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FINE ARTS GALLERY OF SAN DIEGO FILE: Tuesday, May 20, 1975

SAN DIEGO, CALIFORNIA, WEDNESDAY MORNING, APRIL 9, 1975

First Lady To Visit For Gallery Event

First Lady Betty Ford will be in San Diego to open the Fine Arts Gallery's new Asian galleries on May 20, Mrs. Jack L. Oatman, Fine Arts Society president, an-

"The 50th annual meeting of the Fine Arts Society of San Diego has been set for Tuesday, May 20, in order to welcome as special guest, Mrs. Betty Ford, wife of the President," Mrs. Oatman said.

The original date for the event, May 9, was changed at a meeting called following word from the White House early yesterday afternoon that Mrs. Ford would be able to be here.

Mrs. Ford will be honored at a reception and dinner following the annual business meeting to take place at 5:30 p.m. in the gallery. She will cut the ribbon, offi-



and the exhibition of Jana-

may 20 5:3 Business mtg. Statella spleial gallery Centyard 1/30 Lineer mrs. Eleanor Oatman (714) 232-7931 H: (714) 296-2395 DINNER GARM: MRS. JOHN MCCAUSLADD

THE WHITE HOUSE

For Files:

Contacted Mr. Parma
re: Gallery changing their
date from May 9th to May 20th
in order for Mrs. Ford to
attend. All is set, and they
are delighted Mrs. Ford will
participate on Tues, May 20th.

s.porter 4/75



Susan Please

Dead The White House

Of this Washington

Dear Mrs. Ford,

Per my conversation with Nancy, attached is the file on the Fiftieth Anniversary Celebration of the Fine Arts Society of San Diego which you want to discuss with the Parmas.

susan

Juggest lete Sorenson for advances from larma.

CHILDREN:

MR & MRS ROY (MARGIE PARMA) CCARR

JULIE PARMA (16)

PATRICIA GSLOIR. MICHAEL M'CALLUM PARMA (14)

IN SEM OF STEM. and Mrs. Leon W. Parma of La Jolla, California are friends of long-standing of the President and Mrs. Ford. This is the ninth year they have spent the Easter week together on the descrit

Mr. Parma, a fourth generation Californian, lives in La Jolla with his wife Barbara. They have four children. Mrs. Parma, the former Barbara Bennet, is the great-granddaughter of John Guthrie McCallum, the founder of Palm Springs. She is the grandniece of the late Pearl McCallum McManus, who was one of the pioneers in the development of the Palm Springs desert area.

Mr. Parma is Chairman of the Board of La Jolla Bank and Trust Company, and a Group Executive of Teledyne, Inc., with offices in San Diego.

He is a graduate of San Diego State University (1951) where he majored in Economics and Political Science. He was a varsity quarterback for three years. He served in the United States Navy during World War II.

The family is a member of St. James by-the-Sea Episcopal Church of La Jolla.

Mr. Parma serves in the following organizations:

- President of the Board of Trustees of The Bishop's Schools for Boys and Girls in La Jolla, California;
- Trustee of The Bishop's Schools for the Episcopal Diocese of San Diego;
- a Trustee of the McCallum Desert Foundation, Palm Springs;
- a member of the Commission of the Californias (by appointment of the Governor);
- a member of the Committee of Management of the San Diego Armed Services Y.M.C.A.;
- a member of the San Diego State University Advisory Board;
- a member of the Board of Directors of the San Diego Symphony Association;
- a member of Sigma Chi Fraternity.



Please sign below if you are interested in accompanying Mrs. Ford on the May 19-20 trip to California. She will be honored as the National Art Association's Distinguished Woman of the Year at a dinner at the Beverly Wilshire Hotel in Los Angeles May 19; she will attend the 50th anniversary celebration of the Fine Arts Gallery of San Diego at 7:30 p.m. May 20 at the Gallery in San Diego.

