

The original documents are located in Box 46, folder “White House - Tours” of the Sheila Weidenfeld Files at the Gerald R. Ford Presidential Library.

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*White House
Tours*

George Stangler -- ^{guide} ~~Book~~ Book - 299-7507 ,
New Settlers Guide
(for newcomers to Wash)
Changes or impact of Mrs. Ford on White House (tour area)

Her influence can be seen in the style of flower arrangements, which are more open, more informal.

Can see the influence she has had on entertaining -- usually after a State or official occasion such as a State dinner you will see exhibited a model of the tables and decorations used -- She prefers round tables, often uses handicrafts & fruits for table decor

The President and Mrs. Ford have arranged for extended visiting hours (tours) during Bicentennial:

*1974
March-Oct*

Visiting hours on Saturday extended until 2:00 p.m. (Presently open til 2 during June, July & Aug. White House will stay open beyond 12: noon Tuesday through Friday whenever official schedule in the afternoon permits.

1

March-Oct

~~XXXXXXXXXXXXXXXXXXXX~~

Visitors waiting area being established by the National Park Service on the Ellipse.

Mrs. Ford will sponsor an increased number of garden tours to make grounds more generally available. one weekend each month (Sat & Sun) beginning with April thru Oct.

*If the subject comes up -
openness - President occasionally
goes out to greet visitors -
Mrs. F. often be seen waving
to visitors from balcony.*



*Continuing tradition of First Ladies in acquisition
& historical pieces for WH*



White House Tour

UNITED STATES DEPARTMENT OF COMMERCE
The Assistant Secretary for Tourism
Washington, D.C. 20230

File

September 24, 1975

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

Dear Sheila:

You may be interested to know that as a result of our correspondence last month I will be speaking to the White House Tour Guides from 1:30-3:00 on the afternoon of October 1. Plans for this gathering have been coordinated with Mike Farrell, Craig Ash, and I have also talked recently with Clem Conger. I plan to talk with the guides about the profiles of the foreign and domestic tourists who come to visit Washington and the White House and also to stress with this the need for as much human interest in their presentations as possible, specifically making reference to the present First Family and to Mrs. Ford's involvement in the management and functioning of the White House.

If you know of any antidotes, favorite stories or whatever regarding Mrs. Ford which might be appropriate as illustrative material, I would appreciate hearing from you. Also, if you have any suggestions for sources on the background of first ladies that would be helpful to me (I understand from Clem that a new book on the subject is being published later in the fall), I would appreciate knowing of such information.

Finally, if Mrs. Ford is in the White House on that afternoon and not already scheduled, it might be a nice touch if she were to come down at the end of the meeting and share some of her personal ideas on how the guides can convey to the tourists the best possible view of our First Family.



I will hope to hear from you soon. Meanwhile, best regards as ever.

Sincerely,

Barbara J. Trombley

Barbara J. Trombley
Special Assistant to the
Assistant Secretary



Room 1858
U.S. DEPARTMENT OF COMMERCE
Assistant Secretary of Commerce
WASHINGTON, D.C. 20230

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1975 SEP 26 PM 1 21

RECEIVED AND SECURITY UNIT
THE WHITE HOUSE
WASHINGTON



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

SPECIAL SERVICE

THE WHITE HOUSE

WASHINGTON

July 7, 1975

MEMORANDUM FOR: RON NESSEN

ATTENTION: LARRY SPEAKES

FROM: MIKE FARRELL *mf*

SUBJECT: White House Visiting Hours
during the Bicentennial

At the request of the President and Mrs. Ford the White House visiting hours during 1976 will be expanded in accordance with the schedule outlined below to accommodate the increased number of visitors expected in our Nation's Capital during the Bicentennial.

1. Saturdays

The visiting hours on Saturday will be extended until 2:00 p. m. beginning Saturday, March 27, 1976 through Saturday, October 2, 1976. (Presently the White House is open until 2:00 p. m. on Saturdays during June, July and August).

2. Tuesdays through Fridays

Beginning March 30, 1976 through October 1, 1976, the White House will stay open beyond 12 noon Tuesday through Friday whenever the official schedule in the afternoon permits. A visitors waiting area is being established by the National Park Service during that time on the Ellipse. This will allow visitors to be more comfortably accommodated while they wait to tour the White House. The closing time each day will be posted at the White House gates and at the visitors waiting area on the Ellipse. We expect that our closing time on most days will be 1:00/1:30 p. m. (Special Note: These hours should take care of everyone who wishes to see the White House as the present practice of admitting everyone in line by closing time will be continued, thereby avoiding closing the gate to anyone who has been waiting).



Continued. . .

MEMORANDUM

Page Two

July 7, 1975

3. Garden Tours

Mrs. Ford will sponsor an increased number of garden tours to make the grounds more generally available. The White House gardens and grounds will be open to the public one weekend each month (Saturday and Sunday afternoon), beginning with April and continuing through October. Specific dates and times will be announced later.

Thank you.

cc: f.y.i. Jim Connor
Max Friedersdorf
Ted Marrs
Jack Marsh
Sheila Weidenfeld ✓



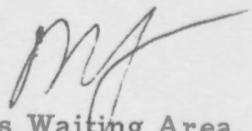
W. H. Town
File
✓

THE WHITE HOUSE
WASHINGTON

October 3, 1975

MEMORANDUM FOR ALL WHITE HOUSE/OEOB STAFF

FROM: MIKE FARRELL



SUBJECT: White House Visitors Waiting Area, Ellipse
Trial Program
October 7, 1975 - November 1, 1975

To better accommodate visitors to the White House during our Bicentennial, a Visitors Waiting Area is being established on the Ellipse in cooperation with the National Park Service.

