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THE WHITE HOUSE

WASHINGTON

January 14, 1975

MEMORANDUM FOR: NANCY HOWE

VIA: RED CAVANEY 

FROM: PETE SORUM 

SUBJECT: THE FIRST LADY AND SUSAN
FORD'S ATTENDANCE AT THE
PRESIDENT'S STATE OF THE UNION
ADDRESS
U.S. Capitol
Wednesday, January 15, 1975

Attached is the schedule that will coincide with the President's schedule for the State of the Union Address. Also attached is a copy of the seating chart for the Executive Gallery, indicating the location of all persons seated there. Those staff members seated to Mrs. Ford's left are on the steps in the aisle, which will require their seating after Mrs. Ford arrives and moving as soon as the Address is completed.

Anticipating some wind around the Capitol, I have located a mirror that could be used if necessary. Since there would really be no privacy, I would suggest that Mrs. Ford have a small mirror in her purse for use in the elevator. Also, she should know that, due to live television coverage, the lights will be very bright and there is some glare at her seat.

If any other arrangements are required, please advise.

THE WHITE HOUSE

WASHINGTON

SCHEDULE

THE FIRST LADY AND SUSAN FORD'S
ATTENDANCE AT THE PRESIDENT'S
STATE OF THE UNION ADDRESS

U.S. Capitol

Wednesday, January 15, 1975

- 12:40 pm The President, Mrs. Ford and Susan board motorcade
EST on South Grounds.
- MOTORCADE DEPARTS South Grounds en route U.S.
Capitol.
- [Driving time: 10 minutes]
- 12:50 pm MOTORCADE ARRIVES South Door of the Capitol
Advanceman: (House Wing). Mr. Ken R. Harding (House Sergeant-at-
Pete Sorum Arms) and Mr. George White, (Architect of the Capitol)
 will greet and escort you inside the South Door. Six
 official Congressional photographers will be on hand.
- 12:53 pm Mrs. Ford and Susan are escorted to their seats in
 the Executive Gallery by Mr. Gil Udell, (Chief, Document
 Room).
- 12:56 pm Mrs. Ford and Susan arrive Executive Gallery and are
 seated.
- 1:00 pm The President is announced by Jim Molloy,
 House Doorkeeper.
- 1:02 pm The Speaker calls the Joint Session to order
 and formally presents the President.
- 1:03 pm Presidential State of the Union Address.

LIVE NATIONWIDE TELEVISION

1:30 pm Address concludes.

1:31 pm Mrs. Ford and Susan depart Gallery en route motorcade.

1:34 pm Mrs. Ford and Susan join the President in the hallway
and proceed outside South Entrance to board motorcade.

1:35 pm MOTORCADE DEPARTS The Capitol en route South
Grounds.

[Driving time: 10 minutes]

1:45 pm MOTORCADE ARRIVES South Grounds.

EXECUTIVE GALLERY

1/14/73

1:30 pm

Fixed Seats

Aisle Seats

4th Row	WH	Supreme Court Wives				X	Kendall	Loen	X
3rd Row	Supreme Court Wives	Mrs. Brinegar	Mrs. Lynn	Mrs. Weinberger	Train	Zarb	Mrs. Burns		
2nd Row	----	Mrs. Dent	Mrs. Butz	Mrs. Morton	Mrs. Saxbe	Mrs. Schlesinger	Mrs. Simon	Mrs. Kissinger	
1st Row	Mrs. Ash	Mrs. Rumsfeld	Mrs. Marsh	Mrs. Hartmann	Mrs. Buchen	Susan Ford	Mrs. Ford	Mrs. Rockefeller	

***** HOUSE FLOOR*****

SUGGESTED REMARKS BY MRS. FORD AFTER STATE OF THE UNION MESSAGE

WELL, I THINK MY HUSBAND SUMMED IT UP WHEN HE SAID THE
TIME HAS COME TO MOVE IN A NEW DIRECTION. I KNOW HE
UNDERSTANDS OUR ECONOMIC AND ENERGY PROBLEMS, AND I HAVE
GREAT FAITH IN THE PROGRAM HE OUTLINED TODAY. HE SAID
IT WOULD BE AWHILE BEFORE WE SEE IMPROVEMENT, BUT IF WE
ALL WORK TOGETHER--UNDER HIS LEADERSHIP--I KNOW WE'LL
START TO SEE THAT IMPROVEMENT IN THE COMING YEAR.!

