

THE WHITE HOUSE		THE DAILY DIARY OF PRESIDENT GERALD R. FORD		
PLACE DAY BEGAN THE WHITE HOUSE WASHINGTON, D.C.		DATE (Mo., Day, Yr.) APRIL 1, 1976		
		TIME	DAY	
		7:15 a.m. THURSDAY		
TIME		PHONE		
In	Out	P=Placed	R=Rec'd	
7:15				The President had breakfast.
7:43				The President went to the doctor's office.
7:48				The President went to the Oval Office.
7:50	7:55			The President met with his Counsellor, John O. Marsh, Jr.
7:53	7:55	R		The President talked with Secretary of State Henry A. Kissinger.
7:55	8:00			The President met with his Assistant for National Security Affairs, Lt. Gen. Brent Scowcroft.
8:08				The President went to the Cabinet Room.
8:08	9:03			The President participated in a meeting to discuss the 1977 Budget of the U.S. with Republican Members of the House Budget Committee. For a list of attendees, see <u>APPENDIX "A."</u>
9:03				The President returned to the Oval Office. He was accompanied by: Mr. Marsh David R. Gergen, Consultant L. William Seidman, Executive Director of the Economic Policy Board and Assistant for Economic Affairs James M. Cannon III, Executive Director of the Domestic Council and Assistant for Domestic Affairs
9:03	9:20			The President met with: Mr. Marsh
9:03	9:10			Mr. Gergen
9:03	9:10			Mr. Seidman
9:03	9:20			Mr. Cannon
9:05	9:11	P		The President talked with Secretary of Labor William J. Usery, Jr.
9:20	10:10			The President met with: Donald H. Rumsfeld, Secretary of Defense
9:25	10:10			Lt. Gen. Scowcroft

THE DAILY DIARY OF PRESIDENT GERALD R. FORD

PLACE DAY BEGAN
THE WHITE HOUSE
WASHINGTON, D.C.

DATE (Mo., Day, Yr.)
APRIL 1, 1976
TIME DAY
10:25 a.m. THURSDAY

TIME		PHONE	ACTIVITY
In	Out	P=Placed R=Rec'd	
10:25	10:55		The President met with:
10:25	10:30		Mr. Marsh Paul H. O'Neill, Deputy Director of the Office of Management and Budget (OMB)
10:30	10:55		Robert T. Hartmann, Counsellor
10:30	10:55		Rogers C.B. Morton, Counsellor
10:30	10:55		Ronald H. Nessen, Press Secretary
10:30	10:55		Max L. Friedersdorf, Assistant for Legislative Affairs
10:30	10:55		Burton G. Malkiel, Member of the Council of Economic Advisers (CEA)
10:40	10:55		John G. Carlson, Deputy Press Secretary
11:05			The President went to the Rose Garden.
11:05	11:12		The President participated in a swearing-in ceremony for members of the President's Foreign Intelligence Advisory Board (PFIAB). For a list of attendees, see <u>APPENDIX "B."</u> Members of the press
11:07	11:10		The President addressed guests attending the ceremony.
11:12			The President, accompanied by Secretary Kissinger, returned to the Oval Office.
11:12	11:13		The President met with Secretary Kissinger.
11:13			The President and Secretary Kissinger went to the Cabinet Room.
11:13	11:30		The President participated in a meeting with members of the PFIAB. For a list of attendees, see <u>APPENDIX "C."</u>
11:30			The President returned to the Oval Office.
11:55	12:05		The President met with his Special Assistant, Robert C. Orben.
12:10	12:15		The President met with Governor James E. Holshouser (R-North Carolina).
12:17			The President returned to the second floor Residence.
12:19			The President and the First Lady went to the Red Room.

THE DAILY DIARY OF PRESIDENT GERALD R. FORD

PLACE DAY BEGAN

DATE (Mo., Day, Yr.)

THE WHITE HOUSE
WASHINGTON, D.C.

APRIL 1, 1976

TIME DAY

12:19 p.m. THURSDAY

TIME		PHONE	ACTIVITY
In	Out	P=Placed R=Rec'd	
12:19	12:25		The President and the First Lady met with: Arthur Rubenstein, pianist Mrs. Arthur Rubenstein
12:25			The Presidential party went to the East Room.
12:25	1:15		The President participated in a ceremony to present the Medal of Freedom to Mr. Rubenstein. For a list of attendees, see <u>APPENDIX "D."</u>
1:15			The President and the First Lady returned to the second floor Residence.
1:15	2:21		The President and the First Lady hosted a luncheon in honor of Mr. Rubenstein. For a list of attendees, see <u>APPENDIX "E."</u>
2:21			The President returned to the Oval Office.
2:30	3:10		The President met with: Mr. Orben
2:30	3:10		Patrick H. Butler, Associate Editor
2:33	3:10		Mr. Marsh
2:33	3:10		Mr. Hartmann
2:35	3:10		Milton A. Friedman, Special Assistant
3:15			The President returned to the Cabinet Room.
3:15	3:42		The President participated in a meeting with members of the Agricultural Policy Committee. For a list of attendees, see <u>APPENDIX "F."</u> Members of the press, in/out
3:35		R	The President was telephoned by Secretary Kissinger. The call was not completed.
3:42			The President returned to the Oval Office. He was accompanied by Secretary of Agriculture Earl L. Butz.
3:42	3:45		The President met with Secretary Butz.
3:49			The President returned to the Cabinet Room.
3:49	4:45		The President met with members of the Economic Policy Board. For a list of attendees, see <u>APPENDIX "G."</u>

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PLACE DAY BEGAN
THE WHITE HOUSE
WASHINGTON, D.C.

