

The original documents are located in Box 7, folder “11/14/75 - Presentation of Books - White House Historical Society and National Geographic” of the Sheila Weidenfeld Files at the Gerald R. Ford Presidential Library.

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TELEPHONE
(202) 296-7500
TELEX 892398

CABLE ADDRESS
NATGEOSOC, WASHINGTON

National Geographic Society

WASHINGTON, D. C. 20036

SPECIAL PUBLICATIONS DIVISION

DONALD J. CRUMP
ASSOCIATE DIRECTOR

October 22, 1975

Mrs. Sheila Weidenfeld
Press Secretary to Mrs. Ford
The White House
Washington, D. C. 20500

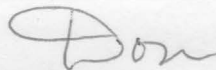
Dear Sheila:

No one has mentioned this before, but the White House Historical Association loses approximately \$500 for each day's delay in unveiling the new FIRST LADIES book. These are funds that help buy antiques for the Mansion and pay for much of the White House redecorating. To date, the delay in bringing the book out has lost something like \$7,000 in revenue.

The Association would not mention this to you because they do not want to pressure you or the First Lady. But I thought you would like to know that there is a financial consideration in scheduling some sort of event.

I'd say that if Mrs. Ford has any hesitancy about a presentation ceremony or is too busy to hold one, we should just go ahead and quietly put the book on sale.

Best regards,



Donald J. Crump

DJC:jhb



National Geographic Society

WASHINGTON, D. C. 20036

SPECIAL PUBLICATIONS DIVISION

DONALD J. CRUMP
ASSOCIATE DIRECTOR

September 12, 1975

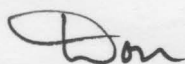
Ms. Fran Paris
Mrs. Ford's Press Office
Room 208 East Wing
The White House
Washington, D. C. 20500

Dear Fran:

Enclosed are three eight-page forms for THE FIRST LADIES book. This is the first of the ozalids you have seen on this project, and I wanted to be sure that you did not confuse them with THE LIVING WHITE HOUSE material you have been reading.

If you have any comments or corrections, you should call them to my attention first thing on Monday.

Best regards,



Donald J. Crump

DJC:jhb



October 29, 1975

SHEILA:

Attached is the proposed news release for the FIRST LADIES book compiled by our news service. We thought that if the release were handled from the White House it would attract more attention and get wider use than if it came from our office.

Please feel free to change it any way you wish. Also attached is a background sheet for news services on the White House Historical Association.

DJC:jhb

A handwritten signature in dark ink, appearing to be "Don", is written over the circular library stamp.

Memo from MR. CRUMP

File

THE WHITE HOUSE
WASHINGTON

Tues. Nov. 11

Date in mind if
convenient with
them.



DISTAFF SIDE OF WHITE HOUSE LIFE
CHRONICLED IN 'THE FIRST LADIES'

Washington -- For the first several decades of its existence, the United States didn't have a "First Lady."

Before the 1880's a President's wife was just that--his wife. She might aid her husband in entertaining guests, but she was not expected to play a role in public affairs.

The present First Lady notes that the title had become current by the 1880's. In the foreword to a new book, "The First Ladies," Betty Ford observes:

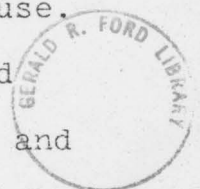
"A comedy hit of 1911, 'The First Lady of the Land,' gave it more currency--the heroine, naturally enough, was Dolley Madison."

The book, containing portraits of women who have presided at the Executive Mansion, was produced as a public service by the National Geographic Society for publication by the White House Historical Association.

Supports Historical Purchases

As with three other books, "The White House: An Historic Guide," "The Living White House," and "The Presidents of the United States of America"--also produced for the Association by the National Geographic Society--proceeds from sales of "The First Ladies" will be used to help buy historic items for the White House.

Sales of the previous books already have raised \$976,152.54 to purchase historic furnishings, paintings, and memorabilia now in the White House.



(MORE)

In her foreword, Mrs. Ford relates how in later life Sarah Polk explained her refusal to join President Polk on an official journey because "it was not thought suitable" for ladies to meet officials and working men at public ceremonies.

"This bit of history reflects something I take a particular interest in: the changing status of women in American life," comments Mrs. Ford.

Author an Historian

"The First Ladies" was written by historian Margaret Brown Klapthor, who has directed the First Ladies exhibits at the Smithsonian Institution since 1943.

Not all of the hostesses in the house at 1600 Pennsylvania Avenue in Washington have been Presidents' wives, the author points out. President Cleveland's sister Rose, for example, officiated at White House gatherings for 15 months before the President married Frances Folsom.

