

**The original documents are located in Box 13, folder “4/4-5/76 - Wisconsin” of the Betty Ford White House Papers, 1973-1977 at the Gerald R. Ford Presidential Library.**

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THE WHITE HOUSE

WASHINGTON

April 2, 1976

MEMORANDUM FOR: MRS. FORD

VIA: RED CAVANEY

FROM: PETER SORUM

SUBJECT: YOUR VISIT TO WISCONSIN  
Sunday & Monday, April 4-5, 1976

Attached at TAB A is the Proposed Schedule for the subject event.

APPROVE \_\_\_\_\_ DISAPPROVE \_\_\_\_\_

BACKGROUND

Your trip to Wisconsin is essentially a campaign tour which begins with an airport greeting from the Grand Rapids Friends of the First Family. At the Edgewater Hotel, you will present plaques to Madison area participants in the 1976 Winter Olympics at ceremonies sponsored by the Greater Madison Chamber of Commerce and attend a brief, private reception for Wisconsin PFC Leadership.

On Monday you will fly to Milwaukee to visit Marquette University Campus and see a Chapel built in the 15th Century that was moved, brick by brick from France to the Campus. After a brief tour, you will join several Marquette students, who have been working on the Wisconsin campaign, for lunch in the Student Union cafeteria.

Following your visit to the Marquette Campus, I have scheduled two unannounced drop bys. The first is at the PFC State Headquarters and will serve to thank Phone Center volunteers who are involved in getting out the vote calling. The second is at Usinger's Market where you may purchase some of the finest sausage products in Wisconsin. This will follow up the President's Ethnic luncheon held at Mader's Restaurant which is located across the street.



The Mayfair Shopping Center will be the only opportunity for you to greet the public and encourage them to vote in the Primary election the following day.



TAB  
A





WITHDRAWAL SHEET (PRESIDENTIAL LIBRARIES)

FORM OF DOCUMENT	CORRESPONDENTS OR TITLE	DATE	RESTRICTION
Schedule	Schedule for Mrs. Ford's visit to Wisconsin on April 4-5, 1976. 10 pages. Attached to memo from Peter Sorum to Mrs. Ford at Tab A.	4/2/1976	B

File Location:

Betty Ford White House Papers, Box 13, Folder: "4/4/1976 - Wisconsin"

SMD - 7/17/2018

**RESTRICTION CODES**

- (A) Closed by applicable Executive order governing access to national security information.
- (B) Closed by statute or by the agency which originated the document.
- (C) Closed in accordance with restrictions contained in the donor's deed of gift.

TAB  
B



TAB B

<u>TOPIC</u>	<u>WINNER</u>	<u>PRESENTER</u>
Business & Economic	Betty Furness	Sylvia Porter
Science & Research	Margaret Mead	Cicely Tyson
Performing Arts	Beverly Sills	Carol Burnett
Sports	Capt. Micki King	Billy Jean King
Government & Diplomacy	Shirley Hufstedler	Rep. Bella Abzug
Political Life	Gov. Ella Grasso	Eunice Kennedy Shriver
Communication	Maya Angelou	Pearl Bailey
Educational Leadership	Annie Dodge Wauneka	Jill Ruckelshaus
Humanitarian Community Service	Bettye M. Caldwell	Marlo Thomas
Inspirational Leadership	Betty Ford	Valerie Harper



Mrs. Ford's Tentative WISCONSIN  
Schedule, April 4-5, 1976

THE WHITE HOUSE  
WASHINGTON

Sunday, April 4, 1976

1:30 Lv WH  
3:00 Ar Madison, Wisconsin  
Greet airport crowd and  
45 min. Pers. Pete Seccia group - they join motorcade to  
4:20 time Olympic medal presentations, note 15-30 veh.  
at Hotel to Wisc. participants.  
6:00 (?) 4 society editors  
Dinner & free evening  
RON Edgewater Hotel, Madison  
Private Dinner

Monday, April 5, 1976

10:30 Lv Madison for Milwaukee - fM  
11:30 St. Joan of Arc Chapel, (landmark)  
Marquette University zomin, tour  
Greet students  
Lunch in Stu. Union with grp.  
of YRs  
1:30 Usingers Sausage House  
(unannounced)  
2:00 Shopping Center campaigning  
buttons, brochures,  
tuba band, etc. Speech?  
Lv. Milwaukee  
5:30? Ar WH

9:00 Drop by phenelope Awards



## BACKGROUND

Mrs. Ford's trip to Wisconsin,  
Chapel Dedication to St. Joan of Arc at Marquette University,  
April 5, 1976

The chapel dedicated to St. Joan of Arc at Marquette University served the people in the French village of Chasse for more than five centuries. Historians estimate it was built in the 15th century and perhaps prior to that.

It was acquired in 1926 by Gertrude Hill Gavin, daughter of American railroad magnate James J. Hill. It was moved stone by stone in 1927 to Mrs. Gavin's 50-acre estate in Long Island. Reconstruction plans were carried out by John Russell Pope, the architect who planned the National Gallery in Washington, D.C., and the Frick Museum in New York.

In 1962 the Gavin estate became the property of Mr. and Mrs. Marc B. Rojzman, who donated the chapel to Marquette University. The dismantling of the chapel on Long Island began in June 1964 and required nine months. A fleet of trucks, each truck carrying 40 thousand pounds, brought the chapel stones to Milwaukee and reconstruction on the chapel started in July 1965. It was dedicated on May 26, 1966. According to Marquette University, the chapel is the only Medieval structure in the Western Hemisphere dedicated to its original purpose.

# # #





## BACKGROUND

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# # #



REMARKS OF FIRST LADY

After

PRESENTATION OF OLYMPIC RECOGNITION AWARDS

Madison, Wisconsin

Sunday, April 4, 1976

F





CONGRATULATIONS TO YOU  
OLYMPIC PARTICIPANTS AND COACHES  
AND TO ALL OF YOU  
IN THIS AUDIENCE  
WHO HELPED THEM  
ON THEIR WAY TO INNSBRUCK  
FOR THE 1976 WINTER OLYMPICS.

WHAT AN INCREDIBLE AMOUNT  
OF FAITH AND TEAMWORK  
WENT INTO YOUR PARTICIPATION  
AND HOW MANY YEARS  
OF DETERMINATION AND HARD WORK.

MY MOTHER OFTEN SAID:

"ANYTHING WORTH DOING

IS WORTH DOING WELL."

I TRULY BELIEVE THAT

AND I ADMIRE PEOPLE---

LIKE YOU AND YOUR FAMILIES---

WHOSE COMMITMENT DEMONSTRATES

THAT PHILOSOPHY OF LIFE.