Please sign below:

Helen Thomas w/add info ASAP 3/5-Haren Von Fabor (Fran Laiten) Met. Edura Stemathe NA8-7729 Suntil May Sono Hearne Sahloven (film deco) Aun Compton (#BC) - yes with or gates SI 1AUY People from Karl

- Sich with a sich services of the sich services - Magrie Hunter (14 TV 155 5/9/15 NAUY People from Karl Bos Zw. H. - John Kelly MEADS - Soundman - Sally Fritz - U.P.J. (John TORO If WH Cred. Deadline Wed. P.M.

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

Mrs. Ford will attend ribbon cutting ceremonies to open the Asian Gallery at the Gallery of Fine Arts in San Diego Tuesday, May 20 at 7 p.m. The ceremonies will be followed by a tour of the Asian collection and a reception and black-tie dinner in the Gallery's auditorium.

The occasion marks both the opening of the new Asian Gallery and the 50th anniversary of the Fine Arts Society of San Diego, a group of local citizens who manage and support the Gallery.

The Fine Arts Gallery, located in Balboa Park, opened its doors to the public in 1926. In addition to its permanent collection, activity focuses on art classes, Gallery talks, motion pictures, research projects and social occasions.

Taking part with Mrs. Ford in ribbon cutting ceremonies will be Mrs. Jack Oatman, president of the Society's Board of Directors; Henry Gardiner, director of the Gallery; and Professor Lennox Tierney, Asian curator for the Gallery.

Membership of the Fine Arts Society is more than 3,500 persons.

The new Asian collection includes the Gandharan Head, a Greco Budhist schist sculpture dating from about the Third Century; and an ink-on-silk scroll painting by Yan Chiang, an 18th century Chinese painted. Among Japanese works will be large wooden sculptures of two Shoguns, military chiefs of state from the Muromachi.

Included in the Asian Gallery will be a central court for Chinese art; a Japanese gallery and areas for the arts of Persia, Korea, Tibet, Nepal, South East Asia and India.



I'm really glad to be here and to have the opportunity to be a part of this very Special occasion. the 50th anniversary of the Fine Arts Society and the opening of your new Asian Arts Gallery. I understand the collection is outstanding, and I am looking forward to seeing it very We all share a common interest in the arts, and the personal

pleasure that can be derived in tope coallo You are to be complemented for your hard work and your perseverance in Starting a project 27 years ago and working together to complete it. You have put together Something that is not only important for San Diego now, but leaves a legacy of these important Asian art treasures

for generations to come. I know all of you are as eager to see the gallery as I am . Again, Happy anniversary to the Society. If I Could have the seissors please and we Can get this moving. Rose for Mayor

Meeting - Tues, May 12 MRS, John D. Mc Causton of Gen. Chairman mr. Melson E. Barker Pub, Chairman MRS. MARSHALL E. DORNIN Ribbon Cutting arrangements
Mrs. David M. Miller Charman asian Commillee Acceal columniation. Elien Jackson president - Five ARTS Society MRS. JACKL, OATMAN Harvey amiller activities Condinator F.A.S. Slen Storystenn Business administrator Derry Hard any Directo

Menu may 19-- Papaya with L.F. Bay Shring Godden dressing -Sulled Felet might mush & watercriss B. Laure Small potatous Broiles tomatois Limestone & water -Cress Salad House Dussing - Cheese - Port Salut. Porie cheeses

Lavain an Rhum Whysped cream deni - tasa -Tenat Boir - red wine Pinal Blanc-white. of any question of and mrs. Dens Me Duniel-

MEMORANDUM

THE WHITE HOUSE

WASHINGTON San Diego - Fine Arts Gallery Head Table & Elinin S. Oatman Dres. Bd of Trostees & Cheumen of the Country Board of Superisori Dich Brown & Min. Brown & The Mayor of San Dopo Pete Wilson Ellers. Wilson & Mrs. James S. Coples, P.S. of the Copley Press A Min. John H. Fox, donor of Friends to The Asian Gallono, Norton Walbridge, U.P. of the Sois & Major donor of art & him. Wallandpe & Frank Kockvitz, altomog & sect of The sois & hus. Kockisk who is Pres. of the La Follo Husevin of Contamporary Artified tosted of Mrs. Philip C. Gilred tosted immediate and widow of Mrs. Gilred immediate Past Preshof the Soin a domor of Past Presho hew east wine.

