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JEFFREY P. EVES and JOHN SHLAES FILES, 1974-77

Collection Type

White House Office Files

Extent

12 linear feet (ca. 24,000 pages)

Record Type

Textual

Access

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Processed by

Paul Conway, September 1982 (Revised by William McNitt, February 1995).

Biography

Jeffrey P. Eves

May 1974-April 1976 - Staff Assistant, then Director of White House Conferences, White House Office of Public Liaison

April 1976-- Public affairs position, Potlatch Corporation, San Francisco

John B. Shlaes

March 17, 1942 - Born, Los Angeles, CA

1963 - B.A. in Advertising, University of Southern California

1964-67 - Manager of Special Projects, Chicago Tribune; Director of Public Affairs, Bellevue School District, Seattle, WA

1968-69 - Consultant to the Director, United States Information Agency

1969-70 - Associate Director of Public Affairs, Department of Health, Education and Welfare

1970-72 - Assistant to the Director, Peace Corps and Action

1972-73 - Directed the President's Legacy of Parks Program, Executive Office of the President

1973-74 - Assistant to White House Counsellor Anne Armstrong

1974-77 - Staff Assistant, then Director of White House Conferences, White House Office of Public Liaison

Scope and Content Note

Jeffrey P. Eves and his successor John B. Shlaes oversaw White House conferences and briefings organized by the Office of Public Liaison during the last portion of the Nixon administration and the entire Ford presidency. Eves also served as liaison with business special interest groups in 1974. The materials described here consist partly of correspondence and topical files from Eves' work with business representatives, but are primarily working files accumulated by Eves and Shlaes or their assistants while planning, conducting or following-up on the conferences.

Eves came to the White House staff in May 1974 from his government relations post with the National Association of Manufacturers. Initially responsible for building Nixon administration contacts with business and industry representatives, Eves sought ways to increase the feedback from special interest groups outside Washington, DC. Apparently with Eves' strong urging, William Baroody initiated a regular program of briefings on administration policies (Wednesday Meetings) and a series of field conferences chaired by key administration officials. Vice President Ford hosted the Chicago conference in the summer of 1974. With President Ford's support, Baroody and the newly created Office of Public Liaison expanded the scope and frequency of these conferences. Ford attended eleven out of 14 conferences in 1974 and 1975 in large cities throughout the United States.

Based on a town hall concept, the conferences consisted of short presentations by high-level officials on major domestic and economic issues to representatives of business, labor, student, women and other special interest groups. The representatives then had an opportunity to respond with comments and questions. The conferences were funded by an \$18 admission fee.

Eves and his assistant Shlaes handled most of the advance work, compiled the final invitation list, and managed each event, including the preparation of briefing books and itineraries. All fourteen conferences were heavily covered by regional and national press, whose comments were assembled by Eves and his assistants and forwarded to selected White House staff and the President. Other follow-up activities consisted largely of thank-you notes and mailings of conference transcripts.

John Shlaes joined the Public Liaison Office in December 1974 to help Eves. After January 1976, Shlaes acted effectively as co-director in arranging a series of White House conferences on President Ford's proposed consumer representation plans. The nine conferences in January, chaired by presidential special assistant Virginia Knauer and cabinet secretaries, were designed to air President Ford's alternatives to proposed consumer protection agency legislation to consumer groups and the press.

With Eves' April 1976 departure and increased emphasis on primary and general election campaigns, Shlaes and Public Liaison did not continue the series of "non-

political" conferences. He concentrated instead on briefings for carefully chosen groups and presidential spokespersons. Shlaes worked with John Vickerman on business liaison matters and the Wednesday Meetings, handled housing and hospitality arrangements for the Republican National Convention in Kansas City, and acted as advance man and planner for the President's campaign swing on the paddlewheel boat "Natchez".

These files consist of Eves' and Shlaes' working files. They primarily document conference planning and coordination activities, especially the extensive liaison with participating federal officials and local co-sponsoring groups that handled logistical details for each White House conference; details of invitations, press coverage, and follow-up correspondence; and the actual proceedings of each conference. In addition, the Eves files include information on Eves' work with business special interest groups in 1974; general administrative matters; and Shlaes' work on briefings, speeches, and general public liaison matters.

