

The original documents are located in Box 1, folder “9/27/74 - Salvation Army Luncheon” of the Sheila Weidenfeld Files at the Gerald R. Ford Presidential Library.

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For immediate release
Thursday, Sept. 26, 1974

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

Mrs. Ford will make a brief appearance at the Salvation Army Luncheon Friday, Sept. 27. She will make remarks at about 12:45 p.m. at the Shoreham Americana Hotel.

Mrs. Ford is Honorary Chairman of the luncheon.

Preceding the luncheon, Mrs. Ford will accompany the President to the dedication of the Lyndon Baines Johnson Grove.

#

SCHEDULE
THE SALVATION ARMY LUNCHEON

September 27, 1974

Advanceperson: Sally Quenneville

12:40 PM DEPART LBJ Grove enroute Shoreham Americana Hotel

12:55 PM ARRIVE Shoreham Americana

PROCEED to Rengency Ballroom (to your right, down
20 steps)

You will be met by:

Mrs. Willis M. Connor, Co-Chairman of
Fashion Show

Mrs. (Major) Eugene Slusher

You will be introduced by Mrs. Lee Sinclair,
Chairman of Fashion Show

12:58 PM Remarks by First Lady

PRESS OPPORTUNITY

1:02 PM Conclude Remarks

Mrs. Sinclair will thank First Lady

1:05 PM DEPART Shoreham enroute White House

1:15 PM ARRIVE White House

THE WHITE HOUSE

WASHINGTON

August 28, 1974

MEMORANDUM TO: PATTI MATSON
FROM: SUSAN PORTER
SUBJECT: Action Memo

Mrs. Ford has accepted the following out-of-house invitation:

EVENT: Fashion Show Luncheon
GROUP: The Salvation Army Auxiliary
DATE: Friday, September 27, 1974
TIME: 12:30 p.m.
PLACE: Shoreham American Hotel, Washington, D.C.
CONTACT: Mrs. Lee D. Sinclair, 424-8866

This is a commitment Mrs. Ford had made prior to becoming First Lady which she would like to honor. I notice from the file it was declined and then accepted. The file is attached. Thank you.

c: Helen Smith
Warren Rustand
Rex Scouten
Staircase
Advance Office

8-26



PATTI

The Salvation Army Auxiliary

OF

WASHINGTON, D. C.

503 E STREET, N.W.

August 14, 1974

Mrs. Nancy Howe
The White House
Washington, D. C.

My dear Mrs. Howe:

This is to confirm the conversation on August 14 between you and Mrs. George L. Hesse, President of the Salvation Army Auxiliary, that Mrs. Gerald R. Ford will be willing to be Honorary Chairman of the Fashion Show Luncheon of the Salvation Army Auxiliary. We appreciate very much Mrs. Ford's willingness to serve in this capacity.

This luncheon will be held on Friday, September 27th, 1974, in the Regency Room of the Shoreham Americana Hotel at 12:30 o'clock.

We are very grateful for Mrs. Ford's letter of June 20, 1974, in which she stated that she plans to attend this luncheon. We would appreciate having Mrs. Ford come to the Reception Room of the Regency Room by twelve o'clock.

Thank you for your helpfulness in this matter.

Sincerely,

Charlotte Sinclair

Mrs. Lee D. Sinclair, Chairman
Fashion Show Luncheon

Mrs. Lee D. Sinclair
8705 Cold Spring Road
Potomac, Maryland 20854



Mrs. Nancy Howe
The White House
Washington, D. C.

~~503 E STREET, N.W.~~

~~WASHINGTON, D. C.~~

MRS. LEE D. SINCLAIR
8705 Cold Spring Road
Potomac, Maryland 20854

June 20, 1974

Dear Mrs. Sinclair:

I am so glad that I was able to rearrange my schedule so that I could attend your Fashion Show Luncheon on September 27.

I am enclosing the black and white photograph that you requested for your souvenir program.

I am looking forward to seeing you and all the ladies in September. I know that your work for a luncheon will require most of the summer since the Salvation Army luncheons are always such a lovely affair.

Warm regards.

Sincerely,

Betty Ford

Mrs. Lee D. Sinclair
8705 Cold Spring Road
Potomac, Maryland 20854





The Salvation Army Auxiliary

OF

WASHINGTON, D. C.

June 12, 1974

My dear Mrs. Ford,

Our mutual friend, Viola Lovre, has advised me that you will be able to attend the Fashion Show Luncheon of the Salvation Army Auxiliary on Friday, September 27, 1974, at 12:30 o'clock in the Regency Room of the Shoreham Americana Hotel.

We shall be very honored and pleased to have you attend. We shall appreciate your being there by 11:45 o'clock. There will be hostesses to escort you to the Reception Room where Head Table guests will gather prior to being introduced.