MEMORANDUM
THE WHITE HOUSE
WASHINGTON

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Chowman of the Asian Committee will present News Find with a book on Asian art, a gift of the Committee

and so some Dagood work and & Mey 20 the 50th Annie, of the Fine Arb Soing & The opening of The hearty renovated Asien Gallerie. A Asion Collection in Sun Diepo is of a general meture - recetting to the More of Tradice, Som Meest Asit, Chino, horse and Tapan. Meny fine works from Mose collore, representing most of the period, of their greatest expressioning, highlight The collactions & Indie At the Gallery owns 2 fine on Grandhavan Heads' & has on loan and ip Doch of Buddhe'.

There consider if their Brougest field - quite a no. of prompet field - quite a no. of

Dieces come from the Estate of Pieces timbien Bornett, who died in 57

Another layer portion of News Brunett's collection went to the Mot. Museum in NYC. Cora Tunkou Bournett was a blood vlj to Nus. Appleton Boundpe, Case Timber) who founded this moseon A to Timber Gallen next door. The collection include, 265 Cent Bodhisativas & I tang Dynasty

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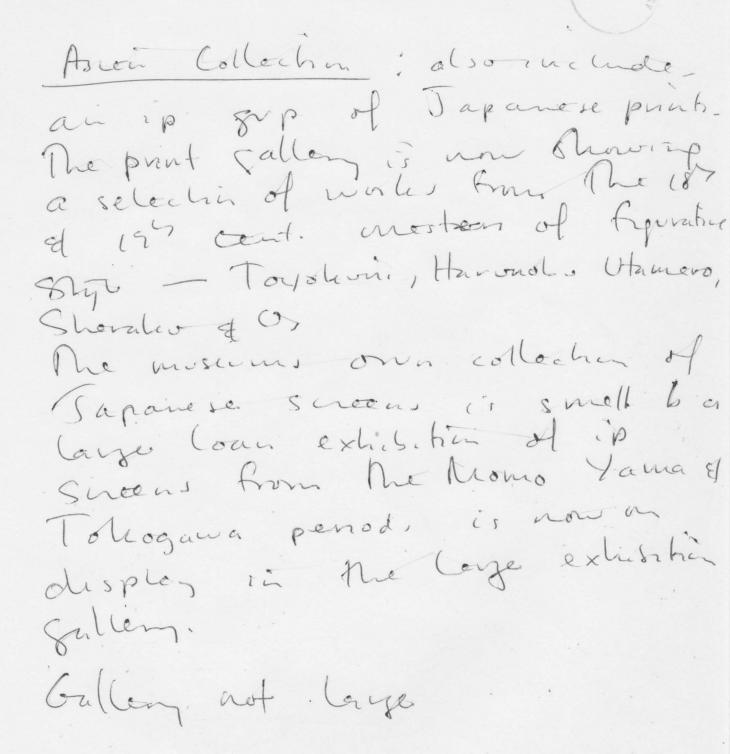
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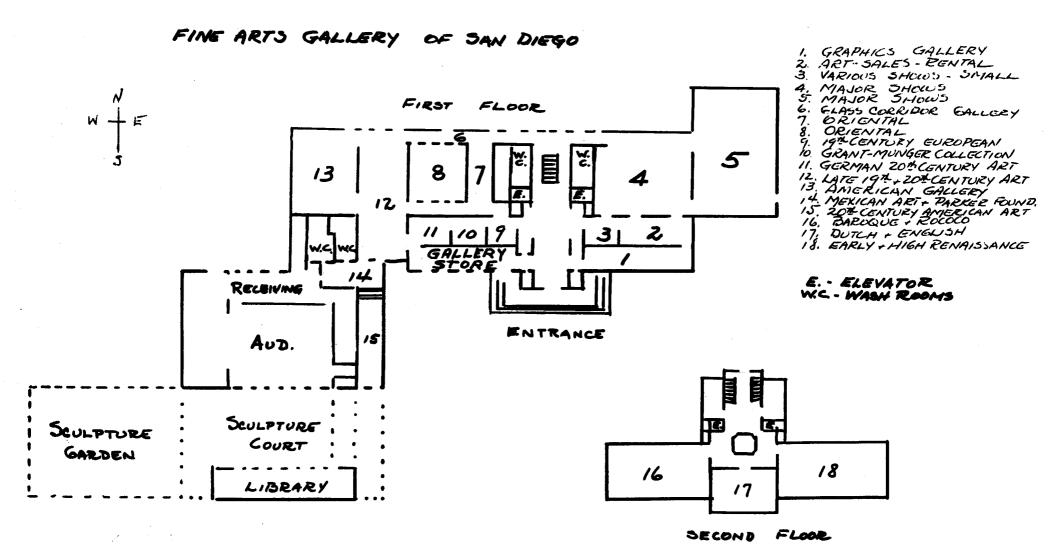
THE WHITE HOUSE

