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THE WHITE HOUSE

WASHINGTON

November 25, 1974

MEMORANDUM FOR RON NESSEN

FROM: LARRY SPEAKES *LS*

SUBJECT: DRESDEN ARTICLE ON WHITE HOUSE FOOD

Donald Dresden, a contract writer who does the restaurant pieces for the POST's Potomac Magazine, called today. He wants to do a piece on the Ford family and dining at the White House.

He says he would like to spend some time with the chef, talk with him about how he operates, how he buys and how it is to cook for the Fords. This would run as a major piece in Potomac.

This sounds like a good idea to me. It might be advisable for us to have him interview Mrs. Ford and let her work in some of her cost-cutting, belt-tightening statements--how the first family is saving on food costs.

I thought you might want to have Sheila talk with Mrs. Ford and if everyone thinks well of it, give the go-ahead.

Please advise.

*Eating in the White House -
What Haller does
Soul to Bagelkelle story
Preparation*

Prof Stear & Wild
Walnut

THE WHITE HOUSE
WASHINGTON

Rose Dosti
L.A. Times

Times Mirror Inc
LA 900 53

Ford Secti

Sent 10/23/75



3311 Longshore Avenue
Philadelphia, Pa. 19149
October 18, 1975

Ms. Shelia Raab Weidenfield,
Press Secretary to
Mrs. Gerald Ford
The White House
Washington, D. C.

Sent 10/23/75

Dear Ms. Weidenfield:

I read with interest in the Evening Bulletin (Philadelphia) that the Fords celebrated their 27th Anniversary and for dinner they served a family favorite -- beef stew with walnuts. Would it be possible for me to receive a copy of this menu? I had never heard of it, and thought it would be something delicious for one of my family reunions.

My deep gfatitude for your kindness.

Sincerely,

Thomas C. Gheen

Mrs. Thomas C. Gheen





Williams County Broadcasting System Inc.

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P. O. Box 603 - Bryan, Ohio 43506

636-3175

October 17, 1975

Sent 10/23/75

Ms. Shelia Weidenfeld
News Secretary to Mrs. Gerald Ford
The White House
Washington, D.C.

*Fran
would you
check with
Haller to see
if he has
recipe
show*

Dear Ms. Weidenfeld:

In a UPI release dated Thursday, October 16, the menu for President and Mrs. Ford's 27th anniversary dinner party was given. I would like very much to have a copy of the recipe for Beef Stew with Walnuts to share with listeners of my radio show as well as readers of a food shopper I do each week for an area supermarket chain. I have long insisted that expensive meats are not necessary for entertaining and was delighted to see that a beef stew was served at the dinner.

Since Thanksgiving is coming, would you please include a favorite Thanksgiving recipe of the First Family.

Sincerely,

Mary Thaman

(Mrs. Luke Thaman)
Women's Editor



November 17, 1975

Dear Ms. Howlett:

I've been asked to respond to your letter of October 27 to the President and Mrs. Ford regarding their Walnut Beef Stew recipe.

I know they are greatly flattered by your interest, but I am unable to help you with your request due to the unique problems that occur when any member of the First Family considers lending their name in any way to a specific product. I am sure you can understand the endorsement that is implied by such an act. It has been a long-standing policy that official sanction cannot be given when the request involves the First Family and has commercial overtones.

The President and Mrs. Ford send their appreciation to you for thinking of them and extend their best wishes.

Sincerely,

Sheila Rabb Weidenfeld
Press Secretary to Mrs. Ford

Ms. E. Roxie Howlett, APR
Director
Diamond Walnut Kitchen
Suite 2206
425 California Street
San Francisco, California 94104



SAQ



E. Roxie Howlett, Director

Commercial?

October 27, 1975

President and Mrs. Gerald Ford
The White House
Washington, D. C. 20000

Dear President and Mrs. Ford:

So many of our friends have sent us the UPI clipping telling us of the Walnut Beef Stew which is one of your favorite recipes, and naturally, they have asked us if we have a copy of it.

Is it possible that we might have a copy of your walnut stew recipe, and if so, how may we use it? Of course, we'd like to send it to those friends and business associates who have asked for it, and also wondered if we might make it available to our many newspaper food editor friends across the country. We do have such a stew recipe of our own which we tested and developed in our test kitchen, but that isn't your recipe which is what we're being asked about.

We would appreciate knowing whether the recipe is available for us to use and the circumstances under which we can send it out to our U.S. colleagues, be they Republicans, Democrats, Independents or whatever political persuasion.

Also today we are sending you some of our walnut recipes which may be of interest to you. They have all been tested and developed by our graduate home economists and are enjoying considerable useage throughout the country. It is gratifying to know that we are supplying helpful information and materials for consumers, and to learn that we have walnut fans among individuals as internationally known as you.

Sincerely,

E. Roxie Howlett

E. Roxie Howlett, APR
Director



ERH:amm
encl:

Suite 2206
425 California Street
San Francisco, CA 94104

MEMORANDUM
OF CALL

TO:

YOU WERE CALLED BY— YOU WERE VISITED BY—

Shulsa,

(Organization)

Should this be

declined on the grounds
that it's commercial?

fp

MESSAGE

RECEIVED BY

DATE

TIME

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CHEF INSISTS HE HAD OFFER

White House 'Job' Fizzles

The White House staff in Washington knows nothing about the alleged offer to Skirvin Plaza Hotel head chef Haven McClaren to become President Ford's chef, a staff spokesman said Friday.

McClaren announced Thursday that he had been offered the position about three days after Ford's visit to Oklahoma City on Oct. 22.