Mrs. Ford Hopes Speech Was Well Received

Washington (UPI) -- President Ford's wife Betty Wednesday said she hoped her husband's State of the Union address was well received even though it was not "a very happy message." His daughter said she thought he "stunned" Congress with his bluntness. Referring to the country's economic and energy woes, Mrs. Ford told a reporter: "I don't think it was the kind of speech where people get up and clap because it was not a very happy occasion." She added that the President's proposals were "positive" and "workable if the Congress and the Executive Branch can get together." "Daddy put it so bluntly and so frankly that I think they (members of Congress) were a little stunned," said Susan, 17. Both attended a reception at Holton Arms School in suburban Montgomery County, Md., where Susan is a student. The occasion was a women's seminar held in connection with the 1975 International Women's Year. Mrs. Ford, an avid backer of the Equal Rights Amendment, gave students at the all-girl private school a pep talk about how women must fight for their individual rights. "You have the potential now don't let those men hold you back," she told the group which responded with laughter and applause.



Photos by Wally McNamee—Newsweek

a 'national recovery program' for America and Gerald Ford

Neither was the public greatly cheered by Ford's performance or his program; a telephone poll of 542 households, conducted for NEWSWEEK by The Gallup Organization, returned a decidedly mixed and wary first judgment (box). Fewer than half felt more confidence in the nation's economic future, and a 50-to-40 majority gave Ford's package negative marks. His new energy taxes were particularly unpopular: a robust 55-to-32 majority preferred even so draconian an alternative as gasoline rationing to Ford's scheme. Nor did his tax-rebate plan promise to set off the sort of national buying spree its designers hoped for. Only one person in four polled thought he would use his refund money to buy things, as against banking it or using it merely to catch up on back debts and bills.

'WE'RE OFF THE GROUND'

Yet Ford and his men seemed undismayed by the first skeptical reception. Not even the President professed to be sure that his grand design would work; the economic terrain was too unfamiliar, and his own experience at economic activism too limited. But a sense of something like euphoria ran through the White House at his simply having got out of the blocks at last. He and his people planned a massive PR offensive to sustain the momentum—a blitzkrieg of briefings, mailings, meetings, teach-ins by Cabinet members, even a return to the road by Ford in person to sell his program and, not incidentally, himself. What energized them all was the feeling that this time, finally, there was something to sell. "We're off the ground," exulted one staffer, and another agreed: "The Ford Presidency has begun."

The highlights of the program:

■ **RECESSION** succeeded inflation as Ford's economic enemy No. 1, and the centerpiece of his program was his pump-priming rebate on 1974 income taxes—a two-step refund of 12 per cent, with a \$1,000 ceiling. "What we need

most urgently today," he said, "is more spending money in your pockets rather than in the Treasury in Washington." In the hope of stimulating more jobs, he added on a proposed boost from 7 to 12 per cent in the amount businesses and farmers can deduct for investment in new plant and equipment. And he appended an array of further tax-relief measures designed to offset the \$30 billion his energy levies will drain out of the economy. These included \$16.5 billion in individual income-tax cuts for 1975 and later years; a 13 per cent, \$6 billion cut in corporate taxes and \$2 billion in straight negative-income-tax payments of \$80 per adult to the very poor.

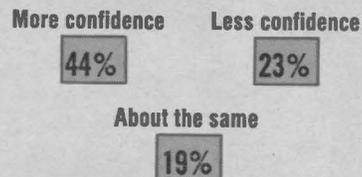
■ **THE ENERGY CRUNCH** moved Ford to urge implementation within 90 days of "the strongest and most far-reaching energy-conservation program we have ever had"—a deliberate effort to drive up the price of oil and natural gas by increasing taxes and decontrolling prices. The President planned to force the issues by phasing in a \$3-per-barrel tariff on imported crude oil by April 1, then scale it back to \$2 when and if Congress enacts parallel taxes on domestic crude and gas. The objective was to cut demand enough to reduce oil imports by 1 million barrels a day this year and 2 million barrels a day by the end of 1977. But the immediate consequences, as Ford and his advisers conceded, will be painful: an average rise of perhaps 10 cents a gallon for gasoline and home-heating fuels, a 15 per cent jump in electric bills—and a fresh across-the-board surge in the everyday costs of living and doing business in America.