We would be very grateful if you would send to me as soon as possible your photograph for our Souvenir Program along with a letter which will appear opposite your picture. The Program is 7" x 10" in size.

We deeply appreciate your interest and support.

Sincerely,

Charlotte Sinclair

Mrs. Lee D. Sinclair, Chairman
Fashion Show Luncheon

Mrs. Lee D. Sinclair
8705 Cold Spring Road
Potomac, Maryland 20854



file

The Salvation Army Auxiliary

OF

WASHINGTON, D. C.

June 1, 1974

Mrs. Gerald Ford
514 Crown View Drive
Alexandria, Virginia

My dear Mrs. Ford:

We regret that you are unable to accept our invitation to be a guest of honor at the Fashion Show Luncheon of the Salvation Army Auxiliary on September 27, 1974.

Previous to this Luncheon, we have our "Tasters' Luncheon" at the Shoreham Americana Hotel. On behalf of the Auxiliary I cordially invite you to be our guest of honor. We can set the date for this luncheon at a time which would best suit your schedule. We prefer to have the "Tasters' Luncheon" during the first or second week of September. We deeply appreciated having Mrs. Spiro Agnew as our guest of honor last year.

We shall be very pleased and honored if you will be able to fit this event into your schedule. We shall look forward to hearing from you.

Sincerely,

Mrs. Lee D. Sinclair, Chairman
Fashion Show Luncheon

Mrs. Lee D. Sinclair
8705 Cold Spring Road
Potomac, Md. 20854
424-8866

THANK YOU ALL FOR SUCH A WARM WELCOME.

FIRST OF ALL, LET ME TAKE THIS OPPORTUNITY TO SAY THE DECORATIONS ARE ABSOLUTELY BREATHTAKING. SECONDLY, I AM TRULY SORRY I WILL BE UNABLE TO JOIN YOU FOR THE REST OF THE PROGRAM, I KNOW I WILL MISS A FINE FASHION SHOW. BUT DUE TO THE DEDICATION OF THE LBJ GROVE AND MY BUSY SCHEDULE THIS AFTERNOON, I MUST RETURN TO THE WHITE HOUSE--I'M SURE YOU UNDERSTAND.

I AM DEEPLY HONORED TO BE THE HONORARY CHAIRMAN OF SUCH A FINE

CHARITY ORGANIZATION SUCH AS THIS AND BE AMONG SUCH DISTINGUISHED AND DEDICATED PEOPLE.



-TWO-

YOUR VOLUNTEERISM IN THE FIELD OF SOCIAL WELFARE AND RELIGIOUS ACTIVITIES IS MUCH TO BE APPLAUDED. I CAN'T TELL YOU HOW DELIGHTED I AM TO BE A PART OF AN EVENT WHERE IT WILL PROVIDE SO MANY THOUSANDS OF CHILDREN WITH CHRISTMAS TOYS WHICH FOR SO MANY OF THEM WILL BE THEIR ONLY CHRISTMAS. AND WHERE THE PROCEEDS WILL GO DIRECTLY TO THE MANY COMMUNITY CORPS WHERE THE MAIN OBJECTIVE IS TO KEEP THE YOUNG PEOPLE OF AMERICA OFF THE STREETS AND PROVIDE HOMES WITH ATHLETIC EQUIPMENT AND MUSICAL INSTRUMENTS, MANY FACILITIES TO ENTERTAIN AND EDUCATE.



-THREE-

ALSO, THE WORK THAT IS BEING DONE WITH THE EXPANSION OF HARBOR LIGHTS HERE IN D.C. FOR ALCOHOLICS WHICH WILL BE INCLUDING FACILITIES FOR WOMEN IS VERY ADMIRABLE AND IS WELCOMED WITH OPEN ARMS.

I'VE ALSO HEARD THERE IS A POSSIBILITY OF THE NATIONAL HEADQUARTERS MOVING TO WASHINGTON--I FEEL THIS WOULD BE AN EXCELLENT IDEA. I FEEL THE COORDINATION WITH THE FEDERAL GOVERNMENT AND THE WORK CONDUCTED IN CONJUNCTION WITH THE RED CROSS, IT WOULD BE TO YOUR ADVANTAGE TO BE IN OUR CAPITOL AREA.

I COMMEND YOU ALL AND HOPE IF I CAN BE OF HELP TO YOU IN THE FUTURE, YOU WILL CALL ON ME.



-FOUR-

I ALSO WISH COMMISSIONER CHAMBERLAIN, WHO I UNDERSTAND WILL BE YOUR NATIONAL COMMANDER STARTING NOVEMBER 1, ALL THE BEST IN HIS EFFORTS FOR THE FUTURE SUCCESS OF THE SALVATION ARMY.

AGAIN, I COULD GO ON ABOUT YOUR MANY WONDERFUL PROJECTS; HOWEVER, I FEEL THAT WOULD TAKE AWHILE AND I KNOW YOU WANT TO GET ON WITH YOUR SHOW.