DATE (Mo., Day, Yr.)
APRIL 1, 1976
TIME DAY
4:45 p.m. THURSDAY

TIME		PHONE	ACTIVITY
In	Out	P= Placed R= Rec'd	
4:45			The President returned to the Oval Office.
4:45	5:05		The President met with Mr. Marsh.
4:50	4:53	P	The President talked with Secretary Kissinger.
5:36			The President returned to the East Room.
5:36	6:25		The President hosted a reception for members of the Advertising Council, Incorporated, who were participating in their 32nd Annual Washington Conference. For a list of attendees, see <u>APPENDIX "H."</u> Members of the press
			The President addressed guests attending the reception.
5:47			The President went to the Grand Hall.
5:47	6:25		The President received guests attending the reception.
6:26			The President and the First Lady went to the Oval Office.
6:26	6:40		The President and the First Lady met with recipients of the Criss Award presented by Mutual of Omaha Companies in recognition of outstanding contribution in the field of health, safety, or the national welfare. For a list of attendees, see <u>APPENDIX "I."</u>
6:40	6:42	P	The President talked with William G. Whyte, Assistant Vice President of U.S. Steel.
7:00			The President went to the swimming pool.
7:22			The President returned to the Oval Office.
7:25			The President returned to the doctor's office.
7:28			The President returned to the second floor Residence.
7:28	10:35		The President and the First Lady met with: John B. Connally, partner with Vinson, Elkins, Searls Connally and Smith law firm, Houston, Texas and Member of the PFIAB Mrs. John B. Connally

THE DAILY DIARY OF PRESIDENT GERALD R. FORD

PLACE DAY BEGAN
 THE WHITE HOUSE
 WASHINGTON, D.C.

DATE (Mo., Day, Yr.)
 APRIL 1, 1976
 TIME DAY
 10:35 p.m. THURSDAY

TIME		PHONE P=Placed R=Rec'd	ACTIVITY
In	Out		
10:35			The Presidential party went to the South Grounds of the White House.
			The President and the First Lady bade farewell to Mr. and Mrs. Connally.
10:38			The President and the First Lady returned to the second floor Residence.
			SY/EJ 4/13/76

APPENDIX "A"

Attendance confirmed by
Paul O'Neill. All present.

MEETING TO DISCUSS THE 1977 BUDGET OF THE U.S. WITH REPUBLICAN
MEMBERS OF THE HOUSE BUDGET COMMITTEE

The Cabinet Room
April 1, 1976

The President

Congressman John B. Anderson (R-Illinois)
Congressman James T. Broyhill (R-North Carolina)
Congressman Elford A. Cederberg (R-Michigan)
Congressman Del Clawson (R-California)
Congressman Barber B. Conable, Jr. (R-New York)
Congressman Delbert L. Latta (R-Ohio)
Congressman Robert H. Michel (R-Illinois)
Congressman John B. Rhodes (R-Arizona)
Congressman Herman T. Schneebeli (R-Pennsylvania)
Congressman Garner E. Shriver (R-Kansas)

Staff

James T. Lynn, Director of the Office of Management and Budget (OMB)
and Assistant for Management and Budget
John O. Marsh, Jr., Counsellor
Richard B. Cheney, Assistant
Paul H. O'Neill, Deputy Director, OMB
Max L. Friedersdorf, Assistant for Legislative Affairs
Alan M. Kranowitz, Assistant to the Director for Congressional Relations,
OMB
Clarles Leppert, Jr., Special Assistant for Legislative Affairs

APPENDIX "B"

Attendance confirmed by
Mildred Zayac. All present.

(List may not be complete.)

SWEARING IN OF THE PRESIDENT'S FOREIGN INTELLIGENCE ADVISORY BOARD

The Rose Garden
April 1, 1976

The President
Lewis F. Powell, Jr., Associate Justice of the U.S. Supreme Court

Sworn in as Members of the President's Foreign Intelligence
Advisory Board

Stephen Ailes, President and Chief Executive Officer of the
Association of American Railroads

Admiral George W. Anderson, USN (Ret.)

Leslie C. Arends, former Congressman (R-Illinois)

William O. Baker, President of Bell Telephone Laboratories, Inc.,
Murray Hill, New Jersey

William J. Casey, Counsel to the law firm of Rogers and Wells,
Washington, D.C.

Leo Cherne, Executive Director of the Research Institute of America,
Inc., New York, New York

John B. Connally, partner with Vinson, Elkins, Eearls, Connally,
and Smith, law firm, Houston, Texas

John S. Foster, Jr., Vice President of TRW, Inc., and General Manager of
Energy Systems Group, Palos Verdes Estates, California

Robert W. Galvin, Chairman of the Board and Chief Executive Officer
of Motorola, Inc., Chicago, Illinois

Gordon Gray, Broadcast Executive and former Government Official, Washington,
D.C.

Edwin H. Land, Cambridge, Massachusetts, Chairman of the Board of
Polaroid Corporation, Cambridge, Massachusetts

Gen. Lyman L. Lemnitzer, USA (Ret.)

Clare Booth Luce, novelist, playwright, writer and lecturer, Honolulu,
Hawaii

continued . . .

Robert D. Murphy, Honorary Chairman of Corning International Corporation,
New York, New York

Edward Teller, Director at Large, Lawrence Livermore Laborator, University
of California, Livermore, California

Edward Bennett Williams, Senior Partner with Williams, Connolly and Califano
law firm, Washington, D.C.

