

**The original documents are located in Box 43, folder “Proposed Schedules - Mrs. Ford (7)” of the Betty Ford White House Papers, 1973-1977 at the Gerald R. Ford Presidential Library.**

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4/4-5/76 Madison &  
Milwaukee, Wis.





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.



4/2/76  
4:20 pm

PROPOSED SCHEDULE

MRS. FORD'S VISIT TO WISCONSIN  
Sunday & Monday, April 4-5, 1976

Sunday, April 4, 1976

WEATHER REPORT: Clear  
and cool. Temperature in  
low 40s with a 40% chance of  
rain.

1:30 pm Mrs. Ford boards motorcade on South Grounds.

MOTORCADE DEPARTS South Grounds en route  
Andrews AFB.

[Driving time: 25 minutes]

1:55 pm MOTORCADE ARRIVES Andrews AFB.

Mrs. Ford boards C-9.

Manifest is as follows:

Mrs. Ford	N. Stahl
C. Porembka	H. Champagne
S. Weidenfeld	L. Gilbertson
K. Schumacher	J. Ball
J. Stouffer	F. Domenico
D. Murray	USSS

2:05 pm C-9 DEPARTS Andrews AFB en route Truax  
Field, Air National Guard Ramp, Madison, Wisconsin.

[Flying time: 1 hour, 55 minutes]

[Time change: -1 hour]

Lunch will be served on board.





3:00 pm

C-9 ARRIVES Truax Field (Air National Guard Ramp), Madison, Wisconsin.

OPEN PRESS COVERAGE

Mrs. Ford will be met by:

Gen. R. Hoff, Wing Commander  
Wisconsin Air National Guard

Mr. & Mrs. Reed Coleman (Jane)  
Vice Chairman, Wisconsin PFC

Tom & Dick Ford

Representatives of the Grand Rapids  
Friends of the First Family

Motorcade Assignments are as follows:

Lead

P. Sorum

Mrs. Ford's Car

Mrs. Ford  
M/M Coleman

Follow-up

Guest & Staff Bus

C. Porembka  
S. Weidenfeld  
K. Schumacher  
J. Stouffer  
H. Champagne  
L. Gilbertson

Press Bus

P. Matson

3:05 pm

Mrs. Ford proceeds to motorcade for boarding.

MOTORCADE DEPARTS Truax Field en route  
Edgewater Hotel.

[Driving time: 25 minutes]



*At airport greet crowd.  
then go over to Pete Secchia's  
Car & greet. On radio say  
you are looking forward  
to seeing the others shortly.  
only Pete will be in motorcade.  
& you will be at the Capitol  
enroute the Hotel. stop to see them*

NOTE: En route hotel, Mrs. Ford will stop to greet Friends of the First Family from Grand Rapids who have been campaigning in Wisconsin.

3:30 pm      MOTORCADE ARRIVES Edgewater Hotel.

Mrs. Ford will be met by:  
Mr. & Mrs. Augie (Audrey) Faulkner

OFFICIAL PHOTO COVERAGE

Mrs. Ford, escorted by Mr. & Mrs. Faulkner, proceed to Suite.

3:35 pm      Mrs. Ford arrives Suite.

PERSONAL TIME: 40 minutes

NOTE: Mr. & Mrs. Faulkner will bid farewell at the Suite entrance.

Room assignments are as follows:

	<u>ROOM</u>
Mrs. Ford	35
C. Porembka	37
Pete Sorum	34
J. Stouffer	33
S. Weidenfeld	104
P. Matson	108
K. Schumacher	30
H. Champagne	39
L. Gilbertson	39
D. Murray	32
N. Stahl	32



- 4:15 pm Mr. Robert Voss, President, Greater Madison Chamber of Commerce, arrives Suite.
- 4:16 pm Mrs. Ford, escorted by Mr. Voss, departs Suite en route Captain's Table Room.
- 4:20 pm Mrs. Ford arrives Captain's Table Room and informally greets Dane County 1976 Winter Olympic Competitors and families.

OFFICIAL PHOTO COVERAGE  
ATTENDANCE: 25

- 4:25 pm The eleven Olympians depart Captain's Table Room en route Neptune's Hall.
- 4:28 pm Mrs. Ford, escorted by Mr. Voss, departs Captain's Table Room en route off-stage announcement area and pauses for announcement.
- 4:29 pm Announcement.
- 4:29 pm Mrs. Ford, escorted by Mr. Voss, enters Neptune's Hall and proceeds to platform to participate in the Greater Madison Winter Olympians Recognition Ceremony.

OPEN PRESS COVERAGE  
ATTENDANCE: 400

- 4:31 pm Opening remarks by Reed Coleman, Reception Chairman.
- 4:34 pm Introduction of first of eleven Dane County Olympians for recognition award by Mr. Coleman.
- 4:34 pm Mrs. Ford presents recognition plaque to first Olympian, Bill Bakke.





NOTE: A plaque for each Olympian will be on the table in front of the recipient. Mrs. Ford will present each plaque as the recipient is announced.

4:45 pm Ceremony concludes with the introduction of Mrs. Ford.

4:46 pm Mrs. Ford remarks.

#### FULL PRESS COVERAGE

4:49 pm Remarks conclude.

4:50 pm Closing remarks by Mr. Coleman.

4:51 pm Mrs. Ford, escorted by Mr. Coleman, departs platform to informally greet ceremony guests.

5:15 pm Mrs. Ford, escorted by Mr. Coleman, departs Neptune's Hall en route Captain's Table Room.

5:16 pm Mrs. Ford arrives Captain's Table Room and informally greets guests at PFC Leadership Reception.

#### OFFICIAL PHOTO COVERAGE

ATTENDANCE: 25

5:30 pm Mrs. Ford, escorted by Mr. Coleman, bids farewell to guests and departs Captain's Table Room en route Suite.

5:35 pm Mrs. Ford arrives Suite and bids farewell to Mr. Coleman.

#### OVERNIGHT



Monday, April 5, 1976

9:45 am            Mrs. Ford departs Suite en route motorcade  
                     for boarding.

Motorcade assignments as on arrival  
except delete Mr. & Mrs. Coleman  
from Mrs. Ford's car.

9:50 am            MOTORCADE DEPARTS Edgewater Hotel en route  
                     Truax Field.

[Driving time: 20 minutes]

10:10 am           MOTORCADE ARRIVES Truax Field.

Mrs. Ford boards C-9.

Manifest as on arrival, except add  
P. Sorum, P. Matson, & D. Kinley..

10:20 am           C-9 DEPARTS Truax Field en route General Mitchell  
                     Field, Milwaukee, Wisconsin.

[Flying time: 25 minutes]  
[No time change.]

10:45 am           C-9 ARRIVES General Mitchell Field, Milwaukee,  
                     Wisconsin (Air National Guard Ramp).

Mrs. Ford will be met by:  
Former Gov. Warren P. Knowles,  
Chairman Wisconsin PFC

OPEN PRESS COVERAGE  
CLOSED ARRIVAL



Mrs. Ford proceeds to motorcade for boarding.

Motorcade assignments as on departure  
from Madison, except add Gov. Knowles  
to Mrs. Ford's Car.

10:50 am        MOTORCADE DEPARTS General Mitchell Field  
en route Marquette University.

[Driving time: 35 minutes]

11:25 am        MOTORCADE ARRIVES Marquette University  
(Wisconsin Avenue Entrance).

Mrs. Ford will be met by:  
Mike Meagher, Marquette Student  
and PFC Volunteer  
Mary Lee Dorsey, Marquette Student  
and PFC Volunteer

NOTE: Gov. Knowles will bid  
farewell at curbside.

Mrs. Ford, escorted by Mike & Mary Lee,  
proceeds to Campus Mall to view St. Joan of Arc  
Chapel.

#### OPEN PRESS COVERAGE

11:35 amq        Mrs. Ford arrives Campus Mall.

Mrs. Ford receives background briefing from  
Mr. Frank Tripp, Head Tour Guide.

11:55 am        Mrs. Ford thanks Mr. Tripp and departs Campus  
Mall en route Marquette University's Student Union.

#### OPEN PRESS COVERAGE CROWD SITUATION

NOTE: En route Student Union,  
Mrs. Ford will have an opportunity  
to greet students and may wish to  
pause to speak with media represen-  
tatives.





12:05 pm Mrs. Ford arrives Student Union and enters Student Cafeteria for lunch.

NOTE: Mrs. Ford will go through cafeteria line before joining the following Marquette students for lunch:

Jean Renzel	Greg Schutz
Peggy Kane	Denise Peroni
Kevin Robinson	

1:00 pm Mrs. Ford thanks the students and departs Student Cafeteria en route motorcade for boarding.

1:10 pm MOTORCADE DEPARTS Marquette University en route PFC State Headquarters.

[Driving time: 5 minutes]

1:15 pm MOTORCADE ARRIVES PFC State Headquarters (229 East Wisconsin Avenue).

Mrs. Ford proceeds to 11th floor Phone Center.

1:20 pm Mrs. Ford arrives Phone Center and informally greets volunteers.

PRESS POOL COVERAGE

NOTE: This visit is unannounced.

1:35 pm Mrs. Ford bids farewell to volunteers and departs Phone Center en route motorcade for boarding.

1:40 pm MOTORCADE DEPARTS PFC State Headquarters en route Usinger's Sausage Market.

[Driving time: 5 minutes]

1:45 pm MOTORCADE ARRIVES Usinger's Sausage Market.



Mrs. Ford proceeds inside Market to purchase sausage.

PRESS POOL COVERAGE

NOTE: This visit is unannounced.

2:00 pm Mrs. Ford departs Market en route motorcade for boarding.

MOTORCADE DEPARTS Usinger Market en route Mayfair Shopping Center.

[Driving time: 25 minutes]

2:25 pm MOTORCADE ARRIVES Mayfair Shopping Center.

Mrs. Ford will be met by:

William H. Burns, Vice President  
and General Manager, Mayfair  
Shopping Center

Richard Jacoby, Vice President, Operations  
Mayfair Shopping Center.

Gil Jaffe, President, Merchants  
Association

Mrs. Ford, escorted by Mr. Jaffee, proceeds  
inside Shopping Mall en route Bandstand.

OPEN PRESS COVERAGE  
CROWD SITUATION

(handshaking)

2:30 pm Mrs. Ford arrives Bandstand and remains standing  
for brief program. *Ethnic groups dancing*

2:31 pm Opening remarks by Charlie Taylor.

2:34 pm Remarks by Mary Francis Kuckuck,  
Mayor of Wauwatosa, concluding in the  
introduction of Mrs. Ford.

2:37 pm Mrs. Ford remarks. *standing mike in band  
shelter*

FULL PRESS COVERAGE

2:40 pm Remarks conclude.



Mrs. Ford departs Bandstand en route motorcade for boarding.

NOTE: En route motorcade,  
Mrs. Ford will have an opportunity to greet crowd.

2:55 pm            MOTORCADE DEPARTS Mayfair Shopping Center  
                     en route General Mitchell Field.

[Driving time: 35 minutes]

3:30 pm            MOTORCADE ARRIVES General Mitchell Field.

Mrs. Ford boards C-9.

Manifest as on arrival, except delete  
P. Sorum, P. Matson, & D. Kinley.

3:35 pm            C-9 DEPARTS General Mitchell Field en route  
                     Andrews AFB.

[Flying time: 1 hour, 30 minutes]

[Time change: +1 hour]

Snacks will be served on board.

6:05 pm            C-9 ARRIVES Andrews AFB.  
EST

Mrs. Ford boards motorcade.

6:10 pm            MOTORCADE DEPARTS Andrews AFB en route  
                     South Ground.

[Driving time: 25 minutes]

6:35 pm            MOTORCADE ARRIVES South Grounds.





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.

# # #



4/8-9/76 New York City  
Ladies Home Journal



THE WHITE HOUSE

WASHINGTON

April 7, 1976

MEMORANDUM FOR: MRS. FORD

VIA: RED CAVANEY

FROM: PETER SORUM

SUBJECT: YOUR VISIT TO NEW YORK CITY  
Thursday & Friday, April 8-9, 1976  
Attire: Black Tie

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

APPROVE \_\_\_\_\_

DISAPPROVE \_\_\_\_\_

BACKGROUND

You have been chosen the 1976 Woman of the Year for Inspirational Leadership by the Ladies Home Journal. The Fourth Annual Award presentation will be taped at the Ed Sullivan Theater in New York for broadcast on NBC at 9:30 pm, Thursday, April 8th. The list of Award winners and presenters is attached at TAB B.

In addition, there will be a special recognition of 1976 Winter Olympians Sheila Young and Cindy Nelson by Lenore Hershey. Entertainment for the evening will be provided by Kate Smith, Petula Clark and the Fifth Dimension. You will watch the show as it is taped from a private dressing room before joining Valerie Harper to accept your award. Following the program you will have a free evening.





4/7/76  
1:00 pm

PROPOSED SCHEDULE

MRS. FORD'S VISIT TO  
NEW YORK CITY

Thursday & Friday  
April 8-9, 1976  
Attire: Black Tie

THURSDAY, APRIL 8, 1976

3:10 pm Mrs. Ford boards motorcade on South Grounds.

MOTORCADE DEPARTS South Grounds en route  
Andrews AFB.

[Driving time: 25 minutes]

3:35 pm MOTORCADE ARRIVES Andrews AFB.

Mrs. Ford boards C-9.

STAFF INSTRUCTIONS: The following  
are requested to board C-9:

N. Chirdon	K. Schumacher
S. Weidenfeld	J. Ball
J. Holm	F. Dominco
G. Harrell	2USSS

3:45 pm C-9 DEPARTS Andrews AFB en route LaGuardia  
International Airport, New York City.

[Flying time: 50 minutes]

4:35 pm C-9 ARRIVES LaGuardia International Airport (Marine  
Air Terminal).



Mrs. Ford boards motorcade.

STAFF INSTRUCTIONS: Board motorcade.  
Assignments as follows:

Lead	P. Sorum
Mrs. Ford's Car	Mrs. Ford
Follow-up	
Staff #1	N. Chirdon
	S. Weidenfeld
	J. Holm
Staff #2	K. Schumacher
	G. Harrell

4:45 pm      MOTORCADE DEPARTS LaGuardia International  
Airport en route Waldorf Astoria Hotel.

[Driving time: 30 minutes]

5:15 pm      MOTORCADE ARRIVES Waldorf Astoria Hotel.

Mrs. Ford will be met by:  
Mr. Eugene Scanlan, Waldorf Astoria General  
Manager

5:20 pm      Mrs. Ford, escorted by Eugene Scanlan, proceeds  
to Suite.

5:25 pm      Mrs. Ford arrives Suite and bids farewell to Mr.  
Scanlan.

PERSONAL TIME: 1 hour

STAFF INSTRUCTIONS: Room assignments  
as follows:

N. Chirdon	7T
G. Harrell	7U
S. Weidenfeld	7V
J. Holm	7W
P. Sorum	7Y
K. Schumacher	700
P. Matson	704



NOTE: The next event is BLACK TIE. Staff are to proceed independently to the Ed Sullivan Theater and be in your seats prior to 6:15 pm. Tickets can be obtained from Pete Sorum.

6:25 pm Mrs. Ford departs Suite en route motorcade for boarding.

6:30 pm MOTORCADE DEPARTS Waldorf Astoria Hotel en route Ed Sullivan Theater.

[Driving time: 15 minutes]

6:45 pm MOTORCADE ARRIVES Ed Sullivan Theater (Stage door entrance).

Mrs. Ford will be met by:  
Lenore Hershey, Editor of Ladies Home Journal  
Barbara Walters

Mrs. Ford, escorted by Barbara Walters, proceeds to dressing room.

6:50 pm Mrs. Ford arrives dressing room.

PERSONAL TIME: 1 hour, 20 minutes

7:00 pm Ladies Home Journal Women of the Year 1976  
taping begins.

8:10 pm Mrs. Ford departs dressing room en route off-stage  
announcement area.

8:12 pm Introduction of Mrs. Ford as the 1976 Woman  
of the Year for Inspirational Leadership by  
Valerie Harper.

8:13 pm Mrs. Ford joins Ms. Harper on stage for Award  
presentation.

