

The original documents are located in Box 2, folder “10/28/74 - International Horse Show” of the Sheila Weidenfeld Files at the Gerald R. Ford Presidential Library.

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Mr + Mrs
Clark MacBrien
Mr + Mrs Rod Markley

Amb + Mrs
John Sherman
Cooper

meet here + go
together



Am + Mrs
Rod

THE WHITE HOUSE
WASHINGTON

October 21, 1974

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

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

EVENT: Opening Night

GROUP: Washington International Horse Show Association, Ltd.

DATE: Monday, October 28, 1974

TIME: Begins at 7:30 p.m.; Mrs. Ford probably around 9:30 p.m.
however

PLACE: National Guard Armory, Washington, D. C.

CONTACT: Mr. Bruce G. Sundlun, President 298-7607
Mrs. Gwen Dobson, Director of Publicity 298-8042 x7607

Comments: In August, Mrs. Ford accepted an invitation to attend the Opening Night on October 28th of the Sixteenth Annual Washington International Horse Show. At the time of her illness, however, we cancelled this commitment. The President had also originally agreed to attend with her. Because she is feeling better now, Mrs. Ford would like to attend briefly on Monday evening. Attached is the full file.

Thank you.

c: BF Staff
Warren Rustand
Staircase
Ushers Office
Advance Office

(show
secy)
Cissy Bunn
Col. Renee Studler

mrs. jick coopersmith

THE WHITE HOUSE
WASHINGTON

Patti,

Here is all
I have to date
on Horse Show.

Will let you know.

S.

THE WHITE HOUSE
WASHINGTON

Oct. 22nd.

Suz.

Susan will present the President's
Cup on the final night of the
International Horse Show -
Sunday, Nov. 3 around 10 or 10:30

P.M.

Helaw

313

9
WASHINGTON

International Horse Show Association, Ltd.

1729 H STREET, N.W., WASHINGTON, D. C. 20006

Telephone 202/293-7607

Proceeds to People-to-People Sports Committee and Lions' Eye Bank

September 4, 1974

Mrs. Ford
The White House
Washington, D. C. 20500

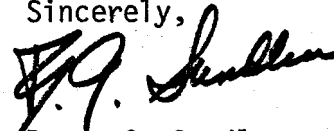
Dear Mrs. Ford:

On behalf of the Officers and Directors of the Washington International Horse Show, I would like to express our appreciation of your support by serving as the Honorary Chairman of this major sports event in our Nation's Capital.

We look forward with great pleasure to having you with us as our Honored Guest for Opening Night, Monday, October 28th.

With all good wishes.

Sincerely,



Bruce G. Sundlun
President

August 28, 1974

Dear Bruce,

It was a special pleasure to receive your thoughtful letter telling of plans for the Sixteenth Annual Washington International Horse Show and inviting me both to attend and to serve as Honorary Chairman. I would be delighted to have my name listed in this way and it would be a special pleasure to join you for the opening evening, Monday, October 28th. Although it is yet too early to know the requirements of the President's schedule, I am hopeful he, too, will find it possible to attend.

With best wishes to everyone who is working diligently in preparation for the Show and my warmest regards,

Sincerely,

Mr. Bruce G. Sundlun
President
Washington International Horse
Show Association, Ltd.
1729 H Street, Northwest
Washington, D.C. 20006

SP:js

c: BF Out-of-House Accepted folder (Oct. 28)
Warren Rustand and entire file
Lucy Winchester
Honorary Chairman file

WASHINGTON

will attend the opening - Oct 28th
International Horse Show Association, Ltd.

1729 H STREET, N.W., WASHINGTON, D. C. 20006

Telephone 202/298-7607

Proceeds to People-to-People Sports Committee and Lions' Eye Bank

August 16, 1974

address to:

Mrs. Ford
The White House
Washington, D. C. 20500

Dear Bruce

Dear Mrs. Ford:

The Sixteenth Annual Washington International Horse Show will take place in the District of Columbia National Guard Armory from October 27 through November 3. The First Lady has traditionally been the Honorary Chairman of this prestigious event since its inception in 1958. Therefore, I would like to invite you to continue this tradition and honor us by being the Honorary Chairman of the 1974 Show.

I would also like to invite you and the President to be our guests at the Show Monday evening, October 28, for our formal Opening Night ceremonies and Sunday evening, November 3, which is United States Night and the official closing of the Show. Our final performance features the culmination of the jumping competition when the international and national riders vie for the coveted President of the United States Perpetual Trophy in a Grand Prix event. This is a thrilling class, and we would be greatly honored if you and the President would attend and present this magnificent trophy to the winner.

We feel that the Horse Show contributes a great deal to the community. The world of the horse is rapidly growing, and the Show offers divisions in twenty different types of equestrian events, which draw capacity audiences. Additionally, the Horse Show benefits several worthy causes: The People-to-People Sports Committee, in which President Eisenhower was so interested; the Lions Eye Bank; and either Children's Hospital or the Metropolitan Boys Clubs. Consequently, the Washington International ranks as a major event in the Nation's Capital. In view of this I sincerely hope you will do us the honor of serving as Honorary Chairman and attending the Show. I look forward to hearing from you.