THE CHAMPIONS I'VE MET  
IN ALL FIELDS  
FROM SPORTS TO POLITICS  
HAVE IN COMMON  
A DEDICATION TO EXCELLENCE.  
THIS REQUIRES DISCIPLINE,  
DEVOTION  
AND SACRIFICE.

TO REACH THE OLYMPICS

DEMANDED THE BEST

FROM YOU

AND THE SUPPORT

AND UNDERSTANDING

OF YOUR FAMILIES.



ON THE 10TH DAY OF

THE MONTH OF

THE YEAR

19

AT THE CITY OF

IN THE STATE OF

SO MANY MILES  
OF DRIVING  
TO PRACTICES AND GAMES  
AND SO MANY HOURS  
OF PRACTICE  
PRECEDED THE COMPETITION  
IN AUSTRIA.

IN ACHIEVEMENT OF EXCELLENCE,  
THERE ARE MANY REWARDS---  
SUCH AS THE RECOGNITION  
YOU RECEIVED TODAY.



BUT THE DEEPEST JOY  
IS IN THE DOING  
AND THE STRIVING---  
IN THOSE EXCITING MOMENTS  
OF COMPETITION  
WHEN THE ADRENALIN  
RUNS FAST  
AND THE GOAL IS IN SIGHT.

IT IS THOSE TIMES

FOR WHICH WE SALUTE YOU

AND IN WHICH WE AS A NATION

TAKE PRIDE,

YOU BROUGHT HONOR

TO YOURSELVES

AND TO US,

BECAUSE YOU COMPETED

WITH THE WORLD'S BEST.

WE COMMEND YOU  
FOR THIS PATRIOTIC ENDEAVOR  
AND WISH YOU THE BEST  
IN LIFE AND ATHLETICS.

# # #

Remarks After Presentation of Olympic Recognition Awards,

Madison, Wisconsin

Congratulations to each of you and to all of the people in this audience and this area who helped you. What an incredible amount of faith and teamwork went into your victories and ~~the~~ many years of hard work, and determination.

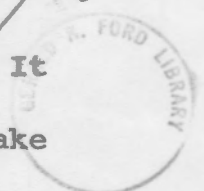
My mother ~~me~~ often said: "Anything worth doing is worth doing well." I ~~truly~~ truly believe that and I admire ~~these~~ people---like you--whose actions demonstrate that philosophy of life.

The ~~champion~~ champions I've ~~met~~ met in all fields from sports to politics have in common a dedication to excellence. ~~This~~ Excellence requires discipline, devotion and sacrifice. The pursuit of excellence demands a giving of the best in each of us.

In ~~achievement~~ achievement of ~~excellence~~ excellence, there are many rewards---such as the ~~recognition~~ recognition you receive ~~today~~ today. But the ~~deepest~~ deepest joy is in the doing and the striving---in those ~~high, glad~~ <sup>exciting</sup> moments of competition. It is those times we salute you for and which as a Nation we take pride. You brought honor to yourselves and to us, because you not only pursued, but achieve ~~excellence~~ <sup>you</sup> in ~~participating~~ <sup>winning</sup>.

in your field ~~03-~~ ~~with the best~~ ~~endeavor~~ ~~endeavor~~ ~~be commend you for this~~ ~~patriotic~~

When the adrenaline runs fast and the goal is brought



Remarks After Presentation of Olympic Recognition Awards,  
Madison, Wisconsin

Congratulations to you Olympic participants and coaches and to all of you in this audience who helped them on their way to Innsbruck for the 1976 Winter Olympics. What an incredible amount of faith and teamwork went into your participation and how many years of determination and hard work.

My mother often said: "Anything worth doing is worth doing well." I truly believe that and I admire people---like you and your families---whose commitment demonstrates that philosophy of life.

The champions I've met in all fields from sports to politics have in common a dedication to excellence. This requires discipline, devotion and sacrifice. To reach the Olympics demanded the best from you and the support and understanding of your families. So many miles of driving to practices and games and so many hours of practice preceded the competition in Austria.

In achievement of excellence, there are many rewards--such as the recognition you received today. But the deepest joy is in the doing and the striving---in those exciting moments of competition when <sup>The</sup> adrenlin runs fast and the goal is in sight.

It is those times for which we salute you and<sup>in</sup> which as a Nation we take pride. You brought honor to yourselves and to us, because you competed with the world's best. We commend you for this patriotic endeavor and wish you the best in life and athletics.

Plaque to Each of Those Honor Reads as follows:

To \_\_\_\_\_ in grateful appreciation for  
your tremendous effort in the 1976 Winter Olympics Games  
and the honor you have brought to the Madison Area.

Those to be Honored:

Peter Mueller, Gold Medal Winner in 1000 Meter Speed Skating

Dan Immerfall, Bronze Medal Winner in 500 Meter Speed Skating

Eric Heiden, 19th in 5000 Meter Speed Skating

Bess Heiden, 11th in 3000 Meter Women's Speed Skating

Lori Monk, 9th in 500 Meter Speed Skating (Mother will accept the award)

Diane Holum, speed skating coach and former Olymic medal winner

John Taft, Bob Lundeen (father will accept for him), Steve Alley:

all are members of U.S. hockey team which came in 4th

Bob Johnson, hockey coach (wife will accept)

Bill Bakke, hockey coach



For immediate release  
Friday, April 2, 1976

THE WHITE HOUSE  
Office of Mrs. Ford's Press Secretary

-----

On Sunday, April 4, Mrs. Ford will go to Madison Wisconsin, and on Monday, April 5, she will be in Milwaukee, Wisconsin. Below is a tentative schedule: (Central Time)

Sunday, April 4

- P.M. 2:00 Departure from Washington  
3:00 Arrive Madison. Among those greeting Mrs. Ford will be a group of Grand Rapids friends of the First Family who are campaigning for the President.  
4:30 Mrs. Ford will attend a reception at the Edgewater Hotel in Madison honoring the eleven Olympic medal winners from Dane County. She will participate in a program and present plaques to the winners. The reception is being sponsored by the Madison Chamber of Commerce.

Credentialling: 608/249-1848 Closes Friday Noon

Monday, April 5

- A.M. 10:30 Leave Madison Airport  
10:55 Arrive at Milwaukee Airport (Mitchell Field)  
11:00 Press board bus in Milwaukee (at Airport)  
11:30 Mrs. Ford will arrive Marquette University Campus for visit and have lunch in the Student Union Cafeteria.  
P.M. 2:00 Mrs. Ford arrives at the Mayfair Shopping Center  
3:30 Mrs. Ford departs Mitchell Field en route Washington, D.C.

