

**The original documents are located in Box 9, folder “4/14/76 - White House Visitors
Ellipse Opening” of the Sheila Weidenfeld Files at the Gerald R. Ford Presidential
Library.**

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1976 White House Tour



Please form at **AREA B**
at **11:01 am**

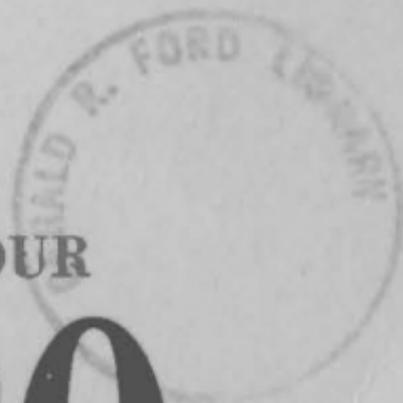
TOUR

20

TOUR

20

There is no charge
for White House Tours



Shula

THE WHITE HOUSE

WASHINGTON

April 9, 1976

MEMORANDUM TO: PETER SORUM

FROM: SUSAN PORTER

SUBJECT: Action Memo

Mrs. Ford has accepted the following out-of-house invitation:

- EVENT: Visit New White House Visitors Waiting Area on the Ellipse
- GUESTS: Congressional Sub-Committees and National Park Service and White House Visitors Office
- DATE: Wednesday, April 14, 1976
- TIME: 11:00 a.m.
- PLACE: Ellipse
- CONTACT: Mike Farrell, Ext. 2322
- COMMENTS: To focus attention on the new Visitors Waiting Area designed to better accommodate White House visitors during the Bicentennial, Mrs. Ford will go down to the Ellipse and participate briefly in recognizing the new arrangement. Because each day while visitors wait at the Ellipse to come to the White House a band or other entertainment will be provided, a band will be playing upon Mrs. Ford's arrival. She will briefly greet members of Congress and the Park Service who have come, thanking them all for coming and in a sense inaugurating the new program. She will also present a certificate to the band. This certificate will be given to each day's entertainment. She will greet a few of the visitors informally and then return to the White House. It is my understanding that Jack Williams (O: 343-6195; H: 333-2243) will do this advance. The file is attached. Thank you.

- c: BF Staff
- Jack Williams
- Red Cavaney
- William Nicholson
- Mike Farrell
- Rex Scouten
- Staircase

VISIT VISITORS AREA
APRIL 6, 7, or 8 *Fd per BF*
upstairs

THE WHITE HOUSE
WASHINGTON

February 26, 1976

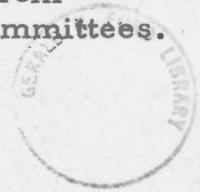
MEMORANDUM FOR: SUSAN PORTER
FROM: MIKE FARRELL *MF*
SUBJECT: Visitors Waiting Area, Ellipse
April 6, 7 or 8, 1976
11:00 or 11:30 a.m.

*4:00 PM FOR
SICK CHILDREN*

April 6, 7 or 8 would be good dates for Mrs. Ford to see the Visitors Waiting Area which will be established on the Ellipse beginning March 16 through October 23. An invitation would be extended to the members of the Congressional committees which appropriated the funds for this special Bicentennial program to join her. I would suggest the following format.

1. Mrs. Ford could make brief remarks to the visitors assembled in the bleachers. This would provide her with an opportunity to thank the members of the two committees for their support of this special project and would enable her to make some appropriate remarks about the importance of the Bicentennial and to express her interest in sharing the White House with the American people.
2. She could then tour the area and meet the Park Service employees who are running this program.
3. She could also meet the high school or college band which will be performing for the visitors at that time and express her appreciation for their participation in the Bicentennial program.

Mrs. Ford has indicated that she would like to do this, schedule permitting. It would be best to schedule this for early April from the standpoint of inviting the members of the Congressional committees.



If that time should not prove to be convenient for Mrs. Ford, most any day, Tuesday through Saturday, later in the spring would be fine for her to drop by the Ellipse.

I have attached a fact sheet which we have prepared for tours during 1976 as additional background.

