

The original documents are located in Box 36, folder “Christmas, 1975 - White House Decorations (3)” of the Sheila Weidenfeld Files at the Gerald R. Ford Presidential Library.

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NATIONAL
ENDOWMENT
FOR
THE ARTS

WASHINGTON
D.C. 20506



A Federal agency advised by the
National Council on the Arts

August 4, 1975

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

Dear Sheila:

With you globe-trotting and me tied up with my enormous bereavement plus a series of office crises, we have a lot of updating to do!

For starters, we are anxious to cooperate on the Christmas tree project if you are still interested. I am not sure where we stand, except that Nancy Hanks has asked me about it several times.

In addition, the proposed trip to the Ozarks Folk Center in Arkansas seems to have gotten out of hand. The papers have carried items on it and Governor Pryor apparently had been told that it is on the First Lady's calendar. Is Mrs. Ford still considering the trip and, if so, when will you start planning it?

Welcome home! And do let me hear from you.

Fondly,

Florence Lowe
Assistant to the Chairman



Shirts!
Personal
This after I
wrote letter.
Let's concentrate
on Arkansas.
F. Lowe
F. L.

August 1, 1975

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

Dear Betty:

How thoughtful you were to send me a telegram when the Endowment received the National Humanitarian Award from the National Recreation and Park Association. I was especially delighted that the award was the first given to an agency of government. Goodness knows we have all worked hard enough to make this a human agency--responsive to the needs of people. Certainly you and the President have helped us achieve our goals!

Therefore, someday I am hopeful you will come over to the Endowment offices. I promise to give you a perfectly delicious tuna fish sandwich served on the silver tray awarded by the Association!

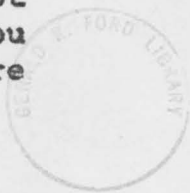
I hope your trip was rewarding and I hope to see you soon. Your schedule is so very full, but should we complete the planning for the tree? I was thrilled with Williamsburg's offer--as I am certain you must have been--but I gather that other themes or ideas for the decorations came up in the meantime. Therefore, I am assuming the "folk tree" is out for this year. But, I want to be certain we are not supposed to be doing something else. Many thanks to you and the President for your thoughtful words. I treasure our friendship.

Sincerely,

Nancy Hanks
Chairman

NH:rc
File: Chairman White House
bcc: Chairman chron
F. Lowe

bcc: Charles Fraser
John H. Davis



FOR SEPTEMBER 16, 1975 MEETING WITH MRS. FORD

MR. CARLISLE HUMELSINE

President
Colonial Williamsburg Foundation

Education

University of Maryland, B. A.
College of William and Mary, LL. D. (honorary)
Hampden-Sydney College, LL. D. (honorary)
University of Maryland, Doctor of Humanities (honorary)

Professional Background

President of Colonial Williamsburg
Mr. Humelsine has been associated with
Colonial Williamsburg for the past 20 years.
Chairman of the Board, National Trust for Historic Preservation
Deputy Undersecretary and Assistant Secretary of State
under 4 Secretaries of State
Former President, Virginia Museum of Fine Arts
Former First Chairman, American/Revolution Bicentennial
Commission; appointed by President Johnson 1969

Military

U. S. Army, Assistant to General Marshall

Board Memberships

National Geographic Society
National Gallery of Art
C & P Telephone Company
Garfinckel's, Brooks Brothers, Miller and Rhoads
New York Life Insurance Company

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A Federal agency advised by the
National Council on the Arts

MEMORANDUM

DATE: July 9, 1975
TO: Sheila Weidenfeld
FROM: Fred Lazarus *FL*
RE: Christmas Tree

When we met on July 2, I presented an alternative approach that entailed decorating the tree with folk ornaments. I indicated that these items were available and could be secured at no great cost and relatively easily. I also suggested that the national scale of such an alternative could be enhanced by getting an entry from each State Historical Society. Your reaction was favorable, but you felt that there had to be a "do-it-in-the-home" aspect to the tree. You also thought we would need some "how-to" books.

At the Renwick that afternoon you mentioned to Nancy that Mrs. Ford had some additional thoughts on the plan. We have not heard what those were.

Since July 2 Nancy has spoken twice to Carlisle Humelsine, President of the Colonial Williamsburg Foundation. He has indicated that they can and would do most of what is required. They have many ornaments in storage and would obtain others from the 6 major folk art museums. They have the capability to actually put up the tree and design a "how-to" book. They also could get the local women to make some reproductions to demonstrate the way to make the ornaments.

Although it is not required, Mr. Humelsine suggested that an exhibit be developed at the same time. This would include more fragile ornaments and old toys. This exhibit could be at the White House or we could get one of the museums here to display it. These items would have to go in cases.



Sheila Weidenfeld

-2-

July 9, 1975

To do the tree properly, we would need to move quickly. Williamsburg is willing and interested, but they will require a long lead time to pull everything together properly. Mr. Humelsine has gone to Europe for six weeks. However, he has spoken to the head of their folk art museum, Tricks Rumford, who would come up here with pictures of their past trees, as well as sample ornaments to show Mrs. Ford and you. I would hope we can do this as soon as possible so that we can make some final decisions on which direction Mrs. Ford would like to go. It would be unfortunate if the decision were delayed to the point where a tree of the quality you want can't be developed.

I would be happy to set up the meeting with Tricks Rumford — of the Folks Arts Museum or would join you if you prefer. Just let me know how we can help and where you wish to go from here.



Trix Rumford 804/229-7525 (Home)
office 804/229-1000

MEMORANDUM

DATE: September 11, 1975
TO : Sheila Weidenfeld
FROM: Fred Lazarus *FL*
RE : Meeting with Mrs. Ford on Friday, September 12th

1. Bios on Trix Rumford and Carlise Humelsine

Although Nancy Hanks thought that Mr. Humelsine had met Mrs. Ford on a number of occasions, she felt that the enclosed brief bios of Mr. Humelsine and Miss Rumford would be helpful.

2. Quick thoughts on the meeting

As you have indicated, the major purpose of tomorrow's meeting is to give Mrs. Ford a clear description of what Williamsburg has in mind, what they can do, and to be certain that their plan is what Mrs. Ford wants. If we get beyond that point, I would hope that we can clear up the following items as well:

- a) Deadlines
- b) Who will pay for what?
- c) What "credits", if any, will go to Williamsburg?
- d) What Williamsburg can and can't do, and what help they will need?
- e) What role the Endowment should play?
- f) Who will be the regular contact person at the White House on:

- logistics
- aesthetics
- theme & implementation:

Naturally, Mrs. Ford may not want to be included on the discussion of the mechanics, but I hope at least you will be able to help clarify these points.



FOR SEPTEMBER 12, 1975 MEETING WITH MRS. FORD

MR. CARLISLE HUMELSINE

President
Colonial Williamsburg Foundation

Education

University of Maryland, B. A.
College of William and Mary, LL. D. (honorary)
Hampden-Sydney College, LL. D. (honorary)
University of Maryland, Doctor of Humanities (honorary)

Professional Background

President of Colonial Williamsburg
Mr. Humelsine has been associated with
Colonial Williamsburg for the past 20 years.
Chairman of the Board, National Trust for Historic Preservation
Deputy Undersecretary and Assistant Secretary of State
under 4 Secretaries of State
Former President, Virginia Museum of Fine Arts
Former First Chairman, American/Revolution Bicentennial
Commission; appointed by President Johnson 1969

Military

U. S. Army, Assistant to General Marshall

Board Memberships

National Geographic Society
National Gallery of Art
C & P Telephone Company
Garfinckel's, Brooks Brothers, Miller and Rhoads
New York Life Insurance Company



MISS BEATRIX TYSON RUMFORD (TRIX)

Director

Abby Aldrich Rockefeller Folk Art Collection
Williamsburg, Virginia

Education

Wellesley College, 1958-1962; B. A. in English Literature
and Fine Arts

State University of New York at Oneonta and New York State
Historical Association at Cooperstown, 1964-1965;

M. A. in Museum Training and American Folk Culture

Fellow at the Seminar for Historical Administration at
Williamsburg, Summer 1965

Professional Background

Director, Abby Aldrich Rockefeller Folk Art Collection,
1973-present.

Prior to Colonial Williamsburg, Miss Rumford was art
research editor for D. C. Heath and Co.; did
freelance research for American Heritage
magazine; and was a research associate with
the Chicago Historical Society.

Ray Scouter

WHITE HOUSE CHRISTMAS SPECIAL

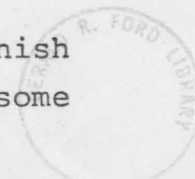
Proposal:

Christmas 1975 will be only a matter of days prior to the beginning of the Bicentennial Celebration. Mrs. Ford, through a half-hour television appearance at the White House, can give the Bicentennial a big send-off, directed, however, at young children. It would be a family program.

This can be done through the White House Christmas Tree. In 1975 for the first time, the White House Tree can be decorated by the children of the United States, through a nationwide competition for ornaments. There is no prize envisioned, only the honor of winning, and hopefully a letter from Mrs. Ford-- or maybe better, a White House Christmas card with a note.

