You were most thoughtful to write me  
and send me for the President the  
fascinating "WIN" pin.

I did pass it on to him, and I am sure  
a letter of thanks will go to Mr. Gustav  
Toth from the President.

Very warmest regards.

Sincerely,

Philip W. Buchen  
Counsel to the President

Mr. Gordon Edwards  
260 Madison Avenue  
New York, New York 10016

bcc: Terry O'Donnell



GORDON EDWARDS  
260 MADISON AVENUE  
NEW YORK, N. Y. 10016

October 17, 1974

Dear Phil:

I hope this is not an imposition, but a friend of mine from Florida asked me to deliver the enclosed pin to someone who would get it in the proper hands at the White House.

At first glance you may think it is a modern design of a man but on close examination you will notice that it spells "WIN" vertically. I am told it is solid gold designed and made by a native of Hungary who has now become an American citizen. His name is Gustav Toth, and he is the owner of a jewelry shop in Boca Raton, Florida named "Garden of Jewels".

I have no idea that this would have any appeal to the President, such as using it as a special award or gift to those who are cooperating with his economic program. It occurs to me that it might be an appropriate memento assuming the slogan is going to be used for a considerable period of time. On the other hand there may be others who have had similar ideas and maybe the President has some of his own.

My friend tells me that Mr. Toth is not interested in any reward or getting into the business of manufacturing these pins in quantity. I also understand that this is the only one of its kind, and since it was designed and specifically made by an immigrant who has become a loyal citizen and is interested in supporting the President, I thought some use might be made of it.



260 MADISON AVENUE  
NEW YORK, N.Y. 10016

- 2 -

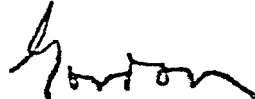
I hesitate to bother you with this on the one hand, but on the other feel it might become useful in the President's program. If not, you may have it as a gift or make whatever use considered desirable.

If some acknowledgement is considered appropriate, it can be addressed directly to Mr. Gustav Toth, Garden of Jewels, Boca Raton, Florida. I am sure he would be very proud of an acknowledgement on White House stationery.

I had hoped to be able to deliver this to you in person, possibly at a Comsat dinner but understand that you will not be attending the one prior to the October meeting.

Hope to see you soon. In the meantime you have my best wishes and personal regards.

Sincerely,

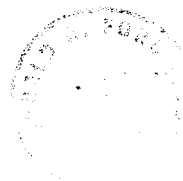


The Honorable Philip W. Buchen  
% The Jefferson Hotel  
16th and M Streets, NW  
Washington, D. C.



To Ken Fazarus  
for reply with  
copy to me  
T.

Gifts




LSB  
11/13

THE WHITE HOUSE  
WASHINGTON

November 12, 1974

MEMORANDUM FOR: PHILIP BUCHEN

FROM: ROLAND L. ELLIOTT 

From time to time money comes to the President with no possible way to determine from whom it has come. In the past coins and cash have been accumulated and sent to Children's Hospital at Christmas time. Is this a suitable way for it to be handled?

Also, the attached postal money orders present a new problem for us. The Post Office advises that there is no way to trace the sender as they keep only a receipt bearing the number of the money order sold. Hence we have two money orders of \$100.00 each made payable to the President. Can you advise as to what should be done with them? Thanks.

Attachments



FROM: \_\_\_\_\_

REMARKS: \_\_\_\_\_ DATE: \_\_\_\_\_

THE WHITE HOUSE  
WASHINGTON

11.7.74

TO: Roland Elliott

*(Circular stamp with initials)*

*They checked &  
attached in answer  
they received  
Return*

WHITE HOUSE MAIL SECTION \_\_\_\_\_ OEOB

*RDL.*  
Robert D. Linder

*Charlie*

*Post Office keeps  
only a receipt  
bearing the number  
of the money order  
sold -*



*Shp*



Reta -- could you pls ask the Post Office fellows  
if it is possible to trace who bought these and return...  
also, can they be cashed without showing who sent  
them?

Anne *Higgins*



~~MONEY ATTACHED~~

17 #1

*Treasury* NO COVERING LETTER

R4

THE WHITE HOUSE OFFICE



27 \$100  
Mc

MONEY ATTACHED

and some more

DEAR MR PRESIDENT

PLEASE USE FOR DEFENSE OR FOR  
THE POOR

RL

THE WHITE HOUSE  
WASHINGTON

Ken Lazarus:

In your judgment  
was the situation  
as reported on the  
attached properly  
handled.

I thought gifts to  
the Fed. Gov't ~~was~~ are  
permissible. Is it  
only that they cannot  
be accepted through  
the White House?

P.

THE NEW YORK TIMES

NOVEMBER 19, 1974

*Gifts*

## 'Inflation Fighter' Perturbed as Ford Rejects a \$25 Gift

Special to The New York Times

NEW ROCHELLE, N. Y., Nov. 18—Boris Feinman, a local businessman and city booster, decided one day last month to fight inflation his own way. He sat down and wrote \$25 checks to the city, county, state and Federal governments. All but the Federal Government accepted the money.

President Ford, whose plea for assistance in the fight against inflation had inspired Mr. Feinman's gesture, returned the money through an aide, Roland L. Elliott, who said Mr. Ford "appreciates your desire to help" but cannot accept the check.

Another letter, this one over Mr. Ford's signature, arrived a week later. It thanked Mr. Feinman for his "suggestions to stop inflation" and contained a WIN button.

Mr. Feinman expressed some consternation in a interview. "The President puts me on his inflation-fighters list, but he can't find a way to accept the money," he noted.

The White House confirmed the exchange. Although Mr. Elliott, a special assistant, was out of the office, another official explained that "the White House is just not authorized to accept gifts."

"We suggested that perhaps Mr. Feinman would like to consider buying a United States Savings Bond," the official said. Mr. Feinman, asked whether he intended to follow this advice, said in frustration.

"Absolutely not. Then the Government will be owing me. I just want to give them the money. When our temples, churches and charities are in trouble, we give. So why not when the Government is in trouble."

He then added more softly: "I'll bet if the President himself saw the letter he would have said, 'Say, that's nice. Thank you very much.'"



11/25/74

Mildred Leonard:

This came in  
to me a month or  
more ago, but I  
can't remember how.

I leave its disposition  
to you. P.

IMMACULATE HEART OF MARY

1935 PLYMOUTH S. E.

GRAND RAPIDS, MICHIGAN 49506

President Gerald Ford  
White House  
Washington, D.C.



THE WHITE HOUSE

WASHINGTON

December 13, 1974

Phil:

Newsweek is working with Jerry Warren on a rush story that involves taking pictures of "typical" foreign gifts to the First Family and other government officials. If the President were to approve today our recommendations from the attached memorandum, there is a good possibility that we would achieve favorable play from Newsweek as well as Maxine Cheshire in terms of our treatment of these gifts as public property with full accountability, etc.

You may wish to mention this to Don Rumsfeld as well, but we recommend action today, if at all possible.

Ken



*Policy Gifts*

*File in  
Domestic*

THE WHITE HOUSE  
WASHINGTON

December 16, 1974

MEMORANDUM FOR: Don Rumsfeld  
Phil Buchen

FROM: Bill Casselman *BC*

SUBJECT: Inquiry from Maxine Cheshire

Lou Thompson from Nessen's office has contacted my office regarding a request from Maxine Cheshire for access to the Gift Unit records for all non-statutory gifts (foreign gifts not under the Foreign Gifts and Decorations Act of 1966, as well as all gifts from domestic sources) to the First Family since August 9. Maxine indicated that the Post was prepared to initiate a Freedom of Information Act (FOIA) suit for these records, but she has apparently backed down from this position for the time being. While the view of this office and the Department of Justice continues to be that the FOIA is not applicable to the White House Office, this position could be the subject of litigation. While not admitting the applicability of the FOIA, the receipt of such gifts by the First Family is not a matter to which confidentiality is essential, and in fact disclosure would appear to be mandated by today's political climate, as well as the President's own statements for an open Administration and that he will personally set a code of ethics for the entire Executive Branch to follow.

It is, therefore, strongly recommended that it be determined whether the President intends to disclose such gifts, and if so, promise Maxine a listing of all gifts once this new policy has been finalized. Rather than allow Maxine to roam free through the Gift Unit, it is recommended that a listing of such gifts be prepared as was done with foreign gifts for the First Family, and to identify the recipient, a brief description of the gift and the donor.

Lou Thompson has indicated that Ron Nessen also takes a position in favor of disclosure of this information.



Action

1. That it be recommended to the President that he adopt a policy of disclosure of non-statutory gifts to the First Family other than from relatives.

\_\_\_\_\_ Approve, prepare memorandum for the President

\_\_\_\_\_ Disapprove

\_\_\_\_\_ See me

2. It is recommended that Maxine be provided a listing of the non-statutory gifts rather than be allowed to work in the Gift Unit, and if she so requests, be allowed to photograph selected items.

\_\_\_\_\_ Approve

\_\_\_\_\_ Disapprove

\_\_\_\_\_ See me

cc: Don Lowitz  
Ken Lazarus





Jord -  
Personal

THE WHITE HOUSE  
WASHINGTON

December 30, 1974

Dear Hi:

Your letter proposing to make arrangements for furnishing the First Family with a continuous supply of Stroh's beer has just reached the legal staff for review.

You and Mr. Stroh are most thoughtful and generous to make this offer. However, I must regretfully advise that it would not be appropriate to accept this offer. I know you will understand the basis for this policy.

Warmest personal regards and best wishes for the New Year.

Sincerely,



Philip W. Buchen  
Counsel to the President

Mr. H. J. Bylan  
201 Matilda Street, N. E.  
Grand Rapids, Michigan 49503



THE WHITE HOUSE  
WASHINGTON

Dec. 3, 1974

Memorandum for: Ken Lazarus

From: Rex Scouten *RS*

If you approve, I will check with the President to see if he would like to receive Stroh's beer from Mr. Bylan and Peter Stroh.

If he would, I can work out security requirements with the Secret Service.

Please advise.

①

Barry —

would you do a  
note to Scouten for  
me please

K



THE WHITE HOUSE  
WASHINGTON

11/27/74

FOR: Mr. Rex Scouten

FROM: Marge Wicklein

Would you want to contact Mr. Bylan and make special arrangements so that the beer will not go through the "Do Not Consume" process - ??

Since he wants to do this on a continuing basis, I don't think should be treated as a "gift" to be registered in the Gift Unit.

Do you agree - ?

Thanks, *Marge*



HYMAN JOSEPH BYLAN  
201 MATILDA STREET, N. E.  
GRAND RAPIDS, MICHIGAN 49503

November 21, 1974.

Hon. Gerald R. Ford,  
President, U. S. A.,  
White House,  
Washington, D. C. 20500.

Dear President "Jerry":

You are being supplied with Michigan Wines and a Michigan grown Christmas tree. I feel it is only natural that you should also have a Michigan brewed beer.

Therefore, through the generosity and courtesy of Mr. Peter Stroh, President of the Stroh Brewery Co., Detroit, arrangements are being made to supply you with fresh Stroh's beer on a continuous basis.

I know you and Betty and your guests will enjoy the distinctive fire-brewed flavor of Stroh's - brewed in the oldest and largest brewery in Michigan.

Here's to your health, and have a very festive family Thanksgiving.

Cordially yours,

  
H. J. Bylan

HJB/j

P. S. I am following your present mission abroad, and I think you are just great to take this giant step towards World Peace.



*Personal*

January 7, 1975

Dear Ken:

You were thoughtful and generous to want to provide the First Family and the Buchens in Washington with packages of Sheboygan summer sausage.

Regretfully, it was not possible to accept those presents for use by the intended beneficiaries, but rather than going through the difficulties of returning them, I took the liberty of passing them on to deserving people not connected with the White House. I trust you will understand the reasons for adherence to this policy.

Nevertheless, in our behalf and in behalf of the President and Mrs. Ford, I thank you very much for remembering us at Christmastime with your warm good wishes.

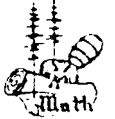
Sincerely yours,

Philip W. Buchen  
Counsel to the President

Mr. Kenneth W. Muth  
239 North Third Street  
Sheboygan, Wisconsin 53081



KENNETH W. MUTH  
2319 North Third Street  
Sheboygan, Wisconsin 53081



December 13, 1974

Dear President and Mrs. Ford:

Through our mutual friends, the Buchens, you very kindly sent my 100 year old Aunt, Mrs. Lydia Cobb of Paradise, California a congratulatory letter which was deeply appreciated.

We would also like you to know how proud we are of the stand you have taken for the good of our Country. Our prayers and best wishes are with you always.

Please accept the package of Sheboygan summer sausage which we hope you will enjoy as much as we do.

May God's blessing be with you and yours for a Merry Christmas and Blessed and Happy New Year.

Cordially yours,

A handwritten signature in cursive script that reads "Ken W. Muth".

KWM/lak



KENNETH W. MUTH  
2319 North Third Street  
Sheboygan, Wisconsin 53081



December 13, 1974

Mr. & Mrs. P. W. Buchen

Dear Friends:

Just a note to wish you a very Merry Christmas  
and a Happy and Blessed New Year.

It was so kind of you to investigate and help  
with the congratulatory letter from our President  
and his wife to my 100 year old Aunt in California.  
It was most appreciated.

Enclosed is a good Sheboygan summer sausage.  
There is another package for President and  
Mrs. Ford, which is also being sent to you.

Hope you all enjoy it as much as we do.

Margaret and I wish you and yours a Wonderful  
Christmas and Blessed and Happy New Year.

Cordially,

KWM/lak

A handwritten signature in dark ink, appearing to be 'KWM', written over the word 'Cordially,'.



Jan. 14, 1975

President  
Personal

Dear Dorothy (Sweet-mate):

Mr. Buchen asked me to  
pass this letter and pictures  
to you.

Sorry I stay so tied to my  
desk that I don't get to even  
say "hello" any more!

Come up when you can.

Eva





January 17, 1975

Dear Mr. De Vette:

Thank you most sincerely for sending to me through Mr. Buchen some pictures you took at the dedication ceremonies of the Gerald R. Ford Freeway on December 11.

We are delighted to have these pictures and to know that the ceremonies went well.

It was indeed thoughtful of you to send the pictures to us. Both Mrs. Ford and I want you to know that we are grateful for your kindness. Thank you again.

Warmest personal regards,

Mr. Thomas W. De Vette  
4203 Wilfred, S.W.  
Grandville, Michigan 49418

✓ bcc: Honorable Philip Buchen



January 14, 1975

Dear Dorothy:

Mr. Buchen asked me to pass  
this letter and pictures to you.

Eva



December 29, 1974

Dear President and Mrs. Ford:

I was present at the dedication of the Gerald R. Ford Freeway on December 11th and am enclosing some of the pictures I took which I think you might enjoy.

I thought you would like to know that my Aunt, Mrs. William (Jane) Runzel from Muskegon is a sister to Christie Bloomer, presently a resident of Manistee.