Thank you.

Attachment



THE WHITE HOUSE

WASHINGTON

SCHEDULE OF WHITE HOUSE TOURS FOR 1976

To better accommodate visitors to the White House during our Bicentennial, the following provides information on tour procedures and scheduled events for 1976.

1. Tuesday, March 16, 1976 - Saturday, October 23, 1976

A Visitors Waiting Area will be established on the Ellipse in cooperation with the National Park Service. During this period, visitors should proceed to the Ellipse south of the White House -- not to the East Gate.

- (a) Visiting hours will be Tuesday through Friday 10:00 a.m. to 1:00 p.m. (most days, schedule permitting) and on Saturday 10:00 a.m. to 2:00 p.m. The White House will be closed on Sunday and Monday.
- (b) Ticket booths will be open at 8:00 a.m. each day, Tuesday through Saturday. Tickets may be obtained from 8:00 a.m. to 12 noon, Tuesday through Friday, and on Saturday from 8:00 a.m. to 1:00 p.m. Each member of a family or a group must obtain a ticket for the tour. Tickets are available the day of the tour only.
- (c) Each visitor after being issued a ticket (specifying the time of the tour) may either leave the park to visit other attractions or choose to view the entertainment program (9:30 a.m. until 1:00 p.m. most days) on the Ellipse. Bleachers will be available. Visitors will be escorted from the Ellipse to the White House at the appointed time.

2. Before March 16 and after October 23, 1976

The White House will be open from 10 a.m. to 12 noon Tuesday through Saturday and closed on Sunday and Monday. Visitors should come to the East Gate on East Executive Avenue.

3. Garden Tours

As a special program for the Bicentennial, Mrs. Ford has asked that the gardens and grounds be open to the public on the following days:

Saturday	April 24	Sunday	April 25
Saturday	May 29	Sunday	May 30
Saturday	June 19	Sunday	June 20
Saturday	July 17	Sunday	July 18
Saturday	August 7	Sunday	August 8
Saturday	September 18	Sunday	September 19
Saturday	October 16	Sunday	October 17

Reservations are not required, admission is free. The tour includes the grounds and the State Floor of the White House. Each visitor receives a brochure as a guide to the grounds.

Special Note: On Saturdays the hours will be 10:00 a.m. until 2:00 p.m. and the Visitors Waiting Area will be used. On Sundays the hours will be 2:00 p.m. until 5:00 p.m. and the Visitors Waiting Area will not be used. Visitors should come directly to the East Gate on East Executive Avenue.

4. Easter Egg Roll

Children 8 years and younger, accompanied by an adult, are invited to participate on Monday, April 19, 1976 from 10:00 a.m. to 2:00 p.m. There will be entertainment and an egg rolling contest. Reservations are not required, admission is free. Participants should come to the Southeast Gate which is located at the intersection of East Executive Avenue and Alexander Hamilton Place, N.W.

5. Holidays

The White House will be open the following Monday holidays:

May 31	Memorial Day
September 6	Labor Day
October 11	Columbus Day

Visiting hours will be 10:00 a.m. to 1:00 p.m. Ticket booths on the Ellipse will be open 8:00 a.m. to 12 noon.

The White House will be closed the following holidays: New Year's Day, Thanksgiving, and Christmas.

With best wishes for a most enjoyable visit to our Nation's Capital during the Bicentennial,

The White House Visitors Office

Larkin H.S. Chorus

Elgin Ill

M.R. Larry Phillips



THE WHITE HOUSE

WASHINGTON

April 9, 1976

MEMORANDUM TO: PETER SORUM
FROM: SUSAN PORTER
SUBJECT: Action Memo

Sally
→ 2:30 Mike Farrell
Elmer
Mr. Atkins, Park Service
426-6622

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GUESTS: Congressional Sub-Committees and National Park Service and White House Visitors Office

DATE: Wednesday, April 14, 1976

TIME: 11:00 a.m.

