

**The original documents are located in Box 35, folder “Christmas, 1974 - White House Decorations (2)” of the Sheila Weidenfeld Files at the Gerald R. Ford Presidential Library.**

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April 3, 1975

Dear Anne:

I just received your letter and the enclosed prints of the Christmas decorations.

I'm really sorry you can't use them. If we can ever be of help to you in the future please let us know.

Sincerely,

Nancy Chirton  
Mrs. Ford's Press Office

Ms. Anne Ogden  
Art/Crafts Editor  
HOUSE BEAUTIFUL  
717 Fifth Avenue  
New York, New York 10022



*File  
Xmas-florist*

EDWARD GOTTLIEB & ASSOCIATES LTD.

NEW YORK WASHINGTON LOS ANGELES CHICAGO PARIS

~~445 15TH STREET, N. W. WASHINGTON, D. C. 20036~~

818 - 18TH STREET, N. W. WASHINGTON, D. C. 20006

GORDON L. SMITH  
VICE PRESIDENT

(202) 331-7520  
CABLE ADDRESS: EDGOTTLIEB

December 18, 1974

Ms. Nancy Sheridan  
The White House  
Washington, D. C. 20500

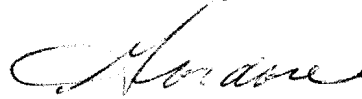
Dear Nancy:

As promised, I am enclosing my release on activities of our florist decorators at the White House. This was distributed with photographs to 20-25 cities and towns by me and will be sent in essentially the same form to some additional cities by representatives of the other florist inter-city delivery services. In this aspect, I represent FTD only and each service does its own publicity.

Frances Lewine called me and may have used reference to the florist volunteers and their organizations. Somehow the local papers managed to ignore us altogether, although I assume you made the information available as you did for other volunteer groups connected with the decorating project. So thanks for all your effort.

I will be glad to give you a further report if you would like to have it when I see how much pickup we get from my mailing. Incidentally, I worked with AP and UP photo on behalf of various florists at the time they were in the White House, arranging to service local papers in the same manner that would have been done for Mr. Easton, about whom you called me yesterday. That particular request has also been taken care of. If you have others, the best thing might be to call me first, and if it is not an FTD florist, I can refer you to the proper person.

Sincerely,

  
Gordon L. Smith

GLS:jac  
Enclosure

From: Edward Gottlieb & Associates  
818 - 18th Street, N. W.  
Washington, D. C. 20006  
(202) 331-7520 (Gordon L. Smith)

For: Florists' Transworld Delivery

For Immediate Release

PATCHWORK DESIGNS HIGHLIGHT  
"OLD FASHIONED CHRISTMAS" AT WHITE HOUSE;  
FLORISTS FROM 24 STATES DONATE SERVICES

Washington, D. C., Dec. 13 -- Patchwork quilt decorations reminiscent of an "old fashioned Christmas" accent the season at the White House this year.

Patchwork swag, bows, and balls on the tree in the Blue Room set a theme of simplicity decided upon by the first family. The First Lady's own ornament with the legend "Betty Ford - 74" was the last item to go on the tree at the press preview this week.

Mrs. Ford indicated that she was having an old fashioned Christmas because that is the kind the Ford family always had and that making the new ornaments was a way of involving senior citizen and other special groups.

The 19-foot Christmas tree was decorated by Washington florist William Dove and his associates, with the assistance of professional florists from florist industry delivery services -- Florists' Transworld Delivery, Teleflora, Florafax International, and American Floral Services, each of which assigned members to actually decorate the tree as part of a "pool" arrangement under which the florist industry assistance was provided. In all, more than 80 florists from 24 states, including the District of Columbia, donated their services over a ten-day period to make decorations that will be seen by an estimated 50,000 visitors to the White House during

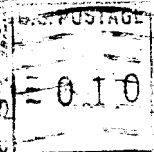
the Christmas season. They worked under the direction of Mrs. Ford, design consultant William Dove, and chief White House floral designer E. M. (Rusty) Young. Their work is to be seen in the East Room, the Green, Blue and Red Rooms, the State Dining Room, and in the Great Hall and Foyer.

The patchwork theme, emphasizing thrift and recycling, is a rural American art form. The handmade ornamentation of blue moire swag lined in patchwork circles the tree, on which is also seen silvery-grey dried arrangements of statice and small, handmade wooden toys. They were made by craftsmen and senior citizens groups throughout the country. New York interior designer Susan Hutchins and Celine Mahler, Bayside, N. Y., of the Quilters Workshop advised on quilting and patchwork. The tree is trimmed with 550 patchwork balls in four shapes -- round, pentagonal, orange-peel, and Christmas lantern. The patchwork balls were made by Appalachian area women in North Carolina commissioned by Blue Ridge Mountain Industries, while a Pennsylvania toymaker donated toys.

Decoration of the other rooms is in a more traditional pattern, including poinsettia "trees" in the four corners of the East and State Dining Rooms. Some 30 green wreaths weighing about 75 pounds are at the first floor windows of the mansion. In the entrance foyer are eleven herald angels made from aluminum foil sprayed with gold paint.

EDWARD GOTTLIEB & ASSOCIATES LTD.

818-18TH STREET, N. W.  
WASHINGTON, D. C. 20006



Ms. Nancy Chirton  
The White House  
Washington, D.C. 20500

~~WHL~~  
EW

EDWARD GOTTlieb & ASSOCIATES LTD.

NEW YORK WASHINGTON LOS ANGELES CHICAGO PARIS

818 - 18TH STREET, N. W. WASHINGTON, D. C. 20006

GORDON L. SMITH  
VICE PRESIDENT

(202) 331-7520  
CABLE ADDRESS: EDGOTTlieb

January 2, 1975

Mrs. Sheila Weidenfeld  
Press Secretary to Mrs. Ford  
The White House  
Washington, D. C. 20500

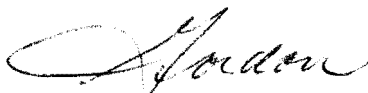
Dear Sheila:

Since our efforts in decorating the White House, some of the FTD florists, at least, have had some very nice publicity in their home town papers. For your information I am attaching copies of articles which appeared in the Muskegon, Michigan, Chronicle; The Stanley News & Press, Albemarle, N. C.; Milwaukee Journal; Tacoma News Tribune; and the Ardmoreite, Ardmore, Oklahoma.

I thought you might like to see these and pass them along to Rex and Rusty. I also enclose a copy of the January issue of FTD NEWS with the color cover for which you so kindly arranged. It will be quite a hit in the florist industry I can assure you.

I want to wish you a very happy and successful New Year.

Sincerely,



Gordon L. Smith

GLS:jac

Enclosures

CC: Mr. Rex Scouten  
Mr. Rusty Young

Sent copies to Rex and Rusty 1/7/75  
nee



# Members Fill White House With Christmas Spirit

**Glittering lights**, colorful ornaments, rooms filled with flowers and holiday greens make Christmas a time of joy and celebration in millions of homes throughout the world.

The warmth and glowing in the nation's White House symbolizes America's celebration of Christmas.

Christmas is a special, unique event at the White House. Decorating the mansion takes a lot of time, work and effort to give it real warmth for the holiday season.

Twelve of the regional winners in the 1974 FTD Americas Cup competition responded affirmatively to invitations to join with the White House staff in decorating for the holidays.

Decorations began to be prepared and put into place in early December. Members each worked on the decorations for an average of two days.

Bill Dove, Bill Dove Flowers, Washington, D.C., was appointed as Betty Ford's consultant for the Christmas decorating. He and White House Chief Floral Designer Elmer "Rusty" Young supervised the decorations.

Mr. Dove has had experience decorating many government functions and noteworthy locations including the Metropolitan Gallery in Washington.

Mrs. Ford specified that the Christmas decorations use economical materials displaying American crafts with aesthetic value. Traditional Christmas colors were highlighted.

