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FACT SHEET
Mrs. Ford's Office

Event Present 1976 Courage Award for Cancer to Gene Littler
 Group American Cancer Society
 DATE/TIME Friday, March 26, 1976, 3:00 p.m.
 Contact Mr. Irv Rimer Phone (212) 371-2900
 Number of guests: Total 11 Women X Men X Children _____
 Place Diplomatic Reception Room
 Principals involved Mrs. Ford
 Participation by Principal Present Award; Photos (Receiving line)
 Remarks required No; background material only.
 Background The Courage Award is presented annually by the American Cancer Society to someone of distinction who has had cancer and who has courageously faced the disease and who is an example to others. This year's recipient, the famous golfer, Gene Littler had a critical form of **REQUIREMENTS** cancer, has fought it successfully and gone on to win major tournaments.
 Social: Guest list Irv Rimer to Susan Porter
 Invitations _____ Programs _____ Menus _____
 Refreshments Yes; coffee, tea and appropriate cakes
 Entertainment _____
 Decorations/flowers Yes; normal for Diplomatic Reception Room
 Music _____
 Social Aides _____
 Dress _____ Coat check Yes
 Other _____
 Press: Reporters Yes
 Photographers Yes
 TV Crews Hand held only
 White House Photographers Yes Color _____ Mono. _____
 Other Tour officer on stand-by
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 Recording _____
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 Parking South Drive
 Housing _____
 Other _____ (Risers, stage, platforms) _____
 Project Co-ordinator _____ Phone _____

Site diagrams should be attached if technical support is heavy.

THE WHITE HOUSE
WASHINGTON

MRS. FORD

EVENT: Present Courage Award to Gene Littler

GROUP: American Cancer Society

DATE: Friday, March 26, 1976

TIME: 3:00 p.m.

PLACE: Diplomatic Reception Room

GUESTS: Gene Littler, 1976 Recipient, Courage Award
Mrs. Gene Littler
Curt Littler, 22 year old son of Gene Littler
Suzanne Littler, 19 year old daughter of Gene Littler
Thomas Ulmer, Chairman of the Board, American Cancer Society
Mrs. Thomas Ulmer
Mrs. Eleanor Montgomery, Vice President, ACS
Lane Adams, Executive Vice President, ACS
Mrs. Lane Adams
Mr. Irving Rimer, Public Relations Director, ACS

BACKGROUND: The Courage Award is given annually by the American Cancer Society to someone of distinction who has had cancer and who has courageously faced the disease and who is an example to others. This year's recipient, the famous golfer Gene Littler, faced what was once one of the most deadly forms of cancer. He had a melanoma which is a critical form of skin cancer. Because of early diagnosis, prompt treatment and the medical benefits for the world of research, he won his battle against cancer. He then went back to his profession of golf and emerged the victor in major tournaments.

The President had originally been scheduled to do this in the Oval Office but will now be traveling to California.

NOTE: -Open press coverage
-The group will have toured the White House prior to the presentation
-Refreshments will be served following the presentation



SEQUENCE:

3:00 p.m. You will be escorted to the Diplomatic Reception Room by Susan Porter when your guests have assembled.

3:02 p.m. After shaking hands with them, you will move to the fireplace for the presentation of the Courage Award to Gene Littler.

3:05 p.m. You will present the framed certificate to Gene Littler. You may wish to read the certificate.

3:10 p.m. At the conclusion of the presentation and photographs, at your invitation refreshments will be served.

 Mingle with guests.

3:25 p.m. Return to family quarters.



8
susan porter
March 26, 1976



The American Cancer Society

Salutes

Gene Littler

for his personal courage
in his battle against cancer;
for the hope and inspiration
he has given all Americans
in the fight for life and health.

