

The original documents are located in Box 7, folder “10/31/75 - Collectors Committee of the National Gallery of Art” of the Sheila Weidenfeld Files at the Gerald R. Ford Presidential Library.

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THE WHITE HOUSE

WASHINGTON

SUBJECT: Instructions for Social Aides

EVENT: Tea - Collectors Committee of the National Gallery of Art

Date/Time: October 31, 1975 (4:00) No. of Guests: 40

Uniform: Service Dress Parking: North Grounds

In-Place Time for Aides: 3:00 pm (Library)

In-Place Time for OIC: 2:45 pm (Social Office)

Duty Aide: Major R. E. Barrett, USA

First Family Participation: Mrs. Ford

The following Social Aides will attend:

- * Lt F. Taney Heil, USN
- 2dLt Julia A. Dean, USA
- Capt Virginia L. McDonald, USAF
- Capt Teryl L. Peterson, USMC

*Officer in Charge

Music: USMC String Ensemble w/piano in the Lobby (3:30) (East Gate)

Remarks:

macell
for ROBERT E. BARRETT
Major, U. S. Army
Army Aide to the President



DISTRIBUTION:

Capt Kollmorgen

Maj Barrett

Capt Domina

Capt Mead

Mrs. Weidenfeld

Secret Service

Visitor's Office

Band

Usher's Office

White House Garage

White House Staff Mess

Mr. O'Donnell

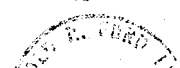
White House Police

Collectors Committee
National Gallery of Art

The Collectors Committee of the National Gallery of the National Gallery of Art was formed for the purpose of raising funds for commissioned works of art for the Gallery's new East building.

The scale of the building, which has been designed by I.M. Pei and Partners, and which will provide more square footage than the existing building, is such that monumental art must be commissioned for key locations since suitable pieces of sufficient size are not available. The bulk of these pieces will be sculpture but several tapestries are under consideration as well. Among the works contemplated are a mobile by Alexander Calder; a tapestry design by the late Jean Arp; a sculpture by Henry Moore; and a tapestry design by Joan Miró.

The Committee, which consists thus far of 42 persons from 12 states* and the District of Columbia, is assembling for the first time in Washington, D.C. this weekend. The chairman is Mrs. J. Lee Johnson III of Fort Worth, Texas, who is also president of the Amon Carter Museum of Western Art in Fort Worth. Paul Mellon, President of the National Gallery of Art, is honorary chairman of the group.



The Committee's program will last three years until the opening of the building now scheduled for 1978. The members will meet annually in Washington, D.C. and will contribute \$5,000 annually.

Although the Gallery receives maintenance funds and support from the government, it is entirely dependent for its building funds and collections on private donations. The East building is being constructed as a gift to the nation through the continuing generosity of the A.W. Mellon family. Its collections, like those in the present building, will come through private donors. Over 250 such donors have added to the collections of the Gallery since its founding in 1937. The Collectors Committee is very much in this tradition of private support for the Gallery.

(List of members attached).

*California, Connecticut, Illinois, Indiana, Massachusetts, Minnesota, New Jersey, New York, North Carolina, Pennsylvania, Texas, and Wisconsin.

COLLECTORS COMMITTEE

Mr. and Mrs. James Alsdorf (Chicago, Ill.)
Mr. and Mrs. Walter Annenberg (Wynnewood, Pa.)
Mr. and Mrs. Edwin Bergman (Chicago, Ill.)
Mrs. Harry Lynde Bradley (Milwaukee, Wisc.)
Mr. and Mrs. Justin Dart (Los Angeles, Calif.)
Mr. and Mrs. Kenneth Dayton (Wayzata, Minn.)
Mr. and Mrs. C. Douglas Dillon (New York, N.Y.)
Mr. George Erion (Washington, D.C.)
Mrs. Charles Engelhard (Far Hills, N.J.)
Mr. and Mrs. William Fuller (Fort Worth, Tex.)
Mr. Graham Gund (Cambridge, Mass.)
Mr. and Mrs. Walter Haas (Atherton, Calif.)
Mr. and Mrs. Gordon Hanes (Winston-Salem, N.C.)
Mrs. Enid Haupt (New York, N.Y.)
Mr. and Mrs. Joseph Hazen (New York, N.Y.)
Mr. and Mrs. Henry Heinz II (Pittsburgh, Pa.)
Dr. and Mrs. George S. Heyer, Jr. (Austin, Tex.)
Mr. and Mrs. George Hixon (San Antonio, Tex.)
Mr. and Mrs. J. Lee Johnson III (Fort Worth, Tex.)
Mr. and Mrs. Jack Josey (Houston, Tex.)
Mr. Seymour Knox (Buffalo, N.Y.)
Mr. and Mrs. Robert Kogod (Washington, D.C.)
Mr. and Mrs. Theodore N. Law (Houston, Tex.)
Mr. and Mrs. Judd Leighton (South Bend, Ind.)
Mr. and Mrs. William May (Greenwich, Conn.)
Mrs. Eugene McDermott (Dallas, Tex.)
Mr. and Mrs. Algur Meadows (Dallas, Tex.)
Mr. and Mrs. Charles A. Meyer (Lake Forest, Ill.)
Mr. and Mrs. John Murchison (Addison, Tex.)
Mr. and Mrs. Roy Neuberger (New York, N.Y.)
Mr. and Mrs. David Rockefeller (New York, N.Y.)
Mr. and Mrs. Albrecht Saalfeld (Greenwich, Conn.)
Mr. and Mrs. Richard Salomon (Stamford, Conn.)
Mrs. Evelyn Sharp (New York, N.Y.)
Mr. and Mrs. Burton Tremaine (Meriden, Conn.)
Mr. and Mrs. DeWitt Wallace (Mt. Kisco, N.Y.)
Mrs. John F. Walton (Pittsburgh, Pa.)
Mr. and Mrs. Frederick Weisman (Beverly Hills, Calif.)
Mr. and Mrs. John Hay Whitney (New York, N.Y.)
Mr. and Mrs. William Wood-Prince (Chicago, Ill.)
Mr. and Mrs. Stanley Woodward (Washington, D.C.)
Mr. and Mrs. John Yost (Houston, Tex.)

October 1975



FOR RELEASE:
Friday a.m.
October 31, 1975

NATIONAL GALLERY FORMS COLLECTORS COMMITTEE

WASHINGTON, D. C. October 29, 1975. The Board of Trustees of the National Gallery of Art announces the formation of the Collectors Committee of the National Gallery.

The Committee has been created to enable the National Gallery to carry out a three-year program of large-scale commissions of works of art for its new East Building, currently under construction.

The Committee will assemble for the first time this week in Washington. Forty-two persons from twelve states* and the District of Columbia have accepted the invitations extended by Mrs. J. Lee Johnson III of Fort Worth, Texas.

(more)

*California, Connecticut, Illinois, Indiana, Massachusetts, Minnesota, New Jersey, New York, North Carolina, Pennsylvania, Texas and Wisconsin

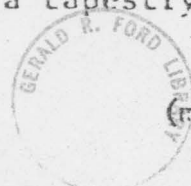
national chairman of the Committee, to participate.

Most first-time visitors to the National Gallery are unaware that the Gallery's world-famous collections have been made possible, since its founding in 1937, solely through the munificence of private citizens. Over 250 donors have generously added to the collections during this time. Although maintenance funds are provided by the Federal Government, no appropriations of Federal Funds are available for the acquisitions of works of art.

The Committee, which will meet annually, has been set up for three years, to provide works of art in time for the opening of the East Building exhibition galleries, which is targeted for 1978.