The focal point of the decorations was the Michigan Fir Christmas tree set up in the Blue Room. The 19½-foot high tree from Mayville, Mich., preserved a tradition started by President Benjamin Harrison.

The tree was entwined with wheat lights with an overlay of silver statice. Calico patchwork ornaments made by disadvantaged senior citizens from Appalachia, pine cones, sachets of spices and American Indian made baskets filled with gumdrops and ribbon candy enhanced the fir tree. Swags of blue moire, lined with calico



Charles Smith and Bill Dove of Bill Dove's Flowers, Washington, D.C., place a golden angel decoration above a portrait of the late President Dwight D. Eisenhower. Mr. Dove was the White House Christmas decorating consultant for 1974.



patchwork designs from all over the United States, were strung around the tree.

Small pieces of mirror in various shapes and sizes gave added glamour and reflection to the tree.

Members helped decorate the White House at different times during a 10-day period. The first few days they worked in the flower room. The rest of the time was spent decorating the State Dining Room, East Room, Red Room, Green Room, Blue Room and Diplomatic Reception Room.

Members decked the Christmas tree and decorated the entrance foyer and Great Hall with rope, wreaths and topiary ficus trees interspersed with red berries. Mantles were garnished with poinsettias and needle point ivy.

Mixed bowls of natural greens with clusters of statice, dried materials and red berries were placed throughout the White House.



MUSKEGON CHRONICLE  
MUSKEGON, MICH.  
12-14-74

FLOWER POWER DOES IT

*Our Bob Chomped Hot Dogs in White House*

By DENISE McCOURT

Bob Carr of Bos Floral House had  
ch in the White House this week.

Hot dogs — served in a beautiful

"You know they have 800 security  
guards at the White House working  
around the clock," he said. "Each day  
when we arrived at the northwest gate  
they checked our driver's license  
against a list they had. Then they is-

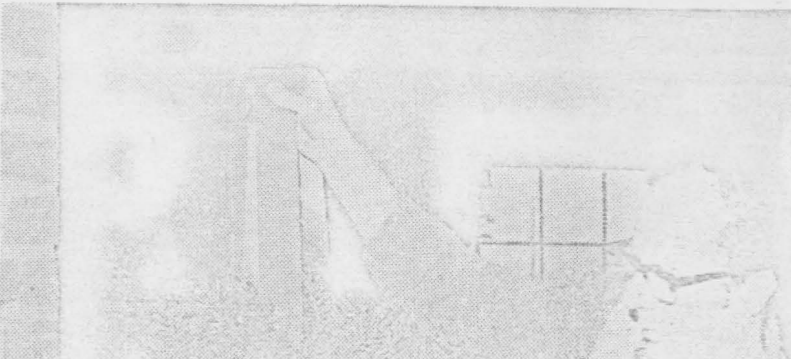
florists usually buy ready-made by ma-  
chine.

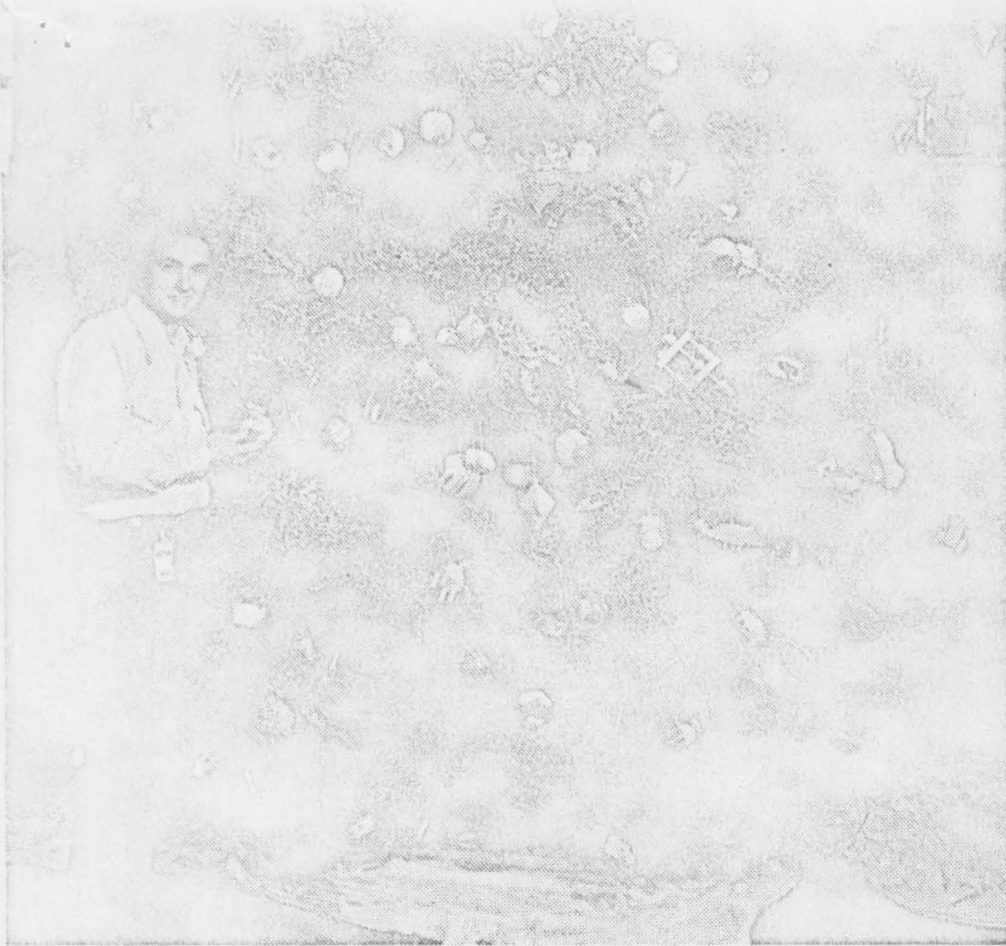
The White House was also decorated  
with 44 double-faced Christmas wreaths  
hung in the windows. The wreaths were  
hung with handmade red quilted meins-

kept even if they put them in different  
rooms.

"As each flower gets a new cut, the  
arrangement becomes shorter.

The florists stay on after every state





HARWOOD WITH CHRISTMAS TREE IN WHITE HOUSE

Claude Harwood, owner and operator of Harwood's Florist and Green House in Albemarle, was one of eight florists selected to help decorate the 19-foot Christmas tree that stands in the Blue Room of the White House. Mr. Harwood was brought to Washington last week by Florists' Transworld Delivery to help ready the White House for Yuletide inspection by an estimated 50,000 visitors. Selected because he was a regional winner in the FTD America's Cup floral design competition earlier this year, he was one of the some 80 florists from 24 states who participated in the annual Christmas decorating project at the White House.

## Local Florist Helps Decorate White House

Claude Harwood, Jr., has returned to Albemarle from Washington, D.C., where he

STANLEY NEWS &  
PRESS  
ALBEMARLE, N.C.

(Continued from Page One)

design consultant William Dove, and chief White House floral designer E.M. (Rusty) Young. Their work will be seen in the East Room, the Green, Blue and Red Rooms, the State Dining Room, and in the Great Hall and Foyer.

