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Item: 16 3½" x 5" BW photos of BF in San Diego
3/10/76

no photographer but from ~~Vail-Smith~~
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San Diego

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Photos

pls file
San Diego

President Ford Committee

Main Office: 1116 Wilshire Blvd., Los Angeles, California 90017 • Phone: (213) 482-5180
Northern Office: 2619 Fox Plaza, San Francisco, California 94102 • Phone: (415) 863-7660

State Chairman:

Attorney General
Evelle Younger
State Senator
Dennis E. Carpenter

Contact: David Lewis
(714) 232-3333
(714) 297-6660

*Northern California
Chairman:*

Nita Ashcraft

*Southern California
Chairman:*

Mayor Pete Wilson

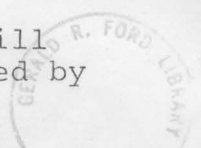
Schedule for BETTY FORD

San Diego Trip

Wednesday, March 10, 1976

- 11:55 a.m. C-9 jet arrives at PSA Maintenance Hangar, 3225 North Harbor Drive.
(Media representatives may assemble outside south gate at hangar. Media to be escorted to hangar area as a group as Mrs. Ford's jet approaches.)
- Mrs. Ford will be met by San Diego Mayor Pete Wilson and Mrs. Betty Wilson; Supervisor Lee Taylor, chairman of the Board of Supervisors; and Mr. and Mrs. Leon Parma. Mrs. Wilson will make a floral presentation to Mrs. Ford.
- Traveling with Mrs. Ford from Los Angeles will be Attorney General and Mrs. Evelle Younger and State Senator and Mrs. Dennis Carpenter, the California State Chairmen.
- NOON Motorcade departs PSA hangar for President Ford Committee headquarters, 3605 Fifth Ave. (at Brookes Avenue.)
(A media bus will travel with the motorcade and will be available on a first come, first serve basis.)
- 12:05 p.m. Motorcade arrives at headquarters. Mrs. Ford will be met by Dr. Albert Anderson and Mrs. John Mazer, San Diego County Co-Chairmen for President Ford Committee.
- Mrs. Ford will be escorted downstairs to meet with committee chairmen, area chairmen and campaign volunteers.
(Media will be directed to an area at the rear of the headquarters where ribbon cutting will take place.)
- 12:10 p.m. Ribbon cutting ceremony begins. Mayor Wilson will introduce Attorney General for remarks, followed by Wilson introduction of Mrs. Ford

(more...more...more)



BETTY FORD TRIP
March 10, 1976
2-2-2-2

Following remarks by Mrs. Ford and ribbon-cutting, the First Lady will meet campaign VIP's and then the public inside the headquarters.

1:05 p.m. Motorcade departs campaign headquarters for Downtown Senior Center, 1042 Tenth Avenue.

1:10 p.m. Arrive senior center. Mrs. Ford will be met by Mark Schiffrin, center director; Zee Ziebarth, center volunteer coordinator; and by Takahashi Wakabyashi, Merrill Miller and Robert O. Peterson, members of the Board of Directors, California First Bank.

(Media area along right wall at entrance to senior center.)

1:12 p.m. Mrs. Ford proceeds to center of room where she will receive a presentation from the center. Afterwards, a gentleman from the center is expected to ask Mrs. Ford to dance.
Later will greet individuals at center.

1:50 p.m. Mrs. Ford and motorcade depart center from adjacent parking lot for PSA hangar.

2 p.m. Mrs. Ford departs for Los Angeles.

#

President Ford Committee Headquarters 297-6660
Downtown Senior Center 239-7751

DL:dbw30976



For release:

Contact: **Larry Peck (213) 482-5180**

FACT SHEET

"WOMEN INVOLVED..." RECEPTION FOR BETTY FORD

Wednesday March 10, 1976

This evening the nation's First Lady, Mrs. Betty Ford, was honored by leading Los Angeles women.

*books
chain
silver paint
drill ?
paint stamp
beige
pedal
keys made*

Los Angeles area women active in Chamber of Commerce, various business and professional groups and politics met with Mrs. Ford in the Grand Ballroom of the Beverly Hilton Hotel.