The competition would be available to every school system in the nation. Each child would be invited to enter a christmas ornament; contest rules, as explained by the teachers, would require that the ornament be in the theme of 1776 and express what was going on in that particular region in that year. For example it might be an Indian symbol from the Southwest; or it might be a kind of cookie from French Louisiana; or a fine little Spanish saddle from California. In the whole nation there would be some 150- 200 winners, all sent to Washington and placed on the Christmas tree in the Blue Room. Judging would be on the local level.

From these ornaments, made by children under 13, four or five would be selected to be described in detail by Mrs. Ford as she shows the tree to the nation on the television special. This would be so arranged as to show a regional tasting of the flavor of our Bicentennial Celebration, to show that it is national, and what it can mean to children. Through the ornaments she can say that the reason we celebrate is to be thankful for the quality of life which has been passed down through the generations. The fact of having children create the Blue Room tree would epitomize that.



Basically it would be a show for children. Advance publicity would be through stills and some footage and even the "guest appearance" of some of the ornaments on such programs as Sesamie Street and Captain Kangaroo. Considerable arranging would be done in the present Blue Room to include portraits and antique toys associated with White House children in the past. These could be described by Susan Ford, before a roaring fire in the fireplace and with the general air of home that would characterize the program. The President and perhaps other children and dog, etc., could appear toward the end.



EDWARD GOTTLIEB & ASSOCIATES LTD.

NEW YORK WASHINGTON LOS ANGELES CHICAGO PARIS

818 - 18TH STREET, N. W. WASHINGTON, D. C. 20006

GORDON L. SMITH
VICE PRESIDENT

(202) 331-7520
CABLE ADDRESS: EDGOTTLIEB

October 24, 1975

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

Dear Sheila:

Several weeks ago we talked about the possibility of screening the Golden Rose film for you folks with the hope that Mrs. Ford would like to see it as well. I also indicated I would like to bring along three or four of the top FTD people.

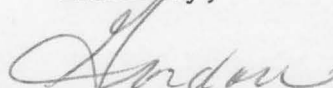
Since then something else has developed that might be relevant. At the FTD convention this year, Mr. Z. D. Blackistone, our 104 year old florist here, asked the Board of Directors to approve a resolution commending President Ford on his concern for small business. The Board did approve such a resolution with "instructions" that Mr. Blackistone see to it that it reached the President.

Mr. Blackistone is not feeling very well, I'm sorry to say, and if there is any possibility of his presenting this resolution (possibly to Mrs. Ford rather than to the President), it might be timely to do it when we bring the film over for screening. I think it would cheer him up considerably. The President and Mrs. Ford know Mr. Blackistone very well and have been his customers for many years.

Please let me know what you think about this. I believe I could assemble the FTD people I have in mind with just a minimum amount of notice.

Enclosed is a page from the October issue of ASSOCIATION MANAGEMENT which carries a story and photo on the Golden Rose presentation to Mrs. Ford.

Sincerely,



Gordon L. Smith



GLS:jac

Enclosure

Florist Group Honors Mrs. Ford

Florists' Transworld Delivery has given the Golden Rose award to Mrs. Gerald R. Ford for her leadership in the use of flowers to welcome the public to the White House. Mrs. Ford was also given fifty Golden Wave roses representing FTD members in each state.

Women in Construction Industry Organize Job Placement Service

A Job Placement Service has been started by the National Association of Women in Construction. The association is made up of women employees and employers in the construction industry.

Abby Aldrich Rockefeller Folk Art Collection

Williamsburg, Virginia 23185

October 3, 1975

To: Ms. Sheila Weidenfeld
From: Beatrix T. Rumford
Re: Copy for Initial White House Christmas Release

Sheila -

The enclosed release is intended to be used for preliminary coverage -- i.e., something Colonial Williamsburg's press bureau can circulate to local papers if and when queries about AARFAC's involvement with the White House Christmas decorations start coming in.

I will count on your office to provide more detailed information on the project for coverage at the time the decorations are installed.

B.T.R.

B.T.R.

Attachment

Attached copy approved: _____



Abby Aldrich Rockefeller Folk Art Collection

Williamsburg, Virginia 23185

September 11, 1975

To: Ms. Sheila Weidenfeld
From: Beatrix T. Rumford
Re: 1975 White House Christmas Tree (Background for Press Release)

NUTSHELL HISTORY OF AMERICAN CHRISTMAS TREE

Many of the Christmas traditions familiar to modern Americans have developed since 1840. In fact, the tree-trimming ritual wasn't widespread in the United States until after our Civil War. In 1850, the English novelist Charles Dickens referred to the Christmas tree as that "new German toy".

Although undocumented, some claim that Hessian soldiers, hired by England's George III to quiet his rebellious colonists, introduced the custom here. Researchers have definitely established that Charles Follen, a refugee who taught German at Harvard "dressed" a tree for his young son in 1832, while living in Boston. Ten years later in Williamsburg, Virginia, Charles Minnigerode, a German immigrant teaching at the College of William and Mary, shared the traditions of his youth by decorating a tree for the children of a friend and colleague, Professor Nathaniel Beverley Tucker. The first White House tree occurred in 1889, during the term of Benjamin Harrison.

By 1850, city people could purchase toys and shiny glass ornaments for Christmas use. But in the 19th century many everyday Americans lived simply in rural areas. Life was often hard. However, at Christmas time, using spare bits of cloth, various nuts and vegetables, wood scraps and plenty of imagination, these folk managed to create a Christmas every bit as warm and gay as their wealthy, worldly neighbors living in towns.

1975 WHITE HOUSE TREE

For a second year, the White House's Christmas tree decorations reflect Mrs. Ford's interest in traditional, homemade ornaments. All the trimmings are hand crafted and constructed of such readily available, inexpensive materials as acorns, peanuts, dried fruits and vegetables, straw, pine cones, gaily-colored scraps of fabric, yarn ribbon, etc. No plastic, foil, or metal has been used. Most of the simple handmade ornaments have been created by volunteers in Williamsburg, Virginia, supervised by staff from the Abby Aldrich Rockefeller Folk Art Collection.



In our increasingly synthetic world, it is reassuring to know that it is still possible to make special things from ordinary ones through the combination of imagination, skillful handcrafting, and time.

PROPOSED ORNAMENTS AND MATERIALS REQUIRED

| | |
|------------------------|--|
| Braided yarn dolls | Balsam wood bird with feathers |
| Nut "soul" people | Stitched & stuffed "cookie cutter" toys (fabric scraps) |
| Burlap animals | Dressed clothespin dolls and soldiers |
| Corncob dolls and pigs | Paper cornucopias with candy |
| Crochet snowflakes | Popcorn strung with red peppers |
| Small gift packages | Iced sugar cookies in traditional shapes |
| Whittled toys | Gilded walnuts, milkweed pods, sweet gum balls, and teezles |
| Papier-mache figures | Strings of cut-out paper silhouettes |
| Tiny paper hats | Wreaths of peanut husks tied with picot ribbon |
| Corn husk dolls | Gingerbread men with raisin eyes and buttons |
| Corn husk scarecrows | Knit yarn balls and bells |
| Hemlock strings | Pine cones tied with red ribbon |
| Corn dollies | Salt box drums |
| Wishbone men | Tin toys |
| Jigsaw ornaments | Wood-shaving icicles and stars |
| Eggs | |

NATIONAL TRADITIONS REPRESENTED IN ORNAMENTS SELECTED

| | | | |
|----------|--|---------------------|----------------------------------|
| Denmark: | Straw stars Yarn dolls | Mexico: | Tin toys Papier-mache figures |
| England: | Corn dollies Gingerbread men | Poland & Ukraine | Crochet snowflakes Eggs |
| Finland: | Thread star | Sweden: | Straw goats |
| Germany: | Sugar cookies Pine cones with red ribbons | | |

Other ornaments represent a melange of traditions indigenous to the United States which have been popular over the last hundred years.

Beatrice Rumford

Beatrice T. Rumford
Director



MEMORANDUM

DATE: September 11, 1975

TO : Sheila Weidenfeld

FROM: Fred Lazarus *FL*

RE : Meeting with Mrs. Ford on Friday, September 12th

1. Bios on Trix Rumford and Carlise Humelsine

Although Nancy Hanks thought that Mr. Humelsine had met Mrs. Ford on a number of occasions, she felt that the enclosed brief bios of Mr. Humelsine and Miss Rumford would be helpful.

2. Quick thoughts on the meeting

As you have indicated, the major purpose of tomorrow's meeting is to give Mrs. Ford a clear description of what Williamsburg has in mind, what they can do, and to be certain that their plan is what Mrs. Ford wants. If we get beyond that point, I would hope that we can clear up the following items as well:

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Naturally, Mrs. Ford may not want to be included on the discussion of the mechanics, but I hope at least you will be able to help clarify these points.

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WASHINGTON
D.C. 20506



A Federal agency advised by the
National Council on the Arts

June 16, 1975

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

Dear Sheila:

The enclosed memo was dictated by Nancy Hanks on her return from her meeting with Mrs. Ford. Nancy, who is out of town, has neither approved nor proofed it. So please treat it on a confidential basis as guidance for Nancy's views on the Christmas project. It is an in-house memo but can be refined and rewritten if you need to show it to the First Lady.