NATIONWIDE TELEVISION

8:17 pm Acceptance remarks by Mrs. Ford.

8:18 pm Remarks conclude.





Mrs. Ford remains on stage for closing numbers.

8:24 pm All sing "God Bless America."

8:27 pm Program concludes.

8:28 pm Mrs. Ford remains on stage for press photo session.

OPEN PRESS COVERAGE

8:45 pm Mrs. Ford bids farewell and departs stage en route motorcade for boarding.

MOTORCADE DEPARTS Ed Sullivan Theater en route Waldorf Astoria Hotel.

[Driving time: 15 minutes]

9:00 pm MOTORCADE ARRIVES Waldorf Astoria Hotel.

FREE EVENING

FRIDAY, APRIL 9, 1976

10:00 am Mrs. Ford departs Suite en route motorcade for boarding.

STAFF INSTRUCTIONS: Board motorcade as on arrival except add P. Matson to Staff #2.

10:05 am MOTORCADE DEPARTS Waldorf Astoria Hotel en route LaGuardia International Airport.

[Driving time: 25 minutes]

10:30 am MOTORCADE ARRIVES LaGuardia International Airport (Marine Air Terminal).

Mrs. Ford boards C-9.

STAFF INSTRUCTIONS: Board C-9 as on arrival except add P. Sorum, P. Matson & D. Kinley.



10:35 am C-9 DEPARTS LaGuardia International Airport en route Andrews AFB.

[Flying time: 50 minutes]

11:25 am C-9 ARRIVES Andrews AFB.

Mrs. Ford boards motorcade.

11:30 am MOTORCADE DEPARTS Andrews AFB en route South Grounds.

[Driving time: 25 minutes]

11:55 am MOTORCADE ARRIVES South Grounds.



TAB B

<u>TOPIC</u>	<u>WINNER</u>	<u>PRESENTER</u>
Business & Economic	Betty Furness	Sylvia Porter
Scienc & 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





THE WHITE HOUSE

WASHINGTON

March 26, 1976

MEMORANDUM TO: PETER SORUM

FROM: SUSAN PORTER

SUBJECT: Action Memo

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

EVENT: Accept Woman of the Year Award in the "Inspiration" Category

GROUP: Ladies' Home Journal

DATE: Thursday, April 8, 1976

TIME: To Be Determined

PLACE: Ed Sullivan Theatre, New York City

CONTACT: Lenore Hershey, Editor, Ladies' Home Journal  
(212) 935-4100

COMMENTS: Mrs. Ford will travel to New York on April 8th to accept the Woman of the Year Award in the Inspiration category at the Fourth Annual Ladies' Home Journal Award Presentation evening. This will be presented on an NBC 90-minute live special program during prime time. The television audience is expected to be above 30 million people. The awards are given in various categories (creative arts, education, business and economics, etc.). Mrs. Ford overwhelmingly won in the category of Inspiration by an unprecedented number.

Following the awards presentation, Cartier will host a Midnight Champagne Reception in honor of the Women of the Year. The contact for the Reception is Barbara Henry (212) 753-0111. Mrs. Ford will remain overnight in New York and return to Washington the next day.



-2-

Two other items of note include the fact that April 8th is Mrs. Ford's birthday and Jeanne Holm, the new Advisor to the President on Women's Affairs, was a winner last year in the category of Government and Diplomacy.

The file is attached.

Thank you.

c: BF Staff  
Red Cavaney  
William Nicholson  
Jeanne Holm  
Rex Scouten  
Staircase



Lenore Hershey  
Editor

February 18, 1976

ED SULLIVAN  
THEATRE

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

Dear Mrs. Ford:

It is my pleasure to inform you that you have been chosen as a Woman of the Year in the Ladies' Home Journal fourth annual awards. With a stunning popular vote from our readers and a strong ratification by our blue-ribbon jury, your category is Inspiration, with special emphasis on what you have done for women's rights.

This award is confidential until the night of our TV program, Thursday, April 8th. The awards will be presented on television on an NBC-TV 90-minute program, to be hosted by Barbara Walters, and sponsored by Procter & Gamble. As in previous years, there will be no commercial overtones to the awards section of the show.

Some of the other winners on the show will be Margaret Mead, Governor Ella Grasso, Judge Shirley Hufstедler, Annie Dodge Wauneka, Beverly Sills and Betty Furness.

Part of the presentation on television is a short documentary about the awardee and her life. This can be done with a minimum of disruption to your schedule, and we can probably work from film clips on hand.

The influence this awards program has had in the world of women has already made it one of the great American traditions. And, I trust that you will be pleased by the recognition that being chosen a Women of the Year in the special Inspiration category for 1976 means to a large number of thoughtful people.

I have attached tearsheets from previous years' write-ups of Ladies' Home Journal Women of the Year and a list of our jury members. As you can see from the jury list, Jill Ruckelshaus served as one of our panel members and both she and Pat Hutar are very anxious that you appear in person on this TV program which will have a television audience of upwards of 30 million persons.

Sincerely,

Lenore Hershey

Lenore Hershey

Ladies' Home Journal 641 Lexington Avenue, New York, New York 10022 Telephone: (212) 935-4100





*Lenore Hershey*  
Editor

January 16, 1975

Mrs. Gerald Ford  
The White House  
Pennsylvania Avenue  
Washington, D.C.

Dear Mrs. Ford:

As you can see on pages 119-120 in the February issue of Ladies' Home Journal, you have been nominated by our editors as a candidate for our Women of the Year awards of 1975.

These awards will be presented on a live nation-wide television special to be announced at a later date.

As you can see from the instructions, final selections will be based on the ballots of readers, plus the evaluation of a distinguished board of judges.

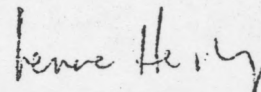
Naturally, we take great pride in your presence on this list, which in itself reflects in some measure a recognition of your own unique achievements and contributions.

We are additionally gratified by the broad spectrum of names on our 1975 list. Perhaps everyone cannot receive the top award, but the impact of this line-up of active, achieving women says something very significant about the role of women today.

We'll let you know at the end of February how things work out. Meanwhile, mail in your own ballot, and the best of luck!

If there are any further questions, please do not hesitate to write or call.

Sincerely,



Lenore Hershey  
Editor

LH/mw  
enclosure



ARTS & HUMANITIES	Helen Hayes	Marlo Thomas
PUBLIC AFFAIRS	Shirley Chisholm	Margaret Chase
ECONOMY AND BUSINESS	Katharine Graham	Barbara Walter
YOUTH LEADERSHIP	Nikki Giovanni	Lynda Johnson
VOLUNTARY ACTION	Ellen Sulzberger Straus	Mamie Eisenhower
HUMAN RIGHTS	LaDonna Harris	Cicely Tyson
QUALITY OF LIFE	Mary Lasker	Eunice Kennedy
SCIENCE AND RESEARCH	Virginia Apgar (deceased)	Katherine Cross

WOMEN OF THE YEAR - 1974

PUBLIC AFFAIRS	Martha W. Griffiths	Yvonne Burke
BUSINESS AND PROFESSIONS	Patricia Roberts Harris	Roberta Flack
HUMAN RIGHTS	Dorothy Height	Eunice Kennedy
CREATIVE ARTS	Katharine Hepburn	Bess Myerson
SPORTS	Billie Jean King	Cher
COMMUNITY SERVICE	Barbara McDonald	Lenore Romney
SCIENCE AND RESEARCH	Dixy Lee Ray	Virginia Apgar
COMMUNICATIONS	Barbara Walters	Clare Boothe Luce

WOMEN OF THE YEAR - 1975

GOVERNMENT & DIPLOMACY	Major General Jeanne M. Holm	Mary Louise Smith
POLITICAL LIFE	Barbara Jordan	Liz Carpenter
BUSINESS AND ECONOMICS	Sylvia Porter	Barbara Walters
EDUCATION	Joan Ganz Cooney	Marlo Thomas
COMMUNICATIONS	Helen Thomas	Margaret Truman
CREATIVE ARTS	Lillian Hellman	Helen Hayes
QUALITY OF LIFE	Lady Bird Johnson	Lynda Robb
HUMANITARIAN AND COMMUNITY SERVICE	LaRue Diaforli	Ellen Burstyn

WOMEN OF THE YEAR - 1976

BUSINESS AND ECONOMICS	Betty Furness	Sylvia Porter	
SCIENCE AND RESEARCH	Margaret Mead	Barbara Jordan	plus
PERFORMING ARTS	Beverly Sills	Carol Burnett	KATE SM
SPORTS	Captain Nicki King	Billie Jean King	PERULA C
GOVERNMENT AND DIPLOMACY	Shirley Hufstедler	Bella Abzug	
POLITICAL LIFE	Governor Ella Grasso	So Ann Woodward	5th
COMMUNICATIONS	Maya Angelou	Pearl Bailey	Don
EDUCATIONAL LEADERSHIP	Annie Dodge Wauneka	Jill Rockelshaws	
HUMANITARIAN AND COMMUNITY SERVICE	Bettye M. Caldwell	Marlo Thomas	
INSPIRATIONAL LEADERSHIP	Betty Ford	Valerie Harper	



WOMEN OF THE YEAR, 1976 Jury

Liz Carpenter	Vice President at Hill and Knowlton; member advisory committee of National Women's Political Caucus
Helen DeRosis	Psychiatrist, author
Catherine East	Deputy Coordinator, Secretariat for International Women's Year; Citizens Advisory Committee, Status of Women
Sister Ann Ida Gannon	President, Mundelein College
Clarissa Gilbert	President, National Student Organization
Elinor Guggenheimer	Commissioner, New York City Department of Consumer Affairs
Dorothy Height	President, National Council of Negro Women; 1974 Woman of the Year
Major General Jeanne M. Holm	First woman Major General in the Air Force; 1975 Woman of the Year
Patricia Hutar	U.S. Representative on the Status of Women of the Economic and Social Council of the United Nations
Frances Arick Kolb	National Organization for Women representative
Eleanor Lambert	Syndicated columnist, fashion authority
Lynda Johnson Robb	Contributing Editor, Ladies' Home Journal
Jill Ruckelshaus	Presiding Officer, National Commission on the Observance of International Women's Year
Margot Sherman	Board of Directors, Past-President of Women in Communications
Ellen Straus	Founder, Call for Action; Women of the Year, 1973
Mrs. Harry Wagner, Jr.	First Vice President, General Federation of Women's Clubs
Margaret B. Young	Chairman, Whitney M. Young, Jr. Memorial Foundation; author





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# Ladies' Home Journal

## Women Of The Year, 1976



Help us select this year's women of achievement

For the fourth year, Ladies' Home Journal selects the outstanding American women of the year, to be honored in April on a special 90-minute program on the NBC television network, sponsored by Procter & Gamble. To participate, and to assist our distinguished jury in the final selection of women leaders, fill in

### BUSINESS AND ECONOMICS

In all levels of the American economy, women are now major contributors and decision makers.

### PERFORMING ARTS

On the popular or classical level, as a star or a rising newcomer, each of these women has made a major contribution to the

ciates, consultant for affirmative action programs for women, New York

### SCIENCE AND RESEARCH

In the medical, physical and social sciences, these women are trained investigators and clinicians who serve humanity.

- A ☐ Rowine Hayes Brown, M.D.—Medical Director, Cook County Hospital; pediatrician; lawyer specializing in child abuse laws, Chicago

### SPORTS

Professional and amateur, at every level, women athletes are proving their skills and achievements in competition, as well as creating new horizons of endurance and performance.

- A ☐ Shirley Babashoff—Swimming; holder of women's world's record for 400-meter freestyle  
B ☐ Chris Evert—Tennis; 1975 winner, women's U.S., French and Italian Open singles championships; 1975 leading money earner among female athletes

In posts of major responsibility at all levels, these appointed women are proving that equal accomplishment is a fact.

A ☐ Ruth Bacon—Director, U.S. Center for International Women's Year; private sector liaison and communication

## LEADERSHIP

Through standard educational channels or special platforms, these women have helped to increase the knowledge and awareness horizons of others.

## POLITICAL LIFE

From precinct to state office to Congress and a governor's seat, women are effectively representing their constituents.

## HUMANITARIAN & COMMUNITY SERVICE

Working alone—or through organizations—to meet human needs, they are often the unsung heroines of our time.

## COMMUNICATIONS

Women who live by the spoken, written and transmitted word: they help unite the world through their insights and knowledge.

HOW YOU PARTICIPATE: On these two pages, you will find nine categories structured to cover most aspects of women's lives. PLEASE INDICATE YOUR FIRST, SECOND AND THIRD CHOICES IN EACH CATEGORY by placing the appropriate number in the box provided. (If you prefer to make your own nomination, you may send a one-page typewritten summary describing the contributions of your nominee.) Tear out the complete page and mail to WOMEN OF THE YEAR, 1976, LADIES' HOME JOURNAL, 641 LEXINGTON AVENUE, NEW YORK, N.Y. 10022. All mail must be postmarked no later than February 1. A scientific sampling of "ballots" will be taken by the Journal; tabulations of reader preferences will be presented to the blue-ribbon jury, which will be guided by these preferences, but not necessarily bound by them. Decisions will be announced on the April TV program and in the May Journal.



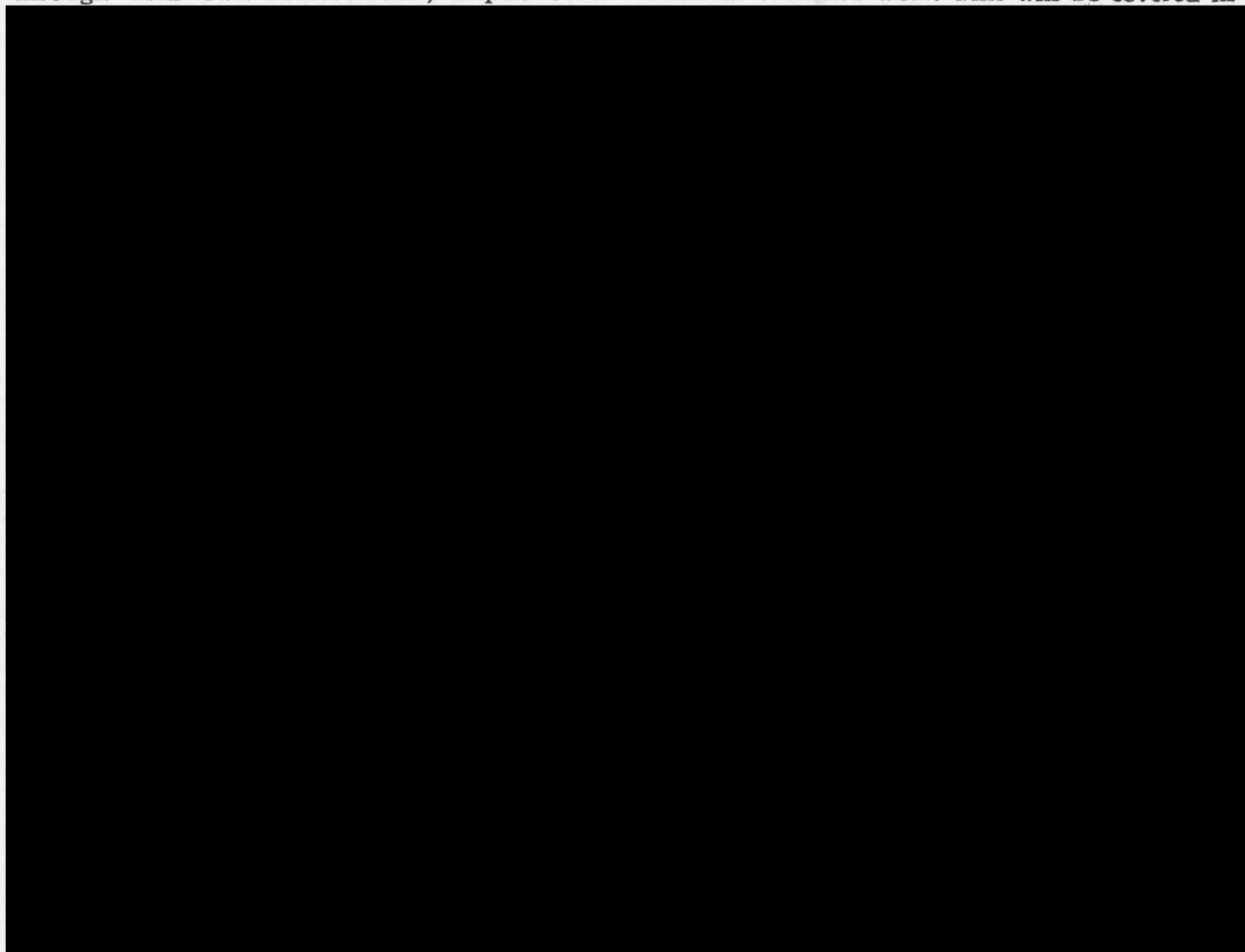


# LADIES' HOME JOURNAL WOMEN OF THE YEAR 1975



For the third year in a row, it is time to honor a special breed of heroine: American women who, through their own achievements, inspire other

In addition, it was decided to make a presentation on the April 19th TV show in honor of International Women's Year. This will be covered in



# LADIES' HOME JOURNAL WOMEN OF THE YEAR, 1975



**QUALITY OF LIFE**  
Lady Bird Johnson

What enhances the quality of life more than our environment? And Lady Bird Johnson continues her



**CREATIVE ARTS**  
Lillian Hellman

Lillian Hellman, playwright and author, has embodied woman's potential as an artist since the production of



**EDUCATION**  
Joan Ganz Cooney

The creator of *Sesame Street*, Joan Ganz Cooney has truly revolutionized television for children. The repercussions of her conviction—that television should



**HUMANITARIAN  
& COMMUNITY  
SERVICE**  
LaRue C. Diaforli

As president of the Town North Business and Professional Women's Club in Dallas, LaRue Diaforli administers a club project that has salvaged the lives of

For the third year, our program of special honors in many fields provides encouragement and inspiration for all women, everywhere!