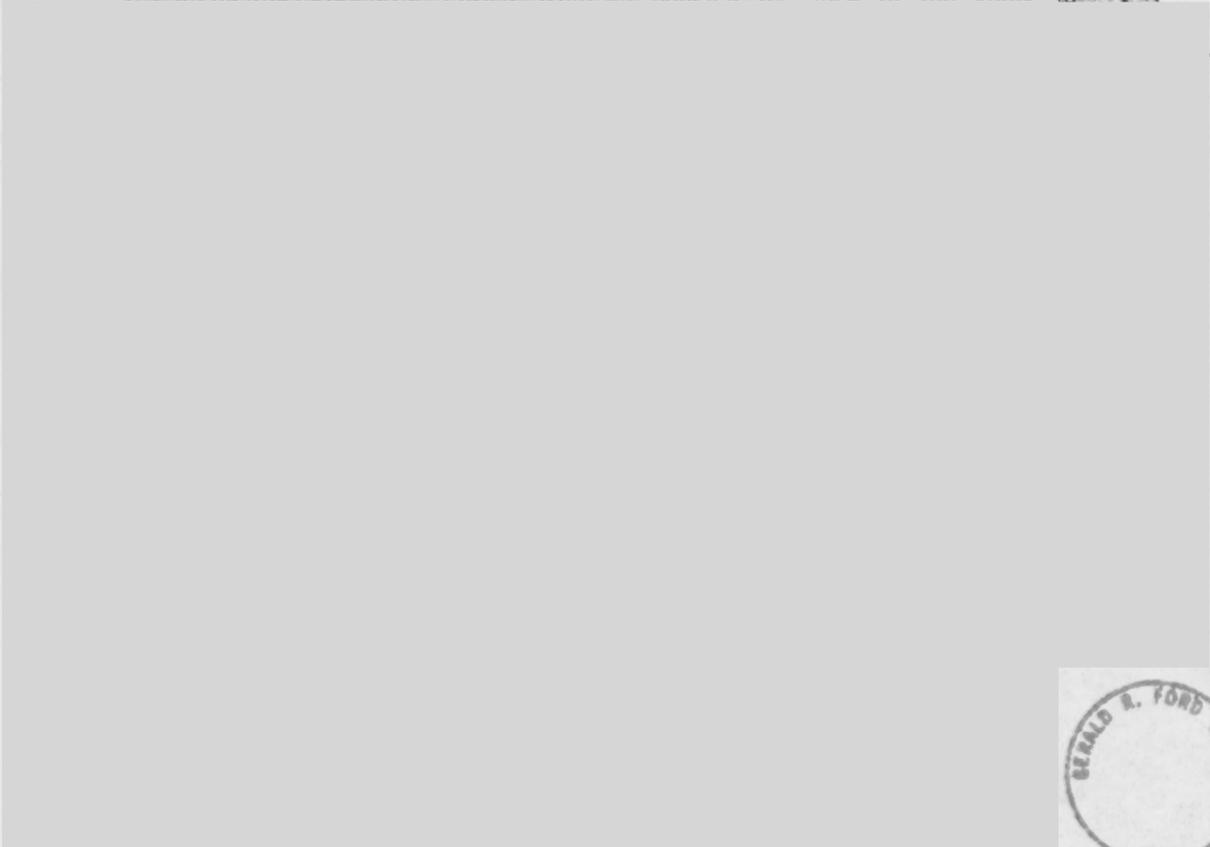
However, Mrs. Shiela Weidenfeld, a member of Mrs. Ford's White

national newscaster misquoted him as saying the President is "cheap."

Ford's personal secretary phoned to cancel the offer.

About the White House denial, McClaren said: "I'm in a bad situation. Either the White House is lying or I'm a liar."

He said Ford's secretary told him Friday that McClaren "could squelch the idea of me going to



Hotel's Chef Cooks a Meal To Ford's Liking.

OKLAHOMA CITY (UPI) — Haven McClaren apparently cooked breakfast so much to the liking of President Ford that he's been offered a job at the White House.

"I don't know whether I'll accept the job or not, but I'll have to make a decision by Monday," said McClaren, executive chef at the Skirvin Plaza Hotel here.

What's Cooking? *SKIRVIN STA*

A report that Oklahoma City chef Haven McClaren would be hired by the White House as its top chef apparently is a practical joke. A White House spokesman said Friday that he had checked with



State Dinner for Queen Elizabeth

By MIMI SHERATON

Special to The New York Times

WASHINGTON, July 6—

The lobsters have been glazed and decked out with black truffles; saddles of veal are stuffed, rolled and ready for roasting; rice croquettes are set to be popped into the deep fryer; fluted bombes of peach ice cream with brandy are waiting.

In other words, all is ready to come forth and be finished tomorrow night as Henry Haller, the White House chef, puts the last touches on a state dinner marking the Bicentennial with Queen Elizabeth and Prince Philip as the honored guests at a dinner

*New England Lobster en
Bellevue, Sauce rémoulade
Saddle of veal
Rice croquettes
Broccoli Mornay*

*Garden salad
Trappist cheese
Peach ice cream bombe
with raspberries
Petits fours
Demitasse*

The Menu

The Wines

*Sterling Chenin Blanc, 1972
Beaulieu Vineyards Cabernet
Sauvignon, 1968*

*Schamberg Blanc de Blancs,
1973
Cordials and liquers*

weight, so I made everything with Sucaryl."

"I wish someone would invent lemons without seeds," Chef Haller remarked as he garnished a lobster platter, and if he isn't careful, they probably will.