The East Building is being constructed as a gift to the nation through the continuing generosity of the Andrew W. Mellon family. It has been designed by I.M. Pei & Partners. The scale of the new building is such that works of monumental art must be commissioned for key locations, since suitable pieces of sufficient size are not available.

Among the commissioned works for the new building are contemplated a mobile by Alexander Calder; a tapestry



(more)

design by the late Jean Arp; a sculpture by Henry Moore; and a tapestry design by Joan Miró.

Construction of the building is more than fifty percent complete. The project will provide more square footage than the existing building. The Connecting Link, providing enlarged restaurant facilities for the public, will be opened next summer at the height of the Bicentennial celebrations in Washington.

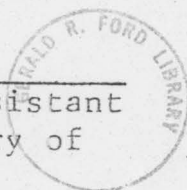
Paul Mellon, President of the National Gallery of Art, is honorary chairman of the Committee. Mrs. Johnson is also president of the Amon Carter Museum of Western Art in Fort Worth.

List of Committee attached.

Editors note: The members of the Collectors Committee have been invited by Mrs. Ford to The White House at 4:00 p.m. on Friday. Coverage permitted; contact Mrs. Ford's press office in advance, 456-2164.

END

FOR FURTHER INFORMATION contact Katherine Warwick, Assistant to the Director (Information Officer), National Gallery of Art, Washington, D.C. 20565, area code 202, 737-4215, ext. 224.



Nancy,

Charlie Jett, Manager of President Ford Committee in Illinois called to say that one of the ~~lady~~ ladies coming to the tea on Friday, Mrs. James W. Alsdorf, is also involved in fundraising for President Ford Committee. She is member of the Committee and is very ~~mx~~ influential (and very rich). If Mrs. Ford could say something to her about it, he is sure she will probably work harder.

fran

Shirley -



Sally

THE WHITE HOUSE

WASHINGTON

October 24, 1975

MEMORANDUM TO: PETER SORUM

FROM: SUSAN PORTER SP

SUBJECT: Action Memo

Mrs. Ford has agreed to make two drop-bys on Monday, October 27, 1975 at the Kennedy Center. Because this is a busy day with the Arrival and State Dinner, these will of necessity be very, very brief. She is only making them because they are two groups she feels strongly about, Business Committee for the Arts and The National Committee, Arts for the Handicapped, both of which by coincidence are holding meetings in the city.

Both contacts have agreed to await your call Monday morning and although they, of course, wish she could stay longer, are very agreeable to her making a very quick and informal drop-by. They are expecting Mrs. Ford to drop by in the vicinity of 3:00 p.m. This time will give her an opportunity to rest following the Arrival Ceremony that morning and yet will have her back at the White House in plenty of time for her 4:00 hair appointment preceding the State Dinner.

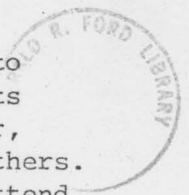
GROUP: Business Committee for the Arts

TIME: As you determine, around 3:00 p.m.

PLACE: South Opera Lounge, Kennedy Center

CONTACT: Mr. Goldwin A. McLellan, President
(He may be reached on Sunday after 2:00 p.m. at the Watergate Hotel where he will be staying. He may be reached on Monday through Roger Stevens' office, 254-3606)

BACKGROUND: As the letter in the attached file from Mr. McLellan to Mr. Kenny reflects, the Business Committee for the Arts was organized in 1967 and founded by David Rockefeller, Katharine Graham, Douglas Dillon, Gavin MacBain and others. Mrs. Ford had accepted an invitation last spring to attend the annual dinner of this group in New York but had to cancel at the last minute. Mrs. Ford's interest in this group came from their efforts to solicit support for the arts from the business community and private sector. This is a very high-powered group with many distinguished members.



They will probably be involved in a panel at the time of Mrs. Ford's drop-by but they will simply interrupt their proceedings at whatever time Mrs. Ford is able to drop by and say Hello and convey that although she cannot stay because of a very busy day that she did want them to know how interested she is in their efforts and how much she encourages private support for the arts and involvement of the business community.

GROUP: National Committee, Arts for the Handicapped

TIME: As you determine, around 3:00 p.m.

PLACE: Eisenhower Rehearsal Room, Kennedy Center

CONTACT: Mr. Jack Kukuk, Assistant Director
254-8180 (office) (He can be reached on Sunday at the Watergate Hotel where he will be staying)

BACKGROUND: The National Committee, Arts for the Handicapped comes under the jurisdiction of a larger umbrella group called the Alliance for Arts Education, jointly sponsored by the Kennedy Center and the U.S. Office of Education in cooperation with various organizations. Mrs. Ford has agreed to serve as Honorary Chairman of the National Committee, Arts for the Handicapped, an organization which uniquely merges her interest in both the arts and handicapped and mentally retarded.

I am not sure what the group will be doing specifically at the 3:00 time period, however, Mr. Kukuk did indicate that they would be divided into two groups but if given ten minutes notification, he can have both groups together. Mr. Kukuk was to have sent over a detailed program of their day, however, as of this writing this has not been received. I think its relevance would be mostly in the way of background material for Mrs. Ford, the type of things they will be doing during their meetings. The files are attached.

Thank you.

c: BF Staff
Red Cavaney
William Nicholson
Rex Scouten
Staircase



TO: SUSAN PORTER

YOU WERE CALLED BY: Mr. MacLellan

OF: _____

____ Please call: (212) 765-5980

____ Will call again

☒ Returned your call

DATE: _____ TIME: _____

H: (203) 661-3290

Jingletown
Rd,
Greenwich

OCT. 27

(150)

SO. OPERA LOUNGE

8:00 pm.

CONTACT: ^{Mr} McLellan

ROGER STEVENS
OFFICE

254-3606

WATERGATE HOTEL
SUNDAY, 2-



BF PENDING TO CONSIDER (Oct. 27)

BUSINESS COMM. FOR THE ARTS
KENNEDY CENTER

also Alliance for
Arts Educ



BUSINESS COMMITTEE FOR THE ARTS, INC.
1700 Broadway, New York, N.Y. 10019 (212) 765-5980

president
GOLDWIN A. McLELLAN

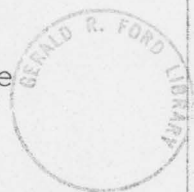
acknowledged
receipt of letter
by phone. S.P.

Dear Mrs. Ford:

Earlier this year we hoped you would be able to join us as our guest of honor at our annual meeting held at the Whitney Museum in New York City. We were disappointed when it was necessary for you to cancel your attendance and we are hoping now that we might convince you to join us for a meeting we are holding at Kennedy Center on Monday, October 27th. Attending will be at least 150 representatives of major national corporations (the number may be much greater) who are gathering at the Center to discuss ways of solving the critical financial situation which faces the arts throughout the United States. Subjects to be discussed will include united arts funding programs, corporate matching gift programs for the arts, expanding employee participation and a basic discussion concerning measurement of the needs of the arts in order to plan ways the business community can help.

The evening of the 27th will also be spent at Kennedy Center. A group of us will see the play at the Eisenhower Theater - "Sweet Bird of Youth" sponsored by the Xerox Corporation, the rest will attend a concert of the New World Symphony, composed primarily of minority musicians, sponsored by the Exxon Corporation, both members of BCA. Following the concert and theater, there will be a reception and supper in the Atrium at Kennedy Center.