I REALLY HAVE ENJOYED THIS OPPORTUNITY TO CHAT WITH YOU AND HOPE WE HAVE ANOTHER CHANCE WHEN I WON'T HAVE TO BE IN SUCH A RUSH.

THANK YOU.



DESIGN IN CONCERT SAA Fashion Show September 27

"Design in Concert", the Fashion Show Luncheon of the Salvation Army Auxiliary, will be held in the Regency Room of the Shoreham-Americana Hotel on September 27, at 12:30 o'clock, with Mrs. Lee D. Sinclair, Chairman, and Mrs. Willis M. Connor, Co-chairman. Two assisting chairmen are in the LEAVES communities. Mrs. James T. Howell of Potomac Falls, the 1973 Fashion Show Chairman, is in charge of reservations; and Mrs. Douglas L. Edwards, of Spring Valley, chairs the decoration committee.

Fashions for the show will be from Woodward and Lothrop, with commentary by Mrs. Elizabeth Said, Fashion Coordinator for the store. According to Mrs. Said, "the staging will reflect the look of the *Art Deco* period with Lalique looking arches complimented by a color scheme of black, white, silver and plum colored flowers combined with ostrich plumes." Designers' Fall and Holiday fashions for the ladies will be shown along with highlights from two collections for men. Styles and music will be reminiscent of the 1930's.

Honorary chairman for the Fashion Show is Mrs. Gerald R. Ford. Mrs. Warren E. Burger is Honorary Patron.

Proceeds from the Fashion show luncheon will be used in the Salvation Army's Community Projects including the Auxiliary's distribution project at Thanksgiving and Christmas.

As is the delightful custom at the luncheon, valuable door prizes will be drawn and favors given to each person attending.

The price per person is \$15, at tables for ten. Reservations by mail to Mrs. James T. Howell, 27 Stanmore Court, Potomac Falls, Maryland, 20854. Make check payable to the Salvation Army Auxiliary.



Photo by Robert Creswell

Meeting in the Spring Valley home of Mrs. Douglas L. Edwards, Committee members admire the table center piece to be used at the SAA Fashion Show. Left to right, seated are: Mrs. Willis M. Conner, vice Chairman; Mrs. Edwards, Decorations Chairman; Mrs. Lee D. Sinclair, Chairman of Fashion Show; Mrs. L. Quincy Mumford of Spring Valley; standing, Mrs. V. Orville Wright of Sumner.

SEPTEMBER 1974

The Leaves

FASHION SHOW LUNCHEON - SALVATION ARMY AUXILIARY

WHEN: Friday, September 27, 1974, 12:30 o'clock

WHERE: Regency Room, Shoreham Americana Hotel

Honorary Chairman - Mrs. Gerald R. Ford (expects to attend)
" Patron - Mrs. Warren E. Burger(" " ")

is attending

Mrs. Dwight D. Eisenhower expects to attend if her health permits. Several Ambassadors' wives will be guests of honor.

Special table for Cabinet wives and one for wives of Associate Justices.

FASHION SHOW:

Presented by Woodward and Lothrop. Mrs. Elizabeth Said, Fashion Merchandising Coordinator, will give the commentary. Fashion Show Theme is "Designs in Concert". Clothes will be from Designers' Collection and will feature fall fashions, clothes for the holidays, furs and some men's fashions. Such designers as John Anthony, Geoffrey Beene, Dominic Rompollo, Joan Leslie, St. Gillian, DDDominick, Stephen Burrows, Estevez, Friedrichs Sport, Marita, Diane von Furstenberg and Damon will have their clothes featured.

Casper

The staging will reflect the look of the Art Deco period with lalique looking arches complimented by a color scheme of black, white, silver and plum flowers, combined with ostrich plumes. Table decorations will be of same style as stage decorations and they are being prepared by women of Salvation Army Auxiliary under the direction of Mrs. Douglas L. Edwards.

There will be 20 or more wonderful door prizes.

Proceeds from Fashion Show Luncheon will go directly to the Salvation Army for community projects, including the Christmas Toy Center.

Reservations may be made by mailing check made out to Salvation Army Auxiliary to Mrs. James T. Howell, 27 Stanmore Court, Potomac, Md. 20854. Cost is \$15.00 per person. Tables for 10 are available.

List of FASHION SHOW COMMITTEE of Salvation Army Auxiliary is attached.