Credentialling: John Brean 414/224-9630 Credentialling closes  
5:00 P.M. on Friday

# # #

NOTE: Anyone wishing to travel with the First Lady  
please call Mrs. Ford's press office





now



photo  
my picture

Address book

Collar brace

Medicine

Forward book

Pillows

Linen bag for lingerie

Cleaning fluid

Black gloves -

White slippers



CB CR deal

"Rain"

1030

Gov. Knowles -

500 yrs ago chapel

cafeteria line

sit and have lunch -

Ford Headquarters -

hello  
thanks

church language for

Shopping Center

40-60 - 11/11/11 65-70



We commend you for this  
patriotic endeavor and  
congratulate you for the  
honors you have ~~won~~<sup>brought</sup> to  
the United States. ~~Thank you~~

I know from raising  
four children all who  
participated in sports and  
I will remember the amount  
of time involved &



speed skaters

3 Coaches  
1 gold, 1 bronze

4th  
4 hockey players

3 did not win medals  
Coaches

THE WHITE HOUSE  
WASHINGTON

Carolyn,

Milwaukee Thank  
you.

RF



Marge Wicklein

The flowers which were presented  
to Mrs. Ford upon her arrival  
to Milwaukee Wisc on behalf of  
the PFC were provided by

Mr. John Spitzner

Muskego Florist

Muskego, Wisconsin 53150

He donated them as a birthday gift  
to Mrs. Ford.

Please acknowledge.

Thanks.

Carolyn Porembka



Wisconsin Thank you's

Mr. + Mrs. Reed Coleman  
425 Summit Road  
Madison, Wisc. 53704

Dear Reed & Jane

Reception Chairman &  
PTC Vice Chairman.  
Rode with Mrs. Ford to  
hotel. He introduced Mrs.  
Ford at Olympic programs  
and escorted her during both  
receptions.

Mr. + Mrs. Auggie ~~and~~ Faulkner  
202 Lakewood Blvd.  
Madison, Wisc.

Dear Auggie & Audrey.

Hotel Owner. Welcomed  
Mrs. Ford to hotel &  
provided refreshments  
in suite. Audrey  
helped Patti with Press.

Mr. Robert Voss  
1214 Edgemoor Dr.  
Madison, Wisc 53705

Dear Bob.

President of Madison  
Chamber of Commerce.  
Escorted Mrs. Ford to  
Private reception from  
suite.



Wisconsin Singers  
Alumni House  
650 North Lake St.  
Madison, Wisc. 53706

Performed on arrival  
at hotel & presented  
album and "Bucky  
Badger" pin



Mr. Robert Brennan

5514 Comanche Way

Madison, Wisc. 53704

Dear Bob

Ex. Director of  
Chamber of Commerce.

Organized reception  
for ~~Spain~~ Olympic.  
Key man for advance  
Team.

Edge water Hotel Staff

666 Wisconsin Avenue

Madison Wisc. 53703

Note of appreciation  
to all for the many  
kindnesses during  
stay & special  
thanks for taking  
such good care  
of advance team.



April 12, 1976

Dear Jane and Reed,

Words cannot express how very much I appreciated all of your efforts in making my recent visit to Madison such a special one. You were so kind to take the time to meet me at the airport, and your thoughtful introduction as well as your hospitality throughout my visit was absolutely beyond compare.

Needless to say, I can certainly appreciate that these events can only be successful through the dedicated efforts and enthusiasm of people like yourself. You contributed in great measure to a marvelous day -- one I shall not forget.

Please know too how very much we appreciate all that you are doing on behalf of my husband. We are indeed fortunate to have someone with your energy and talents.

The President joins with me in sending our gratitude and warm best wishes.

Sincerely,

Mr. and Mrs. Reed Coleman  
425 Summit Road  
Madison, Wisconsin 53704

cp



April 12, 1976

Dear Staff,

Please know how very grateful I am for all of your efforts in seeing to it that all of my needs as well as those of my staff were taken care of on my recent stay at The Edgewater Hotel.

You contributed in great measure to a delightful and memorable visit. The service in all respects was efficient and most responsive. My staff too was most impressed and enthusiastic in their praise of your excellent assistance.

Many, many thanks for your special kindness and courtesies.

With my deep appreciation and warm best wishes,

Sincerely,

The Edgewater Hotel Staff  
c/o Mr. Augie Faulkner  
666 Wisconsin Avenue  
Madison, Wisconsin 53703

cp



April 12, 1976

Dear Audrey and Augie,

The kind welcome you extended to me as well as the warmth and hospitality which I encountered at your hotel all added to the pleasure of a very enjoyable though all-too-brief stay.

The suite was lovely, and I was most impressed by your thoughtful efforts in seeing to it that all of my needs as well as those of my staff were taken care of. I was particularly struck by your special kindness in providing the beverages. Many, many thanks for thinking of me in this way.

Audrey, I also owe you a debt of gratitude for being so helpful with the press. My staff commented most favorably on your excellent assistance.

Thank you again for all of your courtesies, and it is my hope that next time I will have the privilege of enjoying a longer visit at The Edgewater Hotel.

With deepest appreciation and warmest best wishes,

Sincerely,

Mr. and Mrs. Augie Faulkner  
202 Lakewood Boulevard  
Madison, Wisconsin 53704

cp





April 12, 1976

Dear Bob,

What a pleasure it was to meet you on my recent visit to Madison, and I am most grateful for your kindness and hospitality throughout my visit.

Not only did I enjoy being with you but I also appreciated the opportunity to participate with the Greater Madison Chamber of Commerce in giving recognition and honor to the 1976 Winter Olympic participants from Dane County. Our entire Nation shares the pride of your community for this outstanding group of young people who represented our country so well and for all those who contributed in great measure to this accomplishment.

With warmest best wishes always,

Sincerely,

Mr. Robert Voss  
1214 Edgehill Drive  
Madison, Wisconsin 53705

cp

April 12, 1976

Dear Bob,

How very impressed I was with the marvelous reception you arranged for the Madison Olympic winners. It was indeed a special honor for me to be able to present these awards on behalf of the Greater Madison Chamber of Commerce and to share with everyone in the Madison area our Nation's pride in the outstanding accomplishments of these youth.

I must say the great success of this event reflected your hard work and devotion in organizing and supporting this function. My staff was unanimous in their praise of your excellent assistance, and please convey my deep gratitude to everyone else who also helped make it so successful and enjoyable.

With warm regards,

Sincerely,

Mr. Robert Brennan  
5514 Comanche Way  
Madison, Wisconsin 53704

cp



June 29, 1976

Dear Reed,

I am still recalling with pleasure my delightful visit to Madison. Thank you again most sincerely for all of your fine work and excellent assistance on our behalf.