Aside from press comments and public statements, the files contain only limited evidence of larger policy considerations implied by President Ford's avid support and participation. Also obscure are the lines of communication and coordination between Public Liaison and the White House Press Office, Domestic Council staff, or various executive agencies, all of whom conducted briefings and conferences on frequently overlapping topics. The Eves materials are incomplete for the earliest conferences, especially on financing details and full lists of participants. In addition, there is no information on Shlaes' campaign advance work in 1976.

Related Materials (February 1995)

Related materials include the Public Liaison Office files of William J. Baroody, John Vickerman, and Wayne Valis; White House Central Files - Subject File MC (Meetings-Conferences); papers of Vice President Ford (Miltich and Rustand files) containing information on Ford's Chicago speech; files of administration participants in conferences, including L. William Seidman, Paul MacAvoy, Frank Zarb; files of Domestic Council staffer Ray Hanzlik, responsible for coordinating Vice President Rockefeller's series of domestic policy forums; and files of Kathleen Ryan, who handled consumer issues for the Domestic Council..

Last Modified Date

2025-03-06

Eves Business Association Subject File, 1974-76.

(Boxes 1-6, 2.2 linear feet)

Correspondence exchanged between Eves and business and industry representatives; and memoranda, briefing papers, schedule proposals, lists and other materials accumulated by Eves mainly in his capacity as liaison with lobbying groups in Washington. Also included are travel vouchers, planning memoranda, mailing lists and other items on Eves' early efforts to organize White House conferences in 1974 and 1975. Although Eves continued to monitor business association matters into late 1975, most of the file dates from 1974 and early 1975.

Arranged alphabetically by subject.

Box 1 - Eves Business Association Subject File

Status	Title
OPEN	Advertising Council
OPEN	American Society of Association Executives
OPEN	Annual Line of Business Report (National Association of Manufacturers Mailing)
OPEN	Anti-Inflation Task Force
OPEN	Association Liaison Log, Sept.-Dec. 1974
OPEN	Automobile Industry - General Motors (1)-(2)
OPEN	Automobile Industry - Miscellaneous
OPEN	Biographies - Administration Officials
OPEN	Briefing Papers
OPEN	Capital Requirements Study Group
OPEN	Chamber of Commerce
OPEN	Consumer Affairs Office (HEW) - Harry Wells
OPEN	Consumer Protection Agency Legislation
OPEN	Conventions
OPEN	Cost of Living Task Force
OPEN	Council on International Economic Policy
OPEN	Domestic Council Hearings, 1975

Status	Title
OPEN	Domestic Council Seminars, 1974
OPEN	Economic Briefings, Oct. 9-10, 1974 (1)-(2)
Box 2 - Eves Business Association Subject File	
Status	Title
OPEN	Economic Briefings, Oct. 9-10, 1974 (3)
OPEN	Economic Policy Board
OPEN	Economic Summit Conference, September 1974
OPEN	Engineers Joint Council
OPEN	Environmental Protection Agency
OPEN	Equal Employment Opportunity Commission Guidelines
OPEN	Eves, Jeff - Personal
OPEN	Federal Aviation Administration Weight Regulations
OPEN	Federal Executive Associations List
OPEN	Federal Executive Boards List
OPEN	Foreign Investments (Printed Materials)
OPEN	Handicap Project - Ford Motor Company
OPEN	Housing Policy
OPEN	Legislation - Blue Ridge Mountain Project (HR 1120)
OPEN	Legislation - Clean Air Act Amendments, 1974
OPEN	Legislation - Energy Bill, 1975 (S. 622)
OPEN	Legislation - Miscellaneous Bills (Including Regulation of Lobbying)
OPEN	Lists
OPEN	Meeting Requests - Miscellaneous
Box 3 - Eves Business Association Subject File	
Status	Title
OPEN	Memoranda for President Nixon, June-Aug. 1974
OPEN	Memoranda for President Ford, Aug.-Sept. 1974
OPEN	Memoranda - Miscellaneous (1)-(4)
OPEN	Minority Meetings - Stan Scott
OPEN	National Association of Manufacturers (1)-(2)

