

The original documents are located in Box 4, folder “11/17/75 - Dedication of Bicentennial Braniff Plane” of the Betty Ford White House Papers, 1973-1977 at the Gerald R. Ford Presidential Library.

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THE WHITE HOUSE
WASHINGTON

Dear Mrs. Ford,

This is an interesting invitation you have received to participate in the unveiling of a Bicentennial Braniff plane designed by Alexander Calder. I am staffing it out at the present time seeking answers to the questions of possible commercialism but I thought you would enjoy in the meantime seeing these. I understand there may also be some other serious problems with this invitation but will let you know as soon as possible about the assessment.

Thank you,


susan



31
HARDING L. LAWRENCE

CHAIRMAN OF THE BOARD
AND CHIEF EXECUTIVE OFFICER

October 29, 1975



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

Dear Mrs. Ford,

Knowing of your interest in the work of Alexander Calder, we are particularly honored to invite you to participate in the dedication of this great American artist's tribute to our nation's Bicentennial at 11:45 a.m. on Monday, November 17, at Dulles International Airport.

Using as his canvas the entire exterior of a 727-200 jet aircraft, Sandy Calder is creating an abstract painting of the red, white and blue of the United States flag in motion. It will be known as "The Flying Colors of the United States" and millions will have an opportunity to see it as it flies throughout our country in regular airline service as the flagship of the Braniff fleet. The name of the airline will not appear on the jet, only the signature of Calder.

Calder himself will arrive on the Bicentennial plane when it is unveiled for the first time at Dulles. J. Carter Brown of the National Gallery will assist in meeting the plane. A briefing for the press is scheduled at 11 a.m. in the Portals Restaurant at Dulles. John Warner of the Bicentennial Commission and Michael Straight of the National Endowment for the Arts heard details of the Calder salute at the meeting of the Business Committee for the Arts this week and hopefully will be present. A luncheon is to follow the 11:45 a.m. arrival and ceremonies.

We would indeed be honored by your participation in the planeside dedication ceremonies with Sandy Calder. I know that he is writing you a note of his own.

Sincerely,

Harding Lawrence
Harding/L. Lawrence

HLL/m

Humanitarian projects



Dear Mrs. Ford

Could you possibly join us — me and the crew, + passengers, for the unveiling of the Bicentennial Plane to be dedicated at Dulles Int. Airport on NOV. 17

9:75 — at 11:45 AM.

(mon)

Very cordially yours
Sandy Calder

Oct. 29 / 75
Roxbury, Conn.

James N. Juliana Associates, Inc.

1750 NEW YORK AVENUE, N.W. * SUITE 340 * WASHINGTON, D.C. 20006 * (202) 659-4548

October 30, 1975



Miss Susan Porter
The White House
Washington, D. C.

Dear Miss Porter:

At the suggestion of my good friend, Maria Downs, I am transmitting an invitation to Mrs. Betty Ford to be the guest of honor on November 17, 1975 at the dedication of Braniff International's Bicentennial aircraft.

Alexander Calder, the most famous modern painter America has ever produced, created the original abstract painting of the bright red, white and blue aircraft named "The Flying Colors of the United States." Directors of five of the nation's leading art museums and the president of the Business Committee for the Arts made the final selection of the Calder masterpiece.

Mr. John W. Warner, Administrator, American Revolution Bicentennial Administration, is enthusiastic over this project and is considering its approval as an official Bicentennial activity. Mr. Warner expects to participate in the dedication services.

Mr. Calder, who I understand is personally known to President and Mrs. Ford, has addressed a personal invitation to Mrs. Ford which is being hand carried to the White House.

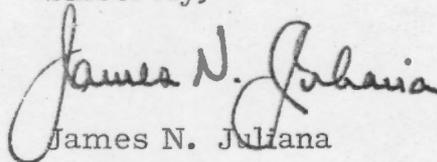
Nancy Hanks, Chairman of the National Endowment for the Arts is familiar with Mr. Calder's abstract painting of this Braniff aircraft and has expressed much satisfaction with the program.