The suggested letter to Mrs. Boochever would delight the entire Alaska Arts Council. Since I do not know what use Mrs. Ford plans to make of the basket (and isn't it lovely!) I treated it as a personal gift.

You looked very glamorous at Helen's party!

Sincerely,

Florence Lowe
Assistant to the Chairman

P.S. If Mrs. Ford autographs the picture, it should be to:
"The Alaska State Council on the Arts."

Enclosures



June 16, 1975

Mrs. Lois C. Boochever
Chairman
Alaska State Council on the Arts
360 K Street, Suite 240
Anchorage, Alaska 99501

Dear Mrs. Boochever:

The enclosed picture was taken on a very happy occasion....
the presentation of the beautiful Eskimo basket to me by
Nancy Hanks at the White House on June 11, 1975.

I have spoken often about my interest in encouraging indigenous
American crafts. I was, therefore, both pleased and surprised
that news of this interest had reached Alaska!

I am grateful to you and to the Alaska State Council on the
Arts for this superb example of a traditional folk art
nourished and cherished by a small but valued segment of our
population. It represents the best in artistic skills and I
shall cherish it always.

Sincerely,



NATIONAL
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WASHINGTON
D.C. 20506



A Federal agency advised by the
National Council on the Arts

June 10, 1975

MEMORANDUM

TO: Nancy Hanks
FROM: Julie McClennan
RE: Notes on NH Meeting June 10 with Mrs. Ford and White House Staff re Arts Projects, in Particular the Proposed Crafts Christmas Tree, and Subsequent Meeting with Brian O'Doherty and Elena Canavier

COPIES: Florence Lowe
Elena Canavier
Brian O'Doherty

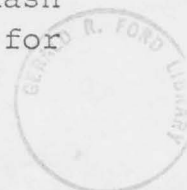
NH met today with Mrs. Ford at the White House. Also attending the meeting were Sheila Weidenfeld, Mrs. Ford's Press Secretary; two other secretaries; and Rex Scouten, Chief Usher.

Alaska Basket

NH presented Mrs. Ford with the Alaskan eskimo grass basket, a gift from the Alaskan State Arts Council. Photographers were there to take pictures. Sheila Weidenfeld will request that Mrs. Ford send pictures of the ceremony to the Alaskan congressmen saying how happy she was to receive the basket.

Crafts Christmas Tree

This was the main topic of discussion which was begun by Mrs. Ford asking NH if she were familiar with the plans for the crafts Christmas tree. NH replied that the project was being coordinated by Elena Canavier and that she had only had time to focus on it briefly. She said she was afraid she was in a position of having to ask questions for consideration to get a better feeling of what the White House wanted. On the first question of a competition, NH questioned encouraging hundreds of people when only a few winners would be selected, thus disappointing many and creating a potential backlash situation. The next question concerned a competition for amateur craftsmen. NH said she was "appalled" at the



suggestion of amateurs and explained that she had not had a chance to focus on that particular suggestion until then. Mrs. Ford expressed that it was her wish to get the young, old, poor, and handicapped people involved in making tree ornaments for their own homes for the holiday season and to encourage in them a feeling of pride in their own craftsmanship. She wondered why NH was so negative, when her first reaction to the crafts tree had been positive. NH replied her concern was with the amateur craftsmen being in open competition. She explained that amateurs are involved in arts and crafts because of their love and pride in their work, regardless of talent. If the White House were to judge that work, their pride would immediately be taken away. The White House staff suggested that governors and their wives be asked to make the final selection by state. NH offered that then the craftsmen not selected would only then be angry with their governors.

The most convincing argument against open amateur competition with selection by governors was that, if invitations were sent to craftsmen to send Christmas ornaments for the White House tree to their governors, in New York State alone NH could realistically envision Governor Carey receiving over one million crafts pieces. The administration of such a project was clearly impossible and the point was well taken.

Rex Scouten said he felt the White House would want approximately 2500 - 3000 items for the Christmas tree, of which 900 would be crafts pieces (the rest tinsel, etc.) He felt the pieces should be within 3-5 inches (arbitrarily 500 pieces at 3", 250 pieces at 4", and 150 pieces at 5") with the weight not to exceed 3 ounces. The White House wants to spend \$1.00 to \$2.00 for each crafts piece. (NH had no comment.)

Deadline for the Crafts Tree Plan

NH offered to consult with her associates and come up with alternative plans that would encompass Mrs. Ford's very good idea of encouraging the American people to make crafts for the holiday season. The plan must be completed by the end of June.



Staff and Money

NH asked Sheila if the White House were prepared to pay for a coordinator. Sheila said she wanted Elena Canavier to do it. NH doesn't think it is proper for the Endowment to pay for the coordinator of the White House Christmas tree. She is going to talk to Sheila directly about the question of financial support and will inform her the Endowment cannot spare staff for this project. The Endowment at this point is only committed to come up with alternatives to the White House's crafts tree idea.

There was discussion of the possibility of assigning Mr. Pillsbury, on leave for two years from the USIA, to coordinate parttime the crafts tree project, but the possibility was rejected.

Proposed Alternatives for the Crafts Christmas Tree

1. NH suggested the selection could be limited to just professional craftsmen; then she proposed limiting it to children and the elderly.
2. NH proposed the possibility of determining what the White House would like the tree to look like and limiting items to, say, a particular color.
3. NH's next idea was picking a theme -- she suggested dolls, such as kachina dolls or indian dolls. The theme wouldn't have to be limited to just dolls. Another theme suggested was baskets. Both would transcend all crafts cultures.
4. NH suggested another alternative would be to limit the selection to D.C. craftsmen only, encouraging other states also using the crafts Christmas tree idea to use their own state's craftsmen. This idea was enthusiastically received.
5. Brian suggested we write all the craftsmen who have received grants from our Crafts Program and suggest they send ornaments. NH felt the White House would want more traditional crafts pieces.
6. NH suggested using last year's Christmas cards -- doesn't cost anything and is both national and international. (NH proposed this to Mrs. Ford who thought it a great idea.) NH doesn't know if last year's cards were saved.



7. Brian suggested the Corcoran crafts students could do the project for the White House. NH raised the question of the Smithsonian, but Brian cautioned against. Elena will check out the professional crafts workshops in the D.C. area and report back to NH.
8. NH suggested asking each State Arts Agency to acquire 20 or so crafts items (as loans or donations) to be sent in by October 15 (not involving a competition or publicized campaign). NH requested Elena ask Clark Mitze and Don Dillon's advice.
9. Brian suggested limiting the selection to indian tribes only. NH raised the problem of religion.
10. As an alternative to the Christmas tree idea, Brian suggested a display of containers (what gifts come in traditionally) to be placed throughout the White House and filled with candy, etc. This idea was rejected on the basis of the Christmas tree being the subject of so much publicity every year and therefore a great concern.
11. Brian proposed requesting the American Crafts Council to take on the crafts tree project as a favor to the Endowment. ACC is the national crafts organization and has just received a \$25,000 grant for services. Mr. Wycoff could be presented with the idea as a wonderful chance to display American crafts and to get publicity, as well as favor from the White House. It was agreed by all that this was the best solution, having the top crafts organization in the country doing the project for free; plus it was most enthusiastically welcomed as the perfect solution for the Endowment getting rid of the project altogether.

Follow-up re Crafts Tree

Elena will write up a list of possible alternative proposals for NH by Friday, June 13.

Other White House Arts Activities (discussed at White House)

1. Renwick Gallery Crafts Show -- Mrs. Ford has definitely decided she will attend this exhibition. NH suggested she attend the small private showing on July 2, to be attended only by the craftsmen and press.

2. Ozark Folk Center, Mountain View -- Mrs. Ford is considering a trip in the fall to Mountain View. Florence Lowe is to come up with a proposal. The only question Mrs. Ford had was whether or not she should stay at Winthrop Rockefeller's home. She questioned staying at the home of great wealth while visiting an economically depressed crafts center. NH thought she should recognize all that Governor Rockefeller has done in bring economic health to the state, also that he is highly regarded by both parties. The home also has facilities for the press. Mrs. Ford will give this further consideration.

3. Handicapped Program --

Phyllis Wyeth's report will be ready by the end of the month. NH felt Mrs. Ford should not do anything regarding the handicapped until the fall when the report will be ready for publication. NH suggested Mrs. Ford have lunch with Phyllis Wyeth.

4. Wandering Minstrels -- if we decide Mrs. Ford should see this group, she would be glad to do so.

5. Crafts Objects for White House Luncheons -- Mrs. Ford was delighted with Betty Bumpers idea that she use crafts as souvenirs. (This refers to the fact that Mrs. Ford used pewter cups planted with geraniums for a luncheon with senators wives. She was delighted her name could be put on them.)

White House Gifts to Other Nations

The President is attempting to get other nations to exchange photographs, but is meeting with little success. He is giving photographs of himself and Mrs. Ford in silver frames. NH asked if they had considered ceramic or wooden frames made by craftsmen, which Mrs. Ford thought a great idea.