Status	Title
OPEN	National Council of Professional Services Firms (1)-(2)
OPEN	National Industry Council
OPEN	Natural Gas Deregulation
OPEN	Noise Standards
OPEN	Office of Public Liaison - Division of Responsibilities

Box 4 - Eves Business Association Subject File

Status	Title
OPEN	Omsbudsman for Business, Department of Commerce
OPEN	Personnel Matters, A-Z
OPEN	Presidential Commissions and Boards
OPEN	Presidential Meetings - Lists and Possible Invitees
OPEN	Project Independence
OPEN	Requests for Presidential and Administration Appearances (1)-(3)
OPEN	Royster Article in Wall Street Journal
OPEN	Rush, Kenneth - Meetings with Business Leaders and Economists
OPEN	Schedules Proposals, 1974

Box 5 - Eves Business Association Subject File

Status	Title
OPEN	Schedules Proposals, 1975
OPEN	Schedules Proposals, 1976
OPEN	Small Aircraft Accident Litigation, Phase II (Publication)
OPEN	Small Business Conference - Boston
OPEN	Speaking Requests - Baroody
OPEN	Speaking Requests - Eves
OPEN	Speeches - Eves
OPEN	Standard Oil Company (Indiana) - Publication
OPEN	State of the Union Briefings, 1975
OPEN	Summer Intern Program
OPEN	Travel - General

Status	Title
OPEN	Travel Vouchers - Eves, 1974
OPEN	Travel Vouchers - Eves, 1975 (1)-(3)

Box 6 - Eves Business Association Subject File

Status	Title
OPEN	Universal Oil Products (1)-(2)
OPEN	Washington Representatives - Business and Industry
OPEN	Wednesday Meetings (1)-(2)
OPEN	White House Youth Conference
OPEN	WIN Program

Eves Correspondence File, 1974-76.

(Boxes 6-8, 0.8 linear feet)

Correspondence sent and received by Eves, arranged in two sequences. A chronological file of correspondence from Eves spans his service in the Nixon and Ford administrations and covers the full range of his responsibilities, including liaison with business association representatives, planning the series of White House conferences and working with Baroody on a variety of Public Liaison matters for which he was not directly responsible. Material arranged by correspondent includes business annual reports, invitations, letters of recommendation, requests for information and comments on Ford administration policies. Many were unanswered.

Arranged chronologically.

Box 6 (Continued) - Eves Correspondence File

Status	Title
OPEN	Eves Correspondence, May-Sept. 1974

Box 7 - Eves Correspondence File

Status	Title
OPEN	Eves Correspondence, Oct. 1974-April 1976
OPEN	General Correspondence - A-C

Box 8 - Eves Correspondence File

Status	Title
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OPEN

General Correspondence - D-Z

Shlaes General Subject File, 1975-76.

(Boxes 8-12, 1.6 linear feet)

Correspondence and memoranda exchanged between Shlaes and business representatives, government officials and White House staff, copies of Shlaes remarks and selected Baroody speeches accumulated by Shlaes while assisting Eves in 1975 and 1976, and as Director of White House Conferences following Eves' departure. Also included are press releases, lists, transcripts, memoranda and other information on briefings for business officials and others conducted by Shlaes, especially for presidential spokespersons and following the 1975 State of the Union address.

Arranged alphabetically by subject.

