

The original documents are located in Box 4, folder “11/14/75 - Presentation of "The First Ladies"" of the Betty Ford White House Papers, 1973-1977 at the Gerald R. Ford Presidential Library.

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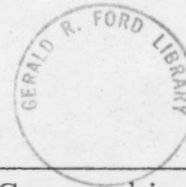
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Date Issued 11/3/75

By P. Howard

Revised _____

FACT SHEET
Mrs. Ford's Office



Event Tea and Presentation of White House Books
Group White House Historical Association and the National Geographic Association
DATE/TIME Friday, November 14, 1975 11:00 a.m.
Contact Mr. Tolson (WH Historical Assoc.) - 737-8292 Mr. Don Crump (Nat'l Geographic Assoc.) - 296-7500
Number of guests: Total approx. 40 Women x Men x Children 296-7500
Place East Garden & DRR (good weather) - DRR & State Dining Room (bad weather)
Principals involved Mrs. Ford
Participation by Principal yes (Receiving line) no
Remarks required yes
Background In appreciation for their efforts in getting out the new books on the WH, including the new First Ladies book, Mrs. Ford will receive the people who have worked on the books from these groups. The official presentation of the books will take place at the Reception.

REQUIREMENTS

Social: Guest list yes (Pat Howard)
Invitations no Programs no Menus no also
Refreshments yes (coffee, tea, juice and pastries) (if cold weather, /spiced tea)
Entertainment no
Decorations/flowers yes
Music yes
Social Aides yes
Dress Business Suit Coat check ?
Other --

Press: Reporters TO BE RESOLVED
Photographers _____
TV Crews _____
White House Photographers yes Color yes Mono. _____
Other --

Technical Support: Microphones yes PA Other Rooms no
Recording yes
Lights no
Transportation cars - Southwest Gate
Parking South Grounds
Housing ---
Other -- (Risers, stage, platforms) yes

Project Co-ordinator Pat Howard Phone 2927

Site diagrams should be attached if technical support is heavy.



MRS. FORD'S REMARKS AT PRESENTATION OF
THE FIRST LADIES, NOVEMBER 14, 1975

GOOD MORNING.

THIS IS A SPECIAL DAY
FOR MANY OF US.



Particularly

-2-

FOR THOSE OF YOU

WHO HAVE BEEN INVOLVED IN THE PREPARATION

OF THE NEW BOOK, THE FIRST LADIES,

IT IS THE RESULT OF

TWO YEARS OF RESEARCH, DECISIONS,

AND A LOT OF HARD WORK

IN PUTTING TOGETHER SUCH A PROFESSIONAL

AND WELL-DONE VOLUME.



AND FOR ME, IT IS PARTICULARLY SPECIAL,
I FEEL STRONGLY
THAT FOR HISTORICAL PURPOSES
THE BOOK NEEDED TO BE DONE.



BUT ALSO, HAVING BEEN FAMILIAR
WITH THE EARLIER PUBLICATION,
THE PRESIDENTS OF THE UNITED STATES OF AMERICA,
I AM VERY HAPPY TO BE ABLE TO BE PRESENT
THE DAY EQUAL OPPORTUNITY
CAME TO OUR GUIDE BOOKS!



I HAVE MANY ACKNOWLEDGMENTS
I WOULD LIKE TO MAKE THIS MORNING,
FIRST, TO THE WHITE HOUSE HISTORICAL ASSOCIATION
FOR ITS IDEA AND ITS FOLLOW-THROUGH,
I ALSO WANT TO RECOGNIZE
THE NATIONAL GEOGRAPHIC SOCIETY
FOR ITS TOTAL SUPPORT ON THIS AND PAST PROJECTS.