Hubert R. And

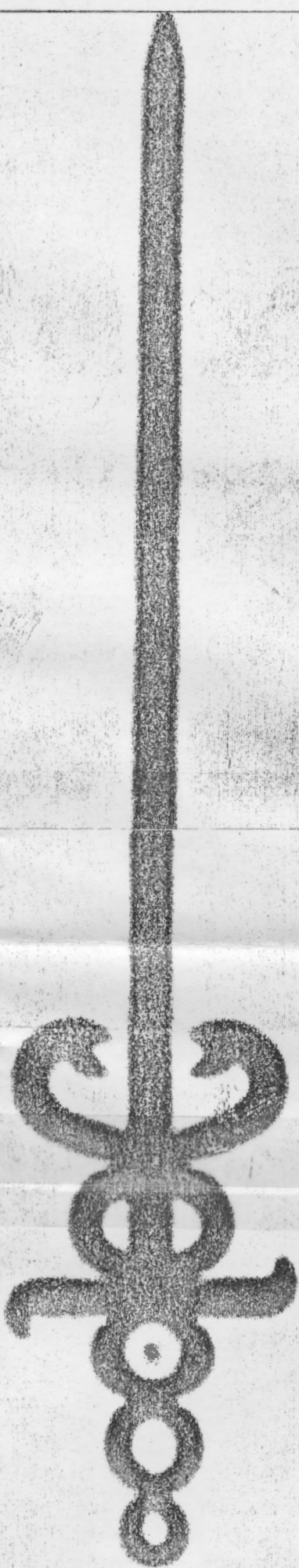
President of the Council on Cancer Research

Samuel Ford

President, American Cancer Society

James E. Hoff
President, American Cancer Society

Thomas D. Wilson
President, American Cancer Society



O.K.

SUGGESTED REMARKS FOR GENE LITTLER PRESENTATION
Friday, March 26, 1976

I know how much the President would like to be here today, because he admires Gene Littler as a man and as a golfer. We've spent many Sunday afternoons watching Gene's famous golf swing, and we've been thrilled in the past year to watch his triumphant comeback after a serious cancer operation.

Gene, you are known as the gentleman golfer-- a description of admiration from your fellow professionals. You are truly a champion on and off the golf course, and I'm very pleased to present this award for courage-- which you so truly deserve.

#



THE WHITE HOUSE
WASHINGTON

Mrs. Ford -

When I learned you
were presenting Gene Little
the Courage Award on Friday -
I remembered this background
info I had on him - He
was invited to the Irish
dinner last night because
of a previous commitment.
Golf Digest is the "golf
magazine published by
the New York Times
Marie



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GOLF DIGEST

\$1.00 14117

December 1975

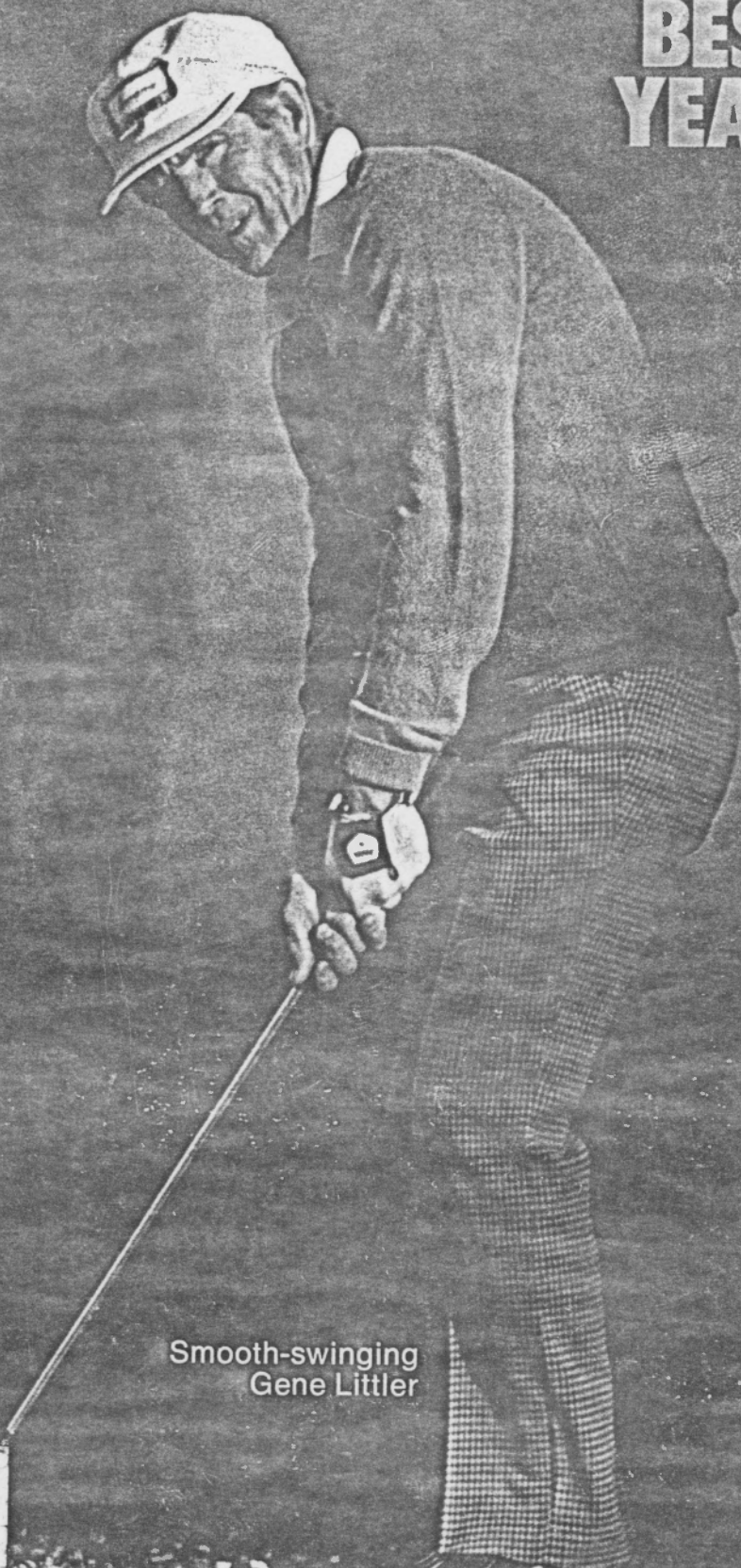
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WHY LITTLER HAD HIS BEST YEAR