Through it all, one could not help wondering if a really imaginative, thoroughly American dinner might not have been more interesting and appropriate to the occasion than this menu which, though elegant and appetizing, was all-purpose international.

everything. But I guess these people who go to such dinners all the time, learn to eat a lot of things they don't

The veal saddles, Mr. Haller said, costs \$1,000 for 26, and the lobsters, called New England on the menu, will

Day WEDNESDAY, JULY 7, 1916

: 224 Guests—and a Time Clock

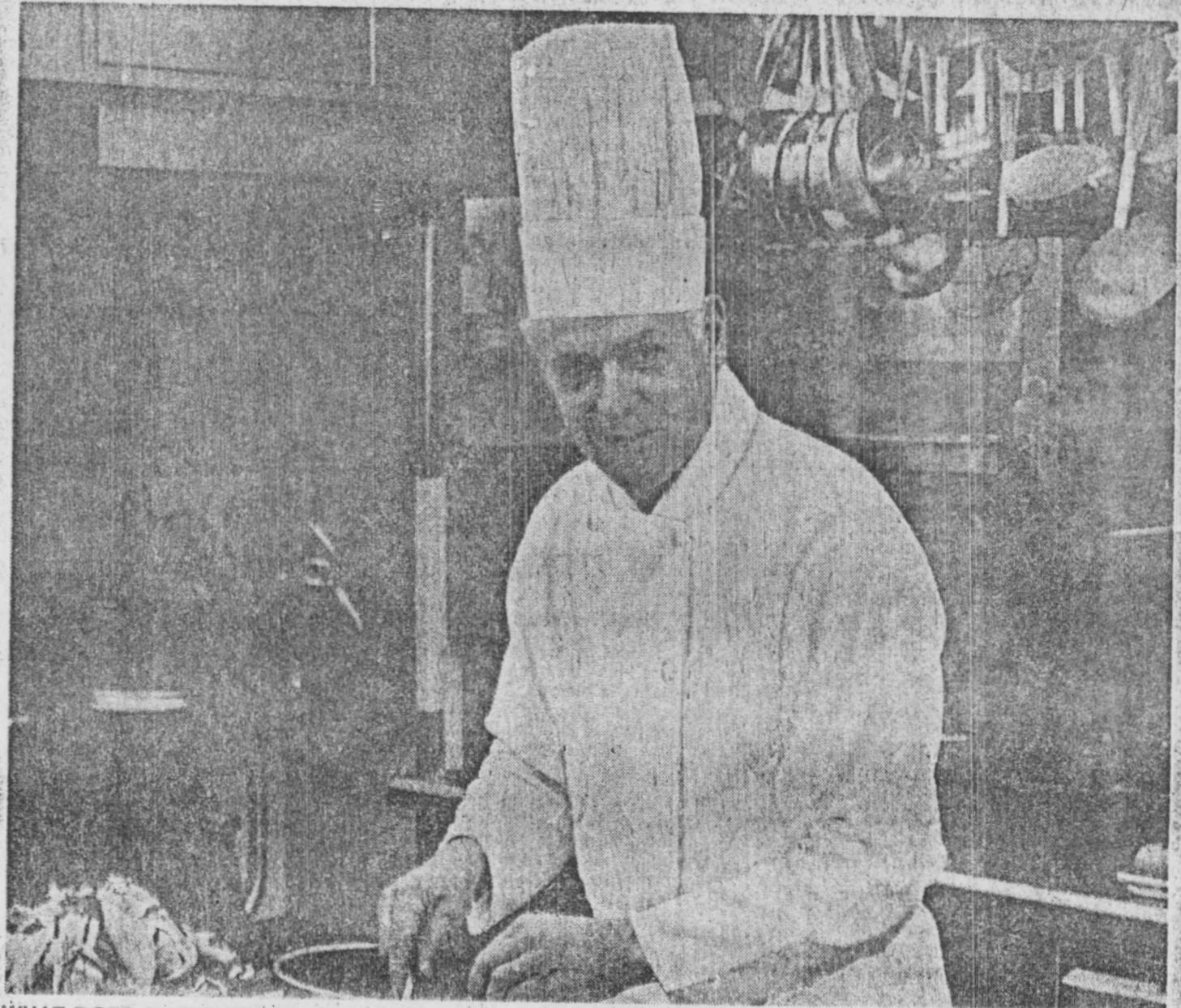


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*Think you've got
hassles in the kitchen?
Imagine what these
chefs deal with...*

Cooking dinner for a crowd



WHAT DOES WHITE HOUSE CHEF Henry Haller worry about? Security in the kitchen, for one thing, and dinners perfect every time, for another. He has a reputation for serving hot dishes absolutely hot and cold dishes well-

chilled. How does he do this? He counts on lots of kitchen helpers and does most of his cooking last-minute. "My whole life is waiting for people to sit down to dinner," says Haller.



By **BARBARA BURTOFF**

Food Editor

So you've had a rough week in the kitchen?

Well, you're not the only one!

Professional chefs have their bad weeks, too. And when they do, their culinary problems defy the imagination of the American homemaker.

For example, where would you begin if you had to cook a formal dinner for 160

Hollywood, he, indeed, has an around-the-clock kitchen to handle.

Chef Johnson cooks for the stars. In his private office, he keeps lists of their likes, dislikes and special diets. That's a big help when dealing with big quantities and big personalities.

Chef Johnson also cooks for studio parties, for the tourist snack shops at Universal Studios and, probably most demanding, the job of food preparation for crews filming in the backlots.

Kotak ants lollapops on that occasion

to less-meat and meatless meals to save pennies.

Along Embassy Row on Massachusetts ave. in Washington, D.C., chefs don't know about cutting costs in the kitchen. A meal at a Washington embassy is an exercise in power politics. More can be accomplished across a dinner table in two hours than across a conference room in two weeks. So money is no object when it comes to feeding hungry diplomats.

At the White House, Chef Haller admits

avocation for Franey. From 9 to 5 daily, he is executive chef and vice president of the Howard Johnson Company with responsibility to plan menus and purchase ingredients for 900 Howard Johnson Restaurants, 40 Red Coach Grills and 50 Ground Round Restaurants. He also supervises recipes used for Ho Jo's take-home food lines.