WASHINGTON



Ants in San Diego revolve avond Fine Arts Gallery Mein's Funded & Cached to nch & Bo's, Has mid pieces. Consider hu. Fine Arb ballery Dim delighted to be here trought 50 hunder of Fine Arts Soing of new Asien arts galleng Vidustand gallen omb landing of Leohip forward to swing it very tudis i dual prefuence, meg he de a londing ont a common h Reachine ont to commoning foin-thand worklusti San Diego & its visitors in ways we cent even messer. in me ah. you The arts. I also here speciel interes 1948 - window to Far East other fleves legacy for generation, to 27 toseher En 5.0. now 1St Mis mon; Society

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September 27, 1974

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

My dear Mrs. Ford:

The Fine Arts Society of San Diego, which operates the Fine Arts Gallery in Balboa Park, in 1975 will celebrate the Fiftieth Anniversary of its founding. Our's is a dynamic society of more than 3500 members who support a museum which prides itself on owning one of the finest collections of Spanish paintings in the western United States. In May of this year we opened a handsome new wing built with private funds.

We wish to mark our golden anniversary in a fashion that will focus the attention of the entire west coast on our museum and we feel that we would achieve this goal most properly by your presence as our chief guest at the celebration; so I, therefore, as President of the Society, have the honor of extending this invitation to you.

Our proposed plan is to have our annual membership meeting, open without charge to all members, in the James S. Copley auditorium, given to the museum several years ago by the late publisher of the Copley newspapers, followed by a dinner in your honor in the Gallery. Mrs. John McCausland, a trustee, will be chairman of the event. The meeting may be held at any time in May and we would, of course, keep the date open to conform to your wishes. Incidently, the auditorium's seating capacity is 450.

Our annual meetings include a welcome by the President of the Board of Trustees, a brief report by the Director, and a reception which often marks the opening of a new exhibit; the hours generally are from 5:30 to 7:30 o'clock. We would hope that you would speak to the assembly on the progress of the arts in the United States, a subject which we understand is of signal interest to you.

We have been told that although you have close friends in this area, you and President Ford have not yet visited here; so it would be a special honor and pleasure for all of us to welcome you. We hope most earnestly that we may have that privilege.