Mr. Harwood pointed out that patchwork quilt decorations reminiscent of an "old

# *Decking the White House Halls*

By Bea J. Pepan

of The Journal Staff

Getting a house ready for  
Christmas can be a big pro-



# Tacoma News Tribune



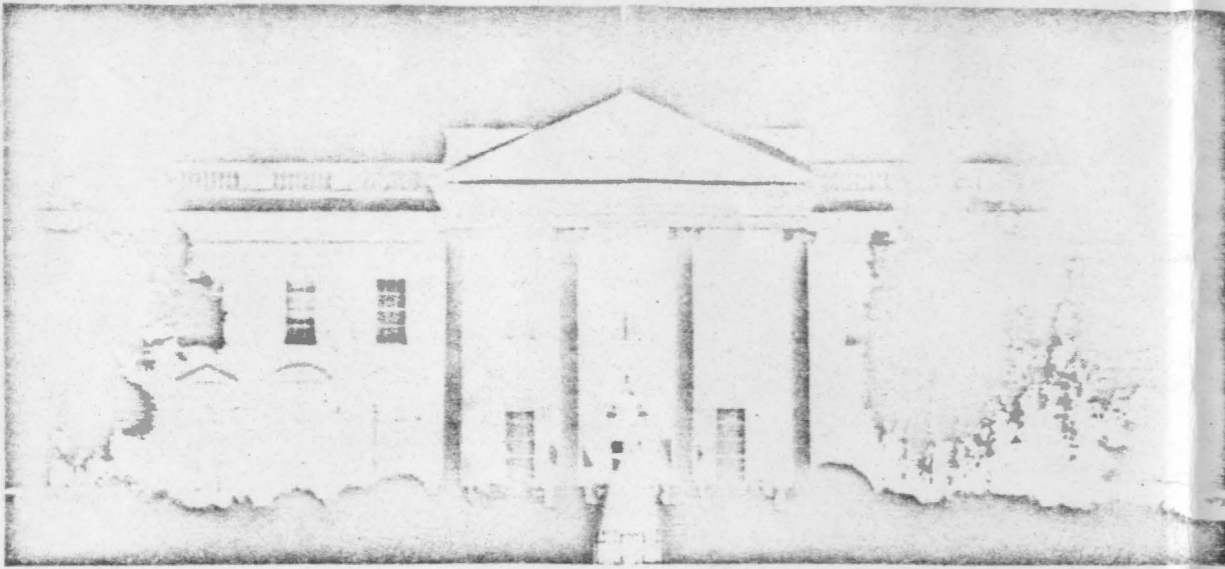
Final

92nd YEAR, 135

TACOMA, WA.

THURSDAY, NOVEMBER 7, 1974

15



## He'll deck the halls for Jerry

Tacoma floral designer Bob Big- ham will help decorate the White House for Christmas this year — one of 20 master florists chosen for the honor.

The first family's holiday trim- mings will be "simple and tradition- al," Bigham said, in contrast to the gaudier displays of recent years.

Bigham, 30, an employe of Brown's Flowers in Tacoma, earned his appointment to the White House design team by placing eighth in a nationwide floral display competi- tion.

Story, Page A-3.

⑦

Staff photo by Bruce Larson



1-2-74  
Sheila -  
Both these stories incomplete  
but will give you idea.  
Jordan



Tacoma, Thurs., Dec. 19, 1974

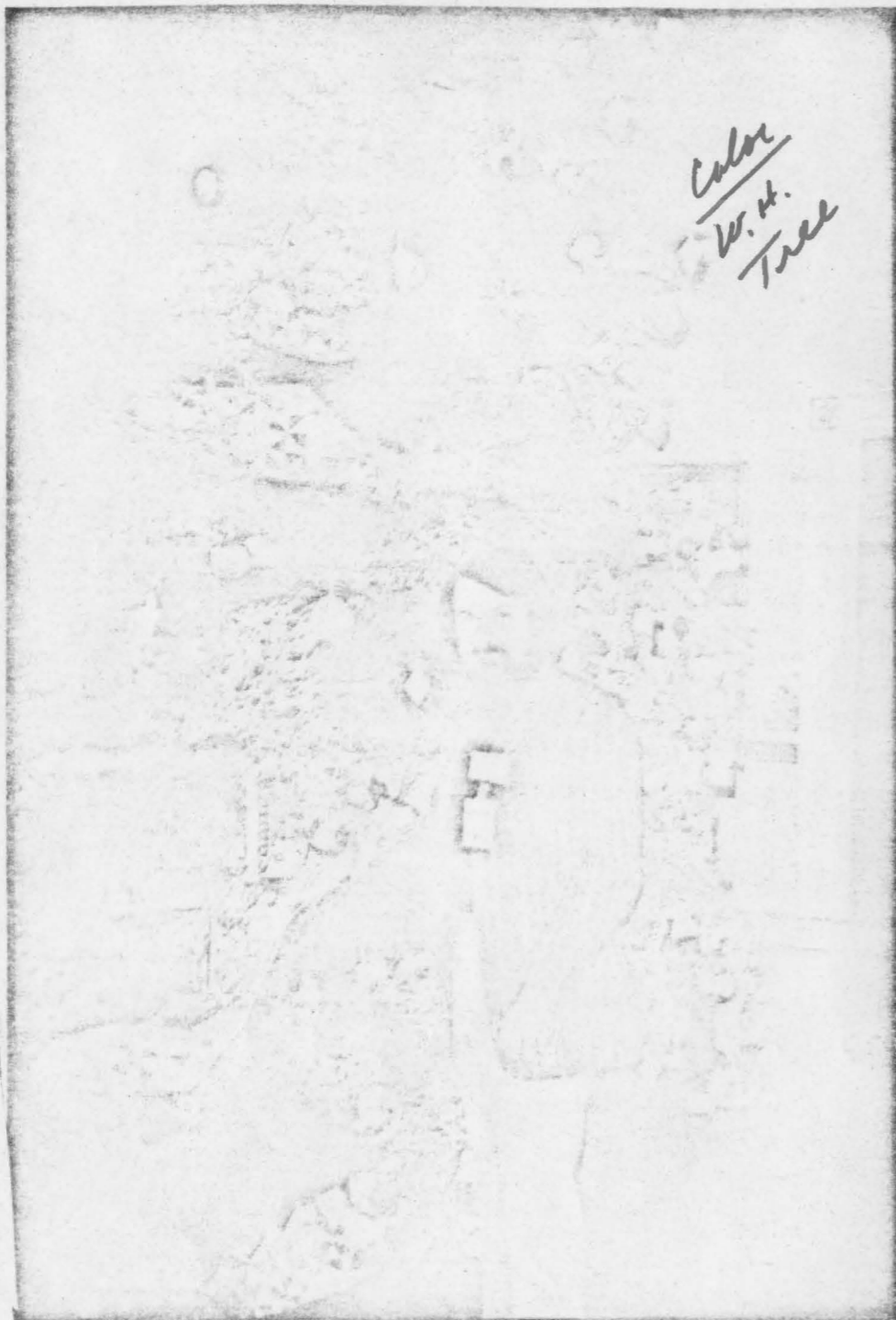
# Tacomans changed mood of White House for the holidays

By BARBARA ANDERSON  
TNT staff writer

The creative ability and natural beauty of the Northwest are a part of the White House this Christmas season.

Tacoma's Bob Bigham spent four days with other top floral arrangers in the country changing the mood of the museum-like building, giving it the warmth of nature in a home atmosphere, decorating for the holidays.

Not only that, but all the Christmas greens used for garlanding — noble and silver fir, berried juniper and incense cedar — came from The Kirk Co. in Puyallup.



*Color  
w. H.  
Tree*

(?)

Bob Bigham and 'back to nature' Christmas tree

ARDMORE, OKLA. ARDMORITE

# Ardmoreite Helps Decorate White House

An Ardmore florist, Branson, Baker, was one of 80 florists who helped decorate the

honor by winning the regional competition sponsored by Florists' Transworld Delivery.

rooms of the White House, many are not normally open to the public, including the

worked on the large Christmas wreaths and garlands as well as large angels made

that will be seen by an estimated 50,000 visitors to the White House during the

From: Edward Gottlieb & Associates  
818 - 18th Street, N. W.  
Washington, D. C. 20006  
(202) 331-7520 (Gordon Smith)

For: Florist Wire Services

Immediate Use

CHRISTMAS DECORATIONS AT WHITE HOUSE  
TO BE FASHIONED BY INTERCITY FLORIST GROUPS

Washington, D. C., Nov. 12 -- For the third consecutive year, members of florist intercity delivery services will help fashion the color and charm that is "Christmas at the White House" for thousands of seasonal visitors.