Brian suggested giving an Ansel Adams photograph album (cost approximately \$600 -700), or books by other photographers such as: Paul Strand, Minor White, Walker Evans. NH requested he put together two or three books to be sent to Mrs. Ford (on loan) with a letter noting that photography is the most vital art form today and that a book on photography would be a very American gift. NH also suggested an Ansel Adams photo, although this would be much more costly than the book.

1st lady's project

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A Federal agency advised by the
National Council on the Arts

The 1st Am. Craft Christmas
Tree

June 6, 1975

TO: Sheila Weidenfeld

FROM: Florence Lowe

SUBJECT: RANDOM THOUGHTS ON A CRAFTS SELECTION PROCEDURE
FOR WHITE HOUSE CHRISTMAS DECORATIONS

1. A "First Ladies'" Committee be organized through personal letters from Mrs. Ford to the wives of the Governors of all the states.

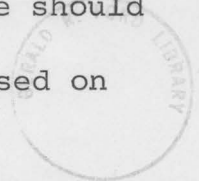
a. What do we do in the case of bachelor Governor Brown of California or Governor Ella Grasso of Connecticut?

b. Do we include the five special jurisdictions...
D.C., Puerto Rico, Virgin Islands, American Samoa, Guam? *Yes.*

2. The Endowment, through its Federal/State Partnership Office, set up liaison with the state arts agencies. The states' First Ladies would routinely work with these offices but NEA should alert them in advance so that they can coordinate activities. I envision these offices as the working arms of the Christmas project.

3. The potential of the competition is endless. Mrs. Ford's letter might include suggestion that there be a state tree and possibly trees in communities throughout state. There should be incentive besides the one or two ornaments to be used on White House tree.

Gov. appoints someone to rep. him



4. We should explore possibility of competition on two levels... adult craftsmen and children, who are very much into Crafts. (Endowment has a Craftsmen-in-Schools program and there are others.) Would it be possible to have a "Children's Tree" in one of the public rooms or corridors of White House.
5. Tree should have one ornament clearly labelled from each state; perhaps a second one in form of toy, garland, basket.
6. Note Elena Carnavier's memo on guidelines and a consultant.

old fashioned crafts

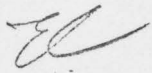


UNITED STATES GOVERNMENT

Memorandum

TO : Florence Lowe

DATE: 6-5-75

FROM : Elena Canavier 

SUBJECT: CHRISTMAS ORNAMENTS FOR WHITE HOUSE CHRISTMAS TREE

The idea of having each state of the union represented by one or more ornaments is good. I would suggest hiring a crafts/design consultant who would coordinate the designs and also offer some basic how-to instructions for the ornaments. The person who would be in charge should have experience in both design and how-to instructions, such as the crafts editor of Today's Family magazine, or Woman's DAY magazine.

Your idea of having the state emblem, bird, or flower on each ornament is excellent. I think the governor's wives could help to implement this if there was a master plan for them to fit into.

To have this come off properly, it seems to me, that only one person should be master-minding the entire Christmas tree project; its a matter of too many cooks spoiling the broth.

As we discussed, ornaments could include small toys, candy baskets, garlands, as well as balls.



5010-110

Buy U.S. Savings Bonds Regularly on the Payroll Savings Plan

NATIONAL
ENDOWMENT
FOR
THE ARTS

WASHINGTON
D.C. 20506



A Federal agency advised by the
National Council on the Arts

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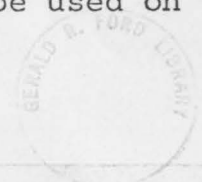
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6. Note Elena Carnavier's memo on guidelines and a consultant.



THE WHITE HOUSE

WASHINGTON

June 2, 1975

MEMORANDUM TO: SHEILA WEIDENFELD

FROM: SUSAN PORTER **SP**

I was not able to talk to Florence Lowe who was out of town so would you please call her right away regarding Nancy Hanks' meeting with Mrs. Ford on Tuesday, June 9th at 2:00? Florence's number is 634-6033. Florence needs to know specifically that the purpose of this meeting is first of all to discuss the Christmas Tree decorations project. I know Nancy Hanks is wanting to get together with Mrs. Ford regarding "a program for Mrs. Ford" but I think it should be stressed with Florence that this June 9th meeting is to be devoted to the Christmas Tree decorations project. You will also want to raise with Florence the considerations you and I discussed regarding the involvement of the state Fine Arts Commissions.

I definitely think that this is a meeting you, Nancy Ruwe, Rex (and any others you think would be appropriate) and I should participate in so would you please be eyes and ears for me!

Thank you.

c: Carolyn Porembka

State Arts Div. from Nancy
All funded by legislature
1st Ladies Commission -
Letter from - head

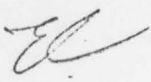


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June 12, 1975

MEMORANDUM TO NANCY HANKS

FROM: Fred Lazarus

RE: White House Craft Christmas Tree

Overview:

Below are outlined four separate alternative approaches for decorating the White House Christmas Tree. Each alternative would require a full time person to develop the theme, solicit the items for the tree and decorate the tree. Much of the logistical work in Washington could be done by volunteers who would work under the director of the full time project manager. The manager should be paid; but if no funds are available, it might be possible to find a qualified volunteer.

The first two alternatives below would use professional craftsmen; most of whom would be "one of a kind" in contrast to multiple. These programs would be national in scope. The second two alternatives would involve amateur craftsmen. One of the "amateur" is national; the other, regional.

required
American Crafts Council: The ACC would be requested to secure the ~~project~~ number of items, in keeping with the pre-determined theme. The theme would dictate kind, size, color and material of the items. The criteria would also dictate ethnic and geographic spread. ACC would be responsible for selecting the items to be used. The project manager would take care of the mechanics of receiving, cataloguing and returning the items as well as decorating the tree. If the items could be donated to something after Christmas, it might add to the spirit of the event and save the problem of returning everything. Cataloguing would be required in any case so that thank you notes could be written by Mrs. Ford.

State Entries - Professional: Each governor would be requested to solicit through the S.A.A.'s 15 craft items according to the pre-determined criteria. These items would be shipped by the states to Washington and handled as the ACC entries were handled. The States would pick items of quality and items that were representational of their area.



State Entries - Amateurs: Each governor again working through state arts agencies would select 18 items from different interest groups, but in keeping with the theme. The pattern could be similar to the selection done by states of activities for the Smithsonian Folk Festival. The entries would be shipped and handled as in the other alternatives. Local crafts would come from senior centers, youth groups, etc.

Local Amateur: There are two local groups that could be used as the source of the ornaments. The Glen Echo summer program could be requested to develop some children's crafts. A group called Handicraft Marketing Sales is already working with senior centers in Maryland, Virginia, and the District in developing ornaments for sale to major stores. They have good items ready now and could show samples. The Project Manager would work closely with both groups to develop the ornaments. Logistics are easier with this alternative because of the groups' proximity. The products would still follow a pre-set theme. This example tends to lend itself to more replication. Governors could be asked to organize ~~to organize~~ similar activities for groups in their states. Also, these products would be closer to ones that could be produced by people for their own trees.

Demonstrations and Workshops: Whichever alternative is chosen for the tree should be accompanied by demonstrations and workshops at the White House by the craftsmen on how their ornaments were made. A selective number of the craftsmen would set up in the White House and make their items for some appropriate audience. Naturally, there would be press. Getting the craftsmen to the White House is cheaper for the local alternative, but it might be possible to get some of the states to bring in some of their people if that alternative were chosen. Funds for ACC craftsmen to travel would be difficult.

Lazarus

Project Manager: Jonna would like to do this and would be great. She was a trim-the-tree-buyer for Carson Pierre Scott at one point; she helped start Handicraft Marketing Sales and is on their board; she knows crafts and she worked with the Renwick on all the cataloguing and set up for the Craft Multiples show. She also has pretty good local contacts for "professional" volunteers through her work at NCFCA and elsewhere.

Additional Concerns:

1. All the ornaments will no doubt have to be fire-proofed -- who will pay for this?
2. Who at the White House does this project fall under? Does the project manager report to Mrs. Ford?
3. Are there any "security" problems?

FL:sh

From the desk of

9/25

Beatrix Rumford

Sheila -

Herewith the

photos to forward
to the Journal plus

a draft on an in-

house letter I'd

like to circulate

to Colonial Williams-

burg employees

just as seen as

you okay (or amend)

it! Thanks -

Beatrix

3 03.