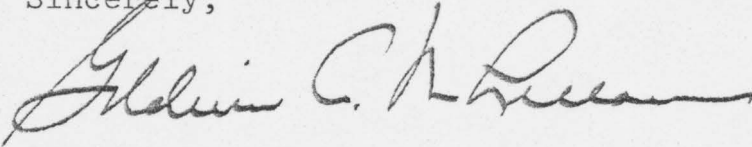
We would be so very pleased if you could see your way clear to be with us for the evening or for any part of the day's conference. Those who attend would, of course, be very pleased if you would consider serving on one of the panels, or if time would only permit brief attendance, give a short statement of welcome or if none of these are possible a brief visit with an introduction to the audience. We would be delighted to have you with us in any capacity. Enclosed is a tentative agenda which will give you some idea of the



plans for the day.

Business is doing a great deal for the arts but anything that can be done to stimulate greater interest in more extensive involvement will have direct monetary results and should also improve business cooperation with the National Endowments for the Arts and Humanities.

Sincerely,

A handwritten signature in cursive script, reading "Goldwin A. McLellan".

Goldwin A. McLellan

(212) 765-5980

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

August 14, 1975

cc: Ms. Susan Porter



Business Committee for the Arts Conference
FUNDING FOR THE ARTS
John F. Kennedy Center for the Performing Arts
Washington, D. C.
October 27, 1975

- 8:30 a.m. Continental breakfast
- 9:00 Welcome and Statement of Purpose
Mr. Eliot Noyes
Eliot Noyes & Associates
New Canaan, Connecticut
- 9:15 Can the needs of the arts be assessed on a national basis?
- Moderator: Mr. Goldwin A. McLellan, President
Business Committee for the Arts
New York
- Panelists: Mr. Stephen Benedict, Dir., Project in the Arts
Council on Foundations, Inc.
New York
- Mr. Joseph Farrell, President
National Research Center of the Arts
New York
- Mr. James Harris, Senior Research Associate
The Conference Board
New York
- Mr. Harold Horowitz, Director of Research
National Endowment for the Arts
Washington, D.C.
- Mr. Roger L. Stevens
John F. Kennedy Center for the Performing Arts
Washington, D.C.
- 10:45 Employee Matching Gift Programs
- Moderator: Mr. C. Robert Devine, Vice Pres.--Publ. Relations
Reader's Digest Association, Inc.
New York
- Panelists: Mr. John Pulsipher, Mgr. of Corporate Support
Equitable Life Assurance Society of the U.S.
New York
- Mr. Richard B. Bessey, Executive Director
Corning Glass Works Foundation
Corning
- Mr. David K. Case, Ass't. Vice President
The National Shawmut Bank of Boston
Boston

Mr. Samuel J. Silberman, President
Gulf And Western Foundation
New York

11:40

How to Expand Employee Participation in
Support of the Arts

Mr. Robert L. Miles, Mgr., Public Affairs
General Electric Company
Cincinnati

12:00 p.m.

Reception and Lunch

2:00

Lotteries to Support the Arts

Mr. James A. Hagler, Executive Director
International Marketing Institute
Cambridge

Mr. Michael A. d'Amelio, Vice President
Business Committee for the Arts
New York

2:45

United Funding for the Arts

Moderator:

Mr. Michael Newton, President
Associated Councils of the Arts
New York

Panelists:


Mr. Marlow G. Burt, Executive Director
St. Paul-Ramsey Arts and Science Council
St. Paul

Mr. Arthur M. Doty, President
The Alcoa Foundation
Pittsburgh

Mr. Joseph Meyerhoff, Chrm., Exec. Committee
Monumental Properties, Inc.
Baltimore

Mr. Robert Sakowitz, Exec. Vice President
Sakowitz
Houston

Mr. Charles R. Yates, President
Atlanta Arts Alliance, Inc.
Atlanta



FIRST LADY

March 17, 1975

IV/1975/ST32/1/22 New York

Dear Mr. Sarnoff:

As you must unfortunately know, Mrs. Ford's osteoarthritis has forced her to cancel her plans to appear at the Annual Meeting of the Business Committee for the Arts.

I'm as disappointed as Mrs. Ford is that she will not be able to attend. I know she was looking forward to participating, and I was delighted to be able to help with an event that is important to you.

If there is any way a message from Mrs. Ford would be helpful, please let me know.

Cordially,

Sheila Rabb Weidenfeld
Press Secretary to Mrs. Ford

Mr. Robert W. Sarnoff
Chairman and Chief Executive Officer
RCA
30 Rockefeller Plaza
New York, New York 10020

bcc w/incoming to Maxwell M. Rabb, 61 Broadway, NYC 10006

SRW:ncc

10

RECEIVED

MAR 17 1975

SOCIAL FILES

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

11/11

Robert W Sarnoff
Chairman and
Chief Executive Officer

Dear Sheila:

March 3, 1975

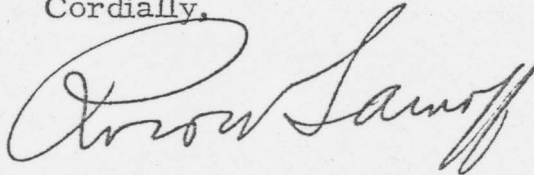
I want to thank you for your help in assuring the attendance of Mrs. Ford at the Annual Meeting of the Business Committee for the Arts at the Whitney Museum in New York City on April 9.

I am sure you know how much Mrs. Ford's presence will add to the occasion. Her personal interest is tremendously encouraging to the support of the arts in America.

Please give my regards to your father.

With warm good wishes,

Cordially,



Robert W. Sarnoff



IV/1975/ST32/NYC

March 12, 1975

Dear Mr. Sarnoff,

Your gracious letter to Mrs. Ford regarding her attendance at the Annual Meeting of the ~~Business Committee for the Arts at the Whitney Museum in New York City on April 9th~~ is deeply appreciated. As you may now know, Mrs. Ford's health has necessitated a change in her schedule. I have spoken with Mr. Goldstein McLellan telling him that Mrs. Ford will not have the opportunity of attending. She is very sorry about this as she had looked forward to it for some time. We wish the meeting well, however, and hope you will convey to all attending Mrs. Ford's regret at being unable to be with you. You were most kind to write.

With warmest regards,

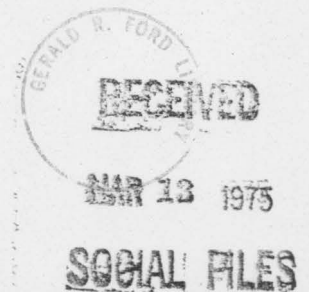
Sincerely,

Susan Porter
Appointments Secretary
for Mrs. Ford

Mr. Robert W. Sarnoff
Chairman and
Chief Executive Officer
Radio Corporation of America
30 Rockefeller Plaza
New York, New York 10020

c: Sheila Weidenfeld

SP/sr



71
35

Mrs. Ford
The White House
Washington, D. C. 20500

1371

Dear Mrs. Ford:

March 3, 1975

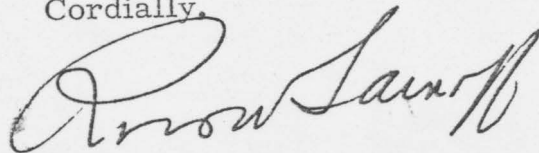
We are delighted to learn that you will attend the Annual Meeting of the Business Committee for the Arts at the Whitney Museum in New York City on April 9.

We believe the occasion will be a memorable one, and you will be pleased to know that our guest speaker will be the NBC commentator and author of "Speaking Freely," Edwin Newman.

Beyond the personal pleasure of meeting you, to which we all look forward, your presence will contribute greatly to our goal of advancing the arts in America.