Sincerely,

*Tom DeVette*

Tom De Vette  
4203 Wilfred S. W.  
Grandville, Michigan 49418



Present - Gift  
Schweibold

WASHINGTON POST

VI

# Ford: Pulsar's Better Idea?

By Maxine Cheshire

Men with their Christmas decorations



January 30, 1975

Schweibald  
Edgar

To: Jack Nichols

From: Phil Buchen

See attached clipping to pass  
on to Edgar Schweibald.



# Capital Comment

## A TILED TEMPLE OF SIRLOIN:

### Southwest's Cattle Baron Comes to Georgetown

Bernard H. Goldstein is the man who means meat to most of the best restaurants in Washington. When you order steak Diane at Rive Gauche, steak au poivre at La Niçoise, calves' brains at Jean Pierre, or saltimbocca at Nathan's, the meat you get comes from Bernie's District Hotel Supply.

Goldstein became famous a few years ago as the man who told Richard Nixon to eat hamburger. When Nixon declared a ceiling on beef prices, Bernie refused to sell the White House any sirloin. Let him eat hamburger like everyone else. When the story came out, Goldstein became an overnight celebrity. But he kept the White House account.

Now Bernie Goldstein is about to go public. Early in February he will open a "meat boutique" in Georgetown to sell the same meats he now sells only to restaurants and hotels—and, he says, at the same prices. "Le Boucherie Bernard" is being designed to resemble a butcher shop Bernie saw in Rome, with black and white tile everywhere, butcher block benches, and display cases. And where is Goldstein putting his tiled temple of sirloin? Across the street from the French Market, of course, in the 1600 block of Wisconsin Avenue.

One fact alone ensures that the boucherie will be unlike any other butcher shop—it won't have any butchers. Fair maidens in red and white uniforms will offer a veritable cornucopia for the carnivorous. Boucherie meats will be packed in containers with dry ice and put into pretty shopping bags so the tenderloin won't thaw on its way home. Only by freezing his stock, Goldstein says, can the store offer the consumer every cut of meat—from crown roast to larded tenderloin—at consistent quality and price and still stay in business. Although the store will sell economy cuts like ground beef, stew beef, and short ribs, it will specialize in more expensive items.



While Safeway stocks soybean substitutes, Goldstein gambles that Georgetown will still buy filet mignon. The self-styled cattle baron of Southwest Washington is already planning a chain of what he calls "boocher-ays," where he can rescue the poor consumer now floundering at supermarket meat counters. "Dog food is cheaper than the bone from a T-bone steak," the meat man shouts. The exterior fat on a steak or roast sends him into a rage that would make a weight watcher proud. He sees the Boucherie as a kind of mission, dispensing the gospel according to Goldstein on buying, preparing, and serving meat. It's not just the meat, it's the education.

—LESLIE BERG MILK

## THE GINGHAM DOG & CALICO CAT

New move in the crafts movement: Appalachiana (10400 Old Georgetown Road, Bethesda; 530-6770) has opened a quilt center called Recollections. Not only is there a large collection of antique and contemporary quilts for sale, there also are quilting supplies, including hard-to-find calicos, and a growing research library. There's an extensive schedule of quilting classes (\$36 for a six-week course that meets once a week for two hours) that cover everything from basic techniques to esoterica like "Grandmother's Flower Garden" and "The Double Nine Patch." If you're into patchwork, nostalgia, and doing it yourself, this is the place.

## THE PRESIDENT'S NEW WATCH: He Lost the One with Spiro on It?

The following news item, reprinted here in its entirety, was carried in December on United Press International's Washington wire:



President Ford today wore a digital wrist watch. The watch, which shows the time in numerals, appeared on his left wrist when he chaired a meeting of his Domestic Council in the Cabinet Room. It was the first time they had seen the President wearing a watch without the big and little hands, some White House aides said.

The significance of this story remains unclear after several readings. Perhaps it just should be taken at face value, with tolerance for the journalistic tradition that nothing is too trivial to report about the President of the United States.

Still, one wonders how the great national columnists would interpret this item about President Ford's new wrist watch.

**James Reston**—The essential quality of a digital watch is that it tells you what time it is now and not what time it used to be or soon will be. Although the country might prefer that President Ford think more about the future, at least the new watch will not tempt him to think so much about the past. On balance, things could be worse. As Walter Lippmann has said, "This country has survived many Presidents and many wrist watches."

**Tom Wicker**—There is an amusing story going around Washington that President Ford's new digital watch has saved him about an hour a day, which he had spent trying to figure out what time it was by the big hand and the little hand. But there is a somber and even a cruel side to this. As a stylesetter, Mr. Ford is creating increased unemployment among the conventional watchmakers of Elgin, Illinois, and Waltham, Massachusetts, and the unfeeling Administration seems to care little about their desperate plight.

**Joseph Alsop**—President Ford, for all his good intentions, and notwithstanding his gracious attitude toward this reporter over the span of years, should not deceive himself that by exchanging his conventional watch for a purring digital timepiece he has in any way muted the "tick of doom" represented by Soviet missiles with their vastly superior throw-weight and sophisticated MIRV system.

**Joseph Kraft**—The built-in difficulties of the Ford White House were symbolized dramatically in the President's choice of a meeting of the Domestic Council for the debut of his digital watch. Ford's background lies in the provincial politics of the House, and he persists in overvaluing the domestic side of the policy duality to the detriment of geopolitical considerations, particularly in the Middle East. Henry Kissinger would do well to explain to the President. . . .

**William Buckley**—Beguiling bulletins of the new chronometry at the utmost level of the government are calculated, let us surmise, to distract the nincompoopery at large from a proper deliberation upon the egregious injustice and quite astonishing foolishness of the graduated income tax.

**James J. Kilpatrick**—Comes now United Press International with news that President Ford is wearing a digital watch on his left wrist. Well, bless him. But perhaps it is not too much for long-suffering conservatives to ask, may it please the court, that the Honorable Jerry occasionally, just occasionally, wear the thing on his right wrist.

**Evans and Novak**—Beneath the surface of the seemingly innocuous story that President Ford is wearing a new digital watch there are reliable reports of a seething struggle between bitterly divided time-keeping factions in the White House. One faction urged upon Ford a recently developed super-secret wrist radio, which would provide periodic time announcements and constantly available two-way communication with the Strategic Air Command, the Republican National Committee, and the mysterious Melvin Laird. The other faction, known to a few insiders as the Sun Dial Group, reluctantly agreed to the digital watch as a compromise. Meanwhile, the unusual thickness and configuration of the watch has given rise to potentially explosive speculation that. . . .

—CHARLES McDOWELL



*Gifts*

Wednesday 12/18/74

6:15 Maxine Cheshire would like to talk with you. 223-7553  
or 7557

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Wednesday 12/18/74

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Wanted to know about the President's pulsar watch.  
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who is now retired and it was given to him when he was  
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They haven't told Maxine anything.

The watch dealer --





THE WHITE HOUSE  
WASHINGTON

Schweibold  
Edgar

September 16, 1974

Dear Edgar:

Your letter pleased me very much and helped make up for the regrets I feel at being separated from you and Anne and the fortunes of Star Watch Case Company.

I do wish I could accept your invitation to join you at a meeting of the German Club. However, I find my present assignment so overtaxing that I see little chance for getting away except as I hope to escape for an occasional weekend of rest.

Very warmest regards to you and Anne.

Sincerely yours,



Philip W. Buchen  
Counsel to the President

Mr. Edgar Schweibold  
307 North Harrison Street  
Ludington, Michigan



307 NORTH HARRISON STREET  
LUDINGTON, MICHIGAN

September 3, 1974

Dear Phil:

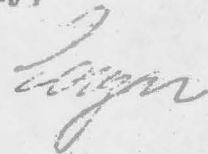
Thank you for your letter of August twenty-second. I am very sorry indeed that you will no longer be able to serve on the Board of the Star Watch Case Company, and I would like to take this opportunity to thank you for all the help you have been. I deeply appreciate the interest you took right along in helping to keep the Star Watch Case Company alive.

I called you several times during the Labor Day week end thinking that you might perhaps be in Michigan, as I would have liked to thank you personally for all you have done for me.

Gerald Ford can be thankful for having as his right hand man, a person such as you, whose integrity and trust can always be relied upon.

Would it be possible for you to give a talk at the German Club in New York at one of the Men's Evenings. I am sending you herewith a copy of their schedule. The membership is very small. I would appreciate hearing from you in this regard.

Sincerely,



MR. PHILIP W. BUCHEN,

Grand Rapids.

ES-A



DEUTSCHER VEREIN

PROGRAMM 1974/75

<u>Datum</u>	<u>Art der Veranstaltung</u>	<u>Speaker</u> <u>Sprecher</u>	<u>Bemerkungen</u>
Sept. 11	<i>Season opening</i> Eroeffnung mit Damen	Freiherr R. v. Wechmar	Black Tie
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Okt. 9	Herrenabend		
Okt. 25, Fri	Herbsttanz		Black Tie
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Dez. 4	<i>(120 years)</i> Anniversary Dinner Stiftungsfest	Wernher von Braun	Black Tie
Dez. 18	Weihnachtsfeier		
Jan.15 od. 16	Mit Damen	Ehregast der Quadrille	
Jan. 29	Herrenabend		
Febr. 26	Mit Damen		
Maerz 12	Herrenabend		
Maerz 26	Mit Damen		
Apr. 9	Herrenabend		
Apr. 26, Fri	Fruehjahrstanz		Black Tie
Mai 7	Herrenabend		
Mai 21	Mit Damen		



WASHINGTON POST

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# *Ford: Pulsar's Better Idea?*

*By Maxine Cheshire*

Along with their Christmas decorations  
this year, some jewelry stores around the

January 30, 1975

Schweibald  
Edgar

To: Jack Nichols

From: Phil Buchen

See attached clipping to pass  
on to Edgar Schweibold.



# Capital Comment

## A TILED TEMPLE OF SIRLOIN:

### Southwest's Cattle Baron Comes to Georgetown

Bernard H. Goldstein is the man who means meat to most of the best restaurants in Washington. When you order steak Diane at Rive Gauche, steak au poivre at La Niçoise, calves' brains at Jean Pierre, or saltimbocca at Nathan's, the meat you get comes from Bernie's District Hotel Supply.

Goldstein became famous a few years ago as the man who told Richard Nixon to eat hamburger. When Nixon declared a ceiling on beef prices, Bernie refused to sell the White House any sirloin. Let him eat hamburger like everyone else. When the story came out, Goldstein became an overnight celebrity. But he kept the White House account.

Now Bernie Goldstein is about to go public. Early in February he will open a "meat boutique" in Georgetown to sell the same meats he now sells only to restaurants and hotels—and, he says, at the same prices. "Le Boucherie Bernard" is being designed to resemble a butcher shop Bernie saw in Rome, with black and white tile everywhere, butcher block benches, and display cases. And where is Goldstein putting his tiled temple of sirloin? Across the street from the French Market, of course, in the 1600 block of Wisconsin Avenue.

One fact alone ensures that the boucherie will be unlike any other butcher shop—it won't have any butchers. Fair maidens in red and white uniforms will offer a veritable cornucopia for the carnivorous. Boucherie meats will be packed in containers with dry ice and put into pretty shopping bags so the tenderloin won't thaw on its way home. Only by freezing his stock, Goldstein says, can the store offer the consumer every cut of meat—from crown roast to larded tenderloin—at consistent quality and price and still stay in business. Although the store will sell economy cuts like ground beef, stew beef, and short ribs, it will specialize in more expensive items.



While Safeway stocks soybean substitutes, Goldstein gambles that Georgetown will still buy filet mignon. The self-styled cattle baron of Southwest Washington is already planning a chain of what he calls "boocher-ays," where he can rescue the poor consumer now floundering at supermarket meat counters. "Dog food is cheaper than the bone from a T-bone steak," the meat man shouts. The exterior fat on a steak or roast sends him into a rage that would make a weight watcher proud. He sees the Boucherie as a kind of mission, dispensing the gospel according to Goldstein on buying, preparing, and serving meat. It's not just the meat, it's the education.

—LESLIE BERG MILK

## THE GINGHAM DOG & CALICO CAT

New move in the crafts movement: Appalachiana (10400 Old Georgetown Road, Bethesda; 530-6770) has opened a quilt center called Recollections. Not only is there a large collection of antique and contemporary quilts for sale, there also are quilting supplies, including hard-to-find calicos, and a growing research library. There's an extensive schedule of quilting classes (\$36 for a six-week course that meets once a week for two hours) that cover everything from basic techniques to esoterica like "Grandmother's Flower Garden" and "The Double Nine Patch." If you're into patchwork, nostalgia, and doing it yourself, this is the place.

## THE PRESIDENT'S NEW WATCH: He Lost the One with Spiro on It?

The following news item, reprinted here in its entirety, was carried in December on United Press International's Washington wire:



President Ford today wore a digital wrist watch. The watch, which shows the time in numerals, appeared on his left wrist when he chaired a meeting of his Domestic Council in the Cabinet Room. It was the first time they had seen the President wearing a watch without the big and little hands, some White House aides said.

The significance of this story remains unclear after several readings. Perhaps it just should be taken at face value, with tolerance for the journalistic tradition that nothing is too trivial to report about the President of the United States.

Still, one wonders how the great national columnists would interpret this item about President Ford's new wrist watch.

**James Reston**—The essential quality of a digital watch is that it tells you what time it is now and not what time it used to be or soon will be. Although the country might prefer that President Ford think more about the future, at least the new watch will not tempt him to think so much about the past. On balance, things could be worse. As Walter Lippmann has said, "This country has survived many Presidents and many wrist watches."

**Tom Wicker**—There is an amusing story going around Washington that President Ford's new digital watch has saved him about an hour a day, which he had spent trying to figure out what time it was by the big hand and the little hand. But there is a somber and even a cruel side to this. As a typesetter, Mr. Ford is creating increased unemployment among the conventional watchmakers of Elgin, Illinois, and Waltham, Massachusetts, and the unfeeling Administration seems to care little about their desperate plight.

**Joseph Alsop**—President Ford, for all his good intentions, and notwithstanding his gracious attitude toward this reporter over the span of years, should not deceive himself that by exchanging his conventional watch for a purring digital timepiece he has in any way muted the "tick of doom" represented by Soviet missiles with their vastly superior throw-weight and sophisticated MIRV system.

**Joseph Kraft**—The built-in difficulties of the Ford White House were symbolized dramatically in the President's choice of a meeting of the Domestic Council for the debut of his digital watch. Ford's background lies in the provincial politics of the House, and he persists in overvaluing the domestic side of the policy duality to the detriment of geopolitical considerations, particularly in the Middle East. Henry Kissinger would do well to explain to the President...

**William Buckley**—Beguiling bulletins of the new chronometry at the utmost level of the government are calculated, let us surmise, to distract the nincompoopery at large from a proper deliberation upon the egregious injustice and quite astonishing foolishness of the graduated income tax.

**James J. Kilpatrick**—Comes now United Press International with news that President Ford is wearing a digital watch on his left wrist. Well, bless him. But perhaps it is not too much for long-suffering conservatives to ask, may it please the court, that the Honorable Jerry occasionally, just occasionally, wear the thing on his right wrist.