To determine the best approach for next spring and summer, there will be a trial period October 7 through November 1 of this year. Note: The visiting hours during this trial program will remain the same, 10:00 a.m. until 12 noon, Tuesday through Saturday. There will be no change in procedures for the early morning special tour. However, whenever we are unable to accommodate your guests on the special tour, we hope you will encourage them to take advantage of this tour which is not by reservation.

The following information should be helpful to visitors during the trial program:

1. Kindly direct visitors to the Ellipse, south of the White House, not to the East Gate.
2. Ticket booths will open at 8:00 a.m. each day, Tuesday through Saturday, and will remain open until 12 noon. Visitors may obtain tickets the morning of the tour only.
3. Each visitor will be issued a ticket specifying the time of the tour. Visitors may then leave the park, visit other attractions, and return at the indicated time. They may also choose to view the entertainment program (9:30 a.m. to 12 noon). Bleachers will be available.



White House
Spurs + fall
toan

It is a special pleasure for our family to welcome you to the White House, which is owned and cherished by all Americans. It has been the living symbol of America and the home of the First Families since 1800.

May the unique history and treasures of our heritage here be the source of an enjoyable visit which you can rekindle through the memento of this book.

With our warm wishes,



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May the unique history and treasures of our heritage here be the source of an enjoyable visit which you can rekindle through the mementos of this book.

With our warm wishes,

*File - Specimen
W. H. Brown*

ALSO SENT

January 16, 1976

Dear Cherry:

Thank you so much for sending me the information on your proposal for the "Welcome to Washington," program.

I have sent a copy to Mike Farrell, who is Director of the White House Visitor's Office. He would be the appropriate person to contact should the National Capital Parks Service act favorably on it. I would suggest you give him a call as soon as you have some word.

I hope everything works out well.

Sincerely,

Sheila Rabb Weidenfeld
Press Secretary to Mrs. Ford

Ms. Cherry Adler
Library Theatre
6805 Florida Street
Washington, D.C. 20015

SRW/fp

cc: Mike Farrell



LIBRARY THEATRE

OFFICE : 6805 FLORIDA STREET ● WASHINGTON , D. C. 20015 ● (301) 656 - 6264

A NON-PROFIT EDUCATIONAL ORGANIZATION DEDICATED TO INTRODUCING CHILDREN TO LITERATURE THROUGH THE ARTS

December 23, 1975

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

Dear Sheila:

I am enclosing two proposals for musicales for children who will be visiting Washington, D.C. during the Bicentennial celebration, a segment of each of which involves President or Mrs. Ford.

Should the National Capital Parks Service act favorably on these proposals, I would very much like to discuss with you the implementation of the White House segment of the proposals.

Best personal regards from Leon and me.

Cordially,



Cherry Adler

CA:cf
Encl.



PROPOSAL "D"

for the
BICENTENNIAL CELEBRATION FOR VISITORS TO WASHINGTON, D.C.
of the
NATIONAL CAPITAL PARKS SERVICE
"WELCOME TO WASHINGTON"

Library Theatre will present an original musicale for children, "Welcome to Washington", created especially for young visitors to Washington, D.C. during the Bicentennial year celebration. The theme of the musicale will be "a child's tour of Washington", and the presentation will include song, music and dance in a full scale production, including sets, costumes, etc.

The presentation will conclude with a taped "welcome message" from the President and/or Mrs. Ford, if approval is forthcoming from the White House. The program will be about twenty minutes in length and will be performed at appropriate intervals from 9:00 A.M. to 4:00 P.M.

The above presentation will rehearse for three weeks and be presented from July 4 to Labor Day, 1976, at a cost of \$39,500.

Library Theatre suggests that the National Capital Parks Service develop a "Children's Guide to Washington", to be distributed at the conclusion of each performance.



PROPOSAL "E"

for the

ELIPSE PROGRAM FOR VISITORS TO WASHINGTON, D.C.

of the

NATIONAL CAPITAL PARKS SERVICE

"WELCOME TO THE WHITE HOUSE"

Library Theatre will present an original ten minute children's musicale, "Welcome to the White House", for young visitors to the White House during the Bicentennial year celebration. It will be presented on the Elipse. The theme of the musicale will be the "mystery and intrigue" of each of the rooms visited in the White House when they once again come alive in dramatic incidents.

"Welcome to the White House" will be presented at appropriate intervals during those times when the White House is open to visitors. The production will be full scale, including scenery, costumes, etc. A one minute taped message from the President and/or Mrs. Ford would be a most effective and human way of welcoming young children to the national landmark of the White House. Such a message will be included in the presentation if approval is forthcoming from the President's office.

"Welcome to the White House" will be presented at appropriate intervals during those times when the White House is open to visitors.

The above presentation will rehearse for three weeks and will be presented from July 4 to Labor Day, 1976, at a cost of \$37,200.



THE WHITE HOUSE
WASHINGTON

June 16, 1976

MEMORANDUM FOR ALL WHITE HOUSE/OEOB STAFF

FROM: MIKE FARRELL *MF*
SUBJECT: July 4, 1976 Fireworks Display

The President and Mrs. Ford have asked that the South Lawn be open for you and your families to enjoy the 4th of July fireworks display. We will begin admitting White House and OEOB pass holders through the Southwest Gate at 8:15 p.m. The fireworks are expected to be exceptionally good, and it is anticipated they will begin at about 9:00 p.m.

Thank you.



