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**FORD'S
THEATRE
SOCIETY**

511 Tenth Street, N.W.
Washington, D.C. 20004

636-5559

Frankie Hewitt ^{4:363-8373} Mrs. Gerald R. Ford

Executive Producer The White House

Washington, D.C. 20500

October 30, 1975

Dear Mrs. Ford:

I was delighted to hear from Susan Porter Tuesday night of your willingness to help Ford's Theatre in recognizing our Board of Governors and grantors to the Ford's Theatre Productions Fund.

As originally conceived, the announcement at the White House was to be the cornerstone of a special Ford's Theatre Day, with all our other activities centering around it. In retrospect, because of the closeness of November 4 and the fact that we did not pursue these other activities (thinking that perhaps the date we had suggested was not convenient for you), I would now like to propose a different and, I think, superior plan.

We begin previews this weekend for YOUR ARMS TOO SHORT TO BOX WITH GOD -- a joyous gospel musical taken directly from St. Matthew. May I suggest that we put together a one-hour version of this exciting show for presentation at the White House during the pre-holiday season? In this way, we would not just be telling about what the funds from the Board of Governors accomplish -- we would graphically show what their help means. Since money contributed by our Board of Governors is used primarily to underwrite a generous student discount program at Ford's, we might also want to include in the audience a selected group of the young people who benefit.

In this way, we would be able to make our announcement of major private support and, at the same time, show what that support means. We could do it in a way that is fun and appropriate to the season, with a great deal of good public



relations generated for everyone involved.

We are quite flexible on time and dates and I would be happy to discuss the myriad possibilities for maximum exposure with members of your staff, if the idea interests you. Previews begin Friday, October 31. I strongly urge that someone from your staff see the show as soon as possible.

If such a special performance at the White House is not convenient, then I would like to go back to my original proposal of a reception for and announcement of the Board of Governors at the White House, with a special evening at the theatre that same day to complement the White House announcement. We would, of course, be delighted if you and the President, along with members of your family, could join us for the show that evening.

While I said earlier that we are flexible, if I had my choice, I would prefer November 25, 26, or December 8, because those are dates on which Bill Verity, who is Chairman of our Board of Governors, is free to come to Washington. And, if anyone deserves recognition, he does. However, if an earlier date is desired, we have already scheduled a special evening at the theatre for Tuesday evening, November 11, and an afternoon reception at the White House could precede that. We would need to know almost immediately, however, in order to organize the kind of successful event we all desire.

I look forward to hearing from you and appreciate, as always, your interest and your gracious willingness to help.

Sincerely,

Frankie Hewitt
Executive Producer



FORD
THEATRE
SOCIETY

511 Tenth Street, N.W.
Washington, D.C. 20004

Frankie Hewitt
Executive Producer

October 30, 1975

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The White House
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Executive Producer



THE WHITE HOUSE

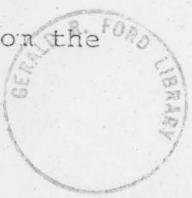
WASHINGTON

Dear Mrs. Ford,

Attached is a long letter from Frankie Hewitt of Ford's Theatre outlining several support packages which she has drawn together. It is actually quite an interesting letter. In an effort to focus upon the need for private support for the arts (a concern of yours too) Frankie Hewitt wonders if it would be possible for you to invite members of the ^{FORD'S THEATRE} Board of Governors, major contributors to the production fund, and the members of their local committee to the White House for a reception. At that time, they would announce the formation of their Board of Governors and the plans for their production fund which will be used to launch new works at Ford's Theatre. She feels that this would give the President an opportunity to talk about the importance of private support for the arts which leads to the improvement of the quality of American life for everyone.

She point out, and I think it is an important point, that they are not asking you and the President to help them get their support. This would have already been achieved. They are asking you, in receiving them, to give recognition to corporate leaders for their support in the hope that such recognition will spur industry to greater awareness of their responsibility to the arts.

Sheila likes the idea, Kathleen Ryan, the Domestic Council arts contact, says this looks good to her and that this would be a good way of showing support for the arts without spending money from the



budget. Mrs. Kilberg, of Phil Buchen's office, thinks it sounds good and thinks that the occasion would be one to talk not just about Ford's Theatre but about the arts; Warren Rustand likes the idea and though he felt it might be particularly a well-suited event for you, it occurs to me perhaps the President could drop by.