**Evans and Novak**—Beneath the surface of the seemingly innocuous story that President Ford is wearing a new digital watch there are reliable reports of a seething struggle between bitterly divided time-keeping factions in the White House. One faction urged upon Ford a recently developed super-secret wrist radio, which would provide periodic time announcements and constantly available two-way communication with the Strategic Air Command, the Republican National Committee, and the mysterious Melvin Laird. The other faction, known to a few insiders as the Sun Dial Group, reluctantly agreed to the digital watch as a compromise. Meanwhile the unusual thickness and configuration of the watch has given rise to potentially explosive speculation that...

—CHARLES MCDONWELL



*Gift*

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THE WHITE HOUSE  
WASHINGTON

Schweibold  
Edgar

September 16, 1974

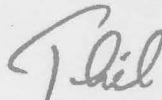
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Philip W. Buchen  
Counsel to the President

Mr. Edgar Schweibold  
307 North Harrison Street  
Ludington, Michigan



307 NORTH HARRISON STREET  
LUDINGTON, MICHIGAN

September 3, 1974

Dear Phil:

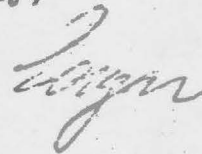
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ES-A



DEUTSCHER VEREIN

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pr. 26, Fri	Fruehjahrstanz		Black Tie
ai 7	Herrenabend		
ai 21	Mit Damen		

Delivered to  
Rumpf's ofc

12/19 — 5:45 PM

Jane



*Gifts*

THE WHITE HOUSE  
WASHINGTON

December 19, 1974

MEMORANDUM FOR THE PRESIDENT

THROUGH: DON RUMSFELD  
FROM: PHILIP BUCHEN  
SUBJECT: Status of Wolf Fur Coat

Because this gift has been sent on to Vail ahead of your arrival, I have been asked to consider the question as to what use, if any, should be made of it while you are in Vail.

My recommendations are that you either:

- (1) Avoid use of the coat until such time as you adopt a general policy governing gifts to the President and his family from domestic sources, or
- (2) Make use of the coat on the understanding that, if your policy precludes holding this item as a permissible gift, you would pay for its purchase at the prevailing price.

**THE WHITE HOUSE**

**WASHINGTON**

12-19-74

Current draft of proposed  
guidelines governing domestic  
gifts which is the joing product  
of Don Lowitz and Ken Lazarus.



GUIDELINES GOVERNING GIFTS TO THE  
FIRST FAMILY THAT ARE NOT SUBJECT  
TO THE CONSTITUTIONAL AND STATUTORY  
RESTRICTIONS ON GIFTS FROM  
FOREIGN HEADS OF STATE

---

1. Scope of Coverage. These guidelines shall be applicable to all gifts which are not subject to the Foreign Gifts and Decorations Act of 1966.
2. Ban on Solicitation. Gifts will not be solicited or otherwise encouraged by or on behalf of the President or any other member of the First Family.
3. General. Gifts to the President or other members of the First Family which are received should be returned to the donor, accompanied by a written explanation of the reasons for its necessary return, subject only to the following exceptions:
  - (a) Gifts to the White House. A public offer of a gift which shall become a permanent addition to the White House may be accepted by the President or the First Family on behalf of the United States when no question arises as to the propriety of the gift. Such gifts shall thereafter be treated as public property. Some gifts that require expenditures of public funds for maintenance require Congressional approval. Counsel should therefore be advised of proposed acceptances in all cases.
  - (b) Presidential Library. Gifts appropriate for eventual inclusion in a Presidential Library or other similar museum due to their identification with the President may be accepted by the First Family when no question as to their propriety arises. Such gifts shall thereafter be treated as public property.
  - (c) Sentimental Gifts. The offer from an individual or group of a tangible gift of minimal intrinsic value which represents a personal work product, or other display of emotion or sentiment, may be accepted if the offer does not appear to



constitute a quid pro quo for past, present or future government action or to constitute the endorsement of a commercial item.

- (d) Awards. The offer of an award of minimal intrinsic value for a meritorious public contribution or achievement given by a charitable, professional, religious, social, fraternal, recreational, non-profit, educational, civic or similar organization may be accepted.
  - (e) Items of unknown origin. Gifts of unknown origin may be retained and thereafter shall be turned over anonymously and as soon as practicable to an organization qualifying under Section 501(c)(3) of the Internal Revenue Code of 1954. No tax deduction by the First Family will be claimed for any such gifts.
  - (f) Personal gifts. Reasonable gifts from close personal friends or relatives, when it is clear that the only motivation for the gift is the personal relationship, even though such individuals may have dealings with the government, may be retained.
  - (g) Miscellaneous items. Unsolicited advertising or promotional items of a nominal intrinsic value such as pens, calendars, etc., may be retained if the retention could not be reasonably construed to constitute the endorsement of a commercial product.
4. Use of gifts treated as public property include, but are not necessarily limited to:
- (a) Display or use within the White House complex or at any other location on Federal property in connection with Presidential activity;
  - (b) Uses incident to official Presidential function regardless of location; and
  - (c) Temporary display in a museum, university or other institutional facility of general availability to the public,



In instances not covered by the above situations, specific advance approval by the Office of the Counsel to the President shall be obtained by the Gift Unit. Additionally, the Gift Unit is responsible for assuring that all such items of public property are carefully accounted for at all times and shall maintain appropriate records.

5. Honoraria. During his tenure in office, the President will not accept any honorarium or compensation for any appearance, speech, teaching or writing.

Other members of the First Family will not accept any honorarium or other compensation for speeches, lectures, teaching or writing which in any way relate to official activities on their part, or which were in any way assisted by other federal employees as part of their official activities.

6. Travel and accommodations. The President or any other member of the First Family will not accept payment or reimbursement for travel, lodging or related expenses from any person or non-governmental organization when traveling on official business. If the travel is not "official" but "political" in nature, payment will be made from appropriate and available political funds. If the travel is not "official" or "political" in nature, payment will be made from the personal funds of the First Family. The President or other member of the First Family may accept an invitation to stay at the private residence of a host only when no question of improper influence of the President or First Family will arise.
7. Loans. The President or any other member of the First Family will only accept loans on customary terms for use in financing the purchase of realty or personalty.
8. Disclosure. Information relating to the acceptance of domestic gifts shall be available to the public.

9. Procedures.

- (a) As with foreign gifts, all presentations of gifts received by or on behalf of the President should be sent to the Gift Unit or to the Mail Room. All offers of gifts shall also be referred to the Gift Unit.
- (b) The Mail Room will log all gifts on appropriate colored cards (pink for all foreign gifts, white for domestic gifts to the President, yellow for domestic gifts to the First Lady or the children).
- (c) Any questions regarding the propriety or legality of a gift or offer of a gift shall be referred to the Counsel to the President for his determination.
- (d) In instances involving offers of gifts to the White House, the Gift Unit shall seek the guidance of the White House Historical Association, the National Park Foundation or other appropriate organization.
- (e) The responsibility for the acknowledgement or acceptance and appropriate use of gifts should be undertaken by the White House Gift Unit in accordance with the guidelines set forth in the preceding sections.

THE WHITE HOUSE  
WASHINGTON

Bill Casselman:

Suggest you call  
to attention of  
preparers the manifest  
errors appearing  
in this memo.

T.W.B.

THE WHITE HOUSE  
WASHINGTON

FYI

Someone isn't  
proofreading!



THE WHITE HOUSE

WASHINGTON

December 26, 1974

MEMORANDUM FOR: Clement E. Conger

FROM: William E. Casselman II *WSC*

SUBJECT: White House China - Reproduced by Castleton

In the October issue of Travel and Leisure Magazine, published by American Express Company (AMEXCO), there is a four page advertisement entitled, "A Series of Eight Authentic Designs of White House China Reproduced by Castleton in a Special Edition of True Translucent China." In your memorandum of November 4, 1974, you have advised me that this advertisement is neither authorized by the White House nor by the White House Historical Association. You have requested advice concerning what steps, if any, can be taken to rectify this situation.

We have concluded that the matter should be referred to the Federal Trade Commission (FTC) for consideration and appropriate action by them, as they are the agency of Government best situated to deal with a situation of this kind.

Neither the White House nor the White House Historical Association had any contract with AMEXCO or Castleton which would provide a basis for action by the White House or by the Association. Your memorandum suggests that the Association and AMEXCO were in the midst of negotiations when this advertisement first appeared, but that these negotiations had not yet ripened into a contract. Hence, there is no basis upon which to predicate a claim for breach of contract. Neither does the advertisement make use of the Presidential Seal, the Flag of the United States or violate any of the other statutes which prohibit advertising of this sort.

However, there appears to be two areas in which the advertisement may be misleading. The first is that the advertisement may suggest that it has been authorized by the White House. Secondly, Castleton is described

as the "official supplier of state china to the White House," and, of course, this is false. The concept of White House sponsorship is suggested only by inference and, after careful review, we have concluded that we do not have a very strong argument that the advertisement is misleading in this respect. On the other hand, the recitation that Castleton is the official supplier of state china appears plainly in the advertisement, and as noted above, this is demonstrably false. While the statement is false, the resulting injury is suffered by the public at large (not the White House) who presumably could be misled and as a result make a purchase they might otherwise would not have made. Since we believe this to be the case, the matter should be referred to the FTC for whatever action they may think appropriate.

We do not believe it would be appropriate for the White House or for the Association to contact AMEXCO. Since the Association was deprived of royalty payments when the contemplated agreement with AMEXCO did not materialize, any effort to stop AMEXCO's current merchandising effort, initiated by the Association or by the White House, might be misinterpreted and regarded as a threat of governmental action unless the initial negotiations were revived which, of course, is not our purpose. However, if the public has been misled by the advertisement, then, as noted above the FTC should be advised of this fact so that it can take appropriate remedial action.

I would be pleased to discuss this matter further with you, at your convenience.

cc: Phil Buchen



THE WHITE HOUSE  
WASHINGTON

*Gift*

January 2, 1974

MEMORANDUM FOR

Honorable Henry E. Catto, Jr.  
Chief of Protocol  
Department of State

Mr. E. G. Richer of Monterrey, Mexico, has written to the President (letter attached) regarding his desire to present a gift to President Ford "on behalf of our President and People of Mexico." Will you please arrange to have the U.S. Embassy in Mexico express the President's appreciation for his thoughtfulness and on behalf of the President decline acceptance of the gift.

Your assistance is appreciated.

*P.W.B.*

Philip W. Buchen  
Counsel to the President

Enclosure



THE WHITE HOUSE

WASHINGTON

January 2, 1975

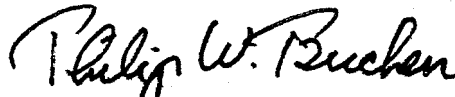
Dear Mr. Whitehurst:

Bill Timmons has informed me of your interest in the status of the request of Mr. E. G. Richer of Monterrey, Mexico, to present the President with a gift. In connection with this request, he asked for permission to reproduce the Presidential Seal.

While the President does not wish to avail himself of Mr. Richer's kind offer, you may be assured that he deeply appreciates Mr. Richer's thoughtfulness. Additionally, as I am sure you are aware, there are restrictions on the reproduction and use of the Seal. It is, therefore, our general policy to discourage its reproduction, even for the purpose of presentation to the President. The President's appreciation for his kind offer will be conveyed to Mr. Richer.

I hope that this will be helpful to you in replying to your constituent.

Sincerely,



Philip W. Buchen  
Counsel to the President

The Honorable G. William Whitehurst  
House of Representatives  
Washington, D.C. 20515



January 2, 1975

WFC  
1/2/75

Dear Mr. McVickar:

Just a brief note to thank you and Northwest Orient for sending me the grapefruit this Christmas. Unfortunately, I am advised that government regulations prevent me from accepting them; and, due to their perishable nature, they have been donated to a local charity.

Again, thank you for thinking of me.

Yours,

JS/

John M. Niehuss  
Assistant Director for  
Investment, Energy and Services

Mr. Ronald McVickar  
Vice President  
Northwest Orient Airlines  
1660 L Street, N.W.  
Washington, D. C. 20036

bc: Skip Hartquist  
Philip Buchen/Roth, WH Counsel Office ✓

JMNiehuss;lm;1/2/75

cc: JMDunn;E/s;Chron

THE WHITE HOUSE

WASHINGTON

1/24/75

extra copy  
weeded out

7/16/74 ltr  
from GAO

no answer  
in file

may be in  
access  

---

not in GAO



*Left*

**Friday 1/24/75**

**10:20 Attached is the letter that accompanied the package from Frank Thompson.**

**Also this morning this telegram arrived.**



*Presidential -  
Gifts*

THE WHITE HOUSE  
WASHINGTON

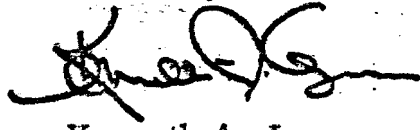
January 24, 1975

Dear Mr. Rosenker:

As a follow-up to Mr. Philip Buchen's letter of October 24, enclosed please find the two pipes which you presented to Warren Rustand for use by the President as gifts.

As Mr. Buchen indicated, it has been the policy of the President not to accept such gifts. -

Sincerely,

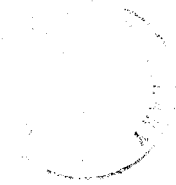


Kenneth A. Lazarus  
Associate Counsel  
to the President

Mr. Mark Rosenker  
Daniel J. Edelman, Inc.  
1730 Pennsylvania Avenue, N. W.  
Washington, D. C. 20006

Enclosures

bcc: Phil Buchen ✓



January 24, 1975

To: Ken  
From: Eva

Attached is a copy of the exchange  
of letters re the Venturi pipes,  
as well as the pipes.

Thanks for helping!

Would appreciate a copy of the note  
when you return them to  
Mark Rosenker.



*President  
Gifts*

THE WHITE HOUSE  
WASHINGTON

October 24, 1974

MEMORANDUM FOR: PHIL BUCHEN  
FROM: KEN LAZARUS *KL*  
SUBJECT: Offer of a Gift

Attached is a reply for your signature declining an offer to provide the President with pipes embossed with the Presidential seal for use as gifts by the President.

As a matter of policy, I strongly recommend that we avoid any actions that appear to suggest Presidential endorsement of a particular commercial product or that involve the acceptance of items from private industry.

\* For your information, such gifts are normally paid for by the Republican National Committee. The only exception to that policy that I have been able to determine is with respect to cigarettes, beer and soft drinks served on the Presidential planes, yacht, etc. These are accepted by DOD on the basis of long-standing precedent. While the cigarettes are considered to be manufacturers' samples, they carry the Presidential seal and other indicia of the White House.

cc: Phil Areeda  
Bill Casselman

\* Dudley:

*Do you see any problem with this practice?  
I understand it relates to such items as  
cuff-links, tie clasps etc. which are available  
here for distribution by the President.*

*You might want to talk to Ken on  
the subject, based on the points you raised  
with me on other uses of RNC funds. P.*



THE WHITE HOUSE  
WASHINGTON

October 24, 1974

Dear Mr. Rosenker:

Thank you very much for your recent letter to Warren Rustand in which you offer to provide pipes manufactured by Venturi, Inc. for use by the President as gifts.