I wanted to share the enclosed photographs with you for they bring back such fond memories of the time we spent together. I also appreciate your kind offer to distribute the attached pictures to the other people whom I had the privilege of meeting on this occasion.

With appreciation and warmest best wishes,

Sincerely,

Mr. Reed Coleman  
425 Summit Road  
Madison, Wisconsin 53704

CP  
LIBRARY

THE WHITE HOUSE  
WASHINGTON

*Photos sent:*

*4Ap 76A 9108-04A 2 copies*  
*4Ap 76A 9109-11 3 copies*  
*4Ap 76A 9109-14 6 copies*  
*4Ap 76A 9108-12A 3 copies*  
*4Ap 76A 9109-12 2 copies*  
*4Ap 76A 9108-02A 2 copies*  
*4Ap 76A 9108-10A 1 copy*







*To Jane and Reed Coleman  
With my appreciation and warm best wishes,*



*Betty Ford*

**Bryant & Stratton**  
Milwaukee/Stratton Educational Corp.

Turn over →

✓ Mr. Richard Jacobs  
V.P. of Operations  
Froedtert Enterprises  
2500 N. Mayfair Rd.  
Wauwatosa, WI 53226

greeted Mrs. Ford on her arrival  
at Mayfair Mall. gave us  
permission to use the mall.

Ms. Cathy Crane  
Promotional Director  
Froedtert Enterprises  
2500 Mayfair Rd.  
Wauwatosa, WI 53226

Took care of the publicity  
within the mall. (Poster /  
P.D. Announcement)

✓ Mr. William Burns  
Developer  
Froedtert Enterprises  
2500 N. Mayfair Rd.  
Wauwatosa, WI 53226

greeted Mrs. Ford on her arrival  
at Mayfair Mall. gave us  
permission to use the mall.

Mr. Gil Jaffe  
President of Merchants' Association  
Evans Singer  
2500 N. Mayfair Rd.  
Wauwatosa, WI 53226

escorted Mrs. Ford  
at Mayfair Mall

Mayor Francis Kuckuck  
7725 W. North Ave.  
Wauwatosa, WI 53213

Presented Mrs. Ford with flowers  
at the Mayfair Mall Junction

Mr. Charles Hanson  
506 Oxford Rd.  
Waukesha, WI 53186

Dice Jockey  
at the  
bandshell

~~Mr. Gayelord Palermo  
7844 N. Boyd Way  
Fox Point, WI 53217~~

Driver in the motorcade

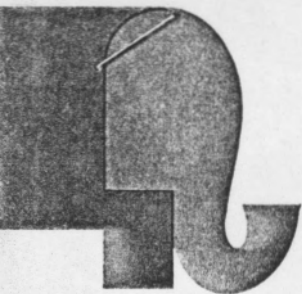
~~Mr. Robert A. Ross  
2816 N. 50th  
Milwaukee, WI 53210~~

Driver in the motorcade

Also

Patti Brash at The College who did my advance work

(over)



# WAUWATOSA REPUBLICAN CLUB

POST OFFICE BOX 7342 • WAUWATOSA, WISCONSIN 53213

April 6, 1976

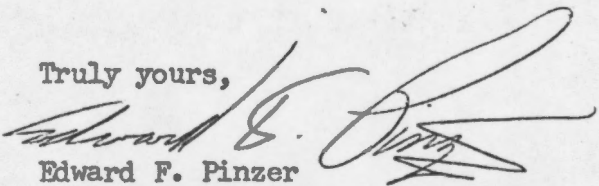
Mrs. Betty Ford  
The White House  
Washington, D. C.

Dear First Lady,

On behalf of the Wauwatosa Republican Club, I wish to extend to you my apologies for the rude treatment given to you today at the Mayfair Shopping Center. One of the ladies involved states that she just happened upon the incident and had a "Reagan" sticker on her briefcase. She is the only person involved who is a member of our Club. Of the other 2 ladies, one is a past member of our Club and the other has never been a member, but is reputed to be in the Birch Society and the American Party. Unfortunately, this type of person is still looking for that Utopian State, but lacks the basics of good manners and common decency.

In closing, I would like to note that the Wauwatosa Republican Club was not notified of your appearance. Had we received some advance notice, we would have turned out a truly representative group of responsible members in your honor. May God bless you, the President, and your family.

Truly yours,

  
Edward F. Pinzer  
Chairman, Wauwatosa Republican Club  
7435 Lincoln Place  
Wauwatosa, WI 53213



April 12, 1976

Dear Mayor Kuckuck,

How very kind you were to take the time to welcome me to the Mayfair Shopping Center. I was so delighted that you were there and want you to know that I am still recalling with pleasure this memorable occasion. I am most appreciative too of your kind and generous gesture of welcoming me with the lovely flowers.

I am most impressed by the warmth and hospitality which I encountered by the fine citizens of your community. This contributed in great measure to a thoroughly enjoyable visit. It is truly my hope that I will once again have the privilege of returning for a longer visit in the future.

With gratitude for your special kindness and warm best wishes from both the President and me.

Sincerely,

The Honorable Francis Kuckuck  
Mayor of Wauwatosa  
7725 West North Avenue  
Wauwatosa, Wisconsin 53213

cp





April 12, 1976

Dear Mr. Hanson,

How very appreciative I am of all the time and effort you put into making my visit to the Hayfair Shopping Center such a marvelous experience. Your kindness was indicative of the warmth and hospitality shown me by all the people I had the pleasure to meet, and I am so looking forward to another opportunity to visit Milwaukee.

Please accept my heartfelt thanks for contributing in great measure to a wonderful and special afternoon -- one I shall not forget.

With warmest best wishes,

Sincerely,

Mr. Charles Hanson  
506 Oxford Road  
Waukesha, Wisconsin 53186

cp



April 12, 1976

Dear Mr. Jaffe,

I am still recalling with pleasure my delightful visit to the Mayfair Hall. Please know of my heartfelt thanks for your kind hospitality and thoughtful courtesy of escorting me throughout my visit. I shall not forget the genuine warmth among all whom I had the privilege of meeting, and the afternoon was perfect in every way. My only regret was that I was unable to spend more time there.

I hope and trust that we may have the opportunity to meet again during some future visit to Milwaukee.

With warm regards,

Sincerely,

Mr. Gil Jaffe  
President of Merchants'  
Association  
Evans Singer  
2500 North Mayfair Road  
Wauwatosa, Wisconsin 53226

cp



April 12, 1976

Dear Cathy,

Thank you very much for all of your marvelous assistance during my recent visit to the Mayfair Shopping Center. My staff commented most favorably on all of your help, and I must say that because of your hard work and effort, it was an absolutely delightful experience in every way. I only wish that I could have spent more time there.