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HOOK INTO
A DRAW
BY JACK
NICKLAUS**

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YOUR CLUBS
REPAIRED**

**THE CROSBY:
GREATEST
SHOW IN GOLF**



Smooth-swinging
Gene Littler

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GOLF DIGEST is published monthly January through December (Feb. is Annual Issue) by Golf Digest, Inc. Editorial and executive offices at 297 Westport Ave., Norwalk, Conn. 06856. Second class postage paid at Norwalk, Conn., and at additional offices. © 1975 by Golf Digest, Inc. Reproduction without permission is prohibited. Title Golf Digest registered U. S. patent office, Canada and other countries. Printed in U.S.A.

CHANGE OF ADDRESS: In order to ensure uninterrupted delivery of Golf Digest, notice of change of address should be made at least five weeks in advance. For fastest service please enclose your present mailing label. Direct all subscription mail to George Dunbar, Golf Digest, Boulder, Colo. 80302.

MANUSCRIPTS AND ART: The publisher assumes no responsibility for return of unsolicited manuscripts, art, photographs or negatives. When making submittals, authors should enclose return postage.

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Photographs: cover, Anthony Roberts; 37, Lester Nehamkin; 38-39, John P. May; 40, Will Hertzberg (chipping), Al Panzera (putting); 44-46, William C. Brooks; 47, Al Satterwhite; 48, Anthony Roberts; 50, Emerson Humphrey; 52, Anthony Roberts; 54, 61, 63, 66, Bruce Roggeri; 88-89, Rich Clarkson; 100, Bob McCormack.
Illustrations: 42-43, 68-71, Jim McQueen; 87, Anthony Ravielli. Instant Lessons, Elmer Wexler.