While your offer is most appreciated, it has been the policy of the President not to accept such items, even when the purpose is for gifts to other persons. I trust that you can understand the basis for this policy and our reasons for declining this generous offer.

Sincerely,

151

Philip W. Buchen  
Counsel to the President

Mr. Mark Rosenker  
Daniel J. Edelman, Inc.  
1730 Pennsylvania Avenue, N. W.  
Washington, D. C. 20006



Ken L -

Has this been  
handled -

I remember  
Mr. B telling  
w/ you about  
it.

*Copied*





DANIEL J. EDELMAN, INC. • Public Relations

1730 PENNSYLVANIA AVENUE, N.W. • WASHINGTON, D. C. 20006 • AREA CODE 202—785-9400

September 3, 1974

Mr. Warren Rustand  
The White House  
Washington, D.C.

Dear Warren:

As we discussed earlier, I have attached the information you requested concerning our firm and our client, Venturi Pipes.

For your background information, the pipe Venturi is donating is the only totally American-made pipe in existence, with the exception of those manufactured of corn cobs. All briar pipes must be imported into the U.S. in either a finished stage or in a raw material stage.

The "Pipe" by Venturi is a product of American space age technology built out of pyrolytic graphite and phenolic, a thermal setting plastic.

Venturi has offered to provide custom-made pipes which would include the President's signature and the presidential seal packaged in a specially designed box. If you also would like a signature stating "Compliments of Gerald R. Ford," this could be arranged as well.

The pipes could be presented as a novel personal gift to official visitors, friends, and foreign dignitaries, as well as serving as a symbol of peace to foreign heads of state.

As President Ford is the nation's number one pipe smoker, Venturi would like to offer its services to him.

Sincerely,



Mark Rosenker  
Account Executive

MR:vg

Enclosures

Story of

# **the pipe**

Pat.No. 3420244

Smoking with "The Pipe" is not only simplicity itself, it is an unusual and satisfying experience. Lightly pack the tobacco, touch a match. No laborious "break-in." And you can smoke it day-in, day-out.

By reading the following facts you will quickly discover why we believe "The Pipe" has revolutionized pipe smoking, and why, chances are, you personally will enjoy "The Pipe" many times more than any premium pipe you have ever smoked.

But to fully appreciate the dramatic differences afforded by "The Pipe," let us review what pipe smokers understand about the combustion action in conventional pipes.

## **PIPE BOWLS**

Although men have used many materials for pipe bowls throughout the ages, it was less than 150 years ago that briar was discovered. Briar quickly became the world's preferred material for pipe bowls because of its tough fire-resistant qualities.

With briar, the smoker "breaks-in" his pipe by slowly building up a "cake" or liner with a mixture of charred wood, carbon, tar and nicotine.

## **BRIAR BOWL COMBUSTION**

But even in an ideally-caked briar bowl, the tobacco below the burning surface serves as an insulator. When the smoker draws a puff of smoke through this insulation, the rapid change of temperature causes condensation. Moisture, mixed with tar and nicotine juices moisten the tobacco in the "heel," collect in the bottom of the bowl or are drawn into the stem and mouthpiece.

Soon the "bubbling and gurgling" stage is reached. The "heel" becomes sodden and burns only with repeated lightings. More tars, nicotine and juices saturate the "cake."

A briar pipe must be allowed to "dry out" to avoid an obnoxious odor, the "heel" must tediously be dug out periodically, and a pipe smoker owns many briar pipes to have one in proper working order at any time.

### DISCOVERY!

A few years ago a discovery was made that marks a new era in pipe smoking!

In the development of the Polaris missile, our nation's first line of defense, scientists perfected production techniques to produce a material originally discovered by Thomas Edison in 1896.

The material was pyrolytic graphite, 99.995% pure carbon with excellent thermal conductivity or "heat flow" along the surface and an insulator through its thickness.

While the pyrolytic graphite was being produced in 4,000°F. furnaces for rocket nose cones and rocket nozzles, pipe-smoking engineers\* wondered whether the properties of pyrolytic graphite might not solve many of the tiresome and troublesome problems of the pipe smoker.

An experimental pipe was constructed with a bowl liner of pyrolytic graphite, then several hundred, then several thousand. Hundreds of tests were made in the laboratory and among pipe smokers. The result is "The Pipe," the beginning of a new era in pipe smoking, containing a remarkable bowl liner that has been granted patents in many countries.

### "THE PIPE" COMBUSTION ACTION

When you smoke "The Pipe," combustion on the top layer of tobacco causes heat to flow both in a circumferential and a vertical direction in the liner. Some of the heat drifts downward to keep the unburned tobacco dry and warm counteracting the insulation properties and preventing the condensation of tars and juices in the bottom of the bowl. Instead, these tars and nicotine are passed off into the air in a reflux condenser action. A por-

\* (working for the Los Angeles space-age firm of Super-Temp Company, a subsidiary of Ducommun Incorporated.)

tion of this result can actually be seen as tars, nicotine and juices boiling out of the tobacco condense in small beads around the top inside rim of the bowl. Due to the remarkable combustion efficiency of "The Pipe," you can achieve maximum enjoyment by smoking the tobacco more slowly without concern over losing the burning embers. Otherwise, "The Pipe" bowl may become unnecessarily warm. Also, it is unnecessary to pack the tobacco together as closely as with conventional pipes.

### SMOKER BENEFITS

1. World's driest smoke, little goeey residue
2. Delivers smoke 10°-20°F. cooler
3. Needs no "break-in"
4. Burns all the tobacco
5. Easier to clean, no caking
6. Never needs drying out
7. Produces up to 50% less tar, up to 40% less nicotine
8. Provides flavorful, clean taste
9. Can be washed in soap and water
10. Requires no filter.

One of the principal reasons the tobacco taste is improved with "The Pipe" is the drastic reduction in bitter tar and nicotine that enters your mouth.

### CLEANING "THE PIPE"

"The Pipe" requires only minimal cleaning attention as compared with pipes with bowls of materials other than pyrolytic graphite. You will discover that a pipe cleaner is required for the mouthpiece and stem much less frequently because less tar and nicotine is drawn through these passages.

Most of the tars created by the burning tobacco boil off in the smoke that rises from the bowl. The relatively small portion that clings to the wall of the pyrolytic graphite bowl cannot penetrate the pure carbon liner and should be wiped out at least once a week with pipe cleaner liquid or alcohol, using a double-over pipe cleaner, cloth or tissue. This simple cleaning process insures the high combustion efficiency of "The Pipe" and a clean, sweet taste.

Use a pipe reamer only immediately after smoking, while the liner is still warm. Tars and nicotine are easily removed while warm.

Please do not use a reamer under other conditions, as you risk damaging the layers of pure carbon.

ANOTHER REVOLUTIONARY FACT ABOUT "THE PIPE" IS THAT IT CAN BE CLEANED, IF YOU PREFER, WITH SOAP AND WATER. YOU CAN ACTUALLY WASH IT IN AN AUTOMATIC DISHWASHER, PLACING IT IN THE SILVERWARE TRAY.

In cleaning the bowl, you may infrequently discover what appear to be tiny cracks, pits or rough areas in the surface of the liner. Examination will reveal that these can be seen but barely felt if at all. These visual markings are characteristic of pyrolytic graphite and are due to the fact that the structure of the carbon atoms polarizes light. These visual markings, and even infinitesimal pieces of carbon which may have flaked off the liner, will not in any way affect the thermal characteristics or interfere with the combustion action of "The Pipe."

### PRODUCING "THE PIPE"

Production of the bowl liner for this pipe requires 90 hours in a vacuum furnace using 200,000 watts of electricity and producing 4,000°F. of temperature.

Production facilities for this highly sophisticated material are extremely limited. This is the strongest high temperature material ever engineered and produced, and the demand is high, not only in the space age program, but in the construction of atomic reactors. Without this material, it would be impossible to produce the advanced Nerva\* rockets which are designed to power ships to Mars and beyond.

The production of the Nerva\* components has contributed significantly to the experience required for the production of the bowl of "The Pipe."

Venturi, Inc., Box 1757, Burlingame, California 94010.

\* (An AEC-NASA project by Westinghouse Electric Astro-Nuclear Laboratory and Aerojet General Corporation, based on original work of the Los Alamos Scientific Laboratory.)

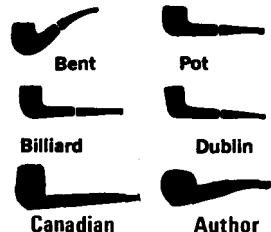
### HOW TO KEEP "THE PIPE" AT PEAK PERFORMANCE

"The Pipe" provides a combustion action that is completely different from any pipe you have ever smoked. For best, most satisfactory results, follow these suggestions:

1. Pack your tobacco loosely.
2. Smoke slowly and leisurely.
3. Keep the stem free of moisture with a pipe cleaner.

The materials in the unique construction of "The Pipe" also make desirable a few additional handling techniques that will insure maximum smoking enjoyment for years to come:

1. Wipe the bowl with tissue each night when through smoking (see directions under "Cleaning 'The Pipe'" for more detailed cleaning methods).
2. To empty the bowl, gentle tapping against the palm of your hand will protect your pipe and produce the best results.
3. Constant hard biting could damage the stem. A steady, firm grip is better for both your teeth and your pipe. "The Pipe" is available in ebony in the six shapes, shown below.



### COLORS IN ALL SHAPES

- Ebony
- Avocado Green
- Oyster White
- Federal Gold
- Burnt Orange
- Burgundy Red
- English Blue

FASHION STRIPES DESIGN (Available in pot, bent, Canadian, and billiard shapes)

In English Blue, Oyster White, Burnt Orange, Ebony, Burgundy Red, and Federal Gold, all with Fashion Stripes in Complementary Integrated Colors. Also, All-American—white with red and blue stripes.

(CUT OUT)

REGISTER YOUR WARRANTY OF **the pipe**

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_

DEALER \_\_\_\_\_

AND GET **FREE**



**PREVENTS TOBACCO • ASH FALLOUT  
PROTECTS POCKETS, FURNITURE, RUGS  
— PLIABLE, HEAT RESISTANT —**

Send to: **WARRANTY, VENTURI, INC.**  
Box 1757, Burlingame, Ca. 94010  
Offer Can Be Withdrawn Without Notice

(CUT OUT)

## **the pipe** GUARANTEE

Your dealer is not authorized to replace smoked pipes. Any and all adjustments must be made directly between the purchaser of "The Pipe" and our factory. The owner of "The Pipe" should indicate the nature of his complaint, print his name and address clearly, and send it by insured mail to the address below. We will return it directly to "The Pipe" smoker. \* Please allow three weeks for return.

The bowl of this pipe is **GUARANTEED FOR THE SMOKER'S LIFETIME AGAINST BURNOUT**. In addition, the quality of every pipe is unconditionally guaranteed against factory defect. Any pipe that, under normal usage, shows a factory defect within 30 days after day of purchase will be replaced free of charge.

Mouthpieces are not guaranteed. If a mouthpiece needs replacement, we will charge our regular repair service fee of \$2.00 for a new mouthpiece. Be sure to send the entire "Pipe" to insure perfect custom fit of the replacement mouthpiece. Check, or money order, must be mailed with "The Pipe" (or separately) at the same time.\*

\*Dealers may pack and mail "The Pipe," giving name and address of the "Pipe" owner and nature of complaint. We will return it directly to the "Pipe" owner.

**SEND TO: SERVICE DEPARTMENT, THE VENTURI COMPANY, 11120 S. NORWALK BLVD., SANTA FE SPRINGS, CALIFORNIA 90670**

SCO-GEN 1/70

**VENTURI, INC.**  
**A Macdonald-Steward Ltd. Company**  
**1610 Rollins Road - P.O. Box 1757**  
**Burlingame, Calif, 94010**

**Manufacturer and/or Distributor**  
**Of The Smoke<sup>T.M.</sup> Pipe**  
**"It Keeps Tobacco Honest"**  
**Tar Gard<sup>®</sup>**  
**Cigarette Filter Holders**  
**Fire Gard<sup>T.M.</sup>**  
**Worlds Safest Ash Tray**  
**The Venturi<sup>T.M.</sup> Pipe**  
**"Pipe Smokers Recommend It"**

**Write For Venturi's Colorful Catalogs**

# THE PIPE

## And How It's Made

Since the original concept of pipe smoking, now lost in the dimness of past ages, a variety of materials have been fashioned into tobacco smoking devices.

Ranging from conventional to bizarre—briar, clay, meerschaum, corncob, lobster claws, iron, gold, platinum and human bones—almost any material that would tolerate heat, at one time or another has been used to create a pipe.

But, perhaps the most unlikely material of all, one that appeared on the pipe smoking scene some five years ago, is the direct result of aerospace technology, coupled with the genius of the legendary Thomas Edison.

During the development of the Polaris missile, scientists perfected engineering techniques to produce pyrolytic graphite, which had been originally developed by Edison in 1896.

Scientists wondered whether the remarkable properties of pyrolytic graphite—thermal conductivity plus insulation—might not be utilized to make a unique pipe. The answer was quite aptly, The Pipe.

It was introduced nationally in late 1965 by Venturi, Inc., a Burlingame, Calif. consumer products manufacturing and marketing firm.

A paradox of production, The Pipe makes use of futuristic materials, aerospace expertise and modern day production techniques, yet reportedly requires more individual craftsmanship and handwork than any other manufactured pipe today.

The story of The Pipe begins in the electrical vacuum furnaces of Super-Temp Co., a subsidiary of Ducommun, Inc., located in Sante Fe Springs, Calif.

Graphite rods are subjected to temperatures of 4,000°F., produced by 300,000 watts of electricity, for periods of 5 to 7 days. Through a delicate and exacting procedure, methane gas is introduced into the furnaces, setting into motion the slow process of pyrolysis for the end product—pyrolytic graphite.

Nearly pure carbon (99.995%), pyrolytic graphite offers three distinct qualities as a pipe bowl liner because of its unusual molecular structure. It is heat resistant, impervious and possesses unique thermal properties. With pyrolytic graphite the heat flow across its surface is 300 times greater than through its depth, thus also providing excellent insulation.

The second production step is machining the pyrolytic graphite into the shape of a bowl, an operation requiring

precision to ensure exact fitting into the various bowl shapes.

The completed bowl liners are then placed into an outer casing—flocked-filled phenolic, a thermal setting plastic. The casing material met three prerequisites before being adapted for use in The Pipe. It was new and modern, had the wearing and strength qualities of briar, yet could be worked.

Using a transfer molding process, four pipe shapes are molded from the high-impact plastic. Each operation is under strict quality control procedures to assure flawless casings for The Pipe.

The pyrolytic graphite liners are attached to the casings with a thermal-setting epoxy, and then baked one hour for permanent adhesion.

The casing is then fitted with a nylon stem. A Neoprene "O" ring connection is used to give a tight fit and guarantee against leaking under any conditions.

Smoothing, polishing and buffing hand operations—are next in The Pipe manufacturing sequence. Then several inspections under magnifying lenses. Rejected are pipes with minute flaws, hardly discernible to the naked eye.