PLACE: Ellipse

CONTACT: Mike Farrell, Ext. 2322

COMMENTS: To focus attention on the new Visitors Waiting Area designed to better accommodate White House visitors during the Bicentennial, Mrs. Ford will go down to the Ellipse and participate briefly in recognizing the new arrangement. Because each day while visitors wait at the Ellipse to come to the White House a band or other entertainment will be provided, a band will be playing upon Mrs. Ford's arrival. She will briefly greet members of Congress and the Park Service who have come, thanking them all for coming and in a sense inaugurating the new program. She will also present a certificate to the band. This certificate will be given to each day's entertainment. She will greet a few of the visitors informally and then return to the White House. It is my understanding that Jack Williams (O: 343-6195; H: 333-2243) will do this advance. The file is attached. Thank you.

sub comte on approp.
Mr. Williams
Treasury & U.S. Postal Service
Montoya
Buller
Stead
Cham
Miller, rank. min.
Had
House Cmte

- c: BF Staff
- Jack Williams
- Red Cavaney
- William Nicholson
- Mike Farrell
- Rex Scouten
- Staircase

① Remarks present out of appreciation from President
② Angus Haugan
Director of School
③
④

chance for them to see it
+ F.L. to express sincere thanks
10:45-11:45
Crestwood H.S. Chorus
Creston, Iowa

VISIT VISITORS AREA
APRIL 6, 7, or 8 7th per BF
upstairs

THE WHITE HOUSE
WASHINGTON

February 26, 1976

MEMORANDUM FOR:

SUSAN PORTER

FROM:

MIKE FARRELL *MF*

SUBJECT:

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April 6, 7 or 8, 1976
11:00 or 11:30 a.m.

*4000 FOR
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With best wishes for a most enjoyable visit to our Nation's Capital during the Bicentennial,

The White House Visitors Office

THE WHITE HOUSE

WASHINGTON

April 12, 1976

BACKGROUND FOR MRS. FORD
WHITE HOUSE VISITORS WAITING AREA
WEDNESDAY, APRIL 14, 1976

The White House has more than one million visitors per year and has previously been known for its long waiting lines in the spring and summer. In order to better accommodate visitors during the Bicentennial, this ticketed system was developed, enabling visitors to secure a definite time for the tour. Visitors are then free to leave and view other places of interest in the area and return at the appointed time, or they may sit in the covered bleachers and enjoy entertainment. Bands of the Armed Services along with choirs, bands, and marching units of high school and college age from all over the country have volunteered to perform this spring and summer. On Wednesday, April 14, between 10:45 and 11:45 a.m. the Larkin High School Chorus of Elgin, Illinois will be performing.

This concept had enthusiastic support from the Senate and House Subcommittees on Appropriations for the White House. The National Park Service personnel have been doing a good job, and this program will be used during the heavy spring and summer months in future years.



Mike Farrell



Chairman Corp - Tom Stead
Oliver -
Clarence Miller,
Ohio

Sat Mid Week -
Entertainment.

Thru End of Oct.

321
April 13/11, 866

THE WHITE HOUSE
WASHINGTON

April 12, 1976

3 mo
→ thru March
→ 223,733
→ low many?
→ more
Sally

last yr
197,188

1st 13 days
April 72,428
Easter 1st 75,933
1,492,876
last yr.

MEMORANDUM FOR:

MRS. FORD

FROM:

RED CAVANEY

SUBJECT:

YOUR VISIT TO THE NEW WHITE HOUSE VISITORS' WAITING AREA
The Ellipse
Wednesday, April 14, 1976

Attached you will find the Proposed Schedule for the subject event.

APPROVE _____

DISAPPROVE _____

BACKGROUND

In late 1974, you and the President, as well as several Members of Congress, expressed an interest in better accommodating the many visitors who would be coming to the White House during the Bicentennial. Since then, the National Park Service, working closely with Mike Farrell and appropriate Members of Congress, has designed, received approval for funding and constructed the new White House Waiting Area on the Ellipse. This improved system makes provision for chairs, bands and marching units of high school and college age from all over the country, as well as the Armed Services, to perform this spring and summer for visitors as they are waiting to tour the White House.



