### The original documents are located in Box 49, folder "President - Personal Family - Betty Ford (2)" of the Philip Buchen Files at the Gerald R. Ford Presidential Library.

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# Coping in the White House

Monday, August 4, 1975

The Washington Star

by Frances Lewine Associated Press Betty Ford says she has found excitement and self-confidence in her first

tne prospect of moving into the White House when her husband suddenly became President in August 1974, Mrs. Ford has come to grips with life in the 132-room, 18-acre executive mansion.

AND, AS A political wife for more than a quarter-century whose husband has worked long hours and been absent on frequent political campaigns, she has

found:

### westchester rockland newspapers, inc.

MEMBER OF THE GANNETT GROUP

LOUIS A. WEIL, III PRESIDENT GENERAL MANAGER

August 13, 1975

Philip W. Buchen Counsel to the President The White House Washington, D.C.

Dear Mr. Buchen:

That was a ridiculous question asked in the inverview of Mrs. Ford and it prompted our editorial, which is enclosed.

She handled it beautifully and I thought you might like to share this editorial with her.

Sincerely,

srb Encl.



### • Editorials

### THE REPORTER DISPATCH

A 8

A Member of The Gannett Group
White Plains, N.Y., Wed., August 13, 1975

# Betty's candor

THE FIRST LADY seems to have offended many people by saying she "wouldn't be surprised" and would be openminded if daughter Susan, 18, came to her and disclosed she was having "an affair."

communication open between her and her children. Would she be a better parent if her children regarded her as an unapproachable prude?

To put it another way, is it wis-

THE WHITE HOUSE

WASHINGTON

August 22, 1975

MEMORANDUM FOR: SHEILA WEIDENFELD

FROM:

PHILIP BUCHEN P.W.B.

mrs ford

The attached editorial from the Gannett newspaper in White Plains, New York, entitled "Betty's Candor" was sent in by Louis (Chip) A. Weil who is a former Grand Rapids resident and now a newspaper executive in The Gannett Group.

I think Mrs. Ford will be interested in seeing his editorial.

Attachment



### westchester rockland newspapers, inc.

MEMBER OF THE GANNETT GROUP

LOUIS A. WEIL, III
PRESIDENT
GENERAL MANAGER

August 13, 1975

Philip W. Buchen Counsel to the President The White House Washington, D.C.

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### - Editorials

# THE REPORTER DISPATCH

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4 Member of The Gannett Group White Plains, N.Y., Wed., August 13, 1975

# Betty's candor

THE FIRST LADY seems to have offended many people by saying she "wouldn't be surprised" and would be openminded if daughter Susan, 18, came to her and disclosed she was having "an affair."

Betty Ford also said she "would certainly want to counsel her and

communication open between her and her children. Would she be a better parent if her children regarded her as an unapproachable prude?

To put it another way, is it wiser to keep a door open and retain an opportunity for positive influAugust 22, 1975

Mr

Dear Chip:

Thanks much for sending me a copy of the editorial in gallant defense of the First Lady.

I shall be happy to pass it on for her review when she returns from Vail.

Sincerely,

Philip W. Buchen Counsel to the President

Mr. Louis A. Weil, III
President
General Manager
Westchester Rockland Newspapers, Inc.
Number of the Gannett Group
One Gannett Drive
White Plains, New York 10604



### NATIONAL ARCHIVES AND RECORDS ADMINISTRATION Presidential Libraries Withdrawal Sheet

### WITHDRAWAL ID 01485

REASON FOR WITHDRAWAL Donor restriction
TYPE OF MATERIAL Letter(s)
CREATOR'S NAME Buchen, Philip RECEIVER'S NAME Adult Parole Authority - Ohio
DESCRIPTION Robert W. Rosenthal
CREATION DATE
COLLECTION/SERIES/FOLDER ID . 001900494  COLLECTION TITLE
DATE WITHDRAWN

From: Susan Porter
Thank you for your assistance.

THE WHITE HOUSE

WASHINGTON

Note: Time

UEGUCY OVLY

BECAUSE OF

THEIR PRINTER'S

DEADLINE RIGHT

AWAY.

[ca. Oct. 1975]

Dear Mrs. Ford,

I think you may wish to discuss this invitation with the President.