Painting of The Pipe with an expensive epoxy-based paint is also by hand, a procedure made necessary because of the complicated shapes. Company officials point out no machine is capable of performing the job as well. Even the delicate three stripes for the Rally Pipe model must be applied by hand.

Eight non-fade colors in 76 different combinations are not available for The Pipe, the result of a marketing innovation two years ago to take advantage of the color-trend in men's fashions.

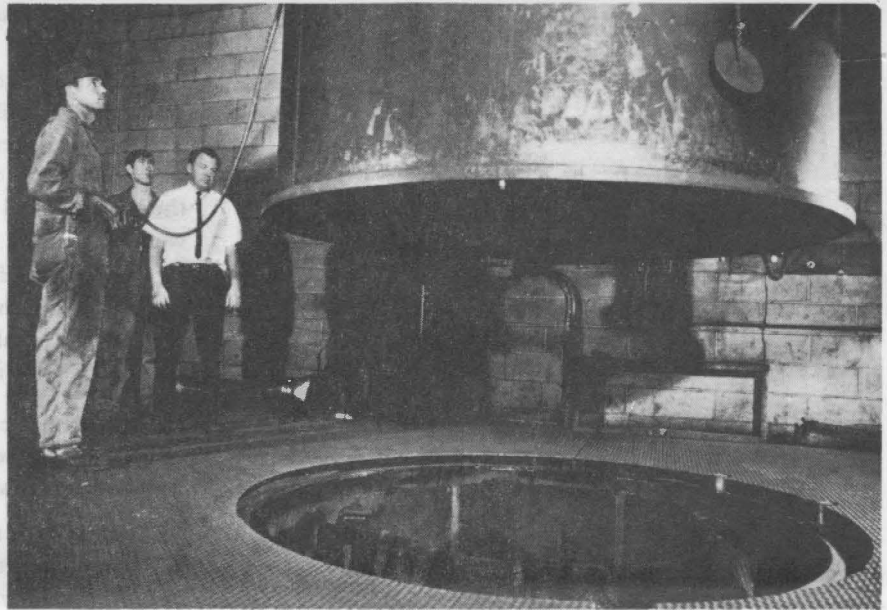
Robert W. Dailey, president of Venturi, Inc., points out the hundreds of exhaustive laboratory and consumer research tests that were conducted preceding actual production.

"Scientists thoroughly analyzed collected residue, measured the temperature of smoke and tested tar and nicotine content. But, in the final analysis, I think the severest test to which The Pipe was subjected was my own. As a pipe smoker most of my adult life, I've smoked every brand and type of pipe. We had to have a pipe that excelled in every way and that would not be just another gimmick," Dailey stated.

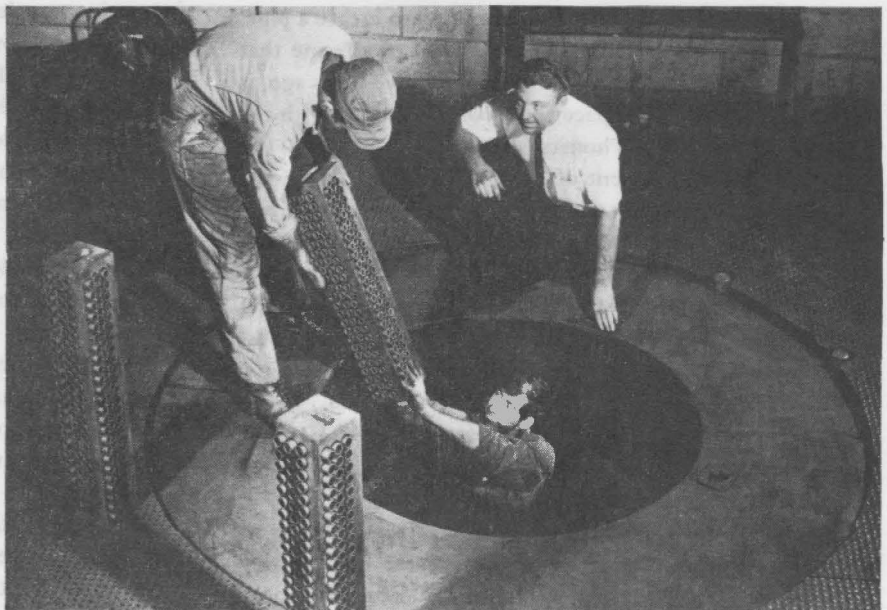
He goes on to say The Pipe produces "up to 83% less tar and 71% less nicotine, and delivers smoke 10 to 20 degrees cooler. It needs no drying out, and I certainly know of no other pipe that can be washed in an automatic dishwasher. These proven benefits, I believe more than justify our claim that The Pipe is a breakthrough in smoking."

What's in store for a product which its marketers claim may already be ahead of its time? Dr. William H. Smith, president of Super-Temp says, "We have no intention of just standing still with this product. We conduct an active and continuous research and development program. We're constantly testing new materials as possibilities for even better casings, and we are on the threshold of some significant breakthroughs. I can promise you we'll be coming up with more ideas."

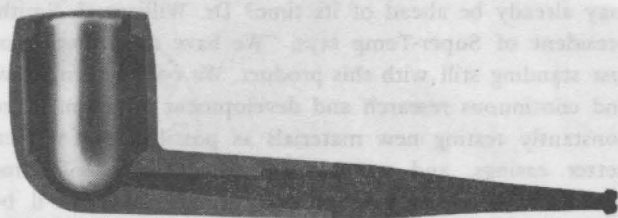
The cover of one of the three-story electric vacuum furnaces is lowered into place for the five to seven-day process required for the production of pyrolytic graphite. Graphite rods are subjected to temperatures of 4000 degrees F. that are produced by 300,000 watts of electricity.



Technicians remove racks containing 288 pyrolytic graphite bowl liners, the results of more than 100 hours of intense heat in the furnaces. The next step is the precision machining and drilling to fit a variety of bowl shapes.



The pyrolytic graphite bowl liners are attached (right) to the high-impact, flocked-filled phenolic casings with a thermal setting epoxy. The bowls are then placed into an oven for a one-hour baking and permanent adhesion. The cutaway view of The Pipe (below) shows the liner seated in the bowl and surrounded by a complete 360 degree air chamber.



THE PIPE  
U.S. PAT. No. 3,185,163

Thomas Edison in 1896 searching for a durable lamp filament developed pyrolytic graphite -- 99.995% pure carbon -- the most heat resistant material ever discovered.

Today the bowl liner of THE PIPE which is also used in the nose cones of the space age missiles (Polaris and many other aerospace-defense systems) is made from the same pyrolytic graphite.

THE PIPE's liner requires 90 hours in a furnace under 200 watts of electricity that builds and holds to 4,000° Fahrenheit (-5 seconds too much power and the liner must be rejected for THE PIPE).

THE PIPE's liner is then handcrafted into each pipe bowl and quality checked in the same control center as our space age systems.

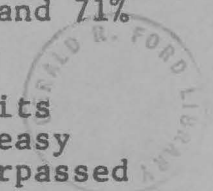
THE PIPE's bowl is constructed of fiber reinforced phenolic, another material used in rocket nose cones because of its high heat resistant qualities and tensile strength that is considerably stronger than briar.

\*\* \*\* \* \* \* \* \* \*\* \*\* \*\*

THE PIPE  
--the world's driest and coolest--

THE PIPE is appreciated by pipe smokers because

1. It requires no "cake" or break-ins.
2. It burns all tobacco to an ash -- no dottle to dig out.
3. It produces very little gooey residue even at the bottom of the bowl.
4. Smoke from THE PIPE is 10° to 20° cooler than from other pipes.
5. Smoke from THE PIPE contains up to 83% less tar and 71% less nicotine.
6. THE PIPE never needs drying out. You can enjoy its exclusive smoking pleasure every day. Using an easy relaxed draw at all times THE PIPE delivers unsurpassed smoking pleasure.





DANIEL J. EDELMAN, INC. • Public Relations

221 NORTH LA SALLE STREET • CHICAGO, ILLINOIS 60601 • AREA CODE 312-782-9250

REPRESENTATIVE LIST OF DJE, INC. CLIENTS (U.S.)

Almond Control Board	IpcO Hospital Supply Corporation
American Association of State Colleges & Universities	Jacksonville Area Chamber of Commerce
American Gem Society	Jaymar-Ruby (Div. Hart Schaffner & Marx)
American Safety Belt Council	Kraft Foods
Ameron, Inc.	Leisure Dynamics, Inc.
Amway Corporation	Leisure Technology-Midwest/ Richard J. Brown
Armour-Dial (Greyhound)	Michaels Stern & Company
Baxter Laboratories, Inc.	Miss America
Bliss & Laughlin Industries	Mobil Oil Corporation
The Branigar Organization, Inc.	Morton Salt Co. (Morton-Norwich)
CBS Musical Instruments	Mylan Laboratories, Inc.
Chemical Industries Council	National Bowling Council
Chicago Central Area Committee	National Confectioners Association
Chicago Parking Association	National Insulation Contractors Assn.
Chocolate Manufacturers Association	National Sporting Goods Association
Cooperative Blood Replacement Plan	Newell Companies
Damon Corporation	9-Lives(Star-Kist)
Direct Mail Marketing Association	Northstar Industries, Inc.
Direct Mail Insurance Council	Pak-Well Corporation
Earth Sciences, Inc.	Perkins & Will
Evans Products Company	Pittway Corporation
Federation of American Hospitals	Popeil Brothers, Inc.
Finnfacts Institute	Quechee Lakes Corp. (Div. CNA)
Fullerton Metals	Reed Tool Company
Gateway Industries, Inc.	Religious Coalition for Abortion Rights
The Gillette Company	St. Charles Manufacturing Company
Appliance Division	Salvatore Balsamo & Associates, Inc.
Paper Mate Division	Sangamo Electric Company
Personal Care Division	Science Research Associates (Div IBM)
Toiletries Division	Sole Leather Council
Gottlieb Memorial Hospital	Spink & Son, Ltd.
Gulf Atlantic Waterway Fund	A. E. Staley Manufacturing Company
Frank B. Hall & Co., Inc.	Stange, Inc.
Harbor Point Joint Venture (Seay & Thomas)	Union Carbide Corporation
H.D. Hudson Manufacturing Co.	United-DeSoto
Hunt-Wesson Foods	Venturi, Inc.
IC Industries (Real Estate Group)	Vulcan Materials Company
Illinois Center Plaza Venture	Wine Institute
Illinois Nurses Association	Woods Corporation
Intercole Automation	

## Fact Sheet

### Daniel J. Edelman, Inc.

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#### Introduction

Daniel J. Edelman, Inc., now observing its 22nd year of counseling companies and trade associations, is recognized as one of the leading international public relations firms. It has been a pioneer and leader in the development of the modern practice of public relations. The firm's public relations activities include marketing, investor relations, government relations, social involvement, corporate, community and employee relations.

Programs executed by the firm have been recognized with awards from professional organizations, including three Silver Anvils from The Public Relations Society of America, and numerous awards from The Publicity Club of Chicago.

A Gallagher Report poll has named Edelman as one of the four outstanding public relations firms. Articles on the industry in *Time*, *Fortune* and *Business Week* have also cited the Edelman capabilities.

Daniel J. Edelman, formerly public relations director of the Toni Company, founded the firm on October 1, 1952. At that time, the firm, with two employees and three clients, occupied space in Chicago's Merchandise Mart. Since then, the agency has grown to become a multi-national organization with 175 employees.

The firm maintains eight offices:

Chicago, founded 1952

New York, 1957

Washington, D.C., 1964

San Francisco, 1965

Los Angeles, 1967

London, England, 1968

Frankfurt, Germany, 1970

Paris, France, 1973

The Chicago office moved to its present location on the 14th floor, 221 North LaSalle Street, on April 1, 1969.

## Divisions

**Edelman Investor Relations** was founded in 1968, consolidating the financial public relations services which have been offered since the firm was established. EIR operates in each Edelman location to provide the specialized communications services required by publicly-held firms.

**Toledano Graphics** is officed at 221 North LaSalle in Chicago. A joint venture with Tony Toledano as president, the studio provides a full range of graphic services which include art and lettering for exhibits, art for black and white and color slides and photography production.

**Daniel J. Edelman/Europe** provides public relations services in the Common Market and manages the DJE offices in the United Kingdom and on the Continent.

**Daniel J. Edelman, Ltd.**, London, serves clients in the British Isles.

**Daniel J. Edelman, GmbH**, Frankfurt, provides public relations services for companies and trade associations in Germany.

**Daniel J. Edelman** in Paris serves clients in France.

**Edelman International Corporation** was founded in 1963 to represent the interest of overseas companies, trade associations and government interests which seek to reach the U.S. market. The division is headquartered in New York City.

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## Capabilities

Public Relations capabilities of the Edelman firm include:

**Marketing Public Relations:** Planning and conducting programs to aid and augment the marketing goals of a company or product has long been one of the chief strengths of the Edelman firm. Comprehensive marketing public relations programs for such companies as Armour-Dial, Hunt-Wesson, Kraft Foods, Mobil Oil, Morton-Norwich and Paper Mate have been undertaken both to introduce new products and services into the market place, and to provide marketing support for established products.

The company's founding client, Toni (now Gillette, Personal Care Division), is still represented by Edelman. The firm has pioneered many marketing public relations concepts and was instrumental in helping to establish nationally such innovative products as frozen baked goods (Sara Lee) and reconstituted lemon juice (ReaLemon).

Marketing programs are conducted in the areas of food, fashion, home furnishings, housewares, toiletries and health care products.

To aid a company in achieving its marketing goals, the Edelman organization creates traveling representative programs, conducts press conferences, consumer service and education programs, and other creative programs that generate consumer acceptance and increased purchase of consumer products.

**Association Public Relations:** The agency represents a number of national associations, both in promoting products generically and in aiding industries to communicate to the public. For example, for the Wine Institute (California wine industry), the firm promotes greater understanding of California wines and has contributed to the marked growth of interest in the wines of California.

Other associations which are represented by the Edelman firm are the Chocolate Manufacturers Association, Direct Mail Marketing Association, National Bowling Council and the National Sporting Goods Association.

**Corporate and Financial Public Relations:** Through Edelman Investor Relations, a wide spectrum of communications services is provided to public companies that wish to reach the general business/financial community.

Clients served by EIR include Ameron, Baxter Laboratories, Inc., Bendix Corp., Evans Products Company, Gateway Industries, Inc., Frank B. Hall Co., Louisiana General Services, Inc., Mylan Laboratories, Inc., Pittway Corporation, Reed Tool Co., Sangamo Electric Company and Woods Corporation.

**Employee/Community Relations:** The firm also aids corporations in communicating with employees and the public. It conducts community relations activities in plant communities. Counsel and assistance is provided to corporations on specific consumer or environmental problems. Corporate clients include Amway Corporation, A.E. Staley Mfg. Co. and Union Carbide Corporation.

**Governmental Relations:** Through its Washington, D.C. office, the Edelman firm offers a complete range of governmental relations services, including representation on Capitol Hill, liaison with Federal departments and agencies, information monitoring and expertise with Washington media.

