

The original documents are located in Box 35, folder “Christmas, 1974 - Card” of the Sheila Weidenfeld Files at the Gerald R. Ford Presidential Library.

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THE WHITE HOUSE
WASHINGTON

Mrs. Ford on
Xmas Cards



Up until this year has
always had a family
Xmas card. Has a
complete set of them.

This is the 1st year
they don't have one. It
was too difficult. "Family
spread out - . . . Mike
married . . . Maybe next
year". Also not certain
it would be appreciated
by embassies, foreign
countries, etc.
Chose card because she
liked it.

Christmas - 1974

Prints ordered - 5,000

Cards ordered - 50,000 (includes 200 non-sectarian)

Card sent to Dept. of State and others mailed 12/16/74

Foreign Ambassadors	130
Heads of State, et al	251
OAS Ambassadors	16
Special Missions	9
American Ambassadors	126
Others (Cab., Fmr. Pres.)	42
Total	<u>374</u>

Prints - Military 1426

EPS 875

Staff ~~1,368~~
1,496

50,000 cards cost \$3,000 or 6¢ each

5,000 prints cost \$3,750 or 75¢ each Total = \$6,750

For immediate release
Thursday, Dec. 12, 1974

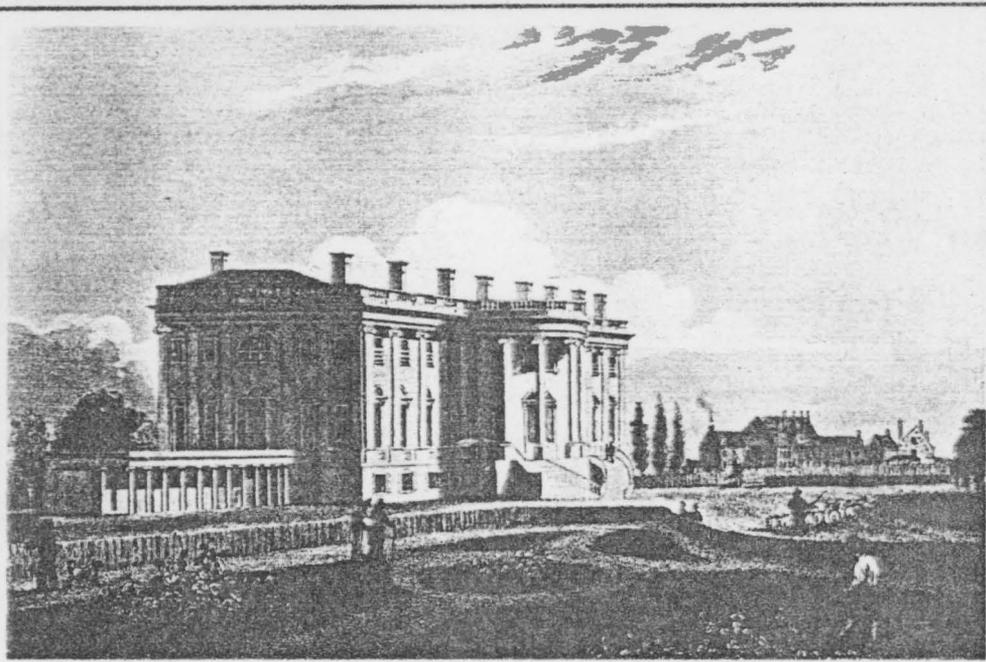
THE WHITE HOUSE
Office of the Press Secretary to Mrs. Ford

The President and Mrs. Ford will mail their Christmas card Friday, Dec. 13 to about 40,000 Heads of State and foreign dignitaries, Members of Congress, some state and federal officials and personal friends of the family.

The card is a reproduction of an engraving published in 1831 entitled "The President's House, Washington." It is printed on white paper edged with a gold embossed line and trimmed with a 1/2" Christmas green border.

#

photograph of Christmas card available



Drawn by H. B. Brown

THE PRESIDENT'S HOUSE, WASHINGTON.

London, Published, Feb. 15, 1811, by T. T. Henson & Sampson & Marshall.

Engraved & Printed by
Francis Sears & Co.

