

**The original documents are located in Box 3, folder “3-26-75 NARC Poster Child” of the Betty Ford White House Papers, 1973-1977 at the Gerald R. Ford Presidential Library.**

### **Copyright Notice**

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. Betty Ford donated to the United States of America her copyrights in all of her unpublished writings in National Archives collections. Works prepared by U.S. Government employees as part of their official duties are in the public domain. The copyrights to materials written by other individuals or organizations are presumed to remain with them. If you think any of the information displayed in the PDF is subject to a valid copyright claim, please contact the Gerald R. Ford Presidential Library.

THE WHITE HOUSE

WASHINGTON

MRS. FORD

EVENT: Greet Poster Child of the National Association  
for Retarded Citizens

DATE: Wednesday, March 26, 1975

TIME: 2:00 p.m.

PLACE: Greet in Diplomatic Room then procede to Map Room

GUESTS: -Miss Gladys Kay Hall, the Poster Child (age 12),  
Milbank, South Dakota  
-Mr. and Mrs. Ray LaRoche, her foster parents  
-Mr. Marion P. Smith, President, National Association  
for Retarded Citizens  
-Mr. John W. Murray, Jr., Director of Public  
Information, NARC  
-Mr. Paul A. Marchand, Director of Government  
Affairs, NARC  
-Congressman Larry Pressler (R-S.D.), Representative  
of the LaRoches  
-Congressman Clair Burgener (R-Calif.), former  
Vice President of NARC and father of a mentally  
retarded child

SEQUENCE:

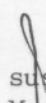
2:00 p.m. When your guests have assembled, Susan Porter will give  
you a call.

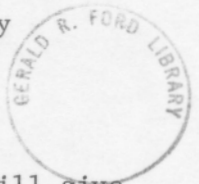
2:00 p.m. Greet guests in Diplomatic Reception Room and then  
procede into Map Room.

2:15 p.m. At the conclusion of the photographs, the press will  
leave giving you an opportunity to visit with your  
guests and have a cup of tea.

2:20 p.m. Return to family quarters.

NOTE: -White House photographer and wire photographers.  
-Refreshments will be served.  
-Photographs will be sent to the participants afterwards.  
-Background attached.

susan porter  
March 26, 1975



THE WHITE HOUSE

WASHINGTON

MEMORANDUM TO THE FIRST LADY

MEETING WITH THE 1975 POSTER CHILD  
OF THE NATIONAL ASSOCIATION FOR RETARDED CITIZENS

Wednesday, March 26, 1975

2:00 p.m. (10 minutes)

The Map Room

Via: Max Friedersdorf *mf*

From: Vern Loen *VL*

I. PURPOSE

For the past 23 years the President or the First Lady has received the annual Poster Child of this non-profit organization to publicize the plight of these retarded persons and assist in their annual fund raising campaign.

II. BACKGROUND, PARTICIPANTS AND PRESS PLAN

A. Background:

1. This year's Poster Child, a 13 year-old girl from Milbank, South Dakota, was found abandoned by her parents. The Sheriff who found her, and his wife, later adopted her even though they already had a retarded child of their own.
2. This meeting was requested by Rep. Clair Burgener (R-Calif), a former Vice President of the association and himself the parent of a retarded child.
3. The child's Congressman is Rep. Larry Pressler (R-SD), who also will attend.
4. The Vice President was scheduled to participate in this event today, but necessarily had to cancel because of his mission to Saudi Arabia.



# news

## national association for retarded citizens

John W. Murray Jr. / Director of Public Information  
2709 AVENUE E EAST / ARLINGTON, TEXAS 76011 / 817-261-4961



FOR FURTHER INFORMATION CONTACT:

Peg Barry

Twelve year old Gladys Kay Hall, of Milbank, South Dakota, has been chosen as the 23rd poster child of the National Association for Retarded Citizens.

Gladys, a special education student in Milbank, will serve as the 1975 representative for the over 250,000-member organization dedicated to the service of mentally retarded adults and children. Among the highlights of her tenure as 1975 poster child, Gladys will visit the White House and be a guest of honor at the organization's twenty-sixth convention in Las Vegas, Nevada, this fall.

Gladys is a foster child of Ray B. and Jane M. LaRoche of Milbank and has lived with the LaRoche family for the past three and a half years. Mr. LaRoche is a police officer in Milbank and serves as a deputy sheriff for Grant County, South Dakota.

In announcing this year's poster child, Marion P. Smith, President of the National Association for Retarded Citizens said: "Gladys doesn't look mentally retarded. She looks like millions of other youngsters. She shatters one of the popular misconceptions about mentally retarded people...that all mentally retarded citizens are in some way physically different."

(more)

"Gladys is another good example of what professional guidance, love and understanding can do for any retarded person. Three years ago, when she first went to live with the LaRoche family, she was shy, withdrawn and uncommunicative. Today, she is lively, energetic and developing a good deal of self confidence. Her teachers feel that she has a great deal of potential and that with the proper environment, such as she is in now, she will continue to develop that potential," Smith said.

The National Association for Retarded Citizens and its more than 1700 local member units are dedicated to furthering research into the causes of mental retardation, as well as promoting all known means of prevention.

There are more than six million mentally retarded persons in the United States and it is estimated that at least 100,000 more will be born this year. Conservative estimates are that existing knowledge and technology could reduce the incidence of mental retardation at least 50 percent.