I am participating in this project as a long time associate of Harding Lawrence, Chairman of the Board and Chief Executive Officer of Braniff International. This is a very unique Bicentennial program which will literally reach millions of Americans as the plane flies across our country. For personal reference, President Ford recently reappointed me for a second term to the President's Committee on Mental Retardation.

Miss Susan Porter
Page Two
October 30, 1975

I hope it will be possible for Mrs. Ford to accept Braniff's invitation to participate in the dedication on November 17, 1975. Your kind cooperation is deeply appreciated.

Sincerely,


James N. Juliana



JNJ/rw

Carolyn/Nancy

THE WHITE HOUSE

WASHINGTON

November 11, 1975



MEMORANDUM TO: PETER SORUM
FROM: SUSAN PORTER
SUBJECT: Action Memo

Mrs. Ford has accepted the following out-of-house invitation:

EVENT: Unveiling of the Calder Braniff Bicentennial Jet

DATE: Monday, November 17, 1975

TIME: 11:45 a.m.

PLACE: Dulles Airport, Washington, D.C.

CONTACT: Mr. Jere Cox, Braniff Airlines, (214) 358-8577
Braniff Security Contact: Mr. Harry Pizer, (214) 358-8279

COMMENTS: Mrs. Ford will participate in the unveiling of the Alexander Calder Braniff Bicentennial jet entitled "The Flying Colors of the United States" at Dulles Airport on November 17th. Using as his canvas the entire exterior of a 727 jet, the plane will become an abstract painting of the red, white and blue of the American flag in motion. Although the plane will become a part of the regular Braniff fleet, under discussion, not yet firm, are other humanitarian and cultural functions for the plane.

There has been a great deal of "Grand Rapids" interest in this occasion stemming from the interest in Calder in Grand Rapids: a large Calder sculpture in what is now called Calder Square in the city. I should also mention that friends and family of the Fords are flying into Dulles for this occasion, as are the members of Mr. Calder's family, including his grandchildren.



A luncheon is to follow the 11:45 a.m. arrival and ceremonies. I have not made a commitment to them for Mrs. Ford to attend the luncheon and I would suggest that you assess this aspect of it as you actually get into the arrangements for the event. The file, including an exchange of memos with the Counsel's Office, is attached.

Thank you.

c: BF Staff
Red Cavaney
William Nicholson
Philip Buchen
Barbara Kilberg
William Seidman
Rex Scouten
Staircase

31
HARDING L. LAWRENCE

CHAIRMAN OF THE BOARD
AND CHIEF EXECUTIVE OFFICER

October 29, 1975
FORD LIBRARY

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

Dear Mrs. Ford,

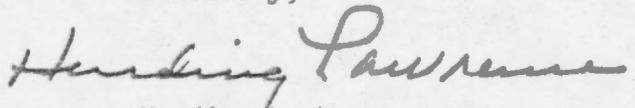
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Sincerely,


Harding L. Lawrence

HLL/m

PHONE: (214) 358-8561

BRANIFF INTERNATIONAL

EXCHANGE PARK, DALLAS, TEXAS 75235

MRS. FORD HAS
THE ORIGINAL
MCGUIRE R. FORD LIBRARY

Dear Mrs. Ford

Could you possibly join us — me and the crew, + passengers; for the unveiling of the Bicentennial Plane to be dedicated at Dulles Int. Airport on NOV. 17

1975 — at 11 45 AM.

(mon)

Very cordially yours
Sandy Calder

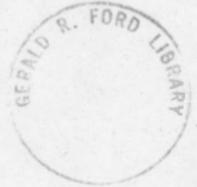
Oct. 29 / 75
Proxbury, Conn.

James N. Juliana Associates, Inc.

1750 NEW YORK AVENUE, N. W. + SUITE 340 + WASHINGTON, D. C. 20006 + (202) 659-4546

October 30, 1975

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The White House
Washington, D. C.



Dear Miss Porter:

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Miss Susan Porter
Page Two
October 30, 1975

I hope it will be possible for Mrs. Ford to accept Braniff's invitation to participate in the dedication on November 17, 1975. Your kind cooperation is deeply appreciated.

