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WITHDRAWAL SHEET

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Collection Name DEAVER, MICHAEL: FILES

Withdrawer

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File Folder MISCELLANEOUS 1983 (2)

FOIA

F97-0066/19

Box Number 48

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115

DOC NO	Doc Type	Document Description	No of Pages	Doc Date	Restrictions
1	LETTER	RAY STARK TO M. DEAVER	1	6/1/1982	B6
2	LETTER	DRAFT CONFIDENTIALITY LETTER	2	ND	B6

Freedom of Information Act - [5 U.S.C. 552(b)]

B-1 National security classified information [(b)(1) of the FOIA]

B-2 Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]

B-3 Release would violate a Federal statute [(b)(3) of the FOIA]

B-4 Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]

B-6 Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]

B-7 Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]

B-8 Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]

B-9 Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

Bill Sittmann / Donna copy

Signed by MKD
6/18

THE WHITE HOUSE

WASHINGTON

June 17, 1982

Dear Ray:

Please accept my apologies for the delay in getting back to you.

It is my understanding that a new agreement was drafted by Fred Fielding and sent to your attorney on May 27. Unfortunately, your letter and the agreement must have crossed in the mail.

Please let me know if I can be of further assistance.

Sincerely,

MICHAEL K. DEEVER
Assistant to the President
Deputy Chief of Staff

Mr. Ray Stark
Columbia Plaza West
Burbank, California 91505

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RASTAR FILMS, INC.

COLUMBIA PICTURES
COLUMBIA PLAZA WEST
BURBANK, CALIFORNIA 91505
954-6000

April 21, 1982

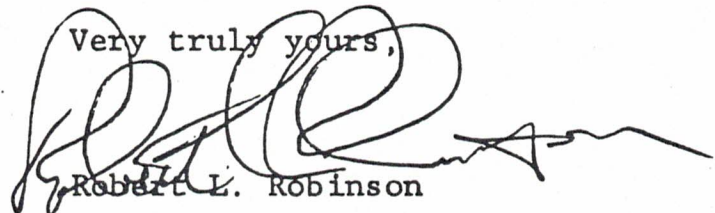
Mr. Michael Deaver
Assistant to the President
Deputy Chief of Staff
The White House
Washington, D.C. 20500

Dear Mr. Deaver:

Further to Ray Stark's letter of April 9, 1982, I am enclosing a revised draft of the confidentiality letter which Ray sent to you. For your convenience, I am also enclosing a copy of the letter which has been marked to show the changes made to the original draft.

As Ray said in his letter, we would welcome any comments you or your associates might have with respect to the draft confidentiality letter.

Very truly yours,

A handwritten signature in black ink, appearing to read 'Robert L. Robinson', written over the typed name below.

Robert L. Robinson

RLR:rld
Encs.

cc: Ray Stark ✓

WITHDRAWAL SHEET

Ronald Reagan Library

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B. Sittmann / Donna copy

—
signed by MKD
6/18

THE WHITE HOUSE

WASHINGTON

June 17, 1982

Dear Lamar:

Please accept my apologies for the delay in getting back to you as our travel schedule has been quite hectic lately.

I have brought your letter to the attention of Muffie Brandon, Social Secretary to the White House, and Muffie was most enthusiastic about having the Nashville Country Music entertainers perform at the White House. She will be in touch with you when an appropriate occasion arises.

I enjoyed the tennis at Howard's; wish we could do it more often.

Sincerely,

MICHAEL K. DEEVER
Assistant to the President
Deputy Chief of Staff

The Honorable Lamar Alexander
Governor of Tennessee
Nashville, Tennessee 37219



State of Tennessee

LAMAR ALEXANDER GOVERNOR

May 12, 1982

Mr. Mike Deaver
The White House
Washington, D.C. 20500

*Muffler
what shd I
tell Lamar?*

Dear Mike,

We certainly enjoyed our visit the other night with you and the Reagans. Chet Atkins' appearance reminded me that it might be helpful to you and the first family to know which of the Nashville Country Music entertainers openly and publicly supported the President. ~~Some of these folks would make excellent entertainment at the White House,~~ and I would hope would be among the first that you would recognize with such an honor. Since you know music so well yourself, I won't bother to tell you anything about their talents. They are:

1. Chet Atkins--A strong Republican. If you ever organized a Country Music event at the White House, Chet would be the person to put it together for you. He may be the best respected person in the whole music business here.
2. Roy Acuff--The King of Country Music. Roy has always been an outspoken Republican and was chairman of a regional committee of entertainers for the President in the last election and campaign for him.
3. Eddy Arnold--Formerly a Democrat. He supported the President and has supported me and others.
4. Jerry Reed--Jerry is a good Republican.
5. Ray Stevens--Ray has consistently supported Republican causes on a regular basis. He can put on one heck of a good show with his piano and singing.

Most of the others haven't gotten very involved in politics. A few--like Tom T. Hall and Charlie Daniels--have been pretty active supporters of Democratic causes and especially President Carter.

I mentioned to Mrs. Reagan that she might want to invite Minnie Pearl up sometime. Minnie loves to recite the poems of service, which she understands are also a favorite of the President. Minnie is a delightful person.

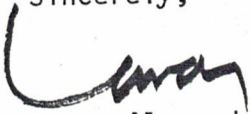
These are just some suggestions. I hope you will include some of the Nashville community in your entertainment plans. By listing those above, I certainly don't mean to ignore some of the superstars like Barbara Mandrell and Dolly Parton.

Mr. Mike Deaver
Page 2
May 12, 1982

They would be great entertainers and great representatives of Tennessee. They simply never have been very active in behalf of any candidates of either party.

Very best regards.

Sincerely,

A handwritten signature in black ink, appearing to read "Lamar Alexander", written over a large, stylized flourish that starts with a large loop on the left and extends across the line.

Lamar Alexander

LA/1p

THE WHITE HOUSE
WASHINGTON

May 21, 1982

*Tennis
match
at Houma*

MEMORANDUM FOR: MICHAEL DEEVER
FROM: MUFFIE BRANDON *muffie Brandon*
SUBJECT: ENCLOSED LETTER FROM LAMAR ALEXANDER

I would suggest that you have passed his letter on to me and that we are most enthusiastic to have the Nashville Country Music entertainers perform at the White House when the appropriate occasion arises, and that I have a copy of his letter in my personal files and we will be in touch with him as soon as we have the appropriate occasion.

I am most grateful to receive their names and heartily endorse having them appear at the White House.

THE WHITE HOUSE

WASHINGTON

October 27, 1982

Blume/Sittman
—
copy

Dear Mr. David:

Thank you for your letter of October 22nd regarding the forthcoming visit of Queen Elizabeth and the Duke of Edinburgh to the West Coast.

At the present time we are still in the preliminary stages of planning the Queen's visit, however, I appreciate your offering to share your expertise and will be in touch if need be.

Thanks again for taking the time to write.

Sincerely,

MICHAEL K. DEEVER
Assistant to the President
Deputy Chief of Staff

signed by MKD
10/28
MB

Mr. Clive David
282 South Reeves Drive
Beverly Hills, California 90212



CLIVE DAVID ENTERPRISES

A DIVISION OF PARTY ENTERPRISES, LIMITED

Mr. Michael K. Deaver
The White House
Washington, D.C. 20500

Frank

Beverly Hills, 22 October 1982

Dear Mr. Deaver:

This is to offer my assistance to you on the forthcoming visit of Queen Elizabeth and Prince Philip to California in 1983. I have been active in the implementation of such events during the past twenty five years, and being based in Los Angeles am able to coordinate the myriad of details as well as being supportive to the time and distance factors placed upon you.

Ambassador John J. Louis Jr. (please see the enclosed), and Ambassador and Mrs. John Gavin have proposed my participation on this occasion. Mrs. Armand S. Deutsch wrote to Mabel Brandon suggesting my services, and Mrs. Brandon replied that she had forwarded the material to you. I hope that their kindness and cooperation might suffice to interest you in my specific value on this occasion.

Please find enclosed some press material (reprinted with the usual journalistic license and liberties), outlining the background and basics of my business. With November being upon us, time is fast escaping for coordination of details that can only be bettered with as long as possible a prior working period. Since asking the aforementioned to intercede on my behalf, I have kept my schedule open through March in order to be immediately available and unincumbered should you desire me to become active. I will be at the Beverly Hills address until November 15th, and am pleased to come to Washington for a meeting immediately following notification.

Assuring you of my dedication in this matter.

Very truly yours,

Clive David
Clive David

EMBASSY OF THE
UNITED STATES OF AMERICA
LONDON

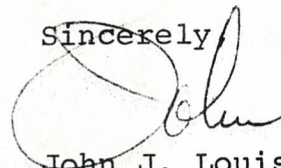
September 30, 1982

Dear Clive,

I have your letter of 17 September and I will indeed propose to President Reagan your availability as coordinator for the visit of the Queen and Prince Philip to California next February and March. I appreciate your giving me the opportunity for recommending you for this and I sincerely hope that the President and his staff feel that they would like to have the kind of expert help which only you can offer.

Best regards,

Sincerely,



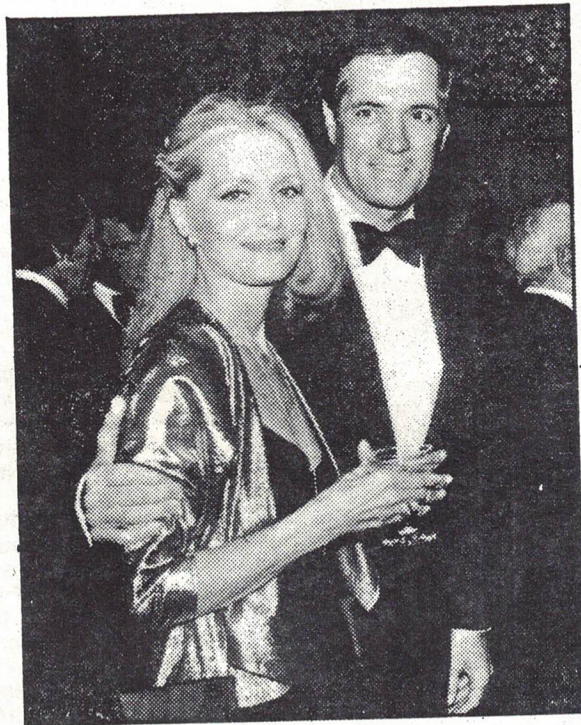
John J. Louis, Jr.
Ambassador

Mr. Clive David
282 South Reeves Drive
Beverly Hills, CA 90212

Los ANGELES

HERALD EX

Southern California's Award-Winning Newspaper



John Gavin and wife Connie (above); U.S. Attorney
General William French Smith and wife Jean.

Superac receive from ci

By Wanda McDaniel
Herald Examiner soc

Have you e
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never had it so g

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Los Angeles 200 C

Monday
April 27, 1981

EXAMINER

Morning
edition

213 744 8000

25 cents

chievers salute 's elite

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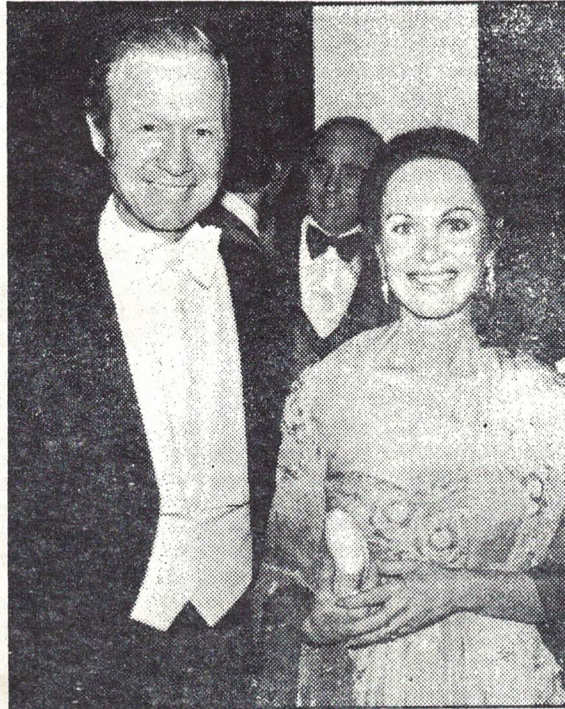
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Will and Ariel Durant's
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e) received a call from



Rob Brown/Herald Examiner

20th Century-Fox Chairman Dennis Stanfill and wife Terry (above); Danny Kaye and Marcia Weisman

Those who were honored

- Architecture**
MacDonald Becket; S. Charles Lee; Charles Luckman
- Art**
Billy Al Bengston; Richard Diebenkorn; Tony Duquette; John V. Follis; Sam Frances; Pascal; Millard Sheets
- Aviation**
Edwin Aldrin
- Banking**
Norman Barker, Jr.; Richard P. Cooley; Carl E. Hartnack; Chauncey J. Medberry, III; S. Mark Taper
- Business and Industry**
Robert O. Anderson; Gene Autry; Thornton F. Bradshaw; Edward W. Carter; Theodore E. Cummings; J. Robert Fluor; Fred L. Hartley; David Murdock; Simon Ramo; Henry Salvatori; Dennis C. Stanfill; Holmes Tuttle; E. Cardon Walker; Charles Z. Wick; Jack Wrather
- Civic**
Caroline Leonette Ahmanson; Margo Albert; Anna Bing Arnold; Sybil Brand; Victor Carter; Dorothy Chandler; Leonard K. Firestone; John C. Gerard; Armand Hammer; Albert C. Martin; Margaret O'Brien; George Charles Page; Jane Pisano; Martha Raye; Marcia S. Weisman
- Communications**
Henry C. Rogers
- Dance**
John C. Clifford
- Education**
Glenn S. Dumke
- Fashion**
Luis Estevez de Galvez; James Galanos; Rudi Gernreich; Edith Head; Jean-Louis; Michael Novarese; Vidal Sassoon
- Government**
Tom Bradley; Edmund G. Brown, Jr.; Warren Christopher; Mike Curb; Edmund D. Edelman; John Ferraro; Daryl F. Gates; John A. Gavin; Peter Pitchess; Ronald Reagan; Peter F. Schabarum; Peggy Stevenson; John Van DeKamp
- Labor**
William R. Robertson
- Law**
William French Smith; Paul Ziffren
- Literature**
Airle Durant; Will Durant; Alex Haley; Robert Nathan; Sidney K. Sheldon; Irving Stone; Abigail Van Buren; Jessamyn West
- Medal of Honor**
Col. William E. Barber; John C. Morgan; Thomas A. Pope; Leo K. Thorness
- Motion pictures**
Fred Astaire; George Burns; Frank Capra; Iron Eyes Cody; Bette Davis; Gary Essert; Henry Fonda; Jane Fonda; Greer Garson; Goldie Hawn; Charlton Heston; Danny Kaye; Gene Kelly; Jack Lemmon; George Lucas; Shirley MacLaine; Vincente Minnelli; Gregory Peck; Sidney Poitier; Burt Reynolds; George Sidney; James Stewart; John Travolta; King Vidor; Robert Wagner; Hal Wallis; Natalie Wood; William Wyler; Loretta Young; Richard D. Zanuck
- Music**
Pat Boone; Vikki Carr; Rosemary Clooney; Sammy Davis, Jr.; Neil Diamond; Jose Feliciano; Carlo Maria Giulini; Eydie Gorme; John Green; Quincy Jones; Steve Lawrence; Peggy Lee; Liberace; Melissa Manchester; Henry Mancini; Mehli Mehta; Olivia Newton-John; Patti Page; Kenny Rogers; Doc Severinsen; Frank Sinatra; Barbra Streisand; Donna Summer; Rudy Vallee; Harry Warren; Dionne Warwick; Lawrence Welk; John Williams
- Nobel Laureate**
Renato Dulbecco; Richard P. Feynman; Murray Gell-Mann; Roger Guillemin; Robert W. Holly; J. Robert Schrieffer; Julian Schwinger
- Publishing**
Francis K. Dale; Irving Paul Lazar; Tichi Wilkerson Miles; Paige Rense
- Radio**
Michael Jackson
- Religion**
Rabbi Edgar F. Magnin; Cardinal Timothy Manning; Rt. Rev. Robert C. Fusack
- Science**
Jonas Salk; Jules Stein; Edward Teller
- Sports**
Kareem Abdul Jabar; Muhammad Ali; Jerry Hatten Buss; Roy Campanella; Georgia Frontiere; Dorothy Hamill; Bruce Jenner; Tom Lasorda; Ken Norton; Peter O'Malley; Sugar Ray Robinson; Vin Scully; John Wooden
- Television**
Steve Allen; Patty Duke Astin; Lucille Ball; Carol Burnett; Sid Caesar; Mike Douglas; Roger Gimbel; Lorne Greene; Merv Griffin; Norman Lear; Art Linkletter; James L. Loper; Carol O'Connor; Esther Rolle; Norman Rosemont; Dinah Shore; Jean Stapleton; Danny Thomas; Henry Winkler; David L. Wolper



Celebrating at L.A.'s Bicentennial bash were Dominic

Party

Continued from page B-1

renowned party coordinator Clive David. It was David's concept to stage a salute to Los Angeles that was so intriguing, it would capture the attention of the world.

Enter artist Pascal, creator of Metromedia's "The Communications Man" sculpture, who brought David's idea to Kluge's attention. And Kluge went for it.

The rest, Will and Ariel, is history.

The first portion of the birthday blowout involved a sometimes tedious but fast-paced taping of a Bob Banner-produced television special, "A Gift of Music," which gives a decade-by-decade chronicle of L.A.'s musical heritage. (It will air on the city's actual 200th birthday, September 4.) Following cocktails on the plaza, guests repaired to Stage 1 where they took their seats and waited for the show to begin.

Several delays later, master of ceremonies Lorne Green opened the show, then turned it over to Peter Marshall who masterfully took care of the thankless task of entertaining during commercial breaks. Just before Natalie Wood stepped onto the stage to narrate a segment about radio, Frank and Barbara Sinatra silently slipped into their seats next to Veronique and Gregory Peck.

To the disappointment of some in the glittery crowd, much of the show was taped in advance. (It would have been wonderful, for instance, to get nostalgic with the Lennon Sisters again.) Yet, who could really complain when treated to performances and appearances by Lillian Gish, Sid Caesar and Imogene Coca, Mike Douglas, Twiggy, Vikki Carr, Adriana Caselotti, Rosemary Clooney, Thelma Houston, Woody Herman, Peggy Lee, Donald O'Connor, Eve Arden, Greer Garson, Toni Tennille, Donna Fargo, a show-stopping Dionne Warwick, and a punk rock group called the Plugs, which, in its own way, also stopped the show.

Near the end of the taping, composer Carol Connors slinked on stage to sing a song she'd written as the official L.A. song. (Unfortunately, you didn't exactly go home humming the tune.) Reports flew around the room that Sinatra was originally scheduled to do the honors. One story went that he had chosen another song, but orchestrations could not be completed by Saturday. Another story had it that he had a sore throat and couldn't perform.

Whichever is correct, the only major disappoint-



and Georgia Frontiere (left) and Frank Sinatra.

But as one guest noted cheerfully: "Remember, this is tape. This is Hollywood. And they have until September."

After another long walk on the red carpets to another section of the vast studio complex, the revelers reconvened for the "Gala Ball." Sky-trackers shot beams of lights into the heavens. Everyone should turn 200 this way.

Underneath an enormous, almost architectural white tent with a ceiling that soared and plummeted, guests grazed on caviar and sipped Smirnoff de Czar. High above, four huge chandeliers held dozens of real, flickering candles. (Decor kudos should go to design consultant Chris Rabelo, William Haller for H.D.O. Productions, Chuck Nawa for Fishback and Moore, Michael Berbae at The Broadway Florist, Buffy Maple for The Living Environment, Mary Ann Lundgren for Neiman-Marcus, and David's assistant Felix Alivernti.) Spring flowers blossomed at the center of green linen-covered tables that seated a very comfortable eight.

Two head tables which held 22 guests each featured continuous flower arrangements flowing down the center. At the head of one sat Kluge and Sinatra. At the other was Mayor Bradley and City Council President John Ferraro.

About a half-hour of tablehopping ensued before dinner. There were many greetings for U.S. Attorney General William French Smith and his wife Jean enjoying a rare Los Angeles visit. There were congratulations for Ambassador-designate to Mexico John Gavin and his wife Connie. There was television executive John Mitchell with his wife Pat, back-to-back with a crush that included the likes of the William Wylers, designer Luis Estevez, Margaret O'Brien, Caroline Ahmanson, Loretta Young, Lt. Gov. Mike Curb and his wife Linda, Georgia and Dominic Frontiere, and Quincy Jones. There was artist Billy Al Bengston with art collector Joan Quinn, and Lee and Vincente Minnelli, and Sheriff and Mrs. Peter Pitchess, and Police Chief Daryl Gates, and Dorothy Hamill with Dino Martin.

Although there were some no-shows among the achievers, most came to make their Bicentennial bow. Around the room were Ambassador to Austria Ted and Sue Cummings, Mr. and Mrs. Sydney Sheldon, Jean Stapleton, Rosemarie and Danny Thomas, the Dick Zanucks, Mr. and Mrs. Paul Ziffren, the David Wolpers, Dennis and Terry Stanfill, France's Yanou Collart with Warren Cowan, Henry and Roz Rogers, Mr. and Mrs.

John Green, Larry and Marcia Israel with guests Mr. and Mrs. Robert Herring of Houston, Judi and Gordon Davidson, Carol Lawrence, Trini Lopez, and Mr. and Mrs. Michael Jackson.

