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FOR IMMEDIATE RELEASE

DECEMBER 18, 1974

Office of the White House Press Secretary

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THE WHITE HOUSE

FERNANDO E. C. DeBACA  
Biographical Data

Fernando E. C. DeBaca has been Special Assistant to the President since September 16, 1974.

In January, 1972, Mr. DeBaca became Regional Director for the Department of Health, Education and Welfare in San Francisco, California. He was appointed in March, 1973 to serve as Chairman of the Federal Regional Council in Region IX, in addition to his HEW responsibilities. Federal Regional Councils are the top regional coordinating bodies of the Federal Government and are composed of the regional heads of the major domestic grant-making agencies. From January, 1971 to January, 1972, Mr. DeBaca was with the U.S. Civil Service Commission as Director of the Sixteen Point Program for Spanish Speaking Americans, a program designed to improve opportunities in the Federal career service for Hispanic Americans.

He was born on January 20, 1938 in Albuquerque, New Mexico. Mr. DeBaca received his B.A. degree from the University of New Mexico in 1961, and served in the U.S. Army from 1962 to 1964. He was with the New Mexico State Government from 1968 to 1971 as State Manpower Coordinator, Assistant State Personnel Director, Regional Tax Director and as Commissioner of the New Mexico Department of Motor Vehicles. From 1964 to 1967 he was Special Agent in Charge, Nevada Test Site/Hawaii Test Range, Intelligence and Security Directorate, Defense Atomic Support Agency.

# # #

Office of the White House Press Secretary

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THE WHITE HOUSE

The President today announced his intention to nominate John T. Dunlop, of Belmont, Massachusetts, to be Secretary of Labor. He will succeed Peter J. Brennan who has resigned. Dr. Dunlop will continue as Coordinator of the President's Labor-Management Committee and will serve as a member of the Economic Policy Board.

Dr. Dunlop has taught economics at Harvard University since 1938 and was Dean of the Faculty of Arts and Sciences from 1970 to 1973 and is currently a Lamont University Professor. He was Chairman of the Construction Industry Stabilization Committee from 1971 to 1973 and has served as a member of the National Commission on Productivity since 1970.

For the last 25 years Dr. Dunlop has served on numerous Presidential boards, panels, committees and commissions studying labor disputes and has had a long association with the Labor Department dating back to 1938. During World War II, he worked with the National War Labor Board, and was a consultant to the Office of Economic Stabilization and the Office of War Mobilization and Reconversion. Since that time he has served as a member or consultant to a number of State and Federal organizations on matters relating to labor relations and economics.

Dr. Dunlop is the author and editor of a number of books and has made contributions to other books as well as professional journals.

He was born in Placerville, California on July 5, 1914. He is married to the former Dorothy Webb. They have three children and reside in Belmont, Massachusetts.

# # #

[Dunlop]

N103

D

USERY

NEW YORK (AP) -- WILLIAM J. USERY, DIRECTOR OF THE FEDERAL MEDIATION AND CONCILIATION SERVICE, DECLINED COMMENT TODAY ON SPECULATION HE MAY TAKE OVER AS SECRETARY OF LABOR IF JOHN T. DUNLOP RESIGNS.

DUNLOP HAS BEEN REPORTED CONSIDERING RESIGNATION TO PROTEST PRESIDENT FORD'S VETO OF A BILL, SPONSORED BY DUNLOP, THAT WOULD HAVE BROADENED LABOR'S PICKETING RIGHTS AT CONSTRUCTION SITES.

"WE STILL HAVE A VERY FINE SECRETARY OF LABOR AND TO MY KNOWLEDGE HE HAS NOT ADVISED THE PRESIDENT HE WILL RESIGN. THERE'S BEEN A LOT OF DISCUSSION ABOUT IT AND UNTIL HE DOES RESIGN, CERTAINLY I WILL NOT COMMENT," USERY SAID.

IS HE UNDER CONSIDERATION? "I GUESS IT'S ALWAYS POSSIBLE."

WOULD HE CONSIDER THE JOB? "I THINK IF IT WERE DISCUSSED WITH ME BY THE PRESIDENT, I WOULD HAVE TO MAKE THAT DECISION AT THAT TIME."

NINE LABOR LEADERS, MEMBERS OF THE PRESIDENT'S COLLECTIVE BARGAINING COMMITTEE, RESIGNED THEIR COMMITTEE POSTS TO PROTEST FORD'S VETO OF THE CONSTRUCTION SITE PICKETING BILL.

USERY SAID HE WAS DISAPPOINTED BY THE RESIGNATIONS. "IT WAS MOST UNFORTUNATE," HE SAID. "I AM HOPEFUL I CAN IN THE FUTURE TRY TO GET LABOR AND MANAGEMENT BACK TOGETHER FOR THEIR OWN BENEFIT AND THAT OF THE COUNTRY."

USERY ALSO TOLD REPORTERS BEFORE ADDRESSING A MEETING OF THE NEW YORK CHAMBER OF COMMERCE AND INDUSTRY THAT HE EXPECTS AN INCREASE IN LABOR STRIKES THIS YEAR, BUT SAID STRIKES WON'T LAST AS LONG. COSTS OF LIVING INCREASES, JOB SECURITY AND INCOME PROTECTION WILL BE KEY ISSUES FOR LABOR, HE SAID, WHILE MANAGEMENT WILL BE TRYING TO REGAIN PREROGATIVES BARGAINED AWAY IN RECENT YEARS.

IN THE CLIMATE OF ECONOMIC RECOVERY, USERY TOLD THE GATHERING, LABOR AND MANAGEMENT EACH WILL ATTEMPT "TO ACCELERATE (THEIR OWN) RATE OF RECOVERY."