THE WHITE HOUSE

WASHINGTON

June 26, 1976

MEMORANDUM FOR ALL WHITE HOUSE/OEOB STAFF

FROM: MIKE FARRELL



SUBJECT: White House Visiting Hours
Saturday, July 3, 1976
Monday, July 5, 1976

Garden Tours
Saturday, July 17, 1976
Sunday, July 18, 1976

To accommodate visitors who will be in the Washington area the 4th of July weekend, President and Mrs. Ford have asked that the White House visiting hours on Saturday, July 3, 1976 be extended until 5:00 p.m. In addition, the White House will be open on Monday, July 5, 1976 from 10:00 a.m. to 1:00 p.m. A limited number of reservations are available for the early conducted tour on July 5. The White House will be closed for all tours on Wednesday, July 7, 1976.

For future planning, the July garden tours will be held on Saturday, July 17, 1976 from 10:00 a.m. to 2:00 p.m. and on Sunday, July 18, 1976 from 2:00 p.m. to 5:00 p.m. As in the past, White House and OEOB pass holders and their guests will be admitted through the Appointment Gate on East Executive Avenue.

Thank you.



Sheila
Nessen
announced
in 6/21 briefing
Sally?

THE WHITE HOUSE
WASHINGTON

June 18, 1976

Is Ron's
office
handling?

MEMORANDUM FOR:

RON NESSEN

FROM:

MIKE FARRELL *MF*

SUBJECT:

White House Visiting Hours
Saturday, July 3, 1976
Monday, July 5, 1976

I would very much appreciate your issuing a press release in order to provide the following information:

To accommodate visitors who will be in the Washington area the 4th of July weekend, the President and Mrs. Ford have asked that the White House visiting hours on Saturday, July 3, 1976 be extended until 5:00 p.m. In addition, the White House will be open on Monday, July 5, 1976 from 10:00 a.m. until 1:00 p.m.

The special Bicentennial Visitors Waiting Area program will be in operation on the Ellipse south of the White House both days. People who wish to tour the White House should go to the booths in that area to secure tickets for a definite time. The ticket booths will open at 8:00 a.m.

Thank you.

cc: ✓ Sheila Weidenfeld



For immediate release
Tuesday, Feb. 17, 1976

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

To better accomodate visitors to the White House during the Bicentennial, the President and Mrs. Ford have asked that a number of changes be made in White House tour procedures.

These changes include:

- the extension of regular visitors hours,
- opening the grounds and gardens of the White House on a number of weekends throughout the year.
- establishing a waiting area on the Ellipse so that visitors will be comfortable while awaiting their tours. This also allows a system of ticketing so that visitors can better utilize their time until the hour of their tour.

Details of the changes:

From Tuesday, March 16 - Saturday, Oct. 23, 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 the East Gate. Tickets for the White House tours will be issued at the Ellipse from 8 a. m. - 12 noon Tuesday through Friday, and 8 a. m. - 1 p. m. on Saturday. Once tickets are obtained, visitors are free to do as they like until the time of their tour. Bleachers are available, and there will be entertainment most days. Visitors will be escorted from the Ellipse to the White House at the appointed time. Tickets are available on the day of the tour only. The Ellipse system was tried on a temporary basis last fall and found successful.

Visitors hours will be extended an hour during the week and two hours on Saturdays. Hours between March 16 and Oct. 23 will be 10 a. m. - 1 p. m. Tuesday through Friday and 10 a. m. till 2 p. m. on Saturdays.

In addition, the President and Mrs. Ford have asked that the grounds and gardens of the White House be open one weekend a month from April through October. Dates will be announced.

In addition, to accomodate weekend travelers, the White House will remain open on three Monday holidays (it is normally closed on Mondays). These Mondays are: Memorial Day (May 31), Labor Day (Sept. 6) and Columbus Day (Oct. 11). Hours on those days will be 10-1 p. m. Ticket booths will be open 8 a. m. till 12 noon.

#



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U.S. News & WORLD REPORT®

THE UNITED STATES NEWS®

WORLD REPORT®

50 CENTS

DECEMBER 30, 1977

Four

\$15 BILLION TAX CUT COMING?



Betty Ford's Folksy White House



NEW PROGRESS AGAINST PAIN

Interview With a Leading Medical Authority

FIRST RUN COPY



The First Lady, shown before the White House Christmas tree, has brought a relaxed feeling to home of U. S. Presidents.



The President and Mrs. Ford, ready to greet old friends, make their entrance at Christmas ball for members of Congress.

Betty Ford's Folksy White House

**"Happy, free and open."
That's what the First Lady wants the Executive Mansion to be—and she's doing her best to make it that way.**

THE CHRISTMAS SPIRIT glowing in the White House this year reflects the life style of the President and First Lady—friendly, relaxed and low-keyed.

The Fords have brought to the Executive Mansion a new informality—to which Betty Ford has contributed her own brand of flair and elegance.

Despite health problems—a cancer operation in September and a recurrence in mid-December of the osteoarthritis which has been a problem for years—Mrs. Ford has given the social side of the White House a special *ambiance*. It is described as blending warmth and easy hospitality with the traditional dignity of the home of America's Presidents.

And it is in keeping with what Mrs. Ford told columnist Betty Beale about the White House just before Richard Nixon's resignation catapulted her husband into the Presidency:

"If I go there, I'm going to make it fun. I couldn't stand to live there unless it were happy, free and open. Because we are that kind of people and we're not going to change."

Staff members and guests alike agree that the Ford White House is "happy, free and open"—and marked by many distinctive touches.

Christmas handcrafts. Yuletide decorations, for instance, are characteristic of the Ford family's adherence to the idea of an old-fashioned Christmas. Featured in the decorations are American handcrafts, such as 550 patchwork balls

ornamenting Christmas trees, handcrafted wooden toys and handmade wooden baskets filled with nuts or gumdrops.