All of the Lennon Sisters appeared (Peggy, Dianne, Janet and Kathy). And everywhere you looked, there were Somebodies. To wit: Pat and Walter Mirisch, Patti Page, the Vin Scullys, Grace and Henry Salvatori, Gary Essert with Ames Cushing, Margo and Eddie Albert, Kay and Frank Dale, Sybil Brand, Mr. and Mrs. Jean-Louis, Mr. and Mrs. Mehli Mehta, Mr. and Mrs. Charles Luckman, Annette and Peter O'Malley, Margaret Pereira, Chardee and Thomas Trainer, Martha and Hal Wallis, Mr. and Mrs. Rudy Vallee, the Bobby Vintons and Mr. and Mrs. Rodney Rood.

"I started rebelling a long time ago when people said Los Angeles was nothing but a big parking lot," said host Kluge during the cocktail swill. "I wanted to find an occasion where I could do something for the city. I hope this is it."

"John, do you do this often?" Attorney General Smith interjected as the host chuckled.

"No, no," answered Kluge. "But I've had the hardest time remembering if this party was on the 23rd or the 25th." (He had the right day. On the 23rd of May, Kluge will marry Patricia Gay in New York.)

Next came a dinner by Rococo which began with filet of sole cardinal and ended with tiny boxes of See's Chocolates. Clive David circled the hall, beaming, "I'm happy because every one else seems to be happy." After dinner, certificates of commendation were handed to the honorees, and the speeches started.

"Before I say anything, I just thought you'd like to know that the Dodgers just won," announced Kluge to a thundering roar. (It was a good night for L.A. patriotism.) "This evening was planned for your enjoyment," he went on. Looking around the room, Kluge added: "This is perhaps the single most significant gathering of achievers ever in the history of this city." (Actually, he's probably right.) He then turned the podium over to "a great citizen, Frank Sinatra."

"I thought I was getting away free tonight," mused the show-biz legend, whose role it was to introduce Mayor Bradley.

When Bradley reached the stage, he immediately excused himself for a photo session with Sinatra and Kluge. Sinatra balked at first, then relented. After a mere 10 seconds of flashing (and to the amusement of the crowd), Ol' Blue Eyes signaled the session to end by turning on his heel and saying, "Okay, that's it."

"Los Angeles is a city people love to put down for many reasons," said Bradley, getting the program back on track. "It's only that we're such a great city that we can tolerate that, and accept it with grace. It is they (the 200 honorees) who have made L.A. the place it is today." After applauding the efforts of David and Metromedia's Ross Barrett, Bradley thanked the studio which made the television special, "so cities around the world can see that L.A.'s, the place."

Following the program, the birthday bash blew on. Guests flocked to the dance floor. Others stayed to mingle with the mighty.

Outside where valet parkers were retrieving cars, the paparazzi was at it again. Whole rolls of film were clicked away when the lensmen spotted what had to be the twosome of the night — a costumed Iron Eyes Cody deep in conversation with a dazzling (in plunging red) Gina Lollobrigida.

As they say, only in L.A.

And Saturday night, they were right.

Los Angeles Times

Monday, April 27, 1981



American Ambassador to Austria-designate and Mrs. Theodore Cummings at the Gala.

Director William Wyler had one neat little row. "I have another row at home," he said, "but I don't want to look like Brezhnev." Some of the medals, like the Legion of Merit, he had been awarded for film and documentary work during World War II. Two were from the Italian government. "Every time you make a good picture in Italy, they give you a medal. These two are for 'Roman Holiday' and 'Ben-Hur.'"

The awards ceremony highlighting the gala was brief. Kluge introduced Frank Sinatra ("a leading proponent of human rights") and then Sinatra introduced Mayor Bradley, who said the evening's organizers had



GARY FRIEDMAN / Los Angeles Times

Loretta Young and her escort, Daniel Donohue at the reception honoring the 200 "Achievers."

completed a "tough job" in putting it together, adding that in the interest of brevity he would refrain from reading off the names of the 200 achiever-honorees—"They're in your program."

Margo Albert, the hard-working vice chairwoman of the city's Bicentennial committee, took kisses and thanks from a long line of folks (and was even heard to mention the Olympics).

Then the winners took their citations, unframed but with a strip of city-colors ribbon and dinstin



GARY FRIEDMAN / Los Angeles Times

More than a touch of that old Hollywood elegance and glamour is on board as author Robert Nathan and his wife, actress Anna Lee, golf cart their way to the "Bicentennial Tribute to Men and Women of Achievement" Gala.

'L.A.'s the Place' for Bicentennial Gala

By MARYLOUISE OATES, *Times Staff Writer*

If after only 200 years, "L.A.'s the Place," what better way to celebrate the Bicentennial than by honoring the folks who helped put it on the map.

"A Bicentennial Tribute to Men and Women of Achievement" Saturday night managed to do just that, turning out more than 100 top names in civic, entertainment, business and political affairs, plus several hundred more of the also famous at Metromedia's sprawling Hollywood complex.

There is a price to fame, however, and for their honor,

Illustrated on Page 1.

the achievers became the most celebrated television studio audience in history, sitting through the taping of a television special, "A Gift of Music," before going on to the gala in a massive, palm-festooned tent in the studio's back yard.

A sampler of the famous:

Atty. Gen. and Mrs. William French Smith (her arm bandaged from an elbow injury), Mr. and Mrs. Theodore Cummings (on their way to Vienna), Mr. and Mrs. Frank Sinatra (joined by her son, Bob Marx, and his glamorous date in a ruffled red gown), Loretta Young (escorted by Daniel J. Donohue, sitting with designer Jean-Louis and, as usual, wearing one of his gowns), Lt. Gen. and Mrs. James H. Doolittle, Mr. and Mrs. Henry Salvatori, Mr. and Mrs. John Van de Kamp, the Gregory Pecks, George C. Page and a still cute Margaret O'Brien with husband Roy Thorsen.

Sharing a Velvet Wrap

For the taping, the TV studio was chilly. New York society grand dame Mildred Hilson graciously shared her velvet wrap with Gina Lollobrigida (just like a football game). Mrs. Sybil Brand kept on her fur coat, and it looked as if Mrs. Edward Carter and Mrs. Danny Thomas were also glad they brought their fur wraps along. Mark Taper and Sally Cobb looked cozy holding hands.

and down acres of red carpet to get to the studio. Author Robert Nathan, elegant in top hat and flowing cape, lost not a tad of his composure as, accompanied by his wife (she's actress Anna Lee, now seen as Lila Quartermain on "General Hospital"), he was whisked along to the studio in a golf cart.

Mayor Tom Bradley was in attendance, escorted in by Clive David, the superparty superorganizer. There was a Dodger game, but Mr. and Mrs. Vin Scully showed up. Halfway through the evening, Warren Cowan was hunting for Peter O'Malley to get the score. (And, later, when Metromedia chairman John Kluge announced the win, the applause was strictly hometown.)

Ruffled Red and Black

Toni Tennille was there in ruffled red ("I bought it on sale at Saks"), and there was also Greer Garson in a ruffled, black Bill Blass; Patricia Gay (she's John Kluge's fiancée) in a red and black strapless Scaasi (who had also done the Swiss organdy for Barbara Sinatra) while Mrs. Dennis Stanfil was elegant in a muted, rose Maya Bama chiffon, embossed with Indian silver beads, and the vivacious Joan Quinn was there with a very arty table that included her escort for the evening, Billy Al Bengston.

But it's the fellows who steal the show at white-tie affairs, although the sculptor Pascal did manage to share the spotlight by turning up in formal wear. Vidal Sassoon said the evening was the first time he'd worn white tie since he came to America. (He and constant date Jane Branneky were off the next morning for a three-week European trip, with lots of Sassoon business thrown in.)

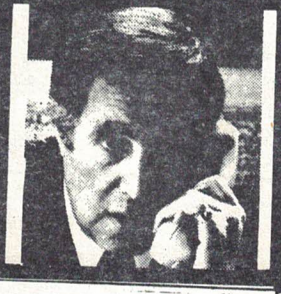
And with white tie comes the chance to wear decorations. Vincente Minnelli had a giant medallion, a gift from the French government for his contribution to culture, his wife pointed out. Gen. Doolittle, naturally, had rows and rows of those elegant little miniature

BEVERLY HILLS
PEOPLE

April 29, 1981.

**Positively
Yours**

By David Gordon
Publisher Editor



Metromedia, Inc., celebrated the Los Angeles Bicentennial last Saturday night with "A Tribute to Men and Women of Achievement" at Metromedia Square in Hollywood. Two hundred individuals of accomplishment, representing the 200 years of Los Angeles history, were honored at the event, which consisted of a gala performance (taped for television), a banquet and a ball. Chairman and president **John Kluge** hosted the event, which was orchestrated by **Clive David**, international party architect; corporate coordinator for Metromedia was **Ross Barrett**, senior vice president of the company; guest coordinator was **Jackie Frame**. The performance, "A Gift of Music," to be aired September 4, was executive-produced by **Bob Banner** and produced by **Stephen Pouliot**.

Among the 200 men and women honored were **Anna Bing Arnold**, **Caroline Leonetti Ahmanson**, **Robert O. Anderson**, **Fred Astaire**, the Honorable **Edmund Brown, Jr.**, **Thorn-ton F. Bradshaw**, **Billy Al Bengston**, **Mayor Thomas Bradley**, **Charles C. Wick**, **Frank Sinatra**, **Henry Rogers**, **Lieutenant Governor Mike Curb**, **Vidal Sassoon**, **Paige Rense**, **Kenny Rogers**, **Gregory Peck**, **David Murdock**, **James Galanos**, **Ariel and Will Durant**, the Honorable **William French Smith**, **Paul Ziffren**, **Loretta Young** and **Natalie Wood**.

The guests who attended the white-tie affair, which was a gift to the city of Los Angeles from **Metromedia, Inc.** included **Dr. Edwin Aldrin**, **Baron Carlo Amato**, **D.R.H. Prince** and **Princess Andrej** of Yugoslavia, **Ambassador** and **Mrs. Mark Evans Austad**, **Colonel** and **Mrs. William E. Barber**, **Mrs. Ross Barrett**, **Jane Branneky** and **Vidal Sassoon**, **Hannah** and **Edward Carter**, **Sally Cobb** and **Mark Taper**, **Paige Rense** and **Herb Cole**, **Ames C. Cushing**, the Honorable and **Mrs. Francis L. Dale**, **Lieutenant General** and **Mrs. James H. Doolittle**, **George H. Duncan**, **Mr. and Mrs. Irving Felt**, **Mary Carol** and **Mickey Rudin**, **Carol Lawrence**, **Georgia** and **Dominic Frontiere**, the Honorable and **Mrs. John A. Gavin**, **Joanne** and **Robert Herring**, **Marcia** and **Larry Israel**, **Mr. and Mrs. Michael Jackson**, **Maggy** and **Jean-Louis**, **Chicki** and **Dick Kleiner**, **Lee** and **Vincente Minnelli**, **Pat** and **John H. Mitchell**, **Max Palevsky**, **Sheriff** and **Mrs. Peter Pitchess**, **Liz Wickersham** and **Jilly Rizzo**, **Mr. and Mrs. Henry Salvatore**, **Liliana Hartley** and **Arthur Spitzer**, **Rose Marie** and **Danny Thomas**, **Baroness Charlotte Tree**, **Abigail Van Buren**, **Kathy Stuart**, **Natalie Wood** and **Robert Wagner**, **Dee Dee Wood**, **Loretta Young**, **Mickey** and **Paul Ziffren**, **Pascal** and **Jack Reagan** and others.

JOHN KLUGE and **Metromedia's** tribute to 200 men and women of super-achievement brought out especially invited guests of about 500 super-super achievers to white-tie-and-tails a TV special to be broadcast September 4, documenting LA's Bicentennial celebration. An incredibly well-planned after-TV-party created by **Clive David** under a parking lot-sized tent, a mile-long canopied red carpet to and from cars to caviar (catered by **Rococo**) and flora-fauna bedecked table and aisles made the event class-ically memora-

To honor "the city we to love," **Lorne Greene** and other masters of ceremonial masters of ceremony came the audience distinguished guests at Metromedia Square. A representation of 200 citizens of all fields were honored the generosity of **M. John Kluge**, who weds next month in a white-tie at New York's St. Patrick's Cathedral. The evening began with "A Gift of Music," produced by **Bob Banner**, a two-hour pro-



Imogene Coca and Sid Caesar formed skit during a two-hour performance chronicling music in Los Angeles. Toni Tennille, above left, and Clooney and Woody Hermanson, right.

icling Los Angeles' music which also was filmed for Metromedia stations (when Los Angeles comes 200 years old). **Peter Marshall** recalled guests, who had done with decorations, black gowns, that a mere 44 years after a trading outpost in Spain in 1781. Backed by dancers, **Peter** delved into Los Angeles' early music until he came to the **Natalie Wood** discussed Hollywood exclusives **Parsons** on radio; **Sid Imogene Coca** pantomimed sick couple at the **Daisy** was to become the **Bowl**), and **Lillian Gish** bered making the silent "Wind," in **Bakersfield**, temperature was never degrees" (**Margo Albert** honorees seated in the lauded **Lillian's** limitless "look at her erect posture, she's ageless" **O'Connor** rolled in the composers such as **Irv Cole Porter**, **Rodgers**

The Great Life

George Christy

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Metromedia chairman John Kluge welcomed Danny Kaye to evening honoring 200 men and women of achievement in Los Angeles that John hosted at Metromedia Square, above; Gina Lollobrigida and astronaut Buzz Aldrin, also an honoree, below left; Dean Paul Martin and honoree Dorothy Hamill, bottom left; Peggy Lee, center left; Donald O'Connor and Adriana Caselotti (voice of Snow White), bottom center; honorees Quincy Jones and Dionne Warwick, below right

With the '50s, Eve Arden talked about the influence of television, Liberace's love of candlelight and Chopin, and the fact that Capitol Records turned out to be the Fort Knox of the recording industry, with more Gold records than anyone else — and with Peggy Lee bringing South American rhythms into her sizzling music (honoree Peggy sang "Together," backed by congas and bongos). There was Dinah Shore and Disneyland, Belafonte and Brubeck, Eartha Kitt and Sarah Vaughan and Patti Page. Twiggys came onstage to talk about the sexy



Honoree Roger Gimbel and wife Jennifer Warren, above; Greer Garson, below left; Clive David, who conceived evening, and honoree Loretta Young, below right



'60s with the Beatles and the Beach Boys, who created a new American idol: the surfer girl. And Vikki Carr sang Jimmy Webb's "MacArthur Park" as a reminder of "this mind-altering era." (Alas, we missed the Motown sound of the Supremes, Diana Ross, Smokey Robinson, Marvin Gaye.) Dionne Warwick introduced the '70s, singing "I Know I'll Never Love This Way Again," Thelma Houston bopped with "Don't Leave Me This Way," and Donna Fargo performed. For a finale composer Carol Connors sang her tribute to the city, which was to be sung by Frank Sinatra, who purportedly didn't cotton to the song. Afterward, in a magnificently constructed tent, a four-course dinner was served by Rococo to the 600 guests, and there was dancing. The gala evening was the inspiration of Clive David, who, two years ago, began work on it, and while Los Angeles' leading achievers were congratulated, Courreges owner Louise Danelian, at Jean Stapleton and Greer Garson's table, lamented what is happening in Beverly Hills to North Rodeo Drive with the monstrous gravel and cement trucks that are double-parked as they work on the Rodeo Collection site. "Customers complain that there's no room to park; dust and dirt are everywhere, and we expect this to go on for two years! It's wrecking our businesses and the merchants are up in arms. How can the city allow this? The police haven't lifted a fin-

Caesar, top, per-
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voice of Snow White in the Disney cartoon, and she, in turn, introduced the voice for the world-famous cartoon's Prince Charming — that turned out to be a surprise: the voice belongs to Mike Douglas. There was the Continental, danced by Fred Astaire and Ginger Rogers in the movies, and interpreted by young dancers onstage, along with Woody Herman, who played his jiterbug-hot clarinet (and who'll be opening his own room at the Hyatt Regency in New Orleans). Donald O'Connor also recalled the music of the big bands — Tommy Dorsey with Frank Sinatra, Harry James with Helen Forrest, Ted Weems with Perry Como. Then Rosemary

Looking sensational in Bill Blass' black velvet and silk taffeta ruffles, Greer Garson introduced the '40s by talking about Orson Welles' "Citizen Kane" and Pearl Harbor — "Hollywood made ammunition and movies, training films and musicals and morale boosters such as 'Mrs. Miniver,' which emphasized the importance of love, family and home." A film clip of Ronald Reagan and Joan Leslie had the audience cheering when Ronnie gets excited about "meeting the President," and Greer also looked back to the days of the Hollywood Canteen with Betty Grable and Ann Miller as waitresses who had such infamous bus boys as Fred MacMurray, John Garfield, Bob Hope, entertainers

Jim Frank

EMBASSY OF THE
UNITED STATES OF AMERICA
LONDON

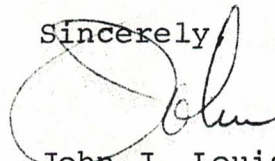
September 30, 1982

Dear Clive,

I have your letter of 17 September and I will indeed propose to President Reagan your availability as coordinator for the visit of the Queen and Prince Philip to California next February and March. I appreciate your giving me the opportunity for recommending you for this and I sincerely hope that the President and his staff feel that they would like to have the kind of expert help which only you can offer.

Best regards,

Sincerely,



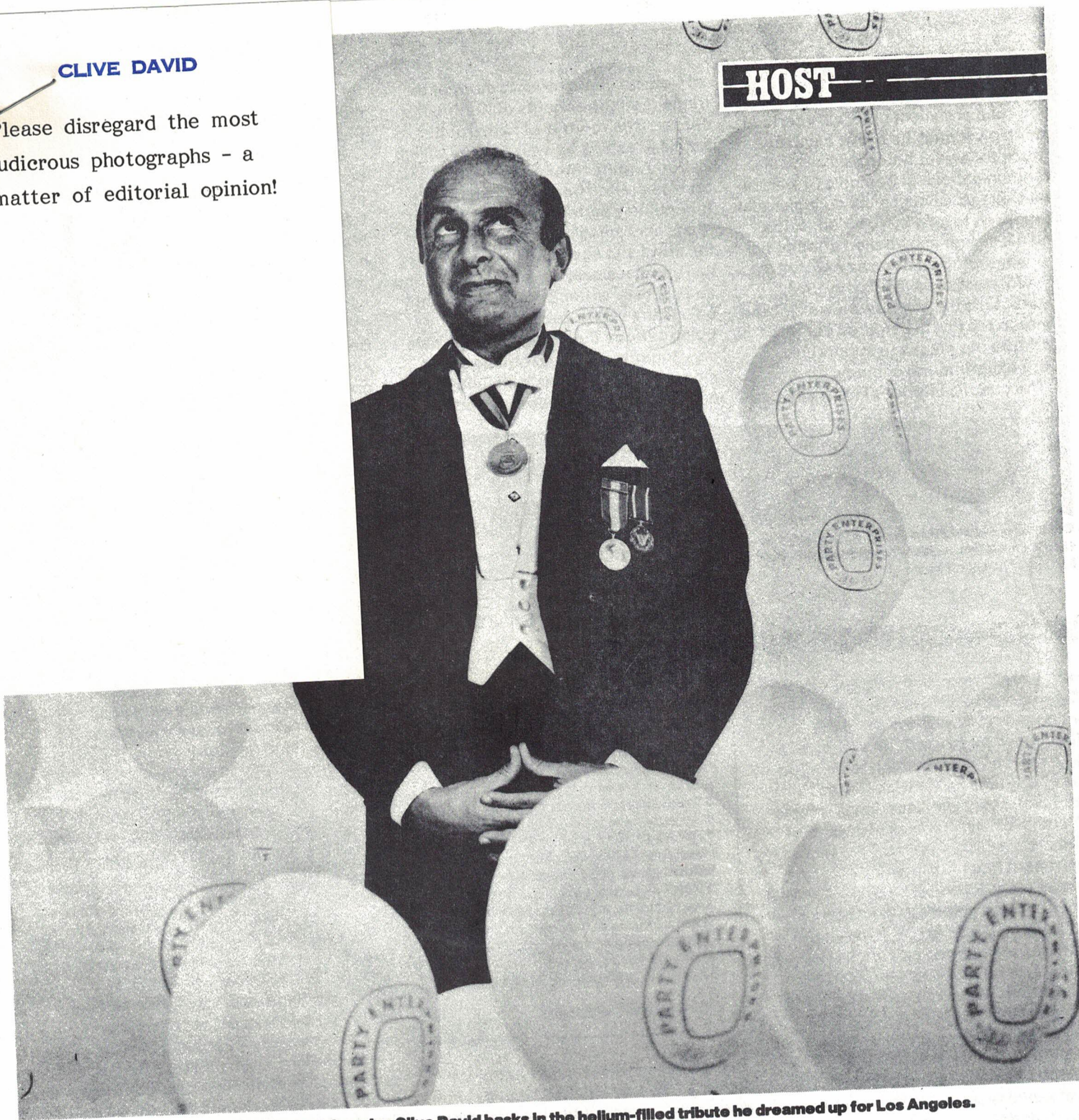
John J. Louis, Jr.
Ambassador

Mr. Clive David
282 South Reeves Drive
Beverly Hills, CA 90212

CLIVE DAVID

Please disregard the most ludicrous photographs - a matter of editorial opinion!

HOST



Wearing medals from past party triumphs, Clive David basks in the hellum-filled tribute he dreamed up for Los Angeles.