The Council of 100-An Organization of Black Republicans, which is an organization of Black Republicans, has established The Fund for A Representative Congress-A Fund to Elect Black Republicans to Congress in accordance with the 1974 Federal Election Campaign Laws. The Fund is a multi-candidate campaign fund that will encourage Black Republicans to run for Congress by contributing to their campaign in accordance with applicable federal laws. (There are currently no Black Republicans in Congress.)

You are invited to serve as (1) an Honorary Trustee of the Fund for A Representative Congress; and (2) Co-Chairman of their dinner to be held on November 19th which will honor Black elected Republican mayors, city council members and state legislators and will feature Vice President Nelson Rockefeller as speaker. A list of honorary trustees is attached.

I solicited the views of Mr. Hartmann, Mr. Buchen and Mr. Friedersorf.

Max Friedersdorf: "I defer to Bob Hartmann and Jack Calkins"

Bob Hartmann:

"I have asked my two political assistants to comment on the request from Sam Jackson to the First Lady.

I concur in both of their comments. However, I would suggest that Mrs. Ford work out with the President a general policy with regard tooker

lending her name to political committees, fundraising events, endorsements of candidates, etc. From now on, these requests will be occurring more and more frequently and having once accepted one, it is sometimes difficult to turn down others of the same type.

Jack Calkins:

"Sam Jackson is a fine man.
The other honorary trustees
are fine people. The
objective of the organization
is commendable and very desirable.
Therefore, I recommend Mrs. Ford's
acceptance."

Gwen Anderson:

"Should anticipate that similar requests will come from Hispanic, Heritage and other groups."

Phil Buchen:

"There is no legal objection to the First Lady's serving as an honorary trustee of the Fund for a Representative Congress.

This could, however, set a precedent for identifying the first family with other committees involved in fundraising. There is a danger that this or any other committee could become involved in violations of the new election laws, which could be embarrassing. Whether it is worth taking such a risk is a policy rather than a legal judgment."

As Mr. Hartmann points out, there seems to be a need to determine a general policy with regard to lending your name to political committees, fundraising events, endorsement of candidates, etc. Mr. Buchen's comments also speak to this question. Although this did not come to my attention until today, according to Mr. Jackson, Mr. Jackson spoke with the President during his visit to New Jersey and the President stated to him that this might be a good thing to involve you in.

My own feelings are as follows: On the one hand, these are political matters and although you have always been supportive of this kind of thing—even actively so in some cases—the political side has not really been "your thing"; it has been more the President's. On the other hand, to lend your name is a simple way to encourage a worthy undertaking and it requires no time or real effort on your part and yet it is something which means a lot to the group.

My own suggestion as a resolution to the specific questions in this letter would be to lend your name to the dinner only. This would identify you with the group for a social occasion of one evening's duration rather than putting your name on a list or letterhead. It would also, however, convey encouragement to the larger committee as it undertakes its series of activities. Although my general tendency is a preference toward your being affiliated with organizations rather than with specific events because it conveys a broader, more inclusive relationship, in this case I lean toward the event.

Honorary Trustee of the Fund for A Representative Congress
Co-Chairman of their November 19th dinner

Lend name to both as requested

Regret

### RE: Policy

Lend name as:

No, do not wish to lend name to any political committees and endorsement of candidates

Would like to consider case by case Other:

Just Porter

# Let Betty Do It Herself, Jerry

BOSTON — (AP) — Kitty Dukakis, Massachusetts' first lady, says she felt "be-

understood in recent comments about the Fords' personal life.

#### THE WHITE HOUSE

Jord 1 (mrs.)

October 15, 1975

MEMORANDUM FOR:

SUSAN PORTER

FROM:

PHIL BUCHEN P.W. B.

There is no legal objection to the First Lady's serving as an honorary trustee of the Fund for a Representative Congress.

This could, however, set a precedent for identifying the first family with other committees involved in fundraising. There is a danger that this or any other committee could become involved in violations of the new election laws, which could be embarrassing. Whether it is worth taking such a risk is a policy rather than a legal judgment.