**BUSINESS &  
ECONOMICS**  
Sylvia Porter

*Journal* columnist Sylvia Porter's latest contribution to improving the financial climate for Americans was her concept of a voluntary citizens' movement to aid



**POLITICAL LIFE**  
Barbara Jordan

When Texas lawyer Barbara Jordan of Houston went to the House of Representatives in 1972, she became the first black Congresswoman from the Deep South.



**COMMUNICATIONS**  
Helen Thomas

Chief of United Press International's White House bureau, Helen Thomas is the first woman wire service reporter to serve in that capacity. A Washington cor-



**GOVERNMENT  
& DIPLOMACY**  
Major General  
Jeanne M. Holm

Jeanne Holm, the first woman in the armed forces to hold the rank of major general, directs the Personnel Council for the Secretary of the Air Force. Gen. Holm



# LADIES' HOME JOURNAL WOMEN OF THE YEAR 1974

Once again, it is a time for heroines . . . women who through their own achievements inspire other women to new heights. On the next two pages of this issue, you will meet the

readers to check the names of candidates supplied by the editors, or to submit their own candidates in eight different categories. Thousands and thousands of ballots came in and were





**MARTHA W. GRIFFITHS**

**PUBLIC AFFAIRS:** Martha W. Griffiths of Michigan has been a U.S. Representative in Congress since 1955. In her unrelenting fight for social reform, she is best known as sponsor of the Equal Rights Amendment. She has in-



**KATHARINE HEPBURN**

**CREATIVE ARTS:** In the more than 50 plays and films in which she has

**BARBARA WALTERS**

**COMMUNICATIONS:** A reporter and broadcast journalist, Barbara Walters has toured the world interviewing figures from politics,



**DOROTHY I. HEIGHT**

**HUMAN RIGHTS:** Dorothy Height is Director of the Center for Racial Justice of the national YWCA, and



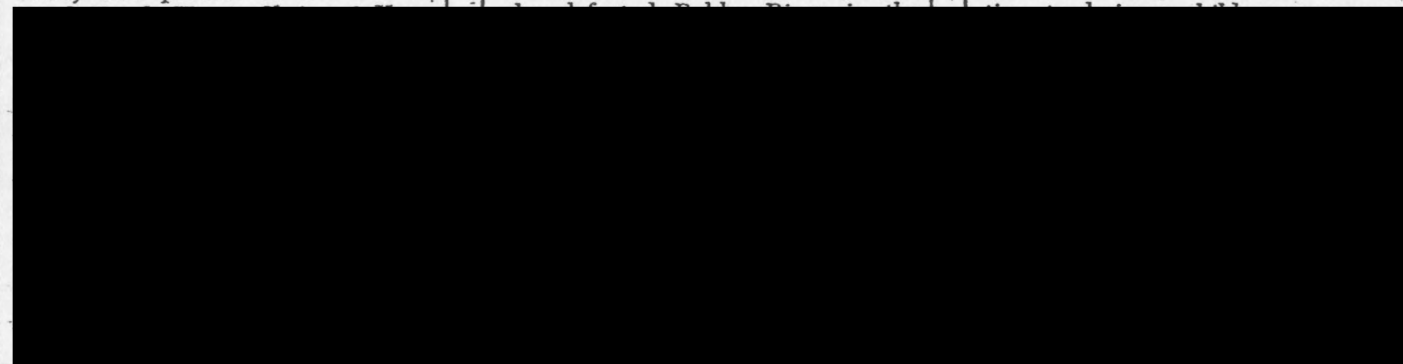
**PATRICIA ROBERTS HARRIS**  
**BUSINESS AND PROFESSIONS:** Patricia Roberts Harris, former U.S. Ambassador to Luxembourg, is an attorney and partner in the firm of



**BILLIE JEAN KING**  
**SPORTS:** Billie Jean King focused unprecedented attention on the sport she loves during the most widely watched tennis match in history when



**BARBARA McDONALD**  
**COMMUNITY SERVICE:** The Rosebud Sioux Indians in South Dakota asked Barbara McDonald, a consultant in Early Childhood Educa-



**DIXY LEE RAY**  
**SCIENCE AND RESEARCH:** Dixy Lee Ray is the first woman to be Chairman of the Atomic Energy Commission. Before this appointment, Dr. Ray, a





LADIES' HOME JOURNAL

# WOMEN OF THE YEAR 1973

This may be the age of the non-hero, but it is a time for heroines. Proof: the eight women on the next two pages. Doers, achievers, shapers of our society, they have been selected as recipients of the first LADIES'

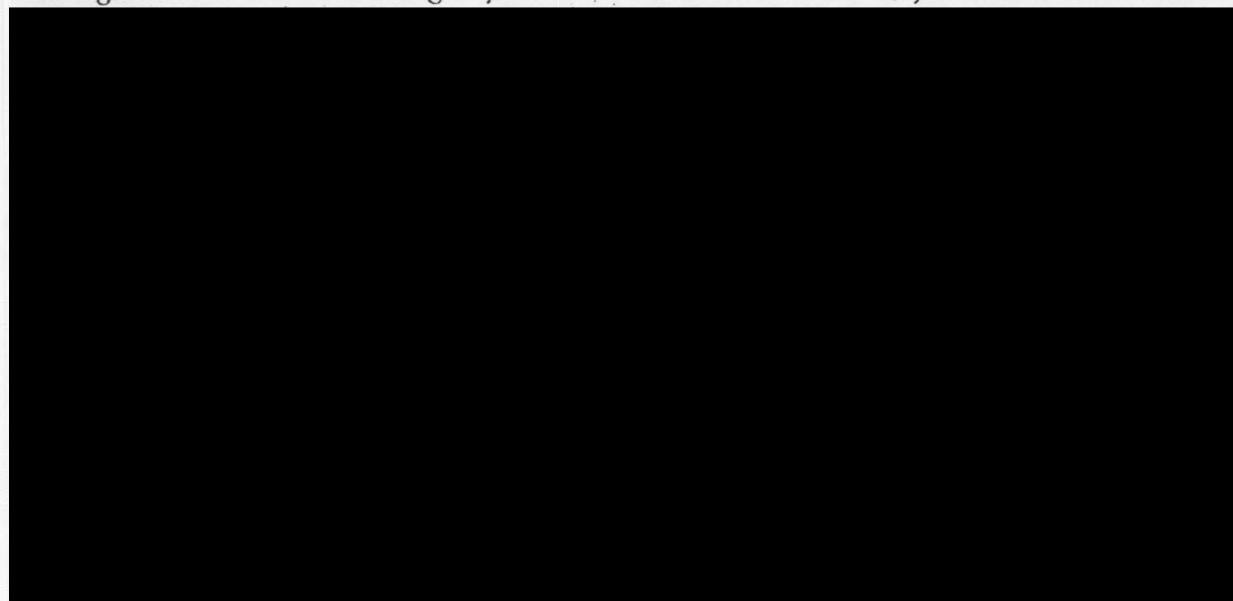
lieve really does represent the Women of the Year, 1973... and also makes a very revealing statement about what is happening to women in our country today.

Perhaps the only problem with an hon-



Some say, from poverty to privilege. want to.  
Two are black; one is American Indian.  
All are *women*. That is the point. That is  
the significance. That is the glory.

Here, then, are the LADIES' HOME  
JOURNAL Women of the Year, 1973. If you  
saw the TV show, you know that each of





# LADIES HOME JOURNAL WOMEN OF THE YEAR



## SHIRLEY CHISHOLM

**PUBLIC AFFAIRS:** In 1968, she became the first black woman in Congress. In 1971, she was the first woman of any race to make a serious bid for the Presidency: in this case, on the Democratic ticket. The Honorable Shirley Chisholm received her tribute with a citation for "proving that any individual with the capacity for leadership can rise above



## ELLEN STRAUS

**VOLUNTARY ACTION:** Ellen Sulzberger Straus bridges the gap between yes-



## LADONNA HARRIS

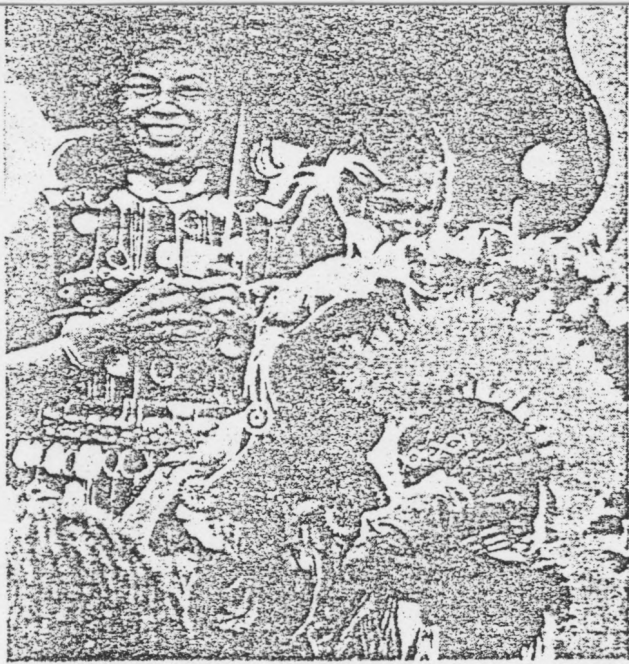
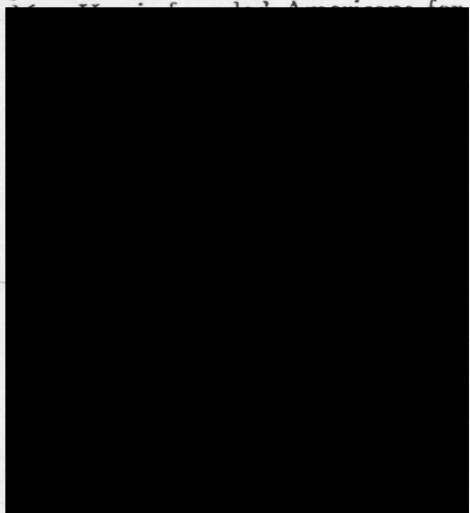
**HUMAN RIGHTS:** An active member of the Comanche Indian tribe, M. Harris, who is married to former Oklahoma Senator Fred Harris, has long been involved in minority rights for Indians and other underprivileged groups. In February, 1970, Mrs. Harris founded Americans for Indian Opportunity and served as its



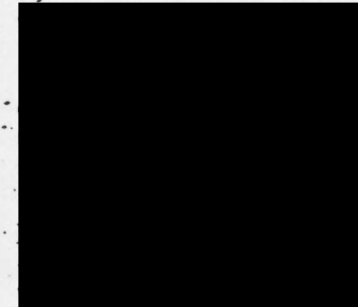
MARY LASKER



Mrs. Harris, who is married to former Oklahoma Senator Fred Harris, has long been involved in minority rights for Indians and other underprivileged groups. In February, 1970,



**MARY LASKE**  
**QUALITY OF LIFE:** Born in Port Washington, Wis., but known throughout the world as one of the great factors of our time, Mrs. Albion Laske "has enhanced the quality of life" by her steadfast devotion



1973



Photograph of Katharine Graham by © Arnold Newman



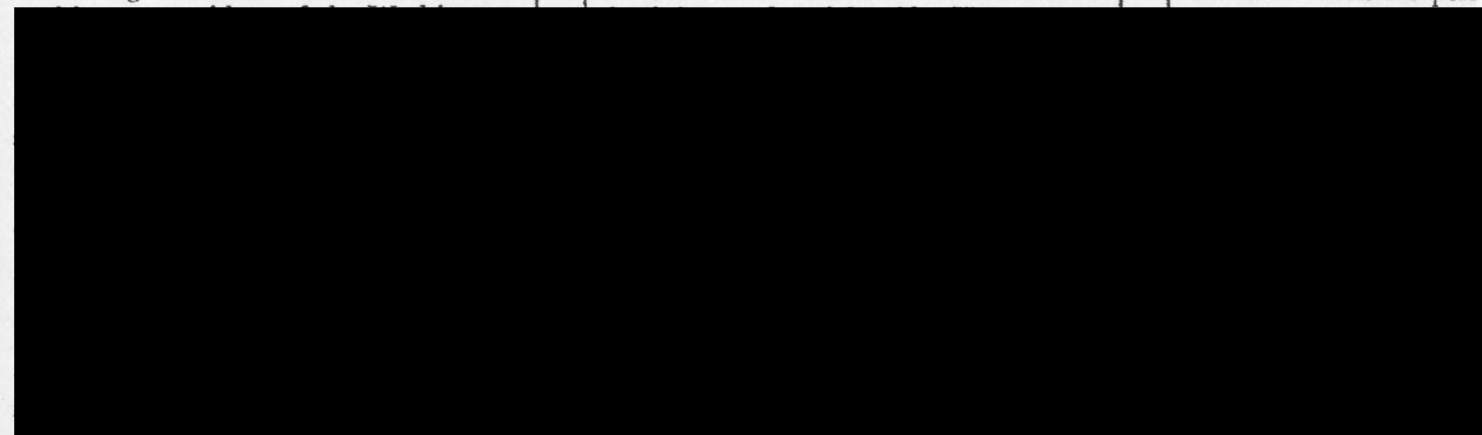
**KATHARINE GRAHAM**  
**ECONOMY AND BUSINESS:** Katharine Graham is a powerful figure in contemporary publishing, and one of *Fortune* magazine's recent "highest-ranking women in big business." She achieved her