SALVATION ARMY AUXILIARY FASHION SHOW LUNCHEON

September 27, 1974, Shoreham Americana Hotel

Head Table No. 1

Mrs. Gerald R. Ford
Mrs. Warren E. Burger
Mrs. Dwight D. Eisenhower (if her health permits)
Mayor and Mrs. Walter E. Washington
~~Congresswoman Corinne Boyer (attendance not confirmed)~~
Mr. Edwin K. Hoffman | " " ")
Mr. Waldo H. Burnside (" " ")
Commissioner and Mrs. Wm. E. Chamberlain
Brigadier and Mrs. James Osborne
Mrs. Julia Lee (attendance not confirmed)
Mrs. Edith Battles
Mrs. George L. Hesse
Mrs. Lee D. Sinclair
Mrs. Willis M. Connor
~~Mr.~~ Kasper of Joan Leslie Company (attendance not confirmed)

Head Table No. 2

Ambassador Sevilla-Sacasa * (will attend)
Mrs. Luisi of Uruguay
Mrs. Halusa of Austria
Mrs. Yasukawa of Japan
Mrs. de Olloquie of Mexico
Lady Ramsbotham of England
Mrs. von Staden of Germany
Mrs. Heitmann of Chile
~~Mrs. Pyong-choon Han of Korea~~
Mrs. Botha of South Africa
~~Mrs. Sommerfeldt of Norway~~
Mrs. Ralph E. Becker

Also expected:
Mrs. Shen of China
Mrs. Benschel of Turkey
Mrs. Schynder of Switzerland

* The secretary of Ambassador Sevilla-Sacasa misread the invitation, called Carolyn Johnson and accepted for him and suddenly realized that it was for Mrs. Sevilla-Sacasa. As it stands, the Ambassador is coming and Mrs. Sevilla-Sacasa will if she returns from Florida, which is doubtful, in time.



Thursday, September 5, 1974

SA Women's Auxiliary Luncheon/ Show-27th

The Salvation Army's Women's Auxiliary, maintaining a tradition of many years' standing, will hold a gala fashion show and luncheon in the Regency Room of The Shoreham Americana Hotel on Friday, September 27, 1974. The luncheon and fashion show will begin at 12:30. Fall fashions, presented through the courtesy of Woodward and Lothrop, will feature designer collection clothing for men and women, holiday apparel and fabulous furs.

Many dignitaries are planning to be in attendance. Mrs. Gerald R. Ford (Honorary Chairman), Mrs. Warren E. Burger and Mrs. Dwight D. Eisenhower (her health permitting) will attend as will Mayor and Mrs. Walter E. Washington. Several cabinet wives and a number of ambassadors' wives are also planning to be present.

The public is invited to attend the festive affair, which is a sell-

out every year. Reservations may be made by calling Mrs. James T. Howell, 299-7079. All proceeds benefit Salvation Army community projects.

Register For Sign Language Classes

Fall semester evening classes in manual communication, expressive finger spelling, and interpreter training will begin at Gallaudet College on September

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THE UPTOWN CITIZEN

group, the ceilis are schedule for the third Saturday of every month, Sept. through April.

"Ceili Night" will feature the Blackthorn Ceili Band--flute fiddles, accordions, and tin whistle--with a full repertoire of Irish set dances, waltzes, polkas, the Stack of Barley, and the Highland Fling. Other highlights include: a sing-along of the popular songs and ballads; flashing scenes of Ireland; the teaching of one new

SUPER BARGAINS EVERY SU

Wardman's TTTA

August 21 - September 3, 1974

Fashion Show-Luncheon

Mrs. Gerald R. Ford plans to attend the Fashion Show-Luncheon of the Salvation Army Auxiliary which Woodward and Lothrop will present on September 27 in the Regency Room of the Shoreham-

Americana Hotel at 12:30 o'clock for the benefit of Salvation Army community projects. Reservations are now being accepted by phoning 299-7079.

A Sensation In

The Regentowner



SALLY
FOR YOUR
FILE

9-19
/



The Salvation Army Auxiliary
OF
WASHINGTON, D. C.
503 E STREET, N.W.

September 17th, 1974

Dear Miss Porter,

We want to thank you very much for your kind attention to the Fashion Show Luncheon of the Salvation Army Auxiliary.

We are delighted that Mrs. Ford will take time from her busy schedule to make an appearance at the luncheon between 12:30 and 2:30 o'clock on September 27th.

I will expect to hear from Sally Queniville when Mrs. Ford's schedule is more definite.

Sincerely,
Charlotte Sinclair
Mrs. Lee D. Sinclair
Chairman
Fashion Show Luncheon

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

September 17, 1974

MEMORANDUM FOR: SUSAN PORTER
FROM: RIC SARDO 
SUBJECT: Salvation/Army Luncheon

Mrs. Ford has agreed to drop-by and be introduced and leave, as per your memo of September 17. I would like to have Sally Quenneville do the advance on this event to insure that in fact her appearance is restricted to a short visit. We don't Mrs. Ford to get hooked into a luncheon or long stay.