( \* 2 ) Under the direction of Elmer "Rusty" Young, chief White House floral designer, members of Florists' Transworld Delivery, Teleflora, Florafax International, Inc. and American Floral Services, Inc. will spend several days making garland, wreath, and special floral designs. Undoubtedly the most prestigious of Christmas decorating activities in the florist industry, Mr. Young has encouraged florists to participate in this project for several years.

\* At the request of White House officials, each of the intercity services has invited up to 15 of its members to participate in the decorating project, which will take place early in December.

Most of the designers will devote two or three days' work over a ten-day span to the project. Detailed plans for Christmas 1974 are now being worked out by the First Family and the White House.

-0-

11/12/74



Bill Dove - 333-3366  
 Dove Flowers  
 2300 16th Ave N.W.  
 Washington, D.C. 20001

Name	Sat. Nov. 30	Sun. Dec. 1	Mon. Dec. 2	Tues. Dec. 3	Wed. Dec. 4	Thur. Dec. 5	Fri. Dec. 6	Sat. Dec. 7	Sun. Dec. 8	Mon. Dec. 9
BRANSON BAKER				P X	X					
NEIL BASSIN									X	X
JULIAN BERRY	mo X	P X	X	X	X	X	X	X		
BOB BIGHAM								X	X	X
LINDA BORDWINE								X ?	X ?	X ?
SIDNEY BOWEN									X	X
VIRGINIA BOWEN									X	X
JAMES BOUKAS							P X	X		X
JANE BULL									X	X
BRUCE BUNTIN							X	X	X	
LEE CANTLEY			X	X	X	X	X	X	X	X
ROBERT CARR							P X	X	X	X
KATHRYN CARROLL				X	X	X				
WILLIAM CARROLL				X	X	X				
WALTER CHARRON	P X	mo X	X	X	X	X	X	X	X	X
MIKE COSTA			X P	X	X	X	X	X	X	X
WILLIAM CUTTING			X P	X	X	X	X			
DON DAVIS									X	X
SHIRLEY DAVIS										
JANIS DIETERICH								X		



Bill Dove - 333-3366  
 Dove Flowers  
 Hyattsville - Parkside, S. Cent. Rd.

Name	Sat. Nov. 30	Sun. Dec. 1	Mon. Dec. 2	Tues. Dec. 3	Wed. Dec. 4	Thur. Dec. 5	Fri. Dec. 6	Sat. Dec. 7	Sun. Dec. 8	Mon. Dec. 9
SUSAN DOGHERTY								X	X	X
OLIVER DUNSTAN <i>Portiac</i>								X	X	X
RUBY DUNSTAN								X	X	X
AL EASTON <i>W 960</i>	<i>P</i> X	X	X	X	X					
DAVID EMGE	<i>mp</i> X	<i>no</i> X	X	X	X	X	X	X	X	X
DON FLOWERS										X
<del>BILL HARPER <i>u to 11/26</i></del>							X			
CLAUDE HARWOOD								X	X	X
LOUIE HENSAL							X	X	X	X
LUCY HILLE					(B) X	X				
FRANCES HOGAN										X
LYNDON HOLT <i>AFS</i>						X	X	X	X	X
DONALD HOPPE <i>AFS</i>						X	X	X	X	X
BETTY HOWARD					<i>x PM</i>				X PM	X PM
MAC HUGHES								X	X	X
VIRGINIA JAMES								X	X	
<del>LONNDA</del> JONES							X	X		
WAYNE JONES							X	X		
FRANK LAZZARO, JR.								X	X	
BILL LEE										X
WINNIE LEE										X
NORWOOD LEET									X PM	X PM



Name	Sat. Nov. 30	Sun. Dec. 1	Mon. Dec. 2	Tues. Dec. 3	Wed. Dec. 4	Thur. Dec. 5	Fri. Dec. 6	Sat. Dec. 7	Sun. Dec. 8	Mon. Dec. 9
JEANNE LEET									X AM	X AM
CLAIRE LEISHMAN			P X	X	X	X	X	X	X	X
WILLIE NELL LIGON <i>mat son of ... Wich. in 7th Tier (7th tier)</i>						X	X	X	X	X
JIM MAILLOUX <i>W-597</i>	P X	X	X	X						
SUSAN MAUCK <i>need photo</i>			X						X	X
KARLTON MORRIS, SR.									X AM	
JUANITA MCKINNEY <i>W-648</i>	P X	X	X			X	X	X	X	X
FRANK McMURTRAY									X	
JANET McMURTRAY									X	
JAMES OWENS ( <i>7TD unofficial</i> )						X P	X	X	X	X
RON PAYNE	<i>no</i> X	P X						X	X	
MIKE POLYCHRONES								X	X	X
JUDITH RICHARDS								X	X	X
ELYNOR ROBERTIE								X	X	X
PHIL RULLODA								X	X	X
DICK SALO								X	X	X
GEORGE SAMPSON								X	X	X
JIM SAXTON								X	X	X
DARLENE SCHERER								X	X	X
CONSTANCE SHULACK								X	X	X
MICHAEL SHULACK								X	X	X
FRANCIS SIMONDS								X	X	X

Name	Sat. Nov. 30	Sun. Dec. 1	Mon. Dec. 2	Tues. Dec. 3	Wed. Dec. 4	Thur. Dec. 5	Fri. Dec. 6	Sat. Dec. 7	Sun. Dec. 8	De
BOB SOKOLOWSKI <i>Buckingham</i>	P X	X	X	X	X	X	X	X	X	X
STELLITA STEWART								X ?	X ?	X
JOHN TEDESCO								X	X	X
PAULINE ANN TEDESCO								X	X	X
ROSEMARY TURNER								X	X	X
ED VON BARGEN						<i>get picture to</i>	<i>bring to</i>	<i>bring to</i>	X	X
BILL VENUTO									X	
JOE VINOLAS							<del>X</del>	X	X	X
BOB WIETHOLTER								X	X	X
JEAN WILLIAMS								X	X	X
LEE MARTIN WOOLBRIGHT <i>AFS</i>						X	X	X		
RUTH YOUNG									X	X
<i>BILL DOVE</i> Dorothy Friedenber, Allied Florists <i>need photo</i>	P X		X							X
Patricia Lebanik, Allied Florists									X	
Perry Russ, SAF										
Bruce Sandin, FTD rep	P X	X								
<i>CHUCK SMITH</i> Fain Sandin, FTD	P X	X								
Morris Semiatin, Ankers Photographers	X	X	X	X	X	X	X	X	X	X
Gordon Smith, FTD										
Jack Stevens, Teleflora rep										
Jan Stevens, Teleflora										
Jack Van Cleve, Florafax rep										
Janet Van Cleve, Florafax										



Inter-city wire services:

teleFlora Inc.

Florists Transworld Delivery

American Floral Service

Florafax Intl

reps of Society of Amer. Florists (SAF)  
& Allied Florists Associations

started out inform - went to wire  
services

FTD special award winners  
<sup>cup</sup>  
some offer  
others are invited reputations