"THIS MEANS THAT THE PRIMARY ISSUE AT THE BARGAINING TABLE WILL BE, IN A WORD WE ALL UNDERSTAND, MONEY," HE SAID.

THERE'S A HEAVY COLLECTIVE BARGAINING SCHEDULE FOR THIS YEAR. THE BUREAU OF LABOR STATISTICS REPORTED THAT SOME 816 CONTRACTS COVERING 1,000 OR MORE EMPLOYEES WILL BE RENEGOTIATED THIS YEAR. THOSE CONTRACTS AFFECT A TOTAL OF 4.5 MILLION WORKERS.

01-09-76 15:35EST



*Mrs Ford  
1/6/76 PM  
K2*

UP-070

R B

(DOMESTIC AFFAIRS)

WASHINGTON (UPI) -- WHITE HOUSE PRESS SECRETARY RON NESSEN TODAY ANNOUNCED THE APPOINTMENT OF MARGARET EARL TO BE A STAFF ASSISTANT IN CHARGE OF DOMESTIC AFFAIRS.

MISS EARL, 26, WILL SUCCEED JOHN CARLSON WHO RECENTLY WAS APPOINTED DEPUTY PRESS SECRETARY SUCCEEDING WILLIAM GREENER.

SHE IS A NATIVE OF PASADENA, CALIF. AND HAS BEEN WORKING SINCE LAST APRIL IN THE OFFICE OF WHITE HOUSE COMMUNICATIONS.

"I THINK SHE'LL DO A REALLY GOOD JOB," SAID NESSEN

MISS EARL IS A GRADUATE OF STANFORD UNIVERSITY AND FORMERLY SERVED AS DIRECTOR OF RESEARCH FOR THE FEDERAL ENERGY RESEARCH.

SHE SAID THAT HER SALARY STILL IS BEING NEGOTIATED. ASKED IF SHE WAS A WOMEN'S LIBBER, SHE SAID SHE HAD "MIXED FEELINGS" ON THE SUBJECT.

SHE SAID SHE IS NOT A "HARD CORE" LIBBER, BUT SHE BELIEVES IN EQUAL PAY FOR EQUAL WORK.

UPI 01-06 02:11 PES



Eisert.

SANDRA EISERT:

Picture editor for David Kennerly.

Recently won the Picture Editor ~~Award~~ of the Year Award from the National Press Photographer's Association for work at the Louisville Times; worked, critiqued, & evaluated Swain's work.



**BODY BY FISHER . . .** Ear couldn't help noticing that new young gregarious blonde at the Watergate, who works days in the White House Advance office, prearranging Jerry Ford's various ramblings and stumblings. She's Maria Fisher, daughter of Detroit industrialist and philanthropist Max Fisher, who has donated big bucks to the Republicans and encourages others to do the same. Mary's deep in the throes of Potomac fever. She's seeing a Secret Service agent whom she plans to secretly marry after his divorce comes through.

**THE FLIGHTS OF ROTH . . .** Why, oh why, does that CBS Moscow correspond-

*Star*  
*11/2/76*

# The Ear

ent pay out half his salary to Aeroflot and whiz into Washington so often? It's the work of Cupid, to be sure. Ear hears his lady love is a third year law student at Georgetown, who is also on the staff of the Senate committee investigating CIA activities.

**DRANG, BUT NO STURM . . .** Ear was slightly damp to say that Jean-Michel Farret ordered partner Jean-Pierre Goyenvalle out of the kitchen of the same name after hearing plans of Jean-Pierre's forthcoming competitive restaurant. The two had a gentleman's agree-

ment to part as pals at the party. The parting happens that, but not as soon as Ear has egg on its face.

## AND THIS ONE'S A P

. . . While some pet ro abandoned in streets all others are being groomed the big upcoming Pet Chicago. There'll be hot petitions under the cate Rock, Luxury Rock, Most and of course, Best-In-Sh entering a baby rock, w Wok, and plans to do so an



*Mary Fisher*

# Advance Man Is a Woman

Fisher

By JEANNE WHITTAKER  
Knight-Newsletters Writer

WASHINGTON, D.C. — The President's advance man is a woman.

Mary Fisher, 27, in January became the first woman appointed a presidential advance man. When her associates at the White House steadfastly refused to make a change in the title to acknowledge her sex, she commented simply, "That's okay. I know who I am and that's all that is important."

She has spent the past three months traveling across the country arranging for the arrival of President Ford in such cities as Atlanta and South Bend, Ind.

Associates feared her blond good looks and diminutive (5 feet, 100 pounds) femininity might prove a disadvantage in dealing with the likes of corporation presidents and hotel chefs. But the impression she



Mary Fisher  
... bags always packed

In this business you have to keep your sense of humor."

That sense of humor, plus her willingness to take on tasks never before attempted by anyone, are well remembered in Detroit. Once she was known simply as the fun-loving daughter of a millionaire and one of the city's most accomplished and imaginative hostesses. She winces when reminded that just six years ago she was the baby-faced darling who headlined society columns with parties such as her 21st birthday party, a progressive dinner party conducted on a double-decker bus with a guest list that included a pair of woolly sheep.

Later, tiring of that image, she took on the chairmanship of the first fund-raising benefit telethon for public television station, Channel 56. She remained the benefit's chairman for several years, steering it to a success that now earns the station more than \$300,000 yearly.

Miami Herald - April 13, 1975

Office of the White House Press Secretary

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THE WHITE HOUSE

The President today announced the appointment of Max L. Friedersdorf as Assistant to the President for Legislative Affairs, effective January 1, 1975. He will be the primary White House liaison with the 94th Congress.