President Taylor's ailing wife, Margaret, relied on her married daughter Betty Bliss, and poor health similarly forced Abigail Fillmore to delegate the duties of entertaining guests to her daughter, Mary Abigail.

And during the term of bachelor President Buchanan, his niece Harriet Lane presided over White House receptions and state dinners.

The nation's first "First Lady," Martha Washington, never lived in the White House. George Washington had completed both of his terms in office before the new Executive Mansion was opened for occupancy in 1800.

FACT SHEET Mrs. Ford's Office

Event Tea and Presentation of White House Books
 Group White House Historical Association and the National Geographic Association
 DATE/TIME Friday, November 14, 1975 11:00 a.m.
 Contact Mr. Tolson (WH Historical Assoc.) - 737-8292 Mr. Don Crump (Nat'l Geographic Assoc.) - 296-7500
 Number of guests: Total approx. 40 Women x Men x Children _____
 Place East Garden & DRR (good weather) - DRR & State Dining Room (bad weather)
 Principals involved Mrs. Ford
 Participation by Principal yes (Receiving line) no
 Remarks required yes
 Background In appreciation for their efforts in getting out the new books on the WH, including the new First Ladies book, Mrs. Ford will receive the people who have worked on the books from these groups. The official presentation of the books will take place at the Reception.

REQUIREMENTS

Social: Guest list yes (Pat Howard)
 Invitations no Programs no Menus no also _____
 Refreshments yes (coffee, tea, juice and pastries) (if cold weather, /spiced tea)
 Entertainment no
 Decorations/flowers yes
 Music yes
 Social Aides yes
 Dress Business Suit Coat check ?
 Other --
 Press: Reporters TO BE RESOLVED
 Photographers _____
 TV Crews _____
 White House Photographers yes Color yes Mono. _____
 Other --
 Technical Support: Microphones yes PA Other Rooms no
 Recording yes
 Lights no
 Transportation cars - Southwest Gate
 Parking South Grounds
 Housing ---
 Other -- (Risers, stage, platforms) yes

Project Co-ordinator Pat Howard Phone 2927

Site diagrams should be attached if technical support is heavy.

WHITE HOUSE HISTORICAL ASSOCIATION

5026 New Executive Office Building

Washington, D. C. 20506

(202) 737-8292

November 5, 1975

Miss Pat Howard
Office of the Social Secretary
The White House
1600 Pennsylvania Avenue, N. W.
Washington, D. C. 20500

Dear Miss Howard:

Referring to our November 3 telephone conversation, enclosed are two copies of the list of members of the White House Historical Association's Board of Directors and of its administrative staff and of the officials of Judd & Detweiler, Inc., Printers, who plan to attend the four o'clock tea on November 14 to be given by First Lady Betty Ford for those involved in the publication of the first edition of The First Ladies.

As you know, copies of The First Ladies, published by the White House Historical Association in cooperation with the National Geographic Society, were placed on sale at the White House and at the offices of this Association on October 29.

The names of Dr. Melvin M. Payne and Dr. Melville Bell Grosvenor of the National Geographic Society staff, who are also members of this Association's Board of Directors, are included in the list being sent to you by Associate Director Donald J. Crump, Special Publications Division, of that Society.

Sincerely,

Hillary A. Tolson

Hillary A. Tolson
Executive Director

Enclosures

HT/man

cc: Mrs. Weidenfeld. With Copy of list.



WITHDRAWAL SHEET (PRESIDENTIAL LIBRARIES)

FORM OF DOCUMENT	CORRESPONDENTS OR TITLE	DATE	RESTRICTION
Letter	Notes from event	11/14/1975	C

File Location:

Shelia Weidenfeld Files, Box 7, Daily Events File. Folder: 11/14/75 - Presentation of Books - White House Historical Society and National Geographic

RESTRICTION CODES

jjo 10/31/16

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THE WHITE HOUSE
Office of the Press Secretary to Mrs. Ford

UPCOMING SCHEDULE: MRS. FORD

Wednesday, Nov. 12,
4 p.m.

Pickup in press
lobby 3:45 p.m.

Photo session, South entrance to White House. Mrs. Ford will meet Liliane Thorn, wife of Prime Minister Gaston Thorn of Luxembourg. Mrs. Ford and Mrs. Thorn will have tea in the Family Quarters of the White House, after which Mrs. Thorn will receive a tour of the White House.

Thursday, Nov. 13
3 p.m.

Pickup in press
lobby 2:45 p.m.

Mrs. Ford will receive about 200 members of the National Council of Negro Women at the White House. The Council is holding its Biennial Convention in Washington Nov. 10-15.

Friday, Nov. 14
10 a.m.