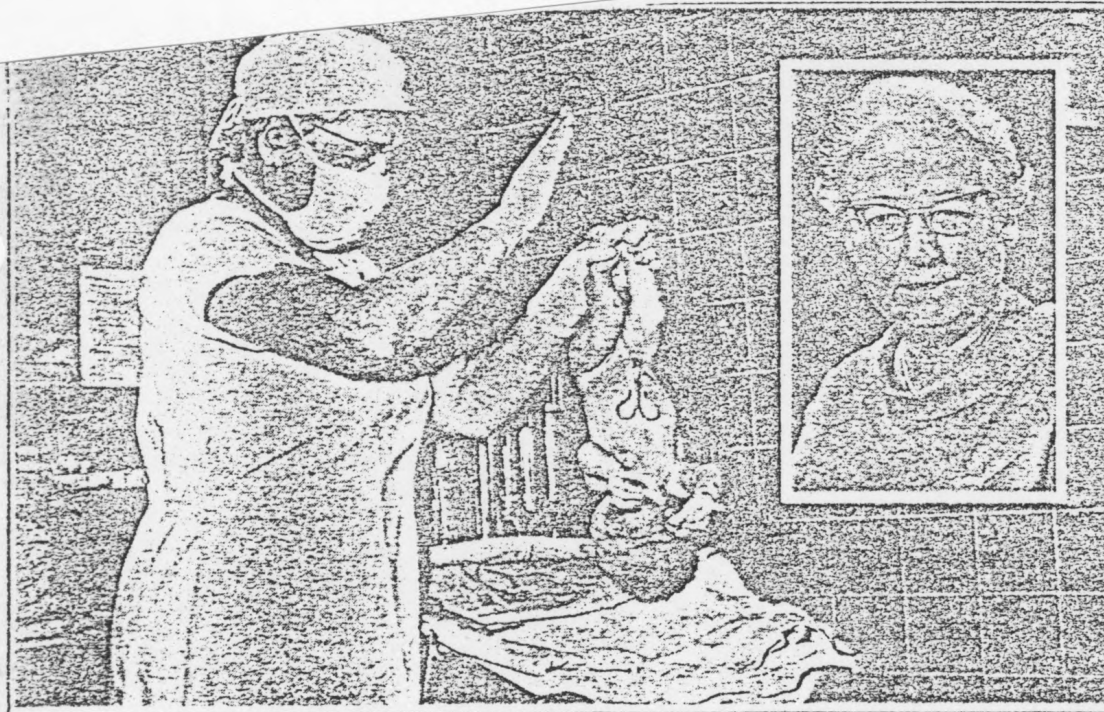
**NIKKI GIOVANNI**  
**YOUTH LEADERSHIP:** She is the black princess of poetry. At twenty-nine, with a personal background rooted in the realities of poverty, she has become a "muted revolutionary" in the fields of



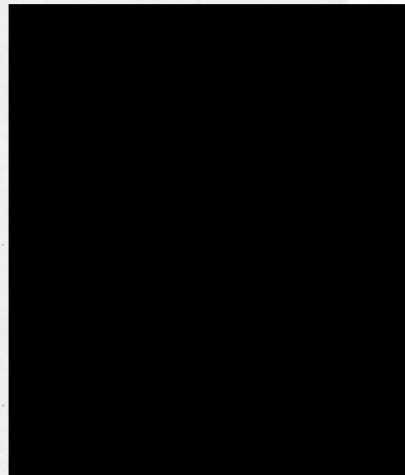
**HELEN HUNT JACKSON**  
**ARTS AND HUMANITIES:** At the turn of the century, the humanitarian Helen Hunt Jackson became a defatigable symbol of the Indian. Her laurels for per



**DR. VIRGINIA APGA**  
**SCIENCE AND MEDICINE:** M.D., M.P.H., is an international specialist in the problems of the newborn. She is the creator of the Apgar



*DR. VIRGINIA SMITH*  
SCIENCE AND MEDICINE  
M.D., M.P.H., is an internist  
specialist in the problems of  
She is the creator of the "Virginia  
Score," a clinical evaluation





3-25

*You are cordially invited  
to a Midnight Champagne Gala at*

*Cartier*

*in honor of*

*the Ladies' Home Journal Women of the Year, 1976*

*Thursday, the eighth of April*

*11:30 p.m.*

*R.S.V.P.  
Barbara Henry  
(212) 752-3088*

*Cartier  
Fifth Avenue at 52nd Street  
New York*

*The party immediately follows the NBC telecast of  
the Women of the Year Awards*



# Cartier

FIFTH AVENUE AND 52<sup>ND</sup> STREET • NEW YORK, N.Y. 10022 • TEL. 212 PL 3-0111

CABLE: TIERCAR

March 23, 1976

Mrs. Gerald Ford  
The White House  
1600 Pennsylvania Avenue  
Washington, D.C.

Dear Mrs. Ford,

I have just spoken to Lenore Hershey at Ladies' Home Journal, and am delighted to hear that you will be able to attend the presentation of The Women of the Year Awards, 1976.

As you probably know, Cartier is hosting a champagne reception in honor of the awardees immediately following the NBC telecast. We have made arrangements for the presenters and awardees to be brought to Cartier in hansom cabs, where we will be serving a light buffet to 150-200 people.

Guests include the people who made this evening possible, press, and some of our friends of the theatre. It should be a most memorable evening, and quite an unusual one for us, considering we have never been open at midnight before!

I sincerely hope that you will be able to join us. If Cartier can be of any service to you, please let me know.

Sincerely,

*Barbara J. Henry*

Barbara J. Henry  
Director of Public Relations



ARTS & HUMANITIES	Helen Hayes	Marlo Thomas
PUBLIC AFFAIRS	Shirley Chisholm	Margaret Chase S
ECONOMY AND BUSINESS	Katharine Graham	Barbara Walters
YOUTH LEADERSHIP	Nikki Giovanni	Lynda Johnson Re
VOLUNTARY ACTION	Ellen Sulzberger Straus	Namie Eisenhower
HUMAN RIGHTS	LaDonna Harris	Cicely Tyson
QUALITY OF LIFE	Mary Lasker	Eunice Kennedy S
SCIENCE AND RESEARCH	Virginia Apgar (deceased)	Katherine Crosby

WOMEN OF THE YEAR - 1974

PUBLIC AFFAIRS	Martha W. Griffiths	Yvonne Burke
BUSINESS AND PROFESSIONS	Patricia Roberts Harris	Roberta Flock
HUMAN RIGHTS	Dorothy Height	Eunice Kennedy S
CREATIVE ARTS	Katharine Hepburn	Bess Myerson
SPORTS	Billie Jean King	Cher
COMMUNITY SERVICE	Barbara McDonald	Lenore Romney
SCIENCE AND RESEARCH	Dixy Lee Ray	Virginia Apgar
COMMUNICATIONS	Barbara Walters	Clare Boothe Luc

WOMEN OF THE YEAR - 1975

GOVERNMENT & DIPLOMACY	Major General Jeanne M. Holm	Mary Louise Smit
POLITICAL LIFE	Barbara Jordan	Liz Carpenter
BUSINESS AND ECONOMICS	Sylvia Porter	Barbara Walters
EDUCATION	Joan Ganz Cooney	Marlo Thomas
COMMUNICATIONS	Helen Thomas	Margaret Truman
CREATIVE ARTS	Lillian Hellman	Helen Hayes
QUALITY OF LIFE	Lady Bird Johnson	Lynda Robb
HUMANITARIAN AND COMMUNITY SERVICE	LaRue Diaforli	Ellen Burstyn

WOMEN OF THE YEAR - 1976

BUSINESS AND ECONOMICS	Betty Furness	Sylvia Porter	plus
SCIENCE AND RESEARCH	Margaret Mead	Barbara Jordan	KARE SM
PERFORMING ARTS	Beverly Sills	Carol Burnett	POULA
SPORTS	Captain Micki King	Billie Jean King	
GOVERNMENT AND DIPLOMACY	Shirley Hufstetler	Bella Abzug	
POLITICAL LIFE	Governor Ella Grasso	Jo Ann Woodward	5th
COMMUNICATIONS	Maya Angelou	Pearl Bailey	Due
EDUCATIONAL LEADERSHIP	Annie Dodge Wauneka	Jill Rockefeller	
HUMANITARIAN AND COMMUNITY SERVICE	Bettye M. Caldwell	Marlo Thomas	
INSPIRATIONAL LEADERSHIP	Betty Ford	Valerie Harper	



Ladies Home  
Journal Award  
Presentation.  
April 8, NYC.  
Show will  
be aired  
live 9:30 P.M.-  
11:00 P.M. on  
NBC. The  
show will take  
place at the  
Ed Sullivan Theatre.



4/19-22/76 San Antonio, Mc-  
allen, Hablingen, Corpus Chr-  
isti, Houston, Beaumont, Aus-  
tin, Texas



4/16/76  
1:00 pm

PROPOSED SCHEDULE

MRS. FORD'S VISIT TO TEXAS

Monday - Thursday  
April 19-22, 1976

MONDAY, APRIL 19, 1976

12:00 Noon Mrs. Ford boards motorcade on South Grounds.

MOTORCADE DEPARTS South Grounds en route  
Andrews AFB.

[Driving time: 25 minutes]

12:25 pm MOTORCADE ARRIVES Andrews AFB.

Mrs. Ford boards C-9.

STAFF INSTRUCTIONS: The following  
are requested to board C-9:

L. Tower	J. Ball
C. Porembka	D. Kinley
S. Weidenfeld	2 USSS
J. Stouffer	M. Collins
K. Schumacher	N. Stahl
2 Navy Film Crew	

12:30 pm C-9 DEPARTS Andrews AFB en route Kelly AFB,  
San Antonio, Texas.

[Flying time: 3 hours, 30 minutes]

[Time change: -1 hour]

Lunch served en route

3:00 pm C-9 ARRIVES Kelly AFB.

OPEN PRESS COVERAGE  
CLOSED ARRIVAL



Mrs. Ford will be met by:

Lt. Gen. John R. Kelly, Jr., Commander of  
Kelly AFB

Mayor Lyla Cockrell, San Antonio

Lt. Gen. John Roberts, Commander of Randolph  
AFB

Lt. Gen. Alan Burdett, Commanding General of  
5th Army

Col. Jack Flynn, Lacklan AFB ranking former  
POW

Mrs. Winfield Scott Hamlin (Vivien), Chairman,  
San Antonio Bicentennial Commission

Mrs. Ford proceeds to motorcade for boarding.

STAFF INSTRUCTIONS: Board motorcade.  
Assignments as follows:

Lead	P. Sorum
Mrs. Ford's Car	Mrs. Ford
	Mrs. Tower

Follow-up	
Staff #1	C. Porembka
	S. Weidenfeld
	K. Schumacher

Staff #2	J. Stouffer
	J. Kelly
	H. Champagne

Press Bus	P. Matson
-----------	-----------

3:10 pm      MOTORCADE DEPARTS Kelly AFB en route Dunford  
Residence.

[Driving time: 20 minutes]

3:30 pm      MOTORCADE ARRIVES Dunford Residence.

Mrs. Ford will be met by:

Mrs. Carleen Dunford

Mrs. Ford, escorted by Mrs. Dunford, proceeds to  
Apartment #403.

3:32 pm      Mrs. Ford arrives Apatrment #403 for tea.

PRESS POOL COVERAGE





3:45 pm Mrs. Ford bids farewell to Mrs. Dunford and departs Apt. #403 en route motorcade for boarding.

MOTORCADE DEPARTS en route St. Anthony Hotel.

[Driving time: 20 minutes]

4:05 pm MOTORCADE ARRIVES St. Anthony Hotel.

Mrs. Ford will be met by:

Mr. & Mrs. William Ochse, Hotel Owners

Mr. Alan Sheppard, General Manager

Mrs. Ford, escorted by Mr. Sheppard, proceeds to Suite.

4:10 pm Mrs. Ford arrives Suite and bids farewell to Mr. Sheppard.

PERSONAL TIME: 1 hour, 20 minutes

Same dress  
for reception  
as float

STAFF INSTRUCTIONS: Room  
assignments as follows:

Mrs. Ford	1084
Mrs. Tower	1086
C. Porembka	1080
P. Sorum	1078
J. Ball	1076
S. Weidenfeld	1073
J. Stouffer	1072
J. Hale	1074
Kelly/Champagne	1054

5:25 pm King Antonio LIV Monarch of Merriment arrives Mrs. Ford's Suite.

5:30 pm Mrs. Ford, escorted by King Antonio, departs Suite en route Texas Cavaliers Room.

5:35 pm Mrs. Ford arrives Texas Cavaliers Room to informally greet guests at King's Council Reception.

OFFICIAL PHOTO COVERAGE  
ATTENDANCE: 100



5:50 pm Mrs. Ford bids farewell to King Antonio and departs Cavaliers Room en route Suite.

5:55 pm Mrs. Ford arrives Suite.

PERSONAL TIME: 1 hour, 15 minutes

STAFF INSTRUCTIONS: You will be escorted from Room 1074 to parade viewing area at 6:55 pm.

7:10 pm Mrs. Ford departs Suite en route motorcade for boarding.

7:15 pm MOTORCADE DEPARTS St. Anthony Hotel en route Arneson Theater.

[Driving time: 5 minutes]

7:20 pm MOTORCADE ARRIVES Arneson Theater.

Mrs. Ford proceeds to Holding Room.

7:30 pm King Antonio the LIV reads official proclamation concluding with the introduction of Mrs. Ford as Grand Marshal of the Fiesta River Parade.

7:35 pm Mrs. Ford proceeds onto stage to greet King Antonio LIV.

LIVE LOCAL TELEVISION  
ATTENDANCE: 1,000

7:38 pm King Antonio boards King's barge.

7:40 pm Mrs. Ford boards Grand Marshal's barge to ride in the San Antonio Fiesta River Parade.

PRESS POOL COVERAGE  
ATTENDANCE: 250,000

8:40 pm Mrs. Ford concludes parade ride and proceeds to motorcade for boarding.



8:50 pm MOTORCADE DEPARTS Parade area en route St. Anthony Hotel.

[Driving time: 5 minutes]

8:55 pm MOTORCADE ARRIVES St. Anthony Hotel.

Mrs. Ford proceeds to Suite.

9:00 pm Mrs. Ford arrives Suite.

#### OVERNIGHT

Tuesday, April 20, 1976

9:55 am Mrs. Ford departs Suite en route reception Room.

10:00 am Mrs. Ford arrives Reception Room to informally greet reception guests at PFC Volunteer Reception.

PRESS POOL COVERAGE  
ATTENDANCE: 150

10:15 am Mrs. Ford bids farewell and departs Reception Room en route motorcade for boarding.

10:20 am MOTORCADE DEPARTS St. Anthony Hotel en route Hansen Residence.

[Driving time: 20 minutes]

10:40 am MOTORCADE ARRIVES Hansen Residence (104 Honeysuckle Lane).

Mrs. Ford will be met by:

Mr. & Mrs. Hal Hansen

Windy, Holly, Alison, Brooke, Claire  
and Darcy Hansen

NOTE: Alison, Brooke, Clair and Darcy  
are the only identical quadruplets in the  
U.S. and were born on October 24, 1974.

PRESS POOL COVERAGE





10:50 am Mrs. Ford bids farewell and proceeds to motorcade for boarding.

MOTORCADE DEPARTS Hansen Residence en route San Antonio International Airport.

[Driving time: 10 minutes]

11:00 am MOTORCADE ARRIVES San Antonio International Airport.

Mrs. Ford boards C-9.

STAFF INSTRUCTIONS: Board C-9.  
Manifest as on arrival except add P.  
Sorum, P. Matson and 1 USSS.

11:10 am C-9 DEPARTS San Antonio en route Miller International Airport, McAllen, Texas.

[Flying time: 50 minutes]

12:00 noon C-9 ARRIVES Miller International Airport (U.S. Customs area).

Mrs. Ford will be met by:  
Mayor Jack Whetsell, McAllen  
The McAllen greeters  
Mrs. Tommy Beardmore, PFC Delegate  
Candidate  
Mrs. Trammel Crowe (Margaret), Wife to  
Texas PFC Finance Chairman  
Mrs. Edward Wallace (Janet), Event Coordinator

OPEN PRESS COVERAGE  
OPEN ARRIVAL

NOTE: Prior to departure, Mrs. Ford will have an opportunity to greet public.

12:15 pm Mrs. Ford proceeds to motorcade for boarding.

MOTORCADE DEPARTS Miller International Airport en route Sheraton Fairway Motor Inn.

[Driving time: 5 minutes]



12:20 pm MOTORCADE ARRIVES Sheraton Fairway Motor Inn.

Mrs. Ford will be met by:

12:25 pm Mrs. Ford, escorted by greeter, proceeds into Tee Room East to informally greet guests at PFC Volunteer's Reception.

PRESS POOL COVERAGE  
ATTENDANCE: 75

12:40 pm Mrs. Ford bids farewell and departs Tee Room East en route motorcade for boarding.

MOTORCADE DEPARTS Sheraton Fairway Motor Inn en route PFC Headquarters, Harlingen, Texas.

[Driving time: 45 minutes]

1:25 pm MOTORCADE ARRIVES PFC Headquarters.