voluntary cooperative effort  
they pay for their own way



Patty Malton 2193

WASHINGTON

12/2

List of Prospective Volunteers for decorating for Christmas 1974 as of 12/22/74

- Thomas Baker 12/3 & 4 ARDMORE, OKLA.
- Neil Bassin 12/8 & 9 Arlington
- Julian Berry 11/30 - 12/7 ORANGEBURG, S.C.
- Darwin Bigham 12/6 - 9 TANOMA, WASHINGTON
- Linda Bordwine 12/7 - 9
- Sidney Bowen 12/8 & 9 Prince Frederick, Md
- Virginia Bowen 12/8 & 9
- James Boukas 12/5, 7 & 9 Wash DC
- Jane Bull 12/8 & 9 Baltimore
- Bruce Buntin 12/6 - 8 Wash
- Lee Cantley 12/2 - 9 DEL MAR, CALIF.
- Robert Carr 12/5 - 11 Muskegon Mich
- Kathryn Carroll 12/3 - 5 GLEN'S
- William Carroll 12/3 - 5 6 & D
- Walter Charron 11/30 - 12/9 Wash DC
- Mike Costa 12/2 - 14 Sacramento
- Bob Costin 12/9 - Real Ray Beach, Florida
- William Cutting 12/2 - 7 FTD
- Don Davis 12/8 & 9
- Shirley Davis 12/8 & 9 La Plata, Md
- James Dieterich 12/7 - 9 MELBOURNE, FLA
- Oliver Dunstan 12/7 - 9 PONTIAC, MICH
- Ruby Dunstan 12/7 - 9
- Allison Easton 11/30 - 12/5 MT. VERNON, VA
- David Emge 11/30 - 12/9
- Don Flowers 12/9 - BALTIMORE, MD
- Dorothy Friedenber 12/2, 9 & 10 - ALLIED
- Bill Harper 12/4 & 5
- Claude Harwood 12/6 - 9 ALBEHARLE, N.C.
- Lucille Ann Hille 12/3 - 6 ELM GROVE, WIS
- Frances Hogan 12/9 - CAMP SPRINGS, MD
- Lyndon Holt 12/5 - 9 DALLAS, TEX
- Donald Hoppe 12/5 - 9 DALLAS, TEX
- Betty Howard 12/7 - 9 MITTABA, FLA
- Mac Hughes 12/7 - 9 COLONIAL HTS, VA
- Virginia Jones 12/5 - 8 ROCKY HILL, CONN
- Louinda Jones 12/6 & 7 VIRGINIA BEACH, VA
- Wayne Jones 12/6 & 7
- Frank Lazzaro, Jr. 12/7 - 9 NEW YORK, NY
- Patricia Lebanik 12/8 - ALLIED
- Bill Lee 12/9
- Winnie Lee 12/9 WASH. D.C.
- DeUGHERTY, SEE LANSDALE, PA.
- Jeanne Leet 12/8 & 9
- Norwood Leet 12/8 & 9 LOUISVILLE, KY.
- Claire Leishman 12/2 - 19 - SACRAMENTO, CALIF
- Willie Nell Ligon 12/5 - 9 WICHITA FALLS, TEX
- James Mailloux 11/30 - 12/4 WEST LAFAYETTE, IND
- Susan Mauck 12/2, 8 & 9 - SILVER SPRING, MD.
- Dick Moore 11/30 - 12/9 - AFS
- Karlton Morris, Sr. 12/8 ANNAPOLIS, MD.
- Juanita McKinney 11/30, 12/1 - 10 FT. CAHARRIL, KY
- Frank McMurtray 12/8
- Janet McMurtray 12/8 GAITHERS BURG, MD.
- James Cwens 12/4 - 9 LAWRENCE, KANS.
- Ron Payne 11/30, 12/1, 12/7 & 8 ALEXANDRIA, VA
- Mike Polychrones 12/7 - 9 SPRINGFIELD, VA.
- Judith Richards 12/8 & 9 - MELBOURNE, FLA.
- Elynor Robertie 12/8 & 9 FAIRFAX, VA
- Phil Rulloda 12/7 - 9 PHOENIX, ARIZONA
- Perry Russ 11/30 - 12/9 - SAF.
- Dick Salo 12/7 - 9 WORCESTER, MASS.
- George Sampson 12/7 - 9 NEW YORK, NY
- Bruce Sandin 11/30 - 12/9 FTD.
- Fain Sandin 11/30 - 12/9
- Jim Saxton 12/7 - 9 FT. WAYNE, IND.
- Darlene Scherer 12/7 - 9 FT. WAYNE, IND.
- Constance Shulack 12/7 - 9
- Michael Shulack 12/7 - 9 MANVILLE, N.J.
- Francis Simonds 12/6 - 9 Omaha, NEB.
- Bob Sokolowski 11/30 - 12/9 ARLINGTON, VA
- Jack Stevens 11/30, 12/6 - 8 TELEFLORA, IND
- Jan Stevens 12/8 POTOMAC, MD.
- Stellita Stewart 12/7 - 9
- John Tedesco 12/7 - 10
- Pauline Ann Tedesco 12/7 - 10 KENMORE, N.Y.
- Rosemary Turner 12/7 - 9 BOLIVAR, TENN.
- Jack Van Cleve 11/30 - 12/9 FLORAFAX
- Janet Van Cleve 12/8 BALTIMORE, MD
- Bill Venuto 12/8 - WASH. D.C.
- Edward Von Bargaen 12/7 - 9 JERSEY CITY, N.J.
- Joe Vinolas 12/6 - 9 CHAHA, NEB.
- Bob Wietholter 12/7 - 9 BLUFFTON, IND.
- Jean Williams 12/7 - 10 SPRINGFIELD, ILL.
- Lee Martin Woolbright 12/5 - 7 NEWBERRY, S.C.A.
- Ruth Young 12/8 & 9 - RUSTY'S WIFE

30 - 14 12/5 - 26 23 12/10 - 8  
 11 - 13 12/6 - 30 32 12/11 - 3  
 12 - 18 12/7 - 53 55 12/12 - 2  
 13 - 19 17 12/8 - 66 12/13 - 2  
 14 - 22 19 12/9 - 62 12/14 - 2  
 12/15 - 19 - 1





# AMERICAN FLORAL SERVICES, INC.

P.O. BOX 12309 • 3401 N.W. 50th at Grand Blvd.

OKLAHOMA CITY, OK 73112

PHONE (405) 947-3373

October 16, 1974

Mr. Rusty Young  
% The White House  
1600 Pennsylvania Ave.  
Washington, D.C. 20500

Dear Rusty:

Here is the list of people we have contacted and suggested they be used by you for the Christmas decorations.

Mr. & Mrs. Bill Carroll  
% Bill Carroll's Florist  
1 South Chester Pike  
Glenolden, PA 19036  
(215) 586-2780

Mrs. Juanita McKinney  
% Magnolia Flower & Gift Shop  
P.O. Box 532  
Fort Campbell, KY 42223  
(502) 439-3507

Mrs. Betty Howard  
% Betty's Flowers  
10546 Florida Ave.  
Tampa, FL 33612  
(813) 935-2184

Mr. Don C. Hoppe (10 yrs. Air For)  
% Shaw Florist  
1305 S. Broadway  
Carrollton, TX 75006  
(214) 242-5213

Mr. Lyndon E. Holt  
% Holt's Florist, Inc.  
2017 Greenville Ave.  
Dallas, TX 75206  
(214) 827-3221

Mrs. Jean Williams  
% Jean's Flowers & Gifts  
1428 N. MacArthur  
Springfield, IL 62702  
(217) 544-7477

*NO*  
~~Mrs. Stellita Stewart  
& Linda Bordwine  
% Stellita's Florist  
201 9th St.  
Etowah, TN 38331  
(619) 263-2238~~

Mr. Lee Cantley  
% Casa de La Flores  
Del Mar Plaza  
Del Mar, CA 92014  
(714) 755-9364

Mr. Julian Berry  
% Crumpton's Florist, Inc.  
965 Summer Ave., N.E.  
Orangeburg, SC 29115  
(803) 534-3204

Mrs. Lee Woolbright  
% Woolbright's Flowers  
1305 Main St.  
New berry, SC 29108  
(803) 276-6080

Have a Good Christmas Season!

Mr. Ronald Lee Payne  
6137 Burnett St.  
Alexandria, Virginia 22310

*Harry*  
Harry J. Killian, AAF  
Director of Administration  
AMERICAN FLORAL SERVICES, INC.

AFS  
AMERICAN FLORAL  
MARKETING COUNCIL



① Cleared for 1973 Project  
Will invite for 74 Project

8-9 Neil Bassin 59-0013 Buckingham Floral, Arlington, Va.

8-9 Donald Davis }  
Sherley Davis } 31-1281 Davis Florist, La Plata, Md.