WHEN LOS ANGELES GAVE ITSELF A 200TH-BIRTHDAY PARTY, CLIVE DAVID WAS THE ONLY MAN BIG ENOUGH FOR THE JOB

Photographs by @Tony Korody/Sigma

People weekly

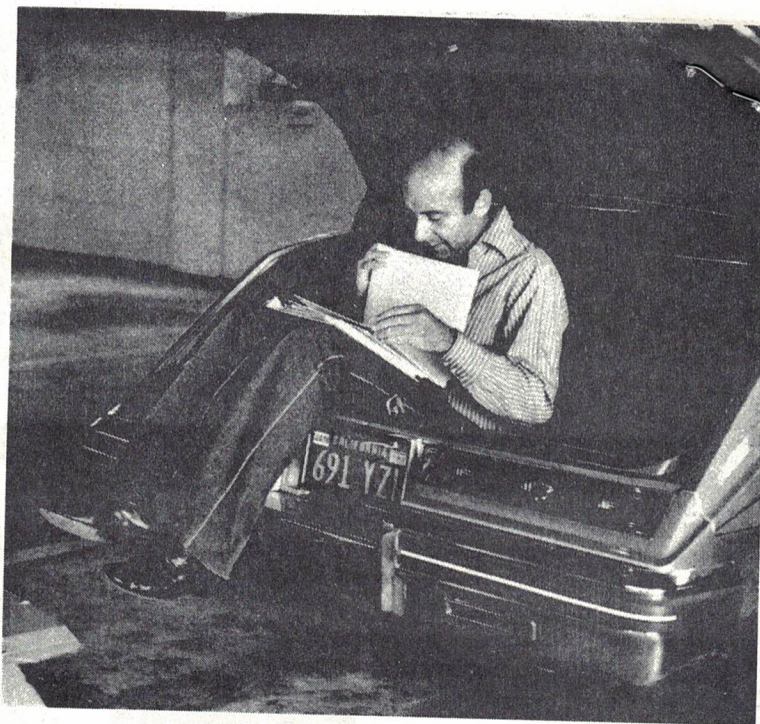
What do you do if you are 200 years old and feel like celebrating with 500 or so of your very closest friends? If you are the City of Los Angeles, you immediately book Clive David to handle the whole megillah—and hope someone else hasn't signed him up first. Happily, David was available last April 25 to mastermind L.A.'s bicentennial bash, a spectacular gathering in a huge tent with 230 yards of red carpet and 1,000 glimmering candles.

And that's just for openers. This

CONTINUED



Edith Head and Lillian Qish knew whom to thank when the curtain rang down on the L.A. bicentennial bash.



Planning a party is "not all fun and games," says David, who was not born in a trunk but works in one attached to his Cadillac.

HOST

Clive David's Guide to the Perfect Dinner Party

week, starting on Los Angeles' official Bicentennial Day (Sept. 4), David is inviting everybody who missed the first hoedown to catch up by way of a \$1.5 million TV production to be aired on 90 stations nationwide (dates and times vary with locations). Boasts David of his glittering assemblage of Angelenophiles, ranging from former astronaut Buzz Aldrin to Sinatra to movie mogul Richard Zanuck, "There's never been a guest list like this before."

David, 47, is entitled to a bit of hyperbole on the strength of his nonpareil record for concocting parties people remember. Among his other triumphs are a celebrated 1967 masked ball at the Palazzo Rezzonico in Venice and Israel's 25th anniversary in 1973. Then, too, he has added his panache to Bicentennial fetes in Boston, New York and Philadelphia. Yet hobnobbing with celebs is not the allure. "The beautiful people aren't always beautiful," he sniffs, "but they add a charisma to an event that nobody else has. They're demanding and competitive." Of course, he cautions, a risk is that stars can reduce a party to "a zoo-type environment in which everyone becomes an onlooker." Topping David's list of party stoppers: Princess Grace and Elizabeth Taylor.

As president of Party Enterprises,

- 1 Shorten** cocktail hour. Serve a good drink and announce dinner 30 minutes later.
- 2 Go easy** on hors d'oeuvres. Nuts, olives or small boiled new potatoes topped with caviar are ample.
- 3 Don't** separate tables. Put them together in various shapes—a T-shape is best.
- 4 After-dinner** coffee should be served elsewhere than the debris-cluttered table.
- 5 Don't** serve mixed drinks after dinner.
- 6 Don't** plan party games unless they require no special talent. Don't show slides unless everyone at the party is in them.
- 7 End** the party at a given time. Ask a friend to make a noisy exit.
- 8 Don't** put too much stock in how-to books.
- 9 Use** your own imagination.

Ltd., David operates out of offices in Beverly Hills and Manhattan and has earned a reputation for attending to every detail of parties that even hosts can enjoy. His fees are steep—from \$5,000 to \$10,000 a month for parties he personally supervises, with a \$5,000 starter for consultations (the L.A. bicentennial was two years in the works). "This is not a flip business," says David, who is not to be confused with record mogul Clive Davis. In the last 16 years his parties have raised more than \$11 million for charities.

Born Clive David Wiener to a moneyed family in Manchester, England, he

portrays himself as a "precocious spoiled brat," the despair of his boarding school teachers and a rebellious scion who refused to take over his father's thriving engineering firm. On a horizon-expanding visit to Philadelphia in 1957, he decided to move to the U.S., eventually hiring on with social arbiter Earl Blackwell. David helped Blackwell produce the celebrated 1962 Madison Square Garden party for President Kennedy at which Marilyn Monroe sang a whispery *Happy Birthday* to JFK. By 1965 David was in business for himself, making preparations for Queen Elizabeth II's state visit to the Bahamas. Since then he has never lacked for bookings and considers three parties a year a full schedule.

A bachelor, David laments that his gadabout life-style, which includes frequent 18-hour workdays, leaves him no time for family life. Twice yearly he undertakes lecture tours (topic: party planning par excellence), and he intends to write a book of party memoirs detailing some of his trickiest moments ("What to do when a princess needs the ladies' room?"). Yes, he concedes, even David-planned parties occasionally flop—in particular, a 1961 affair he planned for the 80th birthday of his friend Sophie Tucker. That one was canceled when the prospective guest of honor insisted—adamantly—that she was only 76.

SUZY KALTER

CONFESSIONS OF A PORN KING · HOW DISNEY WOULD REDESIGN L.A.
SPECIAL PULLOUT FUN GUIDE FOR JULY

LOS ANGELES

\$1 JULY 1974

MAGAZINE

Totie Fields:
George does the cooking and I do the guests!

Clive David:
They have the parties and I take care of the headaches.

Bob & Rosemarie Stack:
We have a ball all weekend at tennis parties!

Ed McMahon:
I celebrate Christmas in July—at least, I think it's July.

Margo Albert:
Every party's a fiesta—Eddie sings and I'm dynamite on the castanets!

Susan Strasberg & Jennifer
The kids come to my parties and the grownups go to Jenny's.



THE OUTDOOR PARTY: IF IT FEELS GOOD, DO IT!



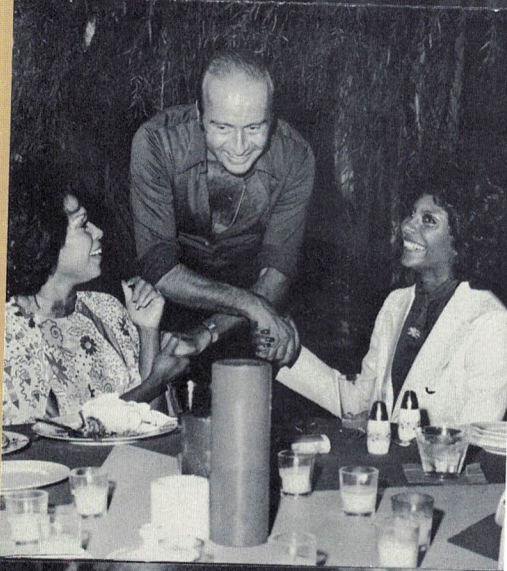
"THE WORLD'S BEST MAN AT GIVING PARTIES"

(REUTERS)

CLIVE DAVID IS AN ENIGMA! "PARTY PLANNER", "SPECIAL EVENTS CONSULTANT" OR HIS ADOPTED TITLE OF "PARTY ARCHITECT" DO NOT START TO DESCRIBE HIS MULTI-FACETED BUSINESS. IN 1957 HE ARRIVED IN THE UNITED STATES FROM HIS NATIVE ENGLAND, FOR A THREE MONTHS VISIT. FOR HIM, IT WAS TRULY "LOVE AT FIRST SIGHT!" HE KNEW THIS WAS THE COUNTRY HE WANTED TO BOTH LIVE AND WORK IN. FOLLOWING A VARIED ASSORTMENT OF STOPGAP JOBS FROM A SALESMAN AT TIFFANYS IN NEW YORK, TO RADIO, PUBLIC RELATIONS, FUND RAISING AND VOLUNTEER CHARITY PROJECTS, THE SUGGESTION OF A FRIEND "YOU GIVE GREAT PARTIES! WHY NOT DO THEM PROFESSIONALLY?" STARTED HIM ON HIS UNIQUE CAREER.

CLIVE HAS COME A LONG WAY SINCE THEN. HE HAS CREATED AND EXECUTED PARTIES FROM CONCEPT TO CLEANUP THROUGHOUT THIS NATION AND EUROPE. HIS SPECIAL STYLE HAS BEEN EVIDENT AT THE STATE VISIT OF QUEEN ELIZABETH II TO THE BAHAMAS, PRESIDENTIAL PARTIES FOR JOHN F. KENNEDY, LYNDON B. JOHNSON AND RICHARD M. NIXON, AND AT COUNT- LESS OTHER EVENTS.





ARRIVING IN BOSTON, PHILADELPHIA, MIAMI, KANSAS CITY AND LOS ANGELES TO MASTERMIND PARTIES, THE INITIAL REACTION HAS BEEN ONE OF SKEPTICAL CURIOSITY BY PRESS AND POPULARITY. FOLLOWING THE CLIVE DAVID BRAND OF PARTY, SUCH ACCOLADES APPEARED AS THAT IN THE LOS ANGELES TIMES: "CLIVE DAVID IS THE INTERNATIONAL PARTY GIVER OF OUR TIME". "HE THROWS VERY POSSIBLY, THE BEST PARTIES IN THE WESTERN WORLD", SAID THIS WEEK MAGAZINE. SOMETHING SPECIAL MUST HAVE INSPIRED EARL WILSON TO WRITE SOON AFTER THE FAMED BLACK AND WHITE BALL AT NEW YORK'S PLAZA HOTEL: "TRUMAN CAPOTE MIGHT HAVE YIELDED TO CLIVE DAVID!" THIS WAS IN REFERENCE TO THE PARTY CLIVE CREATED ON THE OPENING NIGHT OF "GEORGE M!", THE BROADWAY MUSICAL.

FROM THE GREAT NEWSMAKING PARTY OF THE SIXTIES, "UN BALLE IN MASCHERA" IN VENICE, WHERE PRINCE RAINIER AND PRINCESS GRACE, ELIZABETH TAYLOR AND RICHARD BURTON, ARISTOTELIS ONASSIS AND AN UNPARALLELED ASSEMBLAGE OF WORLD PERSONALITIES ENJOYED CLIVE'S TALENTS, TO THE 25TH ANNIVERSARY CELEBRATIONS IN ISRAEL THAT HE WORKED ON FOR A WHOLE YEAR, THE RAVES GO ON AND ON. THE NEW YORK TIMES REPORTED ABOUT THAT THREE DAY EVENT "HEROD WOULD HAVE LOVED IT



DIG DEEP INTO HIS GLAMOROUS BACKGROUND, AND YOU WILL FIND A MAN WHO ROLLS UP HIS SLEEVES, AND TACKLES EVERY JOB AND CRISIS WITH GREAT "COOL". HE IS ALWAYS SENSITIVE TO THE NEEDS AND FEELINGS OF THOSE WHO WORK ON HIS PARTIES. IN ADDITION TO THE FAMED, HE CHERISHES FRIENDSHIPS MADE WITH HEAD-WAITERS, BARTENDERS, PORTERS AND STAFF ALL OVER THE WORLD. CLIVE HAS A SPECIAL AFFECTION FOR CHARITY VOLUNTEERS THAT WORK ON THE MANY EVENTS HE HAS GUIDED TO SUCCESS. RECENTLY ASKED TO ESTIMATE HOW MUCH THESE PARTIES HAVE RAISED FOR SUCH GROUPS, HE REPLIED: "CONSERVATIVELY, \$8,000,000!"

AHEAD, THE BIG PROBLEM FOR CLIVE IS TIME. THERE ARE CONSTANT ENQUIRIES COMING FROM AROUND THE GLOBE. A TELEVISION SERIES OVER FIVE YEARS IN PREPARATION. AN ENCYCLOPEDIA OF PARTY PLANNING, AND THE BICENTENNIAL. IN 1968 HE RESERVED THE PLAZA HOTEL IN NEW YORK AS THE LOCATION FOR A TRIBUTE TO HIS ADOPTED COUNTRY TO BE HELD IN JULY 1976. HIS FUTURE COMMITMENTS INCLUDE A ST. PATRICK'S DAY PARTY IN 1978, AND A BASH FOR 17,000 PEOPLE IN 1980!





HOW CAN A CHAP WITH THESE CREDITS BE ANYTHING BUT COMPLETELY AND UTTERLY FASCINATING? IF HIS CREDENTIALS WERE NOT SO IMPECCABLE, IT MIGHT ALL SOUND A BIT WACKY! HOWEVER, WHEN THE REAL CLIVE DAVID STOOD UP ON "TO TELL THE TRUTH", IT WAS NOT A STRING OF NAME DROPPING EXPERIENCES THAT ESTABLISHED HIS IDENTITY. A TALENT FOR HIS WORK BLENDED WITH AN OBSESSION TO BRING JOY AND HAPPINESS TO AS MANY PEOPLE AS POSSIBLE, SEASONED WITH DEDICATION AND HUMOR HAVE EARNED CLIVE DAVID THE REPUTATION OF "PARTY PLANNER PAR EXCELLENCE".

PAGE ONE (LEFT TO RIGHT): RICHARD BURTON, GLORIA VANDERBILT, DIANA ROSS, JOSEPHINE BAKER, THE OHIO THEATER IN COLUMBUS, SIR CECIL BEATON.

CENTER PAGE (CLOCKWISE): MR. AND MRS. ALAN KING, LORETTA YOUNG AND ROBERT STERLING, DANNY THOMAS, PRIME MINISTER YITZHAK RABIN OF ISRAEL, LA CONTESSA D'ACQUARONE, LUCIE ARNAZ, MR. AND MRS. MIKE DOUGLAS, DAVID BEN-GURION, SHIRLEY MacLAINE, JOE FRAZIER, BARBARA WALTERS, PRESIDENT RICHARD M. NIXON, DIAHANN CARROLL AND LESLIE UGGAMS, PRINCESS ALICE AND H. M. QUEEN ELIZABETH II.

PAGE FOUR (LEFT TO RIGHT): H. S. H. PRINCESS GRACE, MEL TORMÉ, EYDIE GORMÉ AND BOB NEWHART, ELIZABETH TAYLOR, GOLDA MEIR, RED FOXX, MARIA CALLAS.

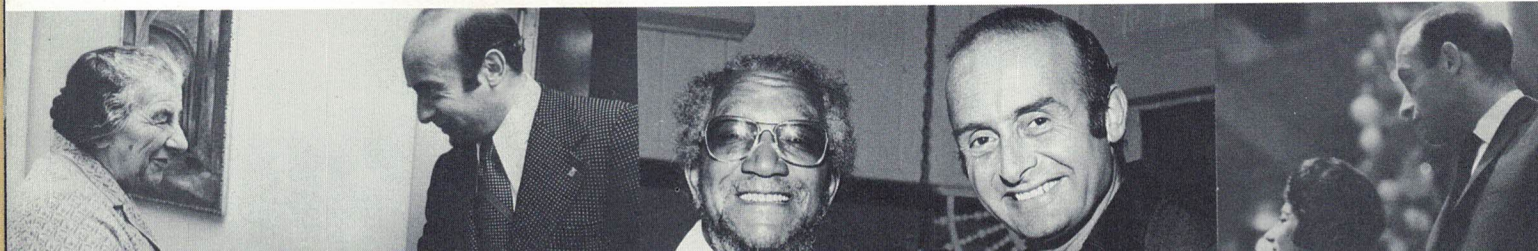
COVER

A representative group of the city's most inventive party-givers, as gathered together by party architect Clive David. Photographed by Jim Miller at Greenacres, the Harold Lloyd estate.

PARTY

ENTERPRISES, LIMITED

282 SOUTH REEVES DRIVE, BEVERLY HILLS, CALIF. 90212 • 213-274-7008 • CABLE: PARTYPRISE, LOS ANGELES
 BEEKMAN TOWER • 3 MITCHELL PLACE, NEW YORK, N.Y. 10017 • 212-355-7300 • CABLE: PARTYPRISE, NEW YORK



C.A.R.E.S. SUCCESS STORY

'Cavalcade Of Style' Benefit

By CONNIE MOORE

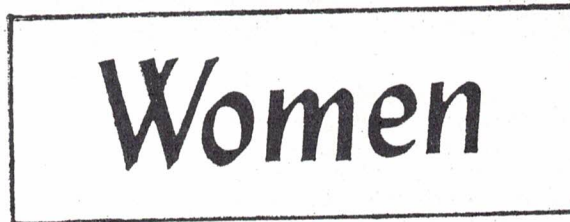
MAY 14, 1934 that noble lady, the "S.S. Queen Mary," was launched with great ceremony by the great Queen Mary herself in jolly old England. May 14, 1970, 36 years later, C.A.R.E.S. successfully launched its spectacular "S.S. Queen Mary" luncheon-gala at the Century Plaza in jolly old Los Angeles.

You better believe this was no 'run of the mill' ladies luncheon! It was an **Extra v a g a n z a** Extraordinaire!

For those of you who don't know, C.A.R.E.S. (County Auxiliary For Recruitment, Education and Service) is a dedicated organization comprised of an imposing list of more than capable ladies. They're real "Doers"! A salute to chairman Mrs. Edward Nelson; president Mrs. Lester Hibbard; co-founder Maria Cole Devore, and that hard-working Mrs. Richard Gavigan!

C.A.R.E.S. "Cavalcade of Style" was conceived, designed, produced, directed and delightfully narrated by Clive David, the internationally famous "special events consultant." His special touch of magic was prevalent from start to finish.

If today's C.A.R.E.S. luncheon is a sample of what's to come next March, 1971 on board the "S.S. Queen Mary" in Long Beach, the line should form to the left. Make your reservations early!



8 Saturday, May 16, 1970

Citizen News

Saturday, May 23, 1970

Citizen News

MARVENE JONES —

That jet set party planner CLIVE DAVID breezed into town to plan a great charity luncheon party. The elegant transplanted Londoner now makes his home most of the time in New York. He came to our town to stage the C-A-R-E-S benefit.

C-A-R-E-S means County Auxiliary for Recruitment, Education and Service in conjunction with the Los Angeles County-University of Southern California Medical Center.

You'll catch up on more news CA-R-E-S-wise from me as time goes on but be sure to circle the weekend date of March 5-7, 1971. Rush out and buy a calendar as soon as possible. That's the gala weekend the charity will sponsor on the R-M-S Queen Mary.

Cheerio, duckies.

CHRISTY FOX

Los Angeles Times

Wed., May 20, 1970



to benefit
C.A.R.E.S.

WILL TAKE PLACE IN LONG BEACH, CALIFORNIA
Saturday, 6th March 1971

Plan Ahead: Well, that certainly is what C.A.R.E.S. is doing. Their Queen Mary benefit (whipped up by New York's party planner Clive David) the other noontime in the Century Plaza brought out 1,000 plus and right on the table was a small card alerting everyone that the even bigger benefit they'll host aboard the Queen Mary in Long Beach is set for March 6, 1971. All this for the L.A. County-USC Medical Center.

In the meantime Clive is planning to be back here in the fall to give one of his famous lectures all in the same cause. When Betty Ann Hibbard and Maria Cole started this

First C.A.R.E.S. Benefit

'Queen's' Party A Smash Hit

By MARGIE DANIELS OSTER
Evening Outlook Associate Society Editor

A "Cavalcade of Style," 35 years kaleidoscoped via newsreel film clips of celebrities aboard that once proud monarch of the sea, the "Queen Mary"; fashions from those years once worn by stars of the silver screen, and space-age styles were all wrapped up in a three-hour-plus program Thursday.

The mammoth show was presented as the first benefit held under the auspices of the Los Angeles County/USC Medical Center Auxiliary (C.A.R.E.S.) in the Century Plaza Hotel and saluted the 34th anniversary of the Queen Mary's inaugural cruise which took place on Thursday, May 14, 1936. The event was also the inaugural for the international party to be held aboard the Queen Mary when its refurbishing is completed next year.

Conceived, designed, narrated, produced and directed by Clive David, international party planner, the show opened with the dramatic entrance of Sgt. James McInnes, ex-grenadier guard, and the pipes and drums of the Fraser Highlanders with Pipe Maj. Howard K. Farser leading the group with a grand skirling of the bagpipes.

One dramatic scene followed the other, from the newsreel clip of the late Queen Mary herself launching the ship, to a five-minute television film showing rehabilitation of infants at the medical center.

Then the lights dimmed and sudden facets of light played around the room and the ceiling, reflected from the two huge revolving mirrored balls suspended from the ceiling. Then came a crashing sound

As the rocket blasted off, the stage revolved to show a staircase banked with cymbidium orchids. A model, Clementine Le Touze, appeared in the first number in the Maning collection.

Clinging, supple and sensuous might describe the colorful, "out-of-this-world" costumes. All numbers were in lightweight jersey and all featured geometric symbols in splashes of color, all cut out and hand sewn on the basic body of the costume. All the models wore skull-hugging helmet-type hats. We were told the entire collection has been bought by a leading Los Angeles store.

A before-lunch treat was given to those who could elbow their way through the crowd in the lounge and to view at close range, a regal gown once worn by Her Majesty, Queen Mary, which Helen Lawson was wearing. The net sheath with slight train was overlaid with lace and embroidered in pearls, beads and heliotrope sequins.

