

**The original documents are located in Box 46, folder “White House - Easter Egg Roll” of the Sheila Weidenfeld Files at the Gerald R. Ford Presidential Library.**

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March 17, 1975

Dear Mr. Carlinsky:

Thanks for your interest in the White House  
Easter Egg Roll.

The celebration has traditionally been held  
on Easter Monday, which this year falls on  
March 31st. Although clippings on the more  
recent Egg Rolls have now gone to the  
National Archives, I am certain they could  
be found in library microfilm records.  
Meanwhile, I have enclosed some history on  
the Egg Roll which may be helpful.

Again, thank you for your interest.

1  
Sincerely,

Sheila Rabb Weidenfeld  
Press Secretary to Mrs. Ford

Mr. Dan Carlinsky  
301 East 78th Street  
New York, New York 10021

Enclosure

SW:pjm:ncc



January 21, 1975

Sir or Madam:

I am preparing, for syndication to major Sunday newspapers around the USA and Canada, an article on offbeat competitions and celebrations—a sort of Traveler's Guide to Kooky Contests. I'd like your help in including something about the following:

**Easter Egg Roll on the White House lawn**

I'd very much appreciate your sending me date and place information for the event, to fit a calendar running from June 1975 through May 1976. Also, please, some description of the event, the rules, records and so on.

If you have any newspaper or magazine clipping with a bit of color in it, I'd love to see a copy.

Please respond by February.

Many thanks.

*Dan Carlinsky*

Dan Carlinsky  
201 East 84th Street  
New York, N.Y. 10021



March 17, 1975

Dear Anne:

Thanks for your recent letter and interest in the White House Easter Egg Roll.

We do not issue press passes for the occasion; however, if you would like to call our office a day or two before the Easter Egg Roll, we'd be happy to make arrangements for you.

Enclosed is some background information on the Easter Egg Roll.

Again, thanks for your interest. We'll look forward to working with you.

Sincerely,

Sheila Rabb Weidenfeld  
Press Secretary to Mrs. Ford

Ms. Anne H. Oman  
Assistant Editor  
National Geographic Society  
Washington, D. C. 20036

Enclosure

SNW:pjm:ncc



*Gray*  
*Gatti Watson*

# National Geographic Society

WASHINGTON, D. C. 20036

RALPH GRAY  
CHIEF OF SCHOOL SERVICE  
EDITOR, SCHOOL BULLETIN

February 26, 1975

Press Office  
The White House  
1600 Pennsylvania Ave. NW  
Washington, D.C.

Dear Sirs:

I have been assigned to cover the annual White House Easter Egg Roll on March 31 for the society's children's magazine, the School Bulletin. A copy is enclosed for your information.

Would you please send me a press pass and any relevant information. I would like to be inside the gates before they are opened in order to photograph the children as they enter.

Thank you very much.

Sincerely,

*Anne Oman*

Anne H. Oman  
Assistant Editor



Ray

DANIEL J. EDELMAN, INC. • Public Relations

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

January 20, 1975

Ms. Sheila Weidenfeld  
The White House  
Washington, D.C.

Dear Sheila:

As we briefly discussed Friday evening in our telephone conversation, one of our clients, the National Confectioners Association, would like to donate to the White House a collection of Easter Holiday confections, to be used as part of the White House Easter festivities. The giving and enjoying of Easter candies, such as marshmallow Easter eggs, chocolate bunnies, jelly beans, and candy coated nuts and fruits, have been a tradition in this country for many years.

We felt as a unique addition to the traditional Easter festivity of the Easter Egg Roll on the White House Lawn, this year Mrs. Ford could donate Easter candy to local children's hospitals, pediatric wards, and perhaps area orphanages. This gesture, or something similar, would do much to brighten up the Easter holiday for children who otherwise might not participate in an enjoyable Easter activity.

The National Confectioners Association would be able to provide as much candy as needed to distribute to the children.

I hope Mrs. Ford finds this suggestion a worthwhile event and the National Confectioners Association stands ready to serve. I look forward to hearing from you soon.

Sincerely yours,

  
Mark Rosenker  
Account Executive



MVR:bjb

Set to Ray for comments  
2/10/75

FOR IMMEDIATE RELEASE  
WEDNESDAY, APRIL 18, 1973

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

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The annual White House Easter Egg Roll will be held on Monday, April 23, 1973 from 10:00 a. m. to 2:00 p. m. on the South Lawn. Children, ages eight and under, accompanied by an adult, will be admitted through the Southeast Gate beginning at 10:00 a. m.

Mrs. Nixon, as in the past, has requested that the White House itself be open during the same hours for visitors who wish to tour the State Rooms. Tours will enter the East Gate.

Units of the Service Bands will alternate playing on the outdoor bandstand and the U. S. Marine Drum and Bugle Corps will perform. Clowns will greet the young visitors and the Easter Bunny will be present. Other special entertainment includes the Emmett Kelly, Jr. Circus.

Each child is asked to bring one decorated Easter Egg to enter the Easter Egg Judging Contest and prizes will be awarded to the winners of the contest.

The Office of White House Visitors is in charge of arrangements for the annual event, and Girl Scouts and Boy Scouts from the Washington area have been invited to assist them.