9 Frances Hogan 31-1797 Hogan's Florist, Camp Springs, Md.

9 William P. Lee }  
Merrifield Lee } 61-0242 Lee's Flower Shop, Washington, D.C.

8 Frank McMurtry }  
Janet McMurtry } 31-0903 Saittersberg Floral Cuts, Saittersburg,

\* C. Michael Polychromes 59-2316 Michaels Flowers, Springfield, Va.

Jack S. Stevens, Teleflora, Inc. Rep. - Potomac, Md.

② Individuals who have expressed desire to participate  
Not cleared for security

✓ Mr. Oliver Deustman } 33-1588 Deustman's Flowers, Pontiac, Michigan 480  
✓ Mrs. Ruby H. Deustman } 313-681-0100 3484 W. Huron St.

✓ Sydney S. Bowen } 31-1156 Bowen's Florist, Prince Frederick, Md. 5-1-4  
✓ Delene Bowen } 301-535-2567 16-8-4

\* Rosemary Turner 55-1101 Bill's Flower Shops, <sup>Joppatte & Washington</sup> Bolivar, Tennessee 9-13  
901-658-3518 38008

✓ Judith H. Richards } 536 1270 HWY. A-1-A, 3-17  
✓ Janis ~~Richards~~ } 19-2115 Creations By Judy, Melbourne, Florida 2-19-  
Dieterich } 305-773-9494

\* Will invite to work on Christmas tree specifically

✓ Security Clearance forms submitted to Rep. Scotton 10-25-74





1974 FTD florists for White House Xmas decoration

Ms. Virginia James (203) 563-0323  
Laurette's Flower Shop, Inc.  
1881 Silas Deane Highway  
Rocky Hill, Connecticut 06067

Ms. Jane Bull (301) 426-2050  
The Flower Cart, Inc.  
5230 Harford Road  
Baltimore, Maryland 21214

Mr. Robert Carr (616) 773-3264  
Bos Floral House  
1333 Apple Avenue  
Muskegon, Michigan 49442

Mr. Jim Mailloux (317) 743-2102  
Wright Flowers  
705 Evergreen Street  
West Lafayette, Indiana 47906

Mr. Claude Harwood (704) 982-2137  
Harwood's Florist & Greenhouses  
Box 878  
Albemarle, North Carolina 28001

Ms. Lucy Hille (414) 786-1040  
Welke's House of Roses  
890 Elm Grove Road  
Elm Grove, Wisconsin 53122

*No*  
~~Mr. Bill Harper (816) 436-1202  
Trapp's Inc.  
6571 N. Oak Trafficway  
Kansas City, Missouri 64118~~

Mr. Branson Baker (405) 223-2066  
Baker's House of Flowers  
901 Grand Avenue  
Ardmore, Oklahoma 73401

Mr. Phil Rulloda (602) 258-7875  
Country Club Florist  
1915 East McDowell Road  
Phoenix, Arizona 85006

Mr. Bob Bigham (206) 472-3361  
Brown's Flowers  
4734 S. Tacoma Way  
Tacoma, Washington 98409

Ms. Juanita McKinney (502) 439-3507  
Magnolia Flower Shop  
P. O. Box 306  
Oak Grove, Kentucky 42262

Mr. Edward Von Bargaen (201) 433-0233  
Entermann-Gotthardt Florists  
311 Ocean Avenue  
Jersey City, New Jersey 07305

Mr. Al Easton (618) 242-0616  
Easton's Flower Shop  
126 N. 9th Street  
Mount Vernon, Illinois 62864





EDWARD GOTTLIEB & ASSOCIATES LTD.

NEW YORK WASHINGTON LOS ANGELES CHICAGO PARIS

~~1415 16TH STREET, N. W., WASHINGTON, D. C. 20006~~

818 - 16TH STREET, N. W., WASHINGTON, D. C. 20006

GORDON L. SMITH  
VICE PRESIDENT

(202) 331-7520  
CABLE ADDRESS: EDGOTTLIEB

November 20, 1974

Mrs. Sheila Weidenfeld  
Press Secretary to Mrs. Ford  
The White House  
Washington, D. C. 20500

Dear Sheila:

The attached letter explains the overall operating procedures for Christmas decorations at the White House as it involves the florist delivery services. Part of the understanding is that each service is free to do special feature or photo stories in its own publications, provided they meet with your approval.

FTD NEWS, a monthly publication circulated to some 14,000 FTD members, is planning to do a photo story and color cover for its January issue. In order to meet the deadline, it is necessary to make pictures on Saturday, November 30, and rush the film to the magazine's headquarters in Detroit.

I have arranged for three of our FTD contingent to be available on that date, and we would need photographs in the house, which should take no more than an hour during the afternoon. I will have decorations of the kind to be used made up in advance for the purpose of photography. As mentioned in the other letter, Morris Semiatin of Ankers Photographers, who has Secret Service clearance, would be the photographer.

We would very much like to have Mrs. Ford or a member of the family in this photograph. At the same time, I do not want to prejudice any appearance she might make later when a larger group of florists are in the White House. Let's talk about this when we have the meeting I requested in the other letter.

Sincerely,



Gordon L. Smith

GLS:jac



EDWARD GOTTLIEB & ASSOCIATES LTD.

NEW YORK WASHINGTON LOS ANGELES CHICAGO PARIS

~~1125 15TH STREET, N. W., WASHINGTON, D. C. 20005~~

619 - 18TH STREET, N. W., WASHINGTON, D. C., 20006

GORDON L. SMITH  
VICE PRESIDENT

(202) 331-7520  
CABLE ADDRESS: EDGOTTLIEB

November 20, 1974

Mrs. Sheila Weidenfeld  
Press Secretary to Mrs. Ford  
The White House  
Washington, D. C. 20500

Dear Sheila:

For the past several years, the florist intercity delivery services have assisted Rusty Young in the flower room during the decoration of the White House for the Christmas season. The system has developed to the point where the four delivery services offer assistance on a coordinated basis, each arranging for participation by a number of its members. Similar assistance is also provided by the Allied Florists Association of Greater Washington, Inc.

The representatives of Florists' Transworld Delivery; Teleflora; Florafax International, Inc.; and American Floral Services, Inc. met with Rex Scouten, Chief Usher, and Rusty Young about six weeks ago to plan for the project this year. Among other things, it was agreed that I would act as coordinator, that I would work with you in connection with any information you may wish to issue from your office, and that I would coordinate local, trade, and home town information released by us with your approval.

As you know, the decorating will take place from November 30 through December 9 or 10. During that period, approximately sixty florists will work with Rusty at different times. Some are coming only for a day or two while others will stay longer. As far as FTD is concerned, we are bringing primarily regional winners in this year's Americas Cup floral design contest, and I will be doing publicity with respect to their efforts in their home town papers. We counted the other day and found that there will be florists involved in this exercise from about 24 states.

In addition to home town newspaper publicity, with respect to which we make every effort to see to it that the florist does not improperly exploit his service at the White House, we release information to the florist trade press. All of the services and the Allied publish their own magazines, and of course these carry quite extensive

Mrs. Sheila Weidenfeld  
November 20, 1974  
Page two

photo coverage. In this connection we have used Ankers Photographers as a pool photographer, and plan to have Morris Semiatin of that agency at the White House to take some pictures each day between November 30 and December 9. In the past the First Family has been gracious enough to appear in photographs with florists during this period, but this is done at their convenience and would therefore include only the florists who happen to be in the White House at that time. We very much hope that President and Mrs. Ford or members of their family would have pictures with our group some time during the decorating period.

I will be in the White House quite often from now through December 9 and would like to talk with you personally about this at your convenience. Would you please let me know when it would be handy for you?

Sincerely,



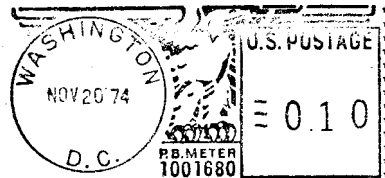
Gordon L. Smith

GLS:jac

CC: Mr. Rex Scouten  
Mr. Bruce Sandin, FTD  
Mr. Jack Stevens, Teleflora  
Mr. Jack Van Cleve, Florafax  
Mr. Richard Moore, AFS  
Mrs. Dorothy Friedenber, Allied

EDWARD GOTTLIEB & ASSOCIATES LTD.

