

The original documents are located in Box 5, folder “3/31/75 - Easter Egg Roll” of the Sheila Weidenfeld Files at the Gerald R. Ford Presidential Library.

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A History of the Easter Egg Roll



The Easter Egg Roll is a tradition for young people which may go back to Dolley Madison's time. We know that children gathered on the grounds of the Capitol to roll eggs in the mid-19th Century. By the 1870's, most likely during the Rutherford B. Hayes administration, the Easter Egg Roll had moved to the White House grounds, where it has been held with few interruptions each year since.

By the end of the 19th Century, games known as "egg picking," "toss and catch" and "egg croquet" were firmly established. "Egg rolling" was the favorite, however. Observers reported eggs by the hundreds rolling down the hills of the grounds, with children often right behind. (The first one to the bottom won.)

Over the years, thousands of people -- including children and grandchildren of Presidents -- have participated in this Easter celebration. Today, you will be entertained by bands and clowns, and in the best White House tradition, there will be an egg rolling contest. Good luck! The President and I hope you will have a most enjoyable day.



Sincerely,
Betty Ford

Monday, March 31, 1975



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Betty Ford

Monday, March 31, 1975



THE WHITE HOUSE

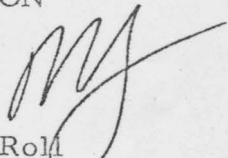
WASHINGTON

February 18, 1975

MEMORANDUM FOR:

GENERAL LAWSON

FROM:

MIKE FARRELL 

SUBJECT:

1975 Easter Egg Roll
Monday, March 31, 1975
10:00 a.m. to 2:00 p.m.

I would very much appreciate your arranging a schedule for the Armed Services' Bands and the Marine Drum and Bugle Corps to perform throughout the above time.

In the past, the schedule has worked well with three bands and the Marine Drum and Bugle Corps performing for approximately 45 minutes with 15 minutes allowed for set up in between. The bandstand will be set up on the South Grounds and the Marine Drum and Bugle Corps should plan to perform on the north part of the South Lawn.

Please make sure that the bands are aware that their audience will be children, 8 years old and younger - dance bands should not be assigned.

Thank you.

cc: Chief Drescher
Nancy Howe
Richard Keiser
Nancy Lammerding

Warren Rustand
Rex Scouten
Shelia Weidenfeld



WASHINGTON

EVENT: 1975 Easter Egg Roll

Date/Time: March 31, 1975 (10:00 - 2:00)

No. of Guests:

Uniform:

Parking:

In-Place Time for Aides:

In-Place Time for OIC:

Duty Aide: Major R. E. Barrett, USA

First Family Participation:

The following Social Aides will attend:

10:00 - 10:45

U. S. Army Band

10:45 - 11:30

U. S. Marine Band

11:30 - 12:00

U. S. Marine Drum and Bugle Corps

12:00 - 12:30

Break

12:30 - 1:15

U. S. Air Force Band

1:15 - 2:00

U. S. Navy Band

A First Aid Tent will be set up inside the Southeast.

An ambulance will be on stand by at the Naval Dispensary, 23d Street.

MacColl

STEPHEN TODD

Lieutenant Commander, U. S. Navy
Naval Aide to the President

MGen Lawson
LtCol Sardo
LCDR Todd
LtCol Blake
Major Barrett

Mrs. Ruwe
Mrs. Weidenfeld
Secret Service
Visitor's Office
Band

Usher's Office
White House Garage
White House Staff Mess
Mr. O'Donnell
White House Police (7)

always Monday after Easter
usually have entertainment that
wanders around
show up at SW gate -

Egg role - 5 & 10 kids rolling
eggs down hill

Started late 1800's on Capital Hill

Easter egg games -

THE WHITE HOUSE
WASHINGTON

March 18, 1975

MEMORANDUM FOR:

SHEILA WEIDENFELD

FROM:

MIKE FARRELL

SUBJECT:

Easter Egg Roll



The 1975 Easter Egg Roll will be held on Monday, March 31, 1975 between 10:00 a.m. and 2:00 p.m. All children eight years and under accompanied by adults are welcome. There will be performances by bands and marching units of the Services throughout the day, as well as clowns, an egg rolling contest and other entertainment. Admittance will be at the Southeast Gate which is at the intersection of Alexander Hamilton Place and East Executive Avenue.