*With best wishes from our family
for a Merry Christmas
and a Happy New Year*

The President and Mrs. Ford



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photograph of Christmas card available

1974 Christmas Card List

The following info was given by Anne Higgins:

1. Approximately 100 people are working on the cards. They are all Republican women volunteers.
2. Last year approximately the same number of cards were sent (40,000). *Approx. the same, a little less (less)*
3. Recipients of the card:

Personal and political friends (list chosen by the President and Mrs. Ford)
Heads of State and Foreign Dignitaries
Members of Congress
Senators
State officials
4. It is her understanding that the cost of the cards and postage is paid for by the President.

From Sandy Fox:

The card given to the White House staff is a reproduction of a painting located on the Second Floor of the White House. It was painted by George Durrie and is entitled "New England Snow Scene." Mrs. Ford made the selection.



Christmas Gift to be sent to White House Staff

"New England Snow Scene" by George Durrie (1820-1863)

"New England Snow Scene" was painted in 1858 by George Durrie. Durrie lived in New Haven, Connecticut, and used the New England countryside as subject matter for many of his now-famous paintings. Several of his paintings were published by the well-known lithography firm of Currier and Ives.

This painting hangs in the White House on the second floor, and its selection as the White House staff gift was made by Mrs. Ford.

Christmas Card

The card was selected by Mrs. Ford from a selection of about six cards put together by Hallmark.

The card is entitled "The President's House, Washington" and depicts the White House in the early 19th century. A description is on the back of the card.

According to Sandy this is not one of Hallmark's cards being sold to the public this year.

THE WHITE HOUSE

WASHINGTON

Gift: "New England Snow Scene"

measures 10 x 11 1/2"

Painted in 1858 by George Durrie (1820-1863)
Durrie lived in New Haven, Conn., and used the
New England countryside as subject matter ~~for many~~
for many of his paintings. Several of his paintings
were published by well-known lithography firm of
Currier and Ives.

hangs on second floor in main hall of family quarters

Mrs. Ford selected it -- gift from The President
and Mrs. Ford



GERALD R. FORD LIBRARY

The item described below has been transferred from this file to:

- Audiovisual Unit
 Book Collection
 Ford Museum in Grand Rapids

Item: 2 copies of a black and white photo and 1 color photo of the Ford's 1974 Christmas Card

White House Photo 906 74A2355-01

The item was transferred from: Weidenfeld; Box 35; Christmas -
1974 - Card

Initials/Date Let 5/86



Shulin

MORNING **The News** EVENING

NEW JERSEY'S ONLY ALL DAY NEWSPAPER

THE CALL

Dec. 4, 1974

President and Mrs. Gerald T. Ford
The White House
Washington, D.C.

Dear President and Mrs. Ford,

I'm sure that UPI and AP will soon be sending wire photos to every newspaper in the country concerning your Christmas cards this year. But, I am hoping that I will be able to have something a little different than the others in extra information concerning your holiday plans.

First, will your cards be the same as those sent by all other presidents....white cards with no illustration...just engraved wishes for the holidays? Or will they be the kind of cards sent by your family before entering the White House? If so, would we be able to have a copy? Do you have any particular rules in selecting Christmas cards (humorous, serious, religious scenic etc.)

Also, how will you be spending Christmas this year? What would you like to receive most? And what will be given to members of your family and friends (promise they won't see this before Christmas in your area so we won't ruin any planned surprises)

Any information that you can provide will be greatly appreciated. Thanks so much for your help. And a very Merry Christmas and Happy New Year to you and yours.

Sincerely,
Rosalie Longo
Rosalie Longo
Family Focus Editor

1/6/75
Responded w/apologies & offer to help another time
pm



DEC 2 1974

NATIONAL ADVERTISING REPRESENTATIVES: STORY & KELLY-SMITH, INCORPORATED



Rosalie Longo

MORNING

The News

EVENING

NEW JERSEY'S ONLY ALL DAY NEWSPAPER

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**SERVING PASSAIC,
BERGEN, MORRIS,
SUSSEX COUNTIES**



President and Mrs. Gerald Ford
The White House
Washington, D. C.

PERSONAL

White House Christmas Cards

The White House showed the Christmas cards President and Mrs. Ford will be sending out to 40,000 people, ABC reported.

* * * * *

Kissinger, Schlesinger in Brussels

NBC's John Chancellor reported that Secretary of State Henry Kissinger and Secretary of Defense James L. Schlesinger are in Brussels attending the annual meeting of NATO ministers.

Chancellor said that while NATO is the main business of the conference, other world problems have come up. And Kissinger "is up to his diplomatic neck in work that is not directly related to NATO," Chancellor said.

