

**The original documents are located in Box 5, folder “6/18/75 - Republican Congressional Wives” of the Sheila Weidenfeld Files at the Gerald R. Ford Presidential Library.**

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FACT SHEET  
Mrs. Ford's Office

Event "Brown Bag Picnic Lunch"  
Group Republican Congressional Wives Club  
DATE/TIME June 18, 1975 12:00 Noon  
Contact Pat Howard Phone 2927  
Number of guests: Total approx. 180 Women x Men \_\_\_\_\_ Children \_\_\_\_\_  
Place South Lawn  
Principals involved Mrs. Ford  
Participation by Principal yes (Receiving line) no (Mingle Informally)  
Remarks required yes ?  
Background Mrs. Ford extended this invitation to the Republican Congressional Wives Club when she attended a coffee at the Capitol Hill Club.

REQUIREMENTS

Social: Guest list yes  
Invitations no Programs no Menus no  
Refreshments Beverages and Dessert  
Entertainment no  
Decorations/flowers yes (in case of inclement weather)  
Music yes  
Social Aides yes  
Dress Casual Dress Coat check no  
Other --

Press: Reporters TO BE RESOLVED  
Photographers \_\_\_\_\_  
TV Crews \_\_\_\_\_  
White House Photographers yes Color yes Mono. \_\_\_\_\_  
Other --

Technical Support: Microphones yes ? PA Other Rooms no  
Recording ?  
Lights no  
Transportation cars  
Parking South Grounds  
Housing --  
Other -- (Risers, stage, platforms) --

Project Co-ordinator Pat Howard Phone 2927

Site diagrams should be attached if technical support is heavy.

ODE TO LE BROWN BEGATELLE  
or  
LIFE AT THE WHITE HOUSE  
AINT'T NO PICNIC

1st lady's  
picnic

A story comes  
with this basket  
Which I shall tell  
though you didn't  
ask it.

There once was a man  
who had a big job  
And all his time  
it did rob.

His load was large  
-though he wasn't king-  
cuz he was in charge  
of everything.

Just to get a moment  
out of his life  
caused his wife  
all kinds of strife.

A lady agile  
at the dance..  
now and then  
likes romance

She had a scheme  
but she did save it  
for a weekend trip  
up to Camp David.

She bought a new dress  
and planned a picnic  
told no press  
to insure no click-click.

She sneaked her spouse  
out of the house.  
Not even to Nessen  
was there any confessin'.

They settled their basket  
under an oak...  
reached for a sandwich  
and a coke.

Alone at last....  
Too good to be true.  
They even began to  
to bill and coo.

And then they did hear  
that sound they fear.  
A shutter did close  
on their secret repose.

Hanging in that tree,  
snapping shamelessly..  
They gasped to see  
the source of intrusion  
was none other than  
their daughter Susan!

I fear to tell  
the end of this tale.  
It doeth reveal  
worse betrayal.

For she paddled those pics  
without delay  
to the domestic files  
of the CIA.

*Peggy Stanton*



THE WHITE HOUSE

WASHINGTON

SUBJECT: Instructions for Social Aides

EVENT: Brown Bag Picnic Lunch

Date/Time: June 18, 1975 (12:00) No. of Guests: 107

Uniform: Service Dress Parking: North Grounds

In-Place Time for Aides: 11:00a.m. (Library)

In-Place Time for OIC: 10:45 a.m. (Social Office)

Duty Aide: LtCol A. A. Sardo, USMC

First Family Participation: Mrs. Ford

The following Social Aides will attend:

Lt John R. Evans, USN  
Lt John A. Gaughan, USCG  
Capt Thomas L. Groppel, USA  
Capt Mark R. Lewis, USA  
Capt James M. Roberts, USAF  
1stLt Robert J. Harig, USAF  
\* Capt Dolores K. Lyons, USMC  
Capt Andrew N. Pratt, USMC

\*Officer in Charge

Music: U. S. Army Accordionist on the South Grounds (11:30) (East Gate)

Remarks:

*macoll*  
ROBERT E. BARRETT  
Major, U. S. Army  
Army Aide to the President



DISTRIBUTION:

Capt Kollmorgen  
LtCol Sardo  
  
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)

THE WHITE HOUSE  
WASHINGTON

MRS. FORD:

Event: Brown Bag Picnic Lunch for the Republican Congressional Wives

Date/Time: June 18, 1975 12:00 Noon

Place: South Lawn

Number of Attendees: 106 guests

Principals: Mrs. Mark Hatfield, President  
Mrs. William Stanton, Past President  
Mrs. William Frenzel, Program Chairman  
Mrs. Marvin Esch, Co-Chairman of Hospitality  
Mrs. James McClure, Co-Chairman of Hospitality

Schedule of Events: 12:00 Noon Your guests will arrive through the Southwest Gate and will be escorted to the South Lawn.

Your guests will be served iced tea, iced coffee and soft drinks from a serving tent before they are seated at the picnic tables.

12:05 p. m. You will be escorted to the South Lawn by Nancy Ruwe where you will join your guests for the brown bag picnic lunch.

NOTE: See attached diagram.

Dessert will be served to your guests at the tables.

NOTE: The dessert will be pistachio ice cream topped with chocolate shavings and will be in clay flower pots with straws and fresh flowers. The dessert will be served from garden carts.

12:45 p. m.

After the dessert, Mrs. Hatfield, Mrs. Stanton, Mrs. Frenzel, Mrs. Esch and Mrs. McClure will proceed to the position



where the microphone will be placed (as indicated on the attached diagram) and they will invite you to step forward. They will make a presentation to you which will include a reading of a poem by Mrs. Stanton, and Mrs. Esch and Mrs. McClure will present you with a gift on behalf of the Republican Congressional Wives.

Following the presentation, you may wish to mention along with your thank you that on the tables there are green pepper plants for each of your guests.

1:00 p. m.

You may wish to mingle with your guests or bid farewell and return to the Family Quarters.

NOTES:

A Military Social Aide will be present.

U. S. Army Accordionist will be present.

White House photographer will be present.

There will be press pool coverage.

Nancy Ruwe



For immediate release  
Tuesday, June 17, 1975

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

---

Mrs. Ford will host a brown bag picnic lunch on the South grounds of the White House Wednesday, June 18 at noon. Guests will be members of the Republican Congressional Wives Club.

Mrs. Ford invited members of the group to meet at the White House when she attended their January meeting at the Capitol Hill Club. At that time, she told them "I might have to ask you to brown bag it. With inflation, my husband is after me to cut down."

Mrs. Ford has been a member of the group for 25 years.

There will be about 110 guests, seated at picnic tables within a cluster of trees on the South Lawn. Guests will bring their own lunches, and Mrs. Ford will provide beverages and dessert.

Each woman will receive a small green pepper plant as a gift from Mrs. Ford. The plants will each be wrapped in a brown paper bag, tied with a ribbon, which reads: "Mrs. Ford's Brown Bag Picnic, June 18, 1975."

Picnic tables will be draped with "Bandana" pattern sheets, some in red and others in blue. Centerpieces are a floral arrangement of red geraniums, white feverfew and blue bachelor buttons placed in a brown paper bag tied by red and blue ribbons.

Dessert, to be served from a garden cart, is pistachio ice cream with chocolate shavings. It will be served in small clay pots. Music during the luncheon will be by a strolling accordianist.

Mrs. Mark Hatfield, president of the group, Mrs. William Frenzel, program chairman, and Mrs. William Stanton, past president, will participate in a program. Mrs. James McClure and Mrs. Marvin Esch will present Mrs. Ford with a gift.

The Republican Congressional Wives Club consists of wives of present and former Members of Congress and the Senate.



Coverage:

11:50 a. m.

Photo coverage of arrival of guests with brown bags, South Lawn of White House. Pickup outside of press lobby -- north entrance.

12:40 p. m.

Photo and writing coverage of program and brief remarks. Pickup outside of press lobby, north entrance.