Press should meet
at NW entrance

St. Johns Church, 16th and H Sts. NW. Mrs. Ford will cut the ribbon and open St. John's annual bazaar. A photo session with Mrs. Ford touring the booths will precede the ribbon cutting.

11 a.m.

State Dining Room, The White House. Mrs. Ford will host the official presentation of the new publication "The First Ladies." The book, published by the National Geographic Society as a public service, will be sold by the White House Historical Association, with proceeds used to defray the book's printing costs and to buy historic items for the White House. The book chronicles First Ladies from Martha Washington through Mrs. Ford.



THE WHITE HOUSE

WASHINGTON

November 13, 1975

MRS. FORD:

Event: Tea and Presentation of White House Books

Date/Time: Friday, November 14, 1975 11:00 a.m.

Place: State Dining Room

Number of
Attendees: 50 guests

Principals: Mr. David E. Finley, Chairman of the Board of Directors
of the White House Historical Association
Mr. Robert L. Breeden, Editor of the Special Publications
Staff of the National Geographic Society
Mrs. Margaret Brown Klapthor, Chairman of the Department
of National and Military History of the Smithsonian Museum
of History and Technology, and author of The First Ladies

Schedule of

Events: 11:00 a.m. Your guests will arrive through the Southwest Gate and will enter the White House through the Diplomatic Reception Room. They will be escorted via elevator and stairs to the State Dining Room.

11:10 a.m. Maria Downs will escort you via elevator to the State Floor where you will greet Mr. Finley, Mr. Breeden, and Mrs. Klapthor.

You will proceed to the small platform in the State Dining Room which will be located in front of the Lincoln Portrait and will be equipped with a stand-up microphone.

NOTE: Befitting the occasion, there will be portraits of various First Ladies on either side of you. On a table behind the platform, there will be other items which personally belonged to various First Ladies.



- 2 - Tea and Presentation of White House
Books

NOTE: White House visitors on tour in the State Dining Room at that time will be able to view the presentation ceremony. As you stand on the platform, the visitors will be to your left and the invited guests will be to your right.

You will make brief welcoming remarks. At the conclusion of your remarks, Mr. Finley will present you with a specially-bound version of The First Ladies, on behalf of the White House Historical Association and the National Geographic Society, after which you will express your appreciation.

NOTE: You and Mr. Finley will be the only persons on the platform.

Refreshments consisting of coffee, tea, juice, and pastries will be served in the First Floor Family Dining Room. You may wish to join your guests for refreshments and mingle informally.

11:30 a.m. You will bid farewell to your guests and return to the Family Quarters.

NOTES:

Military Social Aides will be present.

There will be open press coverage.

A White House photographer will be present.



For immediate release
Thursday, Nov. 13, 1975

THE WHITE HOUSE
Office of the Press Secretary to Mrs. Ford

Mrs. Ford will host the official presentation of the new publication The First Ladies Friday, Nov. 14 at 11 a.m. in the State Dining Room of the White House.

The 85-page book chronicles the lives and personalities of First Ladies from Martha Washington through Betty Ford. The volume has a high gloss color reproduction of the portrait of Martha Washington which hangs in the East Room of the White House. There is a forward by Mrs. Ford. Color portraits are also included.

The book is being published by The White House Historical Association. It was produced as a public service by the Special Publications Division of the National Geographic Society. The book's author is Margaret Brown Klapthor, Chairman, Department of National and Military History, National Museum of History and Technology, The Smithsonian Institution. Mrs. Klapthor has had charge of the First Ladies exhibits at the Smithsonian since 1943.

Proceeds from the book will be used to defray the book's printing costs and to buy historic items for the White House. Cost of the book is \$2 for the hardcover edition and \$1.25 for the paperback. It will be sold at the White House and at the headquarters of the White House Historical Association, 5026 New Executive Office Building, Wash, D.C. They may also be purchased at the National Geographic Headquarters in Washington and at other national historic sites and monuments.

Participating in the ceremonies Friday morning will be David E. Finley, chairman of the board of directors of the White House Historical Association (WHHA). Mr. Finley will officially present the volume to Mrs. Ford. Greeting Mrs. Ford will be Mr. Finley, Mrs. Klapthor and Robert Breeden, editor of the Special Publications Staff at the National Geographic. About 50 guests have been invited, most of them involved with the new book at the WHHA or at National Geographic.

Sales of previous books published by the WHHA and National Geographic have raised more than \$975,000 to purchase historic furnishings, paintings and memorabilia now in the White House.

The previous publications are The White House: An Historic Guide, The Living White House and The Presidents of the United States of America.

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MRS. FORD'S REMARKS AT PRESENTATION OF
THE FIRST LADIES, NOVEMBER 14, 1975

GOOD MORNING.

