

**The original documents are located in Box 48, folder “President - Personal Books” of the Philip Buchen Files at the Gerald R. Ford Presidential Library.**

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Thursday 8/21/75

10:10 The book is entitled "Portrait of the Assassin."

Rather than sending the Memo for the President back for retyping, thought you might want to check and see if you want to make any changes.



THE WHITE HOUSE

WASHINGTON

September 23, 1975

Dear Mr. Norvell:

This is in response to your recent correspondence to Mr. Donald Rumsfeld and to me concerning your proposal to serve as an agent for a book on the President's views entitled Plain Talk.

Your inquiry is appreciated. However, as a matter of general policy, the President has chosen to refrain from undertaking personal writings while in office. In addition, it is considered inappropriate for the President to take action which could be construed as an endorsement of a particular commercial endeavor. For this reason, it is not possible for a member of the White House staff to undertake such a project, or for the President to authorize the undertaking. The President's remarks are generally considered to be in the public domain and are thus available for appropriate use without authorization by the White House. Of course, special permission to write a book about the President is unnecessary.

You have indicated that this project requires an opportunity to interview the President. Mr. Ronald Nessen, the President's Press Secretary, ordinarily handles requests from reporters and authors for such interviews. Should you or the author wish to make a specific proposal in this regard to Mr. Nessen, I can assure you that it would be given appropriate consideration along with the many other requests that are made for interviews with the President.

I regret that we cannot respond more favorably to your proposal, and I trust you understand the basis for this position.

Sincerely,

*Philip W. Buchen*

Philip W. Buchen

Counsel to the President

Mr. Daniel Norvell  
3710 First Road South  
Arlington, Virginia 22204



Daniel Norvell  
3710 First Road South  
Arlington, Virginia 22204  
(703) 521-2455

*Barry  
need  
memo*

September 19, 1975

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

Dear Mr. Buchen:

With reference to my letter of July 22 to "The Honorable Gerald R. Ford" and Mr. Rumsfeld's reply to me of August 26.

I've had occasion to follow-up my letter with a telephone conversation with Mr. Barry Roth, who began to list a series of legal reasons why a book could not be done by Mr. Ford or by someone in the White House about Mr. Ford. His chief reasons seemed to be money. That is, that nobody is allowed to either spend money or receive money for a book. The simple answer to that objection is, fine, someone can write the book for nothing. The publishing firm will absorb all costs connected with doing a book and instead of paying the author for the book--will simply spend the author's share on further promotion of the book. After all, the objective of "Plain Talk" would be to get the biography of Mr. Ford and the views and accomplishments of the Ford Administration into as many hands as possible--it was never a money-making scheme.

I look forward to further communication, but I would hope that someone down there can and will make a decision soon in regards a pro-Administration book. Of course, I can always get a journalist to write a best-selling anti-Administration book. People who want to do that kind of book are standing in line at the publishing houses.

Sincerely,



*[Handwritten signature]*

THE WHITE HOUSE

WASHINGTON

September 28, 1975

Dear Mr. Schoor:

In behalf of the President, thank you very much for your recent letter concerning your desire to prepare a book based on "the growing-up period of Gerald Ford" and entitled, YOUNG GERALD FORD.

Of course, special permission to write a book about the President is unnecessary. While we would be pleased to cooperate with you in responding to any questions and other requests you might make in connection with the preparation of such a book, it is considered inappropriate for the President to take any action which could be construed as an endorsement of or support for a particular commercial endeavor. Additionally, there is no need for you to submit any materials to the White House for approval prior to publication. I trust this position is satisfactory for your purposes.

Your inquiry is appreciated.

Sincerely,

*Philip W. Buchen*  
Philip W. Buchen  
Counsel to the President

Mr. Gene Schoor  
Gene Schoor Associates  
Public Relations  
75 Bank Street  
New York, New York 10014







GENE SCHOOR ASSOCIATES PUBLIC RELATIONS CH 3-6139  
75 BANK STREET, NEW YORK, NEW YORK 10014 ☐ NEW YORK ☐ BEVERLY HILLS

August 24, 1975

PRIMY  
NAVY  
AME

President Gerald Ford  
The White House  
Washington, D. C.

Dear President Ford;

GENE SCHOOR  
PUBLISHED BY  
DODD-MEADE  
COMPANY

The shrill jangle of the phone awakened me, one spring morning, back in 1961. I was still groggy with sleep and when the voice said, "The White House is Calling", I knew it had to be a friend putting me on.