■ **INFLATION** dropped to No. 3 on Ford's enemies list—a sharp and difficult change for a man who only three months ago had proposed budget-cutting and a 5 per cent income-tax surcharge as the best medicine for what ailed the economy. His arithmeticians conceded that the government will run in the red by an aggregate \$80 billion this fiscal year and next, and that the total could run close

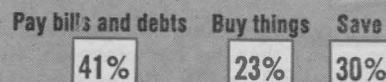
WILL IT PLAY?

Polling 542 people for NEWSWEEK, The Gallup Organization got these reactions to Ford's economic plan:

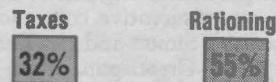
■ Now that President Ford has unveiled his new economic program, do you have more confidence or less confidence in the future of the economy?



■ If you receive a rebate on your 1974 Federal income taxes, are you more likely to use it to pay bills and debts, buy things you need, or save it?



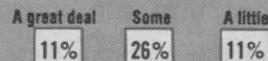
■ President Ford says America must reduce its use of gasoline. In order to accomplish this, which would you prefer—the President's plan to impose taxes that would result in higher gas prices, or a nationwide rationing program?



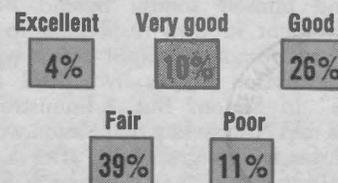
■ If the price of gasoline goes up 10¢ a gallon, do you believe you will cut down your driving?



If yes, will you cut down your driving a great deal, some, or only a little?



■ How would you rate the new economic program just presented by President Ford?



Don't knows omitted



Wally McNamee—Newsweek

Gallery: Betty Ford with Susan and Greenspan at the State of the Union

to \$100 billion if Congress spends more or taxes less than he has proposed. But there was little in the end he could do about it beyond a long, stern State of the Union homily on thrift ("We have been self-indulgent . . . and now the bill has come due") and a series of auto-destruct frugalities—among them a 5 per cent ceiling on 1975 cost-of-living increases for social security and government salaries.

The pyramiding public debt was a source of particular anguish to Ford and to his more conservative counselors—men like Treasury's Simon and chief economic adviser Alan Greenspan. Both fought vigorously in the long in-house debates against cutting taxes without parallel reductions in Federal spending. They ultimately lost to the brute necessities of fighting recession. Greenspan swallowed his misgivings and went along. But Simon, a taut millionaire bond lawyer, nursed his discontents, leaked them into friendly Washington columns—and, on the very eve of State of the Union week, threatened openly to "inform, alert and warn Congress and the American public" about Ford's deficits.

BACK FROM THE BRINK

Ford, his patience worn thin, got Simon on the phone and told him point-blank that he would be expected to defend the Administration's policy; the implicit "or else" was that he would otherwise be welcome to leave. Simon did edge back from the brink last week, proclaiming himself solidly behind Ford; the President in turn responded to the quickening rumors of a split with a weekend declaration of his own "full confidence" in Simon. But Administration sources told NEWSWEEK that Simon would indeed be let go gracefully after a decent interval, and that the search for a successor was already under way.

The program quite plainly meant too much to Ford for him to brook internal

insurrection; he and his people treated it as the make-or-break passage of his young Presidency, and he prepared for it accordingly. They set particularly high store on his fireside pep-talk to the nation, partly because it was a chance to steal the play from the Democratic economic program announced earlier that day, mainly because it was an opportunity for Ford to exploit his pre-eminent public virtue—his no-guff, no-nonsense, straight-talking manner.

The preparations were meticulous—some thought to a fault. Ford usually does TV talks in the Oval Office, from a written text. But this time his video con-