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FOR IMMEDIATE RELEASE  
MONDAY, APRIL 5, 1971

THE WHITE HOUSE  
Office of the Staff Director to Mrs. Nixon

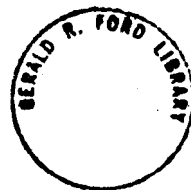
The annual White House Easter Egg Roll will be held on Monday, April 12, 1971, from 10 a. m. to 2 p. m. on the South Lawn. Children, ages eight and under, accompanied by an adult, will be admitted through the Southeast gate beginning at 10 a. m. As last year, Mrs. Nixon has requested that the White House itself be open during the same hours for those visitors who wish to tour the State Rooms of the House. Tours will enter the East Gate.

Mrs. Nixon has also requested that the four service bands play during the Easter Egg Roll. Each unit, the United States Army Band, the United States Navy Band, the United States Marine Band and the United States Air Force band, will alternate on the outdoor bandstand. In addition, marching performances by the United States Marine Drum and Bugle Corps and the United States Army Fife and Drum Corps will be given on the lawn. Clowns from the Ringling Brothers Barnum and Bailey Circus will greet young visitors and the Easter Bunny will be present.

Each child is asked to bring one decorated Easter egg to enter the Easter Egg Judging Contest. This was begun last year at Mrs. Nixon's request. Each child with a hard-boiled egg which he has decorated will receive a certificate of participation. Prizes will be awarded to the winners of the contest.

John Davies and his staff from the Office of White House Visitors are in charge of arrangements for the annual event.

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FOR IMMEDIATE RELEASE  
THURSDAY, MARCH 20, 1969

Office of the Press Secretary  
to Mrs. Nixon

THE WHITE HOUSE

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The annual White House Easter Egg Roll will be held on Monday, April 7, 1969, on the South Lawn of the White House. Children twelve years of age and under, as well as adults accompanying children, are invited to attend this event which will begin at 10:00 a. m. and last until 2:00 p. m. Admittance will be through the southeast and southwest gates.

A band stand will be placed just north of the fountain, and the following bands will entertain:

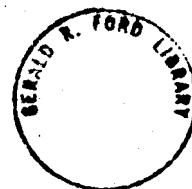
10:00 - 10:45 a. m.	U. S. Navy Band
11:00 - 11:45 a. m.	U. S. Marine Band
12:00 - 12:45 p. m.	U. S. Army Band
1:00 - 1:45 p. m.	U. S. Air Force Band

The U. S. Air Force Bagpipes and Army Old Guard Fife and Drum Corps will play during the changing of the bands.

Easter egg-rolling goes back to the earliest days of Washington when children first used the grounds of the U. S. Capitol. The event was moved to the Executive Mansion during the Hayes Administration and was held annually until World War II when, from 1941 through 1953, the White House grounds were closed for the Easter event.

On East Monday, April 6, 1953, the gates and grounds were once again opened, and today several thousand children, laden with their own baskets of Easter eggs, gather on the White House lawn for a day of egg-rolling, games and festive music.

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Office of the Press Secretary  
to Mrs. Johnson

THE WHITE HOUSE

The Annual White House Easter Egg Roll will be held on Monday, April 11, 1966 on the South Lawn of the White House. Children twelve years of age and under, as well as adults accompanying children, are invited to attend this event which will begin at 10:00 a. m. and last until 2:00 p. m.

A band stand will be placed just north of the fountain, and the following bands will entertain:

- |                   |                         |
|-------------------|-------------------------|
| 10:00-11:00 a. m. | U. S. Army Band         |
| 11:00-noon        | U. S. Navy Band         |
| Noon -1:00 p. m.  | U. S. Marine Corps Band |
| 1:00-2:00 p. m.   | U. S. Air Force Band    |

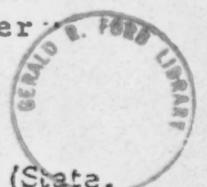
The U. S. Marine Drum and Bugle Corps will play during the changing of the bands.

History of White House Easter Egg Rolling

Authorities are divided as to how the White House Easter Egg Rolling originated. Easter Monday has long been a festive day for the children of Washington. It had been customary at the end of the second quarter of the 19th century for the children of Washington to gather on the grounds of the Capitol for the purpose of rolling eggs. Some sources tell us that in 1874 policemen on the grounds, under orders from Congressmen, forced the children to depart claiming that the situation had gotten completely out of hand and that the grounds of the Capitol could no longer be used for this purpose. It is claimed that one irate nursemaid, followed by several of her charges, walked down to the White House where she demanded to be allowed access to the White House Grounds for the purpose of egg rolling. When President Grant heard the problem, he immediately invited them to proceed to the South Lawn. Other authorities claim that it was not until the Hayes administration that Congress forbade egg rolling on the grounds of the Capitol and that President Hayes happened to be riding by in his carriage on Easter Monday and, seeing the tearful children, invited them to proceed to the White House.

By the last quarter of the 19th century such games as "Egg Picking", "Egg Ball", "Toss and Catch" and "Egg Croquet" were the popular pastimes on Easter Monday. However, the most popular game which continues to this day is that of "Egg Rolling" which consists of simply rolling eggs down the slopes of the White House Grounds. Whoever's egg travels farthest is the winner. Another popular pastime was that of floating the empty egg shells in the South Lawn Pool.