With it, Mrs. Larson also wore \$1 million in diamonds, including a coronet of diamonds which was, so we were told, originally designed at the command of Napoleon and later reportedly given as a gift to the British Royal Family. She also wore a collar of diamonds, bracelets and rings, all from Kazanjian Jewels of Beverly Hills.

There was more for the guests, too. Instead of floral centerpieces on the tables, each table had a replica of a storage trunk filled with goodies. In four of the centerpieces something had been added, certificates for four valuable gifts. Most valuable was an 18 karat

Another puzzle to the audience during the entire program was where Clive David, the commentator, was standing. Necks craned, people stood up, but never did we see him. He was in the control booth high above all at the back of the ballroom, together with the cameraman and lighting-effects engineers.

During the afternoon three women from the entertainment world were honored: Dorothy Lamour for her performances during World War II to wounded service men; Claire Trevor for her 37 years of motion picture achievements and therapy for the sick and ailing, and Debbie Reynolds for her time spent for the welfare of hospitalized persons.

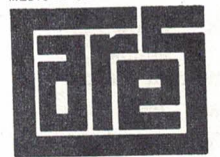
Mrs. C. Edward Nelson was chairman of the gigantic undertaking, with Mrs. Lester T. Hibbard, president of C.A.R.E.S.

On the committee was Mrs. Gary Devore (Maria Cole), who modeled a Jean Louis gown she wore aboard the Queen Mary when she and her late husband, Nat King Cole, sailed to Europe in 1950. Mrs. Devore is a co-founder of C.A.R.E.S. and chairman

EYE...EYE...EYE...EYE
WOMENS WEAR DAILY
5/22/70

WHO CARES: Renowned party-giver Clive David teamed with the Los Angeles County U.S.C. Medical Center Auxiliary last week for a smashing salute to the Queen Mary now docked in Long Beach harbor. Cavalcade of Style — spanning 35 years of fashion — paraded past hundreds of \$120 donors lunching in the Century Plaza Hotel. Clive David Weisz, whose gavel has been working overtime at the MGM auction, supported some of the fashions on the block for the event... but the Maning collection of colorful matte jerseys was the big hit, and Ladies loved it... Cheryl Winnett, Mimi Cole, Mmes. Reese Milner, Pat Nerney, Bradley Jones, Phil Cancellier, Shull Bonner and Jerry Wald. There were lots of slinky Longuettes (made especially for C.A.R.E.S.) vinyl kaftans and sheer kimonos.

LOS ANGELES COUNTY / USC
MEDICAL CENTER AUXILIARY



A CAVALCADE OF STYLE

Thirty Five Years of Fashion Design

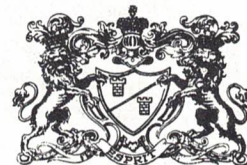
Saluting



Thursday, May 14, 1970

Century Plaza Hotel
Los Angeles California

Clive David stepped in



Clio Club Holds Annual May Breakfast, Hears Consultant, Party Planner

Members of Clio Club heard Clive David, International special events consultant and party planner, speak at their annual May Breakfast at the Lycoming Hotel yesterday. When Princess Rudivoravan of Siam, the scheduled speaker, became ill, Mr. David filled in with less than a day's notice. He said it was a celebration of the 10th anniversary of his arrival in America.

Now a United States citizen, Mr. David was born and educated in England. Graduated from the Royal College of Art in London, he worked as a designer for the Chippendale firm before he was brought to Philadelphia by Gimbel Brothers. Mr. David handles every detail from concept to clean-up including business management, public relations, decor, lighting, cuisine, entertainment, fund-raising, and programming.

Tomorrow Mr. David is giving a party for the Prime Minister of Canada. He has entertained for Queen Elizabeth and Prince Phillip at Government House in Nassau and given giant parties for both the Kennedys and the Johnsons in Madison Square Garden. He has scheduled The Miss Universe Pageant in Miami and will stage the Debutante Cotillion in St. Louis this coming November. At this event debutantes from all over the world will join those in St. Louis. Mr. and Mrs. Gregory Peck will host the event.

* * *

WILLIAMSPORT SUN-GAZETTE

Thursday, May 4, 1967

& the Clio Club said:

"A PLEASURABLE AFTERNOON. WE HAVE RECEIVED MOST FAVORABLE COMMENTS ON HIS LECTURE."

and from other lecture appearances

"RECOMMENDED FOR A RETURN ENGAGEMENT. HE GAVE AN INTERESTING TALK AND WE APPRECIATED HIS CHARMING MANNER."

Women's Club of Minneapolis

"PARTIES HERE IN THE FUTURE WILL TAKE ON A WHOLE NEW AIR."

Westport Women's Club

"I WISH I COULD TELL YOU WHAT AN IMPACT HE REALLY DID MAKE ON OUR GALS. THERE HAVE BEEN SO MANY VERY ANIMATED COMPLIMENTS."

Des Moines Women's Club

An Evening of

Splendor for the Love of Ve

by BENITO

MAJORCA DAILY BULLETIN - Saturday, September 16, 1967

Name an important personality in international society and you can be sure that they were in Venice last week to attend the fabulous masked ball held in aid of the craftsmen who suffered during the flood.

The world's newspapers and magazines have been filled with glowing reports describing the costumes worn by the guests and the elegant decorations of the ancient Palazzo Rezzonico.

The decorations were executed by Clive David, who has a home in Majorca and is shown in the accompanying picture talking over the costume theme for the ball with Elisabeth Taylor and Richard Burton on the terrace of the Gritti Palace in Venice. The photograph is by Harry Fox.

Clive David, the world-famous party consultant, who gave his services to this worthwhile cause, is now back in Majorca with a full report of the ball as he promised.

He says that the decoration that attracted the most attention was the gondola filled with hundreds of Mexican paper flowers which was suspended above the bandstand. He also used 400 begonias, 500 giant palms which were given by the city of Venice, and yards and yards of laurel smilax.

One of the first things that he had done was to have the massive chandelier cleaned and was told that it was the first time it had been done in the memory of old retainers who have been working in the palace for years.

He also changed the bulbs in all the other chandeliers from 40 watt to 10 watt and added shades which, together with the candlelight, gave a soft glow to the whole palace. In the many niches which contained busts of the family he arranged for spot-lights to high-light them.

For the buffet, which was served at 2:30am, the centre-pieces of the tables were miniature gondolas filled with delicacies and pyramids filled with flowers. At 5:30am a delicious ravioli was served. The favourite drinks of the night were French champagne and Ambassador Scotch whisky.

Among the guests - just to mention a few of the better known - were Prince Rainier and Princess Grace, Princess Eristavi, Mr and Mrs Cornelius Vanderbilt Whitney,

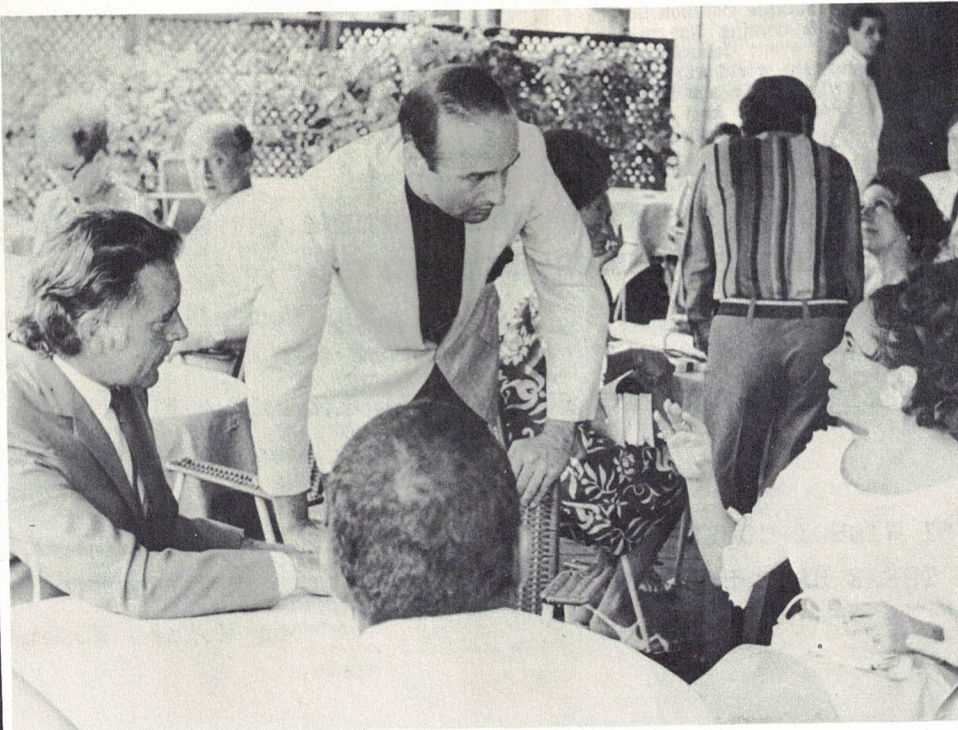
Sir Douglas and Lady Fairbanks, Princess Furstenburg, Mrs Joseph Kennedy, Aristotle Onassis, Mrs Clare Booth Luce, Viscountess Jacqueline de Ribes, Paul Getty, Baron Alessandro Rubini de Cerbin, Pierre Cardin, Lady Fairfax, The Duchess de Acquarone, Walter Wagner, International columnist, Suzy, Mrs H.J. Heinz, Valentina, Jean Shrimpton, Baroness von Thyssen and many many others.

Clive said that he left at 6:30am and the party was still going strong.

◀ *From Venice, to*

Richmond, Va.

Richmond News Leader, T



SPECIALIST IN PARTY GIVING MEETS UP WITH SOME V.
Clive David (center) Talks With Richard Burton and Elizabeth Taylor

Consultant Recounts Elegance

By JAN MAHOOD

The urbane party consultant par excellence looked wistful.

"When I was a child, I used to stand by the gates of Buckingham Palace and wait for the Royal Family to go by."

And then one fragrant night in the Bahamas, Clive David looked out over the splendor of a party in honor of Queen Elizabeth II, and "it was the thrill of a lifetime."

For he had made arrangements for the spring 1966 celebration of the first official visit by a monarch to the Bahamas.

"That was the most lavish party I have ever been involved with," David remembers.

He recounted several others approaching the elegance of the Queen's reception to the Ginter Park Woman's Club yesterday, among them affairs for the Kennedys and Johnsons. He also gave the women hints on how to give successful parties.

Party-giving — from a small home gathering to an international gala is David's specialty, and he arranges every detail, from concept to cleanup.

Philadelphia, New York, London, Mallorca, St. Louis have been sites of some of his elegant creations.

And elegance is, David feels, the whole point.

"I don't have anything to do with these mad, mad things where everybody makes lots of noise and tries to act crazier than the next person," he averred. "The hardest thing to achieve, and something I strive for, is conservative, classic originality and good taste."

The original David touch was evident at last September's "Un Ballo in Maschera," recently featured in Life magazine.

"The title was selected by Wally Toscanini, the late conductor's daughter," said David in an interview here before his talk to the woman's club, "and everyone wore elaborate dominoes."

Arrangements for the Venetian gala were every bit as memorable as the party, David remembers. "When I got there, I asked the concierge for a boat to get around Venice in.

"Well, apparently no one had ever made such a request before, and it took him a while to get me one.

"I became known in Venice not for the party, but for being 'that nut' who took his life

in his hands and traveled around Venice in his own boat."

When David asked the Italian workmen to do something, he said, they would usually do the opposite.

"When I asked one, after much gesturing and translating, to move some chairs into another room, he took them upstairs.

"I thought they would look better up there' he mimed."

The event David remembers as the "most sparkling" was the birthday party he gave in 1962 for John F. Kennedy.

Marilyn Monroe gave her well-known rendition of "Happy Birthday" at that one.

But the biggest surprise for David was the "complete reversal" of Maria Callas.

"She turned out to be gracious, marvelous," he said. "I had thought she would be impossible."

ce

Oct. 26, 1967



GINTER PARK SPEAKER RECALLED TALK WITH PRINCESS

Here David Is Greeted by Her Serene Highness Grace

An Evening at the Ritz-Carlton



A continental touch at Boston charity ball

By **MARJORIE SHERMAN**
Globe Society Editor

Palms and peacock feathers and footmen in 17th century livery don't make a party — but they certainly add to the over-all effect.

And the effects at the Ritz Carlton Thursday night were right out of the British imagination that has been practicing up on parties for Princess Margaret and her Tony and Prince Rainier and his Grace.

Clive David, international party planner extraordinaire, wasn't very happy over the Boston fire laws. "It really is the first time I've ever had to create an atmosphere without candles," he said. But Clive did his best, and that's a very good best.

Lighted Corinthian columns glowed to make a pavilion for a specially-built dance floor and marble urns filled with peacock feathers looked like anything but Boston. Palms and tropical evergreens (borrowed from the Boston Park Department) made a Continental entrance," according to Mr. David, who considers dullness a cardinal sin.

He and Peter Duchin, the handsome, affable piano-playing son of the late loved Eddie, see eye to eye on the things that make a party tops.

Attractive people are a must, and happily enough, both were quite pleased with Boston's Gardners and Forbesees.

Bostonians, Mr. David feels, are either "really beautiful people" or "quite hopeless."

New Yorkers can be "just too much," however, he says.

The Washington of the Kennedy era was the perfect thing, to his way of thinking: "Every bit as royal as Buckingham Palace."

Both David and Duchin are still partial to the Kennedy parties and will meet over one "quite soon."



THE RITZ-CARLTON
BOSTON



The Boston Globe

FRIDAY, DECEMBER 8, 1967

WOMEN

RECORD AMERICAN, BOSTON, SATURDAY, DEC. 9, 1967

Britisher Hosts Party That Suits Boston to 'T'

Who's to say? Boston party-goers may even be in for Truman Capote-type bashes before long! The first crack in the old guard came Thursday night when Clive David, who has been entertaining the "beautiful people" (the R. Burtons, the Rainiers of Monaco, et al) since he was 17, brought off his first Boston party with much success.

By **AVERIL LASHLEY**

The very debonair Mr. David, a Britisher-turned-American who travels all over the world giving parties, (for a tidy sum, of course) has spent the last three months (including a sleepless Tuesday and Wednesday nights) working on Thursday's dinner-dance

For \$100 per person the guests were greeted by livered footmen in 17th c. costume, wined and dined by Yves Menes, head chef of the Ritz-Carlton, and serenaded by Peter Duchin and his society orchestra. The unruffable Mr. David admitted, "I only take on an event if I can really do something with it." And the secret of his success? "I kill myself on detail. That's what makes a party. No sensationalism. Just an understated effect."



*** and on to Boston, Mass.

The News Tribune

C Sound Life

SECTION

MARCIA SHANNON, Editor

Tacoma, Wash., Tues., Jan. 29, 1974

Soft lights, music for party success

By JUDY DAVIS
Special to The News Tribune

"Remember, parties are given for people — people are the framework around which everything should be built."

That was the keystone advice given by party consultant Clive David who spoke at a Tacoma Town Hall Lecture Monday.

BORN IN ENGLAND, the suave, imaginative Mr. David handles parties — from concept to clean-up — for clients who range from Israeli Prime Minister Golda Meir to individual hosts at intimate dinner parties in their homes.

"One of my most challenging parties was held in an eight-and-a-half-million-square-foot cave in Kansas City," says David who came to the United States in 1968 to design furniture for a New York firm. Previously he had been a designer for the Chippendale's in England.

Another opulent event David master-controlled was a masked ball in Venice which included such jet-set guests as Prince Rainier and Princess Grace of Monaco; Aristotle and Jacqueline Onassis and Richard Burton and Elizabeth Taylor.

David, who studied at the Royal Academy of Art in England, devoted most of his talk to tips on successful entertaining:

Among his dos:

— Eliminate cocktail hours before dinners. ("They're too expensive and people get bombed — it's better to serve a good drink a half-hour before dinner and then proceed with the evening's activities," he says).

— Fill in conversational "voids" with soft background music.

— Create a pleasant party atmosphere with lighting. ("I use candles — but stay away from the perfumed ones that smell like scented garbage cans.

"Then, use dimmer switches on all other lights . . . that way, everyone has a rosy, healthy glow," suggests David.

—When giving parties for individuals, plan food and decorations, around the activities; interests, or ethnic background of the guest of honor.

David also has some don'ts for party-givers:

— Don't put too much stock in how-to books. ("Use your own imagination," says the experienced party-thrower who became a United States citizen on the day he gave a presidential birthday party in the White House).

(— Don't separate tables; put them together in various shapes. He says t-shaped is best.

— Don't serve coffee at the dinner table. (Instead, corral guests in the living room to get away from that messy table and stimulate conversation among everyone," he recommends).

DAVID SEES the United States 1776 Bicentennial Celebration as a perfect peg for party activities.

In fact, when David found out about the upcoming celebration in 1968, he reserved an entire New York hotel for a party he plans to give on July 3, 1776; as a personal "thank you" for opportunities and experiences he has had as an American citizen.

Even though the average American will not be on the guest list, he will be able to witness that gala shindig — over a major television network.

And since Clive David is involved, it's bound to be a success . . . a real party for the people.



Prime Minister Golda Meir
and Clive David

DAILY EXPRESS Monday February 4 1974

WILLIAM HICKEY

Fireworks ahead

MANCHESTER-BORN CLIVE DAVID, 39, is already at work on his most magnificent party yet—to celebrate the bicentenary of American Independence on the Fourth of July 1976. It will cost more than £100,000.

Now a naturalised American, Mr. David has organised parties on a lavish scale all over the world. Indeed he styles himself a "party architect."

"America has been very good to me and this is going to be my thank-you America

party. I'm taking the year of 1975 to plan everything in great detail. And I can tell you that on the stroke of midnight on July 4, 1976, the whole island of Manhattan will turn into one huge firework display."

He has already booked barges on the Hudson River and ordered the fireworks. "It should be quite a bang.

"I like to look ahead," says Clive, who has completed a party-giving lecture tour of the United States. "Why, I have a total format for holding a world party — utilising space and up-to-date technology for a tremendous party in the year 2000."

Clive David

The highly acclaimed party architect



It Happened Last Night

EARL WILSON

Celebration in Israel . . .

JERUSALEM.

My sixth visit to this brave new country has been a very emotional experience.

I saw comedian Alan King break into tears when he was opening the diagnostic medical center in his name here. He said later, after his tearful outburst, that his three children could not be with him today because "they are back in New York City busily destroying our home."

Ninety-six-year-old Pablo Casals and Isaac Stern gave an outdoor concert at the cultural center donated by American builder William Levitt and his wife Simone.

But for many of us the high point of this 25th anniversary celebration of the new country was the calm and tranquility of Prime Minister Golda Meir. The eyes of the world were on Israel after its interception of an Arab airliner, but it seemed to make no dent in the unity or happiness of the country. At least there was a combining of allegiance to the government, with occasional criticism of the timing.

* * *
ALAN KING led Robert Merrill, Patrice Munsel, Josephine Baker, Hugh O'Brian, Susan Strasberg, Arlene Dahl and Basheya through a Night of Stars show under the August moon, with Earl Blackwell of Celebrity Service, and Mira Avrech, a Tel Aviv columnist, presenting a scroll to the prime minister.

"Why don't you all sit down? Don't you have any seats?" Golda Meir said to the standing crowd. Later, to Alan King she said, "You should make this an annual event," and Alan answered, "With our people, an annual event can mean every two weeks."

The prime minister conferred lengthily with some military aides, seemingly oblivious to machine gun-carrying guards in hidden security posts. The promoters of the anniversary affair were fearful that political pressure might prevent her from attending the festivities, but she stayed throughout the Sunday night celebration, applauded and even gave a few autographs.

She particularly enjoyed the "Hello, Golda!" song with special lyrics by B'way composer Jerry Herman, which included the lines: "You're still glowin' . . . you're still crownin' . . . you're still goin' strong!"

* * *
MAYOR TEDDY KOLLEK was introduced by Alan King as "the John V. Lindsay of the Middle East."

The party was a great demonstration of the ability of Israel to summon financial support for its cultural undertakings. The new enterprise financed by Levitt will consist of homes for writers and artists who can come to Israel and devote themselves to artistic endeavors, supported during that time by the government.

Participants here included Barbara Walters, Rudolph Nureyev, the Duchess of Argyll and Clive David, the party-giver who gave his all to the celebration. Not only did he faint twice during the fete, but he personally donated \$50,000 to the observance when the Israeli budget ran out of money.



The Alan Kings & Clive David



תשובה צנועה

קלייב דויד

אגב, קלייב דויד, שהתרוצץ בירושלים כדי לארגן את הנשף, פגש בט"רי קולק, ואמר לו בהתפעלות: "ממש עצום מה שעשית בירושלים!"

תשובת ראש-העירייה הצנוע: "ידי, די המעשה הזה התחיל לפני כארבעת אלפים שנה!"

THE OBSERVER REVIEW, 2 SEPTEMBER

Noblesse

HE MAY have been born in Manchester, but he could have happened only in America. Clive David, 38, exquisitely dressed, is America's top party architect. He literally designs parties as architects design houses. He popped into London, so we joined him for lunch at The Curzon House Club.

He has booked the entire Plaza Hotel in New York for a gargantuan Independence Bi-

Centenary party in 1976. It's a way of saying 'thank you America for making him so and happy.'

He stage managed the magnificent masked ball in Vienna when the Rainiers, Burtons, just about everyone else showed up, and he won't even discuss the party with a client by pocketing an initial £1,000.

He was here arranging a jumbo-jet a Los Angeles irrealist and 400 friends to London for a right royal party on November. At the last moment he decided poor Princess Anne should have a bit more pressure than that so he called London to cancel the party. He hopes Princess Anne will appreciate Mr David spurning £20,000 fee just to spare feelings.

by Linda Blane

THE NEW YORK TIMES

Celebrities

By TERENCE SMITH

Special to The New York Times

JERUSALEM, Aug. 13—Herod the Great would have loved it.