Mrs. Ford will be met by:

Mrs. Eva Carter, PFC Delegation Candidate

1:30 pm Mrs. Ford, escorted by Mrs. Carter, will join PFC Volunteers Republican Women for picnic luncheon in front of headquarters.

OPEN PRESS COVERAGE  
ATTENDANCE: 150

2:15 pm Mrs. Ford bids farewell to volunteers and proceeds to motorcade for boarding.

MOTORCADE DEPARTS PFC Headquarters en route Austin Elementary School.

[Driving time: 10 minutes]

2:25 pm MOTORCADE ARRIVES Austin Elementary School.

Mrs. Ford will be met by:-

Dr. Vance Littleton, Superintendent of Schools  
Austin Elementary School Principal



Mrs. Ford, escorted by Principal, proceeds into school to greet children and thank them for thier participation in the Bicentennial.

2:50 pm Mrs. Fords bids farewell and departs school en route motorcade for boarding.

2:55 pm MOTORCADE DEPARTS Austin Elementary School en route Harlingen International Airport.

[Driving time: 10 minutes]

3:05 pm MOTORCADE ARRIVES Harlingen International Airport.

Mrs. Ford boards C-9.

STAFF INSTRUCTIONS: Board C-9.  
Manifest as on arrival except add two USSS.

3:10 pm C-9 DEPARTS Harlingen International Airport en route Corpus Christi International Airport.

[Flying time: 30 minutes]

3:40 pm C-9 ARRIVES Corpus Christi International Airport (Gate #5).

OPEN PRESS COVERAGE  
OPEN ARRIVAL

Mrs. Ford will be met by:

3:50 pm Mrs. Ford boards motorcade.

MOTORCADE DEPARTS Corpus Christi International Airport en route Hilton Inn.

[Driving time: 5 minutes]

3:55 pm MOTORCADE ARRIVES Hilton Inn.

Mrs. Ford will be met by:

Mrs. Ford, escorted by greeter, proceeds to Suite.

4:00 pm Mrs. Ford arrives Suite.

PERSONAL TIME: 1 hour, 30 minutes





5:30 pm Mrs. Ford departs Suite en route Reception Room.

5:35 pm Mrs. Ford arrives Reception Room and informally greets guests at PFC Reception.

5:55 pm Mrs. Ford bids farewell to reception guests and proceeds to Suite.

6:00 pm q Mrs. Ford arrives Suite.

PERSONAL TIME: 1 hour, 45 minutes.

7:45 pm Mrs. Ford departs Suite en route motorcade for boarding.

7:50 pm MOTORCADE DEPARTS Hilton Inn Padre Staples Mall.

[Driving time: 10 minutes]

8:00 pm MOTORCADE ARRIVES Padre Staples Mall.

Mrs. Ford will be met by:  
Mr. Carroll Wakefield, Mall Manager  
George Holland, Mall Merchant's Association  
President

8:05 pm Mrs. Ford, escorted by Mr. Holland, proceeds into Mall to distribute campaign buttons to shoppers.

OPEN PRESS COVERAGE  
CROWD SITUATION

NOTE: A contingency microphone will be available if remarks are desired.

8:35 pm Mrs. Ford departs Mall en route motorcade for boarding.

MOTORCADE DEPARTS Padre Staples Mall en route Hilton Inn.

[Driving time: 10 minutes]

8:45 pm MOTORCADE ARRIVES Hilton Inn.

Mrs. Ford proceeds to Suite.



8:50 pm Mrs. Ford arrives Suite.

OVERNIGHT

WEDNESDAY, APRIL 21, 1976

9:15 am Mrs. Ford departs Suite en route motorcade for boarding.

9:20 am MOTORCADE DEPARTS Hilton Inn en route Corpus Christi International Airport.

[Driving time: 5 minutes]

9:25 am MOTORCADE ARRIVES Corpus Christi International Airport.

Mrs. Ford boards C-9.

STAFF INSTRUCTIONS: Board C-9.  
Manifest as on arrival.

9:30 am C-9 departs Corpus Christi International en route Ellington AFB, Houston, Texas.

[Flying time: 40 minutes]

10:10 am C-9 ARRIVES Ellington AFB.

OPEN PRESS COVERAGE  
CLOSED ARRIVAL

Mrs. Ford will be met by:

Col. & Mrs. Clifton Rogers, Fighter Squadron  
Commander

Col. & Mrs. G. F. Marsella, Acting base  
Commander

Mrs. Ford proceeds to motorcade for boarding.

10:20 am MOTORCADE DEPARTS Ellington AFB en route Jacinto Memorial.

[Driving time: 40 minutes]

11:00 am MOTORCADE ARRIVES Jacinto Memorial.



Mrs. Ford will be met by:

Adm. Chip Taylor

Capt. A. G. Spike Taylor, Capt. of USS Texas  
(Retired)

Mrs. Ford, escorted by Adm. Taylor and Capt. Taylor, proceeds onboard the USS Texas to participate in the Texas Independence Day ceremonies.

11:15 am Mrs. Ford arrives ceremony area and takes her seat.

OPEN PRESS COVERAGE

ATTENDANCE: 300

11:17 am Program begins.

11:20 am Musical selection by Marine Band.

11:25 am Remarks by Adm. Taylor.

11:35 am Remarks by Mark White, Texas Secretary of State, concluding with designation of Mrs. Ford as an Honorary Texan.

11:40 am Mrs. Ford remarks.

FULL PRESS COVERAGE

11:43 am Remarks conclude.

Mrs. Ford bids farewell and departs USS Texas en route motorcade for boarding.

NOTE: Mrs. Ford may wish to greet guests and spectators along the way.

11:50 am MOTORCADE DEPARTS USS Texas en route Terry's Restaurant on Interstate #10.

[Driving time: 40 minutes]

12:30 pm MOTORCADE ARRIVES Terry's Restaurant.

Mrs. Ford proceeds inside for lunch.

NOTE: This stop is unannounced.





1:10 pm Mrs. Ford proceeds to motorcade for boarding.

MOTORCADE DEPARTS Terry's Restaurant en route  
Red Carpet Inn, Beaumont, Texas.

[Driving time: 40 minutes]

1:50 pm MOTORCADE ARRIVES Red Carpet Inn.

Mrs. Ford will be met by:  
August W. Ward, General Manager

Mrs. Ford, escorted by Mr. Ward, proceeds to Suite.

1:55 pm Mrs. Ford arrives Suite.

PERSONAL TIME: 2 hours, 15 minutes

NOTE: Next event requires walking shoes.

4:10 pm Mrs. Ford departs Suite en route motorcade for boarding.

4:15 pm MOTORCADE DEPARTS Red Carpet Inn en route  
Gladys's City Park.

[Driving time: 15 minutes]

4:30 pm MOTORCADE ARRIVES Gladys's City Park.

Mrs. Ford will be met by:  
Mayor Ken Ritter  
Bill Neild, President of Beaumont Chamber of  
Commerce  
Dr. John Gray, President of Lamar University  
Mr. Victor Rogers, Chairman of Beaumont  
Bicentennial Commission  
Mr. Calvin Smith, Director of Gladys's City

4:40 pm Mrs. Ford, escorted by Mr. Smith, proceeds on walking  
tour of Gladys's City.

OPEN PRESS COVERAGE  
CROWD SITUATION



5:15 pm Mrs. Ford, escorted by Mr. Smith, arrives Salon and enters for brief entertainment program.

NOTE: Mrs. Ford may wish to participate in the square dancing.

5:30 pm Mrs. Ford departs Salon to resume tour.

5:45 pmq Mrs. Ford concludes tour bidding farewell to Mr. Smith and proceeds to motorcade for boarding.

5:50 pm MOTORCADE DEPARTS Gladys City Park en route Red Carpet Inn.

[Driving time: 15 minutes]

6:05 pm MOTORCADE ARRIVES Red Carpet Inn.

Mrs. Ford proceeds to Suite.

6:10 pm Mrs. Ford arrives Suite.

PERSONAL TIME: 2 hours, 50 minutes

9:00 pm Mrs. Ford departs Suite en route motorcade for boarding.

MOTORCADE DEPARTS Red Carpet Inn en route Dr. Jack McNeill's Residence.

[Driving time: 10 minutes]

9:10 pm MOTORCADE ARRIVES Dr. Jack McNeill's residence (940 Thomas Road).

Mrs. Ford will be met by:

Dr. & Mrs. Jack McNeill

Mrs. Leon Richardson, Jr., PFC Delegate  
Candidate

Mrs. Amelie Cobb, PFC Delegate Candidate

9:15 pm Mrs. Ford, escorted by Mrs. Richardson and Mrs. Cobb, proceeds into residence to informally greet guests at PFC volunteers reception.

OFFICIAL PHOTO COVERAGE  
ATTENDANCE: 150



9:45 pm Mrs. Ford bids farewell and proceeds to motorcade for boarding.

9:50 pm MOTORCADE DEPARTS McNeill's Residence en route Red Carpet Inn.

[Driving time: 10 minutes]

10:00 pm MOTORCADE ARRIVES Red Carpet Inn.

Mrs. Ford proceeds to Suite.

10:05 pm Mrs. Ford arrives Suite.

OVERNIGHT

Thursday, April 22, 1976

9:20 am Mrs. Ford departs Suite en route motorcade for boarding.

9:25 am MOTORCADE DEPARTS Red Carpet Inn en route Jefferson County Airport, Beaumont, Texas.

[Driving time: 10 minutes]

9:35 am MOTORCADE ARRIVES Jefferson County Airport.

Mrs. Ford boards C-9.

STAFF INSTRUCTIONS: Board C-9.  
Manifest as on, except add J. Crute.

9:45 am C-9 DEPARTS Jefferson County Airport en route Bergstrom AFB, Austin, Texas.

[Flying time: 45 minutes]  
Continental breakfast served en route.

10:30 am C-9 ARRIVES Bergstrom AFB.

Mrs. Ford will be met by:

Mrs. Ford proceeds to motorcade for boarding.





10:35 am MOTORCADE DEPARTS Bergstrom AFB en route  
LBJ Library, Austin, Texas.

[Driving time: 25 minutes]

11:00 am MOTORCADE ARRIVES LBJ Library.

Mrs. Ford will be met by:

Lady Bird Johnson

Mr. Harry Middleton, Director of LBJ Library

11:10 am Mrs. Ford, escorted by greeters, proceeds on tour of  
LBJ Library.

#### OFFICIAL PHOTO COVERAGE

12:30 pm Mrs. Ford, escorted by greeters, concludes tour  
with oval office reproduction and proceeds to private  
suite for refreshments.

NOTE: Members of Johnson family will  
be in Suite.

12:55 pm Mrs. Ford bids farewell and proceeds to motorcade  
for boarding.

1:00 pm MOTORCADE DEPARTS LBJ Library en route PFC  
State Headquarters.

[Driving time: 15 minutes]

1:15 pm MOTORCADE ARRIVES PFC State Headquarters  
(No #2 Chevey Chase).

Mrs. Ford will be met by:

Mrs. Ford proceeds into headquarters to informally  
greet headquarter's staff and volunteers.

#### PRESS POOL COVERAGE

ATTENDANCE: 50

1:40 pm Mrs. Ford bids farewell and proceeds to motorcade  
for boarding.

1:45 pm MOTORCADE DEPARTS PFC Headquarters en route  
Bergstrom AFB.

[Driving time: 15 minutes]



2:00 pm MOTORCADE ARRIVES Bergstrom AFB.

Mrs. Ford boards C-9.

STAFF INSTRUCTIONS: Manifest as on arrival except delete P. Sorum and P. Matson.

2:10 pm C-9 DEPARTS Bergstrom AFB en route Andrews AFB.

[Flying time: 2 hours, 45 minutes]  
[Time change: +1 hour]

5:55 pm C-9 ARRIVES Andrews AFB.

Mrs. Ford boards motorcade.

6:00 pm MOTORCADE DEPARTS Andrews AFB en route South Grounds.

[Driving time: 25 minutes]

6:25 pm MOTORCADE ARRIVES South Grounds.



BACKGROUND  
Mrs. Lila Cockrell, Mayor of San Antonio

Mrs. Cockrell, 54, was elected Mayor in 1975. San Antonio is the Nation's 10th largest city, which makes her the only woman Mayor in the top ten cities.

Elections to city government in San Antonio are non-partisan, and Mrs. Cockrell is considered an independent, although my Texas contact said she was rumored to be a Republican. San Antonio has a council/manager form of government. The Mayor presides over the city council, which establishes policy, but a professional city manager actually runs the government. This means Mrs. Cockrell's job is much more like the Speaker of the House than the kind of Mayor D.C. has.

She got her start working with the League of Women Voters, and she was president of Leagues in both San Antonio and Dallas. Before her election as Mayor, she had been a member of the City Council. She ran as the only woman in a nine person field for Mayor, and she defeated a beer distributor in the run-off.

She is married to Sid Cockrell, executive director of the local medical association. They have two daughters. Carol teaches junior high school, and Kathy is an American Airlines stewardess. Mrs. Cockrell graduated from Southern Methodist University with B.A. in speech. She belonged to the Waves during World War II.





San Antonio---Fiesta River Parade

Before the parade, you will attend a private reception with King Antonio and others involved in the Fiesta.

Then the King will introduce you to the city in a ceremony at an outdoor theatre on the river and proclaim a week of fun. Then the parade of illuminated floats will begin. The King will be in the first barge, and you will be in the second.

Fiesta actually starts Saturday, April 19, with the King's coronation and ball. There are more than 80 events during Fiesta, including two more big parades. The Battle of Flowers Parade, which will take place Friday, April 23, was actually how Fiesta began. In 1891, President Benjamin Harrison's visit prompted that first parade. Several years later it was decided to make the Festival an annual event. This is the 81st continuous year of the Fiesta, the oldest such Festival in the U.S. The purpose is to honor Texas heroes and to promote Pan American friendship.

This year's program also includes exhibits, band concerts, a bicycle race, a pilgrimage to the Alamo, dances and competitions in many different areas.



BACKGROUND

Drop-by at the Hansens in San Antonio

You and the President were invited to the first birthday party of the Hansen quadruplets, four identical girls, last fall. (Their birthdate is October 24, 1974.) Both of you personally inscribed a family photo in response to the invitation.

The parents are Al and Sheila Hansen. There are two older girls, Wendy and Holly. The quads are named Alison, Brooke, Claire and Darcy.

(Note: Mrs. Hansen was not on a fertility drug, but was wearing an IUD.)

Attached is a copy of their invitation and a recent news photo of the girls.



## BACKGROUND

Harlingen, Texas Public Schools for drop-by, Austin Elementary School

Harlingen is a town of 43,000 with 11,000 students in the public schools. On March 29th during Bicentennial School Week, some 5,000 students marched in a Bicentennial parade. Most of them were in colonial costumes. In San Antonio, a scrapbook was given to the President or someone on the staff about this parade. Some of the contacts in the school system say that some 5,000 letters were written to the President and that only one third grade class received an answer. A request for the President to appear was regretted. The nature of your involvement is still uncertain, but you may present a certificate to each school commending their Bicentennial participation. The schools are:

Harlingen High School  
Coakley Jr. High  
Vernon Jr. High  
Gay Jr. High  
Austin Elementary  
Bonham Elementary  
Bowie Elementary  
Crockett Elementary  
Dishman Elementary  
Houston Elementary  
Jefferson Elementary  
Lamar Elementary  
Milam Elementary  
Stuart Elementary  
Travis Elementary  
Wilson Elementary  
Zavala Elementary

Austin is a one through six grade elementary school. The principal's name is Bill Davis. The school has 522 students.

# # #





For Immediate Release  
Tues. , April 20, 1976

MEDIA ADVISORY

Mrs. Ford and Mrs Tower Visit Harlingen, Texas

Mrs. Gerald R. Ford accompanied by Mrs. Lou Tower, wife of Senator John Tower(R.Texas) will arrive in Harlingen today at 1:25 P.M. at the Confederate Air Force Hangar. A red carpet will be laid down by 20 members of the Harlingen Area Chamber of Commerce Sixshooter Club under the direction of Mr. John Thomas Leimon. The 30 piece band of the Marine Military Academy will play the music at the airport reception.