FOR THOSE OF YOU WHO ARE NOT AWARE,
THE NATIONAL GEOGRAPHIC
LENDING ITS PEOPLE, ITS TIME, ITS RESOURCES,
AND ITS EXCEPTIONAL TALENT
TO PROJECTS LIKE THIS AS A PUBLIC SERVICE,
THIS BOOK, AND THE THREE
WHICH HAVE PRECEDED IT,
ARE OF EXCEPTIONAL QUALITY IN EVERY ASPECT,



AROUND THE WHITE HOUSE,
WE USE THEM CONTINUALLY
AS A PRIME REFERENCE SOURCE,
AND HUNDREDS OF VISITORS EVERY DAY
TAKE THEM TO THEIR HOMES ACROSS THE COUNTRY
TO LEARN MORE ABOUT THEIR COUNTRY
AND ITS HISTORY.



IT IS LARGELY BECAUSE
OF THE NATIONAL GEOGRAPHIC'S SUPPORT
THAT WE ARE ABLE TO OFFER THEM
AT SUCH A NOMINAL PRICE
SO THAT PEOPLE EVERYWHERE
CAN AFFORD TO BUY THEM,



AND IT IS LARGELY BECAUSE
OF THEIR SUPPORT AND COOPERATION
WITH THE WHITE HOUSE HISTORICAL ASSOCIATION
THAT WE HAVE BEEN ABLE TO APPRECIATE \$975,000
FROM SALES OF THE BOOKS
FOR HISTORIC ITEMS AT THE WHITE HOUSE,



WE ARE VERY GRATEFUL.

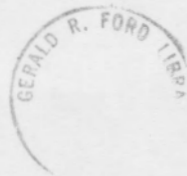
ALSO, I WANT TO THANK THE STAFF
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OF NATIONAL GEOGRAPHIC
FOR ALL ITS WORK.



AND A SPECIAL WORD TO THE BOOK'S AUTHOR,
MARGARET BROWN KLAPTHOR,
YOUR PROFESSIONALISM,
THOROUGHNESS AND ABILITY
TO MAKE THE HISTORY OF OUR FIRST LADIES SPARKLE
WILL MAKE THIS BOOK LIVE FOR YEARS TO COME,



ON A PERSONAL NOTE,
I WANT TO SAY THAT THE NEW BOOK
WAS ESPECIALLY MEANINGFUL TO ME
BECAUSE IT PROVIDES A CLEARER PICTURE
OF A VERY HUMAN SIDE OF LIFE
IN THE WHITE HOUSE.



THOSE OF US WHO ARE FORTUNATE ENOUGH TO LIVE HERE
FOR THAT VERY BRIEF PERIOD OF HISTORY
HAVE OUR OWN PARTICULAR STYLES AND IDENTITIES,
THESE STYLES HAVE BEEN DIVERSE, I'M SURE,
BUT I SUSPECT
WE HAVE HAD A GOOD DEAL MORE IN COMMON THAN NOT.

HOW WE HAVE REACTED
TO OUR HUSBAND'S JOB AND PRESSURES . . .
THE CONCERNS WE HAVE HAD
WITH RAISING OUR FAMILIES
AND KEEPING AS NORMAL A LIFE AS POSSIBLE FOR THEM
IN THIS ATMOSPHERE . . .
THE PUBLIC DEMANDS, AND SO ON、



ANYONE WHO ENJOYS HISTORY . . .

WHO HAS A CURIOSITY ABOUT A PRESIDENT OR FIRST LADY . . .

WANTS TO KNOW MORE ABOUT WHITE HOUSE LIFE . . .

OR WHO IDENTIFIES WITH ANY WIFE OR MOTHER

WILL ENJOY THIS BOOK,

I THANK THOSE OF YOU HERE TODAY

FOR PROVIDING US WITH SUCH A SPECIAL INSIGHT

TO WHAT HAS BEEN, AND WILL CONTINUE TO BE,

A SIGNIFICANT PART OF OUR COUNTRY'S HISTORY,

THE WHITE HOUSE
WASHINGTON

November 13, 1975



Dear Mrs. Ford,

RE: Tea and Presentation of White House Books -
Friday, November 14, 1975

Attached for your review and approval is the scenario
for tomorrow morning's event.

Approve _____

Disapprove _____

Tomorrow morning we will send you a copy of the guest
list and background information on the First Lady
portraits and other personal articles of First Ladies
which will be on display in the State Dining Room, as
befitting the event.

Thank you.