Please accept my appreciation for your efforts on our behalf and my warm personal regards.

Sincerely,

Ms. Cathy Crane  
Promotional Director  
Froedtert Enterprises  
2500 Mayfair Road  
Wauwatosa, Wisconsin 53226

cp



April 12, 1976

Dear Mr. Burns,

The kind welcome you extended to me as well as the genuine warmth and hospitality which I encountered at the Mayfair Hall all added to the pleasure of a very enjoyable though all-too-brief visit.

The afternoon was delightful in every way, and please know how very much I appreciated this opportunity to meet you and visit your shopping center. I am well aware that without your thoughtful cooperation this heartwarming occasion may not have been possible. I owe you much gratitude for your kindness and your efforts on my behalf.

With warm personal regards,

Sincerely,

Mr. William Burns  
Developer  
Froedtext Enterprises  
2500 North Mayfair Road  
Wauwatosa, Wisconsin 53226

cp





April 12, 1976

Dear Mr. Jacobs,

The kind welcome you extended to me as well as the genuine warmth and hospitality which I encountered at the Mayfair Hall all added to the pleasure of a very enjoyable though all-too-brief visit.

The afternoon was delightful in every way, and please know how very much I appreciated this opportunity to meet you and visit your shopping center. I am well aware that without your thoughtful cooperation this heartwarming occasion may not have been possible. I owe you much gratitude for your kindness and your efforts on my behalf.

With warm personal regards,

Sincerely,

Mr. Richard Jacobs  
Vice President of Operations  
Froedtert Enterprises  
2500 North Mayfair Road  
Wauwatosa, Wisconsin 53226

cp



April 12, 1976

Dear Patti,

I owe you a debt of gratitude for all your time and efforts in helping make my visit to Milwaukee so memorable and enjoyable. Everything ran so smoothly, and I can certainly appreciate that these events can only be successful through the dedicated effort and enthusiasm of people like yourself. My staff was unanimous in their praise of your excellent assistance in coordinating all the details of the trip.

Again, please accept my sincere and deep appreciation for a job well done.

With warm personal regards,

Sincerely,

Ms. Patti Brash  
Bryant and Stratton Business College  
1300 North Jackson Street  
Milwaukee, Wisconsin 53202

cp











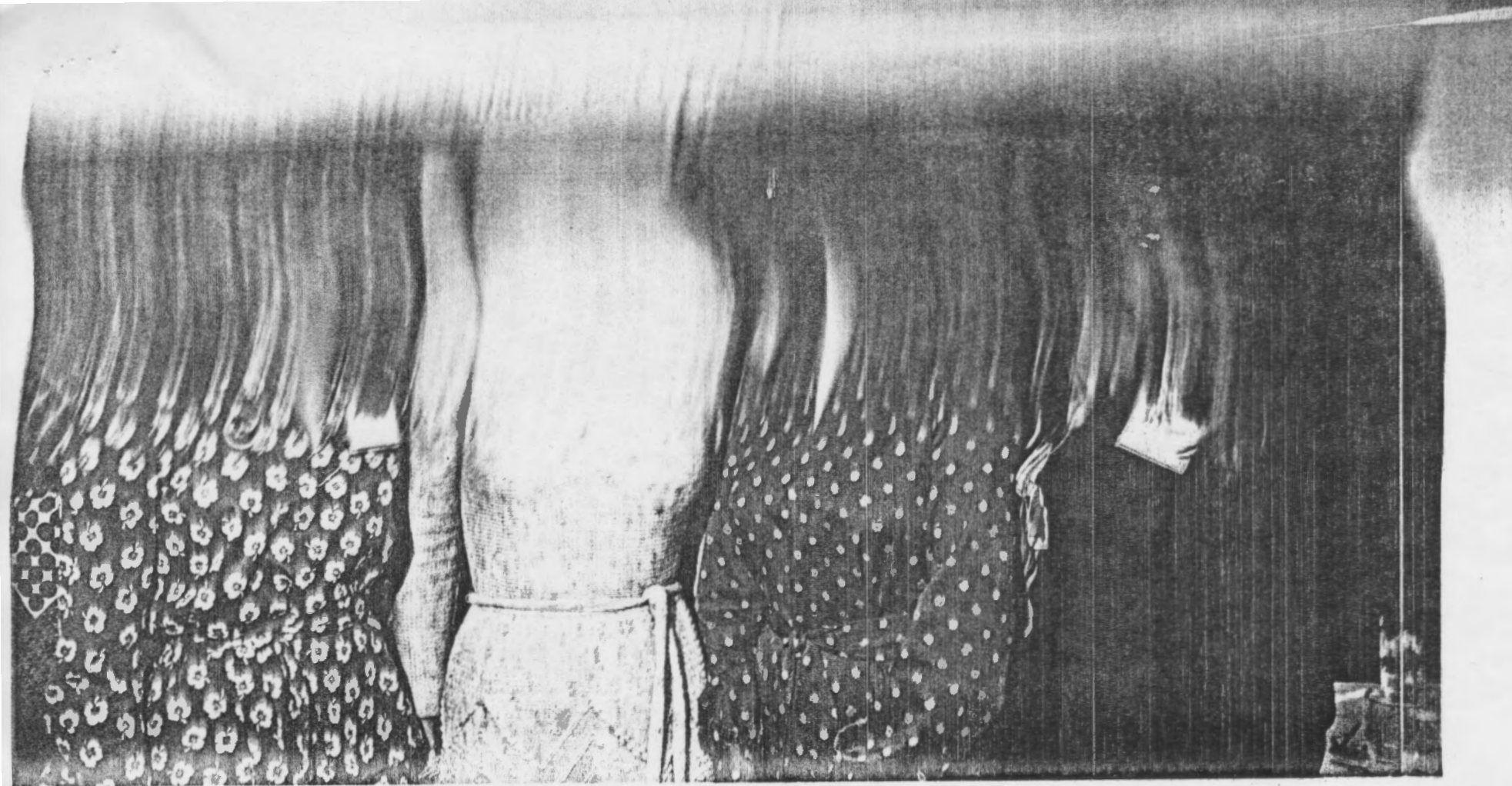




To Nancy  
With best wishes,

Betty Ford





To Jeannie  
With best wishes,

Betty Ford







*To Break  
With best wishes,*

*Betty Ford*



BRASH, Patti

929 N. Astor, #1405

Milwaukee, Wisconsin 53202

To Patti Brash, with appreciation and best wishes

REquested by Peter Sorum, Advance Office





FROM  
THE WHITE HOUSE  
WASHINGTON, D.C.