Garrick Utley reported from Brussels that while Kissinger participated in the NATO meetings, "he again preferred personal, private diplomacy in his hotel suite."

He met with the French foreign minister, where a unified oil policy was of concern, and he conferred with Greece's foreign minister, where Greek anger over Cyprus and that nation's desire to pull out of NATO is of concern.

"But the major problem that dominates all others at NATO meetings is the economy," Utley said. Kissinger "bluntly warned" the members that the West has not done enough to fight inflation or deal with the energy crisis.

Utley said Kissinger said the economic slump and the high price of oil "could accomplish what the Soviet Union has long failed to do -- weaken the NATO alliance."

* * * * *

Carter Announces

All networks reported Georgia Gov. Jimmy Carter announced he will run for the 1976 Democratic presidential nomination.

ABC's Frank Reynolds, covering Carter's speech to the National Press Club, asked, "Is the United States ready to elect as its President a Southern governor who is also a nuclear physicist, a millionaire peanut farmer, businessman, and former career naval officer?"

ABE BURT HAMMER
PHOTO REPORTING
100 BROOKLYN AVENUE
FREEPORT, N. Y. 11520

December 4, 1974

Dear Mrs. Ford:

Thank you for the card of appreciation you mailed to me for the get-well wishes I sent to you during your illness.

I write for a small town weekly paper and would like to ask permission to reproduce your 1974 Christmas card, if I am not to pre-sumptuous. Our last edition, before the holidays is December 17. If I could get a copy before that date, I would be most appreciative.

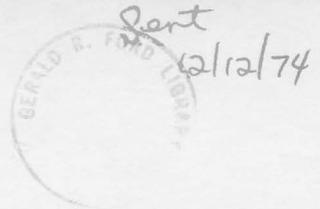
Best wishes for a healthy, Joyous Christmas season to you, the President and the entire family.

Sincerely,

Abe Burt Hammer

P. S. Since the President is so preoccupied with national and international problems, my messages do not reach his desk. Perhaps you could leave a note in the kitchen.

Many months ago, I wrote a piece about the problems facing the nation. At that time, I stated that the United States, alone, cannot



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ABE BURT HAMMER
PHOTO REPORTING
100 BROOKLYN AVENUE
FREEPORT, N. Y. 11520

solve the problems without cooperation of all the nations in the world.

Obviously, the President had the same thought otherwise he would not have gone to Japan, Korea and Russia. Understanding persons realize that these, face to face, conferences will not solve our immediate problems of recession and inflation. However, in years to come this diplomatic move will be appreciated by all Americans. I, therefore, must disagree with Senator Goldwater's criticism of President Ford.

IN DEC 1 1974



POSTMASTER:

Priority mail;
please expedite



Mrs. Betty Ford, Personal
The White House
Washington, D. C. 20500

PRIVATE AND CONFIDENTIAL

ABE BURT HAMMER
PHOTO REPORTING
100 BROOKLYN AVENUE
FREEPORT, N. Y. 11520

1974 1974 1974 1974
FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC JAN FEB MAR AP
10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

December 14, 1974

Dear Dick:

This is in response to your inquiry concerning the Christmas cards sent out by President and Mrs. Ford.

Inherent in the duties and responsibilities of the Presidency is the tradition of sending Holiday greetings to Chiefs of State, the diplomatic corps, officials of various governmental units and bodies, as well as many other individuals associated with our government. This augments the list of personal friends of the First Family. It is a pleasure for the President and Mrs. Ford to extend their best wishes for Christmas and the New Year in this way.

The expense of the cards and the necessary postage is met personally by the President. There is no expense account or specially appropriated funds to cover this expense. In addition, addressing and preparing the cards for mailing is handled by a volunteer staff. The result is that a warm and friendly holiday message from the President and Mrs. Ford is sent without the use of taxpayers' money.

I trust the foregoing will be helpful to you in responding to the inquiries you have received.