818-18TH STREET, N. W.  
WASHINGTON, D. C. 20006



Mrs. Sheila Weidenfeld  
Press Secretary to Mrs. Ford  
The White House  
Washington, D. C. 20500

FLORENCE TEMKO  
2 PLUNKETT STREET  
LENOX, MASSACHUSETTS 01240

December 15, 1974.

*Shulman*

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

Dear Mrs. Ford:

I saw your Christmas tree on television, being decorated with handcrafted ornaments.

I write a weekly newspaper crafts column THINGS TO MAKE and would like details of the organizations that made the ornaments for you, as I may be able to mention them in my column.

Merry Christmas to you and your family and good health for the coming year.

Sincerely,

*Florence Temko.*

Florence Temko.

Sent Press Release  
12/31/74







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

FLORENCE TEMKO  
2 PLUNKETT STREET  
LENOX, MASSACHUSETTS 01240

1974 1974 1974 1974 1974  
MAY JUN JUL AUG SEP OCT NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEP OCT  
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 1 2 3 4 5 6 7 8 9 10 11 12 1

GIVE THE UNITED WAY  
UNITED WAY

U.S. POSTAL SERVICE  
JUL 15 4 PM  
1974  
MA 012

January 3, 1975

Dear Mrs. Smith:

Thank you for your recent letter inquiring about buying some of the White House Christmas ornaments.

Mrs. Ford very much appreciates your interest, but these ornaments are part of the White House collection and will be used again.

We are grateful for your concern over the cost of the decorations and sorry we can't fulfill your request. However, I have enclosed an instruction sheet which shows how to make some of the ornaments. I hope you can use it.

Sincerely,

Sheila Rabb Weidenfeld  
Press Secretary to Mrs. Ford

Mrs. Donald S. Smith  
3116 Oakhill Drive  
Troy, Michigan 48064

SRW:ncc

Enclosure - Christmas Decoration Instruction Sheet



January 21, 1975

Dear Mrs. Shoffner:

Thank you for your recent letter inquiring about buying some of the White House Christmas ornaments.

Mrs. Ford very much appreciates your interest, but these ornaments are part of the White House collection and will be used again.

We are grateful for your concern over the cost of the decorations and sorry we can't fulfill your request. However, I have enclosed an instruction sheet which shows how to make some of the ornaments. I hope you can use it.

Sincerely,

Sheila Habb Weidenfeld  
Press Secretary to Mrs. Ford

Mrs. Ralph M. Shoffner  
15556 Northwest Oak Hills Drive  
Beaverton, Oregon 97005

Enclosure - Christmas Decoration Instruction Sheet

SHW:ncc



Mrs. Ralph M. Shoffner  
15556 N. W. Oak Hills Drive  
Beaverton, Oregon 97005

January 17, 1975

Mrs. Sheila Keidenfeld  
Press Secretary to Mrs. Ford  
White House  
Washington, D.C.

Dear Mrs. Keidenfeld,

In a recent newspaper article  
I read about the Christmas tree  
ornaments owned by Mrs. Ford.

I feel many families in the  
country would be happy to  
purchase one or two quilted  
ornaments that have been on  
the White House tree. It is a  
custom among many friends that  
I have known to purchase  
one new "special" ornament



each for their tree and sometimes  
one for each child that they  
would have in later years.

I, myself, would be delighted  
to one for each of my two  
children, Sage and Derek.

This, indeed, would defray  
the cost of the ornaments. Perhaps  
Mrs. Ford would like to  
consider this suggestion.

I would appreciate your  
interest in this matter.

Sincerely,

Alice B. Hoffman



March 6, 1975

Dear Mrs. Rickard:

In reference to your letter of February 18th, I have enclosed photos taken of the White House Christmas decorations.

I believe the photos selected will give your editor a good idea of the use of American handicrafts selected as the theme for the 1974 Christmas decorations.

As you can see, these photos are official White House photographs, and I would like them returned to me after they have been shown to Ms. Frances.

Sincerely,

Sheila Rabb Weidenfeld  
Press Secretary to Mrs. Ford

Mrs. R. B. Rickard  
216 Sunset House  
Marco Island, Florida 33937

SRW:ncc



Notes

pull appropriate  
pictures ~~for~~  
me to look at.  
sm

216 Sunset House  
Marco Island, FL 33937  
February 18, 1975

Sheila Rabb Weidenfeld  
Press Secretary to Mrs. Ford  
THE WHITE HOUSE  
Washington, D.C. 2000

Dear Ms. Weidenfeld:

Thank you so very much for your complete reply to my request for information regarding the White House Christmas decorations, which you wrote on January 17th. The patterns and the thought of an American crafts Christmas struck me as being very much in keeping with the endeavors of "Lady's Circle" magazine, for which I have written frequently.

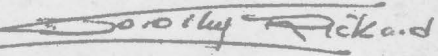
A letter outlining the article I have in mind, in which the nation's White House shares its patterns and ideas for Christmas decorations with the people of the land, and home crafts taking us back in America's history, seemed to strike the new editor of "Lady's Circle" magazine favorably. But now she is asking to see some pictures of what the White House decorations looked like.

So now I must request from you any pictures of the rooms decorated for Christmas, the Christmas tree decorated in the pentagon balls, etc., or the decorations themselves in any stage of their making. The pictures can be colored, black and white or even newspaper clippings of which you have an excess supply -- anything that will give Evan Frances, the editor, some idea of what the White House Christmas looked like.

I do appreciate all you have already given me, and hope this additional request won't put you to too much additional work.

Thanking you, I am

Most cordially,

  
(Mrs. R.B. Rickard)





January 17, 1975

Dear Mrs. Rickard:

Your letter of January 6, 1975 to Mr. Ron Hossen has been referred to me for handling.

In reference to your request for material regarding this year's White House Christmas decorations, I have enclosed our press release and instruction sheet for making some of the Christmas tree decorations.

Unfortunately, we have no black and white photos of the Christmas decorations. I suggest you contact Associated Press or United Press International wire services nearest you. They covered the preview of the Christmas decorations on December 10th and perhaps can be of assistance.

Your readers may be interested in obtaining the instruction sheet. They can do this by writing to Mrs. Ford's Correspondence Section.

Sincerely,

Sheila Habb Weidenfeld  
Press Secretary to Mrs. Ford

Mrs. R. B. Rickard  
216 Sunset House  
Marco Island, Florida 33937

c.c. Liz O'Neill

SKW:ncc



216 ~~Sunset-House~~  
Marco Island, Florida 3393  
January 6, 1975

Mr. Ron Nessen  
Presidential Press Secretary  
THE WHITE HOUSE  
Washington, D.C. 20001

Dear Mr. Nessen:

As a free lance writer I would like to enlist your help in completing an article I have researched on "Christmases in the White House." It is for publication in the United Methodist magazine, TODAY.

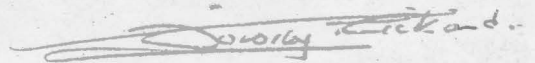
I would very much appreciate a copy of any press release you may have issued on the White House decorations or changes in Christmas customs under the Fords. I hear on TV that Mrs. Ford had hand made decorations on the Christmas tree, and would like to know more of this, and any other innovations in the Christmas theme.

I would also like to have a picture -- black and white glossy showing something of the Christmas decorations in the White House in 1974.

If you sent out no press releases, perhaps you can refer me to the best news magazine story and date of publication.

Thanking you and long may the Ford regime last!