Almost everyone at one time or another complains about the leftovers problem. These professional chefs don't, however.

When Franey and Claiborne cook for the New York Times columns, it is in terms of six to 12. So they invite in friends and that ends the leftovers.

(Continued on Page 39)

Suppose you were asked to dine at the White House. What would the evening be like? What marvelous foods would you enjoy? Imagine our delight when SPHERE was invited to the state dinner given in honor of Egypt's President and Mrs. Anwar Sadat! The occasion was so exciting that we'd like to recount it for you and share the superb recipes we obtained from White House Chef Henry Haller.

Dinner at the White House

By Marilyn Kaytor

The eagerly awaited night, October 27, 1975, has come. Beautifully attired men and women are arriving at the southwest gate of the White House, where a busy security guard is scanning invitations and checking his guest list. Proceeding through the south portico entrance to the Diplomatic Reception Room, guests check their wraps and then ascend a marble staircase to the Grand Foyer. The Marine Band plays, and



Jay Gourley
147 Eleventh Street Northeast
Washington, D.C. 20002
[202-547-5935]

October 31, 1975

*Regret
11/6/75
She would
prefer not to!*

Mrs. Sheila Rabb Weidenfeld
The White House
Washington D.C.

Dear Mrs. Weidenfeld:

About my request to interview Henri Haller, this is the note you asked that I write.

National Enquirer editor Maurie Breecher has asked that I talk to Mr. Haller about how a famous chef feels cooking for plain folks like the Fords.

With your permission I will contact Mr. Haller directly. He can arrange for me to talk to him, probably over the phone for a few minutes. Then if it seems profitable I'll ask Mr. Haller's permission to visit him in the kitchen. In that event I will advise you.

Sincerely,

Jay
Jay Gourley



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- Florida
- Florida Tulsa
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- Florida Elkins Park and Spring House
- Florida
- Florida Memphis
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- Florida
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- Florida Dallas
- Florida
- Florida Salt Lake City
- Florida
- Florida Charlotteville
- Florida
- Florida Georgetown
- Florida
- Florida Georgetown
- Florida
- Florida London, Ontario
- Florida
- Florida Toronto, Ontario

Vogue Food

YOUR-KITCHEN WAY TO GIVE A WHITE HOUSE DINNER

State Dinner for 124 scaled down, by the White House chef, to 8-guest proportions

White House Chef Henry Haller, superbly accredited, who came to The White House nine years ago, has two centers to his life: his family and food. When this Swiss isn't cooking for White House events, he's busman-holidaying at home for his gastronomy-minded wife and their four food-shrewd children.

Since Haller's been sovereign in The White House kitchen, he's master-chefed hundreds of feasts—such as a sit-down turkey dinner for 225; a buffet for a rousing 1500; get-ready-quick working dinners for the President and at least fifty colleagues; and, of course, numerous State Dinners.

We went to dine "in State" recently (see menu, above right) and fared deliciously. There was an elegant sufficiency (each perfect dish was passed once) and the wines were a joy; all food was American, save the Brie, and both wines were domestic. That's how Mrs. Gerald R. Ford likes it and wants it—and Betty Ford, a woman with deep domestic imagination, and a strong sense of economy, is the final word on each detail.

We talked to Mrs. Ford about parties, to Chef Haller and his associates, Assistant Chef Hans Rafferty and Pastry Chef Heinz Bender, to others involved in White House party-planning. We also asked Chef Haller to scale down the State Dinner we ate (124 diners) to a workable-in-your-own kitchen party for eight. For recipes, see below. For photographs and a profusion of party details (preparations and during the occasion), see pages 154-159.

Observation on Mrs. Ford: Her favorite food seems to be fowl—different kinds like capon, duck, squab—specially for parties. "They are so nice and comparatively inexpensive right now. And they can be made to go a long way. . . . I don't believe in serving large portions."—L.L.



Dinner

Turtle Soup with Sherry

Supreme of Royal Squab
Wild Rice
Sautéed Zucchini

Hearts of Palm Salad
Brie Cheese
Praline Mousse

Demitasse

THE WHITE HOUSE
Thursday, January 30, 1975

Green Turtle Soup with Sherry

eight servings

1 quart clear turtle soup (Ancora brand)
3 cups beef consommé
About 1 tablespoon mixed spices

1½ cups diced canned turtle meat (Ancora brand)
1 cup sherry

Bring turtle soup and consommé to a boil. Make a spice bag out of cheesecloth using dried marjoram and thyme leaves, allspice, coriander, anise seed, and 2 cloves; add spice bag to soup and simmer 10 minutes. Strain soup through cheesecloth. Add turtle meat to soup and bring to a boil. Add sherry and serve.

(Continued on page 56)

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English



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Ford's tastes as American as . . . egg rolls and lasagna

By Marian Burros

WASHINGTON — While Gerald Ford will no longer wash the dinner dishes now that the family is in the White House, and Betty Ford will no longer cook the dinner, the Fords' simple food preferences certainly won't change for their private meals in the family dining room.

The First Family's tastes in food are as American, one is tempted to say, as apple pie, except that the Fords don't eat much apple pie, and few other desserts for that matter. Otherwise, their eating habits are

typically late 20th-Century American, and include foreign foods that have become an integral part of the native diet like egg rolls, lasagna, vichyssoise and spareribs with sauerkraut, along with carry-out hamburgers, buttermilk pancakes and baked potatoes covered with processed cheese.

According to Mrs. Ford's assistant Nancy Howe, "They are one of the easiest families to please. The chef at the White House is going to have the easiest time in the world."

