

The original documents are located in Box 1, folder “9/27/74 - Salvation Army” of the Betty Ford White House Papers, 1973-1977 at the Gerald R. Ford Presidential Library.

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YOUR PROGRAMS AT CHRISTMAS PROVIDE THE ONLY JOY FOR THOUSANDS OF CHILDREN.

THE RESULTS OF YOUR WORK WITH THE YOUNG IN PROVIDING FACILITIES FOR

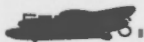
EDUCATION AND ENTERTAINMENT CAN NEVER BE TRULY MEASURED.

AND OF COURSE THE HARBOR LIGHTS PROGRAM, HERE IN D.C., STANDS AS A

MODEL OF WHAT CAN BE DONE TO ASSIST OUR FELLOW MAN.

IN THESE AND MANY OTHER AREAS, THE SALVATION ARMY INDEED MARCHES ON--AND THE
NEEDY, THE DEPRIVED, THE AFFLICTED ARE THE ONES WHO BENEFIT FROM YOUR GREAT

efforts



-3-
I WISH COMMISSIONER CHAMBERLAIN, WHO I UNDERSTAND WILL BE YOUR NATIONAL
COMMANDER STARTING NOVEMBER 1, ALL THE BEST IN HIS EFFORTS FOR THE FUTURE
SUCCESS OF THE SALVATION ARMY.

I REALLY HAVE ENJOYED THIS OPPORTUNITY TO CHAT WITH YOU AND HOPE WE HAVE
will not
ANOTHER CHANCE WHEN I WON'T HAVE TO BE IN SUCH A RUSH.

THANK YOU.

Mrs Ford

Please except our apology
the Mayor did not know
you were here.

Staff's Fault - Eldrin Bell

THE WHITE HOUSE

WASHINGTON

September 19, 1974

THE SALVATION ARMY LUNCHEON
SEPTEMBER 27, 1974



Advanceperson: Sally Quenneville

Dress: Street Dress

BACKGROUND

Prior to becoming First Lady you agreed to be the Honorary Chairman for this event and to join them for their luncheon/fashion show. Due to your engagement at the LBJ Grove dedication, with your approval we have agreed you will drop by for not more than ten minutes (Schedule: Tab A).

Mrs. Warren Burger will be honorary patron.

This luncheon/fashion show (Program schedule: Tab B) is the Salvation Army's annual charity benefit. Approximately 1,200 will be in attendance. The proceeds will go directly to the Salvation Army for community projects, including the Christmas Toy Center.

The fashion show will be presented by Woodward and Lothrop. Mrs. Elizabeth Said, Fashion Merchandising Coordinator, will give the commentary. Fashion show theme is "Designs in Concert." Clothes will be from designers' collection and will feature fall fashions, clothes for the holidays, furs and some men's fashions. Such designers as John Anthong, Geoffrey Beene, Dominic Rompollo, Joan Leslie, St. Gillian, D.D. Dominick, Stephen Burrows, Estevez, Friedrichs Sport, Marita, Diane von Furstenberg, Damon and Kasper will have their clothes featured.

The staging will reflect the look of the Art Deco period with lalique looking arches complimented by a color scheme of black, white, silver, and plum flowers, combined with ostrich plumes. Table decorations will be of same style as stage decorations and they are being prepared by women of Salvation Army Auxiliary under the direction of Mr. Douglas L. Edwards.

SCHEDULE
THE SALVATION ARMY LUNCHEON

September 27, 1974

Advanceperson: Sally Quenneville

12:40 PM DEPART LBJ Grove enroute Shoreham Americana Hotel

12:55 PM ARRIVE Shoreham Americana

PROCEED to Rengency Ballroom (to your right, down
20 steps)

You will be met by:

Mrs. Willis M. Connor, Co-Chairman of
Fashion Show

Mrs. (Major) Eugene Slusher

You will be introduced by Mrs. Lee Sinclair,
Chairman of Fashion Show

12:58 PM Remarks by First Lady

PRESS OPPORTUNITY

1:02 PM Conclude Remarks

Mrs. Sinclair will thank First Lady

1:05 PM DEPART Shoreham enroute White House

1:15 PM ARRIVE White House



LUNCHEON PROGRAM SCHEDULE

12:30 PM Introduction of Head Table No. 2 by Mrs. Ralph Becker,
Representative for Diplomatic Corp

Introduction of Head Table No. 1 by Mrs. Lee Sinclair

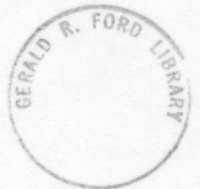
12:45 PM Invocation by Mrs. Commissioner William Chamberlain

12:47 PM Remarks by Mrs. George Hesse, President of Auxiliary

1:00 PM LUNCH will be served

1:30 PM Fashion Show begins

2:45 PM Fashion Show concludes



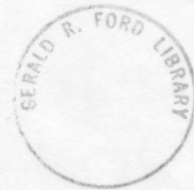
HEAD TABLE

HEAD TABLE NO. 1

Mrs. Warren E. Burger
Mrs. Dwight D. Eisenhower
Mayor and Mrs. Walter Washington
Mr. Edwin K. Hoffman
Mr. Waldo H. Burnside
Commissioner and Mrs. Wm. E. Chamberlain
Brigadier and Mrs. James Osborne
Mrs. Julia Lee
Mrs. Edith Battles
Mrs. George L. Hesse
Mrs. Lee D. Sinclair
Mrs. Willis M. Connor
Kasper (Joan Leslie Company)

HEAD TABLE NO. 2

Ambassador Sevilla-Sacasa
Mrs. Luisi of Uruguay
Mrs. Halusa of Austria
Mrs. Yasukawa of Japan
Mrs. de Olloquie of Mexico
Lady Ramsbotham of England
Mrs. von Staden of Germany
Mrs. Heitmann of Chile
Mrs. Botha of South Africa
Mrs. Ralph E. Becker
Madame Shen of China
Mrs. Esenhel of Turkey
Mrs. Schynder of Switzerland



The Salvation Army was established in 1880. Headquarters located in N.Y.C. Commissioner Carlson is the National Commander. Commissioner Chamberlain will be sworn-in November 1.

Senior Citizens Project: the feasibility study has been approved by HUD and is now in the architectural planning stage. It is a 10-story building to house approx. 100 apartment complexes. Montgomery County has stated this is one of their serious needs. There is a similar complex in Oakland, California that has been very successful.

Evangeline: This is a residence located at 14th and K Streets that houses approx. 450 women. They cater to the working women, students, etc. They always have plenty of room. The charge is approx. \$38.00 per week for room and two meals daily.

Harbor Light Program: Alcoholic rehabilitation center in D.C. will be updated to facilitate women. It is a live-in program for 90 days. They use modern physical techniques for rehabilitation.

Childrens Emergency Shelter: This program was implemented by the Fairfax corp. for children between the ages of 2-17 who have been abused or run-aways. The Fairfax corp. received approx.\$800,000 at a fundraiser where the goal was \$700,000 which enabled them to establish this new project. Also, the Welfare office of Fairfax has named this type of child care their number one problem.