The tree ornaments were made by elderly people and women of Appalachia. The toys—to be given to underprivileged children—were donated by a Pennsylvania toymaker.

Parties in the Christmas-decked White House before the Fords' departure for the President's annual skiing trip to Vail, Colo., were aglow with warmth and liveliness. This was strikingly evident at one of the biggest and cheeriest social events in recent Washington history—a gala Christmas ball on December 17 for members of Congress, with a guest list that totaled more than 900. It was a get-together that largely dispensed with protocol and ignored political divisions.

"Warm and genial." Many of the guests were old friends made during the President's quarter century of service in Congress. For them, it was a happy reunion. As one guest put it, "It was warm and genial—like a party in a private house, not a formal function in an official residence."

Since her recovery from the cancer operation she underwent on September 28, Mrs. Ford has done much to enliven entertainment at the White House. For one thing, people who hadn't been invited to the Mansion in years are showing up at the South Portico.

One of the First Lady's innovations: An unmarried guest may now be accompanied by someone of his or her own choice. That's how Barbara Howar, once a White House "regular" during the LBJ era, and Lee Radziwill, sister of former First Lady Jacqueline Kennedy Onassis, happened to be among those present at a recent state dinner.

In the Ford White House, the welcome mat is out for old foes. Thus, Supreme Court Justice William O. Douglas, whose impeachment Mr. Ford sought when he was Republican Leader of the House of Representatives, was a guest at a party honoring Austria's Chancellor Bruno Kreisky.

The Ford guest list. The informal touch shows up even at official black-tie dinners, where guest lists are no longer top-heavy with names of big financial contributors to political campaigns. Nancy Lammerding, Mrs. Ford's social secretary, explains:

"Both the President and Mrs. Ford think of the White House as America's house. They want to bring to it all segments of American society."

As a result, actors and athletes, scholars and scientists, singers and dancers are rubbing elbows at White House social events with businessmen and

(continued on page 14)

The Chatter's Back at the Most Visited Home in the World

By FREDERICK PLATT

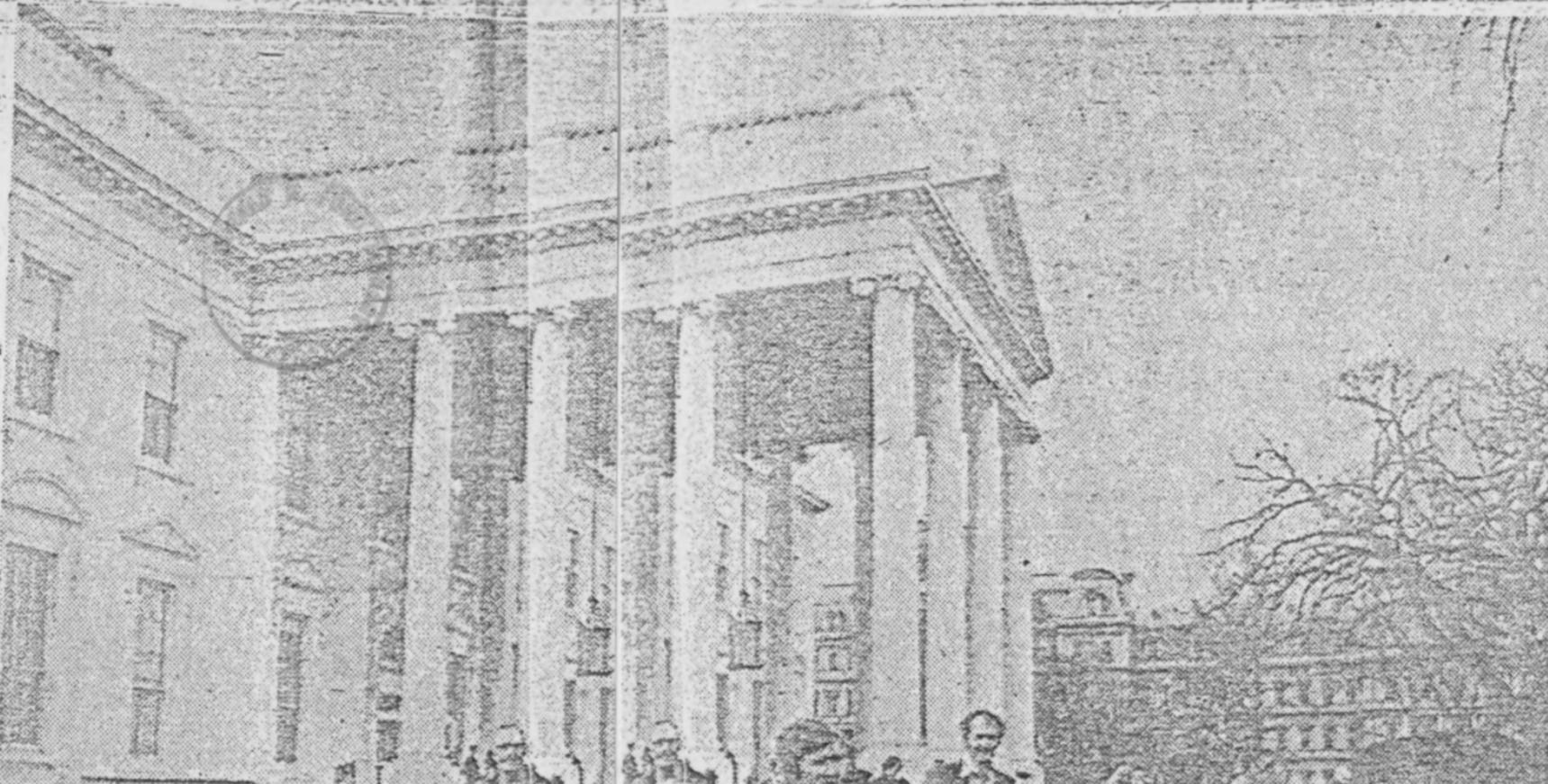
MAMIE EISENHOWER, then First Lady, was visiting a famous American mansion open to the public when the manager of the attraction announced: "This house is toured by 50,000 people a year." Later, to friends, Mrs. Eisenhower laughed, "50,000 people! We get that many through the White House every day before lunch."