Since June 5, 1973, Mr. Friedersdorf has been a Deputy Assistant to the President working with the House of Representatives. During the period April 1, 1971 to June 5, 1973, he was a Special Assistant in the Congressional Relations office of the White House. From August 1970 until his appointment to the White House staff, he was Associate Director for Congressional Relations with the Office of Economic Opportunity. From January 1961 until 1970, Mr. Friedersdorf was Administrative Assistant to Congressman Richard L. Roudebush of Indiana.

From 1952 to 1955, he was City Editor of the Franklin Evening Star in Franklin, Indiana. From 1955 to 1960 he was a reporter with the Louisville Times, the Indianapolis News and the Chicago Daily News. In 1957 while reporting for the Indianapolis News, Mr. Friedersdorf won the American Political Science Association Award for outstanding reporting of governmental affairs. He was also the recipient of the 1967 American Political Science Association Congressional Fellowship Award.

He was born on July 7, 1929, in Grammer, Indiana. Mr. Friedersdorf received his B.A. degree in journalism from Franklin College in 1952 and his M.A. degree in communications from American University in 1969.

Mr. Friedersdorf is married and the father of two children. He and his family reside in Alexandria, Virginia.

# # #

Friedman

N089

RW

SPEECH WRITER  
WASHINGTON (AP) -- PRESIDENT FORD HAS PROMOTED ONE OF HIS  
SPEECHWRITERS, MILTON FRIEDMAN, TO THE POSITION OF SPECIAL ASSISTANT  
WITH DESIGNATION OF SENIOR WRITER, WHITE HOUSE PRESS SECRETARY RON  
NESSEN ANNOUNCED TODAY.

A FORMER REPORTER AND ONE-TIME PRESS SECRETARY TO SEN. JACOB JAVITS,  
R-N.Y., FRIEDMAN HAS BEEN A MEMBER OF FORD'S WRITING STAFF SINCE JAN.  
1974, WHEN FORD WAS VICE PRESIDENT.

02-04-76 14:35EST



{ Gardner }

FOR IMMEDIATE RELEASE

JANUARY 15, 1976

Office of the White House Press Secretary

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THE WHITE HOUSE

The President today announced his intention to nominate Stephen S. Gardner, of Wawa, Pennsylvania, to be a member of the Board of Governors of the Federal Reserve System for a term of fourteen years beginning February 1, 1976. He will succeed George W. Mitchell whose term expires January 31, 1976. Upon confirmation by the Senate, the President will designate Mr. Gardner as Vice Chairman of the Board of Governors.

Mr. Gardner was born on December 26, 1921, in Wakefield, Massachusetts. He was educated at Boston University, Harvard College, and received his M. B. A. from Harvard Graduate School of Business Administration in 1949.

In 1949, Mr. Gardner joined the Girard Trust Bank in Philadelphia, Pennsylvania, and became President in 1966, serving until 1971, when he became Chairman of the Board. He was named to his current position as Deputy Secretary of the Treasury on July 31, 1974.

Mr. Gardner is married to the former Connie Andonegui and they have five children. They reside in the District of Columbia.

# # #

Gardner

NO74

RW

FORD-FED

LASHINGTON (AP) -- PRESIDENT FORD TODAY NOMINATED DEPUTY SECRETARY OF THE TREASURY STEPHEN S. GARDNER OF WAWA, PA., TO A 14-YEAR TERM ON THE BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM.

UPON CONFIRMATION BY THE SENATE, GARDNER WILL BECOME VICE CHAIRMAN OF THE BOARD, FORD SAID.

THE 54-YEAR-OLD GARDNER, A REPUBLICAN, IS A FORMER PRESIDENT AND CHAIRMAN OF GIRARD TRUST BANK IN PHILADELPHIA. HE WAS NAMED TO HIS CURRENT TREASURY POST IN JULY, 1974.

HE WILL SUCCEED GEORGE W. MITCHELL, WHOSE TERMS AT THE FEDERAL RESERVE EXPIRES AT THE END OF JANUARY.

01-15-76 13:32EST



UP-027

(AMBASSADOR)

WASHINGTON (UPI) -- PRESIDENT FORD WILL REPLACE AMBASSADOR TO LUXEMBOURG RUTH FARKAS WITH ROSEMARY GINN, A REPUBLICAN PARTY COMMITTEEWOMAN FROM COLUMBIA, MO., ADMINISTRATION SOURCES SAID TODAY. THEY SAID THE CHANGE WILL BE ANNOUNCED BY THE PRESIDENT WITHIN THE NEXT FEW WEEKS.

PRESIDENT RICHARD NIXON APPOINTED MRS. FARKAS, WHOSE FAMILY OWNS A NEW YORK DEPARTMENT STORE (ALEXANDER'S). SHE WAS ONE OF THE LARGEST CONTRIBUTORS TO HIS 1968 ELECTION CAMPAIGN FUND, ACCORDING TO PRESS REPORTS.

UPI 01-23 10:33 AES

DECEMBER 18, 1974

Office of the White House Press Secretary

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THE WHITE HOUSE

ROBERT A. GOLDWIN  
Biographical Data

Robert A. Goldwin has been Special Consultant to the President since December 16, 1974. Dr. Goldwin works with the Domestic Council and others in the White House to help assure the flow of information, ideas, and suggestions to the President, especially from individuals outside the government.

Dr. Goldwin served as Special Advisor to Ambassador Rumsfeld in Brussels from March 1973 until his appointment. From 1969 to 1973, he was the Dean of St. John's College, a private non-denominational liberal arts college in Annapolis, Maryland. From 1960 to 1969, Dr. Goldwin taught political science and was the Director of the Public Affairs Conference Center, first at the University of Chicago and then at Kenyon College, in Ohio.