Linda Baker

THE WHITE HOUSE
WASHINGTON

November 13, 1975



MRS. FORD:

Event: Tea and Presentation of White House Books

Date/Time: Friday, November 14, 1975 11:00 a.m.

Place: State Dining Room

Number of
Attendees: 50 guests

Principals: Mr. David E. Finley, Chairman of the Board of Directors
of the White House Historical Association
Mr. Robert L. Breeden, Editor of the Special Publications
Staff of the National Geographic Society
Mrs. Margaret Brown Klapthor, Chairman of the Department
of National and Military History of the Smithsonian Museum
of History and Technology, and author of The First Ladies

Schedule of
Events:

11:00 a.m. Your guests will arrive through the Southwest Gate and will enter the White House through the Diplomatic Reception Room. They will be escorted via elevator and stairs to the State Dining Room.

11:10 a.m. Maria Downs will escort you via elevator to the State Floor where you will greet Mr. Finley, Mr. Breeden, and Mrs. Klapthor.

You will proceed to the small platform in the State Dining Room which will be located in front of the Lincoln Portrait and will be equipped with a stand-up microphone.

NOTE: Befitting the occasion, there will be portraits of various First Ladies on either side of you. On a table behind the platform, there will be other items which personally belonged to various First Ladies.

- 2 - Tea and Presentation of White House
Books

NOTE: White House visitors on tour in the State Dining Room at that time will be able to view the presentation ceremony. As you stand on the platform, the visitors will be to your left and the invited guests will be to your right.

You will make brief welcoming remarks. At the conclusion of your remarks, Mr. Finley will present you with a specially-bound version of The First Ladies, on behalf of the White House Historical Association and the National Geographic Society, after which you will express your appreciation.

NOTE: You and Mr. Finley will be the only persons on the platform.

Refreshments consisting of coffee, tea, juice, and pastries will be served in the First Floor Family Dining Room. You may wish to join your guests for refreshments and mingle informally.

11:30 a.m.

You will bid farewell to your guests and return to the Family Quarters.

NOTES:

Military Social Aides will be present.

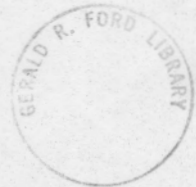
There will be open press coverage.

A White House photographer will be present.

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For immediate release
Thursday, Nov. 13, 1975

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

Mrs. Ford will host the official presentation of the new publication The First Ladies Friday, Nov. 14 at 11 a. m. in the State Dining Room of the White House.

The 85-page book chronicles the lives and personalities of First Ladies from Martha Washington through Betty Ford. The volume has a high gloss color reproduction of the portrait of Martha Washington which hangs in the East Room of the White House. There is a forward by Mrs. Ford. Color portraits are also included.

The book is being published by The White House Historical Association. It was produced as a public service by the Special Publications Division of the National Geographic Society. The book's author is Margaret Brown Klapthor, Chairman, Department of National and Military History, National Museum of History and Technology, The Smithsonian Institution. Mrs. Klapthor has had charge of the First Ladies exhibits at the Smithsonian since 1943.

Proceeds from the book will be used to defray the book's printing costs and to buy historic items for the White House. Cost of the book is \$2 for the hardcover edition and \$1.25 for the paperback. It will be sold at the White House and at the headquarters of the White House Historical Association, 5026 New Executive Office Building, Wash, D.C. They may also be purchased at the National Geographic Headquarters in Washington and at other national historic sites and monuments.

Participating in the ceremonies Friday morning will be David E. Finley, chairman of the board of directors of the White House Historical Association (WHHA). Mr. Finley will officially present the volume to Mrs. Ford. Greeting Mrs. Ford will be Mr. Finley, Mrs. Klapthor and Robert Breeden, editor of the Special Publications Staff at the National Geographic. About 50 guests have been invited, most of them involved with the new book at the WHHA or at National Geographic.

Sales of previous books published by the WHHA and National Geographic have raised more than \$975,000 to purchase historic furnishings, paintings and memorabilia now in the White House.

The previous publications are The White House: An Historic Guide, The Living White House and The Presidents of the United States of America.

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