Eliuon S. Oathern

Mrs. Jack L. Oatman

President, Board of Trustees

3170 Curlew st. San Diego, CA 92103

Re: Tuesday, May 20, 1975

EVENT: Reception and Anniversary Dinner

GROUP: Fine Arts Gallery of San Diego Fine Arts Society of San Diego

PLACE: Fine Arts Gallery of San Diego Balboa Park, San Diego

TIME: 6:30-7:30 p.m. Reception 7:30 p.m. Dinner

CONTACT: Mrs. John McCausland, Dinner Chairman
(714) 479-1134
Mrs. Jack Oatman, President, Board of Directors
(714) 296-2395
Mr. Henry Gardiner, Director of the Gallery
(714) 232-7931
Mr. Leon Parma
(714) 291-7311, ext. 247

COMMENTS: The Fine Arts Gallery of San Diego will celebrate the 50th Anniversary of its founding. The reception will be preceded by the annual business meeting at 5:30 p.m. which Mrs. Ford will not be expected to attend. At the conclusion of the dinner, Mrs. Ford will be asked to cut the ribbon opening and dedicating the new wing of the Gallery. The museum prides itself on owning one of the finest collections of Spanish paintings in the western United States. The new wing which is being opened was built entirely with private funds and will house their Asian collection. They are delighted Mrs. Ford will attend.

Mr. and Mrs. Leon Parma are very dear friends of the Fords. Although I think the specific arrangements should be made directly with the people at the museum, I think as a special courtesy to Mr. Parma that you will want to keep him fully abreast of your developing senario. The Parmas had also very kindly invited Mrs. Ford to stay at their house. She, however, feels that it would be easier for her to stay at a hotel. Perhaps, however, there would be an opportunity for her to drop by their house at some point. Mrs. Ford will return to Washington on Wednesday, May 21st. The file is attached. Thank you.

c: BF Staff
Red Cavaney
Warren Rustand
Bill Nicholson
Clem Conger
Rex Scouten
Staircase

1 54 8



February 11, 1975

MEMORANDUM FOR: NANCY HANKS

FROM: SUSAN PORTER

Per our telephone conversation on Monday, Mrs. Ford has accepted an invitation extended to her for May 19th by the Mational Art Association in Los Angeles. This will be an evening affair. Mrs. Ford would like to make a two-day trip out of this visit to the West Coast and I would like to solicit your ideas of some things she might include in this trip. You will recall she will already have been to Los Angeles April 2 for an event with Mrs. Chandler at the Music Center.

Mrs. Ford has been invited to a celebration of the 50th Anniversary of the Fine Arts Society of San Diego which operates the Fine Arts Callery in Balboa Park. This organization has about 3500 members who support a museum which prides itself in owning one of the finest collections of Spanish paintings in the western United States. In May of 1974, they opened a handsome new wing built entirely with private funds. It is my thought that perhaps Mrs. Ford could go to San Diego on May 20th and perhaps attend this celebration and probably make one other visit to a project in San Diego during the day while she is there.

As I see it, Mrs. Ford would fly out on Sunday, May 18th and be in Los Angeles on Monday. Because the National Art Association event is Monday evening, she would be available to do probably one other thing on Monday. Were she to accept the San Diego invitation, also an evening event, she would probably fly to San Diego Tuesday morning and be available to do something around noon or early afternoon.

Attached you will find copies of the correspondence related to the invitation of the 50th Anniversary of the Fine Arts Society of San Diego and, for your information, a brief resume of the history and purpose of the National Art Association. I believe you mentioned you were not familiar with it.

I look forward to hearing from you regarding any ideas you have for things Mrs. Ford might do during her stay in California May 19th and 20th.

Thank you.

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Doc.	Notes from Event (pages - 13)	5/19-20/75	С

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Tuesday, May 20, 1975

- 10:25 am Mrs. Ford departs suite enroute motorcade for boarding.
- 10:30 am MOTORCADE DEPARTS Beverly Wilshire Hotel enroute

 Los Angeles International Airport

 (Drivengg Time: 25 minutes)
- 10:35 am MOTORCADE ARRIVES LAX

 Mrs. Ford boards VC-9
- 11:00 am VC-9 DEPARTS LAX enroute San Diego International Airport (flying time: 30 minutes)
- 11:30 am VC-9 ARRIVES San Diego International Airport (PSA Terminal)