With warmest good wishes,

Cordially,



Robert W. Sarnoff



Robert W Sarnoff
Chairman and
Chief Executive Officer

February 6, 1975

Dear Mr. McLellan,

Your very thoughtful invitation to Mrs. Ford to attend the annual meeting of the Business Committee for the Arts in New York City on April 9th has been forwarded to Mrs. Ford and is greatly appreciated. Mrs. Ford, reflecting her interest in the arts and her encouragement of private support for the arts, would be pleased to attend and is looking forward to being with you at 6:30 p.m. on April 9th at the Whitney Museum.

With gratitude and warmest best wishes,

Sincerely,

Susan Porter
Appointments Secretary
for Mrs. Ford

Mr. Goldwin A. McLellan
President
Business Committee for the Arts
1700 Broadway
New York, New York 10019

✓ REGRETTED
BY PHONE,
ALAS, 3/11/75.
FEC
N.H. S.P.

SP/sr

c: BF Accepted Pending/April 9 (New York City)
Sheila Weidenfeld
Nancy Hanks

RECEIVED
APR 2 1975

SOCIAL FILES

FILE NOW;
BF REGRETTED
BECAUSE OF
ARTHRITIS.
SP TALKED TO
- MRS. HELEN EISENBERG
- MR. GOLDWIN McLELLAN
+ WROTE TO
MR. SARNOFF
SP

needs
action
memo

*A State dinner
is on this night*

THE WHITE HOUSE
WASHINGTON

W. M. H.

Dear Mrs. Ford,

*LATER, STATE
DINNER DATE
CHANGED :
ACCEPT,
PER BF*

This letter inviting you to attend
a meeting in New York City the evening
of Wednesday, April 9th at the Whitney
Museum with Mr. Robert Sarnoff presiding
has come in through Sheila. The thing
that appeals to me about this invitation
is that if you are going to be interested
in the arts, as you are, one vital aspect
is funding. I think we all philosophically
concur that the more the arts can be
supported privately, the better. Thus,
your encouragement of individuals and
businesses and organizations to themselves
be responsible for financially endorsing
our arts and the nation's cultural
development is important. Your attendance
at this business meeting and the dinner
thus would be the prong of private support




THE WHITE HOUSE
WASHINGTON

for the arts. In discussing this invitation,
Sheila and I both concur that for this
reason, if you are interested, this
probably would be worthwhile.

_____ Attend April 9th

_____ Regret

Thank you,


susan





BUSINESS COMMITTEE FOR THE ARTS, INC.
1700 Broadway, New York, N.Y. 10019 (212) 765-5980

President
GOLDWIN A. McLELLAN

October 30, 1974

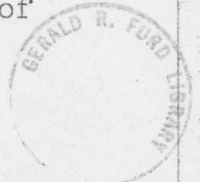
Mr. Peter Kenny
NBC
Suite 610
18 K Street, N.W.
Washington, D.C. 20006

Dear Mr. Kenny:

The Business Committee for the Arts, which was organized in the fall of 1967, holds its annual meeting each spring in New York City. As background, the Committee was originally founded by David Rockefeller, Katharine Graham, Douglas Dillon, Gavin MacBain and others who believed that the largest untapped source of support for the arts was the business sector. The concept of the organization is explained in the blue folder; the white folder contains the current list of members. You will note that Mr. Robert W. Sarnoff is our chairman.

The meeting in 1975 will be held here in New York City at the Whitney Museum the evening of April 9th with Mr. Sarnoff presiding. Normally the meeting, which is called for 6:30 p.m., involves a brief formal business session, followed by a keynote address by someone prominent in business, government or the arts. Our speaker last year was David Rockefeller, the previous year Senator Claiborne Pell and in earlier years J. Irwin Miller and Senator Percy. The business session and keynote speech is followed by a black tie dinner and all are attended by approximately 250 people who are members of BCA and leaders in the arts and government with their wives or guests. A copy of the speech delivered by David Rockefeller at the 1974 meeting is enclosed as is a copy of our "BCA News" which reports activities of the meeting.

Mrs. Ford would be particularly appropriate for this group because of her past involvement with the arts and her current interest in seeing that they continue to flourish despite ominous financial indicators. Most of the attendees will be at the chairmen of the board or



presidential level of our member corporations and, therefore, will serve as a prime audience and as justification for her participation. Attendance is carefully controlled and, in our opinion, the Whitney Museum lends itself to security control much more readily than would most public meeting places.

At the time of the organization of BCA, total corporate support of the arts was approximately \$22 million a year. Today, based on an objective statistical study, just completed by Touche Ross and Company, business supported the arts at a level of \$144 million a year in 1973.

All of us believe that the future of the arts in America depends on greater involvement and concern of the federal government and the business sector. David Rockefeller, in his speech last year, pointed to the necessity for increased cooperation between these two elements of society and called upon BCA to do what it could to augment cooperative efforts toward greater involvement of these two sources of support.

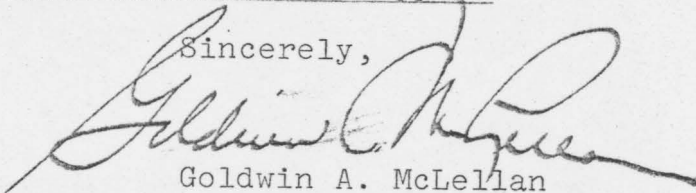
In order to give you some concept of our objectives, your attention is directed to the blue folder, our three booklets, "516 Ways...", "126 Ways..." and "Approaching Business for Support of the Arts". In addition you are probably aware of the fact that we have conducted a major public service advertising campaign, which has involved radio, television and magazine print ads. So far, contribution of space by all of the media has exceeded \$20 million measured in commercial terms. Examples of some of our print ads are attached, but you probably know that NBC has done an excellent job for us, as have other major networks and local stations.

This is a brief description of our work involving the entire nation which has effectively marshalled business interests in every state toward increased support of the arts. Of course, the job is still far from completed and Mrs. Ford's participation in our annual meeting, with the attendant publicity, would



do a great deal to bring more business people to
the realization that this is an area they should
consider worthy of their concern and support.

Sincerely,

A handwritten signature in dark ink, appearing to read "Goldwin A. McLellan", written in a cursive style.

Goldwin A. McLellan

GAMcL:alo

Encl.

cc: Mr. Alexander Rylander



FILE ON
NATIONAL COMMITTEE,
ARTS FOR THE HANDICAPPED



THE WHITE HOUSE
WASHINGTON

re: Arts
or
handic.

2:30 - 4:30

EISEN. REHEARSAL
ROOM

= someone in office at
all times, 25
to get word 254-3250



TO: SUSAN PORTER

YOU WERE CALLED BY: Jack Kukak

OF: _____

X Please call: 254-8180

____ Will call again

____ Returned your call.

DATE: 8 October 1, 1975 TIME: _____

Re: The thing you mentioned in your
thank you letter to him that you forgot was
the letter you received yesterday. Also
they would like to have a color slide of
Mrs. Ford (preferably with mouth open as if
she is speaking) and a black and white glossy
(also with mouth open).

9:00 open
12:00 Natl. Comm. Theatre
Amer. Film Inst.