Miss Patti Brash  
929 North Astor, #1405  
Milwaukee, Wisconsin 53202



To Patti Brash  
With appreciation and best wishes,

Betty Ford



*To Mary and Robert Brennan  
With warm best wishes,*

*Betty Ford*











To Mia Parks  
With deep appreciation  
and warmest best wishes,

Betty Ford



To Warren P. Knowles  
With deep appreciation  
and fond best wishes,

Betty Ford







FROM  
THE WHITE HOUSE  
WASHINGTON, D.C.

Mr. Robert Brennan  
5514 Comanche Way  
Madison, Wisconsin 53704



To Mary and Robert Brennan  
With warm best wishes,

Betty Ford

Sent 7-1-76







To Mia Parks  
With deep appreciation  
and warmest best wishes,

w/ letter

Betty Ford







Note to Marge Wicklein  
From: Carolyn Forembka

Attached are clippings from the Wisconsin papers which may be useful in acknowledging gifts. The large painting of President and Mrs. Ford was given to them at the airport as she was departing. It comes from Dave Muldowney, 512 West Broadway, Madison, Wisconsin 53716. The Wisconsin Singers performed on arrival at the hotel and presented her with an album and "Bucky Badger" pin. The address Pete gave me was Wisconsin Singers, Alumni House, 650 Worth Lake Street, Madison, Wisconsin 53706. I understand Mrs. Robert Johnson (wife of ~~Dave~~ <sup>coach</sup> ~~Co.~~ U.S. Olympic team) gave Mrs. Ford a needlepoint bag and hockey pin) Pete Sorum should have an address for you when you receive the gifts. Attached is a card for a large bouquet of yellow roses from Baumgarten-Krueger Flowers, Inc. The attached three pins were given to Mrs. Ford from Peter Mueller. Attached also are a list of the hospitality letters I will write.



Some items in this folder were not digitized because it contains copyrighted materials. Please contact the Gerald R. Ford Presidential Library for access to these materials.



First Lady receives a Bicentennial elephant from Michigan friends at State Capitol.

—State Journal photo by Joseph W. Jackson III

# First Lady hails Olympians

By Robert Pfefferkorn  
Of The State Journal

To old friends from Grand Rapids, Mich., she was the "First Momma", but to hundreds of Madisonians Sunday

she was the warm and gracious wife of the President.

Betty Ford, who received several souvenirs of the visit herself, was here to present plaques from the Chamber of Commerce to the 11 Winter Olympics

participants from Dane County.

Although the Wisconsin presidential primary is only a day away, Mrs. Ford kept politics to a minimum.

(More First Lady photos on Pages 2 and 4 of this section and in Sports Sec-

"First Momma" they have given her.

She said she wanted to give a "special thanks to the convoy. Keep on talking for President Ford and have a very happy trip back to Grand Rapids."

The caravan stopped briefly at the

## Wisconsin State Journal 4/5/76 Their love breaks religious barriers

BEIRUT, Lebanon (AP)—Samir Dabbous, a Moslem, and Leila Kassab, a Christian, decided to defy the religious differences tearing their country apart and marry.

It wasn't easy.

Samir and Leila, both 26, had to slip off to Cyprus to get married six weeks ago because he wanted to remain a Moslem, she wanted to remain a Christian and civil marriage is prohibited in Lebanon.

"But our love cannot be suppressed," they said.

"We hope our marriage will prove to all Lebanese that the bonds of love are stronger and more lasting than conflict between the two great religions," said Samir, a graduate of the American University of Beirut's medical school.

"Our religion is called love," Leila said.

Leila and Samir first met at the university hospital where he worked the night shift and she handled administrative affairs. They said they "reaped love" after discussing Moslem-Christian rifts for two years.

"We decided Christianity is love and Islam is peace," Leila said. "We also agreed the Lebanese civil war was by no means religious. Politicians were manipulating religions to achieve cheap gains.

"And we decided to defy conflict and get married. The civil war has served as a catalyst . . . It encouraged us to speed up our marriage plans," Samir said.

The couple admitted their marriage did not come about smoothly. Their families regarded it with "opposition and reluctance" and tried to discourage them. Their friends insisted a Moslem-Christian marriage would "not be practicable" and the couple might be criticized.

relatives and acquaintances killed by Christian gunmen. They insisted that no Moslem should marry a girl from the enemy camp," Samir said.

"And my friends reminded me how three of my friends were gunned down by Moslems. And how eight relatives of my father were slaughtered in cold blood by Moslem killers," Leila said.

"But today, our families and friends look up to us as an example of love, real love that surpasses artificial barriers of religion and political tendencies," Leila said.

Samir conceded Islam permits divorce and grants men privileges that lower the status of women. Leila said she realized that Catholicism forbids divorce and polygamy.

"But we are not afraid," said Leila, and Samir nodded. "To us, religious laws stand for compulsion, and our love stands for conviction."

Asked if their children would be Moslem or Christian, Samir answered "our children will be American."

"The American concept of mankind is supremely humanitarian. It rises well above differences of color and creed. So our children will be free to choose. We plan to emigrate to the U.S. when conditions here permit traveling," Samir said.

### Story backgrounds 2 Beltline groups

What do Madison voters think about the proposed South Beltline freeway?

That question will be answered by the results of Tuesday's referendum. For a profile of the groups supporting and opposing the roadway and a look at their main arguments, turn to Sec. 4, Page. 1.

For other election stories, see Page 4

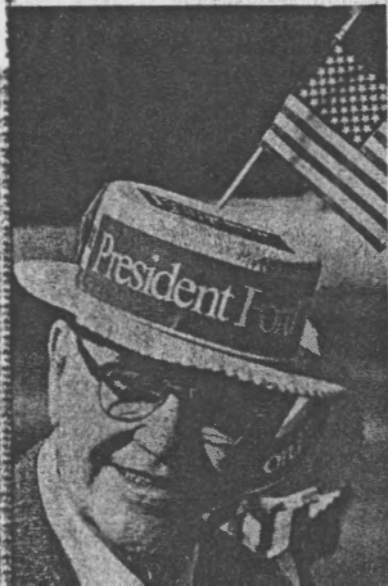




## Musical motif

Representatives of the Madison Civic Music Assn. presented Mrs. Betty Ford, right, with a serigraph of this quilt made by the women's organization of the association. Mrs. Ford, a former dancer, told the women, Mrs. Donald R. Stroud, Mrs. Marcella Gill and Mrs. John A. Bolz, that she remains actively interested in the arts. The quilt was designed in commemoration of the Bicentennial, the 50th anniversary of the Madison Symphony and the anniversary pops concert scheduled for the Dane County Coliseum May 8. Among Mrs. Ford's campaigning friends from Grand Rapids, Mich., was Myron Kirkpatrick, 75, who knew President Ford when his backyard joined the Ford family backyard when the president-to-be attended college.