The White House will also be open to visitors between 10:00 a.m. and 2:00 p.m. with the tours beginning at the East Gate on East Executive Avenue.

Thank you.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

March 21, 1975

MEMORANDUM FOR:

CHIEF EARL DRESCHER
REX SCOUTEN
BILL GULLEY
SHEILA WEIDENFELD ✓
NANCY RUWE
WARREN RUSTAND, f.y.i.
RICHARD KEISER, f.y.i.
RON NESSEN, f.y.i.

FROM:

MIKE FARRELL 

SUBJECT:

1975 Easter Egg Roll
South Lawn of the White House
Monday, March 31, 1975 - 10 a.m. - 2 p.m.

The basic format for the 1975 Easter Egg Roll is outlined below.
Additional information will be provided as it becomes available.

1. The Southeast Gate will be used for admission and will be open from 10 a.m. to 2 p.m. During those hours, children 8 and under accompanied by an adult should be admitted.

SPECIAL NOTE: Families which generally have children under 8, but also have several older children, should also be admitted.

2. The White House will be open to visitors from 10 a.m. to 2 p.m. Admittance will be through the East Gate. In the event inclement weather requires the Easter Egg Roll to be cancelled, the White House will remain open to visitors.

3. Accredited White House press, White House and EOB pass holders and their guests and performers will be admitted through the Southwest Gate.

Lists of performers and additional instructions will be issued next week.

4. Boy Scouts and Girl Scouts in the Washington area have been invited to assist with the Lost and Found Tent and should be directed to report to the Lost and Found Tent upon arrival. They will enter via the Southwest Gate.

For immediate release
Monday, March 24, 1975

THE WHITE HOUSE
Office of the Press Secretary to Mrs. Ford

The annual White House Easter Egg Roll will be held on Monday, March 31 from 10 a.m. - 2 p.m. on the South Lawn of the White House.

Children who are eight years old and under are invited. They should be accompanied by an adult and may enter the White House grounds through the Southeast Gate (at the intersection of Alexander Hamilton Place and East Executive Avenue, across from the Treasury Building).

At Mrs. Ford's request, the White House, normally closed to visitors on Monday, will be open for tours. Those who wish to tour the State Rooms should enter through the East Gate on East Executive Avenue. Tours will be given from 10 a.m. - 2 p.m.

Bands and marching units of the Armed Services will perform throughout the day. In addition, there will be clowns, an egg rolling contest and other entertainment.

No reservations are required.

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THE WHITE HOUSE

WASHINGTON

March 26, 1975

MEMORANDUM FOR: ALL WHITE HOUSE / OEOB STAFF

SUBJECT: Easter Egg Roll
Monday, March 31, 1975
10:00 a.m. - 2:00 p.m.

The 1975 Easter Egg Roll will be held on the South Lawn Monday, March 31, 1975 from 10:00 a.m. to 2:00 p.m. for children eight years and under accompanied by an adult. White House and EOB pass holders are welcome to bring their children to the Southwest Gate for admittance.

Entertainment will be provided by the bands and marching units of the Armed Services and there will be an egg rolling contest (the White House furnishes the eggs). There will also be clowns, the Easter Bunny, and special performances near the South Fountain by magicians and a juggler. In addition, a puppet and marionette variety show will be presented and the art of decorating Easter eggs will be demonstrated.

The President and Mrs. Ford hope your children will enjoy this traditional event.



Mike Farrell

Director

Office of White House Visitors

THE WHITE HOUSE
WASHINGTON

March 27, 1975

MEMORANDUM FOR: SHEILA WEIDENFELD
FROM: MIKE FARRELL
SUBJECT: 1975 Easter Egg Roll
South Lawn
March 31, 1975 - 10 a.m. - 2 p.m.

As a follow-up to the information I provided to you earlier, the following individuals and groups are scheduled to perform ^{during} the Easter Egg Roll at the times and in the area indicated:

10 - 10:45 a.m. - U.S. Army Band

10:45 - 11:30 a.m. - U.S. Marine Band

11:30 - 12 noon - U.S. Marine Drum and Bugle Corps

12:30 - 1:15 p.m. - U.S. Air Force Band

1:15 - 2:00 p.m. - U.S. Navy Band

The above groups - units of the Armed Services will perform near the west knoll, with the exception of the Drum and Bugle Corps, which will perform ^{at the center of the} on the South Lawn.