*Present for dad
chain
wood
orb glass
keys*

Among those attending were Mrs. Mildred Younger, wife of the Attorney General; Judge Mildred Lilly of the District Court of Appeals; Judge Shirley Hufsteadler of the Los Angeles Superior Court; Mrs. Nita Ashcraft, Northern California Chairman of the President Ford Committee; Mrs. Rosemary Ferraro and Mrs. Alice Ogle, Los Angeles County Co-Chairmen; Mrs. Margaret Brock, prominent in local Republican politics; and Mrs. Nola Haerle, a Northwest area coordinator for the California President Ford Committee.



BEVERLY HILTON RECEPTION -- BACKGROUND

This is an event sponsored by the California President Ford Committee and is billed as "Women Involved..." a reception for Mrs. Betty Ford with Los Angeles area women involved in the community, business and politics. It is primarily a recruiting device for the PFC. Most of the women (many of whom will be accompanied by husbands) are active members in various business and professional groups and are active in the Los Angeles County PFC.

Prior to entering the Main Ballroom, Mrs. Ford will proceed to a VIP area.

VIP INVITEES

1. Mrs. Mildred Younger, wife of the Attorney General.
2. Judge Mildred Lily of the District Court of Appeals.
3. Judge Shirley Hufsteadler of the ~~Los Angeles Superior Court.~~ *U.S. Court of Appeals Circuit Judge.*
4. Mrs. Carol Arth Waters, Los Angeles County Heart Association and prominent Republican leader.
5. Mrs. Diane Glazer, prominent Republican leader. She and her husband, Gil Glazer, recently attended the White House state dinner for Israel Prime Minister Rabin.
6. Mrs. Elizabeth Zeigler, sister of Mrs. Younger.
7. Mrs. Dan Frost, sister of Otis Chandler, publisher of the Los Angeles Times.
8. Mrs. Des Rose, prominent Republican fundraiser.
9. Mrs. Nita Ashcraft, Northern California chairman of the PFC.
10. Mrs. Howard Ahmanson, prominent Republican fundraiser.
11. Mrs. Rosemary Ferraro, Los Angeles County PFC co-chairman.
12. Mrs. Alice Ogle, Los Angeles County PFC co-chairman.
13. Mrs. Margaret Brock, prominent Republican activist and fundraiser.
14. Mr. and Mrs. Charles Bakaly; Mr. Bakaly is a member of the state PFC steering committee.
15. Mr. and Mrs. Charles Reed, Jr.; Mr. Reed is National Committeeman from California.
16. Mr. and Mrs. Paul Haerle; Mr. Haerle is chairman of the State Republican Party and his wife, Nola, is employed by the PFC as Northwest area coordinator.
17. Mrs. Madine Carpenter, wife of State Senator Dennis Carpenter.
18. Mr. and Mrs. Ed Carter; Co-chairman, California PFC fundraising committee.
19. Mr. and Mrs. Stanton Hale; Chairman, Pacific Mutual Life Insurance.
20. Ed and Beverly Ziegler, President women's division of Los Angeles Chamber of Commerce.
21. Colleen McAndrews, President Republican Women's Task Force - ERA
22. Judy Miller, Chairman of Business & Professional Womens' Committee, Republican State Party.



For release:

Contact: **Larry Peck (213) 482-5180**

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Among those attending were Mildred Younger, wife of the Attorney General; Nita Ashcraft, Northern California Chairman of the President Ford Committee; Mrs. Rosemary Ferraro and Mrs. Alice Ogle, Los Angeles County Co-Chairmen; Mrs. Margaret Brock, prominent in local Republican politics; and Mrs. Nola Haerle, Northwest area coordinator for the California President Ford Committee among others.



KICK-OFF

FIRST CAMPAIGN HEADQUARTERS IN CALIFORNIA

SAN DIEGO

MARCH 10, 1976

I AM SO EXCITED TO BE HERE

FOR THE OFFICIAL OPENING

OF THE FIRST OF MANY

PRESIDENT FORD CAMPAIGN HEADQUARTERS.