4/12/76
5:00 pm

PROPOSED SCHEDULE

MRS. FORD'S VISIT TO THE
NEW WHITE HOUSE VISITORS' WAITING AREA

The Ellipse
Wednesday, April 14, 1976

- 10:55 am Mrs. Ford, accompanied by Mike Farrell, boards motorcade on South Grounds.
- MOTORCADE DEPARTS South Grounds en route The Ellipse.
- [Driving time: 3 minutes]
- 10:58 pm MOTORCADE ARRIVES The Ellipse.
- Mrs. Ford will be met by:
- Mr. Joe Lawler, Ranger in Charge of Visitors' Waiting Area
Mr. Jack Fish, Director of National Capital Parks Members of Congress. (list to follow)
- 11:00 am Mrs. Ford, escorted by Joe Lawler, proceeds to podium.
- PRESS POOL COVERAGE
ATTENDANCE: 500
- 11:02 am Welcoming remarks by Joe Lawler, concluding in the introduction of Mrs. Ford.
- 11:04 am Mrs. Ford's remarks, concluding with the presentation of the certificate to Chorus Director Philips.
- 11:07 am Mrs. Ford, escorted by Joe Lawler, tours new Waiting Area and meets National Park Service personnel who operate the facility.
- 11:15 am Mrs. Ford, escorted by Joe Lawler, proceeds to tour staging area.

- 11:17 am Mrs. Ford greets visitors preparing to take White House tour.
- 11:20 am Mrs. Ford, accompanied by Mike Farrell and Joe Lawler, proceeds to the White House East Gate, leading a group of visitors for the White House Tour.
- 11:25 am Mrs. Ford arrives East Gate, bids goodbye to the visitors, and returns to the Residence.

Rep. and Mrs. Thomas Steed (D-Oklahoma)

Rep. Edward P. Boland, (D-Mass.)

THE WHITE HOUSE
WASHINGTON

March

223,733 76

197,188 75

April

75,933 75

(13 days) 72,428 74

~~72~~ 1,492,876 75

N095

RW

WHITE HOUSE-TOURISTS

BY FRANCES LEWINE

WASHINGTON (AP) -- FIRST LADY BETTY FORD TODAY HAILED A NEW SYSTEM TO MAKE WAITING LESS TIRESOME FOR VISITORS WHO COME BY THE THOUSANDS EACH DAY TO THE WHITE HOUSE.

SHE WENT TO THE ELLIPSE SOUTH OF THE WHITE HOUSE WHERE BLEACHERS WITH RED AND WHITE STRIPED AWNINGS HAVE BEEN SET UP FOR TOURISTS TO WATCH ENTERTAINMENT WHILE THEY WAIT THEIR TURN TO GO THROUGH THE WHITE HOUSE.

BEFORE A CROWD OF ABOUT 2,500 IN THE STANDS, MRS. FORD SAID THE "CROWDS SEEMED TO BE GETTING LARGER EVERY YEAR" AND SHE EXPECTS THE BICENTENNIAL TO DRAW A RECORD TURNOUT.

"I CAN REALLY APPRECIATE THE PROBLEMS OF STANDING IN LINE WITH CHILDREN," SAID MRS. FORD. "IN MY YEARS IN WASHINGTON, I STOOD IN MANY, MANY, LINES, INCLUDING THOSE FOR THE WHITE HOUSE." FOR THE BICENTENNIAL YEAR, THE WHITE HOUSE HAS EXTENDED TOUR HOURS AND ADOPTED A NEW SYSTEM WHEREBY VISITORS CAN GET A TICKET IN ADVANCE FOR A SPECIALTIMED TOUR. THEY MAY WAIT IN THE BLEACHERS OR DO OTHER TOURING UNTIL THEIR VISIT TIME IS CALLED.

THE NATIONAL PARK SERVICE INAUGURATED THE SYSTEM FOR SEVERAL MONTHS LAST FALL, AND IT PROVED SUCCESSFUL.

MARCHING AND MUSIC UNITS FROM HIGH SCHOOLS AND COLLEGES AROUND THE COUNTRY HAVE VOLUNTEERED TO ENTERTAIN.

04-14-76 14:17EST