However, the voice was indeed from the White House and it was a Mr. Lemoyne Billings calling. Mr. Billings was a boyhood friend of President John Kennedy's; he was now calling from Mr. Robert Kennedy's office and the Attorney General, himself came on the phone. "Mr Schoor", said the Attorney General, "Could you possibly come on down to lunch tomorrow"?

I quickly agreed and was at the Attorney General's office the next day to meet Mr. Kennedy and his friend Billings. Billings a Vice President of one of the nation's foremost advertising agencies, quickly made the point.

"There were numerous studies", said Billings, "reports flooding the nation concerning the prevailing image of President Kennedy. It was a distorted image that young voters could not identify with him. They thought that President Kennedy was cold, calculating with very little rapport with young people. There was also, a series of stories concerning President Kennedy's background and Robert Kennedy and I are concerned".

"Gene," said Mr. Kennedy, "We've checked your several books on Jim Thorpe, President Franklin Roosevelt, General MacArthur, Joe DiMaggio and we like the way you portray all these hallowed personages as human beings. You make them believable, down-to-earth, and I like the fact that your books are in school library's. Young people take those books home, write book reports and discuss the subject with their parents."





GENE SCHOOOR ASSOCIATES PUBLIC RELATIONS CH 3-6139  
75 BANK STREET, NEW YORK, NEW YORK 10014 ☐ NEW YORK ☐ BEVERLY HILLS

the  
**ARMY**  
**-NAVY**  
**GAME**

BY GENE SCHOOOR  
PUBLISHED BY  
DODD-MEADE  
& COMPANY ☐

"Your books", continued Bob Kennedy, "have won several National Book Awards. I like that very much. I'd like to have you think about writing a book based on President Kennedy's life as a young man, growing up. It could be very important for us...for the future"?

The resultant talks led to my developing a book, "Young John Kennedy". The book was published by Harcourt, Brace and resulted from personal meetings with President Kennedy, members of the Kennedy family, friends, schoolmates, teachers.

The book emphasized the growing up period of Mr. Kennedy's life, his experiences at various schools, his emphasis on athletics, boyhood letters....to show that Mr. Kennedy was just "like the kid next door".

I agreed to submit all materia to Robert Kennedy before publication and that plan was followed.

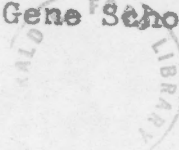
Young John Kennedy sold very well and the paperback edition sold more than 500,000 copies. As a matter of fact a second book, "Young Robert Kennedy" was developed and both books were well received throughout the nation and in every school library in the nation.

I believe that a book based on the growing-up period of Gerald Ford would be a valuable contribution to the youth of the nation, for I believe the story of "YOUNG GERALD FORD" to be one of the great Horatio Alger stories of this era.

The book would be a constant source of inspiration to young boys and girls, who will shortly be of voting age; and would allow me the privilege of making a most valuable contribution to our country.

Sincerely,

*Gene Schoor*  
Gene Schoor



TO

THIS IS A TYPICAL REVIEW

FROM

GENE SCHOOOR ASSOCIATES

75 bank street

new york, n. y. 10014

ch 3-6139

mu 8-7106

Books for Young Readers

— MAY 13 1963

# Kennedy Biography Is Timely, but Too Partisan

THE NATIONAL OBSERVER

*A well-written life is almost as rare as a well-spent one.*

—THOMAS CARLYLE

The biographer may bring to his craft many talents, among them a sense of timeliness, a feel for drama, and scholarship. But the biographer who constructs a book on just one of these qualities builds on sand. This is especially true of biographers who write for youngsters. Consider, for example, three biographies, two by authors who apparently reject this thesis and one by co-authors who concede its truth.

Book No. 1 is *Young John Kennedy*, by Gene Schoor (Harcourt, Brace & World; 253 pages; \$3.95)—This is the perfect book for older Democrats to buy 12-year-olds (and up) who seem destined for GOP allegiance. If Mr. Schoor's enthusiasm for the Kennedys and his devotion to the President don't win a fan for the New Frontier, the young reader has a psyche of steel. Even for a biography, *Young John Kennedy* is too partisan.

## A Glass a Day

The book's chief virtue is its timeliness: It is about the President and it is available precisely when it should be, while the President is in office.

DATE

SIGNED

GRAYARC CO., INC., BROOKLYN 32, N. Y.

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