Well, not quite, but the White House is far and away the most visited home in the world. Daily attendance varies with the seasons—the least crowded months being November through March, the most crowded April through October—but the mean is 5,000, all the more impressive considering that the hours for general admission are short: 10 A.M. to noon, Tuesday through Saturday, excepting holidays.

Last fall the number of visitors rose 25 per cent from the same period the previous year, a fact attributed to the recent transfer of power in unusual circumstances. The changing of Presidencies brought about changes in the attitude of

moody, predominantly dark blue and green, it was printed in 1834 by Zuber & Co. of France and brought to the White House in 1961 from a Maryland residence about to be demolished. This chamber was formerly the White House boiler room. All the rooms on view in the basement have been reclaimed from such ignominious earlier uses. The visitors who now flock through the connecting hallways would at the end of the last century have found themselves among the White House chickens.

Long before the last of these special tours have gotten under way, people have begun to gather at the Visitors Gate on East Executive Avenue for the general admission tours. Even when it rains, they wait patiently as if they think rain is a low enough price to pay for a free trip through so prestigious a house. They really need not have arrived before 10 o'clock, since everyone in line by noon is guaranteed entrance; coming an hour early only means an hour longer wait. The White House line moves quickly, and the cause of its fabled



that included one submitted anonymously by Thomas Jefferson. President Washington thought the accepted design bland, but after delays in the progress of the Great Columbian Federal City, he was happy to finally have anything at all to approve. The building was set ablaze by British troops in 1814, but it was soon rebuilt; to hide the discoloration caused by the flames the Virginia sandstone was for the first time painted white, and the Presidential Mansion took on a look to match its name. George Washington, it is believed, had called it the White House for Martha's plantation home in Virginia; the designation became official under Theodore Roosevelt.

Pavilions that had been added in 1807 to each side of the house grew eventually to be the present East Gallery and the Executive Office Wing. Over 150 years after the building's construction, a chandelier swaying at a reception during the Truman Administration led to the discovery that the mansion was "standing up purely from habit." After installation of a new steel

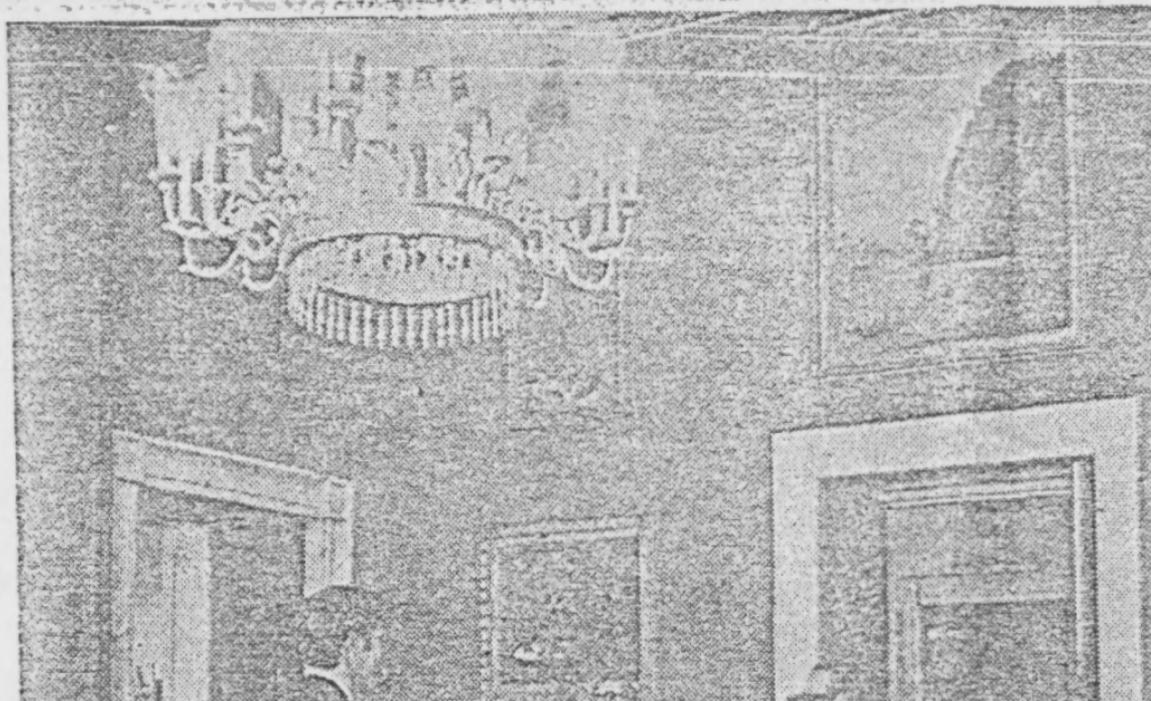
THE NEW YORK TIMES, SUNDAY, JANUARY 26, 1975

Touring The White House

Continued From Page 7

and observe that the rooms are still used today and are not merely museum settings. The Green Room is and generally has been a sitting room, but Jefferson made it his dining room, where he served innovations like ice cream, macaroni and waffles.