*Note: Melvin Laird, Senior Counsellor for National and International
Affairs, Reader's Digest Association, Inc., Washington, D.C. was not
present at the swearing in.

A list of guests attending the ceremony was not available for inclusion
in the President's diary.

APPENDIX "C"

Attendance confirmed by Cdr.
Lionel H. Olmer. All present.

MEETING OF THE PRESIDENT'S FOREIGN INTELLIGENCE ADVISORY BOARD (PFIAB)

The Cabinet Room
April 1, 1976

In addition to the PFIAB members listed in APPENDIX "B" the following persons attended the meeting:

Wheaton B. Byers, Executive Secretary, PFIAB

Cdr. Lionel H. Olmer, Special Assistant to the Executive Secretary, PFIAB

Henry A. Kissinger, Secretary of State

Lt. Gen. Brent Scowcroft, Assistant for National Security Affairs

John O. Marsh, Jr., Counsellor

William G. Hyland, Deputy Assistant for National Security Affairs

Michael Raoul-Duval, Assistant to Mr. Marsh

GUEST LIST FOR THE RECEPTION TO BE GIVEN BY THE PRESIDENT AND MRS. FORD ON THE OCCASION OF THE PRESENTATION OF THE PRESIDENTIAL MEDAL OF FREEDOM TO ARTHUR RUBINSTEIN ON THURSDAY, APRIL 1, 1976 AT TWELVE O'CLOCK, THE WHITE HOUSE

- ✓ Mr. and Mrs. Arthur Rubinstein Attendance confirmed by EPS.
 ✓ indicates present.
- ✓ Miss Alina Rubinstein
 Daughter of Mr. and Mrs. Arthur Rubinstein
- ✓ Miss Eva Rubinstein
 Daughter of Mr. and Mrs. Arthur Rubinstein
- ✓ Mr. and Mrs. John Rubinstein
 Son and daughter-in-law of Mr. and Mrs. Arthur Rubinstein
- ✓ His Excellency The Ambassador of Austria
 and Mrs. Halusa
- ✓ His Excellency The Ambassador of Belgium
 and Mrs. Van Cauwenberg
- ✓ His Excellency The British Ambassador
 and Lady Ramsbotham
- ✓ His Excellency The Ambassador of Chile
 and Mrs. Trucco
- ✓ Mrs. Jacques Kosciusko-Morizet
 Wife of the Ambassador of France
- ✓ The Honorable Niels Hansen
 Charge d'affaires, Embassy of the Federal
 Republic of Germany
- ✓ His Excellency Simcha Dinitz
 Ambassador of Israel
- ✓ Mrs. Roberto Gaja
 Wife of the Ambassador of Italy
- ✓ The Honorable Emile Tydeman and Mrs. Tydeman
 Charge d'affaires, Embassy of the Netherlands
- ✓ His Excellency The Ambassador of the Polish People's Republic
 and Mrs. Trampeczynski
- ✓ His Excellency The Ambassador of Portugal
 and Mrs. Themido
- ✓ Dr. Gheorghe Ionita
 Counselor, Embassy of the Socialist Republic of Romania
- ✓ His Excellency The Ambassador of Spain
 and Mrs. Alba
- ✓ His Excellency The Ambassador of Sweden
 and Mrs. Wachtmeister
- ✓ Mrs. Dean Acheson, Washington, D. C.
- ✓ Mr. and Mrs. Joe Allbritton, Washington, D. C.
 Publisher, The Washington Star
- ✓ Mr. and Mrs. Philip Werner Amram, Washington, D. C.
- ✓ Mr. Walter Anderson
 Music program director, National Endowment for the Arts
- ✓ Mr. and Mrs. Hugh Auchincloss, Washington, D. C.
- ✓ Mr. and Mrs. Percy Aycock, McLean, Virginia
 Campbell Music Company, Inc.
- ✓ Mrs. Robert Low Bacon, Washington, D. C.
- ✓ Mrs. Philip Barry, Washington, D. C.
- ✓ The Honorable Jacob D. Beam and Mrs. Beam, Washington, D. C.
- ✓ Captain Peter Belin, USN, retired, and Mrs. Belin, Washington, D. C.
- ✓ Mr. Samuel Ellison Belk III, Washington, D. C.
- ✓ Mrs. Luis Bolin, Washington, D. C.
- ✓ The Honorable Daniel J. Boorstin, Librarian of Congress,
 and Mrs. Boorstin
- ✓ Donna Julia Brambilla, Washington, D. C.
- ✓ The Honorable Philip W. Buchen, Counsel to the President,
 and Mrs. Buchen