On top of what is presently the Executive Office Building (State, War and Navy Department Building), there existed at the turn of the century a large ball on a pole. Each day at the stroke of noon the ball would be released and slide down the pole. It was through this means that all government workers were to synchronize their pocket watches. On Easter Monday, the children on the South Lawn kept their eyes peeled for this unique signal and once the moment had arrived, they began opening wicker hamper s and lunch baskets to begin their midday repast. For many, it was undoubtedly the first picnic of the year.



FOR RELEASE AFTER 6:30 p.m.  
SATURDAY, MARCH 25, 1967

Office of the Press Secretary  
to Mrs. Johnson

THE WHITE HOUSE

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The traditional White House Easter Egg Roll to be held Monday, March 27, 1967, on the Mansion's South Lawn from 10 a.m. to 2 p.m. will be highlighted by a special 10 a.m. visit by 30 local Head Start children accompanied by their teachers, aides and parents. Mrs. Lyndon B. Johnson is honorary chairman of Project Head Start.

The festive White House event began Easter Monday, 1878, under the leadership of President and Mrs. Rutherford B. Hayes. Upon learning that the children of Washington were prohibited from using the Capitol Grounds due to damage caused it from previous egg rolls, the President invited the youngsters to enjoy his back yard. Dolly Madison originated the egg roll at the Capitol in 1810.

The four-year-old Head Start youngsters, who will enter public school this fall, will arrive via the Southeast Gate in two buses with teachers Miss Linda Dorn of Saint Peter School and Mrs. Blanche Redd of Hughes Memorial Church, both Head Start centers in Washington, D. C. They will be aided by two Neighborhood Youth Corps enrollees who attend high school at night and work with the teachers during the day.

The children will participate in a toast beneath the arbor in the Jacqueline Kennedy Garden of a new egg-and-milk drink created by the Poultry and Egg National Board in Chicago, Illinois. The ceremony will initiate the board's aim to donate the inexpensive nutritional egg formula, made by egg product firms, to be mixed with the milk on hand at Head Start centers nationwide.

The youngsters will enjoy their own egg roll on the garden grass with eggs they have decorated. The eggs and egg dyes were donated by the board at a program held last Thursday at Hughes Memorial Church. They will carry their colored eggs in baskets they have made themselves.

Francis Luzzatto, assistant for area Head Start centers, will head the group. Representing the board will be Curtis Swanson, communications director, and industry officials. Hermon Miller, poultry division chief of the Department of Agriculture, will also attend the event.

Following the program in the garden, the children accompanied by the some 20 parents will tour the White House and exit at the North Portico to board the buses at the East Gate.

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### History of White House Easter Egg Rolling

Authorities are divided as to how the White House Easter Egg Rolling originated. Easter Monday has long been a festive day for the children of Washington. It had been customary at the end of the second quarter of the 19th century for the children of Washington to gather on the grounds of the Capitol for the purpose of rolling eggs. Some sources tell us that in 1874 policemen on the grounds, under orders from Congressmen, forced the children to depart claiming that the situation had gotten completely out of hand and that the grounds of the Capitol could no longer be used for this purpose. It is claimed that one irate nursemaid, followed by several of her charges, walked down to the White House where she demanded to be allowed access to the White House Grounds for the purpose of egg rolling. When President Grant heard the problem, he immediately invited them to proceed to the South Lawn. Other authorities claim that it was not until the Hayes administration that Congress forbade egg rolling on the grounds of the Capitol and that President Hayes happened to be riding by in his carriage on Easter Monday and, seeing the tearful children, invited them to proceed to the White House.

By the last quarter of the 19th century such games as "Egg Picking", "Egg Ball", "Toss and Catch" and "Egg Croquet" were the popular pastimes on Easter Monday. However, the most popular game which continues to this day is that of "Egg Rolling" which consists of simply rolling eggs down the slopes of the White House Grounds. Whoever's egg travels farthest is the winner. Another popular pastime was that of floating the empty egg shells in the South Lawn Pool.

On top of what is presently the Executive Office Building (State, War and Navy Department Building), there existed at the turn of the century a large ball on a pole. Each day at the stroke of noon the ball would be released and slide down the pole. It was through this means that all government workers were to synchronize their pocket watches. On Easter Monday, the children on the South Lawn kept their eyes peeled for this unique signal and once the moment had arrived, they began opening wicker hamper s and lunch baskets to begin their midday repast. For many, it was undoubtedly the first picnic of the year.



## EASTER EGG ROLLING AT THE WHITE HOUSE

Authorities are divided as to how the White House Easter Egg Rolling originated. Easter Monday has long been a festive day for the children of Washington. It had been customary at the end of the second quarter of the 19th century for the children of Washington to gather on the grounds of the Capitol for the purpose of rolling eggs. Some sources tell us that in 1874 policemen on the grounds, under orders from Congressmen, forced the children to depart claiming that the situation had gotten completely out of hand and that the grounds of the Capitol could no longer be used for this purpose. It is claimed that one irate nursemaid, followed by several of her charges, walked down to the White House where she demanded to be allowed access to the White House Grounds for the purpose of egg rolling. When President Grant heard the problem he immediately invited them to proceed to the South Lawn. Other authorities claim that it was not until the Hayes administration that Congress forbade egg rolling on the grounds of the Capitol and that President Hayes happened to be riding by in his carriage on Easter Monday and, seeing the tearful children, invited them to proceed to the White House.