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*[Faint handwritten notes and bleed-through from the reverse side of the page, including names and possibly dates.]*



~~Antoinette Ford~~

~~Hatfield Ford~~

Barbara  
McGregor

Betsy  
Laughlin

Tony  
Hatfield

Mrs. Ford

Mrs.  
McClure

Esch  
Olga

Peggy  
Stanton

Mrs. Frenzel  
Prof. Chocoma

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WASHINGTON

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NOTES:

A Military Social Aide will be present.

U. S. Army Accordionist will be present.

White House photographer will be present.

There will be press pool coverage.

Nancy Ruwe



TO:

Pat Howard says  
 these are not normally  
 given to press -  
 up to Sheila

YOU WERE INTERVIEWED BY

OF (Organization)

PLEASE CALL

WILL CALL AGAIN

RETURNED YOUR CALL

WISHES AN APPOINTMENT

IS WAITING FOR YOU

CONF. T.

PHONE NO.

MESSAGE

Sue Watters wants -  
 they don't think they  
 will cover -

RECEIVED BY	DATE	TIME

REPUBLICAN CONGRESSIONAL WIVES "Brown Bag" Lunch, June 18, 1975

A

ARENDS, Mrs. Leslie (Betty)  
ARMSTRONG, Mrs. William (Ellen)

B

BAKER, Mrs. Lamar (Sue)  
BARTLETT, Mrs. Dewey (Ann)  
BATES, Mrs. William (Jean)  
BAUMAN, Mrs. Robert (Carol)  
BIESTER, Mrs. Edward (Elizabeth)  
BROOKE, Mrs. Helen (Mother of Senator Brooke)  
BROOMFIELD, Mrs. William (Jane)  
BROTZMAN, Mrs. D. G. (Louise)  
BROWN, Mrs. Clarence (Joyce)  
BROYHILL, Mrs. James (Louise)  
BYRNES, Mrs. John (Bobbie)



C

CARTER, Mrs. Tim Lee (Kathleen)  
CEDERBERG, Mrs. Elford (Marguerite)  
CLEVELAND, Mrs. James (Hilary)  
COHEN, Mrs. William (Diane)  
COLLINS, Mrs. James (Dee)  
COOK, Mrs. Marlow (Nancy)  
COUGLIN, Mrs. Lawrence (Betsey)  
CURTIS, Mrs. Carl (Mildred)

D

DAVIS, Mrs. Glenn (Kathryn)  
DIRKSEN, Mrs. Everett (Louella)  
DOMENICI, Mrs. Pete (Nancy)  
DUNCAN, Mrs. John (Lois)  
DuPONT, Mrs. Pierre (Elise)

E

EDWARDS, Mrs. Jack (Jolene)  
ESCH, Mrs. Marvin (Olga)

F

FANNIN, Mrs. Paul (Elma)

FRENZEL, Mrs. William (Ruth)

G

GARN, Mrs. Jake (Hazel)

GOLDWATER, Mrs. Barry, Jr. (Susan)

GRASSLEY, Mrs. Charles (Barbara)

GRIFFIN, Mrs. Robert (Marge)

GUYER, Mrs. Tennyson (Mae)

H

HAGEDORN, Mrs. Tom (Kathy)  
HAGEN, Mrs. Harold (Audrey)  
HAMMERSCHMIDT, Mrs. John (Virginia)  
HANRAHAN, Mrs. Robert (Barbara Ann)  
HANSEN, Mrs. Clifford (Martha)  
HANSEN, Mrs. George (Connie)  
HANSEN, Mrs. Orval (June)  
HARSHA, Mrs. William (Rosemary)  
HATFIELD, Mrs. Mark (Antoinette)  
HEINZ, Mrs. H. John (Teresa)  
HELMS, Mrs. Jesse (Dorothy)  
HORTON, Mrs. Frank (Marge)  
HOSMER, Mrs. Craig (Marian)  
HRUSKA, Mrs. Roman (Vicki)  
HUTCHINSON, Mrs. Edward (Janice)

J

JOHNSON, Mrs. Albert (Virginia)  
JOHNSON, Mrs. James (Nancy)