Sincerely,

James N. Juliana
James N. Juliana



JNJ/rw

November 3, 1975



MEMORANDUM TO: KENNETH LAZARUS

FROM: SUSAN PORTER

SUBJECT: Invitation to Mrs. Ford to Participate in
Unveiling of Alexander Calder Braniff
Bicentennial Jet Aircraft at Dulles Airport
on Monday, November 17, 1975

Mrs. Ford has received the attached invitation to participate in the unveiling of a 727 Braniff Bicentennial jet aircraft designed by Alexander Calder, the 77 year old great American artist. Attached are three letters to Mrs. Ford about this occasion; one from Mr. Harding L. Lawrence, Chairman of the Board of Braniff; another from Mr. James N. Juliana of James N. Juliana Associates; and the third from Mr. Calder himself. I am also attaching a folder of material which was sent by the James N. Juliana Associates. This is the only copy we have, therefore, would you please return it to me afterwards?

Mr. Calder has used as his canvas the entire exterior of the plane which will be called "The Flying Colors of the United States." The name of the airline will not appear on the jet, only the signature of Mr. Calder. Mr. Lawrence indicates that the jet will be used as a regular part of the Braniff fleet. I have learned, however, in a long conversation with Mrs. Nancy Mulnix of Grand Rapids, that during the months of April, May, June and July of 1976 the plane will be withdrawn from the regular Braniff fleet and will be used in something of "the great ship Hope way." With the U.S. Mission to the United Nations as the recommending agency and the World Health Organization as the sponsoring agency, the plane will go from city to city collecting drugs and medicine to be delivered to places such as third world nations needing these supplies. At the same time it will collect from each city an art object which will eventually be auctioned off around the 4th of July with proceeds going to the World Health Organization. Mrs. Moynihan and Mrs. Calder, I understand, are honorary sponsors of this mission. This aspect you will note was not mentioned in any of the correspondence; Mrs. Mulnix, however, led me to believe it might be announced at the unveiling.

LATER:
I DON'T THINK
SO NOW.

S.P.

In thinking of this invitation, we are also reminded of Mr. Calder's association with Grand Rapids where he has a major sculpture in what is now called Calder Square. I understand the maiden flight of the plane will be to Grand Rapids. Although I see this as a unique and interesting Bicentennial project involving the arts and a concern for humanity, the lingering question in my mind is one of possible commercialism with Braniff. I believe you mentioned over the phone some other possible complications. May I have your comments and assessment as soon as possible?

Thank you.

c: Philip Buchen
William Seidman

THE WHITE HOUSE

WASHINGTON

November 5, 1975



MEMORANDUM TO THE FILES

SUBJECT: Buchen/Kilberg Conversation on Mrs. Ford's Participation in Unveiling of Braniff-Calder Bicentennial Jet

Phil Buchen told me that, though he agrees with my analysis that Braniff's basic purpose for the Calder jet is commercial, he does not feel the commercial aspect should prohibit Mrs. Ford from participating. He notes that there is no way that Mrs. Ford could be subject to "undue influence" on any Braniff matter by participating. He also is not concerned about the Federal indictment in relation to her participation.

Phil further noted that most Bicentennial projects are going to be corporate funded or related and that it would be a mistake to restrict Mrs. Ford from participating in corporate Bicentennial celebrations.

Phil does not believe that the Braniff event would be a particular plus for Mrs. Ford, but it would not be a negative either and he feels her participation should depend upon her interests and not on a determination about whether the event is commercially motivated or not.

THE WHITE HOUSE
WASHINGTON

November 4, 1975



MEMORANDUM FOR: PHIL BUCHEN
FROM: BOBBIE GREENE KILBERG

The attached memo from Susan Porter discusses an invitation to Mrs. Ford to participate in the unveiling of the Alexander Calder Braniff Bicentennial jet aircraft at Dulles Airport on November 17.