Dr. Goldwin is the author of articles on political philosophy and was named a Guggenheim Fellow in 1966 for his work on John Locke.

Dr. Goldwin was born in New York City on April 16, 1922. He graduated from St. John's College and received M. A. and Ph. D. degrees in political science from The University of Chicago. He served as an enlisted man and officer in the United States Cavalry in World War II. He is presently on leave of absence as the Charles Hammond Elliott Tutor of St. John's College in Annapolis.

He is married to the former Daisy Lateiner of New Rochelle, New York and they have four grown children. They reside in the District of Columbia.

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Office of the White House Press Secretary

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THE WHITE HOUSE

ALAN GREENSPAN  
Biographical Data

The President announced his intention to nominate Alan Greenspan, to be a member of the Council of Economic Advisers on July 23, 1974, succeeding Herbert Stein. The President also announced that Mr. Greenspan be designated Chairman of CEA upon his confirmation and appointment as a member.

From 1959 Mr. Greenspan was President and member of the Board of Directors of Townsend-Greenspan & Co., Inc., economic consultants. He was also a consultant to the Council of Economic Advisers, the Department of the Treasury, and the Federal Reserve Board, and a member of the GNP Review Committee of the Office of Management and Budget. Mr. Greenspan was a member of Time Magazine's Board of Economists, Senior Adviser to the Brookings Institution Panel on Economic Activity, Director of the National Economists Club, Vice Chairman of the Conference of Business Economists, and Past President (1970) and Fellow of the National Association of Business Economists.

He was born on March 6, 1926 in New York, New York. Mr. Greenspan received his B. S. degree, summa cum laude, and his M. A. degree from New York University, and has done advanced graduate work at NYU and Columbia University. In addition to his current activities, he has also been a member of the Commission on an All-Volunteer Armed Force (1969-70), the Commission on Financial Structure and Regulation (1970-71), the Task Force on Economic Growth (1969), the Economic Advisory Board of the Secretary of Commerce (1971-72) and the Securities and Exchange Commission's Central Market System Committee (1972).

Mr. Greenspan resides in Washington, D. C..

FOR IMMEDIATE RELEASE

AUGUST 9, 1974

Office of the White House Press Secretary

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THE WHITE HOUSE

ROBERT T. HARTMANN  
Biographical Data

The President today announced the appointment of Robert T. Hartmann, Chief of his Vice Presidential Staff, as Counsellor to the President.

Mr. Hartmann, was Minority Sergeant at Arms of the House of Representatives in the 91st, 92nd and 93rd Congresses and Legislative Assistant to then Minority Leader, Gerald R. Ford, before Mr. Ford became Vice President on December 6, 1973. Mr. Hartmann was formerly the Chief of the Washington Bureau of the Los Angeles Times from 1954 to 1964.

Mr. Hartmann is a native of Rapid City, South Dakota. He spent most of his lifetime in California and received his B. A. from Stanford University in 1938. He served in the Pacific during World War II and is a retired Captain from the United States Naval Reserve.

He is married to the former Roberta Sankey. They reside in Westgate, Maryland, and have two children.

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# A peeved Ford juggles his speechwriting staff

By Aldo Beckman

Chicago Tribune Press Service

WASHINGTON—President Ford's growing dissatisfaction with his speeches has triggered a major shake-up in the White House speechwriting staff as he moves into his election campaign for a full term in the White House.





Star 1/22/76 Pg. D-4

# Liz Sure Has Changed the Warner Image

*Quotes and notes from parties as uncovered for The Washington Star by Ymelda Dixon.*

Does Bicentennial Chief John Warner harbor a secret jealousy of Iranian Ambassador Ardeshir Zahedi? Maybe not, but the town is talking



And now, newly-arrived Ambassador Arnaldo Musich has taken the tang out of social tangoing altogether, citing Argentina's present political and financial conditions as two good reasons. Brooke Farland, who had served as Vasquez's social secretary, will not be replaced. Farland herself will settle down to write a book about her life as an envoy's daughter and growing up in her grandfa-



**FORD WITH CONGRESSWOMEN AS HE SIGNS AN EQUALITY DAY PROCLAMATION**  
*Reaching out for a national consensus and bipartisan support.*

nesty for those who refused to fight in Viet Nam.

On the way back to Washington, Ford, in shirtsleeves and with his tie loosened, strolled aft to Air Force One's press section to explain his change of policy and why he had picked such a hostile audience for his announcement. He said that his thinking had been shaped in part by the views of his children and those of former Defense Secretary and Close Friend Melvin Laird, who had unsuccessfully tried to get Nixon to modify his hard-line stance. More-

over, Ford had concluded that his pledge to bind up the nation's wounds required a new approach. He explained: "You can't talk about healing unless you're going to use it in the broadest context." His choice of audience was equally deliberate. Said Ford: "I thought that the right audience would be an audience that might be difficult. It would have been a little cowardice, I think, if I'd picked an audience that was ecstatic."

Next day House and Senate leaders, Cabinet members and reporters crowded into the Oval Office for Ford's

## THE NATION

announcement of his vice-presidential nominee, Nelson Rockefeller (*see cover story page 14*). The President had carefully touched all political bases beforehand, personally notifying the runners-up, Republican National Chairman George Bush and NATO Ambassador Donald Rumsfeld, telephoning former President Nixon in San Clemente and the congressional leadership. At 10:04 a.m., Ford and Rockefeller entered the room and clasped each other's waists as the President introduced his nominee, saying that "it was a tough call for a tough job." The low-key presentation was far different from the East Room extravaganza that Nixon staged for the announcement of Ford as his nominee for Vice President.