12:30 *Shenandoah*
~~12:30~~
1:10 - 2:30 *Lunch at*
Whitgate
Grace
Restaurant

2:30 - 4:30
Working Session
Go, Opus





The National Committee☆Arts for the Handicapped

September 30, 1975

EXECUTIVE DIRECTOR
JAMES A. SJOLUND

EXECUTIVE COMMITTEE

MRS. GERALD R. FORD
Honorary Chairperson
The White House
RAYMOND W. THOMPSON
Chairman, National Committee
Seattle Public Schools
Administrative and Service Center
815 Fourth Avenue North
Seattle, Washington 98109
206-587-4242

BEVERLY CAMPBELL
Coordinating Director,
Joseph P. Kennedy, Jr. Foundation
1701 K Street Northwest No. 205
Washington, D.C. 20006
202-331-1731
JACK KUKUK
Assistant Director,
Alliance for Arts Education
Kennedy Center, Education Department
Washington, D.C. 20566
202-872-0466

WILLIAM SCHIPPER
Project Coordinator,
National Association of
State Directors of Special Education
1201 Sixteenth Street Northwest
Washington, D.C. 20036
202-833-4218

DR. RICHARD W. CORTRIGHT
Project Assistant, National
Education Association
1201 Sixteenth Street Northwest
Washington, D.C. 20036
202-833-4187

NATIONAL COMMITTEE
DR. VIVIANNE ANDERSON
Assistant Commissioner
N.Y. State Education Department
DR. WESLEY APKER
Executive Secretary
National Association of State
Boards of Education
DR. HAROLD ARBERG
Director

Arts and Humanities, USOE
KATHRYN BLOOM
Director
Arts in Education Program
John D. Rockefeller 3rd Fund

DOROTHY DEAN
Executive Director, National Information
Center for the Handicapped

DR. DON ERICKSON
The Council for Exceptional Children

DR. CHARLES L. GARY
Executive Secretary, Music
Educators National Conference

MARGIE R. HANSON
Elementary Education Consultant
National Dance Association

DR. PEG JONES
Associate Director, National Foundation
for the Improvement of Education, NEA

FRED KRAUSE
Executive Director, President's Commission
on Mental Retardation

JOHN MAHLMANN
Executive Director
National Art Education Association

DR. RUTH MONDSCHEN
Special Assistant, Assistant
Secretary of Education, HEW

WENDELL H. PIERCE
Executive Director, Education
Commission of the States

ANTHONY REID
Executive Director
American Theatre Association

FORBES W. ROGERS
Executive Director
Alliance for Arts Education

HARION P. SMITH
President, National Association
for Retarded Citizens

JEAN KENNEDY SMITH
National Chairwoman
Alliance for Arts Education

DR. WILLIAM C. WILSON
Liaison Coordinator
Coordinating Office for Regional
Resource Centers

PHYLLIS WYETH
Consultant
Arts and the Handicapped
National Endowment for the Arts

Mrs. Gerald Ford
The White House
Washington, D. C. 20500

Dear Mrs. Ford:

On Friday, October 24th through Tuesday, October 28, 1975, the National Committee, Arts for the Handicapped will be meeting at the Kennedy Center with representatives of the National Alliance for Arts Education (AAE). The purpose of the national AAE conference is to showcase outstanding arts programs for all students. The session on Monday, October 27th will deal specifically with arts programs for handicapped children.

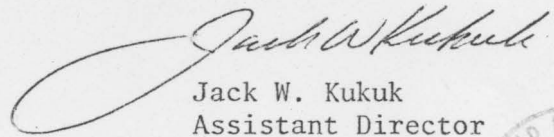
Participants in the conference will be nationally prominent leaders in Arts Education as well as Arts for the Handicapped. Their commitment to improving arts programs at the State level is critical to the success of the program.

National awareness of the needs of handicapped persons who are isolated from beauty in their lives by the barrier of their handicapping condition is critical. Mr. Ray Thompson, National Chairman and Mr. James Sjolund, our Executive Director and all members of the Executive Committee concur that your presence and support of the Monday session would be a key factor in the success of the meeting and the overall NCAH program.

For these reasons, I would like to ask that you present a brief welcoming address to the participants if your schedule permits. The morning session extends from 9:00 a.m. to 12:30 p.m. The program could be adjusted in any way necessary to coincide with your schedule on that day.

I appreciate your consideration of this request and thank you for your interest in this program. If I may be of assistance in any way, please call me.

Sincerely,


Jack W. Kukuk
Assistant Director





The National Committee ☆ Arts for the Handicapped

September 25, 1975

EXECUTIVE DIRECTOR
JAMES A. SJOLUND

EXECUTIVE COMMITTEE

MRS. GERALD R. FORD
Honorary Chairperson
The White House

RAYMOND W. THOMPSON
Chairman, National Committee
Seattle Public Schools
Administrative and Service Center
815 Fourth Avenue North
Seattle, Washington 98109
206-587-4242

BEVERLY CAMPBELL
Coordinating Director,
Joseph P. Kennedy, Jr. Foundation
1701 K Street Northwest No. 205
Washington, D.C. 20006
202-331-1731

JACK KUKUK
Assistant Director,
Alliance for Arts Education
Kennedy Center, Education Department
Washington, D.C. 20566
202-872-0466

WILLIAM SCHIPPER
Project Coordinator,
National Association of
State Directors of Special Education
1201 Sixteenth Street Northwest
Washington, D.C. 20036
202-833-4218

DR. RICHARD W. CORTRIGHT
Project Assistant, National
Education Association
1201 Sixteenth Street Northwest
Washington, D.C. 20036
202-833-4187

NATIONAL COMMITTEE

DR. VIVIENNE ANDERSON
Assistant Commissioner
N.Y. State Education Department

DR. WESLEY APKER
Executive Secretary
National Association of State
Boards of Education

DR. HAROLD ARBERG
Director
Arts and Humanities, USOE

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Executive Director, National Information
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DR. DON ERICKSON
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FRED KRAUSE
Executive Director, President's Commission
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JOHN MAHLMANN
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Special Assistant, Assistant
Secretary of Education, HEW

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Commission of the States

ANTHONY REID
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MARION P. SMITH
President, National Association
for Retarded Citizens

JEAN KENNEDY SMITH
National Chairwoman
Alliance for Arts Education

DR. WILLIAM C. WILSON
Liaison Coordinator
Coordinating Office for Regional
Resource Centers

PHYLLIS WYETH
Consultant
Arts and the Handicapped
National Endowment for the Arts

Ms. Susan Porter

Executive Assistant to Mrs. Gerald R. Ford
White House
Washington, D. C. 20500

Dear Ms. Porter:

I would like to take this opportunity to personally thank you for the assistance you have given to the National Committee on the Arts for the Handicapped. We think that the increased opportunities through the arts for handicapped children is a significant and exciting trend in education, and are most pleased that Mrs. Ford has agreed to be honorary chairperson. I have heard of her interest in handicapped children and also of her interest in the arts, and hope that the National Committee will be able to provide a vehicle for furthering these interests in a meaningful way.

Mr. Jack Kukuk, from the Alliance of Arts Education at the Kennedy Center, has informed me that there is a possibility Mrs. Ford may be able to offer the greetings to the General Session of the AAE Conference dealing with arts for the handicapped, to be held at the Kennedy Center on Monday, October 27 at 9:00 a.m. This would truly be an exciting addition to our program. Many of the national leaders in the area of the arts and the area of handicapped education will be in attendance. We would be most pleased to supply her with background information about the Arts for the Handicapped program and would also be willing to prepare some tentative remarks for her consideration if you think this is advisable. I would appreciate your advice on this matter.

Again, thank you for your valuable assistance.