### THE WHITE HOUSE

WASHINGTON

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#### THE WHITE HOUSE

WASHINGTON

October 9, 1975

MEMORANDUM TO: ROBERT HARTMANN

PHILIP BUCHEN
MAX FREIDERSDORF

FROM:

SUSAN PORTER SP

Mrs. Ford has received that attached invitation to serve as honorary trustee of the Fund for A Representative Congress and as co-chairman of their dinner to be held on November 19th. As explained in the first paragraph of the letter: "The Council of 100-An Organization of Black Republicans has established The Fund for A Representative Congress-A Fund to Elect Black Republicans to Congress in accordance with the 1974 Federal Election Campaign Laws. The Fund is a multicandidate campaign fund that will encourage Black Republicans to run for Congress by contributing to their campaign in accordance with applicable federal laws."

May I have your comments and recommendations as soon as possible?

Thank you.





October 7, 1975

Re: The Fund for A Representative Congress - A Fund to Elect Black Republicans to Congress

Dear Mrs. Ford:

The Council of 100-An Organization of Black Republicans has established The Fund for A Representative Congress-A Fund to Elect Black Republicans to Congress in accordance with the 1974 Federal Election Campaign Laws. The Fund is a multi-candidate campaign fund that will encourage Black Republicans to run for Congress by contributing to their campaign in accordance with applicable federal laws.

There are no Black Republicans serving in the U. S. House of Representatives. We believe that the Republican Party has long overlooked the opportunity to assist Black Republicans seeking election.

The Fund raises money in two ways. We have initiated solicitation of funds by a mass mailing to prominent Republicans and others who share our goal of electing Black Republicans to Congress. Several additional mailings will occur during the balance of this year and in 1976.

Secondly, we plan special events such as receptions and dinners to raise money. The first such dinner honoring Black elected Republican mayors, city council members and state legislators, will feature the Honorable Nelson A. Rockefeller, Vice President of the United States as the speaker. Other such events will be held in various cities during the election year featuring distinguished Republican persons.





We would be honored if you would serve as an honorary trustee of the Fund for A Representative Congress and as co-chairman of the dinner to be held on November 19th. A list of the distinguished Americans who have agreed to serve as honorary trustees of the Fund along with a list of the executive committee of the Council of 100 with our officers is also attached. Finally, a list of the dinner committee is enclosed.

In order for our invitations to be printed by October 13th, we would be honored by an early response. With great appreciation.

Sincerely

Samuel C. Jackso

Enclosures

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





### HONORARY TRUSTEES

Senator Hugh Scott
Senator Richard S. Schweiker
Senator Barry Goldwater
Senator Bob Dole
Senator Jacob Javits
Congressman Albert H. Quie
Congressman Clarence Brown
Congressman Clair Burgener
Congressman Lawrence Coughlin
Congressman John J. Rhodes
Mayor Johnny Ford
Governor James Holshouser
Mr. Robert J. Brown
Mr. Stanley Miller

Washington, D. C.
Tuskegee, Alabama
Raleigh, North Carolina
High Point, North Carolina
Harrisburgh, Pennsylvania





### EXECUTIVE COMMITTEE

Samuel C. Jackson
Dr. Ethel Allen
Willie Williams, Jr.
Fred Allen
Floyd McKissick
Lloyd von Blaine
Robert Brown
Dr. Charles G. Hurst, Jr.
Timothy L. Jenkins, Esquire
Willie C. Mason

Washington, D. C.
Philadelphia, Pennsylvania
Columbia, South Carolina
Newark, New Jersey
Soul City, North Carolina
New York, New York
High Point, North Carolina
Chicago, Illinois
Washington, D. C.
Washington, D. C.



### DINNER COMMITTEE

Dr. Ethel Allen Floyd McKissick Willie C. Mason Floyd Britton Robert Brown Dr. Charles Hurst Robert Thompson Leonard Briscoe Charles Wallace Lloyd von Blaine Charles Vincent Leslie Bland Cecil Grant Dr. Robert Vowels Robert Keys Ronald Skillens Rev. Jerry A. Moore, Jr. T. M. Alexander. Sr. Larnie Horton Barbara Proctor Dr. Eddie Smith Alfred Fisher Crispus Wright Paul Boswell Brenda Perry Norris Sydnor Orlando Darden Talley Holmes Joseph McLaughlin William D. Chandler Albert Long

Philadelphia, Pennsylvania Soul City, North Carolina Washington, D. C. New York. New York High Point, North Carolina Chicago, Illinois Cleveland, Ohio Fort Worth, Texas New York, New York New York, New York New York, New York Chicago, Illinois Washington, D. C. Atlanta, Georgia Burbank, California Topeka, Kansas Washington, D. C. Atlanta, Georgia Raleigh, North Carolina Chicago, Illinois Washington, D. C. Washington, D. C. Beverly Hills, California Chicago, Illinois Chicago, Illinois Washington, D. C. Washington, D. C.