The welcoming committee, led by Harlingen Mayor and Mrs. Robert Youker, includes Mrs. Manning Dierlam (Marjorie) of Brownsville, Ford Campaign Coordinator for Congressional District 15, Delegate Candiadates; Barclay Armstrong, Mrs. Samuel Carter (Eva), and Mrs. Leo Moses (Alene). Two elementary school children, Haroldo Rodriguez, 5, from the Austin School. Stephanie Yvette Blake will also greet the First Lady, in Bicentennial costumes. These 2 children won the 1st place district award for costumes in the recent Bicentennial parade and contest sponsored by the Harlingen schools. Haroldo and Stephanie will present Mrs. Ford with a scrapbook of the district schools' Bicentennial celebration. Mayor Youker will proclaim today "Betty Ford Day" and present the First Lady with the first key to the city of Harlingen ever awarded.

cade to a reception at Headquarters where they will be greeted by Henrietta Sibley, Telephone Canvas Chairman and Virginia Anton, Volunteer Chairman. They will meet the President's Campaign volunteers and sample homemade ice cream made by local volunteers. It is hoped that time will permit Mrs. Ford and Mrs. Tower to make some canvas calls to Registered voters in the area on behalf of the President.

At the Austin School, a short trip by motorcade from the hq, Mrs. Ford and Mrs. Tower will join nearly 500 fists through 6th year students in the cafeteria for a Bicentennial performance. Mrs. Ford and Mrs. Tower will watch the program from the stage, accompanied by Harlingen School Board members, Mr. Jesse Gomez, President, Dr. Norma Shultze, imined Past President, Reverent Ben Warrenburg, Vice Pres.. and Austin School Principal, William David.

Thard year Austin Elementary student, Gail Gonzales, will give her district prize winning speech on the Bicentennial and thirty singing Houstonians from the Houston Elementary School, under the direction of Mrs. Frances Fillette, will sing a medley of patriotic songs. Children from the Austin School will present Mrs. Ford with a Bicentennial banner made during their recent celebration of America's 200th birthday.

Gomez, Schultz and Littleton will motorcade back to the airport with Mrs. Ford and Mrs. Tower where 38 boys and 38 girls from the Bonham Elementary School, will present the "Parade of Presidents". Each child is costumed to represent an American President and First Lady. Mrs. Ford and Mrs. Tower will review the Parade of Presidents from George & Maratha Washinton to the miniture Gerald & Betty Ford. Their plane departs for Corpus christi at approx. 3:15 P.M.

A bus is availabe to Credentialed Press from the airport arrival through departure. Members fo the press are reminded that they should board this bus promptly as the motorcade leaves as soon as the First Lady is seated in her car

Betty Ford-Lou Tower Trip to McAllen

3/20-76

Mrs. Ford's plane will arrive at the Miller International Airport in McAllen shortly after noon Tuesday.

~~xxx~~ Rally and program at the airport;

*accompanied by*  
When Mrs. Ford ~~and~~ Mrs. Tower step to the door of the plane, children from the Doria Avila School of Dance in McAllen will begin a special  $3\frac{1}{2}$  to 5 minute ~~for~~ routine and will continue as the ladies walk down the ramp.

At the bottom of the ramp they will be greeted by Tommie Beardmoore, delegate candidate pledged to President Ford from the 15th Congressional District, and McAllen Mayor Jack ~~xx~~ Whetsel. Whetsel will make Mrs. Ford an honorary citizen of McAllen and proclaim Tuesday as Betty Ford Day.

He will then introduce Miss Texas Sweet, Mary Bentley of McAllen, who will present ~~the~~ the First Lady and Mrs. Tower with gift packages of ruby red grapefruit, grown only in the Rio Grande Valley, as a gift from the Association of Produce Shippers of the Rio Grande Valley.

Mrs. Ford and ~~Mrs. Tower~~ will then be greeted on a special red carpet by the Red Carpet Greeters of the Chamber of Commerce.

The ladies will walk down the rope line greeting visitors while the contingent of local McAllen High School band provides music. A ~~colorful backdrop of~~ Boy Scouts and Cub Scouts will provide a colorful backdrop of red, white and blue when they hold aloft ~~the~~ American flags which were made by the boys themselves as Scout projects.

*She*  
~~After working the rope line of visitors, the ladies~~ will get into waiting cars and a motorcade will proceed to the Sheraton Fairway Hotel for a reception with President Ford Campaign workers and supporters.

-more





A press bus will be waiting as part of the motorcade to take the local and national press to the private Sheraton Fairway ~~reception~~ reception and will also take the press back to the airport as part of the motorcade when Mrs. Ford and Mrs. Tower leave.

Local press are advised if they ride the press bus, they must move quickly to get a seat on it, as the motorcade will start the instant Mrs. Ford is in ~~her~~ her car.

There is no activity planned at the airport for her departure. She is scheduled to leave the airport for Harlingen where ~~a~~ an airport reception and private party for workers and supporters will be held.

Local press ~~are~~ covering ~~the~~ the event are advised to enter the airport ~~receiving airport~~ in the South gate between the customs building and the adjoining hangar.



# Betty Ford Visits Gladys City

and Beaumont

4/21/76



A program ~~heralding~~ heralding the arrival of First Lady Betty Ford in Gladys City in Beaumont will begin at 4 p m. today in the re constructed boomtown which ~~it~~ sprang up around ~~Spindletop~~ Spindletop in 1901, where the discovery of oil ushered in the nation's petrochemical industry.

~~Entertaining~~ Entertaining visitors to Gladys City prior to Mrs. Ford's arrival will be the Forest Park High School Choir of Beaumont ~~which~~ which will present barber shop music.

Mrs. ~~Q~~ Ford is scheduled to arrive at Gladys City at 4:30 p.m. She will be greeted at the gate by Victor ~~De~~ Rogers, chairman of the Beaumont Bicentennial Commission, Dr. John Gray, president of Lamar University which runs Gladys City, Beaumont Mayor KenRitter, Bill Neild, president of the Beaumont Chamber of Commerce, Will Wilson, president of the Lucas Gusher Monumment Association and Calvin Smith, director of Gladys City.

She will then walk to a platform areato the left of the main gate to meet members of the Bicentennial Commission and the Lamar University Board of Regents.

Mrs . Ford will then begin a tour of Gladys City, led by Calvin ~~Q~~ Smith. Three persons will be in each of the buildings to explain various aspects about each structure. She will start with the Gladys City Oil and Gas and Manufacturing Co., then to the Gladys City Drug Store, Edgerton Photography Studio, Brokers Office, general store, Gibson Dry Goods, and post office.

The national champion Nederland High School Westernaires will begin a routine in the concrete area in the middle of ~~the~~

more

Gladys City. ~~After a short routine they will be~~

~~After a short routine they will be~~  
Mrs. Ford will then go to the Log Cabin Saloon, where a small group of Westernaires will do a can can routine for the First Lady. They will be followed by a group of square dancers who will invite Mrs. Ford to join them.

Upon exiting the saloon, Mrs. Ford will be welcomed to the city by Dr. Gray. Ritter will proclaim Wednesday as Betty Ford Day and read a proclamation passed by the City Council for the occasion.

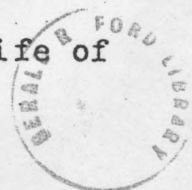
Rogers, as head of the Bicentennial Commission, will read a Gladys City Proclamation and Jefferson County Judge Leonard Giblin will read highlights of a proclamation from the County Commissioners accepting a <sup>2</sup>100-year-old map for Gladys City describing ~~an~~ the East Texas Coastal area. The map was donated by the British Royal Navy.

Mrs. Ford will offer a response ~~a~~ to the welcome and presentation and the tour will resume, with stops in the barber shop, livery stable, blacksmith shop, Nelson and White Engineers Co. and the Gladys City information bureau. *The Lamar University Band will also entertain during the tour. about 5:30*

Mrs. Ford will leave Gladys City ~~at about 5:30~~ and go to the Red Carpet Inn in Beaumont where she will rest prior to attending a private party in her honor where she will meet with President Ford Committee volunteers and supporters.

Mrs. Ford will spend the night in Beaumont and leave Thursday for Austin where she will tour the LBJ Library with Lady Bird Johnson.

Mrs. Ford will be accompanied by Mrs. John Tower, wife of Texas' senior senator.





BACKGROUND

Gladys City, Beaumont, Texas---Wednesday, April 21, 1976

Gladys City is a recreated oil "boom town." It is located about 1/2 mile from the Spindletop fields where the first big gusher came in 1901. That gusher launched Beaumont as an oil center. Both Gulf and Texaco were founded there.

Gladys City is a Bicentennial project. Funds were raised by selling shares to local citizens. The town of clapboard buildings, wooden oil derricks, storage tanks and oil equipment displays was built strictly as a museum. It will be run by Lamar University, a state-supported university with about 10,000 students. Gladys City was dedicated in January of this year.

Beaumont is about 30 miles from the coast. The economy centers around the petrochemical industry. Rice farming is also important.





April 16, 1976

MEMORANDUM TO: Milt Mitler  
FROM: Joe Dobal *Joz*  
SUBJECT: Gladys City: New Old Town

Principal Participants: Mayor Ken Ritter, Bicentennial Committee  
Chairman: Victor Rogers. (Gladys City Beaumont is in Congressman Jack Brooks' district.)

The following information received from our Dallas office hopefully will be helpful to you. If you need additional information on any portion, please advise.

#### GLADYS CITY: NEW OLD TOWN

When the Beaumont Bicentennial Committee decided to celebrate a 75-year-old event that help change the world - the Spindletop oil discovery - they decided a simple ceremony was not enough.

With a desire to make the celebration appropriately important, and with a lot of hard work, the BBC under Chairman, Vic Rogers, has accomplished something remarkable, the rebirth of a 75-year-old city as a permanent museum.

At about 10 a.m. January 10, 1901, the Lucas Gusher exploded at Spindletop, spawning not only a new age but a new town, Gladys City. From Gladys City came Beaumont, and Beaumont has returned the favor.

Gladys City will live on as a permanent gift to the nation, with free guided tours available seven days a week, from 1 to 5 p.m. The Lucas Gusher Monument Association will move its Spindletop monument to the site in the near future as part of a new Spindletop Museum - Phase II of this unique Heritage '76 project.

The opening of Gladys City was picked as one of the 20 Top Bicentennial events in the country for January by the Bicentennial News Service of the Discover America Travel Organization in Washington.

The Gladys City project was further honored by receiving a certificate of merit from the Beautify Texas Council.



Gladys City is built around a square, reproducing as closely as possible the original city. The building include a dry goods store, post office, livery stable, blacksmith shop, photography studio, industrial building, pharmacy and doctor's office.

Also included are the offices of Nelson and White, engineers, the Gladys City Oil, Gas and Manufacturing Company, public toilet facilities, a barber shop, a building housing brokers, attorneys and Minor Oil Company offices, a general store with boarding house on the second floor, and the Log Cabin Saloon with its brothel occupying the upstairs section.

As an added attraction, an observation tower has been built off the main complex to provide an overview of the turn-of-the century city.

All the buildings are completely furnished with antiques of the era generously donated by area residents and merchants. Office furniture was obtained from the original Minor Oil company. Descendants of Nelson and White, engineers, donated furnishings for that building. Bill Nelson, one decendant, was architect for the rebuilding project.

The Jefferson County Bar Association assisted with the law offices, and the Gulf Coast Pharmaceutical Association furnished the doctor's office. Beaumont Police Captain George Schuldt and his father offered materials for the blacksmith shop and rancher Bill Gilbert donated more than 50 items, including two rare wagons and an antique bathtub and bed.

The saloon and bordello apparently proved to be the most challenging building, as authentic bars and tables of the era are increasingly rare. But Calvin Smith, museum director, noted that the upper half of the building would be displayed "as tastefully as possible".

Support came also from those who donated several hundred thousand dollars so that this "living history" museum could become a reality.

So, if you desire a trip through time to the early twentieth century, for recreation, for education, or for a vibrant "feel" of the past, try Beaumont's Gladys City - Boomtown, U.S.A.





LBJ Library on the Graduate School Campus of the University of Texas  
in Austin---April 22, 1976

President Johnson announced plans to give his papers to the University of Texas in 1965. The University donated the land and the building, but the library is operated by the National Archives. LBJ was very active in the planning and design of the library, which was dedicated in May, 1971. (He died in January, 1973.)

The library is an eight-story structure, adjoining is a building housing the LBJ School of Public Affairs. Three floors are open to the public, and over one half million people visit each year. The first two floors have a range of memorabilia, including gifts the Johnsons received, funny letters, pictures of the girls' wedding, substantive displays on major Johnson programs, a number of photographic displays of different times in Johnson's 40-year public career. On the second floor are displays of mementos from American political campaigns. One person described this area as very much like the Smithsonian. The public area is centered around the Great Hall, which has a huge Presidential seal on one side and an open space going up six floors where the stacks are housed.

The replica of the Johnson Oval office, which is open to the public, is on the 8th floor. Also on the 8th floor is the research room, where researchers and historians register to use the material. The library has Presidential papers, video and audio tapes, films and photographs. A number of researchers and writers, including Merle Miller



University of Texas  
April 22, 1976

who wrote the book on Truman, Plain Speaking, are now using the library. The library and LBJ School of Public Affairs also sponsor lectures and seminars. (Note: Ron Nessen will be there on Friday, April 23rd, for a seminar on the Press and the Presidency.) Last year there was a 65 speaker seminar on Women and Public Life as part of IWY.

Mrs. Johnson takes a very active interest in the Library and graduate school. She has an office in the Library, and uses it four days a week. Liz Carpenter says Mrs. Johnson likes to think of the library as a springboard for the future. She also was very involved in the planning and visited the other Presidential libraries. (FDR's at Hyde Park, Eisenhower's at Abilene, Kansas, Truman's at Independence, Missouri, Hoover's in Iowa. One for JFK has not yet been built.)





PRESS SCHEDULE

Mrs. Ford's Trip to Texas  
April 19-22, 1976

Sheila Rabb Weidenfeld, Press Secretary,  
Patti Matson, Assistant to the Press Secretary

The following is a schedule of Mrs. Ford's trip to Texas April 19 through 22 for the convenience of the press. Any updates or corrections will be delivered or called to your hotel rooms, so any changes in room accommodations should be mentioned to Patti Matson.

Members of the press are asked to settle their own hotel bills each day. Press will be billed flight and transportation costs at a later date.

In order to assure that you will receive your bags promptly, please make sure all luggage is clearly tagged.

-----  
12:30 C-9 departs Andrews Air Force Base en route Kelly Air Force Base, San Antonio, Texas. (Flying time: 3 hrs, 30 min., time change minus one hour.) Lunch served aboard.

3:00 P.M. EST C-9 Arrives Kelly Air Force Base, San Antonio, Texas.

NOTE: Mrs. Ford will be met by Lila Cockrell, Mayor of San Antonio, Lt. Gen. John R. Kelly, Jr., Commander, Kelly Air Force Base, Lt. Gen. John Roberts, Commander, Randolph Air Force Base, Lt. Gen. Allen Burdett, Commanding General 5th Army; Col. Jack Flynn, Lackland Air Force Base (ranking POW in Viet Nam), Mrs. Winfield Scott Hanlin, Chairman, San Antonio Bicentennial Commission.

Press may board press bus in motorcade.

3:30 P.M. Arrive St. Anthony Hotel

FREE TIME

NOTE: Press have been pre-registered. See attached list for room numbers.

6:30 P.M. Press may load bus at main entrance to St. Anthony Hotel.  
5:45 P.M. Reporter pool coverage of Mrs. Ford's participation in King's Council Reception, Texas Cavalier Room, St. Anthony Hotel.

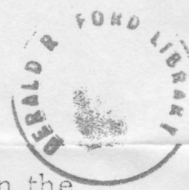
POOL: St. Anthony Light Reporter  
San Antonio News-Express Reporter  
ABC network correspondent

NOTE: A typewriter is available behind the main desk on the main floor of the hotel. Pool reports should be posted on the press board in the lobby area.

6:30 P.M. Press may load bus at main entrance to San Antonio Hotel.  
Press bus will go to marina to load in press barge to precede Mrs. Ford in San Antonio Fiesta River Parade.