So will Betty Ford, who really doesn't like to cook, even though she does it well. According to Mrs. Melvin Laird, who has been entertained at the Fords' Alexan-

tonic for the First Lady, martinis for the President. When they entertain, wine is usually served with dinner. Mrs. Ford prefers white wine.

The night of the swearing-in, family and close friends toasted with California champagne at the buffet dinner. There was lasagna, ham, green beans, garlic bread and hot rolls, a huge tossed salad with oil and vinegar dressing and a platter of raw vegetables: carrots, cauliflower, radishes, black olives. But no dessert.

Buffet-style entertaining has been the rule in the Fords' modest home. The dining area, actually part of

Sun-Times

1200

Wednesday, Aug. 28, 1974

Page 63



MEMORANDUM

THE WHITE HOUSE

WASHINGTON

Myra McPherson 223-7585
how day begins for bf
breakfast -
lunch

8-8:30
2 soft boiled ~~poached~~ eggs toast + tea + orange juice ^{believes in well-balanced diet} starting w/ breakfast ^{and} I ~~love~~ eat a good breakfast
does exercises 10 mins
standing stretching

Susan - chef -



Abe conuents (light breakfast)
apple juice
cheese omelette and
as Eng muf

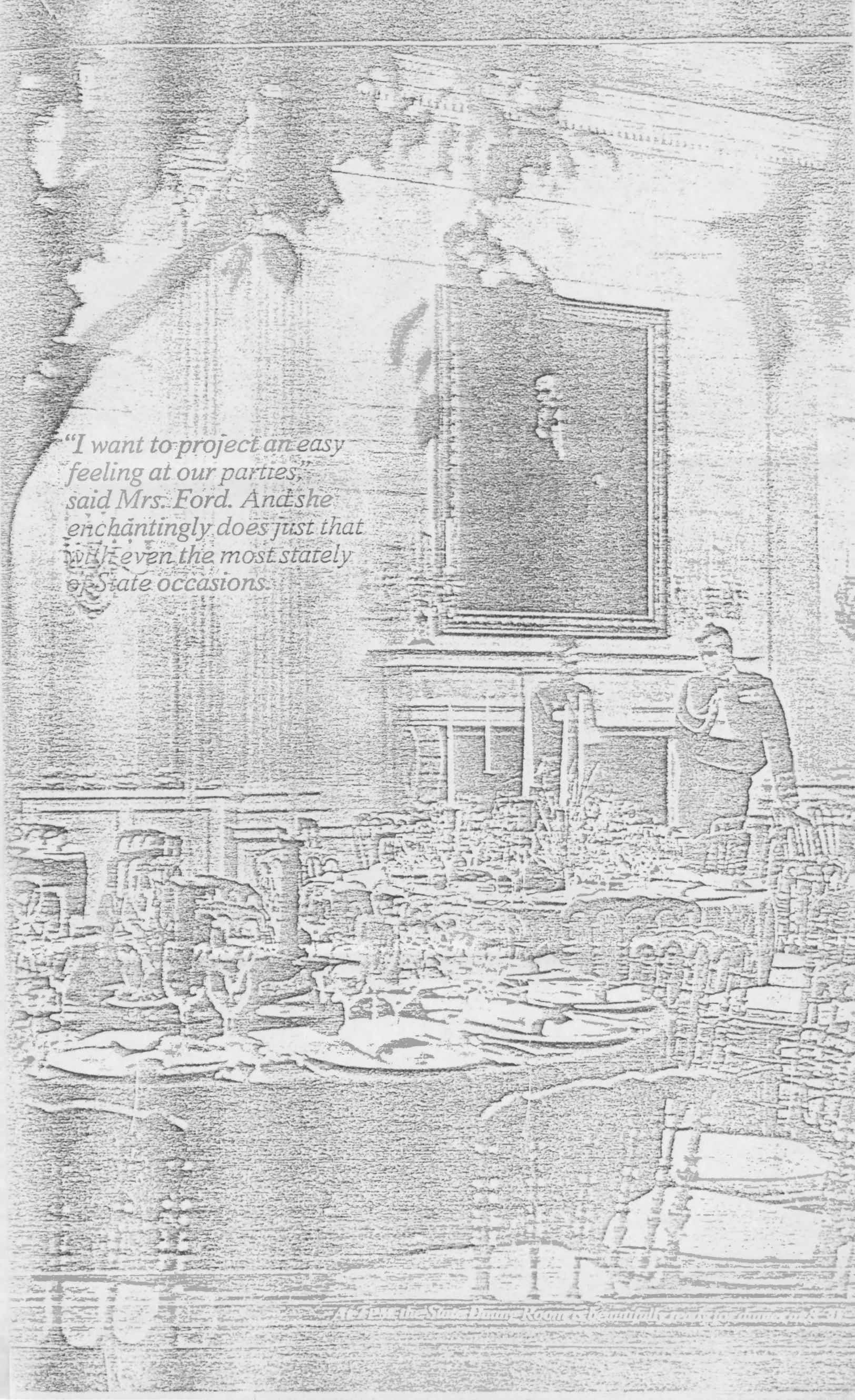


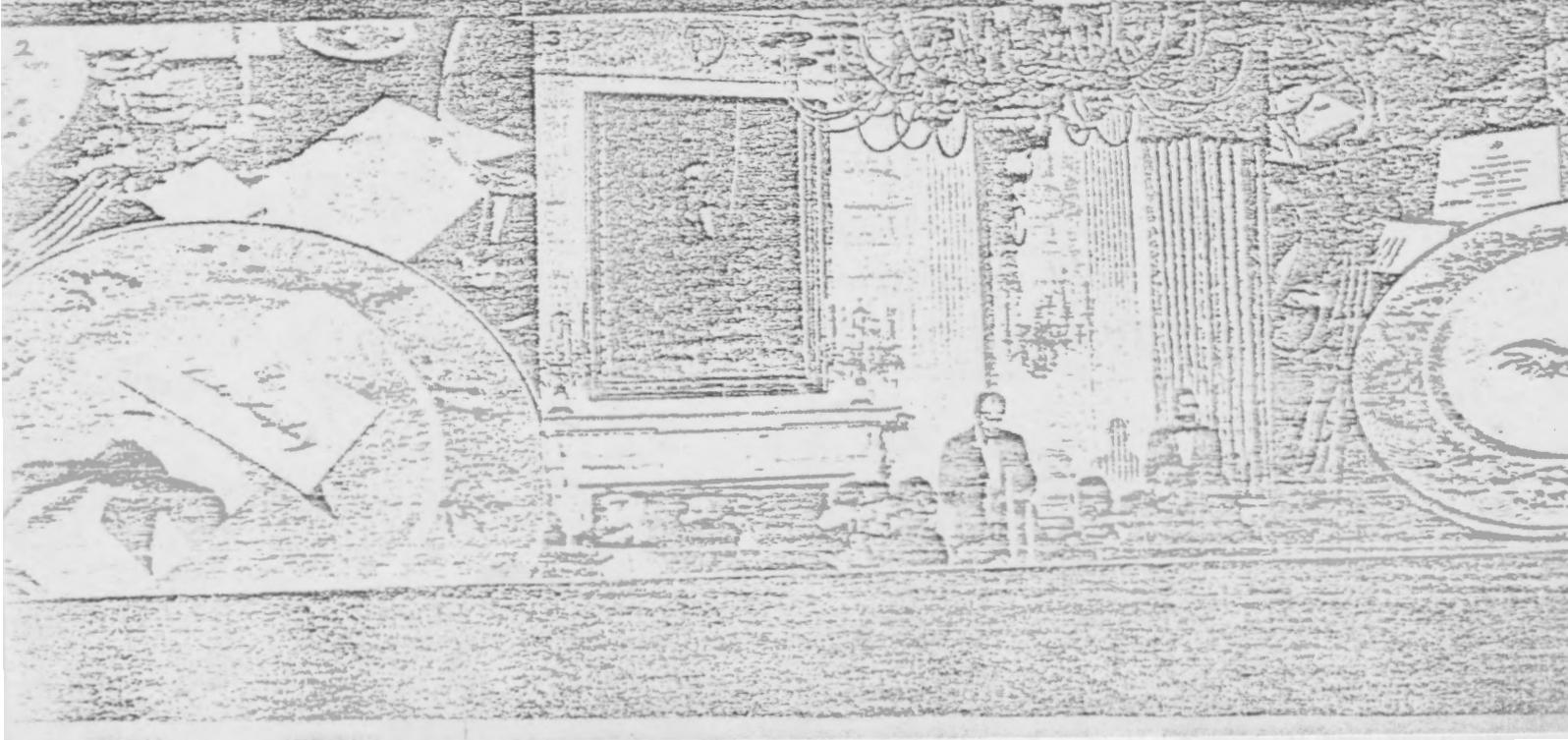
THE HOUSE PARTY

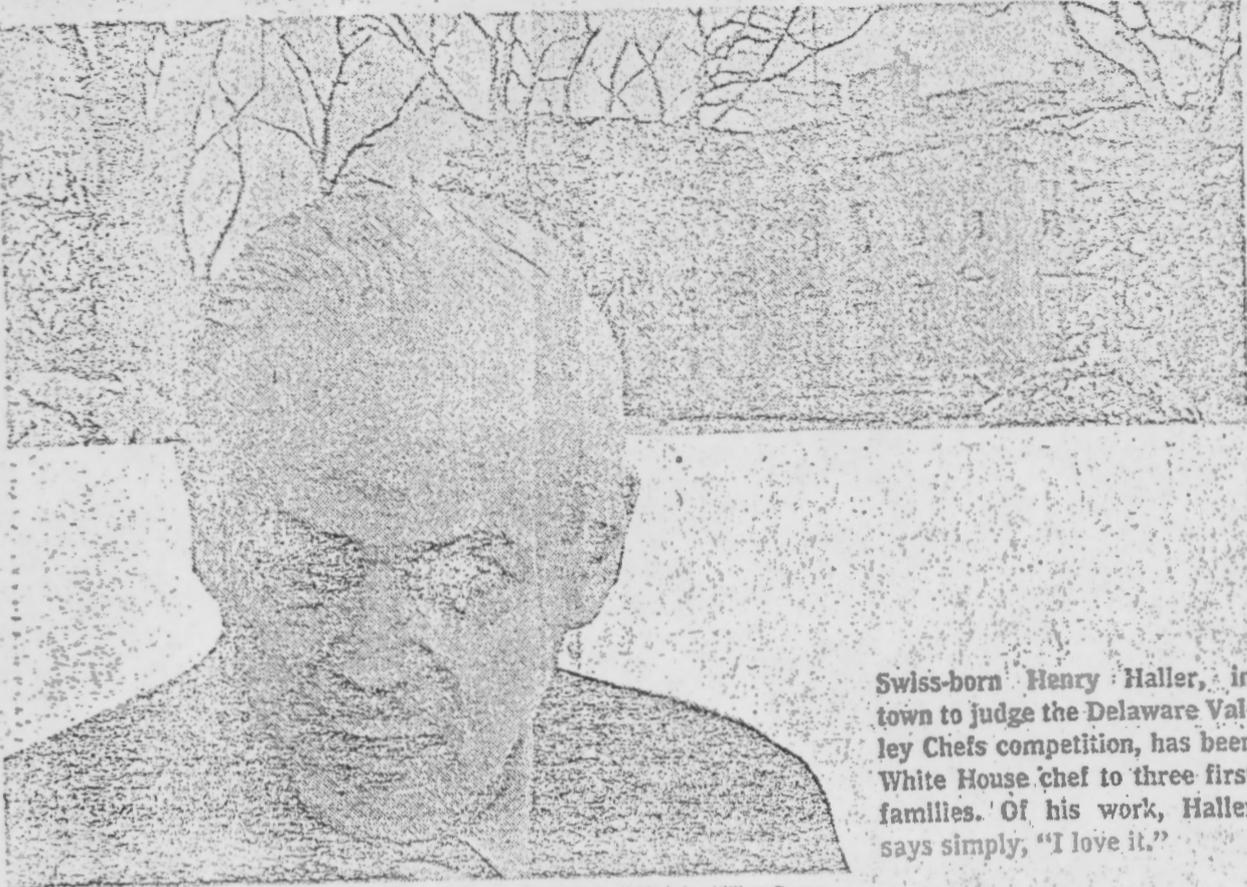
Mrs. Horak Way

Mrs. Corilla A. Way, wife of the President, in the Yellow Oval Room of the White House

"I want to project an easy feeling at our parties," said Mrs. Ford. And she enchantingly does just that with even the most stately of State occasions.







Bulletin Staff Photo by William Owens

Swiss-born Henry Haller, in town to judge the Delaware Valley Chefs competition, has been White House chef to three first families. Of his work, Haller says simply, "I love it."

Cooking for the First Family

By LESLIE KRUHLY
Special to The Bulletin

TEN YEARS AGO Monday was a special day for chef Henry Haller. It was the day he began as White House chef for Lyndon Johnson, and a career