Very sincerely

Raymond W. Thompson, Chairman
National Committee
Arts for the Handicapped

RWT:ap

cc: Jack Kukuk
Buck Rogers
Jim Sjolund



FIRST LADY

HE 1-11

PP 14-16-1

July 10, 1975

Dear Mr. Kukuk,

Your gracious letter inviting me to serve as Honorary Chairperson of the National Committee on Arts for the Mentally Retarded and Handicapped is greatly appreciated. It would be a special pleasure and a great honor to have my name listed in this way on behalf of this project which is sponsored by the Alliance for Arts Education.

I am also grateful for this opportunity to convey my encouragement to all who are actively involved in this cooperative project and my great admiration for this urgently needed effort to enrich the lives of our handicapped and mentally retarded citizens through association and involvement with the arts.

With gratitude and my warmest best wishes,

Sincerely,

BETTY FORD

X
Mr. Jack W. Kukuk
Assistant Director
X Alliance for Arts Education
X John F. Kennedy Center
Washington, D. C. 20566

SP/sa

c: BF Honorary Affiliations (accept)
T. H. Bell
Roger Semerad
Sheila Weidenfeld

RECEIVED
JUL 17 1975
SOCIAL FILES

THE WHITE HOUSE

WASHINGTON

Dear Mrs. Ford,

You have been invited to serve as Honorary Chairperson of the National Committee on Arts for the Mentally Retarded and Handicapped which is sponsored by the Alliance for Arts Education, a joint project of the Kennedy Center and HEW's Office of Education. I have solicited the views of the Domestic Council and Commissioner Bell of the United States Office of Education who has given the following assessment:

"Given the First Lady's demonstrated interest in the areas of concern to the Committee, it would seem to me to be appropriate for her to accept the invitation with the understanding, as Ms. Porter suggests, that no commitment of time be made at present."

My own feelings are that this Committee has wonderful potential and given your stated interests would seem to be "a natural." Although I would suggest lend name only at the beginning, I think this may be something you might want to become actively involved in at a later time.

X Lend name

 Regret

yes!

Thank you,

susan

noted.

see: phone calls
made

THE WHITE HOUSE

WASHINGTON

May 29, 1975

MEMORANDUM FOR: SUSAN PORTER
FROM: ROGER SEMERAD *RS*
SUBJECT: National Committee on
Arts for the Mentally
Retarded and Handicapped

According to your request of May 9 in a memorandum to James Cavanaugh, we are attaching the comments of Commissioner T.H. Bell, U.S. Office of Education, on the above subject.

I don't understand

Enclosure





ALLIANCE FOR ARTS EDUCATION

JOINT PROJECT OF THE

JOHN F. KENNEDY CENTER FOR THE PERFORMING ARTS
OFFICE OF EDUCATION, DEPARTMENT OF HEALTH, EDUCATION AND WELFARE

National AAE Committee

Jean Kennedy Smith
Chairwoman

Terrel H. Bell

Mrs. Paul A. Clayton

Ralph W. Ellison

Lily P. Guest

John Mahlmann

S. P. Marland, Jr.

Mrs. J. Willard Marriott

Roger L. Stevens

Harold Arberg
Project Officer, DHEW

Forbes W. Rogers
Executive Director

Jack W. Kukuk
Assistant Director

Tom Mitze
Program Coordinator

May 22, 1975

Ms. Susan Porter
East Wing
The White House
Washington, D.C.

Dear Susan:

I want to thank you for your efforts on behalf of the National Committee on Arts for the Mentally Retarded and Handicapped. I appreciate the time that you and Sheila Weidenfeld took to discuss the program with me. If there is any additional information that you need, please let me know.

I was pleased to hear about Mrs. Ford's award from the National Art Association for her interest and support of Arts programs. I would imagine that the National Committee on Arts for the Mentally Retarded & Handicapped would like to recognize her efforts on behalf of handicapped students in a similar manner, possibly at our fall national conference at the Kennedy Center.

Once again, thank you for your efforts. I look forward to seeing you again soon.

Best wishes,

Sincerely,

Jack W. Kukuk
Assistant Director

JWK:snf





DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE
OFFICE OF EDUCATION
WASHINGTON, D.C. 20202

MAY 21 1975

MEMORANDUM FOR HONORABLE ROGER D. SEMERAD

Subject: Request that Mrs. Ford serve as Honorary Chairperson of the National Committee on Arts for the Mentally Retarded and Handicapped.

The National Committee on Arts for the Mentally Retarded and Handicapped has obtained pledges of funds (approximately \$65,000) from member agencies as well as the Joseph P. Kennedy, Jr. Foundation, has selected an executive director, and is exploring sources of administrative support, including the Council for Exceptional Children. Therefore, it appears to have a solid base for development of program activities.

Given the First Lady's demonstrated interest in the areas of concern to the Committee, it would seem to me to be appropriate for her to accept the invitation with the understanding, as Ms. Porter suggests, that no commitment of time be made at present.

T. H. Bell
U.S. Commissioner
of Education



THE WHITE HOUSE
WASHINGTON

Sheila,

You and I have an appointment with Mr. Kukak tomorrow, Tuesday, at 10:00 a.m. Attached is the initial correspondence and the enclosures he mentions will be here this afternoon.

Thank you,

susan . .



May 9, 1975

FROM: SUSAN PORTER

Mrs. Ford has received the attached invitation to serve as Honorary Chairperson of the National Committee on Arts for the Mentally Retarded and Handicapped. Given her stated interest in the arts and also in the handicapped and retarded, this looks to me like a very fine project for Mrs. Ford. I should add, however, that her participation would probably be in name only as she really has little opportunity to become involved in a working sense. May I have your assessment of the program and the invitation? Also, can you think of anyone else whose views we should solicit?

Thank you.

~~Page
P. 100
Please check out
+ get back
to Susan P.
Thurs~~





ALLIANCE FOR ARTS EDUCATION

JOINT PROJECT OF THE

JOHN F. KENNEDY CENTER FOR THE PERFORMING ARTS
OFFICE OF EDUCATION, DEPARTMENT OF HEALTH, EDUCATION AND WELFARE

National AAE Committee

Jean Kennedy Smith
Chairwoman

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Mrs. J. Willard Marriott

Roger L. Stevens

Harold Arberg
Project Officer, DHEW

Forbes W. Rogers
Executive Director

Jack W. Kukuk
Assistant Director

Tom Mitze
Program Coordinator

April 30, 1975

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

Dear Mrs. Ford:

I have noted on several occasions that you have expressed an interest in the arts and in programs for the handicapped. The purpose of this letter is to familiarize you with a project that I believe may be of interest to you because it unites these two interests. The Alliance for Arts Education, a joint project of the John F. Kennedy Center for the Performing Arts and the U.S. Office of Education, is cooperating with several organizations, principally the Joseph P. Kennedy, Jr. Foundation, to present a series of workshops and conferences on Arts for the Mentally Retarded and Handicapped.

A major objective of these workshops and conferences is to illustrate how participation in specially designed, comprehensive arts programs can create an impelling sense of success, achievement and worth in the handicapped child. These conferences further illustrate how participation in arts programs can improve the skills and knowledge which will help these children become more self-reliant individuals.

The first conference at the Kennedy Center in June 1974 brought together participants from throughout the United States to observe successful programs from New York State. A second conference was held in Berkeley, California on January 22-23, 1975. As a result of these conferences, many States have developed programs for mentally retarded and handicapped students which infuse the arts into the core of the educational process.

Due to the success of these conferences, the planning committee requested and was granted additional monies from the Joseph P. Kennedy, Jr. Foundation to establish a National Committee on Arts for the Mentally

Mrs. Gerald Ford
April 30, 1975

Page 2

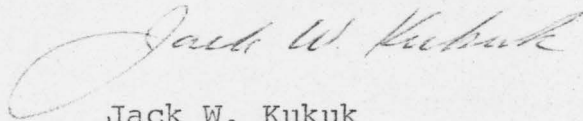
Retarded and Handicapped. The committee has had two very productive meetings chaired by Mrs. Raymond W. Thompson of Seattle, Washington.