 Mrs. Ford will be met by:

 Mr. and Mrs. Leon Parms

 (Mr. and Mrs. Parms will present Mrs. Ford with roses
 from the City of San Diego A special hybrid which they
 hope to have planted on the White House grounds)
- 11:35 am Mrs. Ford, escorted by Mr. and Mrs. Parma proceeds to motorcade for boarding.
 - MOTORCADE DEPARTS San Diego International Airport enroute San Diego Zoo. (Driving Time: 10 minutes)
- 11:45 am MOTORCADE ARRIVES San Diego Zoo
 - Mrs. Ford will be met by:

 General Victor Krulak, Chairman, Zoological Society
 of San Diego.

Mr. Charles Bieler, Director, San Diego Zoo

Miss Joan Embery, Miss Zoofari

11:50 am - Mrs. Forde escorted by General Krulak, proceeds to Flamingo Viewing Area

11:55 am - Mrs. Ford departs flamingso viewing area enroute tour buss for boarding.

(Tour Guide - Miss Carlye Christianson)

12:00 pm - TOUR BUS DEPARTS on Zoo Tour.

PRESS POOL COVERAGE

(Driving Time: 40 minutes)

(Option: Bus stops at giraffe area for pictures with baby giraffe-- only photographers Mrs. Ford Mr. Bieler, and General Krulak leave bus- Advise tour guide when tour begins-- stopping time 5 minutes)

12:40 pm - TOUR BUS ARRIVES Sea Lion Amphitheater.

Mrs. Ford, escorted by Miss Embery, proceeds to amphittheater and takes her seat.

12:45 pm - Sea Lion show begins

1:00 pm Sea Lion show concludes
Escorted by Mr. Bieler

1:02 pm - Mrs. Ford departs amphitheater enroute Children's Zoo.

1:05 pm - Mrs. Ford, escorted by Mr. Bieler, arrives Children's Zoo to view animals.

(Photographic session with elephant, chimpanzee, and petting zoo animals)

1:20 am - Mrs. Ford departs Children's Zoo enroute motorcade for boarding.

(Mrs. Ford will be escorted to the fromt of Administration building for photographs with Zoo Staff - Press should proceed to cars)

1:25 pm - MOTORCADE DEPARTS San Diego Zoo enroute Leon Parma residence

(Press 1+2 returns to hotel)

(Driving time: 15 minutes)

1:40 pm - MOTORCADE ARRIVES Parma residence

3 8 55 H

Mrs. Ford escorted by Mr. and Mrs. Parma proceeds into residence for luncheon.

(OFFICIAL PHOTO COVERAGE)

2:45 pm - Mrs. Ford departs residence enroute motorcade for boarding.

MOTORCADE DEPARTS residence enroute Little America Westgate Hotel.

(Driving Time: 15 Minutes)

3:00 pm - MOTORCADE ARRIVES Little America Westgate Hotel

Mrs. Ford will be met by:

Mr. Lawrence Boyle, General Manager, Little America Westgate Hotel

Mr. and Mrs. Earl Holding (Carol)

Mrs. Ford proceeds to suite

3:10 pm - Mrs. Ford arrives suite

Personal Time: 3 hours 30 minutes

6:35 pm - Mr. and Mrs. Leon Parma arrives suite.

6:40 pm - Mrs. Ford, escorted by Mr. and Mrs. Parma, departs suite enroute motorcade for boarding.

6:45 pm - MOTORCADE DEPARTS Little America Westgate Hotel enroute Fine Ats Gallery, (Balboa Park)

(Driving Time: 10 minutes)

6:55 pm - MOTORCADE ARRIVES Fine Arts Gallery

Mrs. Ford will be met by:

Mrs. Jack Oatman, President, Board of Directors Fine Arts Gallery of San Diego

Mr. Henry Gardiner, Director of the Gallery

Mr. Pete Wilson, Mayor, City of San Diego

Mrs. Ford escorted by Mrs. Oatman and Mr. Gardiner proceeds to Asian Gallery entrance.