The Blue Room, most formal of the





Back-packing mother gets directions from tour guide on waiting area for tour.

By Frank Johnston—The Washington Post

Tour Wait Boredom Is at End

By Linda Newton Jones
Washington Post Staff Writer

Many tourists ignored the seats and the stage show that the National Park Service provided yesterday as part of a new program designed to help relieve the boredom of waiting in line for White House tours.

Two singing groups provided the entertainment. But the majority of the tourists ignored the singing and the seats for a place in line.

"Some people just can't get used to the fact that they don't have to stand in line anymore," Mary Krug, a National Capital Parks press officer, said.

The bleachers Park Service set up by the will accommodate 2,000 people. The average number of visitors to tour the White House during October is about 5,600 a day. The White House is open only for tours during the fall from 10 a.m. to noon on Tuesday through Saturday.

"For the first day we're doing just fine," said Joe Lawler, a park ranger who helped coordinate the four-week test program. "After a few days, people will realize that once they get their tickets, they are free to do other things until the tour."

When tourists arrive at the White House they are directed to the Ellipse where they receive free color-coded tickets that indicate the time of their tour and where they should meet their tour group.

W.H. TOURS

8 Part V—Sun, Oct. 19, 1975 Los Angeles Times

GREEN BOOK

Continued from First Page

The institute's first issue of American Film, its new magazine, is out, available by subscription or through AFI membership. Edited by Hollis Alpert, it contains articles on Hollywood and the newsroom and a special feature on the filming of "All the President's Men."

"We want this to be a classy magazine," Alpert said recently. "Not cultish, not a fan magazine." The subjects of upcoming articles include Alfred Hitchcock, silent film comedians, Sherlock Holmes and the movies and the phenomenon of the rock film.

★

An experimental program designed to eliminate long waiting lines for White House tours during the Bicentennial year has begun with initial success. It calls for tour-

Local News

Weather

Obituaries

WEDNESDAY, OCTOBER 8, 1975

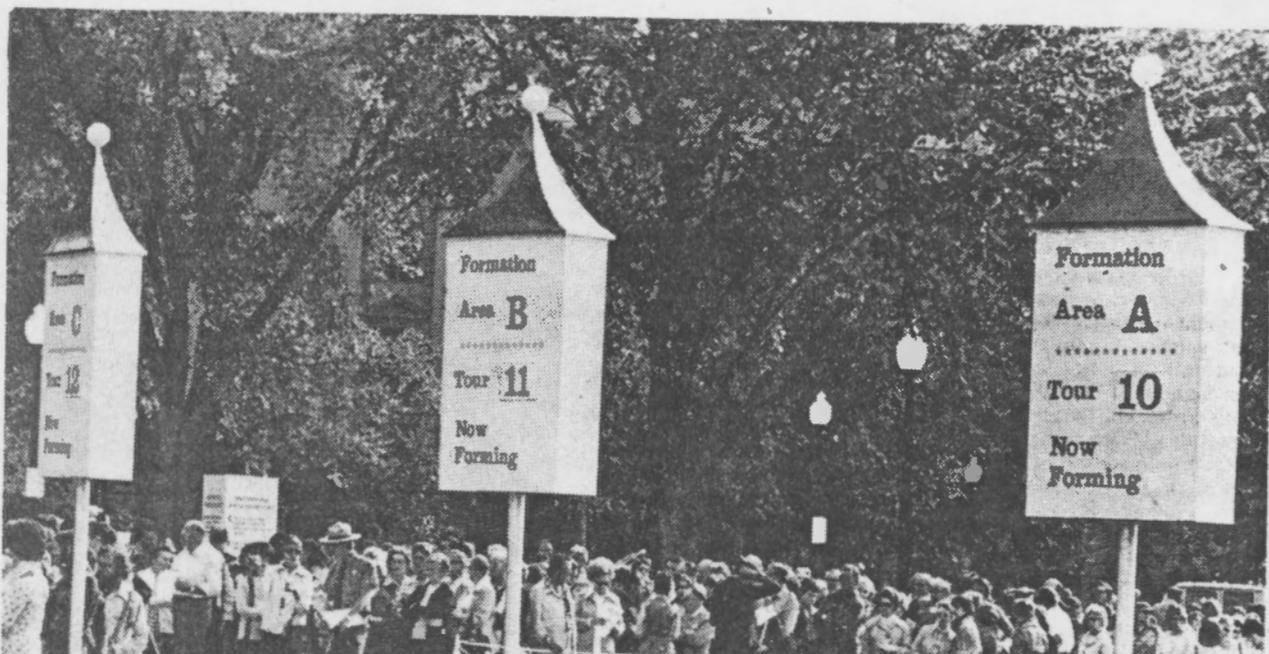
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nda Newton Jones
gton Post Staff Writer

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line for White House

singing groups
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people just can't get



6

White House Report

To the Editor:

During the Christmas holidays, I visited the White House. I report briefly in total disillusion.

First, there seem to be two classes of visitors to that historic building: those like my daughters and myself who stand in line and wait, and those like the people behind us who are ushered in immediately though there are hordes ahead of them. The former are rushed through the public

The Times welcomes letters from readers. Letters for publication must include the writer's name, address and telephone number. Because of the large volume of mail received, we regret that we are unable to acknowledge or to return unpublished letters.