In celebration of Israel's 25th anniversary, 450 international guests nibbled stuffed vine leaves under the starry sky watched Rudolf Nureyev dance in the Herodian Amphitheatre later at Caesarea and sang "Hello, Golda, hello, Golda . . ." to Israel's Premier at a torchlit party in the 2,000-year-old Herod's citadel of Jerusalem.

The three-day weekend, titled "Salute to Israel," was a benefit for Premier Golda Meir's educational foundation. The foreign and Israeli guests paid 1,000 Israeli pounds (about \$230) each to promote the development of the arts in Israel.

Not since Herod the Great took his Jerusalem court to Caesarea for some summer fun has there been such a bash in the neighborhood.

Recruited Party Planner

The weekend was conceived three years ago by Mira Avrech, the leading Israeli

מירה אברך מספרת:

DER SPIEGEL



... auf kulturelles Leben gelegt": Festivaliers David, Josephine Baker, Nurejew

UESDAY, AUGUST 14, 1973

iven a 3-Day Party, 'Salute to Israel'

INTERNATIONAL HERALD TRIBUNE, WEDNESDAY, AUGUST 15, 1973

PEOPLE: *An Israeli Bash And the Beautiful People*

"Herod the Great would have loved it," says **Terence Smith** of The New York Times, describing a bash in Israel, marking the country's 25th anniversary. The three-day weekend was the idea of **Mira Avrech**, the leading Israeli gossip columnist, who enlisted **Earl Blackwell** and **Clive David**, party architects, to arrange it.

Some 450 certified Beautiful People turned up to watch **Rudolf Nureyev** dance, in the Herodian amphitheater at Caesarea, nibble vine leaves under the stars and sing "Hello Golda, Well Hello Golda..." The event was a benefit for Mrs. Meir's educational foundation, with most of the costs being underwritten by Mr. and Mrs. William J. Levitt. Among the...



Socially and on Stage—La belle Josephine Baker has had — figuratively speaking—toute Los Angeles at her feet. The social whirl started for her soon after she arrived from a quick holiday in Cuernavaca. Clive David had taken over Beverly Hills' Polonaise restaurant, invited a roomful of friends (some of them had been in Israel with Josephine for the country's 25th birthday celebration) and had David Jones decorate the place with bananas and banana leaves.

Ms. Baker noticed the decorative touch immedi-

FESTIVAL

Immer nur Kibbuz

Israel will sein Image korrigieren: Statt militärischer möchte es musische Stärke demonstrieren.

In solcher Szenerie, scherzte der amerikanische TV-Entertainer Alan King, sei er noch nie aufgetreten: in einem „Bühnenbild von Herodes, das seit den Kreuzzügen keiner mehr gefegt hat“.

Im biblischen Burggemäuer von Jerusalem, lind ging die Luft unterm sattem gelben Mond, war am vorletzten Sonntag Show-Zeit — allerhöchste:

Im blauen Brokatkittel, eigens für den Anlaß angeschafft, saß Premierminister Golda Meir 500 Gästen vor, 200 davon Geladene aus der westlichen Welt; auf der Bühne gab sich Show-Prominenz aus Orient und Okzident ein Stelldichaus.

Als Zeremonienmeister engagierte sie einen Schöngeist, der sich selbst „Party-Architekt“ heißt.

Clive David, 39, entwarf das Show-Szenario und die Party-Menüs und schrieb den rechten Dreß dazu vor.

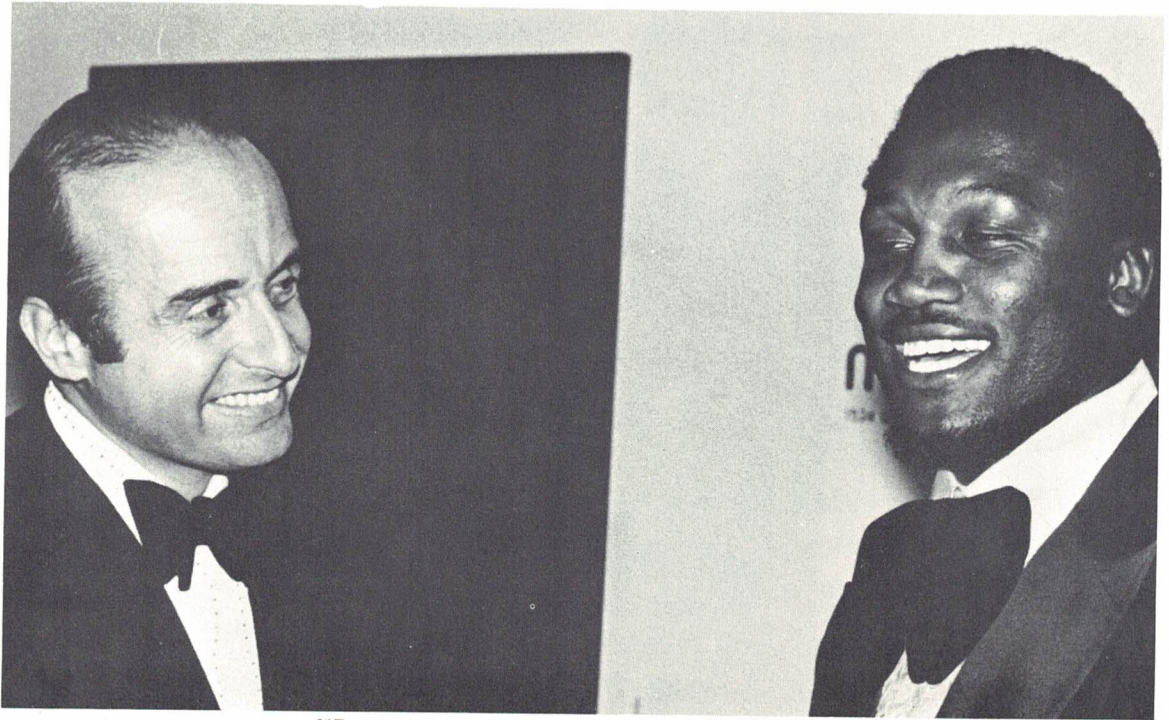
David („Ich bin konkurrenzlos“) hatte schon Partys für John F. Kennedy und Queen Elizabeth entworfen; sein „größtes Kunstwerk“ (David) war ein „Maskenball“ in Venedig — unter den Gästen: Onassis, das Fürstenpaar von Monaco und die Burtons.

2 Los Angeles Times ★
Part IV—Mon., Oct. 1, 1973

caught her off base. She thought that after the rehearsal she was going on to a quiet dinner with her co-producer Jack Jordan and her son Jean-Claude. Jordan hadn't worried about her not dressing up — "she always does." So while she kept repeating "pas vrai" about the surprise she doffed her "robe de nuit" with its ostrich feather trim and went on greeting friends like the Irving Wallaces and Susan

Living

The Sacramento Union, Friday, January 18, 1974



Clive David and Joe Frazier at the party David put together for the National Council of Alcoholism last September.

A.M. told . . .

Dim-out helps party

The key to a successful evening party is lighting . . . an even wash of dimness that flatters the guests and encourages relaxation and ease.

This tops the list of musts according to Clive David, party arranger par excellence, who discussed "A Party For All Seasons" at the A.M. meeting Thursday in Crest Theatre.

An international special events consultant and party planner whose charity functions have raised between 8 and 10 million dollars, David willingly (for a fee) devotes equal detail to small home functions. He is the male counterpart of the late Elsa Maxwell.

David, a former furniture designer in his native Eng-

land, moved to the U.S. in 1957 and admits his present profession was not "learned in college courses; it was simply basic survival." He had a flair for party-giving and was urged by friends to enter the field. "By the grace of God and the U.S., I have succeeded," he says.

He doesn't advocate small tables at home parties, except for a buffet, and his favorite is a sit-down dinner at one large table, preferably T-shaped, which he claims isn't hard to do. He also scores extended cocktail hours and too many appetizers. "Limit the drinking to one half hour or all the food preparation is entirely wasted on sodden guests. Be sure to go all out on the dessert course for it offers a real creative challenge. Personally, I dislike cake, even at a birthday

serve the coffee in the living room, as it will be a deterrent for the men splitting away from the women.

Preparing for entertaining starts long before the day of the event, according to David. "The key to successful party giving is individual social security. Just remember, you have solved half your problem when guests arrive because EVERYONE wants to have fun and they come with that expectation.

Soft, instrumental music is a necessary aid for that awkward period when the first guests arrive and the home is still empty, according to the party planner. And it is ideal, if kept soft and low, during dinner.

The stager of the famed 1967 Masked Ball in Venice to raise funds for flood damage, he

in Europe to help the image of American women than anyone in the world."

David is particularly emphatic on using the talents of youth in party planning and fund raising. He urges that parents imbue them early in life with a sense of obligation to help those in need. "We must start getting young people motivated to carry on the fund raising events which involve their parents, otherwise these functions will become dull and repetitious with the same people doing the same tired thing year after year.

"Put the talents and the enthusiasm and creativity of teenagers to work; harness their energies. Why not package a rock concert for charity, scaled to their monetary level and stop thinking in terms of \$50 and \$100 a plate events?"

The Woman's
View

Jet-set party planner

MARCIA SCHULTZ

For those who think that hosting a dinner party for 10 is a major undertaking, it's inspiring — make that awe-inspiring — to meet Clive David.

David, the urbane impresario of jet-set parties, was in town yesterday to give a lecture on successful party-giving.

He has staged parties costing as much as \$250,000, attended by the Richard Burtons, the Aristotle Onassis, Prince Rainier and Princess Grace of Monaco, Queen Elizabeth, and almost everyone who is anyone.

But the biggest party of them all is yet to come: A 200th birthday celebration on July 4, 1976, for the United States.

The British-born David, now an American citizen, is giving it himself as a thank-you to his adopted country. "I have a great deal to be thankful to this country for," he explained.

EVER SINCE 1968, he has had the Plaza Hotel in New York City booked for the party and "every single detail planned."

Besides the 400 or 500 invited guests at The Plaza, he is inviting all eight million of the city's inhabitants to enjoy "the world's most spectacular fireworks display," launched from barges encircling Manhattan Island.

He plans to choreograph the fireworks display to music that will be broadcast on the radio. He also hopes the rest of the country will enjoy the party via television.

If David's credentials weren't so impeccable, it would all sound a bit



The little details make the party, Clive David believes. For instance, over breakfast he showed how to fold a napkin into a "lotus blossom."

his ability to create parties on a gigantic scale.

HIS CREDITS include a fabulous masked ball in Venice; redecorating a limestone cave near Kansas City for 1,000 dinner guests; the Miss Universe Coronation Ball; the John F. Kennedys' benefit extravaganza in Madison Square Garden, etc., etc.

One of his current projects is a 25th anniversary celebration August 11 and 12 for the state of Israel.

BUT BACK to those who think a dinner party for 10 is a major undertaking. In

ton Athletic Club, David offered some tips for successful entertaining:

He believes planning ahead is the key to success; food should be prepared in advance so the host can spend the maximum amount of time with his guests.

Describing lighting as "all important," he suggested placing candles on all flat surfaces around the perimeter of the room. Then you should control the electric lights with inexpensive dimmer switches.

His advice on flowers is to spend the money on one large, splashy bouquet rather

rangements that are unlikely to be noticed.

THE COCKTAIL "hour" should be more like a half hour, although the first cocktail should be a stiff one, according to David, a non-drinker. At his own week-night parties, he invites guests for 7:30 and serves dinner promptly at 8.

As for cocktail parties in general, he said, "To me they're the 'get rid of' obligations party. I hate them. You walk in and feel awkward and stand around ..."

Don't go overboard on hors d'oeuvres at a dinner party, he says. Nuts and olives, or maybe tiny potatoes topped with caviar, is plenty.

Music is important, he believes. A \$100 stereo system will do, but the speakers should be separated and hidden so that the music permeates the room rather than becoming a focal point. "Never use vocal music," he advises, and his own favorite touch is to hire a zither player for the evening.

He doesn't like surprise parties, especially with people jumping out of closets: "For an elderly person they can be fatal," he said, and even a younger person may be thrown into a shock that can ruin the party.

"I ABHOR party games," he told his audience, "unless they don't require any talent. I'm a terrible loser."

What about showing colored slides after dinner? one woman asked. "Only if everyone at the party is in them," he replied.

How do you promote good conversation at a party? "You can't promote it," he declared. "You simply have to have a balanced guest

Suburban Society News

HELEN DUFFY — SOCIETY EDITOR

Mike Douglas Marks 11th Birthday on TV At Gala Party Created By Clive David

What a beautiful party Westinghouse Broadcasting Company gave for Mike Douglas on Monday night at Group W Studios in Independence Mall East. None other than Clive David, the internationally acclaimed party architect created the star-studded affair. Clive is becoming a household word in Philadelphia party circles as well as California, New York etcetera.

The stars included Rosemarie, Norm Crosby, the Amazing Kreskin, Lucy Arnez, Clive David, Gwen Verdon, Rocky Graziano, Nancy Wilson, John Davidson, Jennifer O'Neill and Eddie Arnold. Would you believe that each of these stars who were invited to honor Mike Douglas received a 10-karat diamond ring? The party really sparkled plenty!



JOSEPH X. DEVER

On Camera for the Lov

IT'S A BRAVE MAN who would ask Mayor Rizzo to clap his hands on cue much less peep through a comic mask. And on national television yet.

But British-born Clive David did just that last night in the KYW studios at Independence Mall, and Hizzoner obliged docilely. So did the 150 others in the black-tie audience, including Commerce Commissioner Harry Belinger, District Attorney Arlen Specter and their wives.

The Mayor didn't lose his cool when David at the microphone mistook Mrs. Belinger for Mrs. Rizzo, not present.

The Mayor's bonhomie wasn't really for David, but rather for the love of Mike, Mike Douglas, that is, who was observing his 11th TV birthday with an on-camera party. The show will be aired Dec. 18th.

To make it as chic as possible he air-lifted celebrated party architect David in from the coast.

When Mike made his entrance, the 11 guest stars and the entire audience were all holding up fan-like Douglas masks. Must have given him a start. That is if he hadn't been to the rehearsal.

The stars, all at one large holiday table, dropped their masks one by one to reveal actress Jennifer (The Summer of '42) O'Neill, ex-middleweight champ Rocky Graziano, Gwen Verdon, John Davidson ex-child star Rose Marie, Clyde Kreskin, the magician, Lucie Arnaz, daughter of Desi Arnaz and Lucille Ball, and Norm Crosby.





JOSEPH X. DEVER

Party Architect Stages a Party

The Evening Bulletin

Women Today

MONDAY, SEPT. 25, 1972

of Mike
Evening Bulletin

Women Today

WEDNESDAY, DEC. 12, 1972

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THE SUBURBAN AND WAYNE TIMES

Thursday, September 14, 1972

Clive David Adds Charisma to a Party

'Une Soiree de Gala' Aids Council on Alcoholism

BY HELEN DUFFY

SUCCESSFUL PARTY GIVING is an art and it wouldn't surprise us if in the very near future colleges will be adding a P.A. degree (Party Architect) to their curricula. Entertaining on a small scale at a home party or in a great big way at a club or hotel is something we must face eventually and knowing all the secrets to make a bash a smash would ease many a worried host and hostess.

We predict the first to receive an honorary degree in party giving will be Clive David. British born, David, has been planning parties for over 15 years for such folks as the Kennedys, the Bal Masque in Venice which was attended by Prince Rainer and Princess Grace of Monaco; Clare Boothe Luce, Aristotle Onassis

the hostess with the mostest. He doesn't get involved with the invitation list — he just takes all the responsibility away from folks like Perle or Elsa Maxwell or the wives of important executives, or large charity benefits and handles every little detail of the party from decorations to the selection of the food, with a few surprises thrown in to make it a night to remember. David is a pro at party throwing and does it for a professional fee, of course.

IS IT ANY WONDER THEN that Philadelphians and suburbanites are all agog that Clive is doing 'Une Soiree de Gala' for the benefit of the National Council on Alcoholism at the Philmont Country Club, in Huntingdon Valley on Saturday, September 23. The ex-

"CANDLELIGHT makes people feel secure," insists celebrated party architect Clive David who was flown in from Los Angeles to stage Une Soiree de Gala on Saturday last at the Philmont Country Club. Beneficiary was the National Council on Alcoholism (Delaware Valley Area).

Accordingly, the British-born partygiver's partygiver imported 72 dozen votive candles all the way from Oshkosh, Wisc., by gosh, to make everyone as secure as possible.

In their little glass cups, they flickered on the tables beside the potted geraniums in the transformed ladies' card room. They flickered in the candelabra by the sumptuous buffet. They flickered in graceful gothic arches on the plastic-enclosed porch where Meyer Davis played.

Truth to tell, however, the candles calmed everyone but Clive himself. "They're meant to be 10-hour candles. We'll be lucky if they last five," he worried aloud, since the candles were the only lighting."

Romantic Women

NOT TO WORRY. The candles held out beautifully. The 400 guests looked relaxed. The women positively romantic, and Une Soiree de Gala was one of the most easy and atmospheric parties we're likely to see this season or for many seasons to come.

Heavyweight

HEAVYWEIGHT champion Joe Frazier had no trouble losing.

Clive bristled momentarily when one of the NVA's women's committee told him at party's end: "You won't be able to hold the ball here next year." "Why not?" he asked. "Because it won't be big enough," she answered. Which is why Clive is beaming all the the way back to L.A.



CLIVE DAVID enjoys a visit with TOTIE FIELDS

always wanted to know about the 'beautiful people's party but had never been invited to attend. We have a few good friends on the committee and we may be able to wangle you an invitation if the 300 limit isn't filled. The donation, (tax exempt) is \$75 per person or \$60 per person for a party of 10. A delicious buffet will be offered throughout the

play in the ballroom. And that's not all. The club will take on a Monte Carlo Casino atmosphere with all those fascinating wheels and games. Each patron will receive a \$25 certificate to be exchanged for non-negotiable chips. Chips will be exchanged for merchandise only and the committee is busy collecting most

ENTERTAINING 1000 GUESTS IN A LIMESTONE CAVE

LIFE for Clive David is one party after another.

For an immodest fee exacted from a rich host or hostess, he will take over the planning and the execution, the worry and the sweat, and fling a wingding from A to Z.

Aside from an ulcer (quiescent), David's doing nicely as a "party architect," with posh digs in New York and Beverly Hills, and a seldom-visited villa in Majorca. Not bad for a 38-year-old former furniture designer from Manchester, England, who taught himself the art of successful entertaining.

David's fee is such that he can limit himself to six or seven parties a year (\$10,000 for a charity affair, \$18,000 for a commercial or private shivoo). In between, he lectures to women's clubs and works on a television project, which next year may bring "Clive David's Party World" into millions of homes five days a week.

David wants very much to bring his expertise to Sydney next year, to help open the Opera House, but has despaired of getting anyone to take notice.

"The opening should be the most glamorous and luxurious event of the decade," he said. "They can outdo the opening of any cultural centre of the world, and they need to. If this isolated facility is to succeed, it has to have an aura and an image that make artists and tourists want to go there."

Planning parties is Clive David's business — and he gives do's and dont's for party-givers, especially on New Year's Eve.

By ROBERT FELDMAN, in New York

Opera House

David wouldn't discuss any of the ideas for the opening that he said had been "pouring out" of his head.

"Those are professional secrets.

"The Opera House opening will be what makes it or breaks it, in terms of world prestige. I wish them good luck."

There is no question that David is a born organiser and people-mover.

One of his more spectacular recent efforts was a business party for 1,000 guests in a limestone cave near Kansas City. Another was the party for the opening of a Broadway musical, "George M.!"

He staged the masked ball, in Venice, in 1967, the benefit to repair damage done by floods (and did not take a fee). In this he was helped in his chores by Princess Grace of Monaco, the Burtons, Mrs. Joseph P. Kennedy, Aristotle Onassis, Clare Booth Luce, and others.

"When I was a child I used to stand by the gates of Buckingham Palace and wait for the royal family to go by," he said. And then years later one fragrant night in the Bahamas, Clive David looked out over the splendor of a party he had arranged in honor of Queen Elizabeth. "It was the thrill of a lifetime."

Half of David's work in the U.S is for charitable organisations, and the other commissions are carefully chosen for glamor and

Few would be in the party-organising race with David. He is not only expert in all the elements of entertaining, from food to decor, but knows headwaiters and waiters the world over by their first name. He is alert to the snags and pitfalls that can ruin a party, and is a whiz at improvisation when things go wrong.

I watched him operate during a long Saturday afternoon, while he orchestrated all the elements of a 2,000-guest, \$100-a-plate dinner for the City of Hope medical charity that evening.

Keeps his cool

Tablecloths arrived — they were the wrong color. There weren't enough 24in. candles. The hotel ran out of centrepieces. All these problems and shortages were surmounted in good time and good cheer, leaving the organiser calm enough to notice a waiter's dirty hands and gently send him to the wash room.

There was incipient trouble with the unions (an entertainer wanted to move the piano herself, a "no" in the trade-union domain of the hotel ballroom) which David quickly squelched.

And so on, with time left only for a coffee and a quick change from overalls into dinner suit, before the last-minute straightening of the dais table, and the necessary briefing of actor Robert Cummings, who was to be comper.

David sees no end of possibilities in his television project. "There's a whole area opening up now with increasing leisure time," he said.



CLIVE DAVID at a Hollywood party with superstar DIANA ROSS.

excitement, such as parties for the Kennedys and the Johnsons.

David arrived in the United States 15 years ago, sent by Chippendale to consult with a Philadelphia department store.

"When I set foot here, I knew this was it," he said.

David became first a disc jockey on a radio station, and then through his membership in AFTRA (American Federation of Television and Radio Artists) helped organise a charity function in Philadelphia.