THIS BEAUTIFUL STATE
IS ABSOLUTELY CRITICAL
TO THE PRESIDENT'S CAMPAIGN,
AND HE NEEDS YOUR HELP
DURING THE COMING MONTHS.

YOU ALREADY APPRECIATE HIS LEADERSHIP
AND HIS SUCCESS
IN TURNING THE ECONOMY AROUND
AND IN RESTORING STABILITY
TO OUR GOVERNMENT.
BUT GETTING THAT MESSAGE
OUT TO THE VOTERS
IS THE BIG JOB.

THE PRESIDENT NEEDS YOUR VOICE TO WIN
ON THE PHONE AND IN PERSON---
TALKING ABOUT HIS RECORD
HE NEEDS YOUR TIME AND ENERGY
TO GET VOTERS REGISTERED AND TO THE POLLS.

BUTTONS AND BANNERS AND TELEPHONE BANKS

ARE ALL IMPORTANT---

BUT VICTORY DEPENDS UPON

COMMITTED AND HARD-WORKING SUPPORTERS.

MY HUSBAND ASKED ME TO TELL YOU:

"WE NEED YOUR HELP AND YOUR HEART"

TO WIN--IN JUNE AND IN NOVEMBER.

PLEASE JOIN OUR MARCH TO VICTORY.

THANK YOU VERY MUCH.

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San Diego

THE WHITE HOUSE

WASHINGTON

(714)
- 448-9185

Credentialed in San Diego.

Donna Alon

~~≠~~ Tues. noon
deadline

Press Contact in
Dave Lewis, San Diego.

232-3333

EMBARGOED UNTIL 12 NOON, WEDNESDAY, MARCH 10

For release:

Contact: **Larry Peck (213) 482-5180**

SAN DIEGO -- The nation's First Lady Mrs. Betty Ford today snipped a red, white and blue ribbon officially opening the San Diego County President Ford Committee headquarters.

Joining Mrs. Ford at the ribbon cutting ceremonies were Attorney General Evelle Younger, California PFC co-chairman, San Diego Mayor Pete Wilson, Southern California chairman of the PFC; Dr. Al Anderson and Mrs. Maggie Mazur, San Diego PFC co-chairmen.

The ceremonies were held at the PFC headquarters, 3605 Fifth Avenue.

Mayor Wilson welcomed Mrs. Ford to San Diego and praised "her independent spirit as an inspiration to all Americans."

"Mrs. Ford is one of the most popular first ladies this nation has ever enjoyed and we are privileged to have her in San Diego," the Mayor added.

Speaking to the crowd assembled for the ribbon cutting, Younger said that she is an asset to the campaign, as she has been an asset since the President entered public life.

"It is always a pleasure for me to welcome Mrs. Ford to California, and my wife, Mildred, and I look forward to campaigning with her during the next several days.

"California is an important state for the President. That's the reason Mrs. Ford is here and that's the reason the President will be here later this month."

Following the brief ceremony Mrs. Ford, accompanied by her party which included Mrs. Mildred Younger; Mr. and Mrs. Leon Parma, long-time friends of the Fords' and Mrs. Madine Carpenter, wife of state senator Dennis Carpenter, the California PFC co-chairman; greeted San Diego area and community Ford campaign chairmen.

Mrs. Ford's party then drove to the Senior Citizen's Center at 945 C Street where a dance was being held.

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Sheila Weidenfeld

For release:

Contact: Larry Peck (213) 482-5180

BETTY FORD SCHEDULE

March 9, 10th and 11th

Tuesday, March 9th

1:30 p.m. The Mrs. Betty Ford aircraft will arrive at the B-4 Area on the west side of the LAX field. Present on the ramp to greet Mrs. Ford will be, in the following order: Attorney General Evelle J. Younger; Mrs. Mildred Younger; *Mrs. Tom Bradley* Los Angeles Deputy ~~Mayor Grace Davis~~ and Councilman John Ferraro, President pro-tem of the Los Angeles City Council and Mrs. Madine Carpenter wife of State Senator Dennis Carpenter. Also present will be approximately 200 Girl Scouts. Four Girl Scouts will present Mrs. Ford with flowers. The remaining Girl Scouts and general public will be behind portable fences adjacent to the plane. The press area is to the immediate left.