Bob and Judy Brown Marionettes

On Stage #3, near the South Fountain with 20 minute performances at 10:30 a.m., 12 noon and 1:20 p.m.

Continued ...

Page Two
Sheila Weidenfeld

On Stage #1, alternating performances between 10 a.m. and 2 p.m. by:

Mr. Peter Leach-Lewis - Magician

Mr. Michael J. Baker - Vocalist and Guitarist

and Mr. Edwin D. France - Toto the Clown - Juggler

On Stage #2, near the South Fountain, Mr. Wayne Allen and Sandy - Magician - will perform at 10 a.m., 11:20 a.m. and 1:00 p.m.

North of the South Fountain there will be a Ukranian Easter Egg Display including a demonstration of the art of decorating Easter Eggs.

On the East side of the South Lawn there will be an egg rolling contest from 10 a.m. to 2 p.m. Prizes will be given to the winners.

Volunteer clowns from the Social Security Administration in Baltimore will assist and entertain children on the South Lawn of the White House from 10 a.m. - 2 p.m.

Thank you.

For Immediate Release
Friday, March 28, 1975

UPDATE

THE WHITE HOUSE
Office of the Press Secretary to Mrs. Ford

The annual White House Easter Egg Roll will be held on Monday, March 31st from 10 a.m. to 2 p.m. on the South Lawn of the White House.

Children who are eight years old and under are invited. They should be accompanied by an adult and may enter the White House grounds through the Southeast Gate (at the intersection of Alexander Hamilton Place and East Executive Avenue, across from the Treasury Building).

At Mrs. Ford's request, the White House, normally closed to visitors on Monday, will be open for tours. Those who wish to tour the State Rooms should enter through the East Gate on East Executive Avenue. Tours will be given from 10 a.m. to 2 p.m.

Bands and marching units of the Armed Services will perform throughout the day. In addition, there will be clowns, an egg rolling contest and other entertainment.

No reservations are required.

Additional information and detailed schedule is attached.

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NOTICE TO THE PRESS

Accredited White House press who wish to cover the event will be admitted through the Southwest Gate.

DETAILED SCHEDULE

The following individuals and groups are scheduled to perform during the Easter Egg Roll at the times and in the area indicated:

10 - 10:45 am	<u>U.S. Army Band</u>
10:45 - 11:30 am	<u>U.S. Marine Band</u>
11:30 - 12 noon	<u>U.S. Marine Drum and Bugle Corps</u>
12:30 - 1:15 pm	<u>U.S. Air Force Band</u>
1:15 - 2 pm	<u>U.S. Navy Band</u>

The above groups/units of the Armed Services will perform near the west knoll, with the exception of the Drum and Bugle Corps, which will perform in the center of the South Lawn.

- On Stage #3, near the South Fountain, Bob and Judy Brown Marionettes, with 20 minute performances at 10:30 am, 12 noon, and 1:20 pm.
- On Stage #1, alternating performances between 10 am and 2 pm by:
 - Mr. Peter Leach-Lewis - Magician
 - Mr. Michael J. Baker - Vocalist and Guitarist
 - Mr. Edwin D. France - Toto the Clown - Juggler
- On Stage #2, near the South Fountain, Mr. Wayne Allen and Sandy - Magician, will perform at 10 am, 11:20 am, and 1 pm
- North of the South Fountain there will be a Ukranian Easter Egg Display including a demonstration of the art of decorating Easter Eggs.
- On the East side of the South Lawn there will be an Egg Rolling Contest from 10 am to 2 pm. Prizes will be given to the winners.
- Volunteer clowns from the Social Security Administration in Baltimore will assist and entertain children on the South Lawn of the White House from 10 am to 2 pm.

BOB & JUDY BROWN MARIONETTES

Bob & Judy Brown Marionettes is a variety show, consisting of marionettes, hand puppets, rod puppets, and mouth puppets.

There are kittens who play instruments, a cat who walks a tight rope, singing frogs, dancing caterpillars , and much, much more.

They have performed with the National Symphony at the Kennedy Center, Mr. Roger's Neighborhood TV show, the International Childrens Festival at Wolf Trap, various TV commercials, and did their own TV show on CBS. This will be their third appearance at the White House.

PETER LEACH-LEWIS

Mr. Leach-Lewis is a member of the International Brotherhood of Magicians, Society of American Magicians and the London Institute of Magicians. He is noted for his excellence in magical production throughout the United States and London. He has performed at the Jelly Bean Theatre, and various places in the Metropolitan area. His English charm and delightful personality make him an instant hit with all ages.