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It was customary for such Presidents as Benjamin Harrison and William McKinley to open the White House Gate to allow the children to enter on Easter Monday. Usually the children were joined by Cabinet Members, Ambassadors, etc. who left the "affairs of State" to join the merriment.

On top of what is presently the Executive Office Building (State, War and Navy Department Building) there existed at the turn of the century a large ball on a pole. Each day at the stroke of noon the ball would be released and slide down the pole. It was through this means that all government workers were to synchronize their pocket watches. On Easter Monday the children on the South Lawn kept their eyes peeled for this unique signal and once the moment had arrived they began opening wicker hampers and lunch baskets to begin their midday repast. For many it was undoubtedly the first picnic of the year.



It was also customary for the President to appear on the South Portico in mid-afternoon and greet the assembled youngsters. Presidential children and grandchildren have often joined in the festivities. The Hayes children and the Benjamin Harrison grandchildren attended the Egg Roll, as well as the Eisenhower grandchildren. During the First and Second World Wars the White House grounds were closed to children. Other locations, such as the National Zoo were used during those times. Following the Second World War the White House renovation was underway, making it impossible for the event to take place. However, President Truman and perhaps quite rightly so, as it was the Korean War period, that the event was somewhat wasteful.

Traditionally the Marine Band has played at each Egg Roll although today all the Service Bands are invited to perform. In recent years the hours have been from 10:00 to 2:00 with the participants entering through the Southwest Gate of the White House. They are invited to stay until the closing and can still bring lunches although the noon signal is no longer possible to observe. Every child or group of children must be accompanied by an adult and no adult can enter unless accompanying a child. In the 30s it was sometimes observed that adults would seek out unaccompanied children and charge them 25¢ a piece to bring them into the Grounds.



EASTER BUNNY DISTRIBUTES BETTY FORD'S GIFT OF AN ASSORTMENT OF  
EASTER CANDIES TO PATIENTS OF THE HOSPITAL FOR SICK CHILDREN, 1731  
BUNKER HILL RD., NE, 10:30 A.M.  
CONTACT: MARK ROSENKER, 785-9400.

NO 65

*Easter file*

R  
EASTER CANDY COSTS  
BY THE ASSOCIATED PRESS

CHOCOLATE BUNNIES ARE GOING TO COST AN AVERAGE OF 25 TO 30 PER CENT MORE THIS EASTER THAN THEY DID A YEAR AGO. SO ARE JELLY BEANS. AND MARSHMALLOW EGGS. AND CANDY CHICKS.

THE PROBLEM IS THE RISING COST OF THINGS LIKE SUGAR AND COCOA BEANS. THE SITUATION MAY BE EVEN WORSE NEXT YEAR BECAUSE RAW MATERIALS FOR CANDY NOW ON THE SHELVES WERE ORDERED BEFORE THE WORST OF THE INCREASES IN THE PRICE OF INGREDIENTS.

A SPOKESMAN FOR THE NATIONAL CONFECTIONERS ASSOCIATION OF THE UNITED STATES SAID MANUFACTURERS PRODUCED 3.8 BILLION POUNDS OF CANDY IN 1970. THAT'S 19 POUNDS OF CANDY FOR EVERY AMERICAN.

ABOUT 5 PER CENT OF THE TOTAL, SOME 200 MILLION POUNDS, WAS EASTER SPECIALTY CANDY -- THINGS LIKE JELLY BEANS, CHICKS AND BUNNIES. JELLY BEANS, OF COURSE, ARE SOLD ALL-YEAR ROUND, BUT THE ONES MANUFACTURED FOR EASTER HAVE A SLIGHTLY DIFFERENT TEXTURE -- VIRTUALLY UNNOTICEABLE TO CONSUMERS, ACCORDING TO INDUSTRY SPOKESMEN -- AND OFFICIALLY ARE KNOWN AS "JELLY BIRD EGGS."

THE PRICE OF CANDY FOR THIS YEAR'S EASTER BASKET VARIES WIDELY DEPENDING ON WHERE YOU LIVE AND WHAT KIND OF STORE YOU SHOP IN.

A BUFFALO, N.Y., STORE, REPORTED THAT A POUND OF JELLY BEANS SOLD FOR 79 TO 99 CENTS LAST YEAR; THIS YEAR, THE RANGE IS 99 CENTS TO \$1.29, AN INCREASE OF FROM 25 TO 30 PER CENT.

THE CONFECTIONERS ASSOCIATION SAID THAT WAS ABOUT AVERAGE, BUT OTHER STORES REPORTED OTHER PRICE RISES.

AN EAST COAST SUPERMARKET CHAIN, FOR EXAMPLE, SAID A ONE-POUND BAG OF JELLY BEANS HAS GONE FROM 41 TO 73 CENTS, UP 78 PER CENT; A 7 1/2-OUNCE "HAPPY BUNNY" IS UP FROM 99 CENTS TO \$1.39, A BOOST OF 40 PER CENT; THE 3 1/2-OUNCE "FUNNY BUNNY" IS ONLY 17 PER CENT MORE EXPENSIVE -- 69 CENTS INSTEAD OF 59 CENTS.

A MIDWEST CHAIN SAID EASTER CANDY WAS 10 TO 20 PER CENT MORE EXPENSIVE THAN IT WAS IN 1974 AND WOULD COST EVEN MORE IF THE STORE HAD NOT PLACED ITS ORDER EARLY.