reservations about doing it, I thought I should give it a try. That was the start of it all."

Of the three first families he has worked for, Haller says the Ford family is the easiest to please: "They seem to like all types of food, and they

they go to Mrs. Ford's secretary. The Fords pay for all their own private meals; the taxpayer doesn't. But I know they follow a close budget, and use leftovers like fried chicken and roast beef."

An addition to the private Ford



Gold-bordered plates and tablecloth added real elegance to the meal which won second place in this week's Delaware Valley Chefs competition.

Patti - I thought you might enjoy this
Ann Haas

pls
file -
Mrs.
Ford -
Miscel

Delaware County

Daily



Times

TUESDAY, AUGUST 20, 1974

Editorials

Ford: hungry or frustrated?

The Ford administration's first scandal broke even before he raised his hand to take the oath of office. And it is having a debilitating effect on the American family.

Ford, it was revealed by the news-media, prepared his own breakfast on that eventful day and, according to Mrs. Ford can be expected to continue doing so.

We don't know what Mrs. Ford's problem is, but our confidence in her husband has been shaken by his apparent inability to prod his

second grade, knows that it is not enough breakfast to get an average person through to lunch time, let alone the hard-working President of the United States.

Imagine trying to understand why the supply of oil is up, the demand for gasoline is up, and the price of fuel remains up, all on a breakfast of two slices of toast.

The alternative is that the hungry President occasionally makes himself an adequate breakfast of bacon, eggs and toast.

note

FAMILY DINNER MENUS

Tuesday - Sept. 17

Broiled Pork Chops
Mashed Potatoes
Kale

Iceberg Lettuce
w/ green & red peppers

Dessert by Request

Wednesday - Sept. 18

Roast Leg of Lamb
Succotash

Romaine Lettuce Salad

Dessert by Request

Thursday - Sept. 19