### DINNER COMMITTEE (continued)

Gwendolyn Moore Washington, D. C. Howard Jenkins, Jr. Washington, D. C. Milton Bins Washington, D. C. General Elwood Quesada Washington, D. C. Betty Benjamin, Esquire Washington, D. C. Timothy Jenkins, Esquire Washington, D. C. Leroy Jefferies Washington, D. C. Marshall Bass Washington, D. C.



#### THE WHITE HOUSE

WASHINGTON

August 13, 1975

MEMORANDUM FOR:

PHIL BUCHEN

FROM:

BOBBIE GREENE KILBERG

As we discussed briefly yesterday, I firmly believe that Mrs. Ford is a strong asset to the President and would like to be able to assist her in planning her issue involvement, both from a legal and policy standpoint.

I have talked with Sheila Wiedenfeld about whether the Counsel's Office could be helpful to Mrs. Ford in domestic policy matters. Sheila, who is a good friend, was somewhat responsive. I would like to talk with you about this further and perhaps, when the Presidential party returns from Vail, you, Sheila and I could discuss it together.



Dear Mr. Jackson,

This is to confirm our recent telephone conversation that although Mrs. Ford is unable to serve as an honorary trustee of the "Fund for A Representative Congress," she is more than happy to serve as honorary co-chairman of the dinner sponsored by the Council of 100-An Organization of Black Republicans to be held on November 19th. I am sure she would want me to again convey her encouragement and her hopes for a memorable and successful evening.

With deep gratitude and warmest best wishes,

Sincerely,

Susan Porter Appointments Secretary for Mrs. Ford

Mr. Samuel C. Jackson
Chairman
Council of 100-An Organization of
Black Republicans
1100 Connecticut Avenue, Northwest
Suite 1110
Washington, D. C. 20036

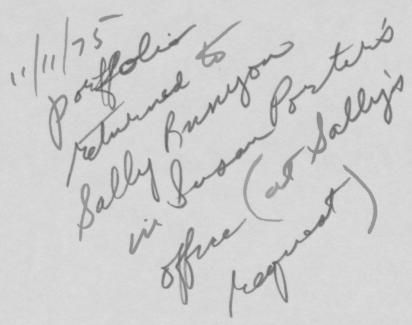
c: Philip Buchen
Robert Hartmann
Gwen Anderson
Jack Calkins
Max Friedersdorf
Sheila Weidenfeld
BF Honorary Affiliations (accept)

SP/sr



Bobbie Kilberg informed Susan Porter that, in the Counsel's opinion, the commercialism of the Braniff project is not prohibitive for Mrs. Ford it is permissible if she wants to do it.

Decision should be based on the extent of her interest in the project.







Mrs. Dord

#### THE WHITE HOUSE

WASHINGTON

November 4, 1975

MEMORANDUM FOR:

PHIL BUCHEN

FROM:

Bollie 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 me dical 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

November 3, 1975

MEMORANDUM TO:

KINNETH 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.

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

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/L. Lawrence

HLL/m

BRANIFF INTERNATIONAL

EXCHANGE PARK, DALLAS, TEXAS 75235

Dear Mrs. Ford

Bossibly som us - me and
the crew; + passengers; for
the unveiling of the Bicentenial
Plane to be dedicated it Dulles Int. Airport on Mov. 17 1975 - 21 1/45 AM.) Very cordially yours

Sandy Calder

Oct. 29/25- Rox bury, Comm.

### James N. Juliana Associates, Inc.

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

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 flys 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,

ames N. Juliana

JNJ/rw



#### THE WHITE HOUSE

WASHINGTON

November 11, 1975

Betty dord

MEMORANDUM TO:

PETER SORUM

FROM:

SUSAN PORTER

SUBJECT:

Action Memo

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

Unveiling of the Calder Braniff Bicentennial Jet

DATE: Monday, November 17, 1975

11:45 a.m. TIME:

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

R. FOROLIBRA

Berchen will call Jarry Care

WASHINGTON

November 13, 1975

MEMORANDUM FOR:

DICK CHENEY

FROM:

JERRY

Attached is a memorandum from Susan Porter indicating that Mrs. Ford will participate in the unveiling of the Calder painted Braniff Bicentennial jet airplane.