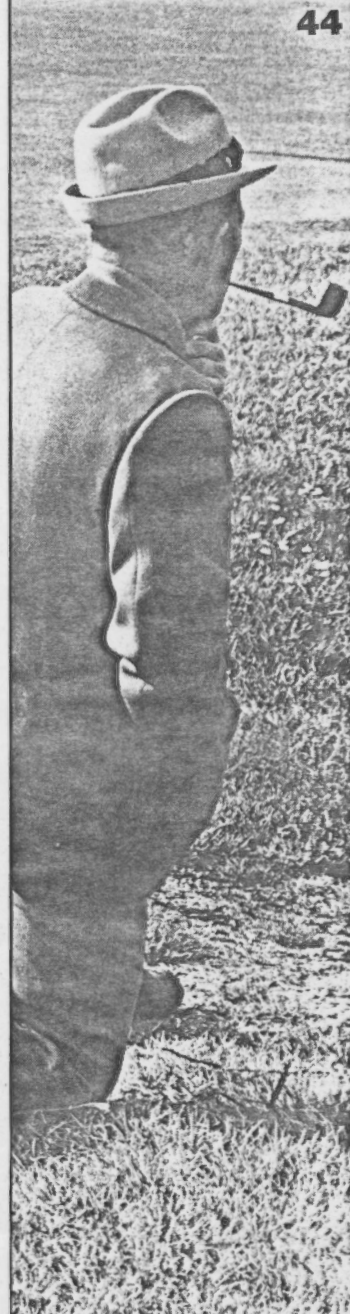


A publication of
The New York Times Company

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WHY GENE LITTLER HAD HIS BEST YEAR

By **NICK SEITZ** Editor

Phil Rodgers, a stubby, sometimes irascible veteran, is the resident guru of the men's professional golf tour. He is acutely knowledgeable about the game and is blessed with a photographic memory that surpasses videotape because it has a third dimension. Other players come to Rodgers for help when they're playing badly, knowing he can remember exactly how they were swinging when they were playing well—a year ago, five years ago, 10 years ago. In many cases Rodgers understands his fellow pros' games better than they understand their own.

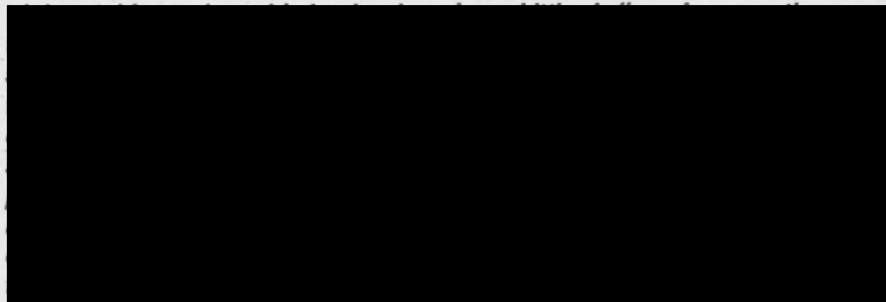
Rodgers and Gene Littler live in the San Diego area and are long-time friends, and Rodgers was the first person I wanted to talk to about Littler's unexpectedly great season. Less than three years after undergoing two grave operations for cancer—operations that laid waste much of the muscle structure of the upper left side that traditionally has been considered crucial to the golf swing—Littler in 1975 won the Crosby, Memphis and Westchester tournaments in the U.S. He finished in the top 10 in eight tournaments this year and earned almost \$200,000. Considering how much the competition has improved since he joined the tour 20 years ago, it has to be his best year yet, to the delight of the



gimmicks to get the ball around the course," Littler says of his scrambling. He speaks softly and well, flavoring the words with a laconic wit. "Maybe the public doesn't realize that all the top players have to be able to save par frequently. Jack Nicklaus is powerful, but he's also one of the best up-and-downers on the tour in years and years and years. Consistently. That's why he almost never shoots a bad round. He's a great player, but there's more to the game than striking the ball purely. You can hit the ball just so well. You might go two strokes up on the field because you hit the ball better during a round, but if you recover and putt better than the other guys you could gain a half dozen or more shots. That's why it pays to practice the short game more than the long game."

The mechanics of Gene Littler's smooth swing

Gene Littler's swing is an eye-catching example of the value of smooth tempo. Close examination reveals mechanical flaws that might bring a less gifted player to ruin. He is swinging a long iron here, aiming at the gap in the trees (as indicated on photos). Littler takes the club quickly inside (1), which results in a flat swing plane going back. He makes a fine shoulder turn and gets the club in excellent position at the top (4), but his first move down (5) looks to be a slight spinning of the shoulders which moves the



would for a regular shot. I noticed that Jack Nicklaus sets up this way."

Says Arnold Palmer, with no more than a touch of jealousy, "Gene seems to have everything rolling right at the hole." Palmer also has used the Zebra putter, which now is in mass production.

