

For immediate release  
Thursday, Nov. 13, 1975

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

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

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

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

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

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

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

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

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