THIS IS A SPECIAL DAY
FOR MANY OF US.



FOR THOSE OF YOU
WHO HAVE BEEN INVOLVED IN THE PREPARATION
OF THE NEW BOOK, THE FIRST LADIES,
IT IS THE RESULT OF
TWO YEARS OF RESEARCH, DECISIONS,
AND A LOT OF HARD WORK
IN PUTTING TOGETHER SUCH A PROFESSIONAL
AND WELL-DONE VOLUME,

AND FOR ME, IT IS PARTICULARLY SPECIAL,
I FEEL STRONGLY
THAT FOR HISTORICAL PURPOSES
THE BOOK NEEDED TO BE DONE.



BUT ALSO, HAVING BEEN FAMILIAR
WITH THE EARLIER PUBLICATION,
THE PRESIDENTS OF THE UNITED STATES OF AMERICA,
I AM VERY HAPPY TO BE ABLE TO BE PRESENT
THE DAY EQUAL OPPORTUNITY
CAME TO OUR GUIDE BOOKS!

I HAVE MANY ACKNOWLEDGMENTS
I WOULD LIKE TO MAKE THIS MORNING,
FIRST, TO THE WHITE HOUSE HISTORICAL ASSOCIATION
FOR ITS IDEA AND ITS FOLLOW-THROUGH,
I ALSO WANT TO RECOGNIZE
THE NATIONAL GEOGRAPHIC SOCIETY
FOR ITS TOTAL SUPPORT ON THIS AND PAST PROJECTS,



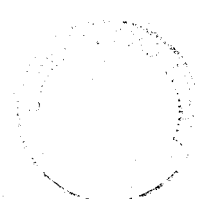
FOR THOSE OF YOU WHO ARE NOT AWARE,
THE NATIONAL GEOGRAPHIC
LENDERS ITS PEOPLE, ITS TIME, ITS RESOURCES,
AND ITS EXCEPTIONAL TALENT
TO PROJECTS LIKE THIS AS A PUBLIC SERVICE,
THIS BOOK, AND THE THREE
WHICH HAVE PRECEDED IT,
ARE OF EXCEPTIONAL QUALITY IN EVERY ASPECT,

AROUND THE WHITE HOUSE,
WE USE THEM CONTINUALLY
AS A PRIME REFERENCE SOURCE,
AND HUNDREDS OF VISITORS EVERY DAY
TAKE THEM TO THEIR HOMES ACROSS THE COUNTRY
TO LEARN MORE ABOUT THEIR COUNTRY
AND ITS HISTORY.



IT IS LARGELY BECAUSE
OF THE NATIONAL GEOGRAPHIC'S SUPPORT
THAT WE ARE ABLE TO OFFER THEM
AT SUCH A NOMINAL PRICE
SO THAT PEOPLE EVERYWHERE
CAN AFFORD TO BUY THEM,

AND IT IS LARGELY BECAUSE
OF THEIR SUPPORT AND COOPERATION
WITH THE WHITE HOUSE HISTORICAL ASSOCIATION
THAT WE HAVE BEEN ABLE TO APPRECIATE \$975,000
FROM SALES OF THE BOOKS
FOR HISTORIC ITEMS AT THE WHITE HOUSE,



WE ARE VERY GRATEFUL.

ALSO, I WANT TO THANK THE STAFF
OF THE SPECIAL PUBLICATIONS DEPARTMENT
OF NATIONAL GEOGRAPHIC
FOR ALL ITS WORK,

AND A SPECIAL WORD TO THE BOOK'S AUTHOR,
MARGARET BROWN KLAPHOR,
YOUR PROFESSIONALISM,
THOROUGHNESS AND ABILITY
TO MAKE THE HISTORY OF OUR FIRST LADIES SPARKLE
WILL MAKE THIS BOOK LIVE FOR YEARS TO COME,



ON A PERSONAL NOTE,
I WANT TO SAY THAT THE NEW BOOK
WAS ESPECIALLY MEANINGFUL TO ME
BECAUSE IT PROVIDES A CLEARER PICTURE
OF A VERY HUMAN SIDE OF LIFE
IN THE WHITE HOUSE.

THOSE OF US WHO ARE FORTUNATE ENOUGH TO LIVE HERE
FOR THAT VERY BRIEF PERIOD OF HISTORY
HAVE OUR OWN PARTICULAR STYLES AND IDENTITIES,
THESE STYLES HAVE BEEN DIVERSE, I'M SURE,
BUT I SUSPECT
WE HAVE HAD A GOOD DEAL MORE IN COMMON THAN NOT.