—State Journal photos by Joseph W. Jackson III and A. Craig Benson



# On Tuesday will keep President to victory i





# ly, Wisconsin nt Ford on the road n November.



we must hold down the cost of government." Under his firm leadership, inflation has been cut nearly in half. And over two million more Americans are at work than a year ago.

**3. He uses common sense.** To help prevent the crushing blow of forced sales of property to

*President Ford is a man of force and action. He acts where others can only promise. He initiates; he persuades, he leads.*

*His career has been dedicated to peace through strength, national defense, accountability of government to the people and, above all,*

# THANKS, BETTY FORD, FOR VISITING MADISON!



We, and thousands of our neighbors in the Second Congressional District, are all for you and the President.

Wisc. State Journal 4-5-76



## Presentation

The First Lady, Betty Ford, smiles as she presents Olympic speed skater Beth Heiden with an award Sunday during a reception at the Edgewater Hotel.

—State Journal photo by A. Craig Benson

# chapel

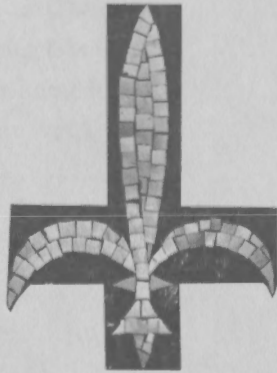
DEDICATED TO  
ST. JOAN OF ARC



MARQUETTE UNIVERSITY

# Chapel

DEDICATED TO  
ST. JOAN OF ARC



RECONSTRUCTED  
by

MARQUETTE UNIVERSITY



© Copyright, 1966, by Marquette University  
 Compiled by John Pick assisted by Roy H. Dirks  
 Cover: Chapel Reconstructed at Marquette University (Charles James Kaiser)  
 Title Page: Detail from Brooks Memorial Mosaic, Marquette University (Edmund Lewandowski)  
 Photographs: p. 16 (top) Elmer E. Richardson; p. 19 *Milwaukee Journal*; p. 20 Harr, Hedrich-Blessing  
 pp. 1, 18, 20 (bottom) Stanislaus Ratajczak; pp. 13, 15 (bottom) Gottscho-Schleisner  
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WHEREVER **Gourmets**  
**Gather**

YOU'LL FIND

**Usinger's**  
FAMOUS SAUSAGE



# Some favorite ways to prepare *Usinger's* Famous Sausage

## Link Sausage and Ring Bologna

All Usinger link sausages, with the exception of fresh Pork Sausage and Saucisschen, have been thoroughly cooked and need only be served hot. To heat sausages, fill kettle with water, add sausages, and bring water to the boiling point. Remove kettle from heat, cover, and allow sausages to remain in hot water for at least 10 minutes. DO NOT BOIL sausages, as the natural casings will split open, allowing flavorful juices to escape.

Link sausages are also delicious when fried or grilled. Place frying pan over low heat and melt a small amount of butter to aid in browning the sausage. Turn often, preferably with a pair of tongs, as a fork may pierce the casing. Serve piping hot and golden brown. When grilling over charcoal, be sure your fire is not too hot. Again, turn often to brown evenly on all sides. Do not be concerned if the casing splits, as this sometimes happens when grilling. However, do not overcook. Serve immediately on a bun or roll.

## Other Sausages

All Usinger luncheon meats and summer sausages are ready to eat as cold cuts. Sausages such as Braunschweiger, Fresh Liver, Hildesheimer Liver, Thueringer Blood, Strassburger, Beerwurst, Yachtwurst, Bologna, Fancy Loaf, Old Fashioned Loaf, etc. are also real taste treats when fried. Just melt butter in the pan and slowly fry one-half to one inch thick slices of any of the above varieties.



**Made in Milwaukee Since 1880**

## America's Finest Sausage... Why?

Only fresh, government inspected pork and beef of the highest quality ever goes into Usinger sausages. Rare, imported natural spices are discriminately used to obtain that seasoning perfection you've come to expect of Usinger's. The natural process of smoking with hardwood further enhances the distinctive flavor of these extraordinary sausages. There is no artificial coloring or substitute ingredient in any Usinger sausage.

The Usinger "wurstmakers" strictly adhere to the original family recipes, which have remained unchanged since 1880. They will never deviate from these recipes in order to meet a competitive price. To these sausage makers, it is a matter of pride to maintain the tradition of excellence. Even among members of the meat industry, the superlative quality of Usinger's Sausage is recognized.

"America's Finest Sausage" is more than a slogan... it is an ideal... a family pledge... a promise to you that Usinger's will continue to make only the very best, just as they have done since 1880.

Look for the circular government inspection stamp on the product. "304 means Usinger."



## Recipe from Old Germany

Your first taste of Usinger's Braunschweiger Liver Sausage takes you back to a slower, gentler time. Its recipe originated in the Old World, and was brought to Milwaukee by Fred Usinger in the year 1880.

Today, in spotlessly modern kitchens, this unequalled liver sausage is produced as it was years ago. Ingredients of superior quality are carefully combined according to a never-changing recipe and the "know-how" of generations of sausage makers. The result is a unique experience in fine eating... a gourmet's delight.



## Usinger's INCOMPARABLE BRAUNSCHWEIGER

Usinger's Braunschweiger, made according to their exclusive Old World Recipe, is also available in attractive, exact weight, 8 oz. and 1 lb. consumer packages. You'll find it in your self-service sausage counter.

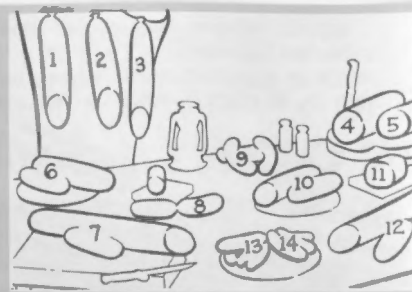
Old World goodness in all its elegance. The tantalizing flavor of this delicately smoked and seasoned liver sausage... in the natural casing... makes it the feinschmecker's favorite, just as it was a century ago.

Use of moisture-proof, flavor-retaining pliofilm casings has made it possible for Usinger's to ship their incomparable Braunschweiger to distant parts of the country.



The clean, fresh air of the Great North Woods builds hearty appetites for Usinger's Summer Sausages . . . all ready to eat.