I have been requested by the Executive Board to ask you to serve as Honorary Chairperson of the National Committee on Arts for the Mentally Retarded and Handicapped. We feel that your support would enhance and help to assure the success of the project.

If you are willing to serve in this position, I will be happy to meet with you or a member of your staff to discuss possible levels of involvement. Thank you for your consideration of this matter.

Enclosed under separate cover, you will receive supportive information.

Sincerely,



Jack W. Kukuk
Assistant Director, AAE
and Coordinator, Arts
for the Mentally Retarded



FACT SHEET
Mrs. Ford's Office

Event Briefing and Reception
 Group Board Members of the Magazine Publishers Association
 DATE/TIME November 12, 1975 1:00 p.m. - Briefing 2:15 p.m. - Reception
 Contact Margita White and Randy Woods Phone 2863
 Number of guests: Total 60 - 75 Women x Men x Children _____
 Place State Floor (East Room and Blue Room)
 Principals involved President
 Participation by Principal yes (Receiving line) no
 Remarks required yes
 Background --

REQUIREMENTS

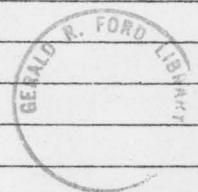
Social: Guest list yes (Margita White)
 Invitations no Programs no Menus no
 Refreshments yes
 Entertainment no
 Decorations/flowers yes
 Music yes
 Social Aides yes
 Dress Business Suit Coat check ?
 Other --

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 (enter through the SW 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.



FACT SHEET
Mrs. Ford's Office

Event Working Dinner (Stag)
 Group In Honor Of Prime Minister Thorn of Luxembourg
 DATE/TIME November 12, 1975 7:30 p.m.
 Contact Pat Howard Phone 2927
 Number of guests: Total 30 approx. Women _____ Men x Children _____
 Place State Floor
 Principals involved President
 Participation by Principal yes (Receiving line) no (mingle informally)
 Remarks required yes
 Background --

REQUIREMENTS

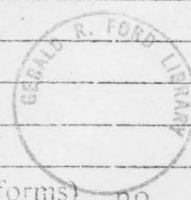
Social: Guest list yes
 Invitations yes Programs no Menus yes
 Refreshments Dinner Format
 Entertainment no
 Decorations/flowers yes
 Music yes
 Social Aides yes
 Dress Black Tie Coat check ?
 Other --

Press: Reporters TO BE RESOLVED
 Photographers --
 TV Crews --
 White House Photographers yes Color yes Mono. _____
 Other --

Technical Support: Microphones yes (recording) PA Other Rooms yes
 Recording yes
 Lights no
 Transportation cars
 Parking South Grounds
 Housing --
 Other -- (Risers, stage, platforms) no

Project Co-ordinator Pat Howard Phone 2927

Site diagrams should be attached if technical support is heavy.



FACT SHEET
Mrs. Ford's Office

Event ReceptionGroup The National Council of Negro WomenDATE/TIME Thursday, November 13, 1975 3:00 p. m.Contact Dr. Ermon Kamara Phone 223-2363Number of guests: Total 175 - 200 Women x Men _____ Children _____Place State FloorPrincipals involved Mrs. FordParticipation by Principal yes (Receiving line) no (mingle informally)Remarks required no

Background The National Council of Negro Women will hold their Biennial Convention in Washington on Nov. 10 thru 15. Mrs. Ford will receive the group; Mrs. Roosevelt first received the group.

REQUIREMENTS

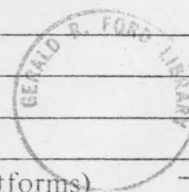
Social: Guest list yes (Dr. Kamara to Maria Downs' Office)Invitations no Programs no Menus noRefreshments yesEntertainment noDecorations/flowers yesMusic yesSocial Aides yesDress Afternoon Dresses - Short Dresses Coat check yesOther --Press: Reporters yesPhotographers yesTV Crews ?White House Photographers yes Color yes Mono. _____Other --

Technical

Support:

Microphones no PA Other Rooms noRecording noLights noTransportation Buses (Southeast Gate)Parking South GroundsHousing --Other -- (Risers, stage, platforms) --Project Co-ordinator Pat HowardPhone 2927

Site diagrams should be attached if technical support is heavy.



FACT SHEET
Mrs. Ford's Office

Event Diplomatic Children's Christmas Party
Group T. H. I. S.
DATE/TIME December 16, 1975 4:30 p. m.
Contact Mrs. Swan Weber Phone (O) 232-3002
(H) 652-7570
Number of guests: Total approx. 500 Women x Men _____ Children x
Place State Floor
Principals involved Mrs. Ford
Participation by Principal yes (Receiving line) no
Remarks required yes
Background Mrs. Ford's Christmas party for the children of the Diplomatic Corps.

REQUIREMENTS

Social: Guest list yes (Pat Howard)
Invitations yes Programs no Menus no
Refreshments Christmas cookies and punch
Entertainment yes
Decorations/flowers yes
Music yes
Social Aides yes
Dress afternoon dress Coat check yes
(Theatre)
Other --
Press: Reporters yes
Photographers yes
TV Crews yes
White House Photographers yes Color yes Mono. _____
Other --
Technical Support: Microphones yes PA Other Rooms no
Recording yes
Lights yes ?
Transportation cars (enter thru the SW Gate)
Parking South Grounds (for THIS volunteers, approx. 30 spaces)
Housing --
Other -- (Risers, stage, platforms) yes

Project Co-ordinator Pat Howard Phone 2927

Site diagrams should be attached if technical support is heavy.

THE WHITE HOUSE

WASHINGTON

October 30, 1975

MRS. FORD:

Event: Tea for the Collectors Committee of the National Gallery of Art

Date/Time: October 31, 1975 4:00 p. m.

Place: Blue Room

Number of Attendees: 42 guests

Principals: Mr. J. Carter Brown, Director of the National Gallery of Art
Mrs. J. Lee Johnson, National Chairman of the Collectors Committee of the National Gallery of Art

Schedule of Events:

4:00 p. m. Your guests will arrive through the Diplomatic Reception Room and will be escorted to the Blue Room where refreshments will be served to your guests.

4:10 p. m. Maria Downs will escort you via elevator to the State Floor Hall where you will greet Mrs. Johnson and Mr. Brown.

Maria Downs will then escort you, Mrs. Johnson and Mr. Brown to the Blue Room where you will join your guests for refreshments and mingle informally.

4:25 p. m. You will bid farewell to your guests and return to the Family Quarters.

NOTES:

A String Ensemble will be positioned in the Grand Hall.

There will be open press coverage.

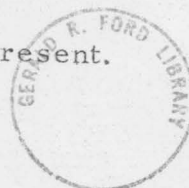
A White House photographer will be present.

Guest list is attached.

Background information is attached.

Military Social Aides will be present.

Pat Howard



THE WHITE HOUSE
WASHINGTON
October 30, 1975

215 MTS
Blue Rm

MRS. FORD:

Event: Tea for the Collectors Committee of the National Gallery of Art

Date/Time: October 31, 1975 4:00 p. m.