**Will Run.** The choice of Rockefeller set off speculation that Ford would run for President in 1976 and Rockefeller would be his running mate. Rather than discourage such talk about his future, Ford disclosed through Press Secretary J.F. terHorst that he "probably" will run in 1976, though he gave no indication as to whether Rockefeller would also be on the ticket. The declaration was a striking break with the tradition that a President wait until election year to reveal his intentions. An aide close to the President explained that Ford's competitive instincts led him to emulate Presidents Truman and Johnson, both of whom inherited the presidency, and "make it on his own." He may also have wanted to assure Republican conservatives, some of whom only tolerate Rockefeller, that Ford intends to head

## The President's Eyes and Ears

A glass of Rebel Yell bourbon close at hand and classical music playing softly on the stereo, the ex-newspaper reporter mulls over ideas at home for the next presidential speech. By 2 a.m., he is pounding away at his portable typewriter, smoothly capturing the cadences and patterns of his boss's speaking style. Next morning, red-eyed from a night without sleep but wearing his favorite cream-colored suit, he hands his manuscript to the President in the Oval Office, then argues tenaciously in defense of every word. Only rarely does Gerald Ford ask for a revision of an idea or even a phrase.

Such is the frenetic working pace—and enormous influence over the President—of Robert Trowbridge Hartmann, 57, Ford's chief speechwriter, political adviser, troubleshooter and confidant. Other White House intimates regard the conservative Hartmann as Ford's most trusted Counsellor. "The President knows that Bob is smarter than hell and straight as an arrow with him," says Bryce Harlow, an ex-adviser to Richard Nixon who serves on Ford's kitchen cabinet. Adds another

presidential aide: "Bob's the President's eyes and ears. It would be impossible to overemphasize his importance." Summoned by a beeper when needed by Ford, Hartmann finds that his duties have no clear boundaries. "My role is best described by that door over there," he says, nodding toward the portal that leads from his sparsely furnished office, once occupied by Rose Mary Woods, to the Oval Office a few paces away. "My main function is to do what seems to the boss to be the most important thing to do next."

It was Hartmann who persuaded Ford to strive for independence as Vice President and avoid becoming overcommitted to Nixon's Watergate defense. Hartmann crafted Ford's well-received Inaugural Address, his first speech as President to Congress and his speech last week appealing for leniency for deserters and draft dodgers. Hartmann also was the only White House aide who participated in Ford's selection of a nominee for Vice President. He tabulated the names recommended by Republican Congressmen, Governors and others,

and later discreetly checked out the three finalists, though Ford never confided in him that he had settled on Nelson Rockefeller. All through the process, Hartmann adamantly refused to talk with reporters.

That seeming aloofness only augmented Hartmann's longstanding reputation for brusqueness and abrasiveness. After he became a Counsellor to the President, his father, Miner Hartmann, 85, sent him a vial of silicon carbide, which is used in grinding steel. "You grew up on it," explained an accompanying note from the elder Hartmann, a patent attorney in Beverly Hills, Calif., and former chemist who once directed research for the Carborundum Co. Even Wife Roberta concedes that Hartmann "does not have time to be as tactful as some people would wish." But he can also be garrulous and genial, particularly while reminiscing with old friends from his days as a reporter.

Born in Rapid City, S. Dak., Hartmann was raised in Niagara Falls and California, where his family moved when he was nine in hopes that a warmer climate would end his repeated bouts with pneumonia. After he graduated from Stanford University in 1938, a

*Grand Rapids Press*  
*7/27/76*  
*Pg. 13 A.*

*Mr. Robert T. Hartmann*

## Simmering Feud Divides Speechwriters In Ford White House

By Donald Smith

*Congressional Quarterly*

With a showdown between President Ford and Ronald Reagan for the Repub-

dent and other aides entertained Queen Elizabeth in Cape Cod. The speechwriter was told there was not enough room on the helicopter for him to accompany the rest of the presidential party.

"It's Byzantine," said one speechwriter. "People are trying to stick knives



can, 35, another former Nixon White House staffer who most recently was public affairs assistant to Treasury Secretary William E. Simon.

Word of Gergen's new job came the day after United Press International (UPI) published a report that Hart-

**The Washington Merry-Go-Round**

Post 3/23/76

# **CIA Knew of Multinationals' Payoffs**

*By Jack Anderson and Les Whitten*

For years, the Central Intelligence Agency has known all about illegal foreign payoffs by multinational cor-

national dealings, including the under-the-table payments. Foreign Service officers made it their business to know whom the corporations were dealing with on foreign soil, informed sources

Anderson tangled with the respected White House research chief, Agnes Waldron, and tried to fire her. When Waldron's loyal staff heard the news, they all threatened to quit, with varying degrees of vehemence.

# White House Writers

## Under Fire for Speech

By Edward Walsh

Washington Post Staff Writer

What is widely regarded as one of the worst speeches ever given by President Ford is threatening to become the catalyst for another shake-

California speech was a strongly worded attack on the Democratic Congress' efforts to cut defense spending.

The North Carolina speech, during which Mr.

per reporter. Although Hartmann is the target of a considerable amount of sniping by other presidential aides, he is a long-time friend of the President and seems secure in his position.

Star 1/22/76

# 4 of Ford's Speech Writers Get Ax

By Fred Barnes

Washington Star Staff Writer

White House disenchantment with many of the speeches written for President Ford has prompted a major shakeup of the presidential speech-writing

staff; Robert Rusek, who returned to the General Services Administration, from which he had been detailed to the White House; and Jack Casserly, who joined the Interior Department.

The shakeup of the speech-writing operation is part of an overall effort at the White House to communicate to the public the achievements of the Ford administration.

failed to perceive this. With the new speech-writing operation, an attempt will be made to change this perception.