HOW WE HAVE REACTED
TO OUR HUSBAND'S JOB AND PRESSURES . . .
THE CONCERNS WE HAVE HAD
WITH RAISING OUR FAMILIES
AND KEEPING AS NORMAL A LIFE AS POSSIBLE FOR THEM
IN THIS ATMOSPHERE . . .
THE PUBLIC DEMANDS, AND SO ON、

ANYONE WHO ENJOYS HISTORY . . .
WHO HAS A CURIOSITY ABOUT A PRESIDENT OR FIRST LADY . . .
WANTS TO KNOW MORE ABOUT WHITE HOUSE LIFE . . .
OR WHO IDENTIFIES WITH ANY WIFE OR MOTHER
WILL ENJOY THIS BOOK、
I THANK THOSE OF YOU HERE TODAY
FOR PROVIDING US WITH SUCH A SPECIAL INSIGHT
TO WHAT HAS BEEN, AND WILL CONTINUE TO BE,
A SIGNIFICANT PART OF OUR COUNTRY'S HISTORY、

GUESTS
NATIONAL GEOGRAPHIC STAFF
November 14, 1975

Joseph Harvey Bailey
Victor Rickman Boswell, Jr.
Marie Antoinette Bradby
Robert Lewis Breeden
Mary Gregorie Burns
Susan Claudia Burns
Jane Heath Buxton
Stephanie Stairs Cooke
Donald Jean Crump
Louis de la Haba
June Loretta Graham
Mary Ann Harrell
Peter Tyrus Harrington
Suzanne Joan Jacobson
Margaret McKelway Johnson
Geraldine Francis Linder
Robert Walter Messer
John Robert Metcalf
Raja Diab Murshed
Robert Stanley Oakes
Ursula Theresia Perrin
Philip Bruce Silcott
Jennifer Compton Urquhart
George Vernon White
Marilyn Lee Wilbur
Linda Mariko Yee
Mrs. Margaret Brown Klapthor
Mr. Frank Edward Klapthor
Carlson Brown Klapthor

WITHDRAWAL SHEET (PRESIDENTIAL LIBRARIES)

FORM OF DOCUMENT	CORRESPONDENTS OR TITLE	DATE	RESTRICTION
List	White House Historical Association (2 pages).	N.D.	C

File Location:

SHEILA WEIDENFELD FILES, Box 7, "11/14/1975 - Presentation of Books - White House Historical Society and National Geographic" SMD, 10/7//2016

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THE WHITE HOUSE HISTORICAL ASSOCIATION

Four books have been published by the White House Historical Association, all produced by the National Geographic Society as a public service.

"The First Ladies," the Association's latest book, costs \$2 for the hardcover edition and \$1.25 in paperback.

Others in the series are "The Presidents of the United States of America," sold at the same prices, and "The White House: An Historic Guide," and "The Living White House," both of which cost \$3 in hardcover and \$1.75 in paperback.

The books are sold at the White House and at the headquarters of the White House Historical Association, 5026 New Executive Office Building, Washington, D.C. 20506. They also may be purchased at Explorers Hall in the National Geographic Society's headquarters at 17th and M Streets N.W. in Washington.

The books also are sold at the National Gallery of Art, the Smithsonian Institution, and the Custis-Lee Mansion, as well as at many parks, monuments, and historic sites administered by the National Park Service and at most of the Presidential Libraries.

When ordered by mail from the Association's offices, a postage charge of 35 cents is added to the price of each book.

Proceeds from the sales of the books are used to defray their printing costs and to assist the White House in buying historic items for the White House Collection.

(MORE)



THE WHITE HOUSE HISTORICAL ASSOCIATION (PAGE TWO)

From 1962, when the first edition of "The White House: An Historic Guide," was published, through August 31 of this year, sales of the books have raised \$976,152.54, which was been allocated for White House purchases of historic furniture, paintings, and other items of historic interest.

About 80 percent of the books sold are bought by visitors to the White House. The record for sales in a single day was April 25, 1964, when 4,522 copies of the books were sold.

The Association is a nonprofit, educational organization created to enhance public understanding, appreciation, and enjoyment of the nation's Executive Mansion. It was founded in 1961, inspired by First Lady Jacqueline Kennedy.

Expressing appreciation to the National Geographic Society's president, Dr. Melvin M. Payne, and its editor-in-chief, Dr. Melville Bell Grosvenor, the chairman of the White House Historical Association's board of directors, David E. Finley, noted that the lavishly illustrated 88-page book, "The First Ladies," provides updated biographical information on every First Lady from Martha Washington to Betty Ford.

In ceremonies at the White House, a bound copy of "The First Ladies" will be presented to Mrs. Ford on (day), (date).