03-17-75 14:00EDT

1974  
C.19  
THE WHITE HOUSE

Office of the Press Secretary to Mrs. Nixon

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The annual White House Easter Egg Roll will be held on Monday, April 15, 1974 from 10:00 a. m. to 2:00 p. m. on the South Lawn. Children, ages eight and under, accompanied by an adult, will be admitted through the Southeast Gate beginning at 10:00 a. m.

Mrs. Nixon, as in the past, has requested that the White House itself be open during the same hours for visitors who wish to tour the State Rooms. Tours will enter the East Gate.

Units of the Service Bands will alternate playing on the outdoor bandstand and the U. S. Marine Drum and Bugle Corps will perform.

For the first time there will be a formal egg rolling contest for the Easter Egg Roll. There will be several tables set up north of the fountain and staffed by White House personnel. Children with eggs should be directed to these tables to receive a certificate for having brought a decorated egg.

The Warner Bros. cartoon characters will be providing the principle entertainment between 12:00 and 12:30 p. m. The Roger Hess Productions, Inc. will be producing this show which will take place near the fountain on the South Lawn. The cartoon characters will be Porky Pig, Bugs Bunny, Wile E. Coyote, Yosemite Sam. In addition, staff members will be in the costumes of Sylvester, Tweety, Elmer Fudd and Daffy Duck and will walk around the grounds.

The Office of White House Visitors is in charge of arrangements for the annual event, and Girl Scouts and Boy Scouts from the Washington area have been invited to assist them.

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THE WHITE HOUSE  
WASHINGTON

April 23, 1973

WHITE HOUSE EASTER EGG ROLLS-

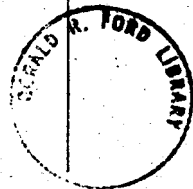
March 30, 1970 - 7, 442 people

April 12, 1971 - 11, 422 people

April 3, 1972 - 5, 987 people

April 23, 1973 - 14, 292 people

13, 392 were at the S. E. Gate, 900 at S. W. Gate and  
8, 059 were attending WH Tour.- 1973



THE WHITE HOUSE

Office of the Press Secretary to Mrs. Nixon

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# # # # #



April 15, 1974

MEMO TO: MICHAEL J. FARRELL  
FROM: Dora R. Tennant  
SUBJECT: EASTER EGG ROLL - SOUTH LAWN

4/18/60	5,114
4/3/61	10,003
4/23/62	11,964
4/15/63	13,580
4/16/64	Cancelled because of SNOW
4/19/65	3,007
4/11/66	9,464
3/27/67	16,958
4/15/68	5,188
4/7/69	17,984
3/30/70	7,067-
4/12/71	11,422
4/3/72	9,506
4/23/73	14,292
4/15/74	18,820***



# A History of the Easter Egg Roll



The Easter Egg Roll is a tradition for young people which may go back to Dolley Madison's time. We know that children gathered on the grounds of the Capitol to roll eggs in the mid-19th Century. By the 1870's, most likely during the Rutherford B. Hayes administration, the Easter Egg Roll had moved to the White House grounds, where it has been held with few interruptions each year since.

By the end of the 19th Century, games known as "egg picking," "toss and catch" and "egg croquet" were firmly established. "Egg rolling" was the favorite, however. Observers reported eggs by the hundreds rolling down the hills of the grounds, with children often right behind. (The first one to the bottom won.)

Over the years, thousands of people -- including children and grandchildren of Presidents -- have participated in this Easter celebration. Today, you will be entertained by bands and clowns, and in the best White House tradition, there will be an egg rolling contest. Good luck! The President and I hope you will have a most enjoyable day.



Sincerely,  
*Betty Ford*

Monday, March 31, 1975



For Immediate Release  
Friday, March 28, 1975

UPDATE

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

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The annual White House Easter Egg Roll will be held on Monday, March 31st from 10 a.m. to 2 p.m. on the South Lawn of the White House.

Children who are eight years old and under are invited. They should be accompanied by an adult and may enter the White House grounds through the Southeast Gate (at the intersection of Alexander Hamilton Place and East Executive Avenue, across from the Treasury Building).

At Mrs. Ford's request, the White House, normally closed to visitors on Monday, will be open for tours. Those who wish to tour the State Rooms should enter through the East Gate on East Executive Avenue. Tours will be given from 10 a.m. to 2 p.m.

Bands and marching units of the Armed Services will perform throughout the day. In addition, there will be clowns, an egg rolling contest and other entertainment.

No reservations are required.

Additional information and detailed schedule is attached.

# # # #

NOTICE TO THE PRESS

Accredited White House press who wish to cover the event will be admitted through the Southwest Gate.

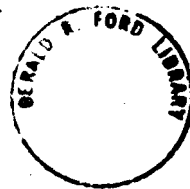
## DETAILED SCHEDULE

The following individuals and groups are scheduled to perform during the Easter Egg Roll at the times and in the area indicated:

10 - 10:45 am	<u>U.S. Army Band</u>
10:45 - 11:30 am	<u>U.S. Marine Band</u>
11:30 - 12 noon	<u>U.S. Marine Drum and Bugle Corps</u>
12:30 - 1:15 pm	<u>U.S. Air Force Band</u>
1:15 - 2 pm	<u>U.S. Navy Band</u>

The above groups/units of the Armed Services will perform near the west knoll, with the exception of the Drum and Bugle Corps, which will perform in the center of the South Lawn.