Mrs. Sinclair should also be advised that the time of her appearance has to remain flexible contingent on the amount of time it takes to complete the LBJ Grove dedication. I would estimate the time of her appearance to be around 12:45 or 1:00 PM.

cc: Dick Harwick
Patty Matson
Helen Smith

Sally

THE WHITE HOUSE

WASHINGTON

September 19, 1974

THE SALVATION ARMY LUNCHEON
SEPTEMBER 27, 1974

Advanceperson: Sally Quenneville
Dress: Street Dress

BACKGROUND

Prior to becoming First Lady you agreed to be the Honorary Chairman for this event and to join them for their luncheon/fashion show. Due to your engagement at the LBJ Grove dedication, with your approval we have agreed you will drop by for not more than ten minutes (Schedule: Tab A). *alter their schedule to fit yours.*

Mrs. Warren Burger will be honorary patron.

This luncheon/fashion show (Program schedule: Tab B) is the Salvation Army's annual charity benefit. Approximately 1,200 will be in attendance. The proceeds will go directly to the Salvation Army for community projects, including the Christmas Toy Center.

The fashion show will be presented by Woodward and Lothrop. Mrs. Elizabeth Said, Fashion Merchandising Coordinator, will give the commentary. Fashion show theme is "Designs in Concert." Clothes will be from designers' collection and will feature fall fashions, clothes for the holidays, furs and some men's fashions. Such designers as John Anthon, Geoffrey Beene, Dominic Rompollo, Joan Leslie, St. Gillian, D.D. Dominick, Stephen Burrows, Estevez, Friedrichs Sport, Marita, Diane von Furstenberg, Damon and Kasper will have their clothes featured.

The staging will reflect the look of the Art Deco period with lalique looking arches complimented by a color scheme of black, white, silver, and plum flowers, combined with ostrich plumes. Table decorations will be of same style as stage decorations and they are being prepared by women of Salvation Army Auxiliary under the direction of Mr. Douglas L. Edwards.



PROPOSED SCHEDULE FOR MRS. FORD

THE SALVATION ARMY LUNCHEON

SEPTEMBER 27, 1974

Advanceperson: Sally Quenneville

12:30 PM DEPART LBJ Grove enroute Shoreham Americana Hotel
(approx.)

12:45 PM ARRIVE Shoreham Americana

PROCEED to Rengency Ballroom (to your right, down
approx. 20 steps)

You will be introduced by Mrs. Lee Sinclair,
Chairman of Fashion Show

12:48 PM Remarks by First Lady

PHOTO OPPORTUNITY

12:51 PM Conclude Remarks

Mrs. Sinclair will thank First Lady

12:53 PM DEPART enroute motorcade

1:05 PM ARRIVE White House

LUNCHEON PROGRAM SCHEDULE

12:30 PM Introduction of Head Table No. 2 by Mrs. Ralph Becker,
Representative for Diplomatic Corp

Introduction of Head Table No. 1 by Mrs. Lee Sinclair

12:45 PM Invocation by Mrs. Commissioner William Chamberlain

12:47 PM Remarks by Mrs. George Hesse, President of Auxiliary

1:00 PM LUNCH will be served

1:30 PM Fashion Show begins

2:45 PM Fashion Show concludes

HEAD TABLE

HEAD TABLE NO. 1

Mrs. Warren E. Burger
Mrs. Dwight D. Eisenhower
Mayor and Mrs. Walter Washington
Mr. Edwin K. Hoffman
Mr. Waldo H. Burnside
Commissioner and Mrs. Wm. E. Chamberlain
Brigadier and Mrs. James Osborne
Mrs. Julia Lee
Mrs. Edith Battles
Mrs. George L. Hesse
Mrs. Lee D. Sinclair
Mrs. Willis M. Connor
Kasper (Joan Leslie Company)

HEAD TABLE NO. 2

Ambassador Sevilla-Sacasa
Mrs. Luisi of Uruguay
Mrs. Halusa of Austria
Mrs. Yasukawa of Japan
Mrs. de Olloquie of Mexico
Lady Ramsbotham of England
Mrs. von Staden of Germany
Mrs. Heitmann of Chile
Mrs. Botha of South Africa
Mrs. Ralph E. Becker
Madame Shen of China
Mrs. Esenhel of Turkey
Mrs. Schynder of Switzerland

file

MP
92 informed
Mrs. Sinclair
ple w/ handle
pally

Mrs. John M. Kunkel
6702 Pine Drive, Allview
Columbia, Maryland 21046

Columbia City, Maryland 21043

September 20, 1974

Dear Mrs Ford,

After waiting an entire year to attend
the Salvation Army luncheon on Sept. 27th,

and the thrill of seeing you in person,
I am terribly upset. Seven days before
the affair, I received a telephone call

telling me that our table had been
taken over by the Secret Service. Our

table is a group of personal and the
Immediate Past President of the Baltimore
Chapter of the Salvation Army.

Do you think that is considerate?

I realize you need their services but
I also feel that other arrangements could
be made without jeopardizing your safety.