#



Good morning. This is a special day for many of us. For those of you who have been involved in the preparation of the new book, The First Ladies, it's the culmination of two years of research, decisions, and a lot of hard work in putting together such a professional and well-done volume. And for me, it's particularly special. I feel strongly that for historical purposes the book needed to be done.

But also, having been familiar with the earlier publication, The Presidents of the United States of America, I'm very happy to be able to be present the day equal opportunity came to our guide books!

I have many acknowledgments I would like to make this morning. First, to the White House Historical Association for its idea and its follow-through. I also want to recognize the National Geographic Society for its total support on this and past projects. For those of you who are not aware, the National Geographic lends its people, its time, its resources, and its exceptional talent to projects like this as a public service. This book, and the three which have preceded it, are of exceptional quality in every aspect. Around the White House, we use them continually as a prime reference source. And hundreds of



visitors every day take them to their homes across the country to learn more about their country and its history. It is largely because of the National Geographic's support that we are able to offer them at such a nominal price so that people everywhere can afford to buy them. And it's largely because of their support and cooperation with the White House Historical Association that we have been able to appreciate \$975,000 from sales of the books for historic items at the White House.

We are very grateful.

Also, I want to thank the staff of the Special Publications Department of National Geographic for all its work. And a special work to the book's author, Margaret Brown Klapthor. Your professionalism, thoroughness and ability to make the history of our First Ladies sparkle will make this book live for years to come.

On a personal note, I want to say that the new book was especially meaningful to me because it provides a clearer picture of a very human side of life in the White House. Those of us who are fortunate enough to live here for that very brief period of history have our own particular styles and identities. These styles have been diverse, I'm sure, but I suspect we've had a good deal more in common than not. How we've reacted to our husband's job and pressures. . . the concerns we've had with raising our families



and keeping as normal a life as possible for them in this atmosphere . . . the public demands, and so on. Anyone who enjoys history . . . who has a curiosity about a President or First Lady . . . wants to know more about White House Life . . . or who identifies with any wife or mother will enjoy this book. I thank those of you here today for providing us with such a special insight to what has and will continue to be been a significant part of our country's history.

#



MEMORANDUM
OF CALL

Rusty -
Send


TO:

Frank

☐ YOU WERE CALLED BY— ☐ YOU WERE VISITED BY—

Janet Green

OF (Organization)

☐ PLEASE CALL  PHONE NO. _____
CODE/EXT. _____

☐ WILL CALL AGAIN ☐ IS WAITING TO SEE YOU

☐ RETURNED YOUR CALL ☐ WISHES AN APPOINTMENT

MESSAGE

Stants Copy of Book
and release & Mailed
2716 N. Nelson St.
Arl. Va. 22207
per letter

RECEIVED BY

R.

DATE

11/14

TIME

11:09

STANDARD FORM 63

REVISED AUGUST 1967

GSA FPMR (41 CFR) 101-11.6

GPO : 1969-O-48-16-80341-1 332-389

63-108





FROM
THE WHITE HOUSE
WASHINGTON, D.C.

Mrs. Janet Green
2716 N. Nelson Street
Arlington, Virginia 22207

11/17/75

THE FIRST LADIES





UP-044

R B

CORRESPONDENTS:

THE NATIONAL GEOGRAPHIC SOCIETY HAS ISSUED NEWS BULLETINS ON THE
NEW "FIRST LADIES" BOOK SAILPLANE PILOTS; THE NEW RULER OF THE ISLE
OF SARK; FORD AMONG A GROWING NUMBER OF AMERICANS VISITING CHINA THE
VANISHING MILKMAN, AND GEOGRAPHIC BRIEFS.

UPI 11-25 11:54 AES

UP-040

(FIRST LADIES)

WASHINGTON (UPI) --FROM MARTHA WASHINGTON THROUGH BETTY FORD, THE WHITE HOUSE HAS A NEW BOOK WHICH CHRONICLES THE LIVES AND PERSONALITIES OF FIRST LADIES.

BETTY FORD WILL INTRODUCE IT, TODAY. ENTITLED "THE FIRST LADIES," THE 85-PAGE VOLUME INCLUDES COLOR PORTRAITS OF FORMER FIRST LADIES AND WAS PUBLISHED BY THE WHITE HOUSE HISTORICAL ASSOCIATION AND THE NATIONAL GEOGRAPHIC SOCIETY.

PARTICIPATING IN THE CEREMOIES WILL BE DAVID E. FINLEY, CHAIRMAN OF THE BOARD OF THE ASSOCIATION. THE BOOKLET COSTS \$1.25 FOR THE PAPERBACK AND \$2 FOR THE HARDCOVER EDITION. IT WILL BE SOLD AT THE WHITE HOUSE AND AT THE HEADQUARTERS OF THE WHITE HOUSE HISTORICAL ASSOCIATION.