- On Stage #3, near the South Fountain, Bob and Judy Brown Marionettes, with 20 minute performances at 10:30 am, 12 noon, and 1:20 pm.
- On Stage #1, alternating performances between 10 am and 2 pm by:
  - Mr. Peter Leach-Lewis - Magician
  - Mr. Michael J. Baker - Vocalist and Guitarist
  - Mr. Edwin D. France - Toto the Clown - Juggler
- On Stage #2, near the South Fountain, Mr. Wayne Allen and Sandy - Magician, will perform at 10 am, 11:20 am, and 1 pm
- North of the South Fountain there will be a Ukrainian Easter Egg Display including a demonstration of the art of decorating Easter Eggs.
- On the East side of the South Lawn there will be an Egg Rolling Contest from 10 am to 2 pm. Prizes will be given to the winners.
- Volunteer clowns from the Social Security Administration in Baltimore will assist and entertain children on the South Lawn of the White House from 10 am to 2 pm.



### BOB & JUDY BROWN MARIONETTES

Bob & Judy Brown Marionettes is a variety show, consisting of marionettes, hand puppets, rod puppets, and mouth puppets. There are kittens who play instruments, a cat who walks a tight rope, singing frogs, dancing caterpillars, and much, much more. They have performed with the National Symphony at the Kennedy Center, Mr. Roger's Neighborhood TV show, the International Childrens Festival at Wolf Trap, various TV commercials, and did their own TV show on CBS. This will be their third appearance at the White House.

### PETER LEACH-LEWIS

Mr. Leach-Lewis is a member of the International Brotherhood of Magicians, Society of American Magicians and the London Institute of Magicians. He is noted for his excellence in magical production throughout the United States and London. He has performed at the Jelly Bean Theatre, and various places in the Metropolitan area. His English charm and delightful personality make him an instant hit with all ages.

### MICHAEL J. BAKER

Mr. Baker is a vocalist, plays the guitar and loves children. He has performed at the International Children's Festival, the Alexandria Bicentennial Celebration, the Fairfax County Council of the Arts, and various theatres in the Washington, D.C. area.



### EDWIN D. FRANCE

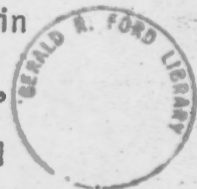
Also known as "ToTo the Clown", Mr. France was formerly associated with Pollack Brothers Circus, has appeared on the United Cerebral Palsy Telethon, Miss Sally's Romper Room, Emit Kelly, Jr. Circus, and many others. He will do a juggling act, consisting of plate spinning and rings at the Easter Egg Roll.

### WAYNE ALLEN & SANDY

Wayne recently performed in Paris, France at the Congress De La FISM, the world's largest magician's convention. He was one of only four magicians representing the United States in the international stage competition. He has been performing magic for over eleven years. He has entertained in various theatres, shopping centers, clubs, fairs, hotels, as well as on T.V. He has researched Houdini's life and secrets extensively. Anything might happen and usually does during the shows of Wayne the Wizard. A live bunny might appear over the rim of a tall silk hat, or a girl may float in mid-air. Spectators might well be used to help perform the feats of magic.

### UKRAINIAN EASTER EGG DISPLAY

In the Ukraine, the decorating of Easter eggs is an art that has been passed down from one generation to another for more than a thousand years. The eggs are miniature masterpieces with layers of colors applied in exact designs. Several masterpiece collections will be on display, and Mrs. Marie Cooley of St. Andrew's Ukrainian Orthodox Church will demonstrate the unique method, using melted wax, brilliant colors and designs.





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## *Unlikely Roles For Nixon Aides*

It may not be the biggest issue around the White House, but someone there right now is wondering who is going to be Daffy Duck and who will be Elmer Fudd.

The question arose today when the White House announced that the annual Easter egg roll will be held on the South Lawn next Monday with the principal entertainment being provided by cartoon characters Porky Pig, Bugs Bunny, Wily E. Coyote and Yosemite Sam.

"In addition" deadpanned

—The Evening News, Harrisburg, Pa., Monday, April 15, 1974<sup>2</sup>

## Children take over White House lawn of annual egg roll

WASHINGTON (UPI) — More than 2,000 children took over the White House lawn today, enjoying perfect spring weather at the annual White House Easter egg roll.

As a military band played,

prizes for both the egg-roll winners and the most attractively decorated eggs were gold White House pens autographed by President Nixon.

The White House geared for several thousand children in the four hours of activities

## Hundreds as Mississippi rivers overf

By United Press Interna

Heavy rains sent spilling over their banks the lower Mississippi V today, forcing hundred

1 02204777771  
KEY BISCAYNE, Fla. AP -- President Nixon, who has been told he owes \$457,000 in back taxes and interest, has obtained a 60-day extension of the April 15 filing date for his 1973 tax return.

White House Deputy Press Secretary Gerald L. Warren said the extension was the type "any taxpayer can request" for additional time in filing a return.

He said Nixon asked for the extension because of the possible effect of the back-tax ruling on his 1973 return.

The Internal Revenue Service and a joint congressional committee on taxation ruled April 3 that Nixon owed back taxes for the years 1969-72.