NATIONAL AFFAIRS

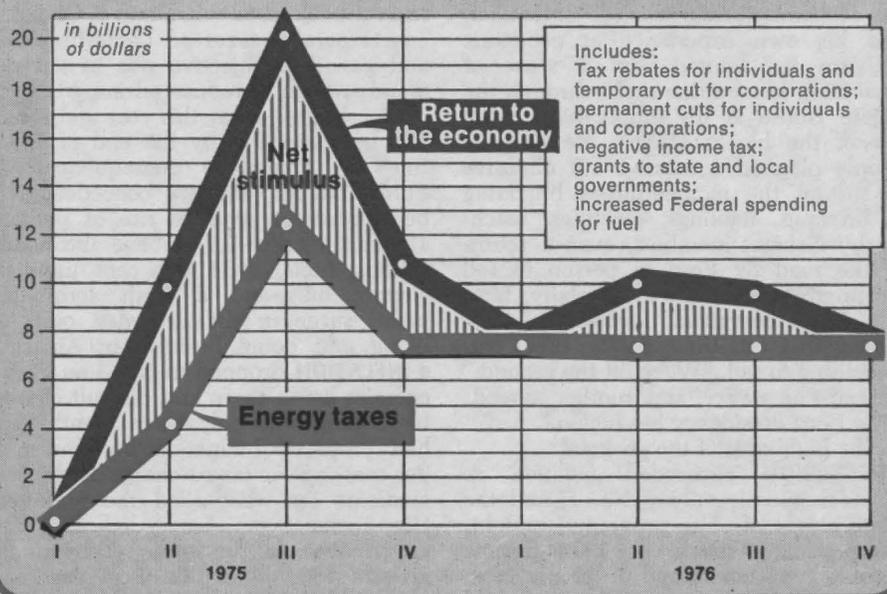
sultant, former CBS producer Bob Mead, posed him in the bookish warmth of the White House library and drilled him daily on reading from a TelePrompter, so that he could look America squarely in the eye. Ford rehearsed, watched the instant replay and rehearsed again—a half-dozen times in all. Mead bounced one speech draft that didn't sound "conversational," laundered out words like "guarantee" (Ford incorrigibly mispronounces it "gahrentee") and even wrote the President's cues onto the prompter—"Stand up . . . Start sit . . . Change camera." No detail was too fussy for Mead's attention; he suggested that Ford loosen up before the telecast with a swim and a shot of bourbon and that he eat at least two hours before air time—lest he belch on camera.

'WE ARE IN TROUBLE'

The stage-managing gave the show an unspontaneous look, compounded by Ford with some wooden hand gestures of his own devising. But in the TV talk, and in his State of the Union speech to Congress two days later, he got his fundamental message across: that he is aware of the dangers in the economy, that he has a program for dealing with them—and that somebody after all is in charge. "We are in trouble," he said on TV. "But we are not on the brink of another Great Depression . . . We must rekindle faith in ourselves." He was similarly solemn reporting the State of the Union to an assembly of men and women accustomed to hearing Presidents celebrate the nation and themselves. He said right off that he was the bearer of bad news, and that he expected little applause. Congress obliged him; he got standing

GIVE-AND-TAKE

The President wants to take billions out of the economy with new energy taxes but to pump back more money through tax cuts and other devices. The net effect would be to stimulate the economy, particularly this year.



Wash Post 11/6/75 p A9



By Frank Johnston—The Washington Post

Applauding President are, from left, daughter Susan, Mrs. Ford, economic adviser Alan Greenspan, Rockefeller aide John Gannon, and Mrs. Rockefeller.

CERAD R. FORD

PERSONALITIES

She Liked Mr. Ford's Talk

First Lady Betty Ford said yesterday she thought the President's State of the Union speech was "honest" and "well-received" by Congress.

In response to reporters' questions Mrs. Ford said, "I think it was very well-received. It wasn't the type of speech people are going to get up and clap their hands with joy over.

"It's not a good situation and he certainly expressed it that way. But he also presented a program that was positive."

Mrs. Ford spoke at a tea at Holton Arms School for Girls, which her daughter, Susan, attends. The reception wound up a day of seminars on the potential of women in recognition of 1975 as International Women's Year.

Convicted

The founder of the once popular Chad Mitchell Trio, a '60s folk music group, was convicted in Federal Court Tuesday of smuggling 400 pounds of marijuana from Mexico to San Antonio, Tex.

Chad Mitchell, 38, of New York City, was arrested at a San Antonio motel Oct. 21, 1973, and faces a maximum sentence of 30 years in prison and a \$30,000 fine. U.S. District Judge Adrian Spears delayed sentencing until Feb. 12.

Authored

Wille Hamilton, a Labor member of Britain's Parliament and the royal family's severest critic, has struck again.

Hamilton has written a book called "My Queen and I," scheduled for publication



Associated Press

Prince Charles of Britain wades in icy water during his test on the commando course at Lympstone, England. He passed the course with high marks.

later this month. The title mimics a phrase often used by Queen Elizabeth at the beginning of public statements, "My husband and I..."

Hamilton, whose criticisms are never dignified with comment from Buckingham Palace, estimates the queen's personal fortune at \$240 million. His pet peeve is the fact that the queen pays no income tax.