I have tentatively advised Susan Porter that in my opinion Mrs. Ford should not participate since the Braniff-Calder project can be viewed as a commercial advertisement for Braniff. While the medical and art collection activities referred to in the memo are evidence of a charity-related purpose, they seem secondary to the main motive -- i. e., Braniff publicity. Even the fact that Braniff's name will not appear on the Calder jet is a creative promotional decision. I have attached an article from today's Washington Star's "Portfolio" section which discusses the Braniff-Calder jet.

In addition, it is my understanding that Braniff is presently a defendant in a Federal conspiracy indictment in Texas, which charges that Braniff conspired with Texas International Airlines to eliminate Southwest Airlines' competition over its routes. I also believe that Braniff made illegal corporate campaign contributions in the 1972 campaign.

Though the Braniff project is advertised as a Bicentennial event, it seems to be a basically commercial and promotional endeavor, and I would not recommend Mrs. Ford's participation.

Since the maiden flight of the Calder plane will be to Grand Rapids (see page 2 of Porter memo on the flight and Calder Square), Susan wanted your input as well.

Susan is anxious for a reply. Please call me with your opinion. Thanks.



THE WHITE HOUSE
WASHINGTON

11-5-75

Susan,

Bobby Kilberg called to say that Phil Buchen does not think it would be a plus for Mrs. Ford to attend the unveiling of the Braniff jet but the commercial angle is not prohibitive. Bobby thinks its too commercial but then most bicentennial events are because the Government cannot afford to sponsor them.

Sally

THE WHITE HOUSE

WASHINGTON

November 6, 1975



MEMORANDUM FOR SUSAN PORTER

FROM: L. WILLIAM SEIDMAN

LWS

SUBJECT: Invitation to Mrs. Ford

I would like to add my recommendation that Mrs. Ford accept the invitation to attend the unveiling ceremonies of the new Calder jet at Dulles on November 17th. It should be a great Bicentennial salute and a wonderful opportunity to pay tribute to one of America's foremost artists. If not in Europe, I plan to be there myself. I hope she can join in on this occasion.



MEMORANDUM OF CALL

TO: _____

Susan

YOU WERE CALLED BY— YOU WERE VISITED BY—

George Gordon

OF (Organization) _____

friend of N. Mulnig

PLEASE CALL → PHONE NO. CODE/EXT. _____

WILL CALL AGAIN IS WAITING TO SEE YOU

RETURNED YOUR CALL WISHES AN APPOINTMENT

MESSAGE

*✓ in Mr. Calder's case, on
at any rate works very
closely with him.*

*Thinking plans for the plane,
made decision, not yet firm:
- fly in regular premium fleet;
- fly medicare, road etc. & understand
 national
- fly whitney museum's present Calder
 exhibit to citizens around the U.S.*

RECEIVED BY _____ DATE *11/10/75* TIME _____



MEMORANDUM OF CALL

TO: Mrs. Ford

YOU WERE CALLED BY— YOU WERE VISITED BY—

Mrs. ^{Kay} Clark - Grand

OF (Organization) Mike's Godmother ^{Rapid}

PLEASE CALL → PHONE NO. (616) 459-2226
CODE/EXT.

WILL CALL AGAIN IS WAITING TO SEE YOU

RETURNED YOUR CALL WISHES AN APPOINTMENT

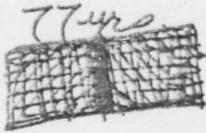
MESSAGE

Re: Braniff are flexible in date

Calder

~~unknown~~
Mrs. Nancy Mulford (husband)

RECEIVED BY	DATE	TIME
	10/31	



4 grandchildren present.

THE WHITE HOUSE
WASHINGTON

Bobletman
(212) 575-7600
GEO. GORDON

Mrs. Ramsey Mulneid
called re: Natl. Airport

model of
implane to
hang in Gov.
Bldg.

April + May, June, July

Adwell Penicklin
200 place
& get drugs.
I will collect drugs
for each city
last 4 weeks
will be auctioned
out

will go around
& collect drugs

U.S. Medical U.N.
will be the reconme

- W.H.O. is sponsoring
agency

Mrs. Marybeth
& Mrs. Calder
are the sponsors

Party at Waldorf on 1/20th May.