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- ✓ The Honorable Ellsworth Bunker, Ambassador at Large,
and Mrs. Bunker
Mrs.--The Honorable Carol C. Laise, Director General of the
Foreign Service
- ✓ The Honorable W. Randolph Burgess, Washington, D. C.
- ✓ Mr. Paul Callaway, Washington, D. C.
- ✓ Mrs. Harvey L. Cliburn, Shreveport, Louisiana
Mother of Mr. Van Cliburn
- ✓ Mr. Van Cliburn, Shreveport, Louisiana
Concert pianist
- ✓ The Honorable Michael Collins and Mrs. Collins
Director, National Air and Space Museum
- ✓ Mr. William M. Cook, Washington, D. C.
- ✓ Mrs. Oscar S. Cox, Washington, D. C.
- ✓ Mr. and Mrs. Raymond E. Cox, Washington, D. C.
- ✓ Mr. and Mrs. Antal Dorati
Music Director, National Symphony Orchestra
- ✓ Mr. and Mrs. Martin Feinstein
Executive Director of Performing Arts, JFK Center for the
Performing Arts
- ✓ Mr. and Mrs. Edward T. Folliard, Washington, D. C.
Medal of Freedom recipient 1970
- ✓ The Honorable Leonard Garment, Washington, D. C.
- ✓ Mr. George Gelles, Washington, D. C.
Music critic, The Washington Star
- ✓ Mr. and Mrs. Vladimir Gelvans, Forest Hills, New York
Mr.-- American Ballet Theater
- ✓ Mr. and Mrs. Kenneth Glancy, New York, New York
President, RCA/Victor Records
- ✓ Mrs. Philip J. Graham, Washington, D. C.
Publisher, The Washington Post
- ✓ Miss Judy Gruber, Washington, D. C.
- ✓ Mr. and Mrs. Roger Hall, New York, New York
Chairman, Hurok Concerts, Inc.
- ✓ Miss Carol Harford, Arlington, Virginia
The Honorable Bryce N. Harlow, Arlington, Virginia
- ✓ Mr. John K. Havemeyer, Washington, D. C.
- ✓ Mr. and Mrs. J. Patrick Hayes
President, Washington Performing Arts Society
- ✓ Dr. Richard Hubbard Howland, Washington, D. C.
- ✓ Mr. and Mrs. William Hunter, Bethesda, Maryland
Mrs.--Chairman, Opera Society of Washington, Inc.
- ✓ The Honorable Jacob K. Javits, U. S. Senate, and Mrs. Javits
(New York)
- ✓ The Honorable Henry A. Kissinger
Secretary of State
- ✓ Mr. George Lasocki, Washington, D. C.
- ✓ Mr. George London, Washington, D. C.
General Director, Opera Society of Washington, Inc.
- ✓ The Honorable Clark MacGregor and Mrs. MacGregor, Washington, D. C.
- ✓ Mr. Peter Malatesta, McLean, Virginia
- ✓ Mrs. Charles MacArthur, Nyack, New York
Actress Helen Hayes
- ✓ Mr. James MacArthur
Son of Mrs. Charles MacArthur
- ✓ The Honorable Charles McC. Mathias, U. S. Senate, and Mrs. Mathias
(Maryland)
- ✓ The Honorable Joseph M. McDade, House of Representatives,
and Mrs. McDade (Pennsylvania)
- ✓ Mr. and Mrs. Norman Nadel, New York, New York
Music critic, Scripps Howard Newspapers
- ✓ Mr. and Mrs. Garrison Norton, Washington, D. C.

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- ✓ Mrs. Virginia Page, Washington, D. C.
The Honorable Claiborne Pell, U. S. Senate, and Mrs. Fell
(Rhode Island)
- ✓ Mr. and Mrs. Frederick Peterson, Jenkintown, Pennsylvania
- ✓ The Honorable Raymond Price, Washington, D. C.
- ✓ Miss Linda Reynolds, Washington, D. C.
- ✓ The Honorable John J. Richardson, Jr. and Mrs. Richardson
Assistant Secretary of State for Educational and Cultural Affairs
- ✓ Dr. and Mrs. S. Dillon Ripley
Secretary, Smithsonian Institution
- ✓ Mr. and Mrs. Donald Sanders, Washington, D. C.
Arts writer, Associated Press
- ✓ Miss Lisa Sergio, Washington, D. C.
- ✓ Mr. and Mrs. Thomas Z. Shepard, New York, New York
Division Vice President, RCA Red Seal
- ✓ Mrs. Jouett Shouse, Washington, D. C.
- ✓ Mrs. John Farr Simmons, Washington, D. C.
- ✓ Mr. and Mrs. Hobart A. Spalding, Washington, D. C.
- ✓ Mr. John Steinway, Long Island City, New York
President, Steinway Piano Company
- ✓ The Honorable Roger L. Stevens and Mrs. Stevens, Washington, D. C.
Chairman, JFK Center for the Performing Arts
- ✓ Mr. Justice Stewart
Associate Justice of the Supreme Court
- ✓ Mr. Michael Straight, Bethesda, Maryland
Deputy Chairman, National Endowment for the Arts
- ✓ Mr. John S. Thacher, Washington, D. C.
- ✓ The Honorable William Royall Tyler and Mrs. Tyler, Washington, D. C.
- ✓ The Honorable Jack J. Valenti and Mrs. Valenti
President, Motion Picture Association of America, Inc.
- ✓ Dr. Charles H. Watts, Jr., Washington, D. C.
- ✓ Mr. and Mrs. Max Wilcox, New York, New York
Recording producer
- ✓ The Honorable Stanley Woodward and Mrs. Woodward, Washington, D. C.
- ✓ Mr. Walter Zachariasiewicz, Chevy Chase, Maryland
President, American Council of Polish Cultural Clubs

- ✓ Mr. Pierre-Frantz Chapou
- ✓ Mr. Jack Ford
- ✓ Miss Susan Ford
- ✓ Miss Dale Appleman, guest of Mr. George Gelles
- ✓ Miss Kay M. Halle

APPENDIX "E"

Attendance confirmed by
Jan Ingersoll, Social Office.
All present.