Some of the clients utilizing Edelman in a governmental relations capacity are: The American Safety Belt Council, Federation of American Hospitals and National Insulation Contractors Association.

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## Background

The Edelman staff is characterized by a high degree of professionalism, education and experience. Its members have had substantial experience in business, marketing and with all facets of the media, as well as in public relations for companies and trade associations.

DANIEL J. EDELMAN was graduated Phi Beta Kappa from Columbia College and has an M.S. degree from Columbia Graduate School of Journalism. He worked as a newspaper reporter and as a news writer for CBS before joining the Edward Gottlieb Public Relations firm in 1947. From 1948 to 1952 he served as the public relations director of the Toni Company, where he handled the firm's public relations activities for the "Which Twin has the Toni?" campaign. He founded the Edelman firm in 1952. In 1969, he served as Chairman of the Counselors Section of the Public Relations Society of America.

In explaining the place of public relations in business, Mr. Edelman states, "Companies and associations need to use every communications vehicle available to tell their story, to sell their products and services and to show how they contribute to the public welfare. Public relations evaluates public attitudes, identifies the policies of an organization with the public interest, and carries out a program of action to earn public understanding and acceptance. In a free, competitive economic and political system, such action and communication are essential to business growth."

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### **Officers of Daniel J. Edelman, Inc.**

#### **Chicago**

#### **Personnel**

JOSEPH J. DRAGONETTE, senior vice president and manager of the Chicago office, is a specialist in marketing public relations, with emphasis in the real estate development field. He has supervised program activities for such clients as 3M Company, Upjohn, IC Industries, The Branigar Organization, Inc., Perkins & Will, and the Chicago Central Area Committee.

JUDITH RICH, senior vice president and creative director, has won several public relations awards from the Publicity Club of Chicago for her creative supervision of client projects. In 1974 she and her staff won the coveted Silver Anvil award of the Public Relations Society of America for a national program conducted in behalf of 9-Lives cat food which established the image of Morris "the finicky 9-Lives cat."

DOROTHY TERRY, senior vice president, has supervised a wide variety of public relations programs including Armour Canned Meats, Lever Brothers, Union Carbide and the Keebler Company. Her introduction of the Armour zip top can won a Publicity Club of Chicago award. She was formerly a writer for NBC-TV, and in 1974 she was awarded the PCC Golden Trumpet for the National Confectioners Association program.

NANCY WILLIAMS, senior vice president, has been with the Edelman firm since its beginnings in 1952. She has worked extensively in marketing public relations with specialization in good grooming. Initially she was supervisor of account work for the Toni Company, and now she is involved with programs for The Gillette Company's Appliance, Paper Mate and Personal Care Divisions.

JOHN DEFRANCESCO, vice president, was recognized by the U.S. Jaycees as one of the outstanding young men in America in 1969. He has supervised a variety of Edelman accounts including programs for the Specialty Advertising Association, Meister Brau, the Kohler Co., and The Branigar Organization, Inc. In 1974 the Public Relations Society of America awarded the Silver Anvil to his "Bold Craftsmen since 1873" program for the Kohler Co.

KAY ERDMAN, vice president, is the consumer and environmental specialist at Edelman and currently supervises accounts for Amway, Morton Lite Salt, and others. She won the Publicity Club of Chicago's Golden Trumpet award in 1971 for an SAS project in the "best special event" category.

JEANNE GUMM, vice president, is a food marketing specialist having supervised consumer and institutional programming for DJE clients Cracker Jack, Kraft Foods, ReaLemon, Sara Lee, A.E. Staley and Booth Fisheries. She is also active in local government and legislative affairs for a variety of clients.

LIZ GOYAK, vice president, has extensive experience in journalism and community organizational activity. She has supervised account work for the Cooperative Blood Replacement Plan, United-DeSoto, Thomas Industries, the Wickes Corporation, and St. Charles Mfg. Co. She serves on the board of Directors of the Publicity Club of Chicago.

MARGUERITE LARSON, treasurer and corporate accounting supervisor for Daniel J. Edelman, Inc., has been with the firm since 1961. She is an expert on the accounting end of the public relations business and while at Edelman, she has also served as Chicago office manager and corporate secretary.

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#### **New York**

RICHARD R. AURELIO, president of Daniel J. Edelman, New York, Inc. and senior vice president, was Deputy Mayor of New York City under John Lindsay. While he had his own firm, Richard Aurelio, Inc., he was engaged as a public affairs consultant to corporations.

COURTLAND G. NEWTON, senior vice president and New York manager, earlier was a member of the staff of Leo Burnett Advertising Company, and was a reporter for the Chicago Tribune.

FINN B. DOMAAS, vice president, is an experienced journalist who served as an editor for McGraw-Hill, Inc. His account responsibilities include work for clients Perkins and Will, Inc., Mobil Oil, City of Jacksonville, Florida, and Finn Facts Institute (Finland).

WILLIAM HOULTON, vice president, is a specialist in magazine public relations and acts as counsel to DJE clients on feature development, placements and interviews. He is New York supervisor for the California Wine Institute account. He served earlier as public relations director for the British Travel Association.

IRMA HYAMS, vice president, is a specialist in food public relations. Her work at DJE for the Chocolate Manufacturers Association has won many awards. She also provides service in New York for the California Almond Growers Exchange and for Science Research Associates, educational subsidiary of IBM.

JEROME V. MEKLER joined the Edelman firm as a vice president in the spring of 1974. He was previously with Rogers, Cowan & Brenner, Inc. and has served as a public relations counsel since 1952. He is a former editor for Women's Wear Daily.

## Personnel

WILLIAM A. PRAGER, vice president, joined the Edelman firm in 1969 and has more than 25 years of public relations experience. He was previously publicity manager with RKO Radio Pictures, Inc. In New York he has offered his expertise to account work for Kimberly-Clark Corp., IPCO Hospital Supply Corp. and Mylan Laboratories.

ADOLPH SILVERSTEIN, vice president, has been with the Edelman organization since 1963. He is working on the Finn Facts Institute of Finland program. In the past he has worked for Win Nathanson & Associates and 20th Century Fox.

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### **Washington, D.C.**

JOHN MARTIN MEEK, senior vice president and Washington, D. C. manager, has a diverse background of political and public affairs experience. He was former secretary to U.S. Senator Howard Edmondson, press secretary to Senator Robert S. Kerr, and was also Director of Congressional Relations, Democratic National Committee. He oversees all DJE account work involving governmental relations.

DAVID BANKS, vice president, was press secretary and legislative assistant to U.S. Senator Stephen M. Young. He was a press staff member for Vice President Humphrey during his 1968 presidential bid. Dave supervises the American Safety Belt Council program and provides Washington service for Amway Corporation.

JUDITH KAUFMAN, vice president, was formerly a staff assistant to President Nixon and conducted public relations programs to improve the status of women in the Federal Government. She now heads up Edelman account work for clients National Insulation Contractors Association and the Gulf Atlantic Waterway project.

JAMES STINER, vice president, was the former Director of Public Relations for the Republican Governors Association in Washington, D.C. and prior to that worked with Congressman William Harsha. He now works with Edelman clients on government relations programs.

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### **Los Angeles**

CLYDE V. TUSSEY is a senior vice president and manager of the Edelman Los Angeles office. He was formerly director of public relations and marketing for Marineland of the Pacific, news editor with International News Service and vice president of commercial accounts with McFadden, Strauss & Irwin in Los Angeles.

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### **San Francisco**

HARVEY POSERT is executive vice president for DJE, Inc., of California, senior vice president of Daniel J. Edelman, Inc., and manager of the company's San Francisco office. His extensive experience in public relations administration includes operation of his own agency for several years, serving as manager of Edelman's New York office and later opening the San Francisco office.

## **Officers of Edelman Investor Relations**

MIKE DONNELL, vice president and Chicago manager of Edelman Investor Relations, is a specialist in financial public relations. He has worked with such DJE clients as Apeco, Evans Products Company, A.E. Staley Mfg. Co., and Amway. He directs Chicago's Edelman Investor Relations operations.

LINDSLEY SCHEPMOES, vice president, is manager of Edelman Investor Relations in the New York office. His credentials in financial and corporate public relations include previous associations with Robert D. Eckhouse & Associates in New York, IBM Corp. and the New York Daily News. He works with such clients as Damon Corp., the Bendix Corp. and Frank B. Hall Co.

DOUG NELSON, vice president and Los Angeles manager for Edelman Investor Relations, offers his financial experience to clients on the West Coast. He was formerly a senior financial analyst for DuPont Glore Forgan and Mitchum, Jones & Templeton, Inc. He also served as vice president of financial public relations for the Bowes Company. He now works with Edelman clients Reed Tool Co., Woods Corp. and Ameron, Inc.

LAWRENCE J. KUZELA is senior vice president and San Francisco manager of Edelman Investor Relations. He is a specialist in financial public relations and headed up the EIR division of Edelman in Chicago before moving to the West Coast assignment in 1974.

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## **Officers of Daniel J. Edelman, Inc., Europe**

MICHAEL MORLEY is managing director of Daniel J. Edelman-Europe, supervising operations in the London, Frankfurt and Paris offices. He was previously director of the Harris & Hunter agency in London and has extensive experience as a journalist including a post as editor with a trade journal publishing house.

DAVID HENRY DAVIS is managing director for Daniel J. Edelman Ltd., the London office of the company. He has been a journalist with the Press Association, Reuters and the London Times.

PETER CZERWONKA is managing director of the Edelman office in Frankfurt, Germany. He has a broad background in journalism and in public relations with various international companies and the International Wool Secretariat.

YVETTE HEBERT, managing director of Daniel J. Edelman-Paris, helped open the company's office in France in the fall of 1973. Her diverse experience in public relations includes previous association with Foote, Cone and Belding in Los Angeles and in France. She was also a former partner in a public relations consultancy.

## **Daniel J. Edelman, Inc.**

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#### **S. Schoor**

Continental Public Relations  
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Soestdijk  
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#### **Sweden**

Lennart Lagebrant  
Scandinavian PR-Consulting Co.  
Stureplan 13  
S-111 45 Stockholm  
Phone 116977

#### **Switzerland**

John M. Reed  
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CH-1204 Geneva  
Phone 022.257070

#### **Belgium**

Mrs. Pat Braun  
40 Square Marie-Louise  
1040 Bruxelles  
Phone 02.36.61.20

#### **Italy**

Theodore C. Trancu  
Theodore Trancu & Assoc.  
20121 Milan  
Via Borgunoro  
Phone 807137

#### **Spain**

Bernard Jennings  
Publicidad Jennings  
Torre de Madrid 6-18  
Madrid 13  
Phone 2481173 and 2477101

1/28/75  
sent to  
Lazarus for  
reply to B  
in behalf  
Rumsfeld

Gift

January 21, 1975

Mr. Donald Rumsfeld  
White House Chief of Staff  
1600 Pennsylvania Avenue  
Washington, D.C.

Dear Mr. Rumsfeld:

Watching the Eyewitness Newscast the other day here in New York, We saw a news item regarding the President's dog, and the celebration of its birthday.

It was most interesting, and a wonderful thought developed, and that is why I am writing this letter to you.

I represent an Animal Portrait Photographer, Don Davis. His style is unique and beautiful. His is the only type of its kind. Attached is some background information regarding Mr. Davis.

We would like very much to have Mr. Davis photograph the President's Dog, in honor of her birthday, as a gift to the First Family.

We would be most happy to come to Washington, if it meets with everyone's approval. The portrait could be ready within three weeks of the sitting, and would make a wonderful gift to the First Family.

Thank you for your kind consideration,

Very truly yours,

*Allan Greene*  
ALLAN GREENE  
61 HORATIO STREET  
NEW YORK, NEW YORK 10014  
(212)989-2820



THE WHITE HOUSE  
WASHINGTON

*Lefts*

Date January 31, 1975

TO: Phil Buchen

FROM: KEN LAZARUS

ACTION:

- Approval/Signature
- Comments/Recommendations
- Prepare Response
- Please Handle
- For Your Information
- File

REMARKS:

Looks good to me except:  
(i) What about travel to a nearby  
golf course or for the first lady to  
go shopping? Maybe #6 could be construed  
to require payment. What not intended?  
(ii) What about preferential rates for  
accommodations or prices for purchases?  
Kindly see me on these.





THE WHITE HOUSE

WASHINGTON

January 30, 1975

MEMORANDUM FOR THE PRESIDENT

THROUGH: DONALD RUMSFELD  
PHILIP BUCHEN

FROM: KENNETH LAZARUS

SUBJECT: Non-Statutory Gifts to Members  
of the First Family

As you will recall, you recently approved guidelines governing the acceptance, use and disposition of gifts to members of the First Family from representatives of foreign governments which are subject to the constraints imposed by the Constitution, the Foreign Gifts and Decorations Act of 1966 and supporting regulations.

The purpose of this memorandum is to recommend guidelines governing non-statutory gifts (gifts from foreign sources not under the Foreign Gifts Act and all gifts from domestic sources) to members of the First Family.

Considerations

A. Legal. There are no direct legal restrictions on the acceptance of non-statutory gifts by the President or other members of the First Family. Nonetheless, certain conflict of interest provisions should be central to any analysis of policy alternatives in this area.

Executive Order 11222 of May 8, 1965 (not technically applicable to the President) prescribes comprehensive guidelines applicable to gifts to Executive branch officers and employees from private sources. Generally, these prohibit the solicitation or acceptance of any gift or any other thing of monetary value from any person, corporation or group which --

(1) has, or is seeking to obtain, contractual or other business or financial relationships with an employee's agency;

(2) conducts operations or activities which are regulated by an employee's agency;

(3) has interests which may be substantially affected by the performance of an employee's official duties; or

(4) presents even the appearance of misconduct by using public office for private gain.

This Executive Order and implementing regulations (3 CFR Part 100) effectively preclude the acceptance of almost any gift by any officer or employee of the Executive branch, including members of the White House staff.

It should also be noted with respect to the acceptance of honoraria, that the Federal Election Campaign Act Amendments of 1974 now make it illegal for any Federal officer or employee to accept an honorarium in excess of \$1,000 for a particular speech or appearance or more than \$15,000 cumulatively in any one year (18 U.S.C. 616). The acceptance of honoraria for charity would also fall within the purview of this section.

B. Political. As you will recall, at your first press conference upon assuming the Presidency, you indicated that you intended to set the example for ethical conduct within the Executive branch.

Notwithstanding the conclusion that neither Executive Order 11222 nor the regulations issued pursuant to it legally bind the President, it could give rise to political controversy for the President to engage in conduct proscribed by the Order or regulations, where no special reason exists for exemption from the generally applicable standards. Failure to observe these standards will furnish a simple basis for damaging criticism, whether or not they technically apply.

Recommendation

The attached proposed procedures for the handling of non-statutory gifts are generally consistent with the spirit of the restrictions placed on White House personnel in this area. They would authorize acceptance for personal use of only the following:

(1) Sentimental Gifts -- tangible gifts of reasonable value which represent a personal work product or other display of emotion or sentiment.

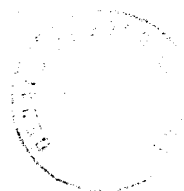
(2) Awards -- awards of reasonable value for meritorious achievement.