SALE OF PREVIOUS WHITE HOUSE GUIDEBOOKS HAS NETTED THE ASSOCIATION AND NATIONAL GEOGRAPHIC MORE THAN \$975,000.

UPI 11-14 10:50 AES

UP-049

R B

CORRECTION:

IN (FIRST LADIES((UP-040) READ LAST PGH. X X X SALE OF PREVIOUS GUIDEBOOKS HAS NETTED MORE THAN \$975,000. THE MONEY IS USED TO PURCHASE HISTORIC FURNISHINGS, PAINTINGS AND OTHER MEMORABILIA FOR THE WHITE HOUSE.

UPI 11-14 11:22 AES

N061

R

FIRST LADIES BOOK

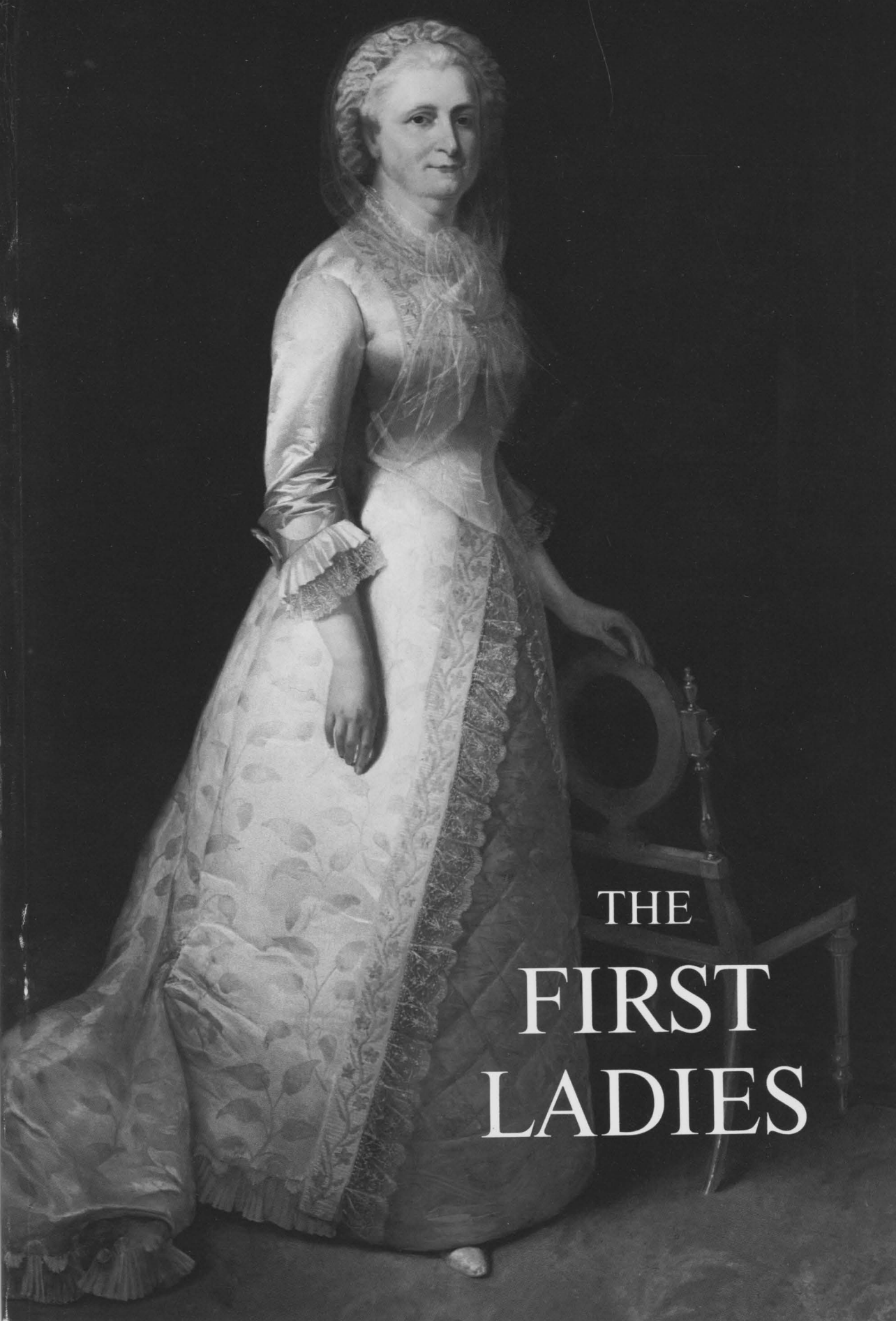
WASHINGTON (AP) -- A NEW BOOKLET ON "THE FIRST LADIES" HAS BEEN PUBLISHED BY THE WHITE HOUSE HISTORICAL ASSOCIATION AND PROCEEDS FROM ITS SALE WILL GO TOWARD REFURBISHING THE PRESIDENTIAL HOME.