1:45 p.m. Mrs. Ford departs LAX in motorcade.

2:05 p.m. Mrs. Ford arrives at the Beverly Wilshire Hotel. 9500 Wilshire Blvd. Mrs. Ford will be greeted at curbside by Hotel President George White and a Mariachi band and Mexican dancers. (Note: the owner of the Beverly Wilshire is Hernando Courtwright. He is very prominent in Mexican-American circles in Southern California area.)

7:15 p.m. Mrs. Ford and escort arrive at Century Plaza for dinner honoring director William Wyler. By previous arrangement, a CBS crew will be filming the entire AFI event for use as a special.

7 to 8:00 p.m. General reception preceeding the AFI dinner. (Note: Press coverage permitted.)

7 to 8:00 p.m. Private reception in Palisades Room. (Note: Press Coverage by AFI requested is by Daily Variety and Hollywood Reporter.)

7:45 p.m. Photo session, photographers and crews only in Brentwood Room on California level for television press and still photographers.

8:00 p.m. Dinner (Note: Dinner will be private and not open to press coverage.)

11:00 p.m. Depart Century Plaza for Beverly Wilshire Hotel.

Wednesday, March 10

10:00 a.m. Press who are travelling with Mrs. Ford to San Diego should arrive at the B-4 hangar to have equipment checked prior to boarding.

11:20 a.m. Mrs. Ford's plane departs B-4 Area of LAX for San Diego.

-More-



11:45 a.m. Mrs. Ford's plane arrives at Pacific Southwest Airlines Maintenance Terminal in San Diego. Mrs. Ford will be met at ramp by: Mayor Pete Wilson; Mrs. Betty Wilson; Mr. Leon Parma and Mrs. Barbara Parma, and Supervisor Lee Taylor.

12:00 Noon Mrs. Ford arrives at San Diego President Ford Committee headquarters, 3605 Fifth Avenue. Mrs. Ford will be greeted at curbside by Dr. Al Anderson and Mrs. Maggie Mazur, San Diego PFC co-chairmen.

12:05 Mrs. Ford will be escorted by Dr. Anderson and Mrs. Mazur into headquarters and proceed downstairs to an inside room where volunteer workers will be present. She will then step out onto a patio area where there will be a brief program. Mrs. Ford will cut ribbon held by Mrs. Mazur and Dr. Anderson officially opening the headquarters.

12:50 p.m. Press bus departs PFC headquarters for Senior Citizens' Center.

12:55 p.m. Mrs. Ford departs for Senior Citizens' Center, 945 C Street.

1:05 p.m. Mrs. Ford arrives Senior Citizens' Center.

1:45 p.m. Mrs. Ford departs Senior Citizens' Center for PSA Maintenance Terminal.

2:00 p.m. Depart PSA Maintenance Terminal for Los Angeles.

2:30 p.m. Arrive B-4 Area of LAX

2:40 p.m. Depart B-4 Area of LAX for Beverly Wilshire.

7:00 p.m. Mrs. Ford arrives at the Grand Ballroom of the Beverly Hilton Hotel for reception called "Women Involved". There will be a press platform. There will be no formal program and Mrs. Ford will circulate through the room. All crews and photographers are asked to remain on the press platform. Writing press will be permitted to observe and circulate among the guests.

Thursday, March 11th

12:00 Noon Luncheon to honor grassroots volunteers, hosted by the 38th Assembly District Republican Central Committee. Mrs. Ford enters main ballroom of Beverly Wilshire for luncheon. She will make remarks and participate in the group's program. (Note: Full Press Coverage from designated press area.)

1:30 p.m. approximately, luncheon ends.