Some items in this folder were not digitized because it contains copyrighted materials. Please contact the Gerald R. Ford Presidential Library for access to these materials.

The Washington Star

Portfolio

- Amusements
- Television
- Features

SECTION C TUESDAY, NOVEMBER 4, 1975



Fly the Colorful U.S. Skies In Alexander Calder Design

By Phillip M. Kadis
Washington Star Staff Writer

On Nov. 17, a giant new jet with long

THE RED, WHITE AND BLUE aircraft — painted under the supervision of Alexander Calder as a "flying sculpture!"

THE WHITE HOUSE

WASHINGTON

(214) 358-8134

BOB BERK, V-PRES. OF BRANIFF

CALLED AS
MR. HARDING
LAWRENCE
WAS OUT
OF TOWN.

MR. CALDER

(203) 263-2286

CONTACT:

MR. JERE COX —

(214) 358-8577

SECURITY —

HARRY PIZER

(214) 358-8279



THE WHITE HOUSE

WASHINGTON

November 14, 1975



MEMORANDUM FOR: MRS. FORD

VIA: *for* RED CAVANEY *MBM*

FROM: PETER SORUM *PS*

SUBJECT: YOUR ATTENDANCE AT THE
UNVEILING OF THE CALDER
BRANIFF BICENTENNIAL JET
Dulles International Airport
Monday, November 17, 1975

Attached at TAB A is the proposed schedule for the subject event.

APPROVE _____ DISAPPROVE _____



BACKGROUND

Alexander Calder has taken a Boeing 727 jet and created an abstract painting of the United States Flag for Braniff International. The flagship of the Braniff fleet, the aircraft will be known as "The Flying Colors of the United States" as Braniff's participation in the Bicentennial. Following the ceremony at Dulles, the plane will fly to New York City, Boston, Detroit, Chicago, and Grand Rapids. Following these ceremonial visits, the plane will be placed in regular passenger service for Braniff International. Members of the Ford family, friends of Mr. Calder from Grand Rapids, and members of the press have been invited to attend the reception, briefing, and luncheon.

You will view the arrival of the plane and participate in the brief program before returning to the White House.



TAB
A



11/14/75
11:45 am

PROPOSED SCHEDULE

MRS. FORD'S ATTENDANCE AT THE
UNVEILING OF THE CALDER BRANIFF
BICENTENNIAL JET

Dulles International Airport
Monday, November 17, 1975

11:00 am Mrs. Ford boards motorcade on South Grounds.

MOTORCADE DEPARTS South Grounds en route
Dulles International Airport.

[Driving time: 45 minutes]

11:45 am MOTORCADE ARRIVES Dulles International Airport.

NOTE: Motorcade will proceed
onto taxiway and position near
ceremony site.

Mrs. Ford joins ceremony participants to observe
"fly by" of Calder Bicentennial Jet.

OPEN PRESS COVERAGE
ATTENDANCE: 100

12:00 noon Jet parks and passengers deplane.

12:02 pm Mrs. Ford joins platform guests for brief program.

12:03 pm Harding Lawrence, Braniff International
Chairman, welcomes Mrs. Ford and guests.

12:05 pm Mrs. Ford responds.

OPEN PRESS COVERAGE

12:05 pm Response concludes.

12:06 pm Mr. Lawrence presents picture to Carter Brown, Director, National Gallery.

12:08 pm Mr. Brown responds.

12:10 pm Mr. Lawrence presents plaque to John Warner, AABA Administrator.

12:12 pm Mr. Warner responds.

NOTE: Response will include presentation of official bicentennial flag.

12:14 pm Program concludes.

12:15 pm Mrs. Ford proceeds to motorcade for boarding.

MOTORCADE DEPARTS Dulles International Airport en route South Grounds.

[Driving time: 45 minutes]

1:00 pm MOTORCADE ARRIVES South Grounds.