THE WHITE HOUSE
WASHINGTON

Nat'l Crafts Xmas
Tree Projects

A

Under
Patronage of Mrs. Ford

Woman

Can't say "do this"

I envision enormous,
interest & enth.
possibly developing
n2 a state Xmas
tree for G

THE WHITE HOUSE
WASHINGTON

even more

I wd hope
all acceptable
entries will be
used in some way
& wd be used
to ~~to~~ encourage
craftsmen

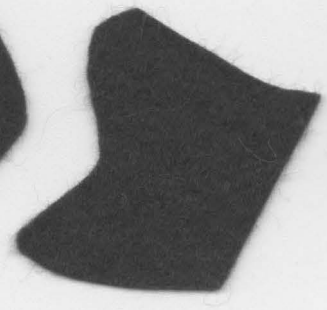
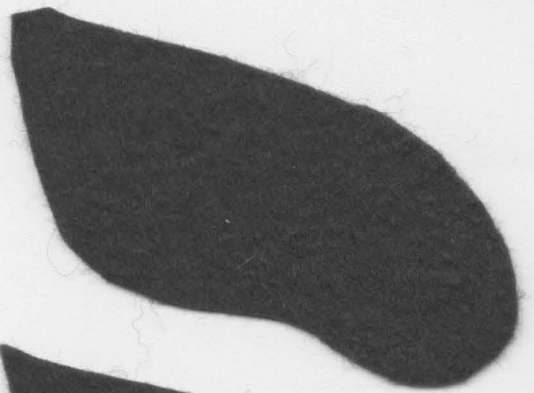
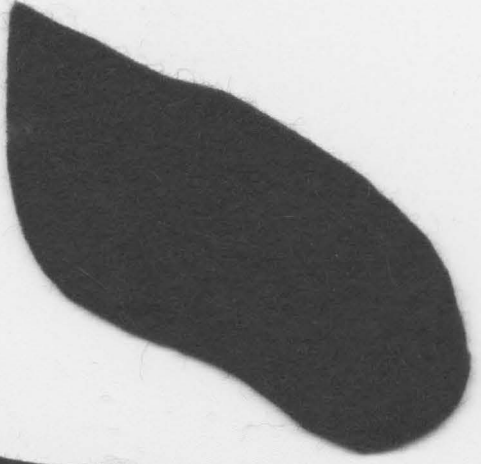
I look forward
to your participation
in the project
(1st edy cant be kept)

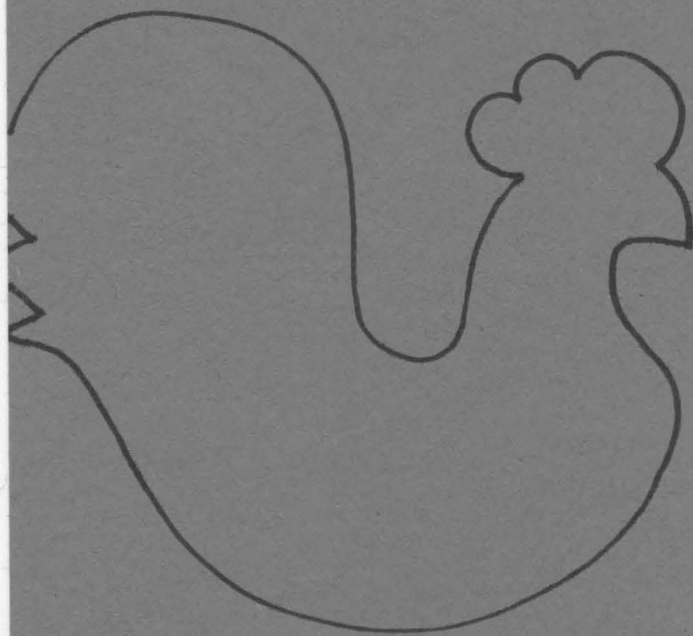
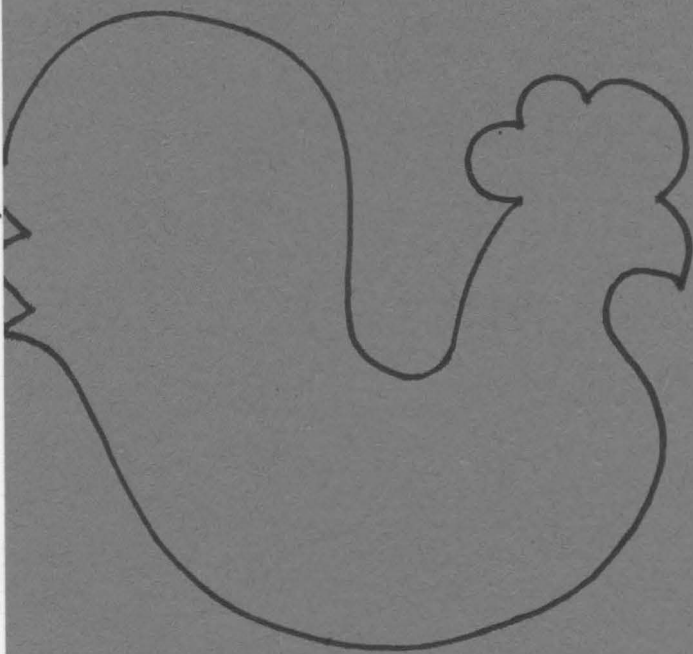
THE WHITE HOUSE
WASHINGTON

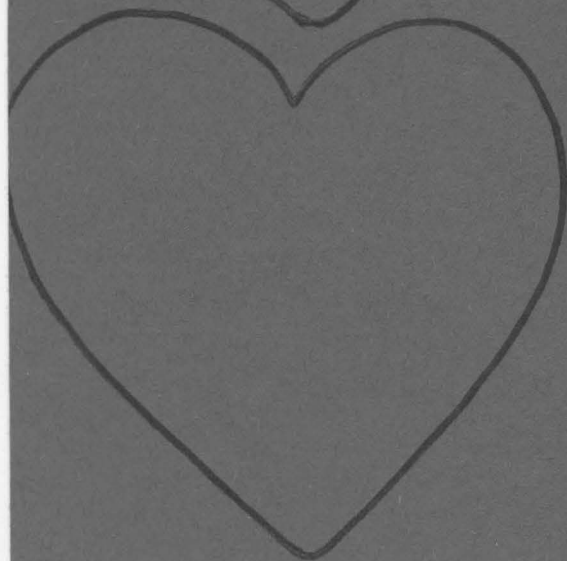
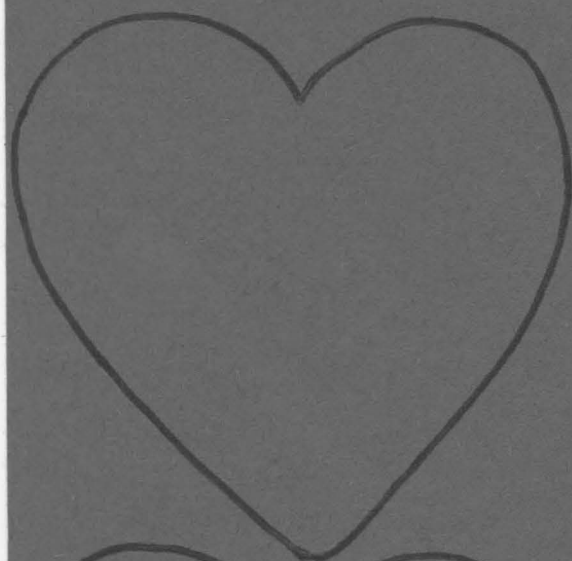
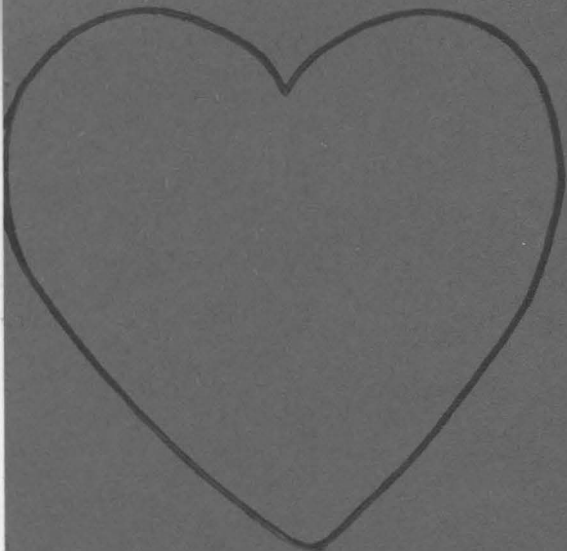
State Arts Councils
Nancy from
Hank