EXPANDED PRESS POOL PARTICIPATION ON BARGE:

ABC network, 1 correspondent, one cameraman, 1 soundman  
CBS network, 1 correspondent, one cameraman, 1 soundman  
NBC network, 1 correspondent



Continued . . .



Pool lighting technician  
 KENS, one cameraman, one soundman  
 KSAT, one cameraman, one soundman  
 KPRC, one cameraman, one soundman  
 KTRT, one cameraman, one soundman  
 Melbourne Herald Reporter  
 UPI Photographer  
 AP Reporter  
 San Antonio News Press Photographer  
 San Antonio Light Photographer  
 Dallas Morning News Photographer  
 Newsweek Photographer  
 San Antonio Light Reporter  
 San Antonio Express Reporter  
 Houston Post Reporter  
 Houston Chronicle Reporter  
 Dallas Morning News Reporter  
 Daily Texan Reporter

7:00 P. M. Press barge leaves marina en route Arneson Theatre on the San Antonio River.

7:05 P. M. Press Barge arrives Arneson Theatre, site of opening ceremonies for San Antonio Fiesta River Parade; King Antonio LIV, Jack Lewis, Jr., makes opening remarks and introduces Mrs. Ford as honorary Grand Marshall.

NOTE: There will be live local coverage of the festivities.

7:40 P. M. Press barge precedes Grand Marshall's barge in river parade.

9:00 P. M. Parade concludes at river entrance near Hagner Arc and Navarro.  
 (Approx) Press bus loads and returns to St. Anthony Hotel.

NOTE: Press pool report should be posted on bulletin board in lobby.

RON at St. Anthony Hotel, San Antonio

Tuesday, April 20, 1976

8:30 A. M. Baggage call. Please place luggage by main elevator on fourth floor by 8:30 A. M. Anything placed here will not resurface until arrival in Corpus Christi in late afternoon. Items needed in the interim should be carried on board.

10:30 A. M. Mrs. Ford arrives at reception hosted by the President Ford Committee in Anacocha Room, St. Anthony's Hotel. The reception is for President Ford volunteers, supporters, and other civic leaders. Press may cover from designated area on stage.

10:50 A. M. Press should board press bus in garage entrance of St. Anthony Hotel.

11:00 A. M. Motorcade departs en route to San Antonio International Airport.  
 11:25 A. M. Wheels up at San Antonio International Airport en route Miller International Airport, McAllen, Texas.

12:15 P. M. Arrive Miller International Airport, McAllen, Texas

NOTE: Mrs. Ford will be met by McAllen Mayor Jack Whetzel, the McAllen Chamber of Commerce greeters, and other dignitaries. A bus will be available in the motorcade for members of the press.



12:30 P. M. Depart Miller International Airport, McAllen

12:35 P. M. Motorcade arrives Sheraton Fairway Hotel where Mrs. Ford will be honored at a reception hosted by the President Ford Committee for volunteers and supporters of President Ford.

NOTE: Press photo coverage from designated area. Writers and reporters are welcome to mingle with guests.

12:50 P. M. Press bus loads near reception room.

12:55 P. M. Motorcade departs Sheraton Fairway en route to Miller International Airport, McAllen

1:10 P. M. Wheels up, Miller International Airport en route Confederate Air Force Hangar, Harlingen, Texas

1:25 P. M. Arrive Confederate Airport Hangar, Harlingen, Texas

NOTE: Press may board bus in motorcade upon arrival.

1:35 P. M. Mrs. Ford arrives President Ford Committee Headquarters, 1522 South Highway 77, to meet with volunteers and other President Ford supporters.

1:50 P. M. Motorcade departs President Ford Headquarters en route Austin Elementary School.

1:55 P. M. Arrive Austin Elementary School, Harlingen. Mrs. Ford will visit with students at Austin Elementary School representing the Harlingen Public Schools. Mrs. Ford wishes to recognize the Harlingen Public School District for their interest and outstanding participation in the Bicentennial. The 5000 students of the district invited the President and Mrs. Ford to their gala celebration of the Bicentennial earlier in the year. The Ford's were unable to accept at that time.

2:15 P. M. Depart Austin Elementary School en route Confederate Air Force Hangar, Harlingen

2:25 P. M. Arrive Confederate Air Force Hangar, Harlingen, Texas

2:40 P. M. Wheels up en route Corpus Christi

3:00 P. M. Arrive Corpus Christi

NOTE: Board press bus en route Hilton Hotel

3:15 P. M. Arrive Hilton Hotel, Corpus Christi

FREE TIME

5:30 P. M. Mrs. Ford arrives at the Tramp Steamer Club, Hilton Hotel, to attend a reception hosted by the President Ford Committee. Press coverage from designated area.

FREE TIME

7:30 P. M. Press bus loads in front of Hilton Hotel to precede Mrs. Ford to Padre Staples Mall where she will campaign for the President and meet residents of Corpus Christi.





8:00 P. M. Mrs. Ford arrives Padre Staples Mall, Corpus Christi

8:35 P. M. Mrs. Ford departs Padre Staples Mall en route Hilton Hotel.  
(Approx)

8:45 P. M. Mrs. Ford arrives at Hilton Hotel

RON at Hilton Hotel, Corpus Christi.

Wednesday, April 21, 1976

7:00 A. M. Baggage call, please place baggage by main elevator on your floor by 7:00 A. M.

9:00 A. M. Press bus loads in front of Hilton Hotel.

9:15 A. M. Motorcade departs Hilton Hotel en route Corpus Christi International Airport.

9:25 A. M. Arrive Corpus Christi International Airport

9:30 A. M. Wheels up en route Ellington Air Force Base, Houston, Texas  
(Flying time 40 minutes)

10:10 A. M. Arrive Ellington Air Force Base, Houston

10:20 A. M. Depart Ellington Air Force Base en route San Jacinto Monument  
(Driving time 40 minutes)

11:00 A. M. Motorcade arrives San Jacinto Memorial. Mrs. Ford will be met by Captain A. G. (Spike) Taylor, Commissioner for the Battleship Texas, and Admiral Chester H. (Chip) Taylor, Chief Commissioner for the Battle Ship Texas.

11:15 A. M. San Jacinto Day Ceremonies Begin on the Battleship Texas.

11:35 A. M. Texas Secretary of State Mark White designates Mrs. Ford as an honorary Texan.

11:40 A. M. Brief remarks by Mrs. Ford.

11:50 A. M. Motorcade departs Battleship Texas.

11:55 A. M. Mrs. Ford stops by the San Jacinto REACT Mobile Unit to recognize the outstanding service its members provide through their monitoring of the Citizens Band Frequencies to provide emergency assistance.  
(See backgrounder attached)

12:05 P. M. Mrs. Ford departs San Jacinto REACT Unit en route Beaumont, Texas.

12:45 P. M. Lunch break, Terry's Restaurant on Interstate 80.

1:25 P. M. Motorcade arrives Red Carpet Inn, Beaumont, Texas.

FREE TIME

3:45 P. M. Press bus departs to precede Mrs. Ford to Gladys City  
(See attached backgrounder)

4:30 P. M. Mrs. Ford arrives Gladys City. Mrs. Ford will be met by Beaumont Mayor Ken Ritter, Beaumont Chamber of Commerce President Bill Neild, Lamar University President John Gray, Gladys City Director Calvin Smith, and Victor Rogers, Chairman of the Beaumont Bicentennial Commission.





4:40 P. M. Mrs. Ford proceeds on walking tour of Gladys City.  
OPEN PRESS COVERAGE

5:50 P. M. Mrs. Ford departs Gladys City.

6:05 P. M. Motorcade arrives Red Carpet Inn

FREE EVENING

NOTE: Mrs. Ford will attend a private party at 9:00 P. M.  
hosted by the President Ford Committee at the local residence  
of the Dr. Jack McNeill's.

RON Red Carpet Inn, Beaumont.

Thursday, April 22, 1976

7:15 A. M. Baggage call. Please place luggage at main elevator on your floor.

9:15 A. M. Press bus loads in front of Red Carpet Inn.

9:25 A. M. Motorcade departs Red Carpet Inn en route Jefferson County  
Airport, Beaumont, Texas

9:35 A. M. Motorcade arrives Jefferson County Airport

9:45 A. M. Wheels up, en route Bergstrom Air Force Base, Austin, Texas  
(Flying time 45 minutes)

10:30 A. M. C-9 arrives Bergstrom Air Force Base, Austin

10:35 A. M. Motorcade departs Bergstrom Air Force Base en route  
LBJ Library, Austin, Texas

11:00 A. M. Motorcade arrives LBJ Library  
Mrs. Ford will be met by Lady Bird Johnson and Harry Middleton,  
Director of the LBJ Library, who will give Mrs. Ford a tour of  
the library.

12:30 P. M. Tour concludes at reproduction of oval office on the eighth floor  
of the Library. Mrs. Ford proceeds to private suite for refresh-  
ments with Mrs. Johnson and Mr. and Mrs. Pat Nugent and  
family.

12:55 P. M. Press boards bus.

1:00 P. M. Motorcade departs LBJ Library en route President Ford Committee  
State Headquarters.

1:15 P. M. Motorcade arrives President Ford Committee Headquarters,  
2 Chevy Chase, Austin, Texas. Mrs. Ford will meet informally  
with headquarters staff and volunteers.

PRESS COVERAGE from designated area.

1:40 P. M. Press loads bus

1:45 P. M. Motorcade departs en route Bergstrom Air Force Base, Austin

2:00 P. M. Motorcade arrives Bergstrom

2:10 P. M. Wheels up

5:55 P. M. EST C-9 Arrives Andrews Air Force Base.



## BACKGROUND

### SAN ANTONIO FIESTA RIVER PARADE, April 19, 1976

Mrs. Ford will be Grand Marshall of the San Antonio Fiesta River Parade. The illuminated floats of the parade snake their way down the San Antonio river through the heart of the city with King Antonio leading the procession. The parade begins with a ceremony at Arneson Theatre in which King Antonio presents the Grand Marshall to the city and proclaims a week of fun for everyone to set the tone for the fiesta. The Fiesta San Antonio is an annual 10-day spectacular with more than 50 events. It is dedicated to "the memory of the heroes of Texas" and to encouraging pan-American friendship, understanding, and solidarity. The dates this year are April 16 through 25. This is the 81st annual Fiesta.

### SAN JACINTO DAY CEREMONY, April 21, 1976 (Houston)

MONUMENT -- The San Jacinto Monument is located on San Jacinto Battleground, a State Park of 460 acres located on the Houston Ship Channel near Houston. It is the site of the famous battle between the Texas and Mexican armies which won independence for Texas on April 21, 1836. Lead by General Sam Houston, about 920 Americans routed Mexican forces numbering more than 1200 under the command of General Santa Anna. The battle lasted 18 minutes. Texas' freedom from Mexico lead to annexation and to the Mexican War, resulting in the acquisition by the United States of Texas, New Mexico, Arizona, Nevada, California, Utah, and parts of Colorado, Wyoming, Kansas, and Oklahoma. This acquisition was nearly a million square miles of territory, almost one-third of the present size of the United States.

The San Jacinto Monument, constructed in 1936 and 1939, commemorates the heroes of the battle of San Jacinto and all others who helped win the independence of Texas. It was constructed with Federal and State funds at a cost of about one million five hundred dollars. It is 570 feet high and built of reinforced concrete faced with Texas fossilized buff limestone.

BATTLE SHIP TEXAS -- The site of the San Jacinto Ceremony is the Battle Ship Texas moored at the battleground since San Jacinto Day, 1948. The USS Texas is a veteran of two world wars and many campaigns. The State of Texas was the first to save its namesake battleship from the scrap-heap. The states of North Carolina, Alabama, and Massachusetts have followed suit.

### GLADYS CITY , April 21, 1976 (Beaumont)

The Beaumont Bicentennial Commission has asked Mrs. Ford to accept the recreated boom-town of Gladys City as Beaumont's Bicentennial gift to the nation. A reconstructed cluster of wooden buildings, Gladys City sprang up around Spindletop oil field in the early 1900's. It is located in Beaumont about a mile north of the site of Lucas Gusher, the first well in the Spindletop field. The reconstructed city consists of clapboard buildings and businesses typical of the era, oil derricks, wooden storage tanks, and oil field equipment displays.





## BACKGROUND

REACT-- April 21, 1976

REACT International (Radio Emergency Associated Citizens Team) is a world-wide non-profit organization of more than 3000 volunteer teams who use citizens band radio equipment to monitor emergency Channel 9. The teams provide emergency aid and road assistance in response to calls for help that come over CB frequencies.

San Jacinto REACT was organized in October 1975 and is representative of the outstanding volunteer service. C.B.'ers are providing throughout the country. With about 55 members, the San Jacinto REACT group attempts to monitor calls seven days a week, a minimum of ten to twelve hours a day, in the Houston/Harris County, Galveston County, Brazaria County area. In the first three months of 1976, members monitored 575 calls for emergency assistance and many feel they can be credited with saving between 15 and 20 lives. Calls included 115 major accidents and such emergencies as vehicle fires and 26 medical emergencies. Because South Houston is without emergency medical service, San Jacinto REACT works in conjunction with other community services to dispatch ambulances or send its own emergency medical service.

San Jacinto REACT consists of five divisions to handle emergencies:

1. Monitoring Division: With base stations to cover incoming calls.
2. The Marine Division: Specially trained to handle the small boat marine emergency and to assist the Coast Guard in helping the vessel in distress.
3. The Medical Division: Specially trained personnel work with the various local and county authorities during disasters and special situations providing medical assistance under the direction of the American Trauma Society.
4. The Search-Dog Division: Specially trained personnel work with the Houston Schutzhund Working and Training Club (SWAT) in four-man teams to do light search and rescue with trained tracking dogs.
5. The Air-Spotter Division: Members work with experienced pilots to operate out of small airplanes as spotters and couriers.

Statistics indicate that a total of 5,200,000 emergency calls are made annually by CB radio operators. Four million plus citizens two-way radios are in use in the U.S.A. alone. About 27 percent of these calls are auto accidents, with one out of every five involving injuries to someone. With one out of every 25 vehicles and one out of every 10 recreational vehicles equipped with CB radios, it greatly increases the chances of an accident being reported as soon as possible after the accident.

# # #





4/26/76 Philadelphia  
(Stone Plate Cere. +  
Golden Skipper Dinner)



THE WHITE HOUSE

WASHINGTON

April 21, 1976

MEMORANDUM FOR: MRS. FORD

VIA: RED CAVANEY

FROM: JACK WILLIAMS *JW*

SUBJECT: YOUR VISIT TO PHILADELPHIA,  
PENNSYLVANIA  
Monday, April 26, 1976

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

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

BACKGROUND

You have accepted the invitation of The Golden Slipper Club, one of the leading fraternal and philanthropic organizations in Philadelphia, who will present you with the "Spirit of Independence" award for service to the country. The Golden Slipper Club sponsors, among other things, the Golden Slipper Camp for underprivileged boys and girls in the Pocono Mountains each summer as well as day trips for the elderly. The Club in the past has honored President Harry Truman, John Cardinal Krol, Dr. Martin Luther King, Senator Hugh Scott, Ambassador Arthur Goldberg, Lady Bird Johnson, and Mrs. Pat Nixon. You will receive this award during a dinner which will be attended by 700 people.

Prior to the dinner, the Club will host a VIP Cocktail Reception with 200 guests attending.



DECLARATION OF INDEPENDENCE

700,000 Philadelphians signed petitions that were delivered to the White House March 22, 1976, requesting that the Declaration of Independence be brought to Philadelphia for the Bicentennial. Prior to this, the National Archives and the Library of Congress had determined that the document is too fragile to move. As an alternative, the committee representing the Philadelphians were offered the option of borrowing the "Stone Plate" -- a mirror image copper engraving of the Declaration of Independence made from the original document between 1820 and 1823 by William J. Stone at the direction of Secretary of State John Quincy Adams.

You will unveil the "Stone Plate" engraving of the Declaration at the newly rennovated Franklin Square -- a monument to Benjamin Franklin restored by the National Park Service. Prior to the unveiling you will take a brief tour of the Franklin Square escorted by Mr. Hobart Cawood, Park Superintendent, who you met when you visited the Liberty Bell in January. Because of the intense public interest by the citizens of Philadelphia in this project, it is recommended that you make this brief stop.