LUNCHEON IN HONOR OF ARTHUR RUBINSTEIN

The Second Floor Residence, The White House
April 1, 1976

The President

The First Lady

Arthur Rubinstein, pianist

Mrs. Arthur Rubinstein

Alina Rubinstein, daughter

Eva Rubinstein, daughter

John Rubinstein, son

Mrs. John Rubinstein, daughter in law

Mrs. Robert L. Bacon, Washington, D.C., friend of Mr. Rubinstein

William M. Cook, Washington, D.C., friend of Mr. Rubinstein

Henry A. Kissinger, Secretary of State

APPENDIX "F"

Attendance confirmed by
Eleanor Connors. All present.

MEETING WITH THE AGRICULTURAL POLICY COMMITTEE

The Cabinet Room
April 1, 1976

The President

Henry A. Kissinger, Secretary of State

William E. Simon, Secretary of the Treasury

Earl L. Butz, Secretary of Agriculture

Elliot L. Richardson, Secretary of Commerce

Frederick B. Dent, Special Representative for Trade Negotiations

James T. Lynn, Director of the Office of Management and Budget (OMB)
and Assistant for Management and Budget

James M. Cannon III, Executive Director of the Domestic Council and
Assistant for Domestic Affairs

L. William Seidman, Executive Director of the Economic Policy Board
and Assistant for Economic Affairs

Lt. Gen. Brent Scowcroft, Assistant for National Security Affairs

Virginia H. Knauer, Special Assistant for Consumer Affairs

J. Michael Dunn, Acting Executive Director of the Council on Inter-
national Economic Policy

Paul W. MacAvoy, Member of the Council of Economic Advisers (CEA)
(for Alan Greensapn)

Donald A. Paarlberg, Director of Agricultural Economics, Department
of Agriculture

John Knebel, Under Secretary of Agriculture

Staff

James H. Cavanaugh, Deputy Assistant for Domestic Affairs

James E. Connor, Cabinet Secretary and Staff Secretary

APPENDIX "G"

Attendance confirmed by
Terri Ochal. All present.

MEETING WITH THE ECONOMIC POLICY BOARD

The Cabinet Room
April 1, 1976

The President

Elliott L. Richardson, Secretary of Commerce

William E. Simon, Secretary of the Treasury

Arthur F. Burns, Chairman of the Board of Governors of the Federal Reserve System

Burton G. Malkiel, Member of the Council of Economic Advisers

L. William Seidman, Executive Director of the Economic Policy Board
and Assistant for Economic Affairs

James M. Cannon III, Executive Director of the Domestic Council
and Assistant for Domestic Affairs

James T. Lynn, Director of the Office of Management and Budget (OMB)
and Assistant for Management and Budget

Rogers C. B. Morton, Counsellor

John O. Marsh, Jr., Counsellor

John G. Carlson, Deputy Press Secretary

Roger B. Porter, Executive Secretary of the Economic Policy Board

RECEPTION FOR MEMBERS OF THE ADVERTISING COUNCIL, INC.

The East Room
April 1, 1976

MEMBERS OF THE CONFERENCE

- ✓✓ ALBERT J. ABRAMS, *National Council on the Aging*
- ✓ ROGER S. AHLBRANDT, *Allegheny Ludlum Industries, Inc.*
- ✓✓ GEORGE H. ALLEN, *Fawcett Publications, Inc.*
- ✓✓ JOSEPH H. ALLEN, *United Technologies Corporation*
- DOUGLASS L. ALLIGOOD, *RCA Corporation*
- PETER W. ALLPORT, *Association of National Advertisers*
- ✓✓ HOWARD G. AXELBERG, *Liller Neal Battle & Lindsey*
- ✓✓ JOHN B. BABCOCK, *James B. Kobak, Inc.*
- ✓✓ JOSEPH BAIRD, *Occidental Petroleum Corp.*
- ✓✓ ROSS BARRETT, *Metromedia, Inc.*
- WILLIAM A. BARTEL, *Celanese Corporation*
- ✓✓ LARRY ALAN BEAR, *National Action Committee for Drug Education*
- ✓✓ HOWARD H. BELL, *American Advertising Federation*
- ✓✓ CECIL M. BENADOM, *Beneficial Corporation*
- FRANK A. BENNACK, JR., *Hearst Newspapers*
- ✓✓ JAMES H. BINNS, *Armstrong Cork Company*
- ✓✓ WALLACE W. BOOTH, *United Brands Company*
- ✓✓ SANFORD BUCHSBAUM, *Revlon*
- ✓ CLAY BUCKHOUT
- ✓✓ HERBERT BURGER, *Fuller & Smith & Ross, Inc.*
- ✓✓ DAVID W. BURKE, *General Electric Company*
- ✓✓ CHARLES B. BURKHART, *Burkhart Advertising, Inc.*
- ✓✓ ROBERT A. BURNETT, *Meredith Corporation*
- ✓✓ JULIUS CAHN, *Family Health Magazine*
- ✓✓ R. CRAIG CAMPBELL, *Welch Foods, Inc.*
- ✓✓ ROBERT D. CAMPBELL, *Newsweek Magazine*
- PATRICIA CARBINE, *MS Magazine*
- ✓✓ NORMAN E. CASH, *Television Bureau of Advertising*
- ✓✓ FRANK R. CAWL, JR., *Outdoor Advertising Association of America*
- JAMES F. CHAMBERS, JR., *Dallas Times Herald*
- ✓✓ RICHARD C. CHRISTIAN, *Marsteller, Inc.*
- ✓✓ WILLIAM M. CLAGGETT, *Ralston Purina Company*
- W. W. CLEMENTS, *Dr. Pepper Company*