Could something be done about this?

I would appreciate any consideration
given to this matter.

Sincerely; Elsa H. Kunkel



**SPECIAL
DELIVERY**
Eastern Region U.S.P.S.



RURAL AMERICA



Mrs Gerald Ford

White House - Penna. Ave.

Washington, D

**WHITE HOUSE MAIL
RECEPTION & SECURITY**

SEP 21 1974

Processed by:

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Washington DC

Mrs. John M. K...
6702 Pine D...
Columbia, M...

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Extra Charge \$3.00

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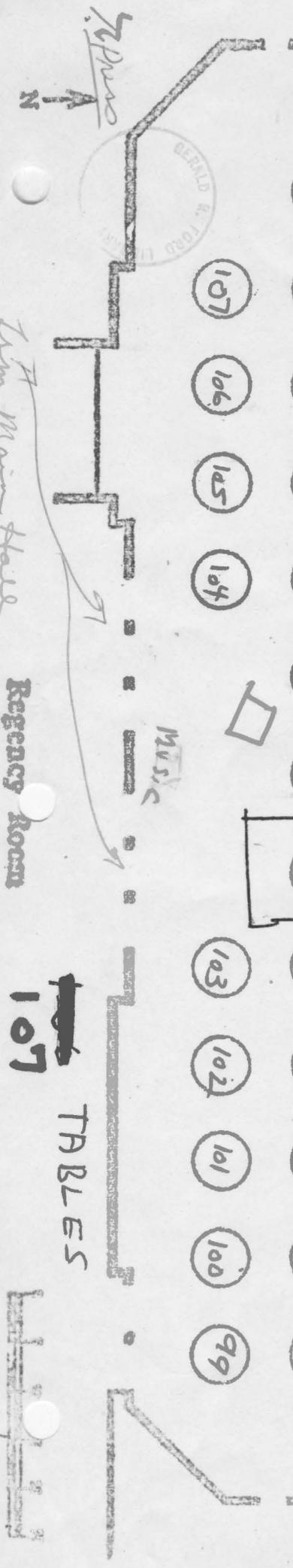
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MUSIC
 Regency Room

107 TABLES
 107

THE WHITE HOUSE

WASHINGTON

9-20-74

Sally:

Elly Peterson's report on the Salvation Army

SA was founded in 1880

has 350,000 members

9000 local centers

This association devotes full time to social welfare and religious activities.

she did not have info on how many "lads and lassies" were were serving.

headquarters is in New York City

Commissioner's name: Edward Casey

- // holding Pm. if necessary
- // podium, lighting, mikes?
- // press photo opport.*
- // Mrs. Ford w/ remain standing
- // parking?
- // elevators?

give names of press to Mrs S.



234-0700

FROM THE DESK OF

Sally A. Quenneville

Mr. Bliss

Use VIP
Entrance (first driveway to
right of M)

Ask Betty about Press Release
Photo Opp.

What does Mrs. Ford like
R C'x



FROM THE DESK OF

Sally A. Duenneville

one street beyond main B
VIP Entrance

Calvert St.

To right w/ stairs (c 20 steps)

To left VIP Rm.

stances w/ be in doorway

Regency Blum main Ent
for Press



FROM THE DESK OF

Sally A. Duennerville

*Pattin Matson w/greet press
outside Agency Bldg. Ent.*

*Press Release - always on out
----- of town Event*

jot down two or three ideas for remarks

have car waiting at LBJ grove site

check on back up car

" staff car (if staff attending w/First Lady)

Patti handling press car

not to stay longer than 10 minutes

event for charity (annual event) rem. should incl.
something about volunteerism

1,150 attendance (male & female)

should mention Casper (Mrs. Ford's favorite designer)



Thank you all for such a warm welcome, First of all, let me take this opportunity to ~~admire~~ say the decorations are absolutely breathtaking, (you might want to acknowledge Mrs. Edwards). Secondly, I am truly sorry I will be unable to join you for the rest of the program, I know I will miss out on a fine fashion show by ^{Woodie} Woodies. But due to the LBJ grove dedication ^{from which I just came} and my busy schedule for the rest of the day, I must get back to the White House.

I am deeply honored to be the Honorary Chairman of such a fine charity organization such as this and be among such distinguished and dedicated people. Your volunteerism ^{in the field of social welfare and religious activities is much to be} has shown the utmost patriotism and brotherhood. My heart is with you all.

~~The millions of people and~~ your work has reached and ~~applauded~~

Salvatore Carmine 782-4050

Call

Jim sure Mr. Casey is held in high

Organization founded in 1880



SUGGESTED POINTS FOR REMARKS

- Sorry that I can't stay, but due to another engagement
- Good to be here among such distinguished guests
- volunteerism exhibited shows qualities of dedication, patriotism, and the love for brotherhood
- Kasper

Thank you so much for such a warm welcome. I am truly sorry

I will be unable to join you for what I know will be a marvelous show ~~and to meet with some you personally.~~ *especially having my favorite designer* However, due to the dedication of the LBJ Grove engagement I just came from and my busy day ahead of me, I must return to the White House.