Box 8 (Continued) - Shlaes General Subject File

Status	Title
OPEN	American Advertising Federation
OPEN	American Gas Association
OPEN	Baroody Biographies
OPEN	Baroody Speeches - Schedule
OPEN	Baroody Speeches - 5-17-76, Los Angeles
OPEN	Baroody Speeches - 5-18-76, Las Vegas
OPEN	Baroody Speeches - 5-19-76, San Francisco

Box 9 - Shlaes General Subject File

Status	Title
OPEN	Baroody Speeches - 6-2-76, Toledo
OPEN	Baroody Speeches - 6-3-76, Los Angeles
OPEN	Baroody Speeches - 6-6-76, Seattle
OPEN	Baroody Speeches - 10-18-76 to 10-19-76, St. Louis
OPEN	Better Business Bureau
OPEN	Bicentennial
OPEN	Briefings - Miscellaneous
OPEN	Briefings - Spouses of Presidential Spokespersons, 7-29-76

Status	Title
OPEN	California Engineering Foundation
OPEN	Chamber of Commerce
OPEN	Chicago International Trade Exposition
OPEN	Commodity Club of Washington, DC
OPEN	Commonwealth Club of California
OPEN	Computer (Office of Public Liaison)
OPEN	Consumer Issues and Conferences
OPEN	Cosmetic and Toiletry Industry
OPEN	Energy
OPEN	"Ford Administration Efforts to Reform Government Regulation of Business" (Publication)
OPEN	Gifts for Distribution
OPEN	M & M Association
OPEN	Media - Miscellaneous
OPEN	Media - Office of Public Liaison Handouts
OPEN	Memoranda - Office of Public Liaison Business (1)-(4)

Box 10 - Shlaes General Subject File

Status	Title
OPEN	Miscellaneous Correspondence - Shlaes (1)-(3)
OPEN	National Bicentennial Conference Series (Proposed)
OPEN	National Explorer Presidents' Congress
OPEN	Office of Public Liaison - General
OPEN	Office of Public Liaison - Conference Schedule
OPEN	Panama Canal (Clippings)
OPEN	Photo Requests
OPEN	Presidential Events
OPEN	Presidential Spokesperson's Briefing, 7-14-76 - Baroody Remarks
OPEN	Presidential Spokesperson's Briefing, 7-14-76 - Clearance List
OPEN	Presidential Spokesperson's Briefing, 7-14-76 - General

Status	Title
OPEN	Presidential Spokesperson's Briefing, 7-14-76 - Handouts
OPEN	Presidential Spokesperson's Briefing, 7-14-76 - Invitees and Attendees - Preliminary Lists (1)-(2)
OPEN	Presidential Spokesperson's Briefing, 7-14-76 - Invitees and Attendees - Shlaes Book (1)-(3)

Box 11 - Shlaes General Subject File

Status	Title
OPEN	Presidential Spokesperson's Briefing, 7-14-76 - Invitees and Attendees - Working Lists (1)-(3)
OPEN	Presidential Spokesperson's Briefing, 7-14-76 - Programs
OPEN	Presidential Spokesperson's Briefing, 7-14-76 - Transcripts
OPEN	Presidential Statements
OPEN	Quaker Oats Briefing
OPEN	Schedule Proposals
OPEN	Seminar on Government Regulation of Business
OPEN	Shlaes Speeches - Miscellaneous
OPEN	Shlaes Speeches -10-24-75, Philadelphia
OPEN	Shlaes Speeches - 6-11-76, Grove Acres Prep School (Cancelled)
OPEN	Shlaes Speeches - 6-15-76, Presidential Classroom
OPEN	Shlaes Speeches - 6-22-76, National Association of Plumbing - Heating - Cooling Contractors
OPEN	Shlaes Speeches - 6-23-76, DECA
OPEN	Shlaes Speeches - 7-5-76, Chicago Rotary Club
OPEN	Small Business Conference, May 1976
OPEN	Space Exploration - Miscellaneous
OPEN	Space Exploration - Moon Tree Project (1)-(2)

Box 12 - Shlaes General Subject File

Status	Title
OPEN	State of the Union Briefings, 1975 - "Exhibits"
OPEN	State of the Union Briefings, 1975 - General (1)-(2)

Status	Title
OPEN	State of the Union Briefings, 1975 - List of Attendees
OPEN	State of the Union Briefings, 1975 - Schedules
OPEN	State of the Union Briefings, 1976
OPEN	Steorts, Nancy
OPEN	Sub-Cabinet Briefing, 1-21-76
OPEN	Television Bureau of Advertising Briefing
OPEN	Town Hall of California
OPEN	Wheeling, West Virginia - Chamber of Commerce
OPEN	Young Presidents Organization

White House Conferences General Subject File, 1974-76.