With kindest regards,

Sincerely,

Max

Max L. Friedersdorf
Deputy Assistant
to the President

The Honorable Richard H. Fulton
House of Representatives
Washington, D.C. 20515

bcc: Sheila Weidenfeld/Patty Matson - for your information

MLF:EF:VO:jem



For immediate release
Thursday, Dec. 12, 1974

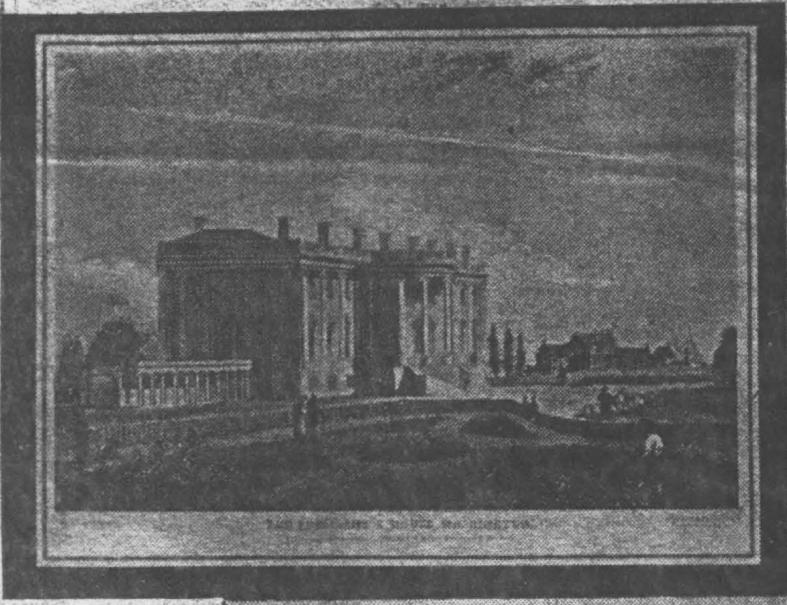
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#

photograph of Christmas card available



Season's greetings from the White House (left and below).

The Rockefeller's card (below) is green. The Beames acknowledged holiday greetings on his stationery.

*With best wishes from our family
for a Merry Christmas
and a Happy New Year*

The President and Mrs. Ford

White House Yule

Some 40,000 White House Christmas cards have been ordered by President and Mrs. Ford. The design is being kept secret.

The White House will be closed to tourists Dec. 6 to Dec. 8 while the indoor Christmas tree in the Blue Room is being trimmed and other greens go up all over the house.

From staff reports and news dispatches

*With best wishes for Christmas
and the New Year*

Happy and Nelson Rockefeller

THE CITY OF NEW YORK
OFFICE OF THE MAYOR
NEW YORK, N.Y. 10007

December 17, 1974

John:

Mary and I thank you so much for warm holiday greetings.

It was very thoughtful of you to remember us and please accept our warmest wishes for a happy and healthy New Year.

Sincerely,

A. Beame

Mr. John Smith
470 Park Avenue
New York, N.Y. 10017

Sending cards no easy chore for politicians

By KIKI LEVATHES

The greeting card industry estimated that 95% of all Americans spent \$4 billion to wish each other Merry Christmas this year.

For most of us this annual sending of season's greetings is an evening's chore — or pleasure — depending on our mood. But for political figures and their secretaries it is a monumental task. An important omission could be politically disastrous. Consequently, long lists are painstakingly put together.

The List Soars

Gerald Ford's Christmas list, for example, jumped from several hundred last year when he was the newly sworn-in Vice President to 40,000 this year as President.

As governor, Nelson Rockefeller sent over 20,000 cards but, as a private citizen until his vice-presidential appointment last week, he sent out 7,000 cards. They are dark green this year — the color of a dollar bill.

Secretary of State Henry Kissinger and the new Mrs. Kissinger chose a very discreet gold-trimmed white card with a gold American eagle embossed on the front. His office wouldn't disclose the number of cards he sent. A diplomatic decision, perhaps.

formal mailing this year. His staff, he said, was tied up arranging the office he will take over on Jan. 1. His children, however, are sending out a simple holiday greeting which says that instead of spending money for cards this year, they are making a contribution to the Brooklyn Bureau of Community Service.

Similarly, Mayor Abe Beame said the cost of a holiday mailing would be prohibitive and add to the city's budget difficulties. He did, however, send out several hundred acknowledgments of holiday greetings he received. They were typewritten on his personal stationery.

If you are one who waits until after Christmas to send season's greetings, be comforted. The Pope does the same thing. He sends personal letters to his Cardinals and the heads of state and acknowledges, said the Papal Apostolic Delegate in Washington, ALL of the thousands who send him Christmas wishes with a brief passage of scripture printed on a card.

He's undecided

Another late sender is UN Secretary General Kurt Waldheim who, as of last Friday, had not made up his Christmas list or decided what cards he would send. His secretary said