K

KELLY, Mrs. Richard (Lorraine)

KEMP, Mrs. Jack (Joanne)

KYL, Mrs. John (Arlene)

L

LAGOMARSINO, Mrs. R. J. (Norma)

LUNT, Mrs. Robert (Karen) (Guest of Mrs. Alan Steelman -  
security information requested  
is on separate paper)

M

McCLORY, Mrs. Robert (Doris)

McCLURE, Mrs. James (Louise)

McCOLLISTER, Mrs. John (Nan)

McDADE, Mrs. Joseph (Tess)

McDONALD, Mrs. Jack (Marian)

McKEVITT, Mrs. James (Doris)

MacGREGOR, Mrs. Clark (Barbara)

MICHAEL, Mrs. Robert (Corinne)

MINSHALL, Mrs. William (Frances)

MITCHELL, Mrs. Donald (Gretta)

MIZE, Mrs. C. L. (Elizabeth)

MOORE, Mrs. W. Henson III (Carolyn)

MOORHEAD, Mrs. Carlos (Valery)

MOSHER, Mrs. Charles (Harriet)

MOSSBERGER, Mrs. Joseph (Ruth) (Mother of Mrs. Charles Thone-  
security information requested  
is on separate paper)

MYERS, Mrs. Gary (Elaine)

O

O'BRIEN, Mrs. George (Mary Lou)

P

PERCY, Mrs. Charles (Lorraine)

Q

QUIE, Mrs. Albert (Gretchen)

QUILLEN, Mrs. James (Cecile)

R

ROBINSON, Mrs. J. K. (Kit)

ROUSSELOT, Mrs. John (Vyonne)

RUMSFELD, Mrs. Donald (Joyce)

RUPPE, Mrs. Philip (Loret)



S

SCHERLE, Mrs. William (Jane)

SCHNEEBELI, Mrs. Herman (Mary Lou)

SCHWEIKER, Mrs. Richard (Claire)

SCOTT, Mrs. Hugh (Marian)

SCOTT, Mrs. William (Inez)

SHRIVER, Mrs. Garner (Martha Jane)

SMITH, Mrs. Henry P. III

SNYDER, Mrs. Gene (Pat)

SPRINGER, Mrs. William (Elsie)

STAFFORD, Mrs. Robert (Helen)

STANTON, Mrs. J. William (Peggy)

STEELMAN, Mrs. Alan (Carolyn)

STEIGER, Mrs. William (Janet)

SYMMS, Mrs. Myrtle (Aunt of Congressman Steven Symms - security  
information requested is on separate paper.)

SYMMS, Mrs. Steven (Frances)



T

TAFT, Mrs. Robert, Jr. (Kay)

TALCOTT, Mrs. Burt (Lee)

TALLE, Mrs. Henry (Gladyce)

THONE, Mrs. Charles (Ruth)

THURMOND, Mrs. Strom (Nancy)

V

VANDER JAGT, Mrs. Guy (Carol)

VAN ZANDT, Mrs. James (Meisie)

VEYSEY, Mrs. Victor (Janet)

W

WARE, Mrs. John (Marian)

WHELAN, Mrs. Charles (Barbara)

WILSON, Mrs. Bob (Shirley)

N-4

First Lady Holds Picnic for GOP Wives

Mrs. Ford held a brown bag picnic for Republican Congressional wives on the White House lawn Wednesday. "She suggested that they brown-bag it and they did, somewhat to Mrs. Ford's surprise," Walter Cronkite (CBS) reported.

Mrs. Ford (on CBS film) said, "When I said brown bag it, I was being rather facetious but we decided with the economy in its situation, maybe a brown bag lunch wouldn't be so bad after all."--CBS (6/18/75)

wicker picnic basket for 2  
in a brown paper bag -  
ode to the Brown Bag

Potato Chips

Celery / Carrots

Roast beef on whole wheat

Cut-up ~~fruit~~ fruit -

cantaloupe  
orange  
apples  
grapefruit  
cherries

1 iced-tea  
1 iced coffee  
soft drinks

plastic sporks / no  
silver

2<sup>nd</sup> Floor kitchen

6/18/75 - Brown Bag Picnic Lunch

Rep. Cong. Wives Club

R

BETTY FORD

WASHINGTON (AP) -- FIVE MONTHS AFTER SHE FIRST INVITED THEM FIRST LADY BETTY FORD HELD A "BROWN BAG" LUNCH ON THE WHITE HOUSE SOUTH LAWN FOR MEMBERS OF THE REPUBLICAN CONGRESSIONAL WIVES CLUB.