For several weeks, the White House was wary of publicly confirming the shakeup of the speech-writ-

THE VIEW HELD BY

UP-106

F B

(WHITE HOUSE STAFF)

WASHINGTON (UPI) -- PRESIDENT FORD HAS REORGANIZED AND REDUCED HIS SPEECH WRITING STAFF, WHITE HOUSE OFFICIALS ANNOUNCED TODAY.

PAUL THEIS, EXECUTIVE EDITOR OF THE STAFF, HAS TAKEN THE POST OF DEPUTY UNDERSECRETARY OF AGRICULTURE FOR PUBLIC AFFAIRS AND CONGRESSIONAL RELATIONS, WHITE HOUSE PRESS SECRETARY RON NESSEN SAID.

ROBERT ORBEN, ON THE STAFF SINCE JUST AFTER FORD TOOK OFFICE, HAS BEEN NAMED TO HEAD THE STAFF UNDER FORD'S COUNSELLOR AND CHIEF SPEECH WRITER, ROBERT HARTMANN. NESSEN SAID ORBEN HAS BEEN NAMED A SPECIAL ASSISTANT TO THE PRESIDENT.

NESSEN SAID THREE SPEECHWRITERS HAVE GONE:

- JACK CASSELY HAS ACCEPTED A POST IN THE INTERIOR DEPARTMENT.
- KAY PULLEN HAS JOINED MRS. FORD'S WHITE HOUSE STAFF.
- ROBERT ROUSEK, WHO HAD BEEN ON LEAVE FROM THE GOVERNMENT SERVICES ADMINISTRATION, HAS RETURNED TO THAT AGENCY.

SPEECHWRITERS MILTON FRIEDMAN AND PATRICK BUTLER REMAIN, WHITE HOUSE OFFICIALS SAID.

TO REPLACE THE FOUR WHO HAVE GONE, TWO PERSONS WERE BEING HIRED. NESSEN SAID THE WHITE HOUSE PERSONNEL OFFICE IS "SWAMPED" WITH APPLICATIONS FOR THESE AND OTHER VACANT STAFF POSTS.

UPI 01-21 05:01 PES



New York Times 1/27/76

2, 1976

c 27

# Ford Shuffles Speech Writing Staff, Reportedly in Anger Over Its Quality

By PHILIP SHABECOFF

Special to The New York Times

WASHINGTON, Jan. 21 — President Ford, reportedly unhappy with the quality of his speeches, has reshuffled his speech writing staff, the White

House said today in decisions on which he had not reached a final decision.

Mr. Orben, 48 years old, has, in addition to writing jokes for television comedians, been a speechwriter for a number of political and business figures. He will now guide the speechwriting process from the

are Milton Friedman and Patrick Butler. Mr. Hartmann, in addition to his responsibility for speechwriting at the White House, is also in charge of all White House correspondence, Presidential messages and research.

National City Bank phone doesn't understand

# White House Slims

## Its Writing Staff

*Post 1/22/76*

By Edward Walsh

Washington Post Staff Writer

The White House speech writing operation is being reorganized and streamlined, press secretary Ron Nessen said yesterday.

writers. It's not a reflection on them. They just didn't meld."

There are now only two White House speech writers in addition to Orben and Hartmann. Orben said there are

[ Headen, Jackie ]

# LADY LOOM

520 n. michigan ave., chicago, ill. 60611 312-644-6490

April 15, 1975

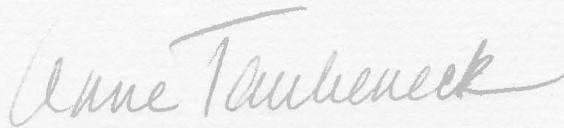
Ms. Patty Matson  
Mrs. Ford's Press Office  
The White House  
1600 Pennsylvania Ave.  
Washington, D.C. 20500

Dear Patty:

Enclosed is a copy of our April issue. Our story which features Jackie Headen begins on page 62.

Thanks so much for arranging to have the black and white photo of Jackie taken (page 66). I appreciate your cooperation very much.

Sincerely,



Anne Taubeneck  
Editor

AT:mac

Enclosure



**Military Wives at Work  
in the Nation's Capital**

# Making the most of D.C.



*Spec. 4 Wade Headen  
and his wife Jackie, with  
the President and Mrs.  
Ford at a White House  
reception*

# The Way It Is For . . .

## Carla Anderson Hills

Secretary of Housing and Urban Development

*Carla Hills, the third woman to hold cabinet rank in the Nation's history, has been a practicing lawyer since 1959, when she was admitted to the California State Bar. She has also taught at the university level and co-authored several books. Prior to becoming Secretary of*



And the Act also has real impact in community development in that the funds from the Federal Government now go in as a special revenue fund. And since women are in a majority in many of our jurisdictions, they can have a genuine impact upon what is done in

FOR IMMEDIATE RELEASE

MARCH 10, 1975

OFFICE OF THE WHITE HOUSE PRESS SECRETARY

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THE WHITE HOUSE  
EXCHANGE OF REMARKS  
BETWEEN THE PRESIDENT  
AND  
CARLA A. HILLS  
AT THE SWEARING-IN CEREMONY  
OF  
CARLA A. HILLS  
AS  
SECRETARY OF THE  
DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT  
  
THE EAST ROOM

*Fl  
Carla Hills*

12:07 P.M. EDT

THE PRESIDENT: Carla, Rod Hills, Mr. Justice White, members of the Cabinet, Members of Congress, the Hills family, and distinguished guests:

I am in very good company welcoming Carla into the Cabinet as Secretary of Housing and Urban Development. Carla, Mr. Justice White -- who is about to administer the oath -- HUD Under Secretary Jim Mitchell and I are all graduates of Yale Law School.