N.Y. Times
1/16/76

UP-131

R B

(WHITE HOUSE TOURS)

WASHINGTON (UPD -- THE PRESIDENT AND MRS. FORD HAVE ORDERED TOURIST VISITING HOURS EXTENDED TEMPORARILY AT THE WHITE HOUSE TO GIVE THE PUBLIC MORE ACCESS TO THE EXECUTIVE MANSION FOR THE BICENTENNIAL YEAR, SPOKESMEN ANNOUNCED TODAY.

FOR THE SAME REASON, THE WHITE HOUSE GROUNDS AND GARDENS ALSO WILL BE OPEN TO THE PUBLIC ONE WEEKEND A MONTH FROM APRIL THROUGH OCTOBER, WITH DATES TO BE ANNOUNCED.

UNDER THE REVISED SCHEDULE, TOURISTS WILL HAVE AN EXTRA HOUR TO SEE THE WHITE HOUSE FROM TUESDAY THROUGH FRIDAY BETWEEN MARCH 16 AND OCT. 23. ON THOSE DAYS, THE BUILDING WILL OPEN AT 10 A. M. AND END AT 1 P. M., INSTEAD OF NOON AS USUAL.

ON SATURDAYS, VISITORS WILL TWO EXTRA HOURS, WITH TOURS RUNNING FROM 10 A. M. UNTIL 2 P. M.

TOURISTS NORMALLY ARE NOT ADMITTED SUNDAYS AND MONDAYS. BUT TO ACCOMMODATE WEEKEND VISITORS DURING THE BICENTENNIAL PERIOD, THE WHITE HOUSE WILL BE OPEN ON THREE MONDAY HOLIDAYS -- MEMORIAL DAY, LABOR DAY AND COLUMBUS DAY.

UPI 02-17 05:20 PES

PEOPLE/ADVICE

An Extra
For White
House
Tourists

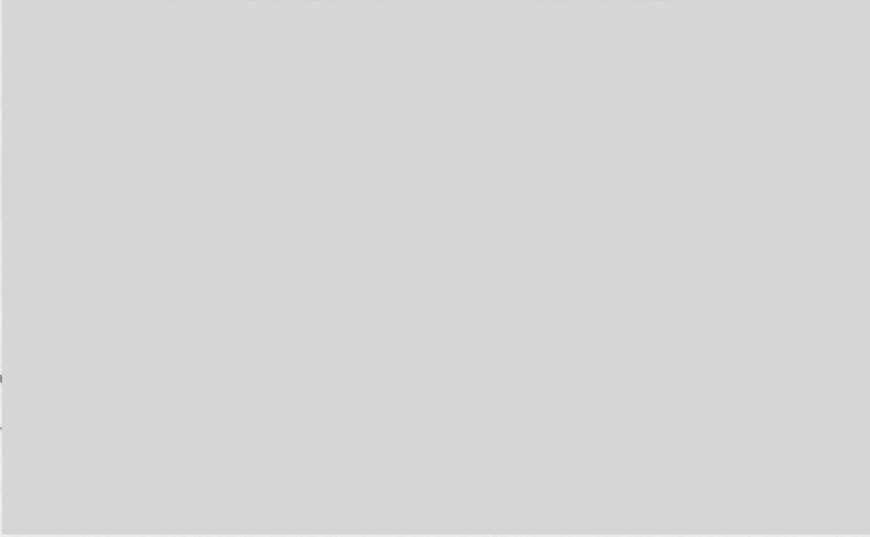
Associated Press

The National Park Service is going to test a new plan designed to eliminate the long queues for persons touring the White House.

Starting in early October, White House visitors will be able to relax on the grass or on bleachers and listen to musical entertainment such as high-school college

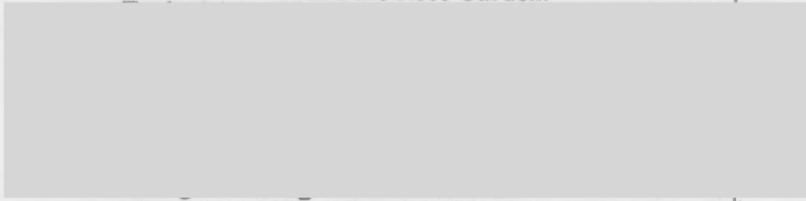
Visitors will be given free color-coded tickets which indicate the time of their tour. They then will be free to sit and relax or see other sites in the Mall area until their scheduled tour begins.

This is a pilot program which will be tried from Oct. 7 to Nov. 1. Fish indicated that if it is successful the program will be used



White House Tours

The gardens and grounds of the White House will be open to the public on Saturday and Sunday, Oct. 18 and 19, from 2 to 5 p.m. White House and National Park Service staff will be on hand to guide visitors through the Jacqueline Kennedy Garden, the South Lawn, the Children's Garden and the Rose Garden.



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WHITE HOUSE TOURS

WASHINGTON (AP) -- A TEST PROGRAM DESIGNED TO ELIMINATE LONG LINES OF TOURISTS AT THE WHITE HOUSE INCLUDES SEATING ON THE SOUTH ELLIPSE BEHIND THE MANSION WHERE SINGING GROUPS ENTERTAIN VISITORS WAITING TO ENTER THE FIRST FAMILY'S HOME.

BLEACHERS WHICH CAN SEAT 2,000 PERSONS HAVE BEEN SET UP, AND TWO SINGING GROUPS WERE ON HAND TUESDAY FOR THE FIRST DAY OF THE NEW TOURIST SYSTEM AT THE WHITE HOUSE.

IT CALLS FOR TOURISTS TO PICK UP FREE COLOR-CODED TICKETS THAT INDICATE WHEN AND WHERE THEIR WHITE HOUSE TOURS BEGIN. VISITORS CAN RELAX ON THE BLEACHERS OR WANDER OFF IN OTHER AREAS UNTIL TOUR TIME.