2:00 p.m. Mrs. Ford departs Beverly Wilshire

2:45 p.m. Mrs. Ford departs B-4 area LAX enroute to Rockford, Illinois.

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LAX AIRPORT ARRIVAL -- Background

At the ramp to meet Mrs. Ford in the following order will be:

Attorney General Evelle Younger, California PFC Co-Chairman

Mrs. Mildred Younger

~~Honorable Grace Davis, Deputy Mayor, City of Los Angeles~~ *Mrs. Tom Bradley (Mayor's wife)*

John Ferraro, President Pro-tem, Los Angeles City Council

Mrs. Madine Carpenter, wife of Senator Dennis Carpenter,
California PFC Co-Chairman

Mrs. Rosemary Ferraro, LA County PFC Co-Chairman

Mrs. Alice Ogle, LA County PFC Co-Chairman

Mrs. Peggy Stevenson, Los Angeles City Council

To the immediate left of the dignitaries will be four Girl Scouts with their backs to the press. The Girl Scouts will each present a bouquet to Mrs. Ford. The Girl Scouts are from four Los Angeles area district councils:

1. San Fernando Valley
2. Sierra Madre (Pasadena)
3. Long Beach
4. Spanish Trails (Pomona)

Girl Scouts presenting bouquet:

1. Brownie: Amy Charland
Cerritos, Ca.
Long Beach Council
2. Junior: Cynthia Nagatani
Studio City, Ca.
San Fernando Valley Council
3. Cadette: Susan Rodarte
Monterey Park, Ca.
Sierra Madre Council
4. Senior: Stacy Roseboro
Covina, Ca.
Spanish Trails Council

Escorted by: Mrs. Helen Yeoman
President, San Fernando Valley Girl Scout Council

The four presenters have been selected by Scout leaders for merit achievement.

The press will be positioned directly facing Mrs. Ford.

Councilwoman Stevenson will present Mrs. Ford with a welcoming and commendatory resolution from the Los Angeles City Council.



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Prior to entering the Main Ballroom, Mrs. Ford will proceed to a VIP area.

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1. Mrs. Mildred Younger, wife of the Attorney General.
2. Judge Mildred Lily of the District Court of Appeals.
3. Judge Shirley Hufsteadler of the ~~Los Angeles Superior Court~~ *U.S. Court of Appeals Circuit Judge*.
4. Mrs. Carol Arth Waters, Los Angeles County Heart Association and prominent Republican leader.
5. Mrs. Diane Glazer, prominent Republican leader. She and her husband, Gil Glazer, recently attended the White House state dinner for Israel Prime Minister Rabin.
6. Mrs. Elizabeth Zeigler, sister of Mrs. Younger.
7. Mrs. Dan Frost, sister of Otis Chandler, publisher of the Los Angeles Times.
8. Mrs. Des Rose, prominent Republican fundraiser.
9. Mrs. Nita Ashcraft, Northern California chairman of the PFC.
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13. Mrs. Margaret Brock, prominent Republican activist and fundraiser.
14. Mr. and Mrs. Charles Bakaly; Mr. Bakaly is a member of the state PFC steering committee.
15. Mr. and Mrs. Charles Reed, Jr.; Mr. Reed is National Committeeman from California.
16. Mr. and Mrs. Paul Haerle; Mr. Haerle is chairman of the State Republican Party and his wife, Nola, is employed by the PFC as Northwest area coordinator.
17. Mrs. Madine Carpenter, wife of State Senator Dennis Carpenter.
18. Mr. and Mrs. Ed Carter; Co-chairman, California PFC fundraising committee.
19. Mr. and Mrs. Stanton Hale; Chairman, Pacific Mutual Life Insurance.
20. Ed and Beverly Ziegler, President women's division of Los Angeles Chamber of Commerce.
21. Colleen McAndrews, President Republican Women's Task Force - ERA
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For release:

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FACT SHEET

"GIRL SCOUT LEADERS GREET MRS. FORD ON AIRPORT ARRIVAL"

Tuesday, March 9, 1976

Four Girl Scouts from Los Angeles area councils greeted First Lady Betty Ford on her arrival at Los Angeles International Airport this afternoon. Mrs. Ford is honorary chairman of the Girl Scouts of America.