Frankly the event is probably not a wise one for Mrs. Ford to do in that it does give publicity to Braniff Airlines for what surely will be a commercial promotion eventually.

What makes the situation much more serious in my mind is that Braniff is flying free of charge the families of Thomas, Richard and James Ford in from Grand Rapids as well as Seidman's mother to participate in the ceremony. They then will fly on the Braniff plane to New York for another unveiling and promotion. This just doesn't make sense to me. I admit it is close to the line between art and commercialism. However, my rule in these close calls is -- when in doubt, don't do it. You may want to look into this situation.

John Duda Sierland

And Mark of Plant THE WHITE HOUSE WASHINGTON November 11, 1975

MEMORANDUM TO:

FROM:

SUBJECT:

PETER SORUM

USAN PORTER

Action Memo

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Thank you.

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



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/L. Lawrence

HLL/m

PHONE: (214) 358-8561 EXCHANGE PARK, DALLAS, TEXAS 75235

BRANIFF INTERNATIONAL

Dear Mrs. Ford Could yn possibly from US - me and the craw + passengers; for the unveiling of the Bicentenial Plane to be dedicated ut Dulles Int. Airport on Mrv. 17 1975 - ON 1145 AM.) Very cordially yours Sandy Calder Oct. 29/75 Rox bry, Conn.

### James N. Juliana Associates, Inc.

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

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 flys 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,

ames N. Juliana

JNJ/rw



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. Mancy 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. Moyniban 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.

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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



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.



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.



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



November 6, 1975

MEMORANDUM FOR SUSAN PORTER

FROM:

L. WILLIAM SEIDMAN

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	
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WASHINGTON

BOB BERK), Y-PRES. OF BRUNGER
CALLED AS
MIR. HARDING
LAWRENCE
WAS OUT
OF TOWN.

(203) 263-2286

SOUTHERTIES MR. JERE (OX = (214) 358-8577

WASHINGTON

November 17, 1975

Barrel

MEMORANDUM TO:

PETER SORUM

FROM:

SUSAN PORTER

SUBJECT:

Action Memo

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

EVENT: Drop-by Reception Preceding Dinner

GROUP: Fund for a Representative Congress

DATE: Wednesday, November 19, 1975

TIME: Reception - 6:30 p.m.

Dinner - 7:30 p.m.

PLACE: Washington Hilton Hotel, Cabinet Room for Reception

CONTACT: Mr. Willie Mason, Dinner Chairman

O: 659-9675 H: 723-6161

COMMENTS:

Mrs. Ford is serving with Senator Edward Brooke as national honorary co-chairman of this dinner being held on November 19th. The dinner will honor Black elected Republican mayors, city council members and state legislators and will feature Vice President Rockefeller as speaker. Mrs. Ford will drop by the reception around 6:45 (or as you determine; the reception begins at 6:30) and will stay about 15 minutes and then return to the White House as she and the President have pending personal plans that evening.

The Council of 100-An Organization of Black Republicans, which is an organization of Black Republicans, has established the Fund for a Representative Congress-A Fund to Elect Black

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Republicans to Congress in accordance with the 1974 Federal Election Campaign Laws. The Fund is a multi-candidate campaign fund that will encourage Black Republicans to run for Congress by contributing to their campaign in accordance with applicable federal laws. (There are currently no Black Republicans in Congress). The file is attached.

Thank you.

c: BF Staff
Red Cavaney
William Nicholson
Gwen Anderson
Whilip Buchen
Robert Hartmann
Jack Calkins
Max Friedersdorf
Rex Scouten
Staircase



WASHINGTON

November 28, 1975

MEMORANDUM FOR:

SHEILA WEIDENFELD

THROUGH:

PHIL BUCHEN T. W. 13.

FROM:

BARRY ROTH BR

SUBJECT:

Press Travel Account for the First Lady

In accordance with our conversation, attached is a draft memorandum from you to representatives of the media who wish to travel with the First Lady. The memo requires each such traveler to pay a small deposit in advance of the trip in order to eliminate the need of members of your staff to use their personal funds for this purpose.