I would like to say that I feel deeply honored to be a part of this most wonderful occasion and to be among such distinguished and dedicated people. Your volunteerism has demonstrated the utmost admiration for patriotism and brotherhood. My heart is with you all.

I am deeply honored to be the honorary chairman of such a to the White House.

and my busy schedule for the rest of the day, I must get back to the White House. But due to the LBJ Grove dedication rest of the program, I know I will miss out on a fine

secondly, I am truly sorry I will be unable to join you for the remainder of the program, (you might want to acknowledge Mrs. Edelman take this opportunity to *thank Mrs. Edelman* and the decorations and

Thank you all for such a warm welcome. *Dr. Gordon*

MEMORANDUM
OF CALL

TO:

Sally

YOU WERE CALLED BY—

YOU WERE VISITED BY—

Mrs

Sinclair

OF (Organization)

PLEASE CALL →

PHONE NO.
CODE/EXT.

424-8866

WILL CALL AGAIN

IS WAITING TO SEE YOU

RETURNED YOUR CALL

WISHES AN APPOINTMENT

MESSAGE

- Moving of Hqs. to D.C. w/have nat'l appeal
- Xmas Joy Ctr is a go of toys to needy children (through)
- expanding of Harbor Light
- proceeds go to various Ctrs where they provide athletic equip + musical instr. 17

RECEIVED BY

kids of the

DATE

TIME

1:07

STANDARD FORM 63

REVISED AUGUST 1967

GSA FPMR (41 CFR) 101-11.6

☆ U. S. GPO: 1972 - 472-749

63-108

Thank you all for such a warm welcome, First of all, let me take this opportunity to say the decorations are absolutely breathtaking. Secondly, I am truly sorry I will be unable to join you for the rest of the program, I know I will miss a fine ~~she~~ fashion show by Woodies. But due to the dedication of the LBJ grove and my busy ~~xxx~~ schedule this afternoon I must return to the White House.

I am deeply honored to be the Honorary Chairman of such a fine charity organization such as this and be among such distinguished and dedicated people. Your volunteerism in the field of social welfare and religious activities is much to be applauded. I can't tell you how delighted I am ~~when I hear about all the good work you are accomplishing.~~ to be part of an event such ~~as this~~ where it will provide so many thousands of children with christmas toys which for so many of them will be their only Christmas. And where the proceeds will go directly to the corps where they provide athletic equipment and musical instruments to entertain young Americans ^{all over the country} to give them a home and keep them off the streets. Also the work that is being done with the expansion of Harbor Lights here in D.C. for alcoholics which will be including facilities for women is very admirable and is welcomed with open arms. I've also heard there is a possibility of the National headquarters moving to Washington--I feel this would be an excellent idea. I feel the coordination with the federal government ~~and to just be in the capitol area~~ would be such

Government and to have the... words be...

excellent idea. I feel the coordination with the Federal

headquarters working to Washington--I feel this would be an

~~a real advantage. Since the Salvation Army works so closely~~
& the work conducted in conjunction
with the Red Cross. *would be your advantage to*
be in our Capitol area.

I commend you all and hope if I can be of help to you, you

will ~~let me know~~. I also wish Commissioner Chamberlain, who

I understand will be your National Commander starting Nove. 1,

all the best in his efforts for the future success of the

Salvation Army.

Again, thank you for having me here. I have ^{really} enjoyed this

opportunity to chat with you, and hope I have not made you

~~wait too long for lunch.~~

Thank you.

*I would go on many wonderful
about your projects, however, I feel
that would take too long to
I am deeply honored & I know you want to
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THE WHITE HOUSE
WASHINGTON

Mrs. Hesse w/
~~escort~~

Mrs. Ford
to exit.



THANK YOU ALL FOR SUCH A WARM WELCOME.

I certainly want ~~First off,~~ *host*

~~FIRST OF ALL, LET ME TAKE THIS OPPORTUNITY TO SAY THE DECORATIONS~~

ARE ABSOLUTELY BREATHTAKING. ~~SECRETLY~~, I AM ~~TRULY~~ SORRY I WILL BE UNABLE TO
JOIN YOU FOR THE REST OF THE PROGRAM, ~~I KNOW I WILL MISS A FINE FASHION SHOW.~~

particularily since there's more than one fine fashion show

~~BUT DUE TO THE DEDICATION OF THE LBJ GROVE AND MY BUSY SCHEDULE THIS AFTERNOON,~~

~~I MUST RETURN TO THE WHITE HOUSE - I'M SURE YOU UNDERSTAND.~~

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charitable
~~CHARITY ORGANIZATION SUCH AS THIS~~ AND BE AMONG SUCH DISTINGUISHED AND DEDICATED *people.*