Please accept my best wishes for you and the President.

Sincerely,

B. G. Sundlun

Bruce G. Sundlun
President

MS

October 1, 1974

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Dear Mr. Sundlan,

The President and Mrs. Ford were greatly looking forward to being present for the opening of the Sixteenth Annual Washington International Horse Show on October 28th and now, due to Mrs. Ford's illness, they deeply regret that they will be unable to be with you. You may be sure you have their hopes for a memorable evening, however, and their best wishes to all who are striving for the success of the entire Show.

With warmest regards,

Sincerely,

Susan Porter
Appointments Secretary
for Mrs. Ford

Mr. Bruce G. Sundlan
President
Washington International Horse
Show Association, Ltd.
1729 H Street, Northwest
Washington, D.C. 20006

c: Warren Rustand
William Henkle
Lucy Winchester

RECEIVED
OCT 4 1974
SOCIAL FILES

SP:js

Susan:

The Monday night program shpaes up as follows:

- 7:30 p.m. Opening Ceremonies for 'Diplomatic Night'
- 7:45 Arabian Park Horses (King Feisal Trophy)
- 8:15 Foxhound Exhibition
- 8:30 Diplomatic Officers Class
- 9:00 Arabian Mounted Costume Class
- 9:30 Parade of Colors preceding International Jumping Class
It is hoped that Mrs. Ford will 'take the Salute'
Six teams are competing from Great Britain, Ireland,
France, Germany, Mexico and the United States. AS the
teams line up in front of the Presidential Box, the
Anthems of the countries are played.

Class 91 - International Open Jumpers will begin as soon
as the ceremonies are concluded.

If you have any questions, call Gwen Dobson (Mrs. Robert), Director of
Publicity for the Horse Show 703 364-2922
Horse Show Office at the Armory 298-8042

Helene

Mrs. Ford Makes First Social Appearance.

Washington (UPI) -- Betty Ford made her first public social appearance since her breast cancer operation Monday night to watch the Washington International Horse Show. While walking arm in arm with her and throughout the performances at the National Guard Armory, the President kept his arm around the First Lady. Occasionally, as when the Marlborough Hunt Club hounds romped in the Arena or when an old friend such as Italian Ambassador Egidio Ortona rode by, the President donned his eyeglasses to see the turf better.

The President and Mrs. Ford dined at the White House and brought their guests to the horse show.

The guests included Ambassador to East Germany and Mrs. John Sherman Cooper, former Nixon re-election Campaign Chief Clark MacGregor and his wife, and General Motors Vice President Rodney Markley and his wife.

Mrs. Ford, patron of the show's official opening, wore a midnight blue wool coat with a navy fox fur collar.

Most of the audience appeared to be horse fanciers wearing dress ranging from top hats to 10-gallon stetsons. The crowd gave the Fords a brief standing ovation.

Jackson Says Ford Uses Boy Scout Approach.

Albuquerque, N.M. (UPI) -- Sen. Henry Jackson, D-Wash., Monday accused President Ford of ignoring the nation's problems and said Ford's economic program is a "boy scout approach." Jackson, campaigning for Democratic candidates in New Mexico, said Ford is campaigning nationwide to "save the two party system. I say it is more important to save the country."

President Signs Two Money Bills.

Washington (AP) -- The White House announced Monday that President Ford had signed legislation authorizing appropriations of \$741.9 million for the State Department and \$239.5 million for the United States Information Agency for the current fiscal year.

Philadelphia Inquirer, "Speed Kills--If We Let It." A vague coalition of forces has been drawing together lately in opposition to a movement in Congress to make 55 miles per hour America's permanent national speed limit. There are a number of arguments in favor of the 55 MPH limit, among them that almost every vehicle on the roads today yields far greater fuel economy under that limit than any higher one. But the primary argument is that it saves lives. Slaughter on America's highway each year is in the range of total American battle deaths in Vietnam for the 10-year involvement -- yet no one is marching on Washington over them.

Christian Science Monitor, "Test for Tanaka." Japanese leftists are exploiting two issues to try to block a visit by President Ford to Japan next month. They probably will not succeed--as they did with the Eisenhower visit back in 1960--but the situation points to rising uncertainty in a nation extremely important to world economic stability.

Christian Science Monitor, "Autos and Recession." The latest sales and earnings figures for the auto industry confirm that cars have become the second major victim of the economic downturn. The first victim, of course, was housing, which went into a recession as mortgage money grew scarce and interest rates soared. It now appears that the home appliance industry will be the next major sector to show a sharp reverse. A fourth of large appliance sales is tied to housing production.