BF. Would like to receive the group outlined in Frankie Hewitt's letter;
Suggest Tuesday, November 4 at 3:00 p.m.

Regret

If the President's schedule permits, perhaps he could drop by:

yes

X no

Thank you,

susan



From the Desk of

FRANKIE HEWITT

10/30/75

Sherie -

In view of what
you said last night -
perhaps we should
plan to keep it
simple and do it
soon — say Nov 11th?

J





511 Tenth Street, N.W.
Washington, D. C. 20004

Frankie Hewitt
Executive Producer

Mrs. Gerald R. Ford
The White House
Washington, D. C. 20500

October 30, 1975

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Sincerely,

Frankie Hewitt
Executive Producer





call when

511 Tenth Street, N.W.
Washington, D.C. 20004

Frankie Hewitt
Executive Producer

November 7, 1975

TO: Sheila Weidenfeld
FROM: Frankie Hewitt

I've put some additional thought into the details for Tuesday afternoon and have a few suggestions and/or comments that I pass along here -- hoping that they'll be helpful.

First, I would assume that Mrs. Ford would begin the activities by announcing the expansion of the Board of Governors (now numbering 22, with a goal of 30) and the creation of the Productions Fund (with a goal of \$250,000 each for this year and next. We are now 3/4 of the way to our first year goal.), and then follow with a few remarks commending those grantors for their support and illustrating the importance of their participation in Ford's.

The First Lady may want to include in her remarks some of the thoughts which I've outlined below:

1. Ford's Theatre is a unique national cultural resource -- America's only living, professional theatre in a national historic site.
2. Ford's purpose has been to bring to millions of Americans the joy and exhilaration of live theatre. From the moment Ford's was revived as a living theatre, the theatre's management has maintained that Ford's role was one of communicating the love which Abraham Lincoln had for the performing arts. And, that this guiding principle has finally removed the century-long shroud



from Ford's shoulders and brought it into the sunlight as a dazzling new cultural magnet for all Americans.

- ③ That this transformation could not have been possible without the keen interest and active support of America's national corporate and charitable communities, represented by the Ford's Theatre Board of Governors and grantors to the Ford's Theatre Productions Fund.
- ④ That this infusion of private effort and capital has permitted Ford's to take its rightful place among America's great cultural attractions, providing enjoyment and stimulation to local citizens and visitors from throughout America and the world.
- ⑤ That there is no better time to recognize Ford's Theatre and the vital role played by American business in its rejuvenation than now, at the start of America's Bicentennial observance.
6. She might then want to recognize Mrs. Gwendolyn Cafritz, who, for so many years, has done so much for the Washington community and whose foundation has made a \$100,000 challenge grant to start our Productions Fund. I would hope, particularly, that she would extend a special thanks to Bill Verity, who, as Chairman of the Board of Governors, has taken the deepest personal interest in Ford's, has been a Trojan-like workhorse on behalf of Ford's (serving also very ably as Chairman of the Ford's Board of Trustees), and has, more than virtually any other person, been responsible for Ford's shining success. And, of course, it would make my job easier if she would also recognize my role in creating Ford's as it now is.
7. Also in attendance will be the members of the Board of Trustees and Miss Vinnette Carroll, the creator of our current show, YOUR ARMS TOO SHORT TO BOX WITH GOD. Mrs. Ford might wish to mention them at some point in her remarks. As I indicated previously, BOX is the first show to be totally produced by Ford's Theatre with our Productions Fund revenues.

At the conclusion of Mrs. Ford's remarks, I would very much



like for Bill Verity to respond briefly on behalf of the Board of Governors. I would anticipate that his remarks would take no more than five minutes and would include some of the following elements:

1. To thank Mrs. Ford for her gracious interest in Ford's Theatre.

2. To say that her concern for the well-being of Ford's Theatre is illustrative of the kind of public interest which permitted the restoration of Ford's under the Interior Department and which led to the involvement of many private citizens in the revival of Ford's as a living theatre -- those persons represented here by the Board of Governors.

3. That the Board was created to fulfill two distinct purposes: First, to provide sustaining support to the theatre in the amount of \$150,000 a year, the funds being used primarily to enable Ford's to carry out its very substantial student discount program. Under the program, Ford's allocates approximately one-quarter of its seats for each show to young people and thus provides the opportunity, through low cost tickets, for thousands of students from towns and cities all across America to see a live performance in Washington at the nation's most historic theatre.