- ✓ WILLIAM J. COLIHAN, JR., *Criterion Advertising Co.*
- ✓✓ JAMES M. CONNOLLY, *John Donnelly & Sons, Inc.*
- ✓✓ CHARLES K. COX, *INA Corporation*
- ✓ RANCE CRAIN, *Crain Communication, Inc.*
- ✓✓ RICHARD S. CREEDON, *Nabisco, Inc.*
- ✓✓ JOHN H. CRICHTON, *American Association of Advertising Agencies*
- ✓✓ BARTON A. CUMMINGS, *Compton Advertising, Inc.*
- ✓✓ E. F. CURTIS, *Deere & Co.*
- ✓ WILLIAM K. EASTHAM, *S.C. Johnson & Son, Inc.*
- CHRISTOPHER F. EDLEY, *United Negro College Fund*
- D. L. ELGOOD, *Gordon's Dry Gin Company, Ltd.*
- ✓ DAVID C. ESTY, *Douglas Leigh, Inc.* ✓ Mary V. Esty, daughter
- W. LEONARD EVANS, JR., *Tuesday Magazine*
- ✓✓ ARTHUR C. FATT, *Grey Advertising, Inc.*
- ROBERT A. FEARON, *Doremus & Company*
- ✓✓ JAMES P. FLETON, *AVCO Financial Services*
- ✓✓ SAMUEL FERBER, *Esquire*
- JAMES S. FISH, *General Mills, Inc.*
- ✓✓ CHESTER L. FISHER, JR., *Metropolitan Life Insurance Co.*
- ✓✓ JOHN P. FISHWICK, *Norfolk & Western Railway Company*
- ✓✓ ELDON E. FOX, *AMF, Inc.*
- ✓ LEWIS W. FOY, *Bethlehem Steel Corp.*
- ✓✓ CURTISS E. FRANK, *Council for Financial Aid to Education*
- ✓ DEAN H. FRITCHEN, *The Advertising Council, Inc.*
- THOMAS A. GALLAGHER, *Doyle Dane Bernbach, Inc.*
- ✓✓ CHARLES C. GATES JR., *The Gates Rubber Company*
- ✓✓ RAMON G. GAULKE, *Marsteller, Inc.*
- ✓✓ ALBERT S. GEORGE, *J.M. Bundscho, Inc.*
- ✓✓ BLAIR R. GETTIG, *Aluminum Co. of America*
- ✓✓ E. BURKE GIBLIN, *Warner-Lambert Pharmaceutical Co.*
- ✓✓ HARRY GOSS, *Combined Communications Corp.*
- O. MILTON GOSSETT, *Compton Advertising, Inc.*
- ✓✓ BRUCE C. GOTTWALD, *Ethyl Corporation*
- JOSEPH A. GRAZIER
- WILLIAM P. GREGG, *Allstate Insurance Companies*

- ✓ GENERAL ALFRED M. GRUENTHER
- ✓ DAVID E. GUERRANT, *Nestle Company*
- ✓ DON GUSSOW, *Magazines for Industry, Inc.*
- ✓ J. MICHAEL HADLEY, *Times Mirror Magazines, Inc.*
- ✓ RICHARD S. HAGGMAN, *Northwestern Mutual Life Insurance Co.*
- ✓ CHARLES J. HAMILTON, *Pillsbury, Madison & Sutro*
- ✓ JAMES E. HARA, *Skelly Oil Company*
- ✓ PAUL C. HARPER, JR., *Needham, Harper & Steers, Inc.*
- ✓ FRED L. HARTLEY, *Union Oil Company of California*
- ✓ ARTHUR HULL HAYES
- ✓ FRANKLIN H. HECHT, *New York Daily News*
- ✓ FRED W. HECKEL, *United Airlines*
- ✓ ANDREW HEISKELL, *Time, Inc.*
- ✓ IRA C. HERBERT, *Coca-Cola Company*
- ✓ EDGAR T. HIGGINS, *Beneficial Corporation*
- ✓ JOHN W. HILL, *Hill and Knowlton, Inc.*
- ✓ KENNETT W. HINKS
- ✓ RICHARD E. HODGES, *Liller Neal Battle & Lindsey*
- ✓ ADMIRAL JOHN H. HOEFER, *Hoefer, Dieterich & Brown, Inc.*
- ✓ JOHN B. HUNTER, JR., *B.F. Goodrich Company*
- ✓ RICHARD W. JENCKS, *Columbia Broadcasting System, Inc.*
- ✓ RAYMOND C. JOHNSON, *Council for Financial Aid to Education*
- ✓ ARTHUR C. KAMMERMAN, *Council for Financial Aid to Education*
- ✓ JACK KAUFFMAN, *Newspapers Advertising Bureau*
- ✓ ROBERT P. KEIM, *The Advertising Council, Inc.*
- ✓ JOHN P. KELLEY, *Goodyear Tire & Rubber Company*
- ✓ STEPHEN E. KELLY, *Magazine Publishers Association*
- ✓ GORDON C. KINNEY, *The Advertising Council, Inc.*
- ✓ JOHN E. KIRCHER, *Continental Oil Company*
- ✓ ELLIOT KLEIN, *Ithaca College*
- ✓ EUGENE H. KUMMEL, *McCann Erickson, Inc.*
- ✓ L.W. LANE, JR., *Lane Magazine & Book Company*
- ✓ WILLIAM E. LA MOTHE, *Kellogg Company*

