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THE WHITE HOUSE  
WASHINGTON

7/3

NOTE: The original of this was given to Cheney because of sensitive nature -- and because we normally don't get these notes (Kathie just gave me outbox without looking thru it -- said she didn't want it)

THE WHITE HOUSE  
WASHINGTON

Dick Cheney

Patty gave me  
This tonight.

Unbelievable - why  
hasn't this been done  
before.

Obviously, we need  
a manager, lawyer, etc.

. THE WHITE HOUSE

WASHINGTON

June 24, 1976

Dear Mrs. Ford,

Seeing this Betty Beale column. . . . Back at the very beginning of the primaries I had a conversation with Warren Hendriks, head of the newly formed White House Spokesman Office, about utilizing Cabinet and Administration wives in the campaign, and have ever since that time been sending him (nearly daily) copies of invitations to you with copies of regrets, things which your schedule do not permit you to accept, but which are good invitations and good forums for the administration for him to plug wives into should they be traveling with their Cabinet husbands or which they might want to accept on their own.

Three years ago I helped administer a very successful Cabinet/Administrative wives program out of ~~my~~ office; the wives loved doing something helpful for the principles of the Republican Party that they believe in and their husbands were working hard for; they enjoyed the travel; the publicity for the Administration in the places they visited was wonderful, and, of course, groups and organizations are always delighted to have help in getting speakers. All in all, it was quite successful.

I told him about this, but I also told him I could not run it, I simply did not have the time or resources during an extremely busy time for us, but I would supply him with good invitations for their use and would help in any other ways I could.

Obviously nothing was picked up on.

susan

*I think this is an excellent idea  
Why don't they organize? I'll bring  
it up with the President — BJ*

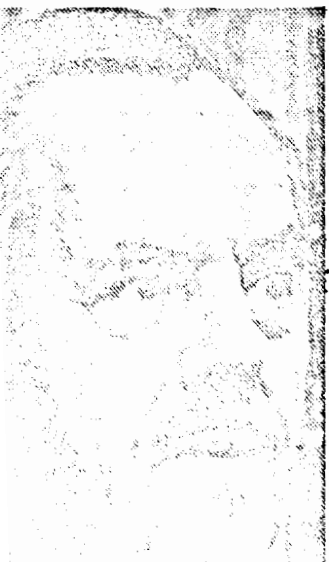
# Why Aren't Wives Aiding In the Ford Campaign?



Elizabeth Ray  
ing hair appointments



Arno Halusa  
Luncheon host



"I can't tell you why it wasn't done before I arrived. I just came to the Ford Committee two weeks ago," explained Elly Peterson, newly appointed deputy chairman of President Ford's campaign committee.

For several months, wives of Ford cabinet members, White House staffers and other Republican bigwigs, have wondered why none of them had been approached to campaign for the President. Operating on the theory that women relate better to women, the past three administrations used the wives as speakers at coffees, luncheons and teas.

"In '72 we organized White House staffers' wives and cabinet wives and went out in groups of three," said Anne Richardson. "There's a personal touch there. We contributed something different."

## Betty Beale

So why, given this year's fierce competition for the GOP nomination, aren't the women being used to round up primary and delegate support?

According to NSC chairman Gen. Brent Scowcroft, the President's re-election effort is like "amateur night."

"It's worse than that," said Secretary of Treasury Bill Simon at a dinner the other night.

"I've never been asked to do a thing," said Carol Simon. The same comment came from Bunny Buchen (who's known Jerry Ford since she was 8 years old), Sally Seidman, Jessica Catto and on through the list of prominent administration women.

"I would like to have been here a year ago," Elly Peterson explained. "I think we could have done an exciting program because we have some marvelous wives. You gain nothing by looking back. It's late but we are off and sailing and we are now going to move Women for President Ford."

In two weeks Ellie has set up "a national advisory committee involving prominent women in the country and they have started a nationwide recruitment program."

Betty Ford will launch the kickoff of the Minnesota chapter of Women for President Ford on Friday when she goes to the state convention in Minneapolis.

It was Democratic party politics that provided the main topic of conversation yesterday at the Austrian embassy's luncheon for Vienna-born Eric Pleskow, president of United Artists Corporation. One of Ambassador and Mrs. Arno Halusa's guests, Paul Nitze, said he had

The Democrat, who has served in high levels at the State and Defense Departments, said he was unsuccessful then in getting veteran Democrats Jim Rowe, Ed Williams, Clark Clifford and others to join him.

Nitze's support for Carter grew even stronger when he heard the candidate make a speech about detente nine months ago.

"I wouldn't have changed a word in it," said the State Department's former policy planning staffer and participant in the SALT talks. Since being named Carter's advisor on defense affairs, however, Nitze has recommended the candidate reserve judgment on defense budget cuts until he sees the picture from within the White House.

Arthur Krim, chairman of United Artists, was another pro-Carter luncheon guest, as were Liz Stevens and the Marvin Bravermans. Without wavering from his Carter allegiance, Braverman admitted the media may not be giving President Ford a square deal.

"I think Ford has accomplished more than he has been given credit for," he said. "Many things he has done are very good. I don't think the press has been fair to him."

Guest of honor Pleskow, who emigrated from Austria when he was 15, amused his hosts and fellow guests by confiding how he always felt the need to apologize for his countrymen. For what, he was asked. For Otto Preminger and Adolf Hitler. In that order? "Especially in that order," he stated.

\* \* \* \*

Elizabeth Ray is so busy spilling everything she knows to the FBI she had to break four hairdresser appointments at the Watergate Beauty Shop last week. She was never very good at keeping appointments, they say, but now it is really tough.

"I am down at the Justice Department and I can't get away," she told them. Accompanied by a matronly companion, Ray finally wound up at Garfinckel's beauty salon on Saturday where her beauty routine included a manicure and pedicure.

"I never thought I'd become a star overnight," she recently told Watergate hair stylist Steve Marit who then asked who her companion was.

"She's a nurse," replied Ray.

"What's a nurse for? Is she a psychiatric nurse?" he asked.

"I have my psychiatrist for that," said