Secondly, the Board was created to focus the attention of America's corporate leadership on the importance of this great cultural facility, to promote greater private involvement in Ford's, and to stress the necessity and efficacy of a partnership between public and private support to preserve and enhance America's important cultural assets.

4. That, in addition to the Board of Governors, Ford's has this year begun an ambitious program to raise capital for a 1/2 million Productions Fund, providing seed money for Ford's to mount new American works for the stage. That this capability to produce original works will be a vital ingredient to the success of America's theatrical revolution, which looks forward to the establishment of a nationwide network of regional theatres, providing first-class live stage entertainment for all their patrons.



And, finally, that these three elements -- enlightened government interest, sustaining private support, and capital for creative efforts -- working hand-in-hand, form the unshakeable foundation for the growth and continued success of this unique cultural resource.



FACT SHEET
Mrs. Ford's Office

Event Tea

Group Ford's Theatre Society Board of Governors and Board of Trustees and their
DATE/TIME Tuesday, November 11, 1975 4:30 p.m. Spouses

Contact Miss Frankie Hewitt Phone 638-2941

Number of guests: Total approx. 75 Women X Men X Children --

Place State Floor

Principals involved Mrs. Ford

Participation by Principal yes - mingle informally(Receiving line) no

Remarks required no

Background Mrs. Ford would like to have a tea to help Ford's Theatre recognize their new Board of Governors, the financial arm of the theatre.

REQUIREMENTS

Social: Guest list yes (Frankie Hewitt)

Invitations yes (Frankie Hewitt) Programs no Menus no

Refreshments yes - cocktails, coffee, tea, tea sandwiches, and tea pastries

Entertainment no

Decorations/flowers yes

Music yes

Social Aides yes

Dress Business Suit - Afternoon Dresses for the ladies Coat check yes

Other --

Press: Reporters TO BE RESOLVED

Photographers

TV Crews

White House Photographers yes Color yes Mono --

Other --

Technical Support: Microphones no PA Other Rooms no

Recording no

Lights no

Transportation cars -- enter through the Southwest Gate

Parking South Drive

Housing --

Other -- (Risers,stage,platforms) --

Project Co-ordinator Linda Baker Phone 2927

Site diagrams should be attached if technical support is heavy.

Date Issued 11/8/75
By L. Baker
Revised _____

*75 approx.
presentat*

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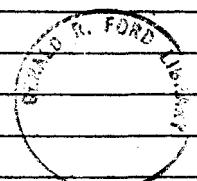
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Music yes
Social Aides yes
Dress Business Suit - Afternoon Dresses for the ladies Coat check yes
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Photographers _____
TV Crews _____
White House Photographers yes Color yes Mono. - -
Other - -

Technical Support: Microphones no PA Other Rooms no
Recording no
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Transportation cars -- enter through the Southwest Gate
Parking South Drive
Housing - -
Other - - (Risers,stage,platforms) - -

Project Co-ordinator Linda Baker Phone 2927

Site diagrams should be attached if technical support is heavy.



THE WHITE HOUSE

WASHINGTON

November 10, 1975

MRS. FORD:

Event: Tea for the Ford's Theatre Society Board of Governors and Board of Trustees and their Spouses

Date/Time: Tuesday, November 11, 1975 4:30 p.m.

Place: Blue Room

Number of Attendees: Approximately 60 guests

Principals: Mr. and Mrs. C. William Verity, Jr. (Mr. Verity is the Chairman of the Board of Governors and the Chairman of the Board of Trustees of the Ford's Theatre Society)
Ms. Frankie Hewitt, Executive Producer of the Ford's Theatre Society

Schedule of Events: 4:30 p.m. Your guests will arrive through the Diplomatic Reception Room and will be escorted to the Blue Room where refreshments will be served.
4:40 p.m. Maria Downs will escort you via elevator to the State Floor Hall where you will greet Mr. and Mrs. Verity and Ms. Hewitt.
Maria Downs will then escort you, Mr. and Mrs. Verity, and Ms. Hewitt to the Blue Room where you will join your guests for refreshments and mingle informally.
4:55 p.m. You will bid farewell to your guests and return to the Family Quarters.

NOTES:

Marine String Ensemble will be positioned in the Grand Hall.

- 2 - Ford's Theatre Society Board of
Governors and Board of Trustees
and their Spouses Tea

Military Social Aides will be present.