"Someone remarked afterward that I should do this for a living, so I left the radio station and started right in," he said.

Women's News



Clive David loves posh parties.

By LUCINDA INSKEEP
Louisville Times Staff Writer

Life is an endless round of parties for Clive David, and it's a life style he pursues with complete and utter dedication.

David is a professional party-giver, whose credits include a fabled bal masque in Venice, with Monaco's royal pair on the guest list, a charity ball in Boston, a benefit parade of fashion using MGM's wardrobe, an opening night party for "George M" and the Miss Universe Coronation Ball.

The last two probably gave him the most anxious moments he has ever suffered in his party-giving career, said the urbane English-born David, here to address the Woman's Club of Louisville this afternoon.

"There were 79 girls, symbolizing the beauty of the world, all speaking different languages. They were being escorted by cadets from Annapolis and rehearsal was complete chaos. The girls were upset because they hadn't won, the cadets weren't paying any attention to instructions and I was sure this would be my downfall," he said. "That evening it worked like a dream."

As for the "George M" party, Clive said he refused to do it at first. "I had sworn I'd never do an opening night party. They are nothing but brawls." But the host (Konrad Matthaehi of Detroit) challenged him to prove they could be different.

"Then I really had to do it. We held it at the Plaza with 408 guests and I made it impossible to crash. Not only did each guest have a ticket to get in, but each had a stub to hand the waiter. In the midst of it one of my assistants came rushing over to me saying, 'We've got a crasher.' I said it was impossible. Nonetheless we went over to eject him as quietly as possible. It was my client—the host of the party.

"With all the little details to attend to at the last minute I had completely forgotten to give him his ticket," said David, clapping his hand to his forehead. "Fortunately, he was delighted to find out our precautions worked that well."

people how to give them. His spare time, both at home in New York and on the road is currently being devoted to the television show he hopes will make its debut next fall.

Although the ultimate format of the show, he admitted, will necessarily be one chosen by the sponsor, David says: "I am totally committed to being able to bring to people of all stations in life the answer to both the economic and know-how problems of enjoying the good life through parties."

It is a subject David pursues with something akin to religious dedication.

"For one thing, charity is the fourth largest business in the U.S. Since this is not a welfare state, no matter what some politicians say, these non-profit organizations are indispensable.

"We are going through this unbelievable social revolution, which should apply to fund-raising events and parties, as it does to clothes, music and all of life. But we are still faced with the same old tired testimonial dinners and dreary balls that have reached the saturation point both in volume and dullness," David said emphatically.

He pooh-poohs the idea that attendance at charity functions is down because of the economy.

"We have a middle-age generation which is disenchanted and, in the main, a younger generation, totally un-involved in fund-raising—except for the SDS which is a sort of charity."

David said he thought if some new techniques including style, wit and imagination were not soon brought to bear on charity parties, they would totally disappear.

"In the course of the next few generations, where is this necessary money for charities going to come from if that happens?"

As for the woman who simply wants to give a party, David is hoping he can bolster her ability to do so successfully.

"I would like to bring to the public-at-large ideas and up-to-date concepts to rescue them from dullness. We are heading toward the four-day work week but—

sufficient at entertaining themselves than ever before. The art of conversation is almost dead and what's left is basically small talk," he said gloomily.

What David is hoping he can do is bolster the confidence of both host and hostess.

"First, you must plan a party that is you—just the way you choose a wardrobe. See that girl over there. She's basically conservative and she should stick to that concept when giving a party."

The basic ingredients for a good party, said David, are two or more people, an attractive setting, excellent food and a confident host and hostess who inspire their guests to their best conversation.

"I despise etiquette books. They have made people self conscious about doing 'the right thing.' The rules laid down for Mrs. Astor's 400 will not fit in a home belonging to a young couple with two growing children," David asserts.

Speaking of children, he also says it's ridiculous for a hostess to send the kids off to a movie when she's planning a party. He believes they should be involved to the best of their abilities.

"So many women complain they could use extra hands which they have in their children and automatically reject. Any child over 10, for instance, can be given a sense of involvement, pride and experience by being assigned such jobs as being totally responsible for the guests' hats and coats," David explained.

He also thinks it's criminal for a husband not to be in on the planning of a party.

Paying attention to details is the hostess's most important rule next to being sure of herself, said David, who added that he believes lighting to be the most important detail.

"Lighting can kill a party. Everyone wants to look their best when going to a party. You'll notice that the last look in a mirror before going out to a party is much different than the one just before you leave for work.

Life Is a Ball

And parties are Clive David's business

Party Planning Expert Speaks At Three A

Clive David is a party planner. He even says he's not sure what his business should be called. But the 450 women who heard him speak May 1 at the Three Arts Club of Homeland's closing luncheon were certain that he knows his business.

A handsome young Britisher who knows how to produce a top drawer social shindig, internationally or on local ground, he is now a United States citizen and lives in New York. He can name-drop and place-drop and does it well.

Mr. David has managed such galas as parties for the Kennedys, the Johnsons, a reception for Queen Elizabeth in Nassau, a masked ball in Venice and many charity affairs.

How did he get into the business?

"Quite simply, a friend of mine said, 'Clive, why don't you get into the business of giving parties, you give such good ones yourself.'"

The guests at the luncheon listened attentively while Mr.

your switches or lamps—and plenty of candles in the corners.

"Let the guests see what they are eating, but don't let people look unhealthy in funny light; don't serve cake for dessert, it is just too heavy, try a fruit compote or even an apple streudel; don't ask guests for dinner before 7.30 P.M.—their husbands can't make it any earlier, and they get mad. But don't wait for anyone—if dinner is at 8.30 P.M., serve it!"

The highlight of his good humored talk was his *modus operandi* on "how to get people to leave. . ."

"Simple," the entrepreneur said, "by pre-arrangement you get your best friend to leave with fanfare at a given time."

On The Scene

David told them about a special Austrian party he gave, from conception to finale, and its success. But mostly he divulged tips on party giving, from "no-no's" and "don'ts" to "please do's."

—o—

Some of his suggestions were: "the first secret is to be optimistic; don't plan elaborate hors d'oeuvres during the cocktail hour; in fact, here is a simple treat—just take those small canned new potatoes and take a slice off the bottom and make a thumbnail hole in the top. Insert some inexpensive caviar, and that's it.

"Don't have long receiving lines at cocktail parties; flowers are very important to a party, and use arrangements that people can see, and please use solid, sturdy candles. (I hate those skinny taper things); make simple place cards (take some colorful note paper and just fold the sheet in half), print the name on both sides; women don't wear their glasses to a formal party; lighting can make or break a party. I suggest electrical dimmers to be put on

THE EVENING SUN, BALTIMORE.

THURSDAY, MAY 4, 1972

MUSIC CENTER
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Clive David

The highly acclaimed party architect
will guide you along the pathway
to glamorous entertaining and will
explain the mystique of creating
successful social events.



2 C THE KANSAS CITY STAR

English

By Jane Pecinovsky
A Member of The Star

An Englishman who found
to America that he could pro
took his business underground

Clive David, who calls hims
chitect," came to Kansas C
event given Wednesday night
Japanese industrialists in t
Trade Week activities.

A native of Manchester, Da
villa on Majorca his home.
been there in two years, I've

His assignment here from
west Corporation, host for the
to turn a limestone cave into
colorful party setting for 1,000
tion to designing the decor
matchbooks, he was responsi
nating the service of cocktails

In the 12 years he has had
es, with offices in New York a
David has staged extra
charity balls—in southern Cal
York and other points on the
Florida and even in Italy.

But this was the first time
below ground.

"This was one I couldn't p
said Tuesday afternoon as he s
arations at the party site, Gre
derground storage facilities at
mingham Road on the north b
souri River.

"A unique location like t
makes it a dream for any part

Lavish Party for Japanese

By A. M. Horton

A Member of The Star's Staff

The north bank of the Missouri River rang with music and the hum of conversation in English and Japanese last night when the Great Midwest Corporation gave a party 140 feet underground for 1,000 guests, including 200 visiting Japanese industrialists.

The festivities in Great Midwest's storage facilities at 7800 N.E. Birmingham Road were part of World Trade Week, which continues through Saturday and which is designed to increase friendship and trade between Japan and the United States.

Morgan Maxfield, president of Great Midwest, said the purpose of the party last night was to demonstrate to the Japanese businessmen the significance for trade of Great Midwest's 8.5 million square feet of underground storage space.

The party last night was planned and executed by Clive David of New York, a consultant who has planned parties attended by presidents, royalty and film stars. With spotlights stabbing through the night sky, and with a long line of Americans and Japanese waiting to meet Maxfield and James E. Burke, secretary-treasurer of Great Midwest, the entrance to the caves seemed much like a theater on opening night.

Thursday, May 18, 1972 THE KANSAS CITY TIMES 3 A

Friday, May 21, 1972

Clive David Is 'Architect' for Unique Bash

accept the job," continued Clive, who currently is negotiating for a daily television show. Wednesday night's party was his first this year, but he will produce a City of Hope charity ball next month in New York.

Unique Party

"This party here is so unique that we've arranged to have the whole evening preserved on color film, with sound, to be shown all over this country and in Japan. It will be good for Kansas City, it will spread the word."

The consultant, who began as a furniture designer, said that as soon as he saw the cave, he knew what he wanted to do and how it would look.

As a compliment to the honor guests, Clive explained, "We, of course, had to have a Japanese garden, with the traditional bridge and pastel blooms.

"But everything else had to be red on red, because I wanted to accent the white limestone."

Red double doors opened into a red-tented foyer that led into the cave, its cement floor laid with red carpeting. Red cloths covered the cocktail bar, the small round tables in the reception area and the dining tables. Light came from 1,750 tall red candles set in wrought iron sconces, studded in five floor-to-ceiling limestone pillars, and in matching candelabra that served as table decorations.

"Please mention," Clive requested, "that I've never come across such professional and helpful people as those in the trades in Kansas City," citing co-operation from florist, caterer, printer and those who supplied portable equipment like tables and chairs, even toilets.

"I only had 10 days in which to conceive

and execute this party," added David, "so that meant I was going on about two hours' sleep a night. But I've never been so exhilarated."

David once spent six weeks and 500 hours putting together a private party for a New York client.

According to a New York Times story, included in the press package that David's lecture bureau distributes, the event was given in the spring of 1966 by Mr. and Mrs. Charles Gilman, Jr., at their East Side townhouse.

In the Times's social account, Clive was quoted as saying, "I might charge as little as \$50 for a consultation, \$100 for a consultation and a few hours of finishing touches or \$2,000 to \$2,500 for a party somewhat like this (the Gilman gathering)."

Six years later, during which time he has become a lecturer, he declines to discuss what parties cost or how much he earns.

Also in 1966, David was in charge of a party in Nassau that honored Queen Elizabeth II when she visited the Bahama Islands. A year later he went to Venice to decorate for a benefit masked ball in the Palazzo Rezzonico.

There he encountered royalty, such as Prince Rainier and Princess Grace of Monaco, and celebrities, like the Richard Burtons, with whom he was photographed.

A big hurdle, he insists, is that he has been tagged as party planner for only the "great and glamorous."

That won't be true when he entertains with his own bash—a "thank you, America" party on July 3, 1976, at New York's Plaza Hotel, where he says he already has the banquet rooms reserved.

"You'll be hearing more about it later," he promised. "It's still a little early.

"But it will be televised, and viewers will be able to have the same party in their homes."

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what the press has said about Clive David:

"Clive David is the international party giver of our time."
(Los Angeles Times)

"The C.A.R.E.S. fashion show saluting the Queen Mary, staged by Clive David, was a blockbuster!"
(Variety)

"The hostess looked as if she hadn't a worry . . . it was all done for her by Clive David."
(New York Times)

. . . "He throws very possibly, the best parties in the Western World."
(This Week Magazine)

. . . "Truman Capote may have to yield to Clive David."
(Earl Wilson)

. . . "The world's best man at giving parties" . . .
(Manchester Evening News, England)

"Miami Beach has never had an affair to compare with Clive David's fantastic ball" . . .
(Miami Beach Sun)

"Hurry back, Clive David; Boston loves and approves of your brand of party."
(The Patriot Ledger)

"Party architect Clive David is a genius" . . .
(Rose Walsh, Boston Record-American)

"The day may come when party architects like Clive David even get billing in the program" . . . (for George M!)
(Joseph X. Dever, Philadelphia Bulletin)

"THE HOST WITH THE MOST" . . .
(Newark Star Ledger)

"Charity parties in Chicago may receive a face lifting if women follow advice given by Clive David"
(Chicago Tribune)

8,000,000 Guests

The Richmond News Leader
Monday, February 8, 1971

Wow! What a Party

By ANNE BALL

Clive David is planning to throw a party.

It's a birthday party, and some 8,000,000 guests are invited. An entire city is being reserved.

The date? July 4, 1976.

The whopper of an event to celebrate America's 200 years of independence will be the world renowned party planner's ultimate thank-you to his adopted country.

"I want to involve the whole island of Manhattan, anywhere from 8,000,000 people on up," revealed David in an interview.

"What I'm after is the spirit of camaraderie everybody felt when the big power blackout of 1965 hit. My inspiration is to get people so involved with national pride that they're not only involved as guests but as people who know they made everything happen."

The suave Englishman who for years has masterminded international social events for the wealthy and famous puckerishly admits to being a bit selfish about this undertaking.

"It's going to be MY party," he stated. He has already reserved the entire Plaza Hotel in New York City



PARTY PLANNER
Clive David

to that purpose and has luminous ideas for arranging city-wide coordinated festivities playing around in his mind. He's not saying any more about prospects right now, however.

"I'll have to wait and see who is mayor by then," he chuckled.

With two and a half years of planning for this behind him and five more to go, David demonstrates one of his main tenets for successful

party planning — it is too soon to organize. This other points he included talk today to the Women's Club which had brought to Richmond on a cul-lecture tour.

Delivering what he called labor of love in a Rolls-Royce type of business," the David is unique in his handling of party details including business management, public relations, cuisine, entertainment, fund raising. He says knows of "not one single similar special event successful anywhere in the world.

Although his name is primarily with jet-setters and royalty, David prefers to think he can do his best helping the mass population via an upcoming television series.

But any chance of using his personal services on one's next private gathering or gala charity affair except for the chosen few.

"For one thing, I'm outrageously expensive; for other, my calendar won't permit it," he explained, a quick smile showing his well-featured face.

David is quite a canny man to inject a little life into traditional charity balls.

"If every charity had an active member to survive one generation from now, it had better be on including its youth by actively creating an event," he said, calling for auxiliary groups to analyze ahead exactly what they can and want to do, perhaps even by mailing question forms to members.

Nationwide charity events are up to 33 per cent attendance," he said. "Twenty per cent of the blame is put on the economy, the other half of the reason that the parties so often are dull and uncreative.

"Who wants to pay \$10 for cold roast beef and speeches?"

'Train 'em young,' says GP speaker

Fundraising—a party

By PAM PORVAZNIK
News Special Writer

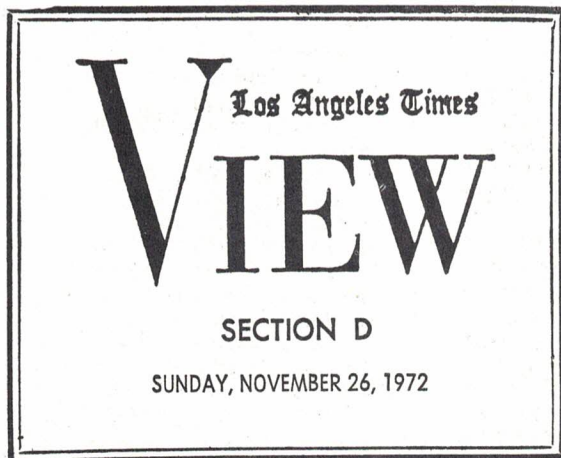
Save America with parties! It's the best way, urges international special event consultant Clive David. "After all," says the tall Britisher, "without parties, how can America pay its bills?"

"Fund raising, the fourth largest business in the country, is down 30 percent this year. Why? Not because of a lagging economy. That's only an excuse. Fund raising is dying for lack of imagination. And it's up to YOU ladies to do something about it."

With that, David launched into an often humorous, sometimes tongue-in-cheek lecture on party planning which left Grosse Pointe Celebrity Series ticket holders tee-heeing into gloved hands.

Los Angeles Times

LARGEST CIRCULATION IN THE WEST, 1,026,499 DAILY, 1,210,556 SUNDAY



THE MAN FOR THE PARTY—Clive David gives parties for a living,

How-to Party Tips From an Expert in the Field

BY JODY JACOBS
Times Society Editor

Clive David is a party giver. He plans, produces and directs big, impressive, important parties. One-of-a-kind events that are always someone else's. "They (his clients) furnish the guest list (and the money). I do everything else."

He prides himself on never repeating an idea. And his well-publicized affairs prove it. There was the birthday party he staged for President John F. Kennedy in Madison Square Garden. Marilyn Monroe sang "Happy Birthday" and it was, of all the parties he's given, "the one that gave me the biggest thrill."

* The most lavish party he's been involved in was the Masked Ball in Venice. Earl Blackwell was the host, but David planned it, and the pictures from that one fill a big portion of one of the scrapbooks he keeps in his Beverly Hills living room-office. Prince Rainier and Princess Grace attended. So did Ari Onassis and the Burtons. "Vicomtesse Jacqueline de Ribes came as Medusa. Even though it was supposed to be a 17th-century ball. That was the most lavish as far as the people."

For pure, unadulterated lavishness he mentions the not-so-long-ago party he staged in Kansas City in an 8.5-million square foot cave, "easily the size of Beverly Hills. Of course we only used a portion of it. The whole party was done with candles and we carpeted the whole area. Everything was fire engine red to contrast with the white of the walls.

The entertainment, music and dancers were flown over from Japan. Kansas City people know how to enjoy a party."

The most exciting job he's ever had, he says, was planning the arrangements for Queen Elizabeth's and Prince Phillip's state visit to the Bahamas. The most joyful one was the party he planned in Manchester for his grandmother's 80th birthday. And he's terribly proud that in her "Plaza Cookbook" Eve Brown's only illustration of a party in that New York hotel was the one he gave for his mother's and stepfather's silver anniversary

Next month he's putting on still another party. This one's in Philadelphia, a birthday party for Mike Douglas. And David is nervous about it. That's because "it's going to be televised (to be seen in Los Angeles around Christmas). It's the first party I have done on television as a party."

Normally TV doesn't make him tremble. Actually he's quite sure of himself and of his new TV series, Clive David's Party World, due to air early next year. "It deals with all ramifications of party planning and giving — which are endless." He says he'll act as the catalyst and creator, and he feels his qualifications for this TV job are sound.

Partygiver's How-to Tips

Public's Needs

"I have spent six years covering the length and breadth of the United States giving lectures on the subject and I feel I have done my market research on the public's needs and talents for parties." In addition to banking on his own experience, he'll also interview other pros—banquet managers, florists, orchestra leaders.

Clive David was born in England and came to live in the United States in 1957. His interest in parties started early, he remembers. "At the age of 11 at home I would attend to the setting of the table and other details whenever my mother would entertain."

There's a large portrait of his mother hung near the desk in his living room which shows he's right when he describes her as "a handsome woman. She's basically not domestic. But every time she entertains it's a smash purely on her personality."

When he lived in New York "I was used to walking." Now that home base is the apartment in Beverly Hills, he jets to his jobs in the East, the Midwest and Europe. But in town he finds the bicycle which he garages in a closet "is the answer. Plus I don't drive."

Although he deals only in parties that make headlines on front pages of society sections, he has plenty of practical advice (learned through experience) that he feels will help any host or hostess. And quite a few messages he'd like to get across to the committees that plan those big charity functions.

First comes this advice. "Do not emulate others. Your party-giving must be original. Copying someone else means sure failure. Proof is the charity ball. There seems to be two major kinds—the testimonial and the ball. And they're about as timely and current as the fan. Yet this is what committees are

Charity Affairs

His own rules for charity affairs are these: "During the week they never start before 8 p.m. and they terminate at 1 a.m. on the dot. Never let a party die. Dinner is served at 9 on the nose. When you call a party at 8, the committee should have cocktail parties at home and arrive in groups—in a spirit that's from a party to a party."

"You've got to make sure there's never any dead time. All the gimmicks in the world and entertainment won't repair a party that doesn't have its own good food and ambience.

"Getting the charity dollar," he says, "is the most competitive business there is—bar none. I was asked how much money has been raised by the charity parties I've given. That's between \$8 and \$10 million, which makes me feel pretty good."

He'll tell any hostess that "if your party fails, it's your responsibility." But he also can tell her how to make it succeed.

First of all, he begins, "You have to create excitement in your guests' minds before they arrive. It's not just enough to send out invitations. If you're going to have people and food that are interesting and different, spread the word."

He's a firm believer that "the kiss of death is 'dress optional' on an invitation. People love to dress up, but today they're uptight, afraid of being odd man out. A hostess can save a party by saying what she wants her guests to wear—specifically."

Fireworks Set

There was the time in Philadelphia when a party was planned "50% outdoors. In one day the weather plummeted. I called suppliers with tents and they asked \$2,500. I called the committee members and told them to get over there and bring their children. I needed all hands. I bought rolls of heavy-duty builder's supply plastic and we built a tent for \$20. I doubt if I'll ever use a canvas tent again."

There was another night when he had fireworks outside timed to go off to the "1812 Overture." The night of the party the amplifier blew. "I cried, and in my anger I kicked it. And it worked."

There was still another time when he told the hostesses at a black-tie party in Miami that no one was to be admitted without a black tie. "Then I looked over at a hostess and she was evicting the mayor, Elliott Roosevelt, because he was wearing a red bow tie."