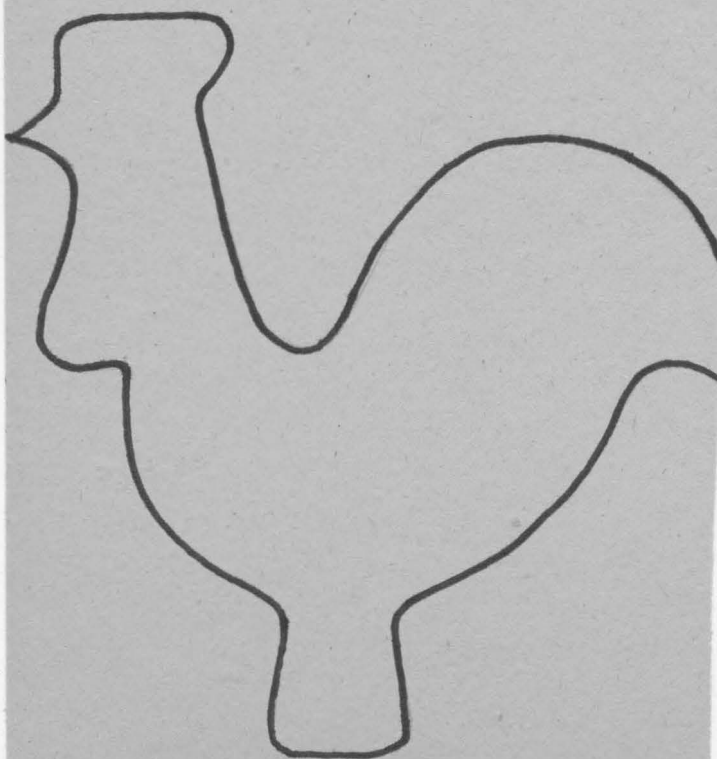
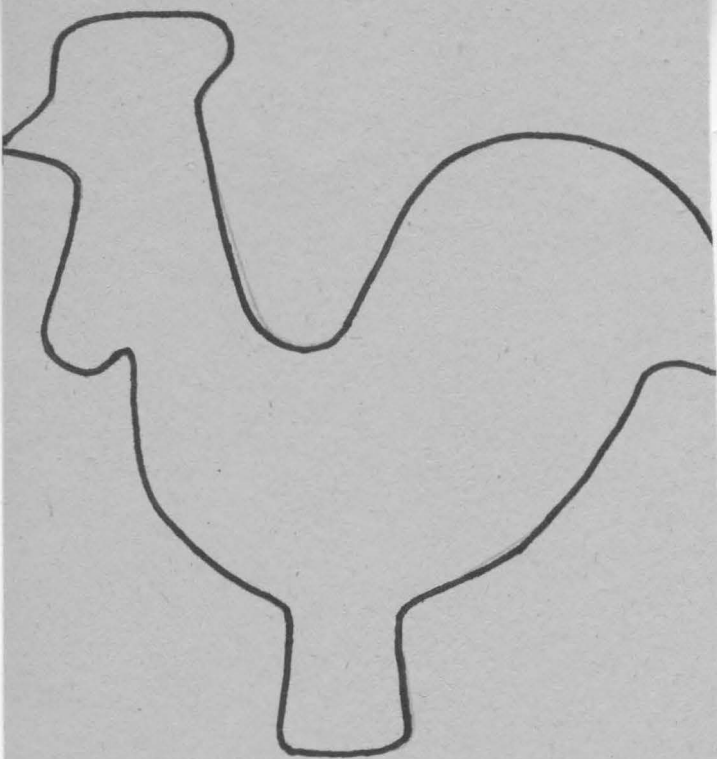
Time Table - June 28

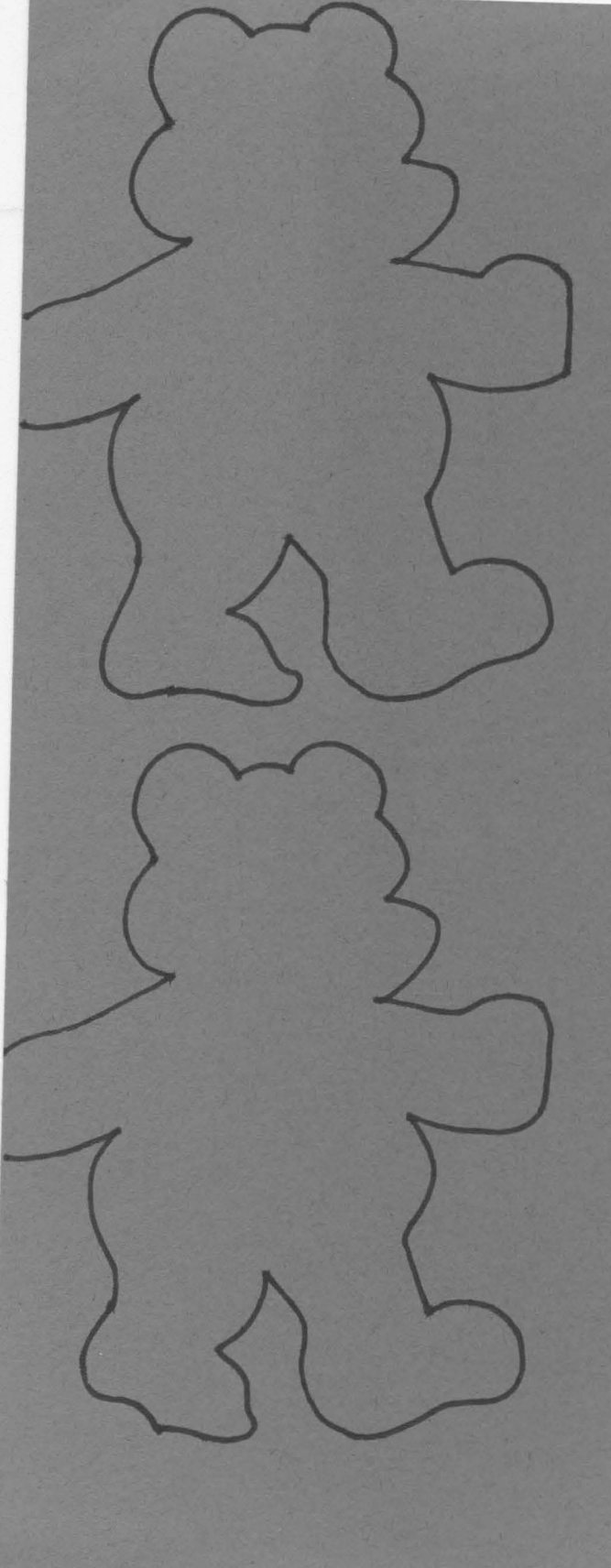
(In order to facilitate
& condense I suggested
you ^{may want to} work with the
state arts agency











Paper Silhouettes

Materials:

colored construction paper
pencil
scissors

To make:

Decide upon a figure to be made. It may be a string of animals, such as bears or elephants, or a set of figures, such as angels or snowmen. Fold the construction paper into several layers wide enough to accommodate the figure and thick enough to make the chain a desired length.

Trace the chosen shape onto the folded paper; then cut it out being careful to leave a segment of the folded area on each side of the shape intact. If the folds are cut through entirely, the figures will not form a chain and will instead be separate and unattached to one another.

After cutting is complete, open the paper figures to find a chain to surround the tree limbs!





JG Associates
4101 Nebraska Avenue, N.W.
Washington, D.C. 20016

202/363 6170

December 19, 1975

Ms. Sally Quenneville
Mrs. Ford's Press Office
East Whing
The White House
1400 Pennsylvania Avenue N.W.
Washington, D.C. 20500

Dear Sally:

Patti Matson suggested that we forward to you the enclosed information about Dr. Charles Forbes Taylor and Jane Goodman prior to their coming to the White House on Monday morning, December 29, to film the Christmas decorations.

We understand that they are to appear at the Northwest gate of the White House shortly before 11 a.m. and that we should check with you earlier that morning to make sure that the plan is still firm.

They are looking forward to this opportunity. Thank you very much for your help in the matter.

Sincerely,

Mary Ann Guyol
Mary Ann Guyol
Project Associate

Enc.



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Ms. Sally Quenneville
Mrs. Ford's Press Secretary
East Wing
The White House
1400 Pennsylvania Avenue N.W.
Washington, D.C. 20500



JG Associates
 4101 Nebraska Avenue, N.W.
 Washington, D.C. 20016

202/363 6170

December 17, 1975

Mon Dec. 29
w/Hb. & Gardner
{ 10:00 AM
11:00 - 1:00 PM
Xmas Decor

Ms. Patti Matson
 Room 208, East Wing
 The White House
 1400 Pennsylvania Avenue N.W.
 Washington, D.C. 20500

Dear Patti:

Thank you so much for exploring for Jane Goodman the possibility of letting her father, Dr. Charles Forbes Taylor, film the White House Christmas decorations for inclusion in his film "America the Beautiful."

As I promised you on the telephone I am enclosing some background material on Dr. Taylor. I include both a long and a short biography. You will find reference to the film on page six of the long version.

You mentioned that a likely time for an appointment to film might be Tuesday or Wednesday of next week. Our office will be closed but either Jane or Dr. Taylor will be in touch with you on Monday to see if this indeed has been arranged.

Thank you again for all of your help.

Sincerely,
Mary Ann Guyol
 Mary Ann Guyol
 Project Associate

Enc.

→ Jane Goodman
→ Dr. Taylor

Public Affairs Consultants



CHARLES FORBES TAYLOR

The Reverend Dr. Charles Forbes Taylor -- minister, author, lecturer, film producer -- was born in Burton-on-Trent, Staffordshire, England, August 19, 1899 to a Scottish mother and her English evangelist husband. An active evangelist himself for most of his life, Dr. Taylor began to serve his calling at the age of five helping his father sell bibles and religious tracts from the back of a "Gospel Wagon" in the open markets of England.

He started to preach at the age of nine and at 13 he emigrated steerage class with his father to the United States. Within a month of his arrival he was hailed in newspapers as the "great boy preacher". In the more than 50 years of his ministry it is estimated that he has spoken directly to almost 20 million people.

Dr. Taylor recently recalled experiences of his ministry in an interview filmed in Israel by the Columbia Broadcasting Company. In the program, broadcast on the CBS television network on March 9, 1975, Dr. Taylor spoke of changes in preaching styles over the years. "If you do not challenge people", he said, "if you do not have something that attracts their attention immediately, you are not going to

get them to listen very long." His own style has included leading the congregation's singing by whistling hymns, showing films, and classical concerts at the beginning of services often with his younger brother Lawrence at the piano.

