

The original documents are located in Box 44, folder “Schedule Suggestions for First Lady (1974)” of the Betty Ford White House Papers, 1973-1977 at the Gerald R. Ford Presidential Library.

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THE WHITE HOUSE
WASHINGTON

Mrs Ford,
Helen Smith and I find
this amazing and distressing!

Guey



cc: Lucy H. H. H. H.

THE WHITE HOUSE
WASHINGTON

August 15, 1974

MEMORANDUM FOR: JERRY JONES
FROM: ~~DAVID~~ PARKER
SUBJECT: Schedule Suggestions for the First Lady

The First Lady should take an active part in initiating what social functions will take place in the Residence. The usual functions should be suggested to her by the social secretary/staff director, but the activities should be increased to include social functions for the staff to give a personal touch and to affirm that they are needed and that the desire is for everyone to work as a team and not in their own separate directions.

The First Lady should immediately take on a special project, such as Mrs. Johnson had the beautification project. A pet project would lend a theme to the First Lady and her work. I suggest that the First Lady might want to make the Bi-centennial her special project.

The social secretary/staff director should be responsible for and work with the First Lady and the Presidential Appointments Office on all guest lists and seating.

The First Lady should start planning activities with the Cabinet and Sub-Cabinet wives immediately.

Worthy projects such as entertaining the handicapped and disabled veterans on the boat should continue.

Perhaps Mrs. Ford would like to take an active role in teenage organizations and youth projects throughout the nation since she has a teenage daughter.

The Fords seem to like informality, so a nice touch might be for Mrs. Ford to occasionally walk through the Residence when tours are going through.



The First Lady should continue lending her name to worthwhile charities, but not just her name, she should also participate in their annual nationwide drives which would lend good publicity for her and the President.

To improve relations with the blacks, especially those in the District, Mrs. Ford might want to become involved in youth camps for the D. C. children. This involvement could also lend itself very well to the religious area which would certainly be a natural for Mrs. Ford, a former Sunday school teacher, as well as the Ford Family. Consideration could be given to having a "White House Worship Service" for children, a type of Sunday school class in which Mrs. Ford would participate. This could be for Congressional, Diplomatic, and/or staff children.

Thought might be given to the President and Mrs. Ford hosting a picnic on the White House lawn in September while the weather is still nice to meet their new staffs. The informality and "open door policy" would be obvious to all and a good plus.

For a personal item, Mrs. Ford could return to Loehman's where she used to buy her clothes, now as the First Lady of the land.

I am sure that eventually Mrs. Ford will want to have an event for the Diplomatic wives and also a separate event for the Diplomatic children.

When possible, the Ford children, especially the daughter, should also participate in functions with Mrs. Ford. Again, this would be a natural since the Fords are a close family and are use to doing many things together.

Mrs. Ford should perhaps give a personal interview on live TV soon about the President and their private lives. This always gets good publicity and is what the American people like to read.

Mrs. Ford might also consider giving a personal interview soon to one of the leading ladies magazines on her children and their activities in school and community. The Fords seem to be a "middle class American family" and appeal to middle class Americans all over and such an article would keep them in touch with the middle class American family.



Mrs. Ford should start soon on an extensive Christmas social calendar keeping in mind the possibility of a ski vacation at that time.

Consideration might be given to having a dinner at the White House for the aged, not at Thanksgiving time or the holidays as a token event, but at an uneventful time.

Instead of a Halloween children's party this year, give consideration to hosting a reception for the UNICEF youngsters of the United Nations.

Consideration should be given to the President and Mrs. Ford hosting social events elsewhere than just the White House. A good event would be for the President and Mrs. Ford to host a kick off event for the Bi-centennial where this nation all started in Philadelphia. If Mrs. Ford does take an active part herself in the Bi-centennial, it would be a natural follow-up to the President's call for the country to unify and would show the solidarity the country does have.

The President could also give a major address before the United Nations Delegation and then afterwards he and Mrs. Ford could host a reception while still in New York.

Other projects that Mrs. Ford might wish to continue would be with the retarded children and the Cancer cure drive.

Too, the Fords might want to consider having both a military reception and judicial reception for the Supreme Court Members.

Women like to follow the fashion scene. Although Mrs. Ford does not appear to be the type to set fashion, she could show an interest, which all women have naturally, by having a fashion show here at the White House, perhaps for the staff wives.

Also, the President and Mrs. Ford might want to consider hosting a luncheon with labor people around Labor Day as a follow-up to the President's meeting with Meany.

Around late October and/or early November, the First Family could use a harvest theme and invite Secretary Butz and agriculture people (including farmers) to the White House for an informal buffet (the old fashioned type with a spread as was normal at the end of the harvest season).



Mrs. Ford should also, and fairly soon, host a dinner for the entire Ford Family including relatives here at the White House.

At an opportune time when the President might be consulting with a group of business leaders, Mrs. Ford may wish to meet with the wives to discuss what the American housewife can do to help slow and solve the inflation process.

Also, since Mrs. Ford is interested in the arts, suggest perhaps that the First Lady and Family not only attend activities at the Kennedy Center, but perhaps host a large event at the Center, maybe for charity.



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