David spends a minimum of three months on the preparations for each of the parties he plans. His fees, he says, run anywhere from \$10,000 for a charity to \$25,000 for a private party.

The minimum budget for a party for more than 500 guests, "a really good party" should be between \$15,000 and \$18,000."

He's already accepted a party booking for 1980. "The anniversary of a company (he won't say which one), their 50th."

But it's 1976 that he's really looking forward to. "I am for once going to give a party myself and I've had it planned since

1968. It's to be July 4, on the country's 200th anniversary, and it's to be my thank you, America. I've booked it into the Plaza. My budget will be \$250,000 and every detail is done—if we don't have a world war."

He's also looking ahead to his first party in Los Angeles—on Thursday for Mayor Yorty and the L.A. Volunteer Action Center's "Salute to Volunteers" at the Convention Center.

And to some day doing the "Oscar party. I saw it once and it doesn't work."

Despite what anyone else says, David believes "There never was a time better for giving parties. This is a low point in history for glamor and the best way to create it is with a party. There also is a feeling in the air for a return to formality, thank the Lord.

"My goal and ambition is to create and be responsible for helping to create a contrast to war and taxation and disease and poverty. That's it in a nutshell.

"My whole life is dedicated to it. And there's nothing else I'd rather do."

PARTY
ENTERPRISES, LIMITED

The New York Times

— NEW YORK, SUNDAY, JULY 16, 1972 —

The Party He Throws Is Not His Own

By ENID NEMY

Clive David's business is parties. He describes his fees as "outrageous" and, at a minimum of \$10,000 for a non-profit organization and \$18,000 for others, he still can't keep up with the demand for his services.

"I could be booked ahead for the next seven years if I took everything offered," he said, sitting in his New York apartment (there's another in Los Angeles and a villa in Majorca). "But I won't do anything unless it interests me and it's a challenge."

The challenges accepted by the 38-year-old British-born "party architect" have involved everything from charitable organizations and business concerns to individuals who wanted to celebrate for one reason or another.

Some of his more spectacular efforts have been a business party given by the Great Midwest Corporation for 1,000 guests in a limestone cave near Kansas City; a red, white and blue party held after the premiere of the play *George M.* in New York; a Viennese 'Petit Bal' for the Leukemia Society in Boston, and a historical Cavalcade of Style in Los Angeles to benefit the County/USC Medical Center Auxiliary.

"I'm not an Elsa Maxwell," he said. "I don't make up guest lists and I don't raise the funds. My job is to create the party, to do the organizing, planning and execution within the budget and in the best possible taste. I work for an Elsa Maxwell or Earl Blackwell. It's always the client's party, not mine."

At times, the client is a non-paying one. Mr. David's work for the City of Hope, the pilot national medical center, is on a voluntary basis ("It's my favorite project") but it's his only exception, a rule he has broken only once.

"I did the décor and setting for the *Ballo in Maschera* in Venice in 1967," he said. "It was my contribution to the artisans who lost everything in the floods."

The masked ball, organized by Earl Blackwell and held in the Palazzo Rezzonico, was attended by about 700 guests from around the world, including Princess Grace of Monaco, Mrs. Joseph P. Kennedy, Aristotle Onassis, Mr. and Mrs. Richard Burton and Mrs. Clare Booth Luce.

His own favorite, a party he not only arranged but paid for, took place in England and celebrated his grandmother's 80th birthday.

"It was an Edwardian party, the age of romanticism," he recalled. "There were 150 guests and I did the whole thing myself from the place cards and the favors to the royal blue and white décor and choosing the Viennese music that was played throughout dinner."



Brita Widen

Clive David, whose business is planning and executing parties

The Party He Throws Is Not His Own

His final touch, and one he favors generally, was the use of tiny individual cakes, rather than one large one.

"We had 80 cakes, the size of petit fours, and each cake had one candle on it. They were arranged together and everyone loved the idea."

Mr. David doesn't usually execute parties by himself. His fee is paid to Party Enterprises Limited and work is shared by Mr. David, his small fulltime staff and a group of professional freelance people throughout the country.

"There are no college courses in this business," Mr. David said. "Whatever I have to offer is purely hard work and experience."

The experience began almost 15 years ago, shortly after his arrival from England where he had been a furniture designer. After a series of radio and sales jobs, including Christmas season selling at Tiffany's, he drifted into party planning almost by accident, first in a small way and gradually into the large events where he made his name.

Although many of the parties he has arranged have cost upward of \$50,000, few run under \$20,000.

"It's possible to do an imaginative and good party for \$25 a person," he said. "It's not elaborate but I don't believe in that kind of decoration anyway."

A favorite way to achieve effect is through the use of color and fabric. Fireproof felt for table coverings and walls and masses of candles are frequently used (almost 2,000 candles went

into the decoration of the limestone cavern at Kansas City).

Now that he has proven himself in his field, Mr. David tries to confine his organization to three major parties a year. The remainder of the time is spent preparing a television series on party-giving and lecturing across the country.

"There's a whole new area now with increasing leisure time," he said. "With the four-day week becoming increasingly accepted, there will be more and more parties, at home, in the backyard, on the terrace, on boats. The small parties are just as much of a challenge as big ones."

And, at the risk of nipping the hand that has fed him well over the years, he also states unhesitatingly that traditional fund-raising parties are incongruous with today's way of life.

"I'm particularly concerned about the lack of interest in fund raising shown by the young," he said. "If we don't look toward tomorrow, organizations will be without support. I know youth wants to help but not through the jaded format used now."

"The below-25 age group is almost totally uninvolved in any of the big benefits, but what is there to inspire them? Inspiration has to be conceived on what young people today enjoy doing, rather than on what older people think they would enjoy."

His suggestion, stated often during his lectures, is that traditional and modern life-styles be combined.

"A party combining an occasion the young could enjoy with some purposeful activity could even restructure debutante parties into acceptability," he said.

One of his proposals is that parents of debutantes get together in small groups to underwrite a fund-raising event for their daughter's debuts.

"It costs an average of \$5,000 to launch or catapult a debutante into society," he said. "It's meaningless — especially to many of the debs. If the fathers collectively put the money into a fund to underwrite an imaginative charity benefit that the young women themselves would sponsor, organize and execute, the debutantes would have an event they'd enjoy. They'd also learn about involvement and contributing to the community."

He believes, too, that children should be taught at the earliest possible age of their obligation to the less fortunate.

"There's no reason why children's parties couldn't be used for this kind of training," he said. "Each child could be given a dime to put into a central pool and the winner of a game could be given a lollipop and the privilege of having his or her name put on the contribution of dimes that would go to a needy child for food or clothing."

"It's not great fund raising but it's planting a seed," he said.

PARTY
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Los Angeles Times

LARGEST CIRCULATION IN THE WEST, 1,026,499 DAILY, 1,210,556 SUNDAY

FRIDAY, FEBRUARY 21,

He Comes to the Aid of the Parties

BY MARY LOU LOPER

Times Staff Writer

International party planner Clive David would like to stage the definitive U.S. Bicentennial party. Since 1968 David, 40, has had July 3, 1976, reserved at the Plaza in New York for his own private Bicentennial whing-ding. "It's my way of saying thank you to all that America has done for me," the Britisher-turned-U.S. citizen said Wednesday. He will invite 450 guests—scientists, statesmen (hopefully, not politicians), businessmen, artists—"who have contributed to America."

David, once a furniture designer in England, drifted into party planning in Philadelphia. He limits himself to three parties a year, preferably two big ones. His minimum fee for a private party is \$19,500; for a nonprofit organization \$10,000 (the tab for the latter must be picked up by an individual donor).

He planned the John F. Kennedy party at Madison Square Garden, with Marilyn Monroe singing Happy Birthday. He did the decor and setting for the Ballo in Maschera in Venice in 1967, a contribution to the artisans who lost their possessions in the floods. He had a major role in party plans for Israel's 25th anniversary, celebrated at a time of duress. He said he "never came nearer to quitting," and then he met Goida Meir and melted at her kindness.

Panic Predicted

Currently, he's negotiating to do the Ritz opening in Chicago and hopes to do the opening of the cultural center in Boise, Idaho, in 1979.

Nothing much is being done about the Bicentennial, David said in Beverly Hills Wednesday at a membership meeting of Assisting Children Together. "But there's going to be a panic," he predicted. "The Bicentennial will suddenly take off and we're going to be swamped with junk souvenirs.

"And, frankly," he said, "the first well-planned party is going to have a leg up, and any that follows is going to be just another party. This is an opportunity for you to get it (a party) seasoned," he chided ACT, which supports City of Hope and hosts the annual opening night of the Forum's In-

"It (the Bicentennial) starts July 4, 1975, and goes through July 4, 1976, and you must remember that you are living in a unique place in the world, with all the celebrities in Los Angeles—a star's world."

A bachelor, David maintains homes here, in New York and in Majorca, and is spending a lot of time in Chicago. He also lectures and is writing an encyclopedia of party planning.

Mrs. Emanuel Freeman introduced him to ACT members, meeting at the Gomsky Gallery penthouse. That's because her husband is honorary president of City of Hope, which is David's favorite charity.

Mmes. Armand Oppenheim, Larry Seewack, Marvin Smalley and Robert March were in the room, along with Mrs. Donal MacAdam, ACT president; and Mrs. William Hadley, whose husband is an impetus behind California Equestrians, Inc., which sponsors the Forum horse show.

They and Mrs. Claire Kattenburg (David's mother), Mrs. Sheldon Sloan, Mrs. Burton Horwitch and Mrs. Charles Howard (her leg in a case as a result of a Sun Valley ski accident) heard David say, "a little bird has told me she's (Queen Elizabeth) coming over next year."

Luncheon Plans

After the meeting, Mrs. Mort Heller, in town two weeks from Aspen where she lives most of the time now, said she has been to The Amazing Blue Ribbon 400 committee meeting to plan for the April 2 luncheon honoring Mrs. Gerald Ford at the Music Center.

Some of the members were so eager to hear David's party tips, they bought notepads. But first they heard his warnings:

"Volunteers are the backbone of the United States, your fourth largest business, but there's a bigger crisis than ever . . . because you, as a general rule, are a dying group because the young people are not involved.

"You cannot start early enough to develop an awareness of others on the part of children," he said. He sug-



SPIRIT OF '76—Clive David

gested that at a 6-year-old's party each child could be given a dime. A race might be run to see which line could get the dimes into a saucer first, making the children realize that the money would go to a hospital and that they were running the race for someone besides themselves.

Problem Children

"One of the problems I see here," he said, "is a group of overindulged children. Too much freedom for nothing . . . It's not enough that you raise funds, but what is needed is to form teen-agers into a junior group that is totally self-creative. They have an energy level that is incredible."

But he warned against adults planning their benefit for them. "Let them plan it themselves. They will rip the place apart for a rock concert."

He said the "biggest mistake" at most parties is a too-long cocktail hour, and he advised the women to "spike up" their guest lists.

"People who see each other all the time are bored to tears. Invite a widow. Mix age groups.

PARTY
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HOLIDAY

14251

Summer 1975

Clive David:

Party to the World

Outside a town house on the East Side of Manhattan, a man is arranging a pink-and-green-ribbon canopy with crepe-paper finials and snow-white doves. A little girl on her way home from school stops to ask, "There's going to be a party, isn't there?" For the man, Clive David, this is a moment of truth, a moment when it all seems worthwhile.

To be the world's only party architect is the demanding, rewarding career of this suave, British-born gentleman. Throughout Europe and the United States, Clive David has shown that parties can be fun, can be exquisite, and charities have found themselves some \$8 million richer through the splendor of his occasions.

His story as told to HOLIDAY:

Parties are for people. Parties are people. I can provide only 50 percent of the possible success; the trimmings, that certain magic. Luckily, people are diverse enough, as are their locations, that there is no common approach to the occasions I plan.

Take Italy as an example. In late 1967, we staged "Un Ballo in Maschera" to aid the Venetian craftsmen afflicted by the floods. All the Beautiful People attended: the Rainiers, the Burtons, Onassis, Getty, and countless more. But first I had to win the cooperation of the workers. Good Communists all, they thought the whole thing was a "dirty capitalistic venture." It meant I had to play the buddy-system like crazy, call everyone by his first name, and sit on the doorstep with them to eat my pasta.

There was still basic human intransigence to overcome. You'd ask a workman to move some chairs next door, and he'd move them upstairs. Asked why, he would gesticulate, "I thought they would looka better up there."

Carefully blended lighting is a key to good party atmosphere: the guests feel warm and look warm with no fluorescent pallor. But the ancient Palazzo Rezzonico was a challenge. I had to make the workmen clean a massive chandelier—for the first time this century—change the bulbs from 40-watt to 10-watt, and put shades on, just for a start. We bounced light off the statuary and portraits.

"nut" as I charged around the canals in a hired boat, rustling up the likes of 500 giant palms and 400 begonias. The table centerpieces had to be gondolas with pyramids of delicacies and flowers. Then there was the actual ceremonial gondola, filled with hundreds of Mexican paper flowers, that was suspended over the orchestra. But all went well. The party was still going strong when I left at 6:30 in the morning.

Israel, on the other hand, a strongly Socialist country, has a distinct reticence toward the jet set. On arrival at the airport, to start working on a party to celebrate that nation's 25th Anniversary, I was met by leading gossip columnist Mira Avrech, and whisked away to a movie premiere, *The Life of David Ben-Gurion*. Although he was but seats away, I found it uncomfortable, as it was a "living obituary" in the presence of this great man, whom I met a few days later, and was completely overwhelmed by. Most astounding was the totally "casual" attire of the audience: all in shirtsleeves, compared to the formal Hollywood premiere. Later, in the simple office of Prime Minister Golda Meir, I went over plans for the celebration. This great woman, burdened with some of the major cares of the world, listened intently throughout and, as I said good-bye, offered a heartfelt "I wish we could talk longer, but I have to go to a Cabinet meeting."

Obviously, the party was to be simple, and without the splendors of those on the Riviera or in New York. It was to be as straightforward as the nation itself, endorsing an individual quality. It proved to be a memorable occasion. Four hundred and fifty international guests nibbled on stuffed vine leaves, saw Rudolf Nureyev and the Royal Ballet, heard the silver notes of Robert Merrill bound off the walls of "The Citadel of King David." The ad-lib satire of Alan King helped the carnival spirit of the gala, as did the glamour of Josephine Baker—in spite of the terrorist hijacking at Athens Airport, and the ensuing slew of cancellations. With these and many other pressures and the midsummer heat, I fainted only twice!

You must be prepared for the ultra-conservative when planning in Britain. The annual Christmas Party will be the

adventure in party planning in this country. British industry turns out a fine array of accessories, but milady will shun gadgets like the plague. Consequently, they remain luxury items over there. Using a "reverse psychology of party-giving," the hostess apologizes that "It's the nanny's night off" or "cook got flu" and so draws attention to her own preparations.

And in America? For every location, the American party-giver has his own way of doing things. A cocktail party in New York is strictly drink. Feel privileged if you even see a bowl of nuts, let alone hors d'oeuvres. In Los Angeles, expect a sumptuous buffet with that screwdriver. In New York, the RSVP's are mailed and dutifully returned. You know who is coming to dinner. In Los Angeles, you are strictly left guessing. Few answer and even if they do respond in the affirmative, may not show up—or they arrive with uninvited friends.

New York dines later, perhaps because of the theater, while Los Angeles "eats" as early as 7:00 p.m. New York guzzles Scotch—Los Angeles, vodka. New Yorkers party in restaurants, Los Angelinos in their homes. On the East Coast, parties linger on and on, till they die a slow death; on the West Coast they wind up 20 minutes after departure of the first guests.

At least, there is one common denominator between the two cities. Parties are fashion showcases for women. In New York, men remain molded to the furniture. In Los Angeles, they are as colorful as butterflies. We could do with a little equality here.

Whether it's the party I plan or the one that you give, I lecture to groups all over the country on arranging a successful get-together. I happen to feel very strongly about the basics, the common-sense variety, not the etiquette rule book. You take the best that books can offer, but add your own talent and taste.

- There is only one host and hostess in each household. This means that if you have more than two tables, the others are taboo and do not rate.

- If there is to be background music, make sure it is not vocal. There is enough of that coming from the guests.

Party

- Husband and wife should host together, and remain “cool” together. “Do unto others—!” Never stick a drink in somebody’s hand, and flee.

- Don’t go overboard on foods served with cocktails before a dinner party. Nuts and olives, or a feature such as small boiled new potatoes topped with caviar is ample.

- Parties are best when held to a strict format. Especially when hosting on a weekday, invite guests for 7:30 p.m.,



Golda Meir, Clive David plan for 450 international guests.

with dinner at 8:00, to start promptly at 8:00; a cocktail “hour” is far too long. To avoid a sodden procession that has no appetite falling onto the dining room chairs, bank on a maximum of two drinks per guest before dinner. The meal itself should be leisurely, the three or four courses taking from one to one and a half hours.

- Salad is best served before the entree, or with it as an alternative. After is not good for the taste buds or digestion.

- Desserts are often hopeless afterthoughts. This course should be imaginative, a conversation piece.

- Coffee should be served away from the table, and away from the debris. This will help to also keep the men and women together by “corralling” them in the conversation area.

- Think beyond liqueurs when serving after-dinner drinks. While Amy and Emily might disagree, it is not gauche to ask for a Scotch or other mixed drink at this time.

- Terminate the party at a given time, say 11:00 p.m. on weekdays, with the help of a friend making a very demonstrative exit.

Perhaps, because we have grown negligent, and have not been innovative,

Charity, the fourth largest industry in the nation, is in dire straits. The fund-raising party keeps the same old formulas year after year. New life, young blood, and creativity are “turned off.” Hence, it becomes harder and harder to attract people to a \$100-a-plate affair. The Bazaar has been replaced with the Swap Meet, where individuals rather than organizations profit.

Parents must interest the young in charities, in fund-raising efforts. Let the young do their own thing, with parental guidance. In this pornographic age, the “Sweet Sixteen,” or debutante, shindig

is obsolete. Even the very young, 5- or 6-year-olds, can become involved in community projects by donating prizes won at birthday and school parties to the charity of the child’s choice.

When I professionally plan a charity party—and it may take a year to do so—I first gauge the caliber of the active volunteers. Then I check the budget; ferret out the local resources for props, catering, etc.; delve into the general socioeconomic outlook of the community. There is a lot of research to be done at the local library—to discover data that will aid with a theme or aspect of a party. For example, when planning a charity party in 1970 with a theme focused upon the S.S. *Queen Mary*, the only date the ballroom was available was Thursday, May 14. In my research I uncovered the actual invitation that Cunard sent to a list of VIP’s for the Inaugural Coasting Cruise, which took place on Thursday, May 14, 1936. Hence, I adapted the original invitation to the needs of that current event.

That was luck. Success had come from a combination of planning and ingenuity: the two ingredients for a successful party. The bigger the scale, the more proportionate is the detail.

In Kansas City, I was presented with an 8.5-million-square-foot limestone mine by the Great Midwest Corporation, and had ten days to create and execute a gala for 1,000 guests. We drilled into the rock pillars to make the necessary support for 1,750 sconces. Giant red candles burned from these wrought-iron holders as in a medieval castle. This theme was followed through for the table centerpieces. To contrast the brilliant white of the walls and ceiling, all the decorations were executed in fire-engine red—the carpeting, the table covers, and the stage.

Moments of anguish, and—thank the Lord—moments of supreme joy stalk my trade. I recall completing a setting but ten minutes prior to an event (2,000 guests could be heard in an adjoining reception room waiting to come in) and the fire marshal walking up to me exclaiming, “Take it all down! This is flash flame material.” After a speedy chat with the chief down at headquarters, it was all resolved by having a fireman stand at the ready, hose in hand, and had any fire broken out, the audience would have been doused with water.

The pièce de résistance at one party consisted of fireworks that were scheduled to explode in synchronization with the *1812 Overture*. Off went the display, but no sound. An angry kick at the amplifier, and the air was charged with music—somewhat off schedule, but only I knew it.

At the bash at the Four Seasons in New York, the decor was enlivened with giant lollipops, which became very sticky during the evening. As one vigorous lady frugged like mad, her back-combed tresses became caught in gooey fantasy.

And the joys. As a youngster in London, I used to stand at the gates of Buckingham Palace and await the departure of the Queen. Then in 1966, we organized an investiture at Government House during the State Visit, and there I was face to face with Her Majesty. The evening of my becoming an American citizen, I went to work on the birthday party at Madison Square Garden for President Kennedy.

In an unusual world, I chose the unusual. The flight of fancy brought to earth in a myriad of details. I relax at my work, thumbing through orders stretching to 1980, planning a book, a television series, my annual lecture tour, and the Bicentennial party—on July 4, 1976—which will be my “thank you” to this wonderful country. I reserved the Plaza in New York for this gala way back in 1968. At the stroke of midnight, the whole of Manhattan will be illuminated by fireworks . . . if nothing goes wrong. But then that is the fun, that element of surprise in every suspenseful moment. ■

'Clive David Would Only Have Happened In America' Party Entrepreneur Delights Celebrity Series

By CAROLYN CHARKEY

"Clive David Could Only Have Happened in America" is a headline from a British newspaper article Clive David saw when he once was in his native England for a visit. It amused him. "It's true, however," he admits.

David, a native of Manchester, England, has been an American citizen for 18 years. During his visit to Cheyenne as the second speaker on the 1975 Town and Country League Celebrity Lecture Series, his admiration for this country was very apparent.

He takes charge of parties for his clients from concept to clean up. "They furnish the guest list and the money, I do the rest," he says. He has been the architect for some of the most lavish private parties and charity galas in the country and around the world for many years.

Clive David is a very charming and entertaining speaker. He definitely leaves his audience with the feeling that he is extremely capable and thorough, with a capacity for detail that would throw most hostesses into a panic.