Most cordially,



(Mrs. R.B. Rickard)

**January 22, 1975**

**Dear Mr. Olson:**

**Thank you for your recent letter regarding a feature story you are doing on senior citizens.**

**As much as we would like to assist you with your story, we don't have the pictures you requested available. I have, however, enclosed a copy of our press release that may be of help to you.**

**Please feel free to contact me if I can be of assistance in the future.**

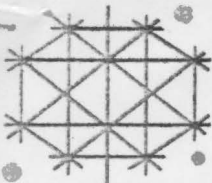
**Sincerely,**

**Sheila Rabb Weidenfeld  
Press Secretary to Mrs. Ford**

**Mr. Richard S. Olson  
Canby News  
125 First Street West  
Canby, Minnesota 56220**

**SRW:ncc**





# Canby News

Offset and Letterpress Job Printing

Richard S. Olson, Publisher

125 FIRST STREET WEST

• PHONE 223-5303

• CANBY, MINNESOTA 56220

Nancy Chridon, Staff Member  
Mrs. Ford Press Office  
White House  
Washington, DC.

Dear Ms. Chirdon:

We are writing a feature on senior citizens and want to include an area senior citizens club (Porter Senior Citizens Club, Minnesota) because of their activities which include providing quilt blocks for White House Christmas decorations.

We have contacted Seline Mahler, but would like some information from you if possible.

We have local pictures of the senior citizens, but were any taken of the White House decorations, The Fords looking at them, etc.? If so, would it be possible for us to use them with proper credit lines given or if there is a charge, please let me know.

Thanks so much for your time and assistance and have a nice day.

Sincerely,

*Richard S. Olson*  
Richard S. Olson

mlz



March 12, 1975

Ann,

Enclosed are enlarged prints of  
the Christmas decorations.

The Photo Office tells me there  
are no transparencies available,  
but that this size print  
reproduces easily.

Again, let us know if you plan  
to use them; if not, the Photo  
Office would like them returned.

M  
223 45-85  
MOC



# House Beautiful

February 28, 1975

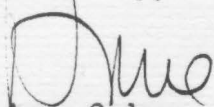
Ms. Nancy Schirton  
Press Office  
The White House  
Washington D.C. 20500

Dear Nancy:

Enclosed are the seven prints of the White House Christmas decorations that you lent me. To confirm of telephone conversation, we would like to see transparencies of all but the long hall. We will be considering these for a story in House Beautiful, and will confirm with your office which, if any, we would like for publication. At that time, we will ask for the release form and will inform you of the date of publication.

Thanks so very much for your help.

Sincerely,



Anne Ogden  
Art/Crafts Editor

AO/rc

Sent A 2434-17                      A 2435-29  
A 2434-10                      A 2435-32  
A 2434-05  
A 2435-11                      3/12/75



House Beautiful

Ann Ogden

Nov + Dec

A ~~2434~~ - 17

~~2435~~ - 11 tree

~~2434~~ - 10

~~2435~~ - 32

~~2434~~ - 25

~~2435~~ - 29 creche

---

Kathy Roman

N D's Wife

Jenny Blackton

L Riverdale

100 LA

213 / 981-2929



April 3, 1975

Dear Anne:

I just received your letter and the enclosed prints of the Christmas decorations.

I'm really sorry you can't use them. If we can ever be of help to you in the future please let us know.

Sincerely,

Nancy Chirton  
Mrs. Ford's Press Office

Ms. Anne Ogden  
Art/Crafts Editor  
HOUSE BEAUTIFUL  
717 Fifth Avenue  
New York, New York 10022





# House Beautiful

March 26, 1975

Ms. Nancy Schirton  
Press Office  
The White House  
Washington, D.C. 20500

Dear Nancy:

Thank you so much for sending the enclosed six prints of the White House Christmas decorations. We are only able to reproduce color from transparencies, not from prints (no matter how large or clear they are).

Again, I appreciate your efforts and am sorry that these are not available in a form we can use.

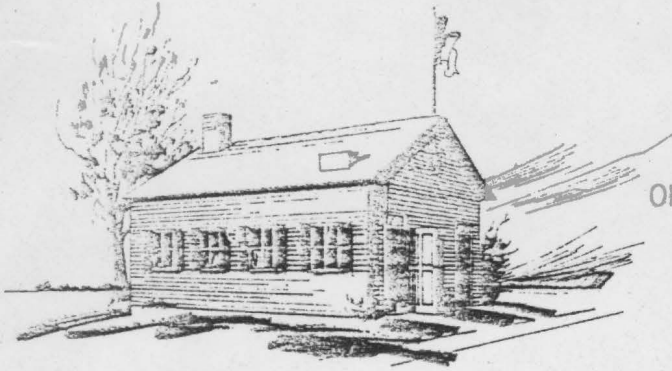
Sincerely,

  
Anne Ogden  
Art/Crafts Editor

AO/rc

A 2435-32  
A 2435-29  
A 2435-11  
A 2434-05  
A 2434-10  
A 2434-17





Conduit Road Schoolhouse  
The last one-room schoolhouse in the Nation's Capital

THE CHILDREN'S FRENCH  
AND SPANISH LIBRARIES  
OF THE CHILDREN'S MUSEUM OF WASHINGTON, INC.

4954 MacArthur Boulevard, N.W.  
Washington, D.C. 20007  
Telephone 265-7115

Matilda Young, Director

February 17, 1975

Dear Mr. Scouten:

Thank you for your letter of January 24, 1975 and for the beautiful hand-crafted toys, donated by Bill Mueller, of Wooden Toys, Inc. of Telford, Pennsylvania, used on the 1974 Blue Room Christmas Tree.

These are being placed on permanent display at "The Schoolhouse" of the Children's Museum of Washington, and are the subject of much interest. Please convey to Mrs. Ford our deep appreciation for this thoughtful gift. It especially befits the simple decor of "the last one-room Schoolhouse in the Nation's Capital."

Sincerely yours,

*Matilda Young*  
Matilda Young, Director

Mr. Rex Scouten  
Chief Usher  
THE WHITE HOUSE  
Washington, D. C.



Patli

I have sent a letter  
to each he suggests  
thanking them on  
behalf of the White  
House. Don't see  
a real need to  
do any more

TR



files

THE WHITE HOUSE

WASHINGTON

Rey -

Was this done?  
a) What do you have suggest  
b) do you have names?

Jatti



EDWARD GOTTlieb & ASSOCIATES LTD.

NEW YORK WASHINGTON LOS ANGELES CHICAGO PARIS

818 - 18TH STREET, N. W. WASHINGTON, D. C. 20006

GORDON L. SMITH  
VICE PRESIDENT

(202) 331-7520  
CABLE ADDRESS: EDGOTTLIEB

*Patti  
Please handle.*

December 27, 1974

Mrs. Sheila Weidenfeld  
Press Secretary to Mrs. Ford  
The White House  
Washington, D. C. 20500

Dear Sheila:

Now that we have got through Christmas successfully, I want to make one suggestion concerning florist industry participation in the decoration of the White House.

In past years a letter has been sent to the heads of each of the inter-city delivery services which participated. I believe in some cases it was over the signature of the First Lady. If such a letter is planned in this instance, I would like the letter to FTD to be addressed to Mr. Robert Costin, President, Florists' Transworld Delivery Association, 900 W. Lafayette, Detroit, Michigan 48226. Rusty or Rex will have the names of the principals of the other delivery services or if you like, I will find out from their representatives to whom such a letter should be addressed.

It was a real pleasure to work with you again, and I look forward to seeing you some time soon. I have an idea I would like to talk over with you. Meantime I want to wish you the very best and most successful New Year.

Sincerely,



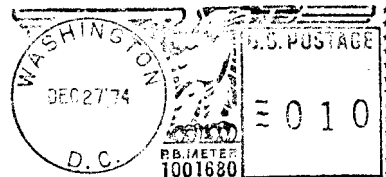
Gordon L. Smith

GLS:jac

CC: Mr. Rex Scouten

EDWARD GOTTLIEB & ASSOCIATES LTD.

818-18TH STREET, N. W.  
WASHINGTON, D. C. 20006



Mrs. Sheila Weidenfeld  
Press Secretary to Mrs. Ford  
The White House  
Washington, D. C. 20500