There will be open press coverage.

A White House photographer will be present.

Guest list is attached.

Background information is attached.

Maria Downs



For Immediate Release
Monday, November 10, 1975

Patti

YES —
NO —

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

Mrs. Ford will host a tea in honor of the Ford Theatre's Society Board of Governors at the White House Tuesday, November 11 at 4:30 PM.

The Board of Governors is a newly organized group of 22 private citizens (their goal is 30) to fulfill two purposes: first, to provide support to the theatre in the amount of \$150,000 annually, the funds being used primarily to enable Ford's to carry out its student discount program; and, secondly, to promote greater private involvement in Ford's Theatre.

The Board of Governors has also established the Productions Fund with a goal of \$250,000 yearly for the next two years. They have already met 3/4 of that goal. The productions fund will provide monies to mount new original American works for the stage.

In attendance will be approximately 75 people.

*the FT's
Mr. Ford & his
& spouses
Board of Gov's spouses*

#

Full Press Coverage



WITHDRAWAL SHEET (PRESIDENTIAL LIBRARIES)

FORM OF DOCUMENT	CORRESPONDENTS OR TITLE	DATE	RESTRICTION
Note	Note Frankie Hewitt to Sheila regarding photographer for Ford's Theatre Society tea (1 page).	11/10/1975	C

File Location:

SHEILA WEIDENFELD FILES, Box 7, "11/11/1975 - Ford's Theatre Society" SMD, 10/7//2016

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GUEST LIST FOR THE TEA FOR THE FORD'S THEATRE SOCIETY BOARD
OF GOVERNORS AND BOARD OF TRUSTEES AND THEIR SPOUSES TO BE
GIVEN BY MRS. FORD ON TUESDAY, NOVEMBER 11, 1975 at 4:30 P.M.
AT THE WHITE HOUSE

Board of Governors

Mr. and Mrs. C. William Verity, Jr., Chairman
Chairman of the Board ARMCO Steel

Mr. and Mrs. Robert H. Hood
Pullman, Inc.

Mr. and Mrs. Harold Hoopman
President, Marathon Oil

Mr. and Mrs. Frank N. Ikard
American Petroleum Institute

D. R. McKay
Vice President, I. B. M.

Mr. and Mrs. Michael Monroney
TRW, Inc.

Mr. and Mrs. Donald J. Rauth
Chairman of the Board, Martin-Marietta

Mr. William G. Reynolds, Jr.
Reynolds Metals

Mr. and Mrs. Maurice B. Tobin
Tobin Foundation (Both Mr. and Mrs. Tobin are on the Board of Governors;
Mrs. Tobin is also a Trustee)

William Clark, representing Rockwell International

A. M. Doty, representing Alcoa

Edward Grefe, representing Philip Morris

Robert Guelich, representing Montgomery Ward

Philip Helmig, representing Atlantic Richfield

Jerry Madden, representing Eli Lilly



William F. McSweeney, representing Occidental Petroleum

Carl Pagter, representing Kaiser Industries

Tom Roser, representing Quaker Oats

Board of Trustees

Mr. and Mrs. Vincent C. Burke

Mr. and Mrs. William N. Cafritz

Miss Pamela Susan Coe

Mrs. Joseph Danzansky

Dr. and Mrs. Charles H. Epps, Jr.

Mr. Thomas B. Evans, Jr.

Mr. and Mrs. Gary Everhardt

Mr. and Mrs. Jack Golodner

Ms. Frankie Hewitt

Mr. Charles Lachman and the Countess Jaquine de Rochambeau

Mr. Carl Levin

Mr. and Mrs. Clark MacGregor

Mrs. Joseph McDade

Mr. and Mrs. Jerome Powell

Mr. William D. Ruckelshaus

Mr. and Mrs. Morton H. Wilner

Mrs. Milton B. Young

Others

Mrs. Gwendolyn Cafritz

Mr. and Mrs. Martin Atlas

Vinnette Justine Carroll



For Immediate Release
Tuesday, November 11, 1975

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

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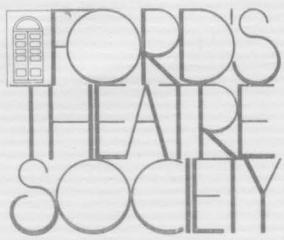
The Board of Governors has also established the Productions Fund with a goal of \$250,000 yearly for the next two years. They have already met 3/4 of that goal. The productions fund will provide monies to mount new original American works for the stage.