On the broadcast he also related anecdotes about other evangelists including Gypsy Smith, Bill Sunday, and William Jennings Bryan and reminisced about his unusual upbringing.

He had, for example, a rather unconventional education, attending school or being tutored wherever he was for as long a time as he could before moving on to the next place. This practice, started in grammar school in England, continued into college. Though not in the usual mold Charlie Taylor's education enabled him to meet the exacting requirements of the Baptist Council of Greater Boston when he presented himself for ordination in 1918. He was ordained on April 11, 1918, the youngest minister to be ordained in more than 100 years. At the age of 30 he received the degree of Doctor of Divinity from Hardin-Simmons College in Abilene, Texas. In 1946 he was awarded the honorary degree of Doctor of Laws from Baylor University, Waco, Texas.

Dr. Taylor is as much at home speaking to camp meetings of the

Cowboys on the great plains of the American southwest as he is the great pulpits of America. He has often preached under the stars to thousands of men who rarely attend church services and has just as frequently taken assignments in such churches as Tremont Temple in Boston, First Presbyterian Church in Hollywood, California and Third Baptist Church in St. Louis.

At age 65, convinced that a new evangelism must emerge with the secular drift, Dr. Taylor turned to new outlets: the lecture platform and television. He is widely acclaimed for his documentary films on television and lecture platforms across the country. His most popular presentation, a unique travelogue film on "The Story of Jesus" has been presented by Dr. Taylor in more than 500 cities throughout the United States and Canada.

Dr. Taylor is the author of ten books on evangelism. A member of First Baptist Church in Glendale, California, Dr. Taylor is at home in pew and pulpit in churches across the country. Long a resident of Pasadena, California he now makes his home in Chevy Chase, Maryland.

7/22/75

BIOGRAPHICAL SKETCH

CHARLES FORBES TAYLOR

Charles Forbes Taylor was born at the turn of the century on a hot summer's day in a cramped little flat above a store in Burton-on-Trent, Staffordshire, England, August 19, 1899. His middle name was an appellation with which his proud Scottish mother was to endow each of her seven sons as a vindication for her marriage to an Englishman.

Charlie's first public appearance was at the age of four, singing in a theater before a thousand men as they were being addressed by his evangelist father.

He began travelling on his father's "Gospel Wagon" at the age of five, helping in the sale of Bibles and religious tracts in the open markets of England.

Charlie was nine when he began to preach, and he has addressed an average of 500,000 people in every one of his 72 years since. He stirred England and America as the "boy evangelist", but he was strictly required to know whereof he spoke, for he had a stern tutor. He had to learn, not after the fashion of a mimic, but by thinking, by reasoning, by inquiring, by arguing. The boy was required to learn as a carpenter's son learns to handle hammer and saw, or a mason's son learns to use the trowel. His sermons were simple, based primarily on Bible stories, but they were his own.

He learned his art of preaching in the market places of England where there are no polite restraints. People stand, and won't stay if they are not interested. They won't afford the speaker a hearing unless he captures and holds their attention. They will heckle with impunity and challenge every point he seeks to make.

The Taylors took their Gospel Wagon ministry to the salt and coal mines, cricket fields, factories, jails, slums, stockyards, military barracks, ship's holds -- anyplace where people congregated, they would preach there. They couldn't be content to wait for the people to come to them. Often after preaching in a church at night, they would go into a "pub" and preach, or hire a hall at midnight, and as the pubs disgorged their drunken crowds, herd them into the hall and preach for several hours until their listeners were sober enough to know what it was all about.

It was not a soft ministry. Young Charlie learned what it was to be rotten-egged, stoned, and splashed by over-ripe tomatoes from a heckling crowd. Yet Dad Taylor, an itinerant evangelist since he was in his teens, managed to bring up and feed eleven children -- Charlie being the third in line. Always the family lived on the sole rewards of an evangelist, the free-will offerings of people in the towns where he preached, the proceeds from the sale of 2¢ tracts and testaments.

When it became noised across England that the youthful Charlie was preaching, some eminent ministers in London condemned both father and son. Long-standing preaching engagements were broken. Dad Taylor reminded them that the child Samuel was chosen by God to speak to Eli, that Paul had written to Timothy to tell him that he should let no one despise his youth -- to no avail. But Dad felt he was fighting for a principle, that when one has been called of God for a task, whether he be nine or ninety, he should be permitted to do it.

In consequence the larder diminished. The rent was overdue, the grocer denied further credit. The Taylors came to the last lump of coal, the last loaf of bread, the last penny of credit. Just as they reached the bottom of the barrel, a telegram came from London. It read: "WILL GIVE YOUR SON TRYOUT BEFORE OUR MANAGERS ON THE STAGE OF THE HIPPODROME TUESDAY.."

This was not the first offer of this kind. Dad Taylor had often been told if he would permit his son to sing on the stage they could make in a day what they ordinarily made in weeks. He always laughed these offers off. The Taylors were not in evangelistic work to make money, they made money in order to stay in evangelistic work!

The managers of the Hippodrome offered Dad Taylor a contract for his son which would have brought in more money in one week than they had ever been able to make in a month of preaching.

Dad Taylor, occupied by the needs of his hungry brood, was baffled, and in his simple, profound faith turned to God for his decision. The next morning there was another telegram: this time from a Mrs Penn-Lewis of Leicester, one of the most influential and godly women of England. Wiring sufficient funds for the trip, she sent for the preacher and his son Charlie.

The vaudeville engagement was held in abeyance. In Leicester they were greeted by Mrs Penn-Lewis and Evan Roberts, the great leader of the Welsh revival of 1904. They greeted

the Taylors with the story that while they had been in London the day before auditioning for the Hippodrome, Mrs Penn-Lewis had also been there speaking to a woman's group. She mentioned the plight of the Taylors, and at the close of the service a woman came forward and pressed ten five-pound notes into her hand. Mrs Penn-Lewis presented the elder Taylor with the gift, more money than Charlie had ever seen in a lump sum before.

Mrs Penn-Lewis interest and assistance did not stop with the gift she passed on to the Taylors. With the help of Evan Roberts, she opened opportunities for them to preach throughout England over the next two years.

Upon an invitation to conduct evangelistic meetings in America, father and son emigrated steerage class with \$1.50 between them, arriving on Ellis Island January 3, 1913. In a few weeks Charlie and Dad were to return to Brooklyn as honored guests, given the keys to the city, and greeted by newspaper reporters, but for the moment they were almost penniless aliens and it was made evident they were not even wanted in America.

In two weeks time it was known from coast to coast that a father-son team of evangelists from England were holding services in Philadelphia. They became better known in that short interval than they had been in all the years of their ministry in England. From the start, the churches were packed to the doors for every meeting. Before they had finished their first engagement in America, they had invitations enough to fill two years criss-crossing the United States.

On their return to England they were flooded with invitations. Their success in America had vindicated them at home. Some who had rejected them a year before, now urged them to remain in England where they were again accepted. The young Charlie replied, "America gave me my chance. They did not ask me there who my parents were or who were my ancestors. They did not ask me from which college I had graduated or if I had had an upbringing in the right social set. They only asked that I do my best, and they opened their doors and their hearts to us. I shall always love England, but from this moment America has the first claim on my life." He chose to become an American, and when he did so he pledged his undying loyalty to America and her ideals. To this day he seizes every opportunity to pay homage to his chosen land, her opportunities and her promise.

Among his remarkable experiences, Charlie and his father were booked for passage on the ill-fated crossing of the Lusitania, and missed the trip when they were prevailed upon to remain for an additional two weeks preaching engagement. When Dad read the news of its sinking he decided that there would be no English vacation that summer. Instead, on an American vessel, the family would be brought to America. He made the further decision: the family would be brought to Pasadena, California, and from that time on the far western city would be their home.

While they had missed the sinking of the Lusitania, Charlie and Dad were to be in a shipwreck that autumn. Setting sail from San Francisco to Victoria, British Columbia, they were sixty-five miles out to sea when their ship caught fire. As they abandoned ship for the life-rafts, the young Charlie, amateur photographer, used up his roll of film on the burning S.S. Congress. So good were his pictures they were carried by newspapers across the country.

The education of this young preacher was predictably unique and extraordinary. In England he finished grammar school attending two weeks in one town, and two weeks in the next. But when he arrived in the United States there was no continuity between schools or school systems. Furthermore, he was a celebrity, persistently prevailed upon to address his classmates on information already at his disposal, hardly exposing him to any that was new. Schooling became impossible. The modus operandi for his education became tutelage by the leading ministers in every community where he went. By this means he received remarkably well-rounded courses in English, civics, history, sociology, and religion. Later he would register for courses in colleges and universities wherever their engagements took them.