Pot Roast
Mixed Fresh Vegetables

Tomato & Watercress Salad

Dessert by Request

Friday - Sept. 20

Broiled Fresh Fish (in season)
Leaf Spinach
Broiled Tomatoes

Tossed Green Salad

Dessert by Request

Saturday - Sept. 21

Roast Capon - Cranberry sauce
Noodles
Fresh Mushrooms & Peas

Dessert by Request

Sunday - Sept. 22

Roast Sirloin of Beef
Baked Potatoes
Zucchini

Combination Salad

Dessert by Request

Monday - Sept. 23

Broiled Veal Chops
Corn Mexicaine

Tossed Green Salad

Dessert by Request

MEMORANDUM
OF CALL

TO: _____

YOU WERE CALLED BY— YOU WERE VISITED BY—

OF (Organization) Food for M

PLEASE CALL → PHONE NO. CODE/EXT. _____

WILL CALL AGAIN IS WAITING TO SEE YOU

RETURNED YOUR CALL WISHES AN APPOINTMENT

MESSAGE

Sample weekly menu that appear frequently

(Over →)



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*jello +
ice cream
pecan*

*(2 or 3 times
a wk)*



TO:

YOU WERE CALLED BY: YOU WERE VISITED BY:

✓ Meat loaf

BBQ Spare ribs

✓ Pot Roast

✓ ^{Southern Fried} Chicken

Spaghetti

Chicken Pot Pie

Pork Chops

✓ Stuffed Cabbage

TIME

DATE

RECEIVED BY

THE WHITE HOUSE
WASHINGTON

Chf Holder's recipes from
Wilson dinner 1/30/75. Sent
to Vogue 2/7/75.



KEEPING HOUSE AT THE WHITE HOUSE

How to Make Ends Meet On a \$1.8-Million Budget

It's all on a larger scale, but the First Family—as other Americans—is finding that running a home takes careful planning.

Having trouble stretching your household budget to make ends meet? If so, you're in good company. The White House is feeling the money pinch, too.

The people who manage such things have told Congress it will cost 1.8 million dollars to run the executive residence next year, up \$82,000 from this year and double the budget of only nine years ago.

Inflation is the main reason. It seems the cost of just about everything—particularly salaries of hired help—is going up these days. And, as President and Mrs. Ford are finding out, the bigger the house, the bigger the bills.