1. German Salami — hard . . . touch of garlic. 2. Genoa Salami — zesty Italian style . . . all pork. 3. Gothaer Cervelat — fine cut . . . distinctive flavor. 4. Beef Slicing Salami and 5. Big Summer — both sandwich-size. 6. Soft Summer Sausage — lean pork and beef . . . tangy country-style. 7. Beef Salami — semi-hard . . . hickory smoked choice beef . . . garlic. 8. Teawurst — finely chopped . . . great on crackers. 9. Mettwurst (Ring) — unique smoky-flavored spread. 10. Soft Salami — country style . . . garlic added. 11. Fancy Loaf — consumer size. 12. Beef Summer Sausage — lean beef . . . slowly smoked . . . appeals to all appetites. 13. Landjaeger and 14. Beef Hickory Twigs — both of these small hard links are excellent for cocktail snacks.



Park Avenue or the Bronx, you'll find Usinger's liver sausages and luncheon meats the perfect answer for your special parties.

1. Goose Liver Style Sausage — an Old World delicacy. 2. Hessische Landleberwurst — old-fashioned liver sausage spread or paté. 3. Fresh Liver Sausage — unsmoked . . . distinctive flavor. 4. Hildesheimer Liver Sausage — country style. 5. Fancy Loaf — a mild-flavored loaf with pickles and pimilentos added. 6. Luncheon Loaf — a finely textured, delicious loaf. 7. Mosaic — a colorful, decorative addition for cold cut platters. 8. Big Bologna — everybody's favorite. 9. Old-Fashioned Loaf — a homemade style meat loaf . . . oven baked. 10. Big Yachtwurst — a touch of garlic for hearty flavor . . . also available in a smaller size. 11. Strassburger — a cooked summer sausage. 12. Long Bologna — mildly seasoned. 13. Cooked Beef Tongue — select, young, tender tongues . . . ready to eat.

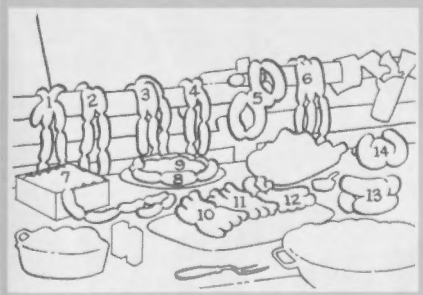
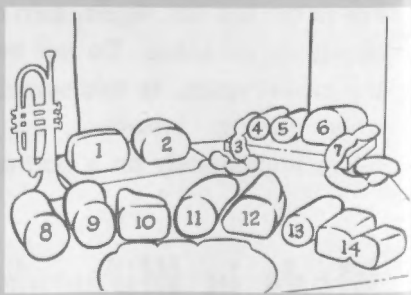






Whether you enjoy your delicacies in a fine restaurant on Bourbon Street or in your own home, you'll recognize Usinger's sausage as a gourmet's delight.

1. **Headcheese**—finely diced pork cuts blended with tangy seasonings. 2. **German Style Headcheese (Schwartenmagen)**—coarser cut... heavier smoke. 3. **Link Blood**—protein packed... to be cooked. 4. **Long Blood Sausage**—rich in vitamins... serve hot or cold. 5. **Thueringer Blood Sausage**—homemade style... popular favorite. 6. **Tongue Blood Sausage**—pork tongues added... a truly different cold cut. 7. **Pepper Blood**—appealing flavor... serve hot. 8. **New England Style Ham**—lean... a real ham flavor. 9. **Mortadella**—smooth textured with pistachio nuts. 10. **Cooked Corned Beef**—made from prime and choice rounds. 11. **Beerwurst**—a cooked, semi-coarse summer sausage. 12. **Pastroma (Peppered Beef)**—smoke-roasted delicacy. 13. **Roast Pork**—tender oven-roasted loins. 14. **Jellied Sulze**—diced meats... colorful and delicious... two sizes.



A real Western style spread wouldn't be complete without these fine link sausages for cooking or grilling.

1. **Polish Sausage**—coarsely chopped... snappy spices. 2. **Knackwurst**—Old World favorite. 3. **Smoked Pork & Beef Sausage**—Polish with garlic. 4. **Frankfurters**—plump, succulent, seasoned just right. 5. **Holsteiner**—a coarse cut, farmer style ring sausage. 6. **Smoki-Brats**—king-size taste sensation for the grill. 7. **Wieners**—the All-American favorite... lean and juicy. 8. **Pork Sausage**—extra lean links. 9. **Saucisschen**—dainty breakfast pork sausages. 10. **Bratwurst**—great on a grill... good all year 'round. 11. **Fritzies**—a smoked breakfast treat. 12. **Barbe-Brats**—a zippier Bratwurst. 13. **Smoke Sausage (Ring Bologna)**—wonderful for quick meals. 14. **Beef Ring Bologna**—extra lean... touch of garlic.

Also available, Beef Frankfurters.



*Usinger's*

## SNACK SIZE TREATS

*in consumer size saran packages*

**All Beef Snack Bologna** . . . tangy flavor and lean meat to delight the beef nibbler.

**Beerwurst** . . . cooked summer sausage . . . the perfect companion to a bottle of beer.

**Mortadella** . . . smooth textured . . . choice pork and beef with pistachio nuts.

**Yachtwurst** . . . coarsely chopped lean pork and beef, pistachio nuts, and a touch of garlic make this a truly different taste treat.

**Old Fashioned Liverwurst** (not shown) . . . country style . . . coarsely chopped.

Try any one of these unique, exact weight, consumer size sausages . . . the perfect size for hors d'oeuvres, cracker snacks and dainty sandwiches.

**FRED USINGER, INC.**

1030 N. THIRD ST. • MILWAUKEE, WIS. 53203



Usinger's Sausage Shop is pictured at the turn-of-the-century in the "Streets of Old Milwaukee" exhibit at the Milwaukee Public Museum. This exhibit captures the charm of bygone years in an era when Milwaukee was becoming known for its "gemuetlichkeit". Since that time, Usinger's has become nationally famous for the finest in sausage, which is still made according to the original Old World recipes.



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FRED USINGER, INC.

1030 N. Third Street, Milwaukee, Wisconsin 53203

Fine Sausage Since 1880.







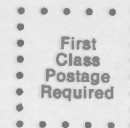
FRED USINGER, INC.

1030 N. Third Street

Milwaukee, Wisconsin 53203

The oil murals of these "little men" which decorate the walls of the Usinger retail store were done for Fred Usinger by artist George Peter in 1906. Depicting various phases of the old-world methods of sausage making, each mural is accompanied by a clever German verse. Epitomized in the "Sausage-making Elves" is much that the name Usinger's stands for — true old-world skill in a 20th century setting — the enjoyment of all things good, made better by progress. Usinger's famous sausage products are available at fine retail outlets in Milwaukee and throughout the nation.

Pub. by Jack Ellingboe, 3340 So. 54th St., Milwaukee, Wis. 53219



99422

*Giant Post Card*