CBS Morning News

Mrs. Ford's health and first public appearance: Barry Serafin reported that Monday, First Lady Betty Ford, recuperating from breast cancer surgery, underwent a physical examination. Dr. Walter Lukash, Mrs. Ford's physician, said the First Lady is undergoing tests to see what therapy, if any, is needed to prevent a reoccurrence of her cancer.

In commenting on Mrs. Ford's appearance Monday night as honorary chairman of the Washington International Horse Show, Susan Peterson said "No one, not even the President, could upstage the real star."

Peterson further said, "If Mrs. Ford was weak after her operation a month ago, she did not show it." Many First Ladies have been selected to serve as honorary chairmen of the horse show, Peterson said, but few cared enough to attend.

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Ford on campaign trail: As President Ford left Washington Tuesday to campaign for Republicans in the Fifth Congressional District of Michigan, which he long represented in Congress, Phil Jones reported, "The Ford coattails did not work in last February's special election, and some doubt that they will work this time."

Jones said last February, voters chose Democrat Richard Vander Veen to fill Ford's former congressional seat. Later in this week Ford will travel to Iowa, California, Oregon, Colorado, Kansas, and Utah, Jones said.

"The President has made the decision to put his prestige on the line," Jones said. "If he does not, and the Republicans do lose, he is afraid they will say the President did not even try, but it may be one of those 'no win' situations for Mr. Ford, for if the Republicans do badly in the areas where he has been, Democrats will then boast that not even a Republican President could save his party from disaster."

Bill Plante reported on the race between Vander Veen and his Republican challenger, Paul Goebel. Polls, Plante reported, show Vander Veen leading but with less than 50 per cent of the vote and with a large segment of the population still undecided. Plante said insurance man Goebel is counting on the President's influence to help him beat the polls. Film showed a segment of a television commercial in which Ford urged the voters to select Goebel.

Plante reported that Vander Veen campaigns as a conservative Democrat claiming the district is not a Republican stronghold. Vander Veen, Plante reported, said the voters elected Ford to represent them for 25 years, not because they agreed with his political stand, but because they liked him. Plante said Ford's visit it likely to help Goebel's chances of victory.

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NBC TODAY SHOWIsraeli-Lebanon Border

Steve Delaney reported that the Israeli army regularly patrols Israel's border with Lebanon, including vilages inside Lebanon "while the Lebanese army looks the other way." Delaney said the Israeli^s have even issued their own identity cards to village residents inside Lebanon.

President and Mrs. Ford Attend Horse Show

Over film of horse competition at the International Horse Show, John Cochran reported that President and Mrs. Ford attended because Mrs. Ford is honorary chairman, and because they both like horses. The President has had experience riding, said Cochran, as he was a mounted ranger with the National Park Service as a young man. Cochran said Mrs. Ford presented some of the awards to winners.

Southern Papers

Charlotte Observer, "Arms Lunacy, It is Potentially Suicidal." Nobody should be fooled into thinking that detente has reduced the dangers of global disaster; those dangers increase daily because the two super powers continue to quicken their preparations for war. As long as members of Congress continue to approve of the arms acceleration, the federal budget will continue to be staggered, the taxpayers will continue to be burdened unnecessarily and the dangers to peace will continue to grow.

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Birmingham News, "Inflation Already Whipped?" The next problem which will be uppermost in the minds of all of us will be not inflation but recession. The danger then will be in employing too great a stimulus to the economy, which would bring us back again to the problem of inflation.

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New Orleans Times-Picayune, "Pollution Up There." What's polluted by man, yet remains mostly unnoticed by people? The answer is easy, though it should make environmentalists uneasy and rightly so: Outer space. The problem that all this debris creates involves the law of gravity. What goes up must come down. And the debris happens to be coming down at the rate of

The Ambassadors Tried Wiggling Valiantly

"I thought this was going to be an informal party," said Mrs. Philip Buchen, looking incredulously at the glittering richness of the Persian Room in the Iranian Embassy last night.

Notwithstanding the silken and mirrored mosaic surroundings, things became more informal when

Betty Beale

look in a white blouse over a long black skirt, recalled with the actor the play she once wrote called, "Pilate's Wife," in which he was to play the part of Pontius Pilate.

Betty Ford Rides Again

By Judy Flander
Star-News Staff Writer

They rolled out the red carpet for Betty Ford at the Washington International Horse Show last night, and she walked right down it and on to the horse ring to present the Inverness Farm Challenge Trophy.

It was the first major public appearance for the President's wife since she had breast cancer surgery last month. She wore the navy evening suit she'd picked out for the occasion before she learned of her illness; as honorary chairman of the horse show she had had every intention of attending. And did.

FIVE MOTORCYCLES and a police car, lights flashing but sirens quiet, had preceded the Presidential car to the front of the D. C. Armory. Except for a few photographers, only some curious youngsters on
See **BETTY**, D-2



— United Press International

Fords enjoy first outing since her surgery.



The First Family at Ringside

By Emily Fisher

The opening of the 16th
Washington International
Horse Show, which has drawn
fewer luminaries in recent
years, drew two of the
gest last