Out go the lights. Take electricity. Mrs. Ford is very conscious of the need to conserve it. Often she pops into a room where lights are burning to see if it is occupied. If not, out go the lights. Such efforts helped cut electricity use 10 per cent last year in the White House, but electric bills skyrocketed anyway—up 72 per cent—and will run to \$180,000 in the year that starts July 1.

Higher bills are only one of the headaches involved in maintaining the 132-room mansion. How many people are involved in "keeping house" at the White House, and how do they go about it? What role do members of the Ford family play? What efforts are being made to cope with rising prices?

For answers to these and other questions about a side of the Presidency that few people read or hear about, Patricia Avery of the magazine's White House reporting staff went to the people in charge of maintaining the executive residence, to friends of the Fords, to other officials. What she found—

It takes a staff of 75 full-time help to keep the Executive Mansion running smoothly, including nine operating engineers, seven housemen, six butlers and smaller numbers of carpenters, plumb-

ers, electricians, painters, maids, florists and cooks, among others.

Then there is a separate staff of 14—nine gardeners and five laborers—with a \$300,000 budget all its own to keep up the grounds on the 18-acre estate.

Many Americans are familiar with the public rooms of the White House, which has served as the official home of every President except George Washington. Tourists by the thousands traipse through the historic public rooms five days each week.

But above the hurly-burly of the public rooms are the presidential living quarters—25 rooms stretching across the second and third floors. These are off limits to all but the Fords and their personal guests.

No sleep-ins. At one time the third floor housed the White House servants, but no more. None of the White House staff "sleeps in." The last housekeeping

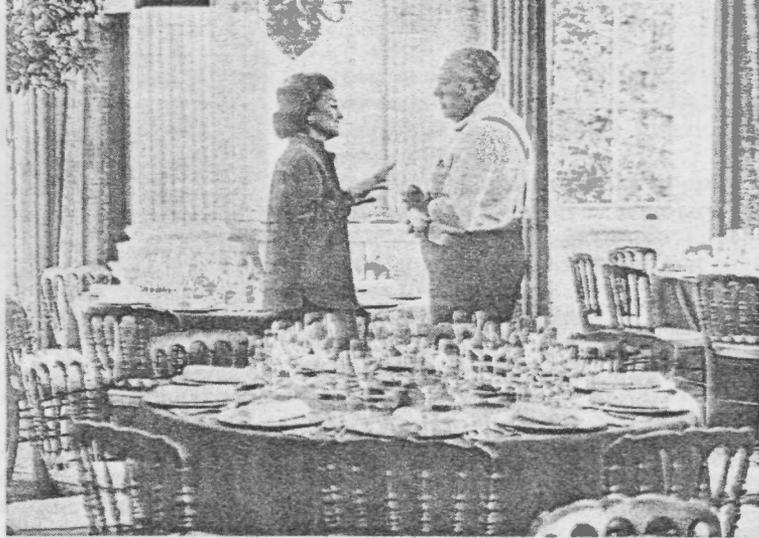
employe leaves when the President retires for the night. And, unlike many of their predecessors, the Fords have no personal servants. Thus, if the President awakens at 3 a.m. with a craving for ice cream, he has to fetch it himself from the kitchen in the family quarters.

For the First Family, living in the White House is much like living in a well-run first-class hotel.

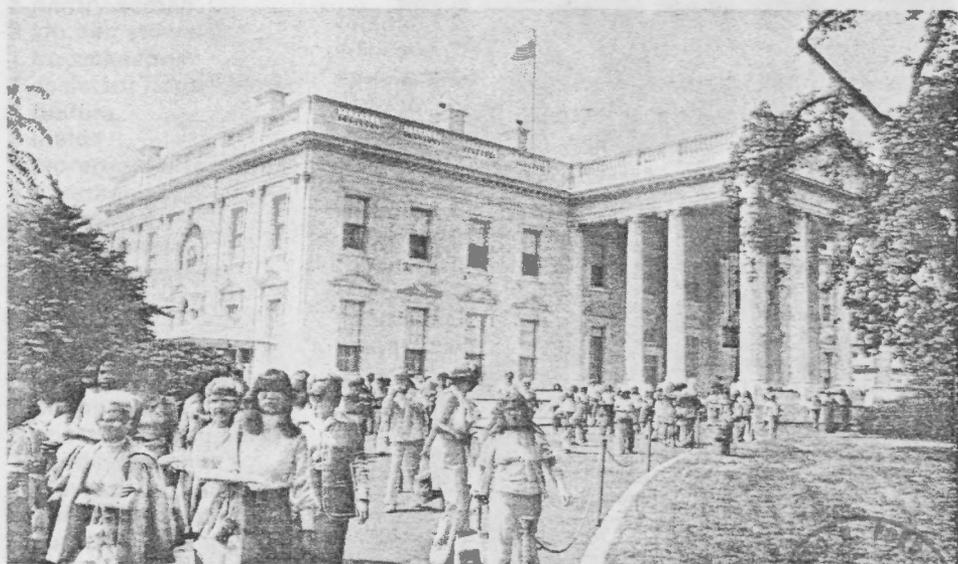
Rooms are dusted and vacuumed daily. Towels and linens are laundered on the premises. If the plumbing stops up or an electrical appliance goes awry, people are readily at hand to fix it.

The furnished family quarters come with the job. But the President does have household expenses. Food is one.

Mr. Ford must reimburse the Government for all food and beverages consumed by members of the First Family and their private guests. Dry cleaning
(continued on next page)



Mrs. Ford confers with maître d' John Ficklin before a state dinner.



More than a million tourists visit the public rooms of the White House each year, often standing long hours in line for the privilege. Free tours run five days a week.