He gave the would-be party hostesses in attendance several very helpful suggestions for home entertaining. "Keep it simple, within a scope you can handle," he advised, "and never, never experiment on your guests. Know what each dish is and how it will turn out. Plan in advance and stick to your plan."

He advised background music for all parties, no vocals, with the source of the sound hidden so that the music becomes a part of the atmosphere, not a dominant feature of the gathering.

"The cocktail hour is a misnomer," he said, "it should more appropriately be the cocktail half-hour. That is plenty of time for guests to arrive. It keeps the cost down and your guests aren't smashed before dinner." He also advises keeping before dinner appetizers simple, to keep from spoiling a fine meal.

He advise seating dinner guests at one table, eliminating the problem of who gets to sit with the host and hostess, feeling that it also aids better conversation.

"You can't promote good conversation at a party, you must invite compatible people who can carry on a conversation," he stresses.

He has a very simple solution to the problem of ending any party. "It is better to end a party than to let it die a slow death," he said. "A good way to get them to go home is to simply say Goodnight." You can also ask one of the guests you know well to make a production of leaving at the appointed time, thus encouraging others to follow suit, he told his audience.

"The fourth largest business in the nation is fund raising," he said. "The charity dollar is the most competitive dollar around. Is there anything duller than the perennial charity party? You must have a creative idea and plan well for these affairs to be a success."

One of the best vehicles for fund raising parties in David's estimation is to involve teenagers. "These young people have to be involved; they have a lot to offer, they are also the only hope for the continuation of the great system we have here for raising funds for worthwhile purposes."

In addition to entertaining tips, David provided a glimpse into some of the fabulous parties he has created. In 1966 he set up the reception for the Queen's state visit to Nassau, Bahamas. The great masked ball for the jet set to raise funds for the restoration of Venice after the floods was his project. He found his greatest satisfaction in the 25th anniversary celebration for Israel, which alone is a fascinating story.

In his future are many spectacular events. He left Cheyenne to fly to Chicago to plan for the opening of the new Ritz-Carlton next spring. It will be the first Ritz to open since before World War II. It is a 70 story building which will house two department stores. The eleventh floor is given over entirely to a swimming pool. The lobby will be on the twelfth floor, guest rooms and residence apartments above. It promises to be a spectacular event, thanks to Clive David's involvement.

A large part of his time for the next two years will be taken up with Bi-centennial events planning. "When you become a naturalized citizen you feel very different about it than you do if you are born here. There is no where in the world like this; this is still the finest place to be," he said. As a tribute to his adopted land, he is planning a series of marvelous events for the 200th birthday of America.



PARTY ENTREPRENEUR Clive David, spoke in Cheyenne last Monday as the second in the Town and Country League's Celebrity Lecture Series guests. Shown with him during a luncheon in his honor following his speech are League members Mrs. E. H. Tharp, Mrs. Richard Hart.

(Photo by Carolyn Charkey)

Among the spectaculars will be a great gala of the performing industry in Hollywood. He is planning a reception for Queen Elizabeth during her state visit to this country next year. He also says, "I would like to do the execution of President Ford's ceremony at Independence Hall on July 4, 1976, which will be a reaffirmation of the Declaration of Independence."

It would be very possible to write a book about what Clive David says about parties when he is not busy conducting one. He, however, is taking care of that. "I hate How-to books. Mine will be an encyclopedia of parties. You look up light, find candles, etc.; look up what you want help with and find my suggestion on a solution," he said.

As there is no-one else in the free world doing what he does, he is truly the expert. His work is his hobby, he is very involved in what he does and keeps incredibly busy. He insists he is, "not a professional; I have no

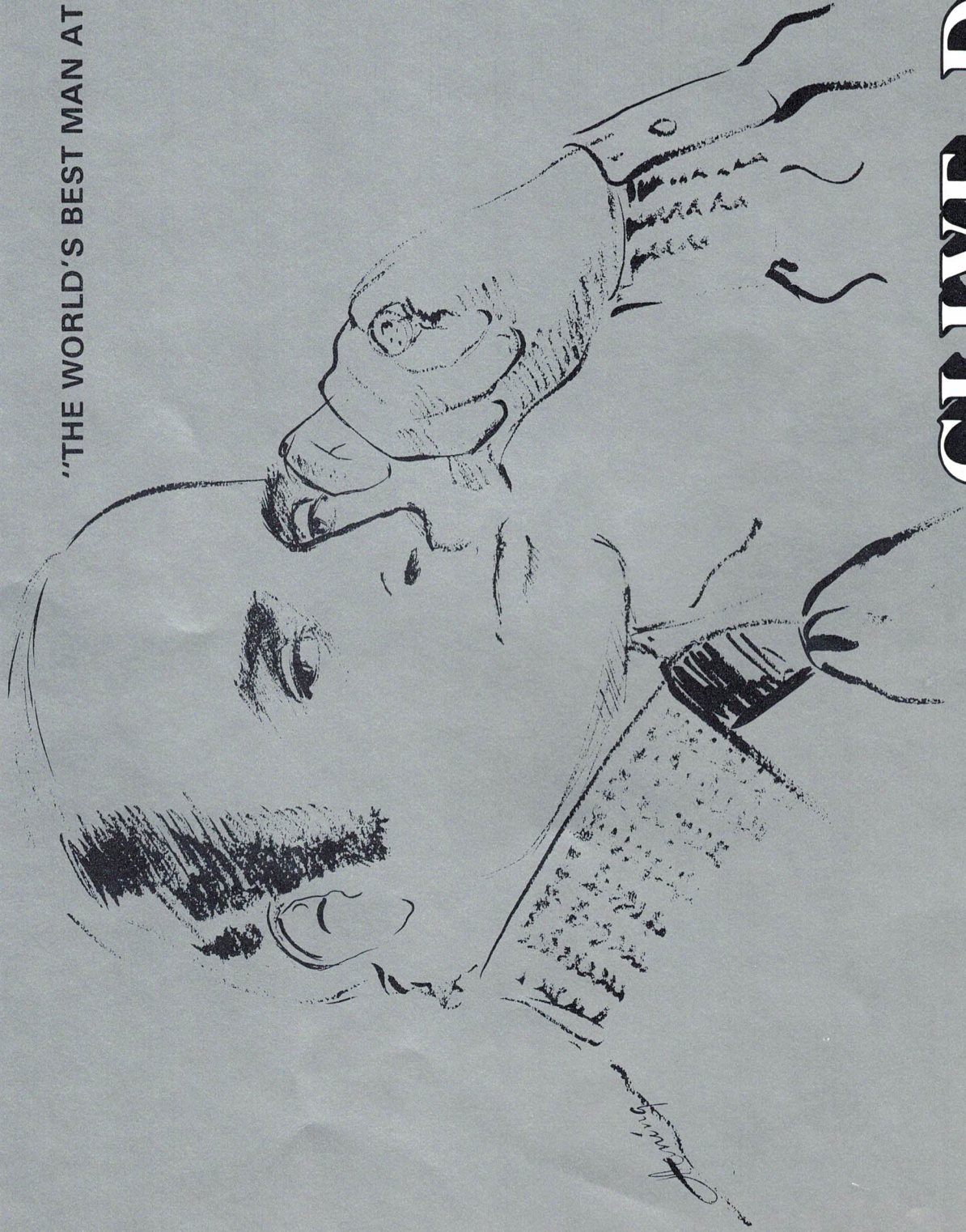
training for what I do; I simply put to work things I have learned along the way."

"Always remember that parties are for people," he says, "they are a person to person situation. Make the most of them."

"It is really up to communities such as Cheyenne to plan for the Bi-centennial," he said. "The real success of the year depends upon good local planning."

"Recently in New York when a taxi stopped at a traffic light and I looked out the window, I saw a delapidated poster from a past jazz festival hanging on a protective baracade around a building sight. To my way of thinking it had the ultimate slogan for the Bi-centennial... 'To celebrate, you must participate!'"

"THE WORLD'S BEST MAN AT GIVING PARTIES"
(REUTERS)



CLIVE DAVID

The highly acclaimed party architect will guide you along the pathway to successful entertaining and will explain the mystique of creating unique social events.

CLIVE DAVID

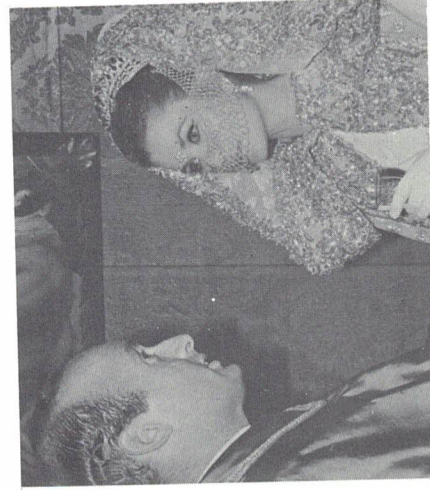
"PLANNING PERFECT PARTIES"



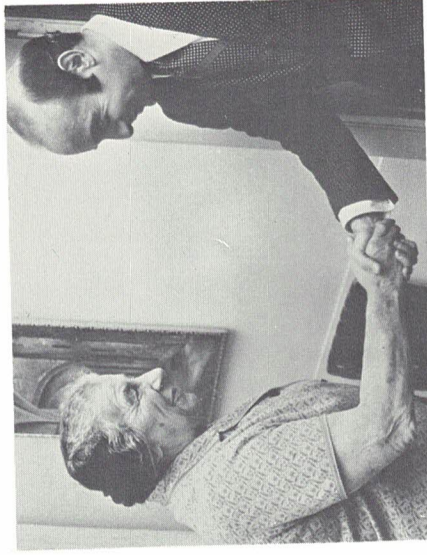
President Jimmy Carter in New York.

So often, when planning a party, we wish there was someone to turn to who could help us with the countless little details that are involved! The dream of any party-giver might well be to have Clive David mastermind everything—as he has done internationally to great acclaim. He knows the techniques that can turn a gathering into a smashing party regardless of location or circumstance. His talents with cuisine, decoration, administration, public relations, and every other facet of party giving have been proven over and over. Clive David is not merely a professional, but a man who has developed his business by executing his ideas through careful planning and hard work. A veritable wealth of information passes to the audience

during his lecture, and along with it—as the “how to” hints and tips follow each other in rapid succession—this very practical and budget-conscious man serves up liberal portions of humor and entertaining anecdotes. Clive David’s talk covers lighting, parking, music, invitations, table settings, guest lists, and dozens of other basic party ingredients. Audiences thrill as they hear how Clive created lighting for a seventeenth century masked ball at a palace in Venice, an



H.S.H. Princess Grace of Monaco at The Masked Ball in Venice.



Prime Minister Golda Meir at Israel's Twenty Fifth Anniversary.

event attended by Prince Rainier and Princess Grace, Elizabeth Taylor and Richard Burton, and over four hundred of the jet set. His audience then finds out how to do the same in their own home. For all of us, planning an outdoor party poses all kinds of special challenges. Clive has faced identical ones in Israel and the Bahamas, the difference being that the guests, respectively, were Golda Meir and Queen Elizabeth II. If your guest list provides problems as to who should sit next to whom, they will



"Clive David is the international party giver of our time."
(Los Angeles Times)

"The C.A.R.E.S. fashion show saluting the Queen Mary, staged by Clive David, was a blockbuster!"
(Variety)

"The hostess looked as if she hadn't a worry . . . it was all done for her by Clive David."
(New York Times)

... "He throws very possibly, the best parties in the Western World."
(This Week Magazine)

... "Truman Capote may have to yield to Clive David."
(Earl Wilson)

"Miami Beach has never had an affair to compare with Clive David's fantastic ball" . . .
(Miami Beach Sun)

"Hurry back, Clive David; Boston loves and approves of your brand of party."
(The Patriot Ledger)

"Party architect Clive David is a genius" . . .
(Rose Walsh, Boston Record-American)

"The day may come when party architects like Clive David even get billing in the program" . . .
(Joseph X. Dever, Philadelphia Bulletin)

"THE HOST WITH THE MOST" . . .
(Newark Star Ledger)

"Charity parties in Chicago may receive a face lifting if women follow advice given by Clive David" . . .
(Chicago Tribune)

"Clive David is by far the best speaker we have had this year."
(Washington Athletic Club)

"Clive David gave an excellent program yesterday afternoon and his audience enjoyed it very much."
(Women's Institute of St. Paul)

"Our members came to be entertained, and enlightened in the fine art of entertaining. Clive David did not fail them!"
(Crescent Hill Women's Club of Louisville)

"He really captivated the audience. The women didn't want to miss a single word."
(Des Moines Women's Club)

"Mr. David was delightful and charming — completely at ease and made all of us feel the same way."
(Commonwealth Women's Club, Richmond)

"Clive David was enjoyed by all. It was an excellent program"
(Du Pont Country Club, Wilmington)

"Everyone enjoyed Mr. David—and I heartily agree with them. Thank you so much."
(Twentieth Century Club, Pittsburgh)

"Thanks so much for Clive David . . . he is absolutely great!"
(Town Hall of Cleveland)

"Clive David was so enjoyable. He is charming, gracious and such a natural speaker."
(Riverside Assistance League)

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CLIVE DAVID ENTERPRISES

A DIVISION OF PARTY ENTERPRISES, LIMITED

Mr. Michael K. Deaver
The White House
Washington, D.C. 20500

Beverly Hills, 3 November 1982

Dear Mr. Deaver:

Thank you for your letter of October 27th. I will be in Virginia for Thanksgiving, and prior to that in New York from November 18th to 22nd. Would you be interested in my coming to meet with you in order that we might become acquainted, and discuss your preliminary plans for the forthcoming visit of Queen Elizabeth and Prince Philip? It will be my pleasure to suit your schedule. Hence, I am at your disposal from November 19th until the 30th, at which time I will return to Los Angeles.

Please feel free to write or telephone to the Beverly Hills address prior to my departure on November 18th.

Most sincerely,


Clive David



EMBASSY OF THE
UNITED STATES OF AMERICA
MEXICO

OFFICE OF THE AMBASSADOR

October 21, 1982

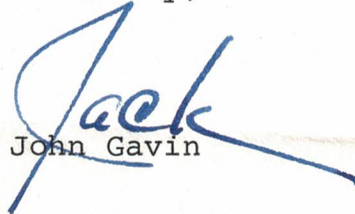
The Honorable
Michael K. Deaver
Assistant to the President
Deputy Chief of Staff
The White House
Washington, D.C. 20500

Dear Michael:

I am told that you are considering obtaining the services of Clive David to be coordinator of the visit of Queen Elizabeth and Prince Philip to California next March.

I recommend him highly to you.

Cordially,

A handwritten signature in blue ink that reads "Jack". The signature is stylized and written in a cursive-like font.

John Gavin

Los Angeles Times

MONDAY, APRIL 14, 1980

CHARITY MERGERS URGED

Hard Times Ahead for Fund-Raisers

By JODY JACOBS
Times Society Editor

Some people aren't going to like what Clive David has to say about raising charity dollars in the '80s. And probably some will disagree with him on his evaluation of the 'Me' generation and its lack of commitment to others.

We're all entitled to our opinions. But David has more than 21 years of experience planning giant parties and mammoth fund-raisers across the country and throughout the world. In more than 15 years lecturing on the subject of enter-

same dollar. The way money is solicited has to be reorganized and restructured. Not only to avoid hounding the same people, but also to make sure proceeds are greater and overhead lower.

"Four years ago there was an official listing that in Los Angeles County there were 40,000 registered charities. Forty thousand," he emphasizes. "If one were in business, one would call in a management consultant who would say, 'Look, tighten up this and tighten up that.'"

telephones, the paying of secretarial help, office rentals, not to mention the cost of putting on a fund-raising event. A joint overhead would make proceeds and profits bigger. And even if organizations don't want to amalgamate, let them take on fund-raising projects as joint ventures."

Instead of small groups struggling to sell \$50-a-plate dinners where the profits end up as only \$15 per ticket, David suggests groups join to plan mammoth events "where the general public can come in. If you've got a few thousand tickets to sell, once you've covered your nut, everything else is gravy and profit."

"Right now there are small organizations mulling over last year's event where no one liked the food and everybody complained about the service, where people listened to speeches and cleared out the minute they were over because they expected the dance floor to be a football match and, anyway, tomorrow was a business day. And the committee is worrying not only about how to keep old supporters, but how are they going to attract new ones."

It doesn't have to be that way, says David. "When there is an event that is really well structured and created, even if the price is four or five times what the average one is, they'll cough up and you won't be able to find an extra ticket. Which proves that it takes creativity and imagination combined with perspective to make the future of fund-raising events work."

In the event that groups with similar causes (religion,

lishman who moved to the United States permanently in 1959. And what he says, he says with conviction.

Unless some changes are made, he now foresees hard times for fund raising in the next decade. "I've come to the conclusion," he reports, "that unless the present committees and organizers on benefits, regardless of their causes, do two things they are going to be out of business by probably the early 1980s."

"There is a charitable organization explosion," he states with doom in his voice. "And too many groups competing for the

how well the houses of worship, the medical centers, the colleges and all other organizations that are supported by charitable contributions are going to survive. It's not just that they have to raise money, but that inflation is eroding what they can get for their money."

David has a solution. "Consolidate. If companies can merge, then so can charitable groups. I get the feeling that it's very necessary to lower overhead costs—the burning of light bulbs, the answering of

Please Turn to Page 4, Col. 1



CONSOLIDATE—Master fund-raiser Clive David says charities should tighten up fund raising by merging to fight inflation and boost profits.

Times photo by Larry Armstrong

of the organizations, they must all make equal commitments to the event and the distribution of responsibilities. Seat locations, if it's a performance, or table locations if it's a ball must all be equally divided. But they will only have to have one office or main location where this will all be done. They'll be hiring only one orchestra, putting on only one event and this will bring down the overhead enormously and multiply the profits.

The decision on what kind of event to put on, David believes, can only be "made by the people who are going to be orchestrating the benefit because it all involves the tastes, the likes and dislikes of their supporters. There is a way that one can reasonably and inexpensively make that decision. Organizations have mailing lists and it's not costly to send out a questionnaire saying something like, 'We are planning our fund-raisers for the next two years. Here are the alternatives. Would you please say which you would rather go to. Would it be a dinner with prominent speakers? Would it be a ball with dancing and no speeches? Would it be a classical concert? Or a rock concert? Performances by multitalented performers?' You know, it can be anything, but this is a profit world and it must be pre-sold."

He predicts success with this idea (he proved it himself with a similar testing in Philadelphia) if envelopes are prepaid and the recipient of the questionnaire needs only to add a "little check or a cross."

And there are some warnings. "The worst thing you can do," David suggests balefully, "is to overplan with themes and decor that eclipse the guests. You must remember," he warns, "that parties are given for people. They're not for decor and kitsch. So many parties you go to are overdone."

"I structure all the events I do with one key idea in mind—how can I enhance the look of everybody at the party so that they feel they're like the jet setters and the movie stars they read about in the newspapers. I like everything to work without a single pause, but it should happen a bit by magic, not by regimentation."

He has a few words more for guests at big or small charity—and even at just for fun—parties. They come from a "little quotation that I saw on a wall in Greenwich Village a few years ago during a jazz festival—"To celebrate one must participate. And this is the key. If you're going with a ho-hum attitude, then there's no sense in going."

Besides consolidation there's still another way to assure the success of charitable endeavors in the '80s. And that,

according to Clive David is to enlist the aid of the generation that grew up with the Beatles.

"Definite changes that have come about in the last 15 years, and not just the economy and the political situation throughout the world, are affecting the way we live. There's no doubt," he affirms, "that we are going through a social revolution and it's never mentioned when people talk about the life style we all take for granted. The thing is we have an adult generation that was born at the time the Beatles were changing everything. A generation is 10 years—well, they go back to 15 if not more years and their interests are totally different from the conventional ones that we all associate with social events and fund raising.

"Fund raising, according to the Department of Commerce, is the third largest business in America and its backbone is volunteerism. And now we're faced with a generation that was taught to read and write, taught all the basic school subjects, but not taught to think of other people. What we have is the "me" generation and they are not involved in any way with participating—through parental guidance, in community projects.

"As I tour I am finding more and more desperation among parents who can't even discuss with their children involvements in community projects." It's a generalization, he admits. Still he stresses a point he made to us as far back as 1972. And that is that training (for involvement) should start when children are "very very young. I'm talking about the birthday party stage," he elaborates. "I think that birthday parties for children should be fun with hot dogs, hamburgers and all that stuff. But they should also include games and competitions where children could win small amounts of money that they then put in a kitty and at the end of the party the money would be sent to the Music Center or Plaza de la Raza or some other worthwhile endeavor. And that would make children aware that they're running the race of life not just for themselves, but for other people."

He cites the "present debutante system . . . a most meaningless tradition when we no longer live in small villages and the debutante season where children can meet their peers is no longer a necessity. But it doesn't have to

ple who are partying and entertaining despite the economy and forecasts of hard times ahead. I think it's because when you get up in the morning and you're hit with bad news from the minute you open your paper till you open your mail . . . well as they say it's a downer and people need a chance to enjoy life. And the party is the only thing that you can create on your own economic and taste level."

To fill in his credentials, David has, among other equally prestigious endeavors, staged the state visit to the Bahamas of Queen Elizabeth II and Prince Philip; planned and executed the Silver Jubilee celebration for the State of Israel, masterminded the birthday party for President John F. Kennedy at Madison Square Garden (that's the one where a breathless Marilyn Monroe sang "Happy Birthday"), the Masked Ball in Venice that drew the sparkling jet set from everywhere and staged a grant celebration for the newly refurbished Ohio Theater in Columbus. In his near and distant future loom the dedication and gala performance for the New Performing Arts Center at Northwestern University (Oct. 11, 1980), festivities in the Vatican, the Golden Jubilee of the Royal Ballet and work on the Bicentennial of the city of Los Angeles.