7:00 pm - Mrs. Ford arrives Asian Gallery entrance for ribbon cutting ceremony.

OPEN PRESS COVERAGE

ATTENDANCE: 200

7:01 pm - Remarks by ;

Mrs. Oatman welcomes Mrs. Ford and introduces Mrs. David Miller (Alice) - Former Chairman, Asian Arts committee. Mrs. Miller presents Mrs. Ford with a book.

7:08 pm - Mrs. Ford offers remarks.

7:10 pm - Remarks conclude with ribbon cutting by Mrs. Ford.

7:11 pm - Mrs. Ford, excorted by Mr. Gardiner and Mrs. Oatman proceeds through Asian Gallery to review collection.

- *7:24 pm Mfs. Ford meets Mrs. Richard Senn (President of Asian Art Committee and Mrs. Hohn Fox (Leslie) Principal donor of Asian Gallery)
 - 7:25 pm Mrs. Ford escorted by Mrs. Oatman, proceeds to Sculpture Garden for informal reception.
 - 7:30 pm Mrs. Ford, arrives Sculpture Garden reception to informally greet guests.
 - 8:00 pm Mrs. Ford and Head Table Guests proceed through door of auditorium to dinner.
 - 8:01 pm Mrs. Ford and the head table arrive auditorium and proceed to take their seats for dinner.
 - 8:05 pm Dinner is served
 - 8:25 pm Toast to Mrs, Ford (Note: no responce is required)
 - 9:30 pm Dinner concludes
 - 9:31 pm Mrs. Ford, escorted by Mrs. Oatman departs head table enroute motorcade for boarding.
 - 9;35 pm MOTORCADE DEPARTS Fine Arts Gallery enroute Little America Westgate Hotel.

(Driving Time: 10 minutes)

9:45 pm MOTORCADE ARRIVES Little America Westgate Hotel.

Mrs. Ford proceeds to suite.

9:50 pm - Mrs. Ford arrives suite.

REMAIN OVERNIGHT

200 yellow tags

san diego u writer lew scarr yellow San diego union photog jue flynn issued -s.D. trib writer barbara herrena yellow. s.D. trib photog jerry rife issued 200 ron garrison ABC camera ABC sound LA times reporter patricia lee murphy issued KFMB camera - ben curshall -KOTV camera leon varsand *yellow_ -Kest camera daniel mendez -CBS camera morle swam * yellow NBC camera richard smith * needs both AP photo Ken filan DPI photo ernie schwork

Gallery (blue tags) Pool thru asian gallery AP photo Ken filan VPI photo ernie schworck both SD Trib writer benbana herrera SD Union photo john price issued blue SD Union reprtr eleen S. A. desiele issued blue SD Trib teprtr photo thane mc Intosh issued blue LA times reprtr patuicia ke numply both

1. Ron Garrison 200 yellow 2. Ben Cutshall KFMB TV camera yellow 3. barbara herrera eve trib reporter

- 4. Leon varsand KGTV camera yellow
- 5. Lew scarr (union) yellow
- 6. Ernie schworck UPI both blue + yellow
- 7. merle swern CBS yellow



THE FINE ARTS GALLERY OF SAN DIEGO FINE ARTS SOCIETY OF SAN DIEGO P.O. BOX 2107 SAN DIEGO, CALIFORNIA 92112

November 12, 1975

Ms. Patti Matson
Assistant Press Secretary
to Mrs. Ford
The White House
Washington, D.C.

Dear Patti:

I am sure your life hasn't slowed down if Mrs. Ford's activities is an indication of your work.

The experience of working on such a special event with the wonderful staff of The White House will remain a treasured memory.

I thought the enclosed annual report might be of interest.

My best to the rest of the staff.

Best regards,

Ellen Storjohann Administrator

pb Enclosure