-TWO-

YOUR VOLUNTEERISM IN THE FIELD OF SOCIAL WELFARE AND RELIGIOUS ACTIVITIES *is*
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~~IS MUCH TO BE APPLAUDED.~~ *I am delighted* I CAN'T TELL YOU HOW DELIGHTED I AM TO BE A PART

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wisely the
~~WHERE THE PROCEEDS WILL GO DIRECTLY TO THE MANY COMMUNITY CORPS WHERE THE~~ *whose*

are
MAIN OBJECTIVES ~~IS~~ TO KEEP THE YOUNG PEOPLE OF AMERICA OFF THE STREETS AND

~~provide~~ *to other*
PROVIDE HOMES WITH ATHLETIC EQUIPMENT, ~~AND~~ MUSICAL INSTRUMENTS, MANY FACILITIES

to
TO ENTERTAIN AND EDUCATE.

-THREE-

ALSO, THE WORK THAT IS BEING DONE WITH THE EXPANSION OF HARBOR

LIGHTS HERE IN D.C. FOR ALCOHOLICS WHICH WILL ~~BE INCLUDING~~ *include* FACILITIES FOR

WOMEN ~~IS VERY ADMIRABLE AND~~ IS WELCOMED WITH OPEN ARMS.

I'VE ALSO HEARD THERE IS A POSSIBILITY OF THE NATIONAL HEADQUARTERS
MOVING TO WASHINGTON - ~~I FEEL~~ THIS WOULD BE AN EXCELLENT IDEA. I FEEL THE
COORDINATION WITH THE FEDERAL GOVERNMENT AND THE WORK CONDUCTED IN CONJUNCTION
WITH THE RED CROSS, IT WOULD BE TO YOUR ADVANTAGE TO BE IN OUR CAPITAL AREA.

I COMMEND YOU ALL AND HOPE IF I CAN BE OF HELP TO YOU IN THE FUTURE,

YOU WILL CALL ON ME.



-FOUR-

I ~~also~~ WISH COMMISSIONER CHAMBERLAIN, WHO I UNDERSTAND WILL BE YOUR NATIONAL
COMMANDER STARTING NOVEMBER 1, ALL THE BEST IN HIS EFFORTS FOR THE FUTURE
SUCCESS OF THE SALVATION ARMY.

I COULD GO ON ABOUT YOUR MANY WONDERFUL PROJECTS; HOWEVER, I FEEL
THAT WOULD TAKE AWHILE AND I KNOW YOU WANT TO GET ON WITH YOUR SHOW.

I REALLY HAVE ENJOYED THIS OPPORTUNITY TO CHAT WITH YOU AND HOPE
WE HAVE ANOTHER CHANCE WHEN I WON'T HAVE TO BE IN SUCH A RUSH.

THANK YOU.



YOUR PROGRAMS AT XMAS WILL PROVIDE
THE ONLY JOY FOR THOUSANDS OF CHILDREN.
THE RESULTS OF
YOUR WORK WITH THE YOUNG ~~INSURERS~~^{IN}
PROVIDING FACILITIES FOR
~~THE~~ EDUCATION AND ENTERTAINMENT

CAN NEVER BE TRULY MEASURED. —

AND OF COURSE THE HARBOR LIGHTS
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I IN THESE AND MANY OTHER AREAS,
THE Salvation Army INDEED MARCHES
ON, — AND THE ~~THE~~ NEEDY, THE
DEPRIVED, THE AFFLICTED — ARE
THE ONES WHO BENEFIT FROM
YOUR GREAT EFFORTS —



OK
Thank you all for such a warm welcome.

I certainly want to say first off, that ^{your} the decorations are absolutely ~~breathtaking~~ ^{GORGEOUS}. I am sorry I will be unable to join you for the rest of the program, particularly since there's nothing I enjoy more than a fine fashion show.

I am, however, gratified to be the Honorary Chairman of such a charitable organization and be among such distinguished and dedicated people. Your volunteerism in the field of social welfare and religious activities is well known and greatly appreciated.

Your programs at Christmas ~~will~~ provide the only joy for thousands of children. ~~The~~ results of your work with the young in providing facilities for education and entertainment can never be truly measured.

And of course the Harbor Lights program, here in D.C., stands as a model of what can be done to assist our fellow man.

In these and many other areas, the Salvation Army indeed marches on--and the needy, the deprived, the afflicted are the ones who benefit from your great efforts.

I wish Commissioner Chamberlain, who I understand will be your National Commander starting November 1, all the best in his efforts for the future success of the Salvation Army.

I really have enjoyed this opportunity to chat with you and hope we have another chance when I won't have to be in such a rush.

Thank you.