MRS. FORD TOLD THE WOMEN: "AT LEAST YOU ALL GOT WHAT YOU WANTED BECAUSE YOU HAD TO BRING OUR OWN."

THE LUNCHEON WAS PLANNED IN JANUARY WHEN MRS. FORD ATTENDED A MEETING OF THE CLUB AND JOKINGLY SAID AT THE TIME SHE WANTED TO HAVE THEM AT THE WHITE HOUSE BUT "I MIGHT HAVE TO ASK YOU TO BROWN BAG IT. WITH INFLATION, MY HUSBAND IS AFTER ME TO CUT DOWN.

THE IDEA OF HAVING THE WOMEN BRING THEIR OWN LUNCH TO THE WHITE HOUSE CAUGHT ON, AND TODAY HER PRESS SECRETARY SAID ABOUT 107 GUESTS SHOWED UP.

MRS. FORD'S BROWN BAG LUNCH CONSISTED OF POTATO CHIPS, CELERY, CARROTS, A ROASTD BEEF SANDWICH ON WHOLE WHEAT AND CUT-UP FRUIT INCLUDING A ORGANGE, APPLE, GRAPEFRUIT AND CANTALOUPE. IT WAS PREPARED FOR HER BY THE WHITE HOUSE STAFF.

THE WHITE HOUSE PROVIDED BEVERAGES AND DESERT, INCLUDING SMALL PASTRIES AND ICE CREAM.

AFTER IT WAS ALL OVER, THE REPUBLICAN WIVES PRESENTED MRS. FORD WITH A PICNIC BASKET AND A POEM WRITTEN BY MRS. WILLIAM STANTON ABOUT A PICNIC FOR MRS. FORD AND HER HUSBAND. MRS. FORD GAVE EACH WOMAN A SMALL GREEN PEPPER PLANT WRAPPED IN A BROWN PAPER BAG.

SHE SAID THE PLANT WAS APPROPRIATE FOR THE REPUBLICAN PARTY "BECAUSE IT'S A PEPPER PLANT TO TAKE HOME AND PEP UP THE REPUBLICAN PARTY."

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# Betty Ford Entertains With Brown Bag Garden Lunch

WASHINGTON — It was as if the almanac had been turned back to the plain and simple times of 50 years ago; as if the little round face of Calvin Co-



by  
SALLY  
STEELE

Special to  
Enid  
News-Eagle

Against a backdrop of tables spread under two large shade trees, bright colored cottons, picture hats, formal red, white and blue decor and liveried butlers, the brown paper bag economy was such as to have won a nod of approval from Silent Cal even if the chatter had awakened him.

The idea was Mrs. Ford's and when she first suggested it in January most club members thought she was kidding. Her explanation was: "With inflation my husband is after me to

with her husband, taking along Barry Goldwater III, three months old, who is still nursing.

Ann (Mrs. Dewey) Bartlett of Oklahoma got the idea that "this type of event is great; easy on a hostess, with only coffee and dessert to plan and only paper plates and plastic spoons to pick up afterwards." The Bartletts plan to travel through Oklahoma during the 4th of July recess and will probably be in Enid. With reference to two club members who showed up in

of the famous Delaware family, brought caviar to go on her sandwich. Mrs. Ford's brown bag, prepared by the White House staff, contained a roast beef sandwich, potato chips, a celery stick, a carrot and fruit salad.

Some brown bags were decorated with smiling faces and elephant cut-outs. There was a canopy over the serving area where tables contained urns of iced tea, iced coffee and soft drinks and two large trays of petit fours, nut cookies, and

provided by a strolling accordionist.