(3) Personal Gifts -- reasonable gifts from close personal friends.

(4) Miscellaneous Items -- unsolicited advertising or promotional items of a nominal value.

Permanent gifts to the White House or to a Presidential library would be permitted but the use of such gifts would be restricted to official purposes.

The proposed guidelines would also allow for the public disclosure of all non-statutory gifts.



ACTION

1. The proposed guidelines should be implemented.

Approve \_\_\_\_\_ Disapprove \_\_\_\_\_

See me \_\_\_\_\_

2. Take such steps as are necessary to bring the First Family into compliance with the proposed guidelines but hold up announcement.

Approve \_\_\_\_\_ Disapprove \_\_\_\_\_

See me \_\_\_\_\_

GUIDELINES GOVERNING GIFTS TO THE  
FIRST FAMILY THAT ARE NOT SUBJECT  
TO THE CONSTITUTIONAL AND STATUTORY  
RESTRICTIONS ON GIFTS FROM  
FOREIGN HEADS OF STATE

1. Scope of Coverage. These guidelines shall be applicable to all gifts which are not subject to the Foreign Gifts and Decorations Act of 1966.
2. Ban on Solicitation. Gifts will not be solicited or otherwise encouraged by or on behalf of the President or any other member of the First Family.
3. Standards. Gifts to the President or other members of the First Family which are received should be returned to the donor, accompanied by a written explanation of the reasons for its necessary return, subject only to the following exceptions:
  - (a) Gifts to the White House. The offer of a gift which shall become a permanent addition to the White House may be accepted by the President or the First Family on behalf of the United States when no question arises as to the propriety of the gift. Such gifts shall thereafter be treated as public property. Some gifts that require expenditures of public funds for maintenance require Congressional approval. Counsel should therefore be advised of proposed acceptances in all cases.
  - (b) Presidential Library. Gifts appropriate for eventual inclusion in a Presidential Library or other similar museum due to their identification with the President may be accepted by the First Family when no question as to their propriety arises. Such gifts shall thereafter be treated as public property.
  - (c) Sentimental Gifts. The offer from an individual or group of a tangible gift of reasonable value which represents a personal work product, or other display of emotion

or sentiment, may be accepted if the offer does not appear to constitute the endorsement of a commercial item.

- (d) Awards. The offer of an award of reasonable value for a meritorious public contribution or achievement given by a charitable, professional, religious, social, fraternal, recreational, non-profit, educational, civic or similar organization may be accepted.
  - (e) Items of unknown origin. Gifts of unknown origin may be retained to be turned over anonymously and as soon as practicable to an organization qualifying under Section 501(c)(3) of the Internal Revenue Code of 1954. No tax deduction by the First Family will be claimed for any such gifts.
  - (f) Personal gifts. Gifts from close personal friends or relatives, when it is clear that the only motivation for the gift is the personal relationship, even though such individuals may have dealings with the government, may be retained.
  - (g) Miscellaneous items. Unsolicited advertising or promotional items of a nominal value such as pens, calendars, etc., may be retained if the retention could not be reasonably construed to constitute the endorsement of a commercial product.
4. Use of gifts treated as public property include, but are not necessarily limited to:
- (a) Display or use within the White House complex or at any other location on Federal property in connection with Presidential activity;
  - (b) Uses incident to official Presidential functions regardless of location; and
  - (c) Temporary display in a museum, university or other institutional facility of general availability to the public.

In instances not covered by the above situations, specific advance approval by the Office of the Counsel to the President shall be obtained by the Gift Unit. Additionally, the Gift Unit is responsible for assuring that all such items of public property are carefully accounted for at all times.

5. Honoraria. During his tenure in office, the President will not accept any honorarium or compensation for any appearance, speech, teaching or writing.

Other members of the First Family will not accept any honorarium or other compensation for speeches, lectures, teaching or writing which in any way relate to official activities on their part, or which were in any way assisted by other federal employees as part of their official activities.

6. Travel and accommodations. The President or any other member of the First Family will not accept payment or reimbursement for travel, lodging or related expenses from any person or non-governmental organization when traveling on official business. If the travel is not "official" but "political" in nature, payment will be made from appropriate and available political funds. If the travel is not "official" or "political" in nature, payment will be made from the personal funds of the First Family.
7. Loans. The President or any other member of the First Family will only accept loans on customary terms for use in financing the purchase of realty or personalty.
8. Disclosure. Information relating to the acceptance of domestic gifts shall be available to the public.
9. Procedures.
  - (a) As with foreign gifts, all presentations of gifts received by or on behalf of the President should be sent to the Gift Unit or to the Mail Room. All offers of gifts shall also be referred to the Gift Unit.

- (b) The Mail Room will log all gifts on appropriate colored cards (pink for all foreign gifts, white for domestic gifts to the President, yellow for domestic gifts to the First Lady or the children).
- (c) Any questions regarding the propriety or legality of a gift or offer of a gift shall be referred to the Counsel to the President for his determination.
- (d) In instances involving offers of gifts to the White House the Gift Unit shall seek the guidance of the White House Historical Association, the National Park Foundation or other appropriate organization.
- (e) The responsibility for the acknowledgement or acceptance and appropriate use of gifts should be undertaken by the White House Gift Unit in accordance with the guidelines set forth in the preceding sections.



*Pres. Gifted*

THE WHITE HOUSE  
WASHINGTON

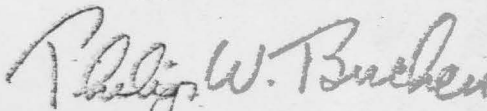
February 4, 1975

Dear Mr. Greene:

Donald Rumsfeld has asked me to thank you for your very generous offer to give the First Family a portrait of Liberty, the President's dog.

While your thoughtfulness is most appreciated, it is the President's policy not to accept such gifts. I am sure that you will understand the basis for this policy and can assure you that it is in no way intended to reflect upon either yourself or the work of Mr. Davis.

Sincerely,



Philip W. Buchen  
Counsel to the President

Mr. Allan Greene  
61 Horatio Street  
New York, New York 10014



*Gift*

THE WHITE HOUSE  
WASHINGTON  
February 15, 1975

MEMORANDUM FOR PHIL BUCHEN

FROM: RON NESSEN *RN*

Could you give me your opinion on what I should do with this?

Is it all right to keep it, or should it be returned?

*Ken:  
Please respond  
to me for me.  
R.*

**THE WILSON BOAT LINE**  
 Washington, D. C.—Pier 4, 6th and Water Streets, S.W. 393-8300

V. I. P. PASS NO. 1

This pass valid for bearer and up to three guests

NAME Ron Nessen

COMPANY WHITE HOUSE 1975

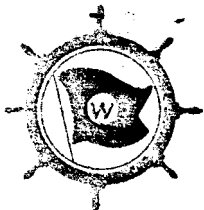
CITY Washington, D. C.

ALEX SHEPTELL  
President *Alex Sheptell*

See reverse side for times this pass is valid

This ticket is non-transferable. If used by any other person this pass will be forfeited.





**WILSON BOAT LINE**

POTOMAC RIVER CRUISES

PIER 4 • 6TH & WATER STREETS, S.W. • WASHINGTON, D.C. 20024 • TEL. 393-8300

February 14, 1975

Mr. Ron Nessen  
Press Secretary  
White House  
Washington, D. C.

Dear Ron:


Spring is just around the corner and that means the Wilson Boat Line is ready for another big sailing season.

In addition to our current fleet, we've custom built and put in service, three all climate controlled, 400 passenger "Catamarans". These vessels are the world's largest passenger carrying "Catamarans".

It's my pleasure to enclose a VIP SEASON PASS for you and up to three guests. Sail with us, as often as you like .

Again, welcome aboard. We look forward to greeting you in person very soon.

Cordially,

  
Alex Sheftell  
President

AS/fr  
Enc.

THE WHITE HOUSE  
WASHINGTON

March 1, 1975

*Policy  
Lyfts*

NOTE FOR: Phil Buchen

FROM: Barry Roth *BR*

It may be worthwhile for the staff if the attached article is included in the news summary.

*[Faint circular stamp]*

Chicago Sun Times, Wed. February 26, 1975

Cleaner than thou: Edmund G. Brown Jr., newly elected governor of California, is returning more than \$5,000 worth of unsolicited gifts, right down to a complimentary calendar from Rep. Ronald Delums (D-Calif.). He says he'll accept absolutely no gifts "regardless of value or motive." That recalls the late Illinois Sen. Paul Douglas, who refused any gift worth more than \$1.50. He used to explain tongue-in-cheek that his critics said that was because he couldn't trust himself not to be bribed by any amount higher than \$1.50.

the  
people  
place



THE WHITE HOUSE  
WASHINGTON

*President  
Personal*

March 12, 1975

MEMORANDUM FOR: Phil Buchen  
FROM: Bill Casselman *BC*  
SUBJECT: Request to see Gift Files

As I mentioned to you today, Maxine Cheshire of the WASHINGTON POST has made a request to inspect the card file of non-official gifts, both foreign and domestic. She indicated in her discussion with the Press Office that she would like "to establish a precedent" that these files are open for inspection.

As you will recall, <sup>the</sup> question of public access to non-official gift files was addressed in a joint memorandum from you and Don Rumsfeld to the President. Perhaps Mrs. Cheshire's request could be used as a *raison d'etre* for bringing your memorandum to the President's attention. In addition, as we discussed, the East Wing Press Office has been encountering questions regarding members of the First Family accepting compensation for writing--a subject which was also covered in the memorandum to the President.



THE WHITE HOUSE  
WASHINGTON

*Gifts*

March 17, 1975

Dear Ms. Cheshire:

This is in response to your letter of March 3, 1975, received by this office on March 4, requesting (1) "a list of donors and amounts contributed to the Committee for the Preservation of the White House since its formation," and (2) "a list of expenditures by that Committee, along with the names and addresses of all persons to whom payment was made for any purchase or service."

You have stated in your letter that your request is being made pursuant to the Freedom of Information Act (5 U.S.C. 522). As you may know, there is a substantial legal question as to whether the Act applies to the White House and/or component units thereof.

Notwithstanding this question, I am advised that at its recent meeting on March 11 the Committee approved the issuance of a comprehensive report of its activities for the period 1969 through 1974. The report of the Committee will also contain an appendix detailing the income and expenditures of the Committee for the previous five years. This report, which is customarily issued following a change of Administration, should contain all of the information you have requested with the exception of the addresses of persons to whom payment was made for any purchase or service.

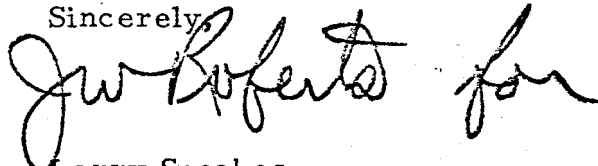
I am informed that the Committee has no separate list of the addresses of those to whom payment was made for either purchases or services. However, the Committee will be pleased to assist you in obtaining such information. The report, which has been in preparation for several months, is expected to be completed on or about April 1. We will make it available to you at that time.

With respect to existing documents, which are the basis for the Committee report, additional time is required to process your request. This is necessary because the Committee files are, in part, files



maintained by the Department of the Interior, National Park Service, and the Committee must consult with NPS concerning the possible release of this data. Therefore, we are extending by 10 working days the time in which to respond to your request with respect to any existing records.

Sincerely,

A handwritten signature in cursive script, appearing to read "Larry Speakes for".

Larry Speakes  
Assistant Press Secretary

Ms. Maxine Cheshire  
The Washington Post  
1150 15th Street, N.W.  
Washington, D.C. 20005

bcc: Phil Buchen



*Policy -  
Gifts*

12:00 noon

Friday, March 14

Marge Wicklein, Presidential Gifts, called to inform you that she has received in her office a \$5,000 gift of china from Mrs. Hooker of Grand Rapids for the First Family.

Bill Casselman has all of the paperwork on this gift and will probably be discussing it with you later today.

Nancy Howe suggested that I talk to you or inform you of this gift as soon as possible.

Mrs. Hooker is a retired school teacher. The china is Copeland Soft Past porcelain, produced in England between 1847-1891.

Mildred Leonard <sup>was</sup> ~~will~~ contacted originally and she suggested the Mrs. Hooker send the china on. It was received with one piece broken.

x2350

Shirley



*Policy  
Gifts*

*Bill:  
Is there anything  
more you would  
like me to do on  
this? P*

THE WHITE HOUSE  
WASHINGTON

March 12, 1975

MEMORANDUM FOR: Phil Buchen  
FROM: Bill Casselman *[Signature]*  
SUBJECT: Request to see Gift Files

As I mentioned to you today, Maxine Cheshire of the WASHINGTON POST has made a request to inspect the card file of non-official gifts, both foreign and domestic. She indicated in her discussion with the Press Office that she would like "to establish a precedent" that these files are open for inspection.

As you will recall, <sup>the</sup> question of public access to non-official gift files was addressed in a joint memorandum from you and Don Rumsfeld to the President. Perhaps Mrs. Cheshire's request could be used as a *raison d'etre* for bringing your memorandum to the President's attention. In addition, as we discussed, the East Wing Press Office has been encountering questions regarding members of the First Family accepting compensation for writing--a subject which was also covered in the memorandum to the President.



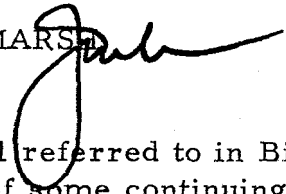
THE WHITE HOUSE  
WASHINGTON  
March 25, 1975

*Policy  
Gifts*

*3/27 sent to  
Casselma*

MEMORANDUM TO: PHIL BUCHEN

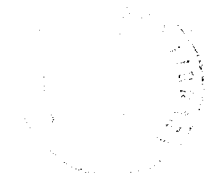
FROM: JACK MARSH



Phil, I am advised that the hydrofoil referred to in Bill Heffelfinger's letter is the subject of some continuing controversy between DOT and GSA.

Might I suggest that you forward Heffelfinger's letter directly to Bill Casselman for shepherding under the "foreign gifts" category?

For your information, Russ Rourke had called Bill Heffelfinger today to advise him that his letter had been referred directly to your Office.





OFFICE OF THE SECRETARY OF TRANSPORTATION  
WASHINGTON, D.C. 20590

M

ASSISTANT SECRETARY  
FOR ADMINISTRATION

March 20, 1975

Mr. John O. Marsh, Jr.  
Counsellor to the President  
The White House  
Washington, DC 20500

Dear Mr. Marsh:

As you are aware, the hydrofoil which former President Nixon received from Premier Breshnev is still being housed at our USCG installation at Base Miami, Florida. I would appreciate being advised of the latest information regarding the possible disposition of the hydrofoil.

Sincerely,

A handwritten signature in black ink, which appears to read "William S. Heffelfinger", is written over the typed name.

William S. Heffelfinger

*Gifts*

March 27, 1975

To: Bob Gates  
NSC

From: Eva Daughtrey

Attached is a copy of the memo  
Mr. Buchen sent to Ron Nessen  
concerning the whalebone souvenirs.