Leading local dignitaries and political leaders also met Mrs. Ford as she arrived for three days of dinners, luncheons and political meetings including official opening of the President Ford Committee San Diego headquarters.

California President Ford Committee Co-Chairman Evelle Younger and Mrs. Mildred Younger led the welcoming delegation. Also on hand were the Honorable Grace Davis, deputy mayor, City of Los Angeles; John Ferraro, president pro-tem, Los Angeles City Council; Mrs. Madine Carpenter, wife of State Senator Dennis Carpenter (R-Newport Beach), California President Ford Committee Co-Chairman; Mrs. Rosemary Ferraro of Downey, LA County PFC Co-Chairman; and Mrs. Alice Ogle of Burbank, also LA County Co - Chairman of the PFC.

Selected from four Los Angeles area Girl Scout councils on the basis of merit achievement were Amy Charland, Cerritos, Long Beach Council; Cynthia Nagatani, Studio City, San Fernando Valley Council; Susan Rodarte, Monterey Park, Sierra Madre Council; and Stacy Roseboro, Covina, Spanish Trails Council. Accompanying them was Mrs. Helen Yeoman, president, San Fernando Valley Girl Scout Council.

Councilwoman Peggy Stevenson presented a welcoming and commendatory resolution to Betty Ford from the Los Angeles City Council.

SAN DIEGO PFC HEADQUARTERS OPENING -- backgrounder

1. On the Mrs. Ford plane from Los Angeles will be:

1. Attorney General Evelle Younger
2. Mrs. Mildred Younger
3. Dorothy Townsend, Los Angeles TIMES
4. Jack Brown, Los Angeles HERALD EXAMINER
5. James Ober, Los Angeles HERALD EXAMINER (photographer)
6. Ruth Ashton Taylor, KNXT-TV (CBS affiliate)
7. Heide Schulman, KNBC-TV (NBC affiliate)
8. Dave Liggett, California PFC director
9. Larry Peck, California PFC press director

2. Mrs. Ford will be met in San Diego on the ramp by:

Mayor Pete Wilson
Mrs. Betty Wilson
Leon Parma
Mrs. Barbara Parma
Chairman, San Diego County Board of Supervisors Lee Taylor

Mayor Wilson is the Southern California chairman of the President Ford Committee. He recently won re-election by more than 60 percent of the vote in San Diego. Mr. Parma serves on the California PFC steering committee.

3. At Headquarters:

Mrs. Ford will be met at curbside by Dr. Al Anderson and Mrs. Maggie Mazur, San Diego PFC Co-Chairmen.

Most of the people Mrs. Ford will be greeting inside the headquarters will be persons who are volunteering to work in the campaign and have been appointed community and area chairmen. They are, for the most part, active community leaders and will include city councilmen, chamber of commerce presidents and traditional Republican leaders. Mayor Wilson, Dr. Anderson and Mrs. Mazur are all acquainted with these people and will provide brief introductions. Mrs. Ford, Mayor Wilson, Attorney General Younger, Mrs. Younger, Mrs. Wilson and Mr. and Mrs. Parma will then step out onto patio area where a microphone will be set up. The press will be in position on driveway, and a mariachi band will be present to the dignitaries' right. The program will consist of:

1. Mayor Wilson welcomes Mrs. Ford and recognizes Dr. Anderson, Mrs. Mazur and the Parmas.
2. Mayor Wilson introduces Attorney General Younger.
3. Attorney General Younger speaks (2-3 minutes).
4. Mayor Wilson presents Mrs. Ford with scissors (hold for photos).
5. Mrs. Ford cuts ribbon held by Dr. Anderson and Mrs. Mazur.
6. Mayor Wilson concludes.
7. Mrs. Ford enters headquarters to meet PFC leaders.



*FG
cut via*

EMBARGOED UNTIL 12 NOON, WEDNESDAY, MARCH 10

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