Getting to the business at hand, Mrs. Ford, in her closing remarks, called attention to small potted pepper plants at each table, saying: "Be sure to take a pepper plant home with you and pep up the Republican party." Coincidentally or not, at this very moment Ron Nessen was briefing reporters in the White House press room about the persons chosen to organize and run Mr. Ford's reelection campaign.

was there any confessin'. They settled their basket under an oak... Reached for a sandwich and a Coke.

Alone at last... Too good to be true. They even began to bill and coo. And then they did hear that sound they fear, A shutter did close on their secret repose. Hanging in that tree, snapping shamelessly, They gasped to see

Washington Star - June 19, 1975



Comparing notes on their bags' contents — Antoinette Hatfield, Betty Ford and Ruth Frenzel.



—Washington Star Photographer John Bowden

Esther VanZandt found iced tea with a sprig of mint refreshing.

# Betty's Picnic Is B.Y.O.L. ( Bring Your Own Lunch )

By Isabelle Shelton  
Washington Star Staff Writer

Republican Congressional wives "brown-bagged" it yesterday on the White House lawn as guests of Betty Ford. The club president invited

"IT'S NICE to be on the White House lawn for something besides an Easter egg hunt," said club president Antoinette Hatfield, wife of the Oregon senator.

Sandwiches seemed to be the most common luncheon fare, but Mrs. Pierre

THE WHITE HOUSE supplied iced tea and dessert — pistachio ice cream with chocolate shavings served in small clay flower pots.

The official temperature was 89 degrees in the shade at National Airport as



By Frank Johnston—The Washington Post  
*Olga Esch, wife of Rep. Marvin L. Esch (R-Mich.), Antoinette Hatfield, wife of Sen. Mark O. Hatfield (R-Ore.) and First Lady Betty Ford during the luncheon on the South Lawn of the White House.*

## Brown-Bagging It -

By Dorothy McCardle

First Lady Betty Ford gave a "brown-bag" luncheon yesterday on the South Lawn of the White House.

Courtesy of the White House were iced tea and ice cream and cookies for

## Some Grass-Roots Sentiment



Associated Press Wirephoto.  
Mrs. Betty Ford (seated) is hostess of a brown-bag lunch on White House Lawn yesterday for GOP congressional wives. Mrs. Mawin Esch (Ohio) is at First Lady's left, and Mrs. William Frenzel (Minn.) is at right. The picnic lunch launched Mrs. Ford's unofficial campaign efforts for the still unannounced full-term election bid by her husband.

GERALD R. FORD LIBRARY  
ANNAPOLIS, MD



# Betty's Invitation Has a P.S.— You May Have 'To Brown Bag It'

By Ymelda Dixon

Special to the Star-News

Betty Ford told Republican congressional wives yesterday she might have them to the White House for a meeting, but added:

"I might have to ask you to brown-bag it. With inflation, my husband is after me to cut down."

The group's president, Antoinette Hatfield, quipped, "Don't worry. We can form a committee to get the

of the Republican leaders of Congress, to the new members.

Mrs. Rhodes has already had all the new members and their wives to dinner.

"There are only 17 and 11 of the wives aren't staying on," she said.

Mrs. Louis Wyman, whose husband is in a disputed contest with Democrat John Durkin for the New Hampshire Senate seat, was there as a four-term

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Special to the Star-News

Betty Ford told Republican congressional wives yesterday she might have them to the White House for a meeting, but added:

"I might have to ask you to brown-bag it. With inflation, my husband is after me to cut down."

The group's president, Antoinette Hatfield, quipped, "Don't worry. We can form a committee to get the brown bags past the Secret Service."

of the Republican leaders of Congress, to the new members.

Mrs. Rhodes has already had all the new members and their wives to dinner.

"There are only 17 and 11 of the wives aren't staying on," she said.

Mrs. Louis Wyman, whose husband is in a disputed contest with Democrat John Durkin for the New Hampshire Senate seat, was there as a four-term member of the club as a former congressman's wife.