(Boxes 12-16, 1.6 linear feet)

ranscripts, invitations, memoranda and follow-up correspondence from the October 1975 series of briefing on Ford administration economic proposals conducted by Shlaes and Eves; routine correspondence received by Public Liaison from individuals interested in hosting or helping with White House conferences that were never held; and miscellaneous materials, including lists, correspondence and financial information on conferences in 1975.

Arranged alphabetically by subject and thereunder chronologically.

Box 12 (Continued) - White House Conferences General Subject File

Status	Title
OPEN	Energy and Tax Cuts Briefings, October 1975

Box 13 - White House Conferences General Subject File

Status	Title
OPEN	Energy and Tax Cuts Briefings, October 1975 - October 17, Afternoon
OPEN	Energy and Tax Cuts Briefings, October 1975 - October 20, Morning
OPEN	Energy and Tax Cuts Briefings, October 1975 - October 20, Afternoon

Status	Title
OPEN	Energy and Tax Cuts Briefings, October 1975 - October 21, Morning
OPEN	Energy and Tax Cuts Briefings, October 1975 - October 21, Afternoon
OPEN	Energy and Tax Cuts Briefings, October 1975 - Forms and Outgoing Letters
OPEN	Future Conferences - Correspondence (Alabama - Kansas)

Box 14 - White House Conferences General Subject File

Status	Title
OPEN	Future Conferences - Correspondence (Kentucky - Texas)

Box 15 - White House Conferences General Subject File

Status	Title
OPEN	Future Conferences - Correspondence (Virginia - West Virginia and Miscellaneous)
OPEN	Luncheon Invitees (1)-(2)
OPEN	White House Conferences - Certificate of Appreciation
OPEN	White House Conferences - Finances, General
OPEN	White House Conferences - Finances, New Hampshire
OPEN	White House Conferences - General and Administrative, June 1974 - Feb. 1975

Box 16 - White House Conferences General Subject File

Status	Title
OPEN	White House Conferences - General and Administrative, March 1975-November 1976
OPEN	White House Conferences - GSA Auto Bills (Atlanta and Miami)
OPEN	White House Conferences - Mailing Lists, Miscellaneous
OPEN	White House Conferences - Thank You Letters (1)-(2)

White House Conferences on Domestic and Economic Affairs File, 1974-75.

(Boxes 16-21, 2.2 linear feet)

Working files on each of the fourteen White House conferences in late 1974 and

1975, including transcripts (with the exception of New Orleans). Additional information may include but is not limited to: briefing books with detailed schedules and agenda; background and issues papers on local political and economic affairs; press clippings on the conferences; financial and planning details; lists and general administrative correspondence, memoranda and printed materials exchanged between Eves or Shlaes and local officials and community leaders.

Arranged by conference and thereunder by topic.

Box 16 (Continued) - White House Conferences on Domestic and Economic Affairs File

Status	Title
OPEN	Portland, 11-1-74 (1)-(2)
OPEN	Minneapolis, 11-26-74 (1)-(2)

Box 17 - White House Conferences on Domestic and Economic Affairs File

Status	Title
OPEN	Atlanta, 2-3-75 (1)-(3)
OPEN	Hollywood, Florida 2-25-75
OPEN	San Diego, 4-3-75 (1)-(6)

Box 18 - White House Conferences on Domestic and Economic Affairs File

Status	Title
OPEN	Concord, New Hampshire 4-18-75 (1)-(3)
OPEN	Cincinnati, 7-3-75 (1)-(4)
OPEN	Peoria, 8-19-75 (1)-(3)

Box 19 - White House Conferences on Domestic and Economic Affairs File

Status	Title
OPEN	Milwaukee, 8-25-75 (1)-(17)

Box 20 - White House Conferences on Domestic and Economic Affairs File

Status	Title
OPEN	Seattle, 9-4-75 (1)-(7)
OPEN	St. Louis, 9-12-75 (1)-(3)
OPEN	Omaha, 10-1-75 (1)-(4)

Box 21 - White House Conferences on Domestic and Economic Affairs File

Status	Title
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OPEN Knoxville, 10-7-75 (1)-(13)

Consumer Representation Plans Conference File, 1975-76.