I suggest you entitle this account the "Press Travel Account," and that you authorize one member of your staff to sign the checks. As we discussed, the account will be initially capitalized in the amount of \$10 from your personal funds, and which you intend to recoup as part of the operating costs of the first trip following establishment of the account.

In handling this account, the following guidelines should be observed at all times:

- 1. All expenditures must be supported by appropriate documentation.
- 2. With the exception of the \$10 referenced above, no funds are to be deposited in this account except from the news media traveling with the First Lady.



- 3. No funds from any political committee are to be deposited in this account, nor any expenditures made to any political committee. If you feel that you are required to make a payment to such a committee for services they may have rendered on behalf of the media, please contact this office at once to discuss the particular circumstances of such cases.
- 4. No expenditures are to be made except in connection with travel by the news media. No funds may be loaned to representatives of the media or the White House staff for their personal purposes.
- 5. The financial records from this account will be available for inspection by representatives of the media, or appropriate Federal agency, e.g., The Federal Election Commission. Should such a request be made, please contact this office to coordinate your response.

If you have any additional questions, please contact me.

WASHINGTON

MEMORANDUM FOR:

[MEMBERS OF THE FIRST

LADY'S PRESS CORPS

FROM:

SHEILA WEIDENFELD

SUBJECT:

Travel with the First Lady

In order to make arrangements in advance for various services required by the media accompanying the First Lady while on travel, e.g., busses, press suites, office equipment, etc., it is frequently necessary that payments be made in advance for at least some of these items. Until now, such advance payments have been made from the personal funds of members of my staff, pending reimbursement from the media. For reasons I am sure you will understand, this practice has proven to be unsatisfactory.

Accordingly, we have established a Press Travel Account which will be used to collect funds received from the media for its pro rata share of the expenses of travel with the First Lady. In order to make payments from this account before reimbursement in full is received from you, it is necessary that each representative of the media wishing to travel with the First Lady make a [\$25.00] deposit check, payable to the "Press Travel Account", at least [three] days prior to each trip. This amount will be credited against the total amount due for each trip.

This account is used only for the various expenses incurred on behalf of the media in connection with such travel, and its records will be available by appointment for your inspection should you so desire. I trust you will appreciate the need for this new procedure and I will be pleased to respond to any questions you may have in this regard.

Thank you for your cooperation.

## THE WHITE HOUSE WASHINGTON

Date 11-28-75

TO: Phil Buch	<b>A</b>
FROM:	BARRY ROTH
ACTION:	
	Approval/Signature
	Comments/Recommendations
	For Your Information

#### REMARKS:

We have previously discussed the problem of the First Lody's Press Trovel Account.

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Washington, D. C. 20006 Dzcamber 16, 1975 The dear Wir. Tresident and Wirs. Ford, The Bicentennial Corwan Rall will mark the preview of an extra ordinary show Forty-five established american artists. commissioned by the Department of the disterior, hour travelled throughout our vast country pointing the american scene.
This rephibil will subsequently be shown at museums in Connecticul, Wassachussells, Minnesota, Wisconsein, Verles, California and Hengia. For this important occasion, a special advance reservation letter will be sent

The Women's Committee

of The Corcoran Gallery of Art

The Women's Committee of The Corcoran Gallery of Art Washington, D. C. 20006

to dedicated supporters of the Corcoran
Hallery, or the end of farmary 1876.
The Board of mustees and the Woman's
Committee would be greatly honored to
house your gracious patronage for the Corcoran
Ball. If granted, it would be wonderful
to be able to announce it in the advance
reservation letter.

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Since I will be out of town, I would appreciate it, if a reply would be sent to: This. albert Reverides III at 2921 44th Clave Washington DC. 20016 tot. 362-8541. This. Blueridge is my a-chairman and is in charge of the advance reservations.

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The Women's Committee of The Corcoran Gallery of Art Washington, D. C. 20006

With best wishes for a blessed christmas and a thew year of good fortune.

Ergis Dulley

Orgis Dulley

Chairman 1976 Corcoran Ball

The Women's Committee
of the Corcoran Gallery of Art
Washington, D. C. 20006