CHESTER J. LA ROCHE

R. HEATH LARRY, *United States Steel Corp.*

RUDDICK C. LAWRENCE, *Continental Oil Company*

NORMAN A. LEVY, *Proctor and Gamble Company*

MARSHALL C. LEWIS, *American Can Company*

ROBERT LEYS, *Allstate Insurance Companies*

C. EDWARD LITTLE, *Mutual Broadcasting System, Inc.*

WILLIAM D. LITTLEFORD, *Billboard Publications, Inc.*

JOE E. LONNING, *Kellogg Company*

EDGAR H. LOTSPEICH, *Proctor and Gamble Company*

DONALD A. MACDONALD, *Wall Street Journal*

WILLIARD C. MACKEY, JR., *McCann-Erickson, Inc.*

ROBERT MARBUT, *Harte-Hanks Newspapers*

LEONARD S. MATTHEWS, *Leo Burnett Company, Inc.*

✓ J. EDWIN MATZ, *John Hancock Mutual Life Insurance Co.*

✓✓ WILLIAM F. MAY, *American Can Company*

✓✓ JAMES MC ALLISTER, *Parade Publications, Inc.*

✓✓ GIBSON MC CABE, *Newsweek Magazine*

✓✓ THOMAS B. MC CABE, JR., *Marketing Science Institute*

✓✓ CHARLES I. MC CARTY, *Brown & Williamson Tobacco Corp.*

DONALD H. MC GANNON, *Westinghouse Broadcasting Corp.*

G. BARRY MC MENNAMIN, *Doremus & Company*

✓✓ MALCOLM MC NIVEN, *Pillsbury Company*

✓✓ PETER F. MC SPADDEN, *Dancer Fitzgerald Sample, Inc.*

✓✓ CHARLES S. MECHEM, JR., *Taft Broadcasting Corp.*

✓✓ DONALD B. MILLER, *Rumrill-Hoyt, Inc.*

✓✓ ROBERT MILLIGAN,

✓✓ PAUL S. MIRABITO, *Burroughs Corporation*

✓✓ JAMES M. MONTGOMERY, *Gulf States Paper Corporation*

✓✓ PAUL MORGAN, *Exxon Corporation*

✓✓ HENRY J. NAVE, *Mack Trucks, Inc.*

✓✓ HAROLD L. NEAL, JR., *American Broadcasting Co.*

EDWARD N. NEY, *Young and Rubican International, Inc.*

- ✓✓ CARL W. NICHOLS, JR., *Cunningham & Walsh, Inc.*
EUGENE NOVAK, *Rumrill-Hoyt, Inc.*
- ✓✓ RICHARD O'LEARY, *American Broadcasting Co.*
HARRY O'MEALIA, *O'Mealia Outdoor Advertising Corp.*
- ✓✓ JOHN D. ONG, *B.F. Goodrich Company*
- ✓✓ WILLIAM OVERMYER, *Bozell & Jacobs International, Inc.*
- ✓✓ JOHN H. PAGE, *International Nickel Company*
✓ JOSEPH PALASTAK, *Transit Advertising Association*
LEO PERLIS, *AFL-CIO*
- ✓✓ CHRIS PETERSEN, *The Peterson Company*
- ✓✓ RAYMOND J. PETERSEN, *Hearst Magazines*
- ✓✓ CLIFFORD PETERSON, *Deere & Co.*
- ✓✓ JANE CAHILL PFEIFFER, *International Business Machines Corp.*
- ✓✓ JOHN S. PINGEL, *Ross Roy, Inc.*
- ✓✓ A.C. PODESTA, *The Advertising Council, Inc.*
- ✓✓ ALLEN E. PUCKETT, *Hughes Aircraft Company*
✓ LORRAINE C. REID, *Campbell Soup Company*
- ✓✓ CHARLES E. RODGERS, JR., *Textile Fibers, Inc.* †2
- ✓✓ DR. HOWARD A. RUSK, *Director of Institute of Rehabilitation Medicine*
- ✓✓ EDWIN F. RUSSELL, *Newhouse Newspapers*
- ✓✓ MICHAEL P. RYAN, *Inmont Corporation*
- ✓✓ PHILIP H. SCHAFF, *Leo Burnett Company, Inc.*
ARTHUR W. SCHULTZ, *Foote, Cone & Belding*
- ✓✓ LOUIS E. SCOTT, *Foote, Cone & Belding*
• ELLERY SEDGEWICK, JR., *Medusa Corporation*
• JOSEPH M. SEGAL, *Presidential Airways*
- ✓✓ WILLIAM SHARP, *Cocoa-Cola U.S.A.*
- ✓✓ THOMAS R. SHEPARD, JR., *Institute of Outdoor Advertising*
- ✓✓ WILLIAM H. SHEPARD, *Aluminum Co. of America*
JAMES SHEPLEY, *Time, Inc.*
- ✓✓ CHARLES SHIRK, *Austin Company*
- ✓✓ L.W. SHOLLENBERGER, *The Advertising Council, Inc.*
- ✓✓ OTTO A. SILHA, *Minneapolis Star & Tribune*
- ✓✓ H.P. SMITH, *F.W. Woolworth Company*
JAYNE B. SPAIN, *Gulf Oil Corporation*