In attendance will be approximately 75 people; including the Board of Governors' spouses and the Ford's Theatre Board of Trustees' spouses.

#

Full Press Coverage





511 Tenth Street, N.W.
Washington, D.C. 20004

November 13, 1975

Frankie Hewitt
Executive Producer

Dear Shelia:

Boy, do I owe you a big one! And all you have
to do is name it.

Love

Ms. Sheila Weidenfeld
The White House
Washington, D.C. 20500

Have a super time
in China — What a
thrill!



WITHDRAWAL SHEET (PRESIDENTIAL LIBRARIES)

FORM OF DOCUMENT	CORRESPONDENTS OR TITLE	DATE	RESTRICTION
List	List for Ford's Theatre Society tea (5 pages).	N.D.	C

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~~X~~
Is it a ~~v~~?

Focus on bid of Govt.
~~or Trustees?~~

~~Motions~~
concern & guest

~~list~~

~~638-2941~~

Press on expanded bid of Dir.

Prod. Fund! Capacity 100,000

Total 175,000

Goal 250,000

Plans to 1st by or bid 1st

prod S or V



The Washington Post

STYLE

GERALD R. FORD LIBRARY

People / Entertainment / Leisure

THURSDAY, NOVEMBER 6, 1975

Marvelous Music and Dancing, But the Plot's No Revelation

By Joel Dreyfuss

Vinette Carroll's new musical, which opened at Ford's Theater Tuesday, is a stirring, often moving revue of gospel music enhanced by some very fine dancing. But "Your Arms Too Short to

Repertory's Motojicho.

This new thrust, reaching into the untapped wealth of the black experience, has fused those experiences to black music with varying degrees of success. "Your Arms Too Short" is another step

that winds down despite the often spectacular efforts of the participants.

One could go on forever in praise of the performers. Alex Bradford, a dominant figure in gospel music, wrote the music and lyrics for the show. He redeems



Jack Post
11/12/75

A Large Financial Boost for the Fortunes of Ford's Theater

By Tom Shales

Ford's Theater announced the largest private grant in its history yesterday at a White House tea given in the theater's honor by First Lady Betty Ford. The \$100,000 matching grant, from the Morris and Gwendolyn D. Cafritz Foundation,

executive producer Frankie Hewitt, give the theater increased capabilities and a stronger community identity. Among them:

—An additional grant of \$25,000 from the Glenmede Trust and a pledge of \$50,000 from Rockwell International were announced. This puts Ford's in the

bers is hoped for by next year.

Hewitt said she also wants to encourage more local business support of the theater. "One of the things we have to do with Ford's is make it a local theater," she said.

The play is supposed to close December 14 but box office response indicates it may be extended beyond that date, she

be able to do many more of our own

chairman of the board, Chesebrough-Pond's; Richard D. Wood, chairman of the board, Eli Lilly; William R. Roesch, president and chief executive officer, Kaiser Industries; and Charles Lachman, New York philanthropist.

President and Mrs. Ford attended the Truman opening in April, 110 years after Abraham Lincoln was assassinated while

Gash. Star 11/12/75

A Ford Supports Ford's — The Theater, That Is

By Betty Beale

Washington Star Staff Writer

Betty Ford entertained for Ford's yesterday. The theater, not the family. In

of IBM, William Reynolds Jr. of Reynolds Metals and Maury and Joan Tobin representing the Tobin Foundation. Verity

Barton brought with him from France wines of such choice vintage as Chateau Leoville-Barton 1948, which was served

Ford Theatre Sec

56

PHILIP MORRIS
INCORPORATED
100 PARK AVENUE, NEW YORK, N.Y. 10017

EDWARD A. GREFE
DIRECTOR OF PUBLIC AFFAIRS

April 21, 1976

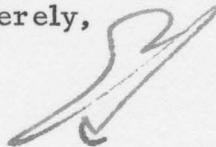
Dear Sheila:

Attached are the two clippings
that appeared in the Tobacco Journals.

You mentioned at one time, you
wanted to save these for a scrapbook.

Best regards.

Sincerely,



Mrs. Sheila Rabb Weidenfeld
Press Secretary to Mrs. Ford
The White House
Washington, DC 20500



UNITED STATES TOBACCO JOURNAL

February 5, 1976



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