Hamilton, who admits that his attacks are almost treasonous, is considered sincere. In the past, word has leaked from Buckingham Palace that his estimate of the queen's holdings are wildly inflated.

From staff reports and news dispatches

NY Times 11/17/75 p. 24



The New York Times/Mike Lien

Applauding the President's State of the Union speech yesterday were, from the left, Mr. Ford's daughter, Susan; his wife, Betty; Alan Greenspan, economic adviser; Max Friedersdorf, liaison aide, and Happy Rockefeller.

NY Daily News 11/17/75 p. 116



Associated Press Wirephoto

Alan Greenspan, chairman of President's Council of Economic Advisors, makes points with the first lady and daughter, Susan.

- Television
- People
- Amusements
- The Arts

Betty and Susan Ford enjoy a laugh with Bay Anderson during seminar at Holton Arms School yesterday.



—Star-News photographer Ray Lustig

The Family Applauds State of the Speech

United Press International

Betty Ford hopes her husband's State of the Union address yesterday was well received even though it was not "a very happy message." His daughter thinks he "stunned" Congress with his bluntness.

Referring to the country's economic and energy woes, Mrs. Ford told a reporter: "I don't think it was the kind of speech where people get up and clap because it was not a very happy occasion." She added that the President's proposals were "positive" and "workable if the congress and the executive branch can get together."

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frankly that I think they (members of Congress) were a little stunned," said Susan, 17.

Both later attended a reception at Holton Arms School in Bethesda, where Susan is a student.

The occasion was a women's seminar held in connection with the 1975 International Women's Year. Mrs. Ford, an avid backer of the Equal Rights Amendment, gave students at the all-girl private school a pep talk about how women must fight for their individual rights.

"You have the potential, now don't let those men hold you back," she told the group, which responded with laughter and applause.

UP-073

(GALLERY)

WASHINGTON (UPI) -- BETTY FORD AND HER DAUGHTER SUSAN WERE AMONG THE SPECIAL GUESTS IN THE FAMILY GALLERY TODAY WHEN PRESIDENT FORD DELIVERED HIS STATE OF THE UNION ADDRESS BEFORE A JOINT SESSION OF CONGRESS.

ALSO INVITED TO SIT WITH THE FIRST LADY WERE HAPPY ROCKEFELLER, WIFE OF THE VICE PRESIDENT, MOST OF THE CABINET WIVES AND SOME OF THE PRESIDENT'S TOP AIDES AND THEIR WIVES.

WIVES OF SUPREME COURT MEMBERS AND A FEW OLD FRIENDS OF THE FORDS, INCLUDING MRS. MELVIN LAIRD, WIFE OF THE FORMER SECRETARY OF DEFENSE, AND MRS. CLARK MACGREGOR, WIFE OF THE FORMER HEAD OF THE COMMITTEE TO RE-ELECT THE PRESIDENT, ALSO WERE INVITED TO SIT IN THE GALLERY WITH THE FIRST LADY.

UPI 01-15 01:33 PES

UP-074

ADD 1

N081

R

FORD-SECURITY

WASHINGTON (AP) -- HOURS BEFORE PRESIDENT FORD ARRIVED AT THE CAPITOL TO DELIVER HIS STATE OF THE UNION MESSAGE TODAY, SECRET SERVICE AGENTS CONDUCTED SECURITY SEARCHES.

AND FOR THE FIRST TIME, THEY LOCKED NEWSMEN OUT OF THEIR OFFICES IN THE HOUSE PRESS GALLERY. IN THE PAST, SECURITY SWEEPS WERE CONDUCTED IN OTHER THAN DURING NORMAL WORKING HOURS FOR NEWSMEN, AND USUALLY WERE CONFINED TO THE PRESS SEATING AREA IN THE HOUSE CHAMBER.

THIS TIME, THE OFFICE SPACES IN A WORKROOM BEHIND THE SEATING AREA WERE CLEARED AND LOCKED FOR MORE THAN A HALF- HOUR.

A SECRET SERVICE SPOKESMAN SAID THE AGENTS WERE "TECHNICALLY SWEEPING THE AREA FOR EXPLOSIVES."

01-15-75 13:37EST

N082

R

WASHINGTON ADD STATE OF THE UNION LEAD (N70)

THE BULK OF FORD'S SPECIFIC PROPOSALS HAD BEEN DISCLOSED IN HIS MONDAY NIGHT ADDRESS AND BY WHITE HOUSE OFFICIALS AT A TUESDAY NEWS BRIEFING.

BUT