PHILIP SPORN, *American Electric Power Co.*

✓✓ CHARLES R. STANDEN, *Tatham-Laird & Kudner, Inc.*

✓✓ JOHN C. STANLEY, III, *Combined Communications Corp.*

✓✓ AUGUSTUS H. STERNE, *Trust Company of Georgia*

WHITNEY STEVENS, *J.P. Stevens & Co., Inc.*

✓✓ FREDERICK D. SULCER, *Needham, Harper & Steers, Inc.*

✓✓ COCHRAN B. SUPPLEE, *Cluett, Peabody & Company, Inc.*

✓✓ JOSEPH L. SWARTHOUT, *Taylor Wine Company*

JOHN E. SWEARINGEN, *Standard Oil Company*

JOHN H. SWEET, *U.S. News & World Report*

✓✓ STANLEY TANNENBAUM, *Kenyon & Eckhardt, Inc.*

✓✓ HOBART TAYLOR, JR., *Dawson, Riddell, Taylor, Davis & Holroyd*

✓✓ HAROLD B. THOMAS

HARRY C. THOMPSON, *Bourne, Thompson & Associates*

✓✓ KENNETH F. THOMPSON, *Sperry New Holland*

✓✓ SAMUEL THURM, *Association of National Advertisers*

✓✓ M.C. TOBIAS, *Reynolds Metals Co.*

GEORGE G. TYRRELL, *Johnson & Johnson*

STUART B. UPSON, *Dancer, Fitzgerald Sample, Inc.*

✓✓ LAWRENCE VALENSTEIN, *Grey Advertising, Inc.*

✓✓ CHARLES R. VAN WINKLE, *Ciba-Geigy Corporation*

✓✓ MAURICE J. WARNOCK, *Armstrong Cork Company*

ARTHUR A. WATSON, *National Broadcasting Co.*

✓✓ STUART D. WATSON, *Heublein, Inc.*

✓✓ WILLIAM J. WEISZ, *Motorola, Inc.*

✓✓ CHARLES WHITTINGHAM, *Time, Inc.*

✓✓ ROBERT G. WILDER, *Lewis & Gilman, Inc.*

✓✓ EDWARD B. WILSON, II, *J. Walter Thompson Co.*

✓✓ WILLIAM S. WOODSIDE, *American Can Company*

- ✓ Thomas B. Adams, Chairman of the Advertising Council, Inc.
- ✓ Mrs. Thomas B. Adams

- ✓ John Aquilino, Washington, D.C.

- ✓ Mrs. Shelley H. Bennett, Asbury Park, New Jersey

- ✓ Hugh C. Chatham II, Chatham Manufacturing Company, Elkin, North Carolina

- ✓ Susan Currall, Staff, The Advertising Council, Washington, D.C.

- ✓ Robert G. Del Gross, Member, The Advertising Council; Toledo, Ohio
- ✓ Mrs. Robert G. Del Grosso

- ✓ Mr. and Mrs. Benjamin S. Greenberg, Brooklyn, New York, Staff, The Advertising Council

- ✓ Collingwood James Harris, Staff, The Advertising Council

- ✓ Mark Evan Harris, Washington, D.C.

- ✓ William Hesse, AAAA, Member, The Advertising Council

- ✓ Mr. and Mrs. Robert L. Hutton, Jr., Staff, The Advertising Council

- ✓ Rogue Jorge, Staff, The Advertising Council

- ✓ William O Lampe, Staff, The Advertising Council
- ✓ Frances Lampe

- ✓ Nancy H. Napier, Staff, The Advertising Council

- ✓ Evangeline Reyes, Woodside, New York

- ✓ Mr. and Mrs. L.W. Shollenberger, Jr., Staff, The Advertising Council

- ✓ Ross Dianne Syford, Staff, The Advertising Council

- ✓ Karen Lynne Zavian, Staff, The Advertising Council

- ✓ Noel Koch, Occidental Petroleum Corporation, Washington, D.C.

- ✓ Emily J. Miller, Advertising Council participant

- ✓ Ray Shaw, Ridgewood, New Jersey

continued . . .

- ✓ John W. Barnum, Deputy Secretary of Transportation
- ✓ Frank Leonard, Department of Housing and Urban Development
- Robert S. Marx, Department of Transportation
- William F. Rhatigan, Department of the Treasury
- ✓ Horace S. Webb, Department of Commerce
- ✓ Ronald E. Weber, Department of Housing and Urban Development
- ✓ Frederick B. Dent, Special Representative for Trade Negotiations

Staff

Senior White House staff and Administration officials were invited to attend. A list of actual attendees was not available for inclusion in the President's diary.

APPENDIX "I"

Attendance confirmed by
William T. Kendall.

✓ indicates present.

MEETING WITH CRISS AWARD RECIPIENTS

The Oval Office
April 1, 1976

- ✓ The President
- ✓ The First Lady
- ✓ Senator Carl T. Curtis (R-Nebraska)
- ✓ Mrs. Carl T. Curtis
- ✓ Marian Anderson, contralto; recipient of the Criss Award
- ✓ Helen Hayes, actress; recipient of the Criss Award
- Bob Hope, comedien; former recipient of the Criss Award
- Mrs. Bob Hope, former recipient of the Criss Award
- ✓ Lt. Gen. James H. Doolittle, USA (Ret.), aviator; former recipient of the Criss Award
- ✓ Mrs. James H. Doolittle
- ✓ V.J. Skutt, President of Mutual of Omaha Insurance Company, Omaha, Nebraska
- ✓ Mrs. V.J. Skutt
- ✓ R. Marlin Perkins, host of "Wild Kingdom" television series sponsored by Mutual of Omaha Insurance Companies
- ✓ Mrs. R. Marlin Perkins
- ✓ James E. Barrett, Executive Vice President of Mutual of Omaha Insurance Companies, Omaha, Nebraska
- ✓ William T. Kendall, Deputy Assistant for Legislative Affairs