The IRS disallowed Nixon's deductions for the gift of his vice presidential papers and certain real estate. Nixon has said he would pay the taxes.

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WASHINGTON (UPI) -- MORE THAN 2,000 CHILDREN TOOK OVER THE WHITE HOUSE LAWN TODAY, ENJOYING PERFECT SPRING WEATHER AT THE ANNUAL WHITE HOUSE EASTER EGG ROLL.

AS A MILITARY BAND PLAYED, THE CHILDREN ROAMED THE GROUNDS CONVERSING WITH EASTER BUNNIES, CARTOON CHARACTERS IN FULL COSTUME AND WHITE HOUSE STAFF MEMBERS ASSIGNED TO THE GROUNDS FOR THIS ANNUAL EVENT INITIATED BY PRESIDENT GROVER CLEVELAND.

ONE OF THE CHIEF OBJECTS OF THIS YEAR'S ROLL, ACCORDING TO WHITE HOUSE VISITORS' AIDE BARBARA EARP, WAS TO GIVE AWAY AS MANY PRIZES AS POSSIBLE. THE ONLY CATCH WAS THAT CHILDREN WERE REQUIRED TO BRING THEIR OWN EGGS.

IN ADDITION TO RESUMING EGG ROLL COMPETITION ON THE SOUTH LAWN, THE CHILDREN HAD A CHANCE TO PARTICIPATE IN A DECORATED EGG CONTEST. THE PRIZES FOR BOTH THE EGG ROLL WINNERS AND THE MOST ATTRACTIVELY DECORATED EGGS WERE GOLD WHITE HOUSE PENS AUTOGRAPHED BY PRESIDENT NIXON.

THE WHITE HOUSE GEARED FOR SEVERAL THOUSAND CHILDREN IN THE FOUR HOURS OF ACTIVITIES, AND SPECIAL TOURS OF THE WHITE HOUSE WERE ARRANGED AS WELL.

THE ANNUAL EGG ROLL HAS BEEN A RATHER HAPHAZARD EVENT PRIOR TO THIS YEAR, BUT A SPECIAL EFFORT WAS MADE TODAY TO MAKE THE EGG ROLL MORE COMPETITIVE. EIGHT LANES WERE SET UP FOR KIDS AND HEATS WERE RUN CONTINUOUSLY, WITH EVERY CHILD WHO WAS ABLE TO ROLL HIS HARD-BOILED EGG TO THE END OF THE LANE WINNING A PRIZE.

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THE WHITE HOUSE  
WASHINGTON

April 8, 1974

MEMORANDUM FOR:

WHITE HOUSE/OEOB STAFF

SUBJECT:

Easter Egg Roll  
Monday, April 15, 1974  
10:00 a.m. to 2:00 p.m.

The 1974 Easter Egg Roll will be held on the South Lawn of the White House on Monday, April 15 from 10:00 a.m. to 2:00 p.m. for children eight and under accompanied by an adult. White House and OEOB pass holders, with children eight and under, should come to the Southwest Gate for admittance.

Children who bring decorated (hard boiled) eggs will receive Certificates of Participation. In addition, there will be a designated area where children may roll their hard boiled eggs under supervision. A limited number of prizes will be given for decorated eggs of unusual merit, and for the winners of the egg rolling contest.

During the day, entertainment will be provided by various bands and marching units of the Armed Services. In addition, there will be a special performance by BUGS BUNNY and his friends near the south fountain at 12:00 noon.

Happy Easter!

*Michael J. Farrell*

Michael J. Farrell  
Special Assistant to the President





### Caroline Willard To Be Speaker

HANOVER — Mrs. Caroline Willard, an enterostomal therapist from the Burlington, Vt.,

### Gate City

NASHUA — Ronald ... 37, of 81 Chestnut ... innocent in Nash...



MORE THAN 2,000 children romp on the White House lawn during the annual Easter Egg Roll in Washington Monday. Above, a clown supervises an egg-rolling event. Each child who managed to roll his egg through the lane was given a prize.

(UPI Telephoto)

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## *Easter Egg Roll*

For the first time since the early days of Easter egg rolling on the White House grounds, there will be a contest for the youngsters eight years and under for the an-

The White House annual Easter Monday event, nounced it will be open from 10 a.m. until 3 p.m. next

have a formal egg rolling contest, run by its staff and children can also enter a contest for the best-decorated Easter egg.

Service bands will perform during the four-hour frolic and Warner Brothers music cartoon characters

## EASTER EGG ROLLING AT THE WHITE HOUSE

Authorities are divided as to how the White House Easter Egg Rolling originated. Easter Monday has long been a festive day for the children of Washington. It had been customary at the end of the second quarter of the 19th century for the children of Washington to gather on the grounds of the Capitol for the purpose of rolling eggs. Some sources tell us that in 1874 policemen, on the grounds, under orders from Congressmen, forced the children to depart claiming that the situation had gotten completely out of hand and that the grounds of the Capitol could no longer be used for this purpose. It is claimed that one irate nursemaid, followed by several of her charges, walked down to the White House where she demanded to be allowed access to the White House Grounds for the purpose of egg rolling. When President Grant heard the problem he immediately invited them to proceed to the South Lawn. Other authorities claim that it was not until the Hayes administration that Congress forbade egg rolling on the grounds of the Capitol and that President Hayes happened to be riding by in his carriage on Easter Monday and, seeing the tearful children, invited them to proceed to the White House.