PROPOSED SCHEDULE

4/21/76  
4:15 pm

MRS. FORD'S VISIT TO  
PHILADELPHIA, PENNSYLVANIA

Monday, April 26, 1976

1:45 pm  
EST

Mrs. Ford boards motorcade on South Grounds.

MOTORCADE DEPARTS South Grounds en route  
Andrews AFB.

[Driving time: 25 minutes]

2:10 pm

MOTORCADE ARRIVES Andrews AFB.

Mrs. Ford boards C-9.

2:15 pm

C-9 DEPARTS Andrews AFB en route Air National  
Guard Terminal, Philadelphia, Pennsylvania.

[Flying time: 40 minutes]

[No time change.]

2:55 pm

C-9 ARRIVES Air National Guard Terminal,  
Philadelphia, Pennsylvania.

Mrs. Ford will be met by:

Mrs. Ford proceeds to motorcade for boarding.

3:00 pm

MOTORCADE DEPARTS Air National Guard Terminal  
en route Franklin Square.

[Driving time: 30 minutes]

3:30 pm

MOTORCADE ARRIVES Franklin Square.



Mrs. Ford will be met by:  
Mr. Hobart G. Cawood, Superintendent  
Independence National Historical Park

Mrs. Ford, escorted by Mr. Cawood, proceeds inside Franklin Square for tour of facility ending at dais assembly area.

OPEN PRESS COVERAGE

3:47 pm Mrs. Ford arrives dais assembly area, informally greets guests, then proceeds to stage and takes her seat.

OPEN PRESS COVERAGE  
ATTENDANCE: 250

3:50 pm Remarks by Master of Ceremonies, Dr. James B. O'Neill, Deputy Archivist of the United States.

3:53 pm Remarks by Representative of the City of Philadelphia.

3:55 pm Introduction of Mrs. Ford by Dr. O'Neill.

3:56 pm Mrs. Ford's remarks.

FULL PRESS COVERAGE

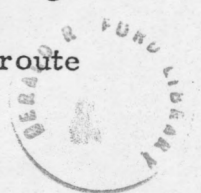
3:58 pm Remarks conclude.

Mrs. Ford unveils the "Stone Plate and Engraving" of the Declaration of Independence.

NOTE: Dr. O'Neill and Mr. Cawood will escort Mrs. Ford to unveiling site.

4:03 pm Mrs. Ford, escorted by Mr. Cawood, departs Franklin Square en route motorcade for boarding.

4:08 pm MOTORCADE DEPARTS Franklin Square en route Bellevue Stratford Hotel.



[Driving time: 7 minutes]

4:15 pm MOTORCADE ARRIVES Bellevue Stratford Hotel.

Mrs. Ford will be met by:

Mrs. Ford proceeds to Suite.

4:20 pm Mrs. Ford arrives Suite.

PERSONAL/STAFF TIME: 1 hour, 40 minutes

NOTE: Attire for evening  
is formal for Head Table,  
informal for all others.

5:58 pm Mr. Frank Brodsky, President of The Golden  
Slipper Club, arrives Suite.

~~6:00 pm Mrs. Ford, escorted by Mr. Brodsky, departs Suite  
en route Crystal Ballroom for VIP Reception.~~

~~6:05 pm Mrs. Ford arrives Crystal Ballroom and informally  
greet guests.~~

6:30 pm *Cast of "Guys + Dolls" come to suite*

6:40 pm Mrs. Ford, escorted by Mr. Brodsky, departs  
~~Crystal Ballroom~~ en route Ballroom for Dinner.  
*suite*

6:45 pm Mrs. Ford arrives Ballroom and proceeds to Head  
Table and remains standing.

6:48 pm National Anthem.

6:51 pm Invocation by Rabbi Bertram Korn, Reform  
Congregation Keneseth Israel.





6:55 pm Dinner is served.

7:15 pm Introduction of Guests by Joseph Ball,  
Vice President of Golden Slipper Club.

7:50 pm Dinner concludes.

Welcoming remarks by Mr. Brodsky.

7:52 pm Remarks by Hillel Levinson, Managing  
Director of the City of Philadelphia.

7:55 pm Review of Club's Projects.

8:15 pm Entertainment by Cast of "Guys and Dolls."

8:40 pm Entertainment concludes.

8:41 pm Introduction of Mrs. Ford by Mr. Brodsky,  
concluding with presentation of Award.

8:42 pm Mrs. Ford's remarks.

FULL PRESS COVERAGE

8:45 pm Remarks conclude.

Mrs. Ford remains standing.

8:46 pm Benediction by Rabbi Frederic Kayan.

8:48 pm Mrs. Ford, escorted by Mr. Brodsky, departs  
Ballroom en route motorcade for boarding.

8:55 pm MOTORCADE DEPARTS Bellevue Stratford Hotel  
en route Philadelphia Air National Guard Terminal.

[Driving time: 30 minutes]

9:25 pm MOTORCADE ARRIVES Philadelphia Air National  
Guard Terminal.



Mrs. Ford boards C-9.

9:30 pm C-9 DEPARTS Philadelphia Air National Guard  
Terminal en route Andrews AFB.

[Flying time: 40 minutes]  
[No time change.]

10:10 pm C-9 ARRIVES Andrews AFB.

Mrs. Ford boards motorcade.

10:15 pm MOTORCADE DEPARTS Andrews AFB en route  
South Grounds.

[Driving time: 25 minutes]

10:40 pm MOTORCADE ARRIVES South Grounds.



*Cady*

THE WHITE HOUSE

WASHINGTON

April 9, 1976

MEMORANDUM TO: PETER SORUM  
FROM: SUSAN PORTER  
SUBJECT: Action Memo

Mrs. Ford will travel to Philadelphia on Monday, April 26, 1976 primarily to attend the Golden Slipper Dinner and also to participate in the presentation of the "Stone" plate which is a copper plate of the Declaration of Independence made in 1823 at the request of John Quincy Adams. The Stone plate will be displayed at the First National Bank of the United States in Philadelphia. Mrs. Ford will return to Washington that evening. Her visit will be the day before the Pennsylvania primary. It is my understanding Jack Williams (O: 343-6195; H: 333-2243) will do the advance.

Re: Golden Slipper Club Dinner

EVENT: Reception and Dinner  
GROUP: Golden Slipper Club  
TIME: 6:00 Reception  
7:00 Dinner  
PLACE: Bellevue Stratford Hotel, Philadelphia  
CONTACT: Mr. Joseph Ball  
O: (215) 923-9100  
H: (215) 664-2041

COMMENTS: The Golden Slipper Club is one of the leading fraternal and philanthropic organizations in Philadelphia. Mrs. Ford will attend this special membership dinner at which time she will accept the "Spirit of Independence" Award for her service to the country. Originally the Golden Slipper Club had offered the Golden Globe Humanitarian Award to the President. However, Mrs. Ford will be honored in her own right in a separate recognition. The Golden Slipper Club sponsors, among other things, the Golden Slipper Camp for underprivileged boys and girls in the Pocono Mountains each summer. The Club in the past has honored Lady Bird Johnson, former President Harry Truman, Senator Hugh Scott, Dr. Martin Luther King, John Cardinal Krol, Ambassador Arthur Goldberg and Mrs. Nixon. The President of the Golden Slipper Club is Mr. Frank Brodsky. Mrs. Ford will return to Washington following this event.





Re: Stone Plate Presentation

EVENT: Participation in Presentation of Copper Plate of the Declaration of Independence (Stone Plate)

GROUP: National Archives, National Park Service, General Services Administration and Bicentennial Office

TIME: To Be Determined (Afternoon)

PLACE: To Be Determined

CONTACT: Mr. Meisel in the office of Deputy Archivist James O'Neill  
523-3216  
Mr. Hobart Cawood, Superintendent of Parks, National Park Service  
in Philadelphia  
(215) 923-6843

COMMENTS: Please Note: This event is not firm and will need to be pulled together by Jack on the advance. May we please stay in touch? Because excellent background from Milt Mitler is attached, I will not repeat the background. I believe Mrs. Ford's participation should be brief and will ultimately be a very nice photo opportunity. Dr. Ted Marrs and Milt Mitler of the White House Bicentennial Office have asked to be present on this occasion. Milt Mitler has asked that Hugh Scott make the announcement of the display and presentation on this plate. The file is attached.

Thank you.

c: BF Staff  
Jack Williams  
Red Cavaney  
William Nicholson  
David Lissy  
Milt Mitler  
Rex Scouten  
Staircase



FILE ON  
GOLDEN SLIPPER CLUB



Belleue Stratford

THE WHITE HOUSE  
WASHINGTON

2 yrs. ago  
1967.

6:00

Cocktail Reception (100)

Bring all <sup>with birds</sup> flowers over cap.  
for camp?

3 or 4 ques. from the floor?

7:00 Grand Entrance  
Escorted by Mr. (Pres)  
Grand

Mr Sp. Gen.

(6 or 700)

Dinner  
entertainment  
dinner

Sept - highlights from Keep  
+ Lilla

20 min - Dinner prog. New mem.  
- State of the Club  
- award presents.

9:30

Coffee + cake





January 14, 1976

- Bull Room  
- Buller View

Frank Brodsky  
President

"Spirit of Independence"  
Award BB7

PRESS CONTACT: MR. BALL

O: (215) WAB-9100

H: (215) MD 4-2041

Dear Mrs. Ford:

The Golden Slipper Club is one of the leading fraternal and philanthropic organizations in the Philadelphia area for over 55 years. As the president of the organization, it is my pleasure to extend, on the organization's behalf, an invitation to you to attend our next membership meeting as our guest of honor. This will be one of the area's major Bicentennial events to turn the nations attention to Philadelphia in 1976.

The Executive Committee of the Golden Slipper would like to honor you for your service to our country, at a meeting to be held any evening of the following dates:

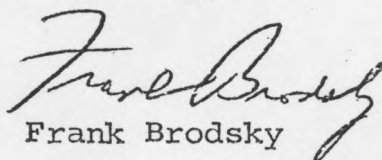
Monday, March 22, Thursday, March 25 or Monday, April 26 <sup>Mon, April 5</sup> <sup>12:00 PM F&F</sup> per BT

The Golden Slipper Camp covers 750 acres in the Pocono Mountains and it has served underprivileged boys and girls, regardless of race or creed for over a quarter of a century. Its present expanded facilities allow about 730 youngsters to enjoy three-week camping sessions in the summer. The camp is supported, not only by the philanthropic efforts of the Club, but by the Federation of Jewish Agencies and the United Fund.

When President Johnson was in the White House, the club honored Mrs. Johnson. Other distinguished honorees include former President Truman, Senator Hugh Scott, Dr. Martin Luther King, John Cardinal Krol, Ambassador Arthur Goldberg and Mrs. Nixon when she was First Lady.

We sincerely hope, that since an advance booking for space is required, we may have the honor of an early favorable reply.

Sincerely,

  
Frank Brodsky

Mrs. Ford  
White House  
Washington, D.C.

Loyalty • Charity  Good Fellowship



1 put in  
2 follow

THE WHITE HOUSE  
WASHINGTON

January 12, 1976

MEMORANDUM FOR: SUSAN PORTER  
FROM: DAVID LISS *DL*  
SUBJECT: Golden Slipper Club

A formal invitation to Mrs. Ford will go out this week. I am told they are very flexible on timing.

The attached will give you some background.

Attachment



EDWARD H. ROSEN  
PRESIDENT

January 5, 1976

Mr. David H. Lissy,  
Associate Director-Domestic Council,  
The White House,  
Washington, D. C. 20500

Dear David:

The other day I was talking to Frank Brodsky who is president of the Golden Slipper Club, an organization with which I am sure you are familiar, and he told me that he has been in touch with the White House. You may have guessed that he has extended an invitation to the President to come to Philadelphia to receive the Club's "Bicentennial Award."

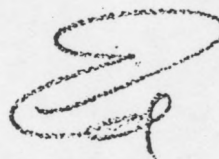
Frank told me that Senator Scott had endorsed the request in writing and that the date is open - subject only to the requirement that it be sometime before mid-May.

There is ample precedent for a President of the United States to appear at the Golden Slipper - Harry Truman was honored in person and Ladybird Johnson and Pat Nixon were both honored while their respective husbands were in the White House.

For the record, Golden Slipper is a largely Jewish organization which operates a non-sectarian charity camp in the Pocono Mountains (800 boys and girls have visited there every year for about a quarter of a century). The other charitable works of the Slipper include scholarships, emergency welfare to victims of tragedy, an extensive program aiding senior citizens and the like.

If there is anything you can do to "push this invitation along" I would consider it a personal favor. The format could be worked out to the President's satisfaction and the political implications I think would be extremely favorable throughout Southeastern Pennsylvania. Thanks and best regards,

As always,





FILE ON  
STONE PLATE



THE WHITE HOUSE

WASHINGTON

April 8, 1976

MEMORANDUM FOR:

SUSAN PORTER

FROM:

MILT MITLER *Meis*

Susan, at the expense of being redundant, the copper plate of the Declaration of Independence, known as the "Stone" plate after the man who made it, was offered to a group of Philadelphians who delivered petitions to the President containing more than 700,000 signatures of people desiring to have the Declaration of Independence moved to Philadelphia for the Bicentennial year.

They have happily accepted this plate as an alternative and plan to display it in the First National Bank of the United States in Philadelphia. The Archives, which has the artifact, will deliver it to Philadelphia after they have pulled several prints from the plate. The prints, which will be the first made since the original prints were run, will be accomplished by the Bureau of Engraving.

This first exact and official reproduction of the complete engrossed Declaration, a mirror image, was prepared in 1823 by order of Secretary of State John Quincy Adams. The engraver was William J. Stone. He produced the copper plate by direct impression from the original. Two hundred copies were printed on parchment and distributed to the President, members of both Houses of Congress and the Supreme Court, and to each State governor and legislature. The plate measures 25 inches by 30½ inches. The parchment facsimiles bear the name of the engraver in the corner. Stone was later allowed to print copies from his plate, on paper, for general distribution. It is believed he printed about 2,500. These copies bear his name in the lower left side. Stone facsimiles are now rare.

The contacts at the Archives are the Deputy Archivist, Dr. James O'Neill (523-3132) or Mr. Meisel (523-3216). Both are directly involved in preparing the plate for delivery. In Philadelphia, my contact has been Hobart Cawood, Superintendent of Parks, National Park Service (215-WA 3-6843). The only one I have told of the possibility was Meisel and he was cautioned to say nothing. In the other cases, I have indicated that we were just looking at alternatives and needed some information.

It is expected the display area at the Bank will be ready by May 1 with an opening day for the display on June 15. Cawood would be



comfortable with a presentation ceremony either at the Bank or at Ben Franklin Square which will be dedicated on April 20. I believe the Square would be the better of the two for effect.

If you need any further information, please let me know.





THE WHITE HOUSE  
WASHINGTON

March 26, 1976

MEMORANDUM FOR:

SUSAN PORTER

FROM:

MILT MITLER *Recd 361*

Susan, Philadelphians, in their desire to have the Declaration of Independence moved from the National Archives to their city during this Bicentennial year, have produced in excess of 700,000 signatures on petitions. Those petitions were brought to the White House on March 22, 1976.

Prior to this, following surveys taken by the National Archives and the Library of Congress, it had been determined that the document is entirely too fragile to permit moving and that we should look toward alternatives.

The alternative presented to the Philadelphians was a copper engraving of the Declaration of Independence called the "Stone Plate." This engraving is a 'mirror image' of the Declaration and was produced by a man named Stone at the request of Secretary of State, John Quincy Adams, in 1823. From it were made about 200 copies for distribution to the President, Vice President, Members of Congress, Governors and other officials. In addition, Mr. Stone was permitted to draw about 2,000 copies which he sold.

The Philadelphians seemed to be quite pleased with the alternatives and arrangements which are now being made through the National Archives to deliver the plate to Philadelphia. If you think there is a possibility that the First Lady would consider making the presentation when she is there on April 26th, I would advise those involved. I believe this would be a good one and could result in some satisfactory coverage.