Maybe I better not say that too loudly. I can imagine a dozen other prospects starting to practice the Wiffenpoof Song. (Laughter)

The job facing the new Secretary, of course, is an immense responsibility. She assumes that great responsibility of administering this important department at a time of recession in the housing industry.

However, she has the unique skills and dedication which are vital in helping us move through a very difficult time in the productivity and the vitality in the housing and urban development areas.

Carla has a tough act to follow. Her very capable predecessor at HUD, Jim Lynn, was instrumental in achieving, with the Members of Congress, passage of the historic Housing and Community Development Act of 1974, which I was privileged to sign into law last August.

MORE

One of Carla's major jobs will be to implement this massive and, I believe, progressive program. Incidentally, Carla's budget for fiscal 1976 will be \$7.1 billion. That is \$1.6 billion more than was given to her predecessor Jim Lynn. Now, if that does not dispose of male chauvinism, nothing will. (Laughter)

Senator Sparkman, who in the last Congress was Chairman of the Senate Committee on Banking and Currency, calls this act the most significant in the field of housing legislation since 1934. It will be of tremendous value in restoring to our locally elected officials, decision-making authority in the housing and community development fields, and in broadening the opportunities for individual home ownership.

Restoration of the housing market is imperative. I am convinced that our new Cabinet officer is equal to that difficult challenge and others which will confront her.

She is a distinguished attorney and author, and has served us most ably as Assistant Attorney General for the Civil Division of the Department of Justice. She earned unanimous praise for her administrative ability, as well as her legal talents. Her intellectual credentials have been demonstrated by her achievements in professional and civic affairs.

Of course, Carla will not be alone in the task facing her -- spending all of that money. She has an excellent department to work with at HUD, and I am completely optimistic about the future of that agency under her leadership.

So, from this moment on, let me make one final suggestion. If you have any questions, any problems or any concerns about housing and urban development, don't come to me -- head for the Hills. (Laughter)

Carla, we welcome you aboard, and Mr. Justice White will now proceed with the administering of the oath.

(Mr. Justice White administered the oath of office.)

SECRETARY HILLS: Mr. President, Mr. Vice President, Mr. Justice White, Senators Cranston and Tunney from California, and distinguished Congressional leaders, distinguished guests and my loving and very supportive family:

MORE

I embark upon this new assignment in government with warm appreciation for the confidence that the President has placed in me. With great pride to become a part of his Cabinet, and with a firm determination that we shall make substantial strides toward that goal of achieving for every American family decent shelter and a proper living environment, and with a sharp awareness that the work to accomplish this goal will be very hard, I believe that we will succeed.

I have had the privilege of serving in the Department of Justice with a group of very talented and highly professional people, for whom I have the highest regard and very deep affection. I believe that my regard and my affection will be just as strong in working with those persons with whom I will have the privilege of working at HUD, and I believe the members of this Administration -- of which I am so proud and honored to become a part -- by working together, can solve these very tough economic problems that we face.

Those who fear that we will not succeed do not appreciate the strength of a **group** of dedicated persons all pulling toward the same goal.

My sentiments at this moment are well summarized by a statement that you, Mr. President, made to the Congress early in your Administration: "We have a lot of work to do, and I am ready to begin."

Thank you.

END (12:14 P.M. EDT)

Holm

UP-070

R B

(WOMEN'S ASSISTANT)  
 WASHINGTON (UPD) -- PRESIDENT FORD APPOINTED AMERICA'S FIRST FEMALE MAJOR GENERAL AS HIS SPECIAL ASSISTANT FOR WOMEN AND SAID THAT UNLESS HE GIVES HER FULL SUPPORT HIS WIFE BETTY WILL BE HEARD FROM. "YOU CAN REST ASSURED I'LL BACK YOU 100 PER CENT," FORD TOLD JEANNE M. HOLM IN HIS OVAL OFFICE. "IF I DON'T, I'LL HEAR FROM HOME."  
 THE PRESIDENT LAUGHED AND ADDED, "I DO NOW."  
 GEN. HOLM RETIRED FROM THE AIR FORCE IN JUNE. FORD PICKED HER AS SPECIAL ASSISTANT TO THE PRESIDENT FOR WOMEN TO SUCCEED PATRICIA S. LINDH WHO HAS BEEN NAMED DEPUTY ASSISTANT SECRETARY OF STATE FOR EDUCATION AND PUBLIC AFFAIRS.  
 GEN. HOLM, THE PORTLAND, ORE., NATIVE WHO BECAME THE HIGHEST RANKING WOMAN EVER TO SERVE IN THE U.S. ARMED SERVICES, TOLD FORD SHE IS "HONORED AND PLEASED" BY HIS APPOINTMENT. SHE PRAISED FORD'S SUPPORT OF WOMEN'S RIGHTS, CITING HIS SUPPORT OF THE CONSTITUTIONAL EQUAL RIGHTS AMENDMENT AND HIS APPOINTMENTS OF SUCH WOMEN AS CARLA A. HILLS AS SECRETARY OF HUD.  
 UPI 03-08 01:12 PES

**Computer Futures**  
 SEE today's CLASSIFIED

housing and urban development.  
 Carla A. Hills as secretary of appointments of such women as rights amendment and his sp- backing of the proposed equal women's rights. She cited his praised Ford's support for serve in the U.S. armed services, highest ranking woman ever to Gen. Holm, who became the public affairs.  
 tary of state for education and named deputy assistant secre- Patricia S. Lindh, who was President for women, succeeding her as special assistant to the Air Force in June. Ford picked Gen. Holm retired from the equal rights for women.  
 referring to his wife's support of "If I don't, I'll hear from Holm in the Oval Office."  
 "You can rest assured I'll back you 100%," Ford told Jeanne M. to support her work "100%."  
 America's first woman major general as his special assistant for women today and promised President Ford appointed Washington, March 8 (UPI)