Place: Blue Room

Number of Attendees: 42 guests

Principals: { Mr. J. Carter Brown, Director of the National Gallery of Art
Mrs. J. Lee Johnson, National Chairman of the Collectors Committee
of the National Gallery of Art

Grand Hall

Schedule of

Events: 4:00 p. m. Your guests will arrive through the Diplomatic Reception Room and will be escorted to the Blue Room where refreshments will be served to your guests.

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NOTES:

A String Ensemble will be positioned in the Grand Hall.

There will be open press coverage.

A White House photographer will be present.

Guest list is attached.

Background information is attached.

Military Social Aides will be present.

Pat Howard



For Immediate Release
Thursday, October 30, 1975

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

Mrs. Ford will host a tea in honor of the newly organized Collectors Committee of the National Gallery at the White House Friday, October 31, at 4:00 PM.

Mrs. J. Lee Johnson III, National Chairman of the Committee and also President of the Amon Carter Museum of Western Art in Fort Worth, Texas, and forty-two persons from twelve states and the District Of Columbia form this group and will be attending the tea.

This committee was created to enable the National Gallery to carry out a three-year program of large-scale commissions of works of art for its new East Building, currently under construction. The East Building is being constructed as a gift to the Nation through the Andrew W. Mellon family.

People in / present ?

Where from ?

Award - what does it say ?

11/31 Inaugural
Mtg
major supporter
of art all over the
company

J. Carter Brown
Dir of Nat'l Gallery
great in Hall
when into Blue Sm.
4:10 - 4:25

Asker
approx 4:00



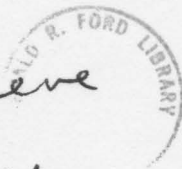
THE WHITE HOUSE
WASHINGTON

~~28~~
65-75%
Completed

75

\$5,000 annually
from each -

Couple who have
died - Don



Mrs. Holmes Moss Alexander

For Immediate Release
Thursday, October 30, 1975

75 Million ^{9:15}

Family oriented /
how they live

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

Mrs. Ford will host a tea for the Collectors Committee of the National Gallery at the White House Friday, October 31, at 4:00 PM.

Approximately 40 people will be attending the tea. Among those will be: Mrs. J. Lee Johnson III, National Chairman of the Committee and also President of the Amon Carter Museum of Western Art in Fort Worth, Texas; and J. Carter Brown, Director of the National Gallery of Art.

This is the first time the Committee has met. The committee consists of forty-two persons from twelve states and the District of Columbia. It was created to enable the National Gallery to carry out a three-year program of large-scale commissions of works of art for its new East Building, which is currently under construction.

Full Press Coverage: Pick-up for press in the West Wing Press Office will be at 3:50 PM

33 couples & 9 single = 75 total

Today is the ~~major~~ gathering.
Tomorrow, the inaugural



Mr. Wm. Wood-Prince

Mr. & Mrs. Alsderf
James

For Immediate Release
Friday, October 31, 1975

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

Mrs. Ford will host a tea for the Collectors Committee of the National Gallery at the White House Friday, October 31, at 4:00 PM.

Approximately 40 people will be attending the tea. Among those will be: Mrs. J. Lee Johnson III, National Chairman of the Committee and also President of the Amon Carter Museum of Western Art in Fort Worth, Texas; and J. Carter Brown, Director of the National Gallery of Art.

This is the first time the Committee has met. The committee consists of forty-two persons from twelve states and the District of Columbia. It was created to enable the National Gallery to carry out a three-year program of large-scale commissions of works of art for its new East Building, which is currently under construction.

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Full Press Coverage: Pick-up for press in the West Wing Press Office
will be at 3:50 PM



For Immediate Release
Friday, October 31, 1975

46 33 couples
9 total 9 singles
15
42

THE WHITE HOUSE
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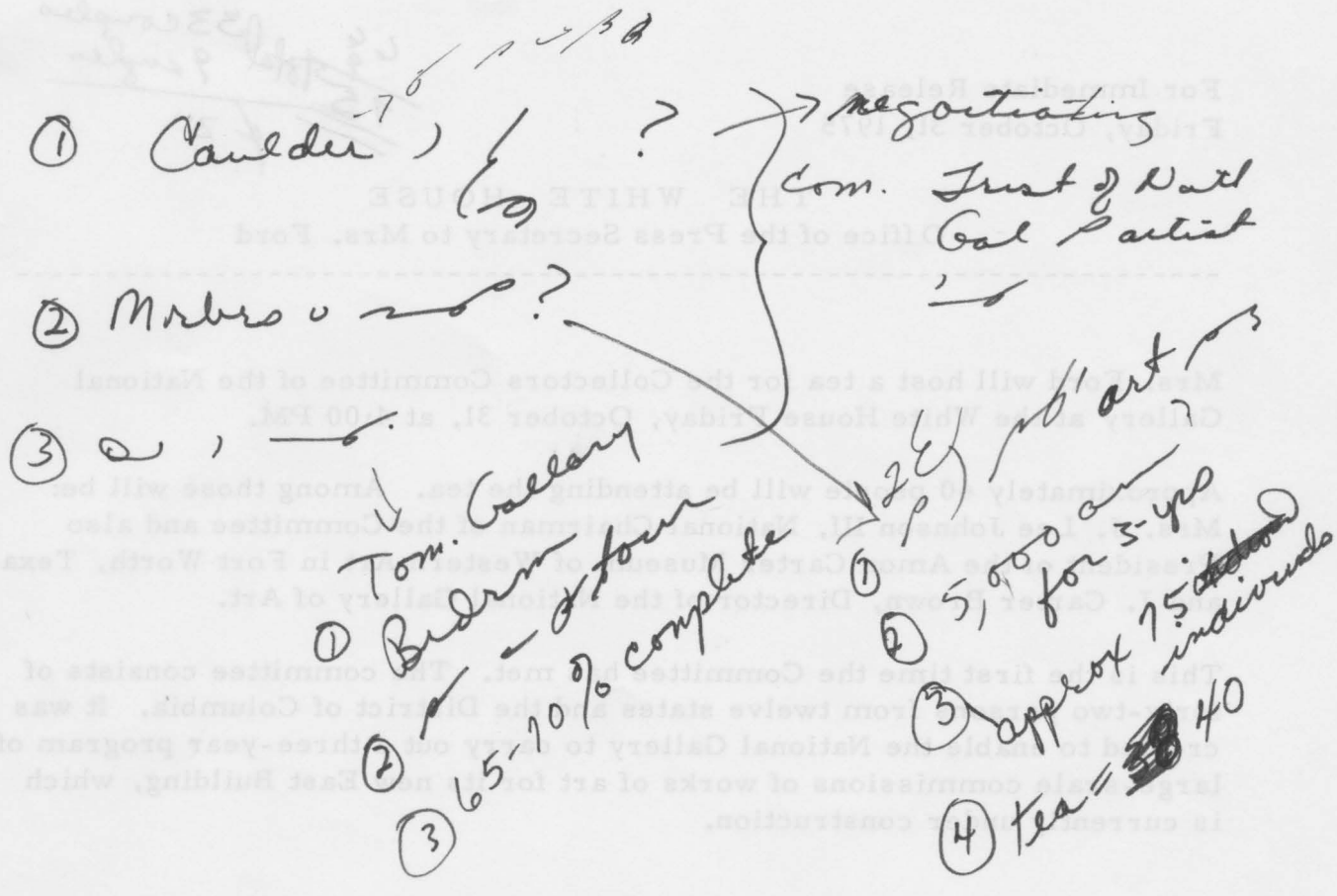
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4:10 Arrival
of Mrs. Ford

Major Supporter

Writing Press. 720

Quinn-Tamm



Mrs.
Hixon
daughter
w/b here
12/2