Thursday 3/27/75

4:50 Bob Gates of NSC called to ask if anything had been done about the 3/5 memo from Nessen to you and Brent Scowcroft concerning the whalebone souvenirs that members of the press received from the Vladivostok trip.

5646

(Attached is a copy from my file)



THE WHITE HOUSE  
WASHINGTON

*Gifts*

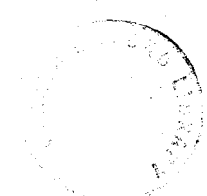
March 14, 1975

TO: RON NESSEN

FROM: PHILIP W. BUCHEN *T.W.B.*

Set forth below are several comments in response to your memorandum of March 5 concerning the whalebone souvenirs which reporters brought home from Vladivostok.

1. The Counsel's office has no opinion as to whether the USSR would be offended by the Customs Service's position.
2. There is a legal obligation for the reporters to return these souvenirs because they have violated the statute, 16 U.S.C.A. § 1371, which places a moratorium on the importation of these products.
3. You might, at your discretion, informally suggest a softer toned letter to the Customs Service.
4. It would not be improper for you to suggest a softer toned letter if you think it necessary. Beyond this suggestion, however, I would leave this matter in the hands of the Customs Service. They have jurisdiction and it is their duty to enforce the law.



*Gifts*

THE WHITE HOUSE  
WASHINGTON

March 5, 1975

MEMORANDUM FOR: BRENT SCOWCROFT  
✓ PHIL BUCHEN *RAM*

FROM: RON NESSEN

Attached find a copy of a letter proposed by the Customs Service to be sent to all members of the press who made the Vladivostok trip. As you see, the Customs Service requests the journalists to return the whalebone souvenirs they were given by the Russians because they violate the Marine Mammal Protection Act and the Endangered Species Act. The Customs Service raises the possibility of legal action if the whalebone is not returned.

Also attached is a draft re-write of the Customs Office proposal, written by my office, which somewhat softens the tone of the letter.

I would appreciate your guidance on 1) Would the Customs Service's position be considered an insult by the Soviet Union, who presented the whalebone to the reporters, and 2) Is it absolutely necessary, from a legal point of view, that the reporters be forced to return these souvenirs?

It seems to me the best option would be to find a way to let the reporters keep the gifts. The second best option would be to find a way to ask the reporters to return the gifts in a tone that would not bring complaints of harassment and stories about this episode.

May I have your advice on this?





Dear Sir:

It has come to our attention that some members of the press who accompanied President Ford to Vladivostok, Russia in November 1974, returned from the trip with a souvenir made of whalebone which was illegal to bring into the United States because possession of it violates the Marine Mammal Protection Act of 1972 and The Endangered Species Act of 1973.

Enclosed is a picture of this souvenir to help you identify what we are talking about. The back or base of the plaque is a product of the Finback Whale called Baleen, a fibrous material found in the mouth of the whale used for filtering plankton, (upon which the whale feeds) from the sea water.

If you have a plaque, it should be turned in to the nearest office of either the U. S. Customs Service or the National Marine Fisheries Service. There will be no legal action taken against anyone who voluntarily turns in his or her whalebone plaque.

Please give this letter (or a copy) to the local Customs or Marine Fisheries office when you turn in the plaque.

Thank you for your cooperation.

Sincerely,



2-28-75

Mr. Zook:

Attached is a copy of a proposed letter which will go to all the newsmen who accompanied the President on his trip to Russia.

Will you please review the letter to see if it meets with your approval. We will wait on your say so before sending the letters out. If you find any problems with the letter call Mason Hirsh on 954-8482. If the letter can fly as is, call Jean Hendrick on 964-5871.

Thank you.

*Jean Hendrick*  
Jean Hendrick



DEPARTMENT OF THE TREASURY

U.S. CUSTOMS SERVICE

WASHINGTON

REFER TO

INV. 9-02 I:G:R  
Subject: Wildlife  
Violations

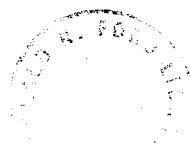
Dear Sir:

It has come to our attention that some members of the press who accompanied President Ford to Vladivostok, Russia in November 1974, returned from the trip with a souvenir which violates the Marine Mammal Protection Act of 1972 and The Endangered Species Act of 1973.

Enclosed is a picture of this souvenir to help you identify what we are talking about. The back or base of the plaque is a product of the Finback Whale called Baleen, a fibrous material found in the mouth of the whale used for filtering plankton, (upon which the whale feeds) from the sea water.

All whaling countries of the world except Japan and Russia have agreed upon a moratorium on the taking of the whale. We feel that there is a possibility that the importation of this plaque could cause an embarrassment to you, the President and the United States, should it become a public issue.

Therefore, it is imperative that you voluntarily give this plaque to the nearest office of either the U.S. Customs Service or the National Marine Fisheries Service. The plaques will then be turned over to the Smithsonian Institution in Washington, D.C.



If you make this voluntary donation, we are able to assure you of no legal repercussions as per proposed Title 50, Code of Federal Regulations, Part 219.

Please give this letter (or a copy) to the local Customs or Marine Fisheries office when you turn in the plaque.

Thank you for your cooperation.

THE WHITE HOUSE  
WASHINGTON

*Polby  
P.W.B.  
10/13*

April 22, 1975

MEMORANDUM FOR:

MAX FRIEDERSDORF  
VERN LOEN

FROM:

PHILIP BUCHEN

*P.W.B.*

SUBJECT:

Proposed Gift to the President  
from Congressman Kindness

I would discourage the Congressman from presenting the President with the hand cultivator as a gift. I know of no interest on the part of the President in pushing a home garden program or having a vegetable garden at the White House. I also dislike the commercial aspects of the proposed gift.

GERALD R. FORD LIBRARY

THE WHITE HOUSE  
WASHINGTON

April 18, 1975

MEMORANDUM FOR: PHILIP BUCHEN  
THROUGH: MAX FRIEDERSDORF *M.C.*  
FROM: VERN LOEN *VL*  
SUBJECT: Gift to the President

M. C. Tom Kindness (R-Ohio) would like to present the President with an old-fashioned hand cultivator valued at less than \$50, manufactured by a firm in his District.

Bill Lambert, President of the Lambert Company, suggested the gift after reading that there might be a vegetable garden at the White House. He suggested that this would be a good means of spotlighting any campaign to encourage home gardening.

I see two problems with it; (1) the possible commercial implications for the Lambert Company and (2) the President's forthcoming veto of the farm bill. Also, is the President pushing a home garden program?

Kindness is a promising freshman Republican who votes right and we would like to do this for him at some future Congressional Hour.



*Remembrance  
Reformed  
Church*

*from* Remembrance Reformed Church  
1915 Maplerow N.W.  
Grand Rapids, Michigan 49504

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tion if necessary

*f* or PRESIDENT GERALD R. FORD  
c/o SENATOR PHILIP W. BUCHEN

COUNSEL TO THE PRESIDENT

WHITE HOUSE

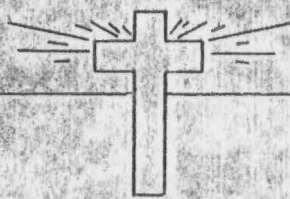
WASHINGTON D.C. 20500

*4/29/75  
D Mildred  
Leonard*

FROM:

REMEMBRANCE REFORMED CHURCH  
1915 MAPLEROW N.W.  
GRAND RAPIDS, MICHIGAN 49504





# PRAYER CHANGES THINGS

April 20, 1975

Mr. President,

The Consistory and Congregation of Remembrance Reformed Church in your home town of Grand Rapids, Michigan, want you to know that we are in daily prayer for you as you encounter the momentous decisions of our time. We agonize with you, but as Christians, we know the power of daily communication with God. Dear friend, the undersigned have pledged individually to be in prayer for you every day.



<i>David R. Smith</i>	<i>Barbara Hulme</i>	<i>Marta S. Hanson</i>	<i>Widma Toesch</i>
<i>Robert W. Groat</i>	<i>Ruben Rodriguez</i>	<i>Alvin J. Korman</i>	
<i>Michael Spurgina</i>	<i>Melvin Ball</i>	<i>Joy Vandu Jorunen</i>	
<i>Richard H. Hunnington</i>	<i>Barbara Korman</i>	<i>Raymond J. Jorunen</i>	





David R. Luithe	Barbara Kullmann	Martha J. Hanson	Wolma Tereval
Robert W. Groat	Ruben Rodriguez	Arvin J. Korman	
Michael Bruggema	Malcolm Balle	Joyce Vander Zouwen	
Richard Gunning	Yvonne Kropmans	Bryan (Boud) Zouwen	
Thomas Van Ophel.	Betsy Kropmans	Betty Balk	
Karoly Boorsma	Clay Bennett	James Zouedges	
Maynard Van der Wijk	Linda S. Van Bittliet	Lora Decker	
Diane Stockreef	Rebecca B. B. B. B.	Robert Decker	
Lisa Jane Beth Oliver	Ken Van der Jaag	Judy Van Duuren	
Judy Van der Zwag	Gerard W. Sanyun Jr.	Mark Van Dusen	
Richard W. Zelic	Bernice Volery	Joe Klase	
Judy Wiersma	Marlene Babcock	<del>Yvonne J. J. J. J.</del>	
George Mulder	Christine J. Black	William R. Decker	
Ronald Bruns	Gunice Korman	Alida Te Velde	
Ken Bruyn	Jean Korman	Charles Korman	
Steve Dijkster	Gordon Katterus	Ann Ritsma	
Tom Van der Vliet	Due Katterus	Jack Bloss	
Jim Jansma	Randy Katterus	Sharon Kampheus	
Keith Brauer	Carol Katterus	Lorraine Peterson	
David Gorkers	Debbie Johnson	Ray A. Peterson	
Bernice Boorsma	Kay Gorkers	Sharon Ozinga	
Hilma J. J. J. J.	Edith Heath	Gary Ozinga	
Gerald Sanyes	Diana Engleman	Gene H. H.	
Janette Ozinga	Janice Bos	Carol & Jerry Van der Veen	
Robert Ozinga	Lisa Bos	Neil & Thera Valkenburg	
Sandra J. J. J.	Judie Olivier	Sandy Van der Vliet	
Leatrice Reyers	Rick Olivier	Fang Peters	
Bob J. J. J.	Karen Brill	Ronda Van der Vliet	
Michael Alkema <sup>U.S.N.</sup>	Alma Russo	Mrs M. Bengelink	
Lorna Lubbers	Due Russo	Netta Ritsma	
Robert Lubbers	Stella Tenstrop	Jill Bengelink	
Th. J. J. J.		Mrs M. Bengelink	

Jana Lubbers  
Robert Lubbers  
Thomas J. Lyman  
Margaret Huston  
Jack Medema  
Marion Hoogewind  
Al Hoogewind  
Steve Beyers  
John Beyers  
Nancy Kamstra  
Dorothy Van Dyk  
Carol Crosson  
Ken Crosson  
Grace Mulder  
George Van Soar  
John J. Belt  
Bruce Pyle  
Connie Pyle  
Hesterda Grandall  
Evelyn Dater  
Anna Willie  
Bea Hoogewind  
Roy Hoogewind  
Lowell Johnson  
Oliver P. Holden  
Patti Kosama  
Mrs. W. J. Overholden  
Dave Johnson  
Wm. Proteus  
Cub White  
Tom Barber  
Sharon Prins  
Dee Crader Slont

Yvonne Russo  
Stella Deenstra  
Kongel Krenstra  
Mim W. Krenstra  
John Sprenkel  
Ronald Lindenberg  
Betty Van der Lugt  
Sharon Kruithof  
David Babcock  
Norman Lurier  
Rick Zuydyk  
Larry Zuydyk  
Suzanne Van Mullen  
Mr + Mrs. Andringa  
Mrs. M. M. M. M.  
Shirley Sawyer  
Francis J. J. J.  
William Lee  
Cindy Loh  
Ken DeSapra  
Mike Welhouwer  
Jullie Kunga  
Ronald Van Dyke  
Jan Van Mullin  
Sheryl Van Kovering  
Debra Fee  
Janet Kroger  
Joy C. Lyle  
Carmie Legman  
Phyllis Legman  
Jan Jakubowski  
John Jakubowski  
Carol Walker  
Elin Kustraan

Weth. Kuisma  
Jell Bengelink  
Mrs. M. Bengelink  
Ruth Van Mullen  
Nathan Van Laan  
Jim Saibema  
Sharon Brower  
Karen Kamstra  
Patti Decker  
Karla Kamstra  
Elmer Slachter

Wm. Trotter	Edna Ligney
Carl White	Phyllis Ligney
Tom Barkman	Jan Jakubowski
Sharon Primm	John Jakubowski
Dee Wade Slout	Carol Walker
Virginia Van Haldegen	Edw. Bustraan
Zellie Seemata	Mrs. Mrs. James Hoogwind
Lucile Graters	Allen J. Hart & Paul
Alma Vandendoo	Ron + Pam Kuntz
Nick Beurbens	Fred + Pat Alf
Charles Bouwman	Susan Brower
Thomas Kuyler	Joe + Jani Obrowalke
Harold Groters	Robert Vander Zwaag
Sam Fleastra	Harri Weerman
Nancy Kloostera	Siuby (Weerman)
Kareh Byers	Joan Johnson
Sheila Meyer	John Daunger
Joyce Hendrick	Larry Van Saan
Jamie Hendricks	Deane Heath
David A. Hendrick	Lyn Holtrop
Irma Ewertse	Ray K. Bernhardt
Ed Ewert	Fred Bernhardt
Marilyn De Groot	Sharon Kreike
Mary De Groot	B. Veenster
Peter Van Stron	J. Antochink
Blaine Walters	Betty Rykstra
Eleanor Vande Koppen	Lillian Gylman
Errett Holloman	Servit Gylman
Sharon Broner	Clare Vande Vrede
Julie Vander Meulen	Jessie Vande Vrede
Don Van der Meulen	Sandra Van Saan
Shirley Hallop	Blaise Tolness
Stephen Hallop	John Helder

Marilyn De Groot	J. van Krede
Mary De Groot	B. Venster
Helen van Steen	J. Antochuk
Elaine Walters	Betty Rybata
Eleanor Vande Kopp	Lillian Gylman
Ernest Holloman	Loretta Gylman
Sharon Brooker	Clara Vande Krede
Julie Vander Meulen	Jessie Vande Krede
Don Van der Meulen	Sandra Van Saan
Shirley Hallas	Gladys Tolson
Myron Lutz	John Helder
Erwin Schiemink	Menna Vande Krede
Everet De Groot	Kay Jaarsma
Hilthy Barend	Mentel Terpstra
Carol Sibbe	Nancy Vande Krede
Jerry Sibbe	Shirley Bustram
William J. Kruithof	Merle Olivier
Robert R. Van der Kopp	Ruth Olivier
Ernest C. Kruithof	Nancy Olivier
Mary J. Lutz	Leslie Olivier
Bliss Nye	Margaret Termon

If you desire at any time a special prayer session at Remembrance, please feel free to call us at the church (453-1507) or at the home of our pastor, Reverend Frederick R. Kruithof (453-1730).

God bless you, Jerry.