*Billy Neuse*  
*3/9/76*



APPOINTMENT—president Ford talks with retired Air Force Gen. Jeanne M. Holm after naming her as his special assistant for women. Miss Holm, 54, was director of women in the Air Force from 1965 to 1972. Her new post is in \$36,000-\$39,000 salary range.  
 AP Wirephoto

**Ford Names Woman Aide**

R  
 FORD-WOMEN

WASHINGTON (AP) -- PRESIDENT FORD TODAY NAMED RETIRED AIR FORCE MAJ. GEN. JEANNE M. HOLM AS HIS SPECIAL ASSISTANT FOR WOMEN AND PLEDGED TO BACK HER 100 PER CENT.

MISS HOLM, 54, A NATIVE OF PORTLAND, ORE., WAS DIRECTOR OF WOMEN IN THE AIR FORCE FROM 1965 TO 1972, AND THE HIGHEST-RANKING WOMAN EVER TO SERVE IN THE U.S. ARMED FORCES.

THE WHITE HOUSE POST, WHICH IS LISTED IN THE \$36,000 TO \$39,000 RANGE OF ANNUAL SALARY, INVOLVES RELATING THE WHITE HOUSE TO WOMEN THROUGHOUT THE COUNTRY, FORD SAID. HE SAID MISS HOLM'S EXPERIENCE IN THE MILITARY AND HER BACKGROUND OF ACTIVITY IN PROMOTING WOMEN WOULD HELP HER IN THE NEW POST.

SHE WILL REPLACE PATRICIA SULLIVAN LINDH OF BATON ROUGE, LA., A FORMER REPUBLICAN NATIONAL COMMITTEEWOMAN FROM LOUISIANA, WHO IS MOVING OVER TO A NEW POST IN THE STATE DEPARTMENT AS DEPUTY ASSISTANT SECRETARY OF STATE FOR EDUCATION AND CULTURAL AFFAIRS.

MISS HOLM, WHO SERVED IN THE ARMED FORCES FROM 1942 UNTIL HER RETIREMENT LAST JUNE, NOW RESIDES IN ALEXANDRIA, VA.

03-08-76 15:49EST



# Ford names retired woman general to post

WASHINGTON (AP) — President Ford named retired Air Force Maj. General Jeanne M. Holm his special assistant for women Monday and pledged to back her 100 per cent.

"If I don't, I'll hear from home," said Ford, referring to his wife Betty, who constantly prods him to get more women into government posts.

Miss Holm, 54, a native of Portland, Ore., was director of women in the Air Force from 1965 to 1972, and the highest-ranking woman ever to serve in the U.S. armed forces.

The White House post, which is listed in the \$36,000 to \$39,000 range an annual salary, involves relating the White House to women throughout the country, Ford said. He said Miss Holm's experience in the military and her background of activity in promoting women would help her in the new post.

Miss Holm, sitting next to Ford in the Oval Office, said she had a "personal and emotional commitment" to women's emerging role and she added it was "nice to feel you're working with someone who also has that commitment."

She will replace Patricia Sullivan Lindh of Baton Rouge, La., a former Republican national committeewoman from Louisiana, who is moving to a new post in the State Department as deputy assistant secretary of state for education and cultural affairs.

Miss Holm, who served in the armed forces from 1942 until her retirement last June, resides in Alexandria, Va.

*Army Rep.  
3/9/76*



OFFICE OF THE WHITE HOUSE PRESS SECRETARY

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THE WHITE HOUSE

file

EXCHANGE OF REMARKS  
BETWEEN THE PRESIDENT  
AND  
JEANNE HOLM, MAJOR GENERAL USAF (Ret.)  
SPECIAL ASSISTANT TO THE PRESIDENT FOR WOMEN

THE OVAL OFFICE

12:13 P.M. EST

THE PRESIDENT: Good morning, everybody.

I am delighted to announce this morning the appointment of Jeanne Holm as the President's Assistant for Women in the White House. She is taking the place of Pat Lindh, who is leaving to go to the State Department.

I am delighted to have you, Jeanne, over here to carry on the very important functions that relate the White House to women throughout the country.

Jeanne, as all of you know, has had a wonderful career in the military. She was the first Major General, I think, in the Department of Defense as a woman. She was Director of the Air Force activities relating to women from 1968 until 1973, as I recall, retired a year or so ago with great recognition.

She received a Ladies Home Journal award for the Outstanding Woman in Diplomacy in Government. She has been very, very active in a lot of activities concerning the rising, emerging role of women in Government. So we are very, very pleased, Jeanne, to have you on board and to carry on the fine job that Pat Lindh has done.

With Pat going over to the State Department and you coming here, we are going to have a first class team and I am delighted to have you on board.

MAJOR GENERAL HOLM: Thank you, Mr. President.

I certainly feel honored and pleased to be here and to be able to work with you. I am very impressed with the record that you have made in support of the women's issues and certainly magnificent appointments you have made in the last several months -- Carla Hills and Anne Armstrong, and your stand on the ERA, an argument involving women for some time.

MORE

I assure you I have a personal commitment and an emotional commitment and it is nice to feel that you are able to work with someone who also has that commitment, and I have a feeling you do.

THE PRESIDENT: We are delighted to have you on board. I think that you will find the job challenging, you will find it interesting, and you can rest assured I will back you 100 percent.

MAJOR GENERAL HOLM: Thank you, Mr. President.

END (AT 12:18 P.M. EST)