(Boxes 22-30, 3.6 linear feet)

Working files on the consumer conferences.

Arranged in two sequences. Arranged by subject are: memoranda and correspondence, lists, newsletters, press and wire clips, and printed workshop proceedings which document the background planning and oversight of the conference series in general. Arranged by each conference are: briefing books, transcripts, memoranda and miscellaneous items which detail the arrangements and followup for each of the nine consumer conferences, and the summary conference in Washington, DC.

Box 22 - Consumer Representation Plans Conference File

Status	Title
OPEN	Agency Newsletters and Press Releases
OPEN	Cabinet and Agency Memoranda (1)-(2)
OPEN	Conference Planning and General Administration (1)-(4)
OPEN	Consumer Conference Feedback
OPEN	Consumer Group Newsletters
OPEN	Consumer Representation Plans - Agriculture to EPA
OPEN	Consumer Representation Plans - FEA to HUD
OPEN	Consumer Representation Plans - Interior to Labor
OPEN	Consumer Representation Plans - Small Business Administration to Transportation
OPEN	Consumer Representation Plans - Treasury to Veterans Administration

Box 23 - Consumer Representation Plans Conference File

Status	Title
OPEN	Correspondence - Thank You Letters (1)-(4)
OPEN	Criticism of Consumer Representation Plans by Consumer Organizations
OPEN	Expenses - Miscellaneous

Status	Title
OPEN	Federal Register - Proposed Consumer Plans, 11-26-75
OPEN	General Correspondence
OPEN	Invitations Regretted (1)-(3)
OPEN	Miscellaneous Agendas, Lists, Schedules
OPEN	Office of Public Liaison Press Releases
OPEN	Press Information
OPEN	Press and Wire Clips - General (1)-(3)

Box 24 - Consumer Representation Plans Conference File

Status	Title
OPEN	Thank You
OPEN	Thank You - Letters Returned
OPEN	Workshop on Consumer Representation - Agriculture
OPEN	Workshop on Consumer Representation - Defense
OPEN	Workshop on Consumer Representation - ERDA
OPEN	Workshop on Consumer Representation - EPA
OPEN	Workshop on Consumer Representation - GSA
OPEN	Workshop on Consumer Representation - HUD (1)-(2)
OPEN	Workshop on Consumer Representation - Interior
OPEN	Workshop on Consumer Representation - Justice

Box 25 - Consumer Representation Plans Conference File

Status	Title
OPEN	Workshop on Consumer Representation [Continued] - Labor (1)-(3)
OPEN	Workshop on Consumer Representation [Continued] - Small Business Administration
OPEN	Workshop on Consumer Representation [Continued] - Transportation
OPEN	Workshop on Consumer Representation [Continued] - Veterans Administration
OPEN	Chicago, 1-13-76

Box 26 - Consumer Representation Plans Conference File

Status	Title
OPEN	Kansas City, 1-14-76
OPEN	Boston, 1-16-76

Box 27 - Consumer Representation Plans Conference File

Status	Title
OPEN	Boston, 1-16-76
OPEN	Atlanta, 1-19-76
OPEN	Houston, 1-21-76

Box 28 - Consumer Representation Plans Conference File

Status	Title
OPEN	Houston, 1-21-76
OPEN	Philadelphia, 1-23-76

Box 29 - Consumer Representation Plans Conference File

Status	Title
OPEN	Denver, 1-26-76
OPEN	San Francisco, 1-29-76

Box 30 - Consumer Representation Plans Conference File

Status	Title
OPEN	San Francisco, 1-29-76
OPEN	Los Angeles, 1-30-76
OPEN	Washington, DC, 2-23-76 to 2-27-76