BETTY FORD WILL RECEIVE AN OFFICIAL COPY OF THE 85-PAGE VOLUME AT CEREMONIES TODAY.

SHE IS AMONG THE FIRST LADIES GOING BACK TO MARTHA WASHINGTON WHO ARE CATALOGUED AND PRESENTED IN PHOTOGRAPHS IN THE VOLUME.

THE NEW BOOK IS ON SALE TO TOURISTS AT THE WHITE HOUSE.

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THE
FIRST
LADIES

The First Ladies



Published by the WHITE HOUSE HISTORICAL ASSOCIATION
With the Cooperation of the NATIONAL GEOGRAPHIC SOCIETY, Washington, D. C.

By MARGARET BROWN KLAPHOR

THE WHITE HOUSE HISTORICAL ASSOCIATION

A nonprofit organization, chartered on November 3, 1961, to enhance understanding, appreciation, and enjoyment of the Executive Mansion. Income from the sale of this book will be used to publish other materials about the White House, as well as for the acquisition of historic furnishings and other objects for the Executive Mansion.

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THE FIRST LADIES

by Margaret Brown Klapthor, Chairman,
Department of National and Military History,
National Museum of History and Technology,
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First Edition

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COVER: Portrait of Martha Washington, painted by E. F. Andrews in 1878, hangs in the East Room of the White House with the Gilbert Stuart portrait of her husband.

OVERLEAF: George and Martha Washington appear at right in an unknown artist's "Reception at Mount Vernon." Its style suggests a fictionalized illustration for a 19th-century popular magazine. Previously unpublished, the painting hangs in the headquarters of the National Society of the Daughters of the American Revolution, Washington, D. C., on loan from the Rhode Island Society.



Visitors' view of the Executive Mansion in winter—a steel engraving—illustrated a noteworthy venture in biography: Laura C. Holloway's *Ladies of the White House*, first published in 1870, extremely popular, apparently the first book on First Ladies.

Foreword

This new book—the fourth published by the White House Historical Association—appears as a counterpart to its popular forerunner, *The Presidents of the United States of America*. It introduces not only the wives of our Chief Executives but also women who presided at the White House for Presidents who came to the Executive Mansion as widowers, others whose wives suffered from poor health, and bachelor President James Buchanan. And of course it includes Martha Washington, who never lived here but has inspired all her successors.

Today the title of First Lady suggests a President's wife with public duties of her own, and some readers may be surprised to learn that the title itself is comparatively new. It began appearing in print in the 1880's. A correspondent used it in reporting President Cleveland's marriage to Miss Frances Folsom; and an advertisement of the day claimed that this First Lady owed her lovely complexion to the advertiser's preparation of arsenic! A comedy hit of 1911, *The First Lady of the Land*, gave it more currency—the heroine, naturally enough, was Dolley Madison.

This bit of history reflects something I take a particular interest in: the changing status of women in American life. In the early decades, a President's wife—like other wives—did not play a public role. We know the keen intelligence of Abigail Adams from her private letters; and when letters are lost to us, as so many were, we know little about women who must have led fascinating lives—Mrs. Washington, Mrs. Monroe, Mrs. Jackson.

Sarah Polk in her old age commented on the changes she had seen since the 1840's. She had once refused to join her husband on a Presidential trip, because "it was not thought suitable" for ladies to meet officials and working men at public ceremonies; she would have been a burden rather than a help. She called it "beautiful to see" how women were supporting themselves in the 1880's and gaining respect by it. She remembered "a woman of culture and high character" who was "barred . . . from social equality" simply because she was a schoolteacher—a woman touchingly grateful for an invitation to visit the Polks at the White House with her pupils.

State occasions have their own importance, but that episode suggests how much White House hospitality can mean to citizens in private life. Presidents have always recognized its importance, and the ladies who served as their hostesses have an honored place in our national story.

Margaret Brown Klapthor, who has had charge of the popular First Ladies exhibits at the Smithsonian Institution since 1943, is highly qualified to write these biographies. In the past she has been a consultant for the Association's other books *The White House: An Historic Guide* and *The Living White House*. All of these books have been produced as a public service by the National Geographic Society, and I wish to thank its officers and staff members for this generous contribution. Now they cooperate with the noted author in bringing before us women whose lives illuminate two centuries of independence.

Betty Ford