By the last quarter of the 19th century such games as "Egg Picking", "Egg Ball", "Toss and Catch" and "Egg Croquet" were the popular pastimes on Easter Monday. However, the most popular game which continues to this day is that of "Egg Rolling" which consists of simply rolling eggs down the slopes of the White House Grounds. Whoever's egg travels farthest is the winner. Another popular pastime was that of floating the empty egg shells in the South Lawn Pool.

It was customary for such Presidents as Benjamin Harrison and William McKinley to open the White House Gate to allow the children to enter on Easter Monday. Usually the children were joined by Cabinet Members, Ambassadors, etc. who left the "affairs of State" to join the merriment.

On top of what is presently the Executive Office Building (State, War and Navy Department Building) there existed at the turn of the century a large ball on a pole. Each day at the stroke of noon the ball would be released and slide down the pole. It was through this means that all government workers were to synchronize their pocket watches. On Easter Monday the children on the South Lawn kept their eyes peeled for this unique signal and once the moment had arrived they began opening wicker hampers and lunch baskets to begin their midday repast. For many it was undoubtedly the first picnic of the year.





It was also customary for the President to appear on the South Portico in mid-afternoon and greet the assembled youngsters. Presidential children and grand children have often joined in the festivities. The Hayes children and the Benjamin Harrison grandchildren attended the Egg Roll, as well as the Eisenhower grandchildren. During the First and Second World Wars the White House grounds were closed to children. Other locations, such as the National Zoo were used during those times. Following the Second World War the White House renovation was underway, thus making it impossible for the event to take place. ~~However,~~ <sup>however,</sup> President Truman, and perhaps quite rightly so, as it was the Korean War period, that the event was somewhat wasteful.

Traditionally the Marine Band has played at each Egg Roll although today all the Service Bands are invited to perform. In recent years the hours have been from 10:00 to 2:00 with the participants entering through the Southwest Gate of the White House. They are invited to stay until the closing and can still bring lunches although the noon signal is no longer possible to observe. Every child or group of children must be accompanied by an adult and no adult can enter unless accompanying a child. In the 30's it was sometimes observed that adults would seek out unaccompanied children and charge them 25¢ a piece to bring them into the Grounds.



THE WHITE HOUSE  
WASHINGTON

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taken care of



9229 Palisades Avenue  
Gunnysville, Virginia 22150  
March 3, 1975

Dear Mrs Widenfeld,

I spoke with you on the  
phone a few weeks ago and hoped  
that we might be able to  
arrange for the children from  
the Newfields Montessori Co-op  
Preschool to attend the White  
House Egg Roll. Remember me?

All of our children (23)  
are between the ages of three  
and six and none have attended  
the egg roll in the past. Through  
an acquaintance who works at  
the White House I learned that,  
in the past, there have been  
tickets given to certain children

so that they did not have to stand in line with the thousands of other children that come each year. Being a parent of two of the Montessori children and chairman of the fund-raising committee (we are a non-profit co-op trying to set up a scholarship fund) I thought this might be an excellent opportunity for the children to visit the white house and perhaps a chance for the fund-raising committee to make some money.

Would it be possible to obtain tickets and perhaps have a picture taken of our children presenting Mrs Ford, Susan or whomever will represent



the first family with a special  
Easter Egg. We would then  
charge each child for their  
ticket and a copy of the picture.  
I feel it's an experience and  
moments that all parents would  
be willing to pay for (something  
difficult to find these days).

Do you think it's possible.  
May I hear from you. We  
would consider this a field trip  
and come as a group with the  
Directress and Mothers to chaperone.

I am hopeful and very  
thankful for your time and  
attention.

Sincerely,  
Quith M. Didwich

Phone 703 938-9799



Ms Sheila Wiedentfeld  
Press Secretary  
White House  
1600 Pennsylvania Ave  
Washington, D.C.

20006

J. Diederich  
9229 Palisades Dr.  
Vermont, Va.  
22180

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MRS. JOSEPH W. LEVERENZ  
10231 BRIAR  
OVERLAND PARK, KANSAS 66207

Nov. 18, 1974

Press Bureau  
White House  
Washington, D.C.

Dear Sirs:

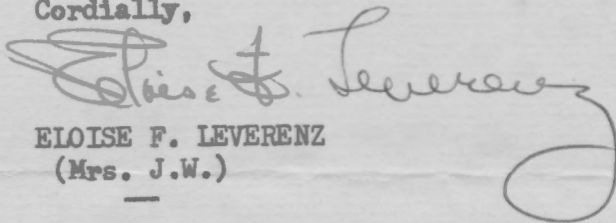
I am researching and preparing, under assignment for Spinning Wheel, an article on Easter Customs in this country.

Would it be possible for you to supply me with some background material re the Annual Easter Egg Roll held on the White House Lawn?

Also, can you supply me with an 8x10 black and white glossy pix for illustrative purposes? One of an early scene would be particularly helpful, and we would of course supply the usual credit line..I am meeting a late November 30 -deadline.

Thanking you for your kind attention and assistance, I am

Cordially,

  
ELOISE F. LEVERENZ  
(Mrs. J.W.)

*apad for lateness -  
will check on  
future projects,  
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pm*







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