MICHAEL J. BAKER

Mr. Baker is a vocalist, plays the guitar and loves children. He has performed at the International Children's Festival, the Alexandria Bicentennial Celebration, the Fairfax County Council of the Arts, and various theatres in the Washington, D.C. area.

EDWIN D. FRANCE

Also known as "ToTo the Clown". Mr. France was formerly associated with Pollack Brothers Circus, has appeared on the United Cerebral Palsy Telethon, Miss Sally's Romper Room, Emit Kelly, Jr. Circus, and many others. He will do a juggling act, consisting of plate spinning and rings at the Easter Egg Roll.

WAYNE ALLEN & SANDY

Wayne recently performed in Paris, France at the Congress De La FISM, the world's largest magician's convention. He was one of only four magicians representing the United States in the international stage competition. He has been performing magic for over eleven years. He has entertained in various theatres, shopping centers, clubs, fairs, hotels, as well as on T.V. He has researched Houdini's life and secrets extensively. Anything might happen and usually does during the shows of Wayne the Wizard. A live bunny might appear over the rim of a tall silk hat, or a girl may float in mid-air. Spectators might well be used to help perform the feats of magic.

UKRAINIAN EASTER EGG DISPLAY

In the Ukraine, the decorating of Easter eggs is an art that has been passed down from one generation to another for more than a thousand years. The eggs are miniature masterpieces with layers of colors applied in exact designs. Several masterpiece collections will be on display, and Mrs. Marie Cooley of St. Andrew's Ukrainian Orthodox Church will demonstrate the unique method, using melted wax, brilliant colors and designs.

THE WHITE HOUSE
WASHINGTON

1975 Easter Egg Roll

March 31, 1975

SE Gate 9302

SW Gate 928

Total 10,230

5,742 went on WH tour
(5,841 took tour last year)



UP-059

(EGG ROLL)

WASHINGTON (UPI) -- ALTHOUGH NONE OF THE FORD FAMILY WILL BE ON HAND, FIRST LADY BETTY FORD ANNOUNCED TODAY THAT THE ANNUAL WHITE HOUSE EASTER EGG-ROLL WILL BE HELD NEXT MONDAY, THE DAY AFTER EASTER.

THE SOUTH LAWN OF THE WHITE HOUSE WILL BE OPEN TO YOUNGSTERS 8 YEARS OLD AND YOUNGER FROM 10 AM EDT TO 2 PM. THEY SHOULD BE ACCOMPANIED BY AN ADULT AND MAY ENTER THE GROUNDS THROUGH THE SOUTHEAST GATE, ACROSS THE STREET FROM THE TREASURY BUILDING.

AT THE SAME TIME, THE WHITE HOUSE WHICH IS NORMALLY CLOSED ON MANDAYS FOR TOURS WILL BE OPENED TO VISITORS DURING THE HOURS OF THE EGG-ROLL.

BANDS AND MARCHING UNITS OF THE ARMED SERVICES WILL TAKE TURNS PERFORMING THROUGHOUT THE DAY. THERE ALSO WILL BE CLOWNS, AND EGG-ROLLING CONTESTS, AND OTHER ENTERTAINMENTS.

UPI 03-24 12:08 PED

R

EGG ROLL

WASHINGTON (AP) -- DESPITE A CHILL WIND AND THE FIRST FAMILY'S ABSENCE, A BIG CROWD GATHERED TODAY AT THE WHITE HOUSE FOR ITS ANNUAL EASTER EGG ROLL.

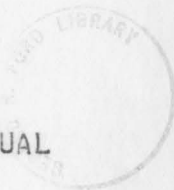
AN EASTER BUNNY STROLLED THROUGH THE CROWD SHAKING HANDS AS YOUNGSTERS QUICKLY GOT DOWN TO THE BUSINESS OF ROLLING PLASTIC EGGS FOR PRIZES IN 39-DEGREE WEATHER.

PRESIDENT FORD AND HIS FAMILY WERE AWAY FOR THE EASTER HOLIDAY, BUT THE EVENT, HELD AT THE WHITE HOUSE SINCE THE DAYS OF PRESIDENT RUTHERFORD B. HAYES IN 1889, WAS STILL POPULAR.