America's entry into the war when Charlie was age 17 made the war very real to him. While continuing with his preaching, he sought ways to make his contribution to the war effort. He made patriotic speeches, conducted money-raising campaigns for the Y.M.C.A., the Red Cross, and the Salvation Army. He made curbstome speeches selling Liberty Bonds. He spoke and sang in army camps and was cheered roundly by the soldiers. It was a satisfaction, but he was not content until he could make a physical contribution to the war effort. He begged his father until he was permitted to spend his summer vacation in the shipyards at Quincy, Massachusetts, working as a riveter's helper building one of the largest submarines used in the war.

In the spring of 1918, wishing to prepare himself for the Chaplaincy, Charlie presented himself for ordination to the Baptist Council of Greater Boston. Because of his unorthodox

education and his youth, the august Council of 50 distinguished clergymen tested him exhaustively. He came through with flying colors, and when he was ordained April 11, 1918, he was the youngest minister in more than 100 years to receive the laying on of hands of his brethren.

Charlie became an American citizen in Abilene, Texas, in 1926. And at thirty years of age, he received the degree of Doctor of Divinity from Hardin-Simmons College in Abilene, the youngest minister ever to receive this honor from the great college, and one of the very few men without formal education to be thus recognized.

Charlie had always deeply desired to visit the Holy Land, and by dint of careful saving, he managed to make the journey in 1936. He had always possessed the ability to tell the Bible story and make it live. His story of the prodigal son becomes as vivid as the daily newspaper. The visit to the land of Jesus birth had a marked effect on him. Eager to share it, he had bought a second-hand movie camera, and his film-making hobby began.

Summers were spent on film expeditions to see and show first hand what missionaries were doing and to introduce his church audiences to the wonders of God's world. He was especially anxious that children should be exposed to the beauties of the Creation.

He braved a storm in a light plane to attempt to photograph the Christ of the Andes, and was rewarded with film that prompted a Hollywood studio to try to woo him away from evangelism into a career of film-making.

Dr. Taylor has maintained that to accomplish an evangelistic objective, it is not enough merely to bring church members to the services -- the unchurched must be brought as well. To reach these Charlie decided in 1938 he would use his motion pictures to bring people in to hear the message. His films bring not only scenery to the screen, they also bring life. His rapidfire commentary is replete with humor, and so vivid his audiences feel they are walking down the streets of the Holy Land, fishing some quiet stream in America's national parks, or standing before the statue of John Bunyan in Bedford, England. He has the faculty of transporting his audience to the very spot he is visiting with his camera. And the pictures attract those who have no church affiliation.

Another unique component in the Taylor evangelistic ministry was the addition to the team of Charlie's younger brother Lawrence Forbes Taylor. A concert pianist, Laurie played the great masterworks in the meetings and brought to the services music lovers who never otherwise would have come to hear the preaching. Laurie remained as a vital part

of the ministry for forty years, enriching it with his music, and mellowing it with his good humor. They were as much a part of each other as were Moody and Sankey or Sunday and Rodeheaver.

Charlie was called upon to take summer preaching assignments in some of the great pulpits of America: Tremont Temple in Boston, First Presbyterian Church of Hollywood, Third Baptist Church of St. Louis. He was equally at home among Boston aristocrats or Rotarians in Peoria.

He was right in his element when invited to preach at the yearly camp meetings of the cowboys on the great plains of the American southwest. Preaching under the stars to thousands of men who rarely attended church challenged him immensely.

In 1946, Dr. Taylor was invited to Baylor University, the largest Baptist University in the world, to receive the degree of Doctor of Laws and to give the commencement address. Another recipient scheduled that day was a Baptist from Missouri by the name of Harry Truman.

Dr. Taylor has found time to author ten books on evangelistic subjects, the history of evangelism, and his numerous popularly requested sermons such as "Kill the Umpire".

The Taylor team has ranged the country and the English-speaking world, travelling millions of miles over 50 years, preaching in thousands of churches large and small in city-wide programs of evangelism, a long way from the Gospel Wagon, yet faithful to its mission.

At age 65, having devoted more than 50 years to the preaching ministry, Dr. Taylor was convinced that a new evangelism must emerge with the secular drift. He turned himself to new outlets: the lecture platform and the television medium. He is warmly and enthusiastically received by middle Americans, college and seminary students, senior citizens, religious groups representing all faiths and sects. His inspirational travelogues on "The Story of Jesus" and "America the Beautiful" are sought after beyond the capacity of his calendar, and the mellow and mature evangelist still betrays "the enthusiasm and wonder of a boy, the zest of the eagle for life, and the playful disposition of a cocker pup".

In April of 1968, Dr. Taylor was invited to return to the First Baptist Church of Malden, Massachusetts, to preach the fiftieth anniversary of his ordination in that church. Hosts of well wishers attended the service, and messages were received from around the world, for "the itinerant child evangelist has left the mark of his faith and his life trailing like star-light back to that Gospel Wagon."

GERALD R. FORD LIBRARY

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

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Item: Photos of items from The Abby Aldrich Rockefeller Folk Art Collection (Colonial Williamsburg) loaned to the WH for display in the public rooms during Christmas season, 1975. Also photos of people from Williamsburg who made tree ornaments.

47 Black & White 8" x 10"

Abby Aldrich Rockefeller Folk Art Collection Photo.

The item was transferred from: Weidenfeld; Box 36; Christmas-1975 - WH Decorations.

Initials/Date let 5/86

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

Christmas at the White House this year revolves around an old-fashioned Children's Christmas in America. Mrs. Ford chose the theme to usher in the Bicentennial year and to reflect a personal interest in traditional handmade ornaments, which have often been the focal point of Ford Christmas trees in the past. Children's touches are provided by antique toys, carousel figures and children's portraits.

The White House Christmas tree is reminiscent of trees decorated in early American homes. (An 18-foot Douglas fir, this year's tree was grown by Guy D. Cockburn of Garrison, N. Y. It was chosen this year's National Champion by the National Christmas Tree Growers Association.)

The tree is decorated with about 3,000 handcrafted ornaments. The ornaments represent a combination of traditions indigenous to the United States and popular over the last hundred years. Other tree trims represent national traditions brought to this country, including straw stars and yarn dolls from Denmark, corn dollies and gingerbread men from England, and thread stars and crocheted snowflakes from Poland.

All decorations are constructed from the types of readily available and inexpensive materials used in early America. The emphasis is on such natural materials as acorns, peanuts, dried fruits and vegetables, straw pine cones, and gaily colored scraps of fabric, yarn and ribbon. Foil, sequins and glitter are omitted to preserve a traditional, old-fashioned feeling.

Most of the ornaments for the tree were made by volunteers from Colonial Williamsburg, but individuals and organizations throughout the country also made contributions. Such groups as nursing homes, 4-H Clubs and Girl Scout Troops from as far away as California, Wisconsin and Massachusetts sent handcrafted items. Volunteers were urged to use creativity and imagination in constructing ornaments from natural or inexpensive items readily available to them.

The voluntary effort was coordinated through the Abby Aldrich Rockefeller Folk Art Collection at Colonial Williamsburg under the direction of Beatrix Rumford. Williamsburg's folk art collection was established in 1939 by Abby Aldrich Rockefeller to encourage appreciation of American artists and craftsmen who had not been exposed to formal art training.

Portraits of children by early American artists are on display, as well as antique toys and carousel figures loaned by the Folk Art Collection in Williamsburg.

Wreaths and garlands are of materials that would have been used in early homes. They were made by about 75 volunteers from the floral industry who came from a nine-state area.

An 18th Century Italian creche is on display in the East Room. The nativity scene is composed of 30 hand-carved Baroque figures of the Holy Family, the Wise Men and attendants, the shepherds, angels and animals. The creche was donated in 1967 by Mr. and Mrs. Charles W. Engelhard Jr. of Far Hills, N.J.

Decorative lights have been limited to those on the Christmas tree. They are tiny white bee lights and consume about 1,000 watts of power (about 10 100-watt bulbs). They will be turned on during regular White House tours and for social events during the Christmas season.

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SUNDAY TODAY

Daily Press, Newport News, Va., Dec. 14, 1975, Sec. B

As Williamsburg residents enjoy the holiday season, there will be those with a special memory to savor...that of helping decorate the majestic Christmas tree in the White House. First Lady Betty Ford wanted the tree in the Blue Room to be embellished with handmade ornaments so she asked the Abby Aldrich Rockefeller Folk Art Collection of Colonial Williamsburg to coordinate the project. Judy Blood, left, and Miss Beatrix T. Rumford examine a sampling of the ornaments made by area residents.

Williamsburg Trims White House Tree

By **TINA JEFFREY**
TODAY Staff Writer

Tomorrow shapes up as Williamsburg Day at the White House in Washington, D. C., when about 100 persons from the Williamsburg area will see the Christmas tree they helped to trim.

First Lady Betty Ford wanted the 20-foot fir tree in the Blue Room to be decorated with handmade ornaments reminiscent of those of years ago, and she asked

plywood and members of the department painted them in bright colors.

Mrs. Corrie Stulen designed a mouse of grey suede cloth and cut out quite a few before deciding that he looked more like an aardvark than a mouse. "I had to cut the snoot," she said.

Other Colonial Williamsburg employes were also hard at work. The milliners filled tiny hats to hang on the tree branches. Mrs. Carl Roseberg and her sister, Mrs. Alberta Wilson, a former employe, knitted 112