HOWEVER, MOST OF TUESDAY'S VISITORS WERE APPARENTLY UNAWARE OF THE PURPOSE OF THE BLEACHERS AND ENTERTAINMENT OR CHOSE TO BYPASS THEM IN FAVOR OF STANDING IN LINE, ANYWAY, OFFICIALS SAID.

"SOME PEOPLE JUST CAN'T GET USED TO THE FACT THAT THEY DON'T HAVE TO STAND IN LINE ANYMORE," SAID MARY KRUG, A NATIONAL CAPITAL PARKS PRESS OFFICER.

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(WHITE HOUSE VISITORS)

WASHINGTON (UPI) -- PRESIDENT FORD HAS DECIDED TO OPEN THE WHITE HOUSE AND ITS GROUNDS FOR LONGER HOURS FOR BICENTENNIAL VISITORS.

THE WHITE HOUSE GARDENS AND GROUNDS WILL BE OPEN TO THE PUBLIC ONE WEEK IN EACH MONTH FROM APRIL THROUGH OCTOBER OF NEXT YEAR. THEY ARE NOW ONLY TWO SUCH TOURS A YEAR.

THE WHITE HOUSE SAID VISITING HOURS WILL BE EXTENDED UNTIL 2 P.M. ON SATURDAYS FROM MARCH 27 THROUGH THE FOLLOWING OCTOBER 2. NOW THE WHITE HOUSE IS OPEN UNTIL 2 P.M. ON SATURDAYS ONLY DURING JUNE, JULY AND AUGUST.

A SPOKESMAN ALSO SAID THAT WHENEVER THE OFFICIAL AFTERNOON SCHEDULE PERMITS, THE WHITE HOUSE WILL BE OPEN BEYOND NOON TUESDAY THROUGH FRIDAY STARTING NEXT MARCH 30. IT SAID THE CLOSING TIME MOST DAYS WILL BE BETWEEN 1 P.M. AND 1:30 P.M.

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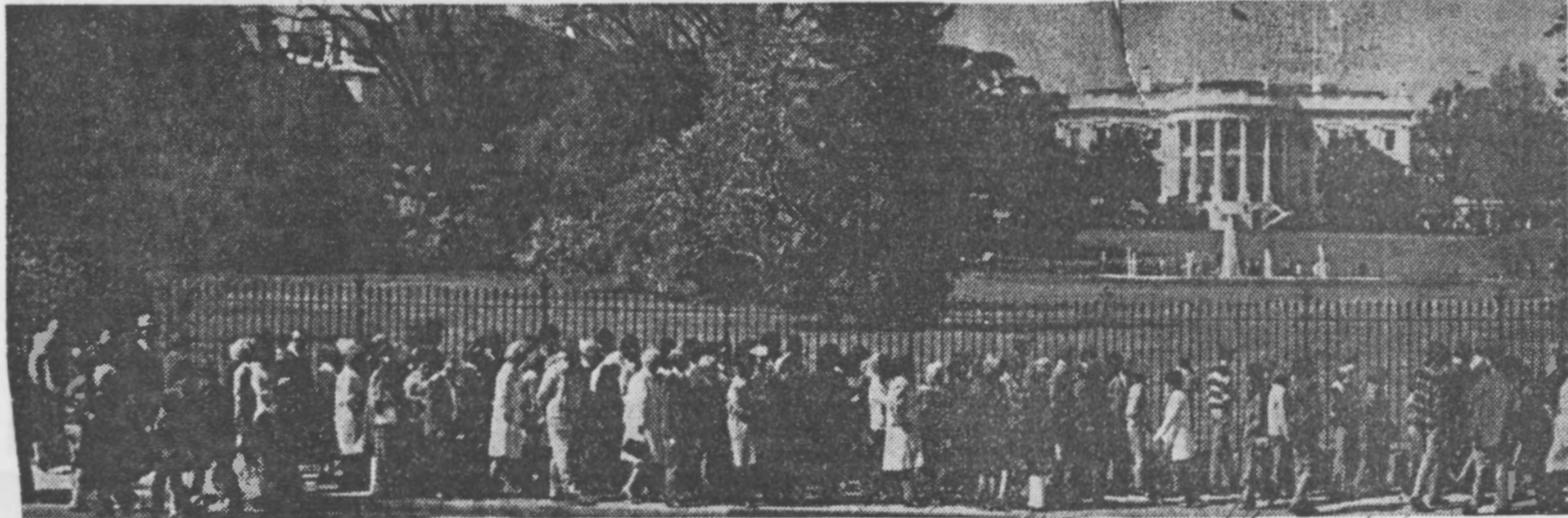


Touring the President's Residence

By Dorothy McCardle

Of the more than 1 million visitors to the White House every year, only a few ever get a glimpse of the person they ask about most—the President of the United States.

LINES GONE FOREVER? WHITE HOUSE 'SPEEDUP'



Washington Star 10/8/75
For years visitors to the White House have become accustomed to waiting in long lines that wind along the fence

1975 White House Tour



By John Sherwood

Washington Star Staff Writer

Remember that long, long trail a-winding to the White House, land of the tourists' dreams? It was such a traditional part of Washington, heading south on East Executive Avenue, west on E Street, north on 17th Street and on to Chevy Chase.

- From bleacher seat, listen to entertainment, which is also free and not too good, but helps to kill the time.

- Upon arrival of designated time, look for "Area B" and assemble in second short line.

- Wait until directed to "Formation Area" for your tour number and hunch up in third line