IN RECENT YEARS, THE WHITE HOUSE HAS ADDED ENTERTAINMENT TO THE EVENT. MILITARY BANDS PLAYED, MAGICIANS AND CLOWNS PERFORMED, AND PUPPETEERS MADE THEIR MARIONETTES DANCE.

THE WHITE HOUSE WAS OPEN FOR SPECIAL EASTER MONDAY TOURS.

THE EGG ROLL WAS OPEN TO YOUNGSTERS UP TO EIGHT YEARS OF AGE ACCOMPANIED BY AN ADULT.



Soggy Easter Egg Roll

A chill wind and soggy ground from the long March rains cut down on attendance yesterday at the annual Easter Egg Roll on the South Lawn of the White House. President and Mrs. Ford and daughter Susan were out of town. But the drop in attendance to 10,232 from last year's 18,000 was attributed to weather and the fact that Easter came so early this year. Last year, the Nixons were not at home either but that April

Personalities

ahead and get it over with so I will not have to be away from the capitol during the latter days of the legislative session."

A Carson Suit

Television talk show host Johnny Carson filed suit Friday asking for \$38 million from Paramount Pic-

peted in an event that began as an Easter weekend hoe down for country people.

With Fan Aloft

Elderly ecdysiast Sally Rand celebrated her 71st birthday Sunday at a steakhouse in Galveston, Tex.

Sally Rand has been doing her famous ostrich feather fan dance since 1933 and is doing it still at the steakhouse. She was presented



Fischer: Or Not

By Josep

Bobby Fischer has discovered a loophole in the rules for his match with Anatoly Karpov, a confidant of the world chess champion told the press in Manila yesterday, reviving speculation that Fischer may change his mind and defend his title.

Two weeks ago, Fischer said that the match with



—Washington Star Photographer Joseph Silverman

Easter Bunny Visits White House

The Easter bunny was among those attending the annual White House Easter Egg Roll on the South Lawn today. The White House, normally closed on Mondays is also open today for tourists. Although the entertainment for the

youngsters included marionettes, clowns, a magician and an egg rolling contest, 3-year-old Tyrell Carr of Bethesda is totally occupied trying to keep her egg on the spoon. Markley Anne Bavinger, also 3, stands by to lend support.

N.Y. Daily News 3/25/75

White House Egg Roll

Washington, March 24 (UPI) — Although the Ford family will be out of town, Betty Ford announced today that the annual White House Easter egg roll will be held next Monday. The South Lawn of the White House will be open to

THE WASHINGTON POST
B 2 Tuesday, March 25, 1975

Personalities

Writing About Onassis' Death

Jacqueline Onassis's sister, Lee Radziwill, told People magazine that Mrs. Onassis "is devastated not to have been with Ari at the end. But she left Paris feeling that there was definite hope of recovery."

The magazine also quoted "a Paris observer" as saying that this was "nonsense" and that everyone knew that Onassis was dying.

Tied

Armando Sierra, 29, a tenor, and Brenda Quilling, 22, a mezzo-soprano, tied for first place in the Western Regional Auditions for the Metropolitan Opera on Saturday at the University of

regional winners in the semi-finals April 6 in New York for a contract with the opera company and \$1,650.

Hired

Patrick Oliphant, the prize-winning editorial cartoonist of The Denver Post, will begin work at The Washington Star on Monday. Editor James Bellows said that there are "many people I'd like to get" for the staff, but that Oliphant's appointment is the only one definite so far.

Egged

Eggs will roll at the White House on Monday, when the annual Easter Egg Roll will

panied by a child 8 years old or younger, and it's a bring-your-own-eggs party.

Clowns, bands and contests will provide the entertainment on the lawn, while normal White House tours will continue inside.

Chosen

The same United Press International photograph of a refugee fleeing South Vietnam with a wounded baby is on the covers of Time and Newsweek this week. Time, which also included 1967 and 1972 photographs of Vietnamese refugees, called it "The Last Retreat," while Newsweek's cover line was "The Great Retreat."

"It was clearly a superior

it," said Time assistant managing editor Ed Jamison. He said that knowing that Newsweek was considering it made him think in terms of "the historical perspective" and use three photographs instead of the one new one.

There have been several previous instances of similar covers over the years, he said, "and once we both ran Levine drawings on the cover the same week. Everyone was slightly annoyed with Mr. Levine, but in all fairness to him, he did them at different times."

A UPI photo editor said that the service promises no exclusivity among its cus-

PEOPLE