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MEMORANDUM

THE WHITE HOUSE
WASHINGTON

November 9, 1971 *Parker*
- Eyes Only -
1971 NOV 9 PM 2 44

ADMINISTRATIVELY CONFIDENTIAL

TO: DWIGHT L. CHAPIN
VIA: RONALD H. WALKER
FROM: W. DEWEY CLOWER *WDC*
RE: ADVANCING JULIE EISENHOWER

At Dwight Chapin's request, Dave Parker and I met with Julie Eisenhower to discuss possible events, and her feelings toward her travels, how she wishes Advancemen to work with her, etc. Some general observations are as follows:

- She does not like airport arrival ceremonies;
- She wants to travel very low key and prefers low key Advancemen;
- She does not want lots of staff and Secret Service around her -- she prefers doing her own thing;
- She does not care for long motorcades, motor bike escorts, etc. Prefers to move like a private citizen;
- She feels her agents are young and inexperienced and keep her away from crowds unnecessarily;
- She wants informal conversations with Press;
- When possible, she wishes to go into crowds without barriers;
- She is willing to shake hands and sign autographs for long intervals;
- She is very concerned that people may become disenchanted with the Administration if her appearances are not perfect;

- She feels more effort needs to be directed at getting press coverage for her events;
- She wishes to talk directly to Advancemen regarding problems.

Following this meeting, I advanced her trip to New York for the American Cancer Society Meeting and went to Springfield and Jacksonville to check those stops before her arrival. These events went smoothly and Julie seemed to be very pleased. However, I felt cramped in both events because of commitments made prior to my involvement. This did not result in any serious problems.

*H
Note*
I find Julie very easy to work with and feel she is a real asset to the Administration and a valuable campaigner -- if she is advanced correctly. I am convinced the East Wing has not worked to get coverage for her, has not tried to raise crowds and has been insensitive to her political impact. It was demonstrated this weekend that crowds will come out to see her (1500 at the airport and 3000 at the Dedication site -- in 30° weather), and the Press will cover (25 local and regional in Illinois with front page feature today in the Illinois State Journal). We requested East Wing help in getting out Press in New York and had very little. We used local press contact in Illinois (Fred Bird from the Governor's office) and had success. That tells me something.

I feel we can develop a good core of Advancemen for the girls (and I feel strongly women will not do the job), but we must use low-key, experienced and/or well trained men, if we are to develop and maintain the rapport that is needed to do a good job. I think Allen Hall can quickly become such an Advanceman. He got along well with Julie on the airplane back to Washington and she seemed to like him. I guess someone should ask her.

General Observations

- Even Coral Schmid admitted that men should advance the First Family after observing the trip to Illinois.

*done - She
"liked" him*

Note - The above was the only intelligent thing I heard Coral say.

- I feel that the Presidential Advance Office should have a First Family Tour Director or at least a "Ron Walker" for the First Family.
- Presidential advances and First Family advances are so different that a good Presidential Advanceman would not necessarily be good for the First Family and vice-versa.
- It is my opinion that the East Wing has so messed up the travels of the First Family that moves must be made immediately to correct them, i.e., take over.
- Bob Athey is not an Advanceman, Presidential or First Family. Sunday would have been a near disaster (in my opinion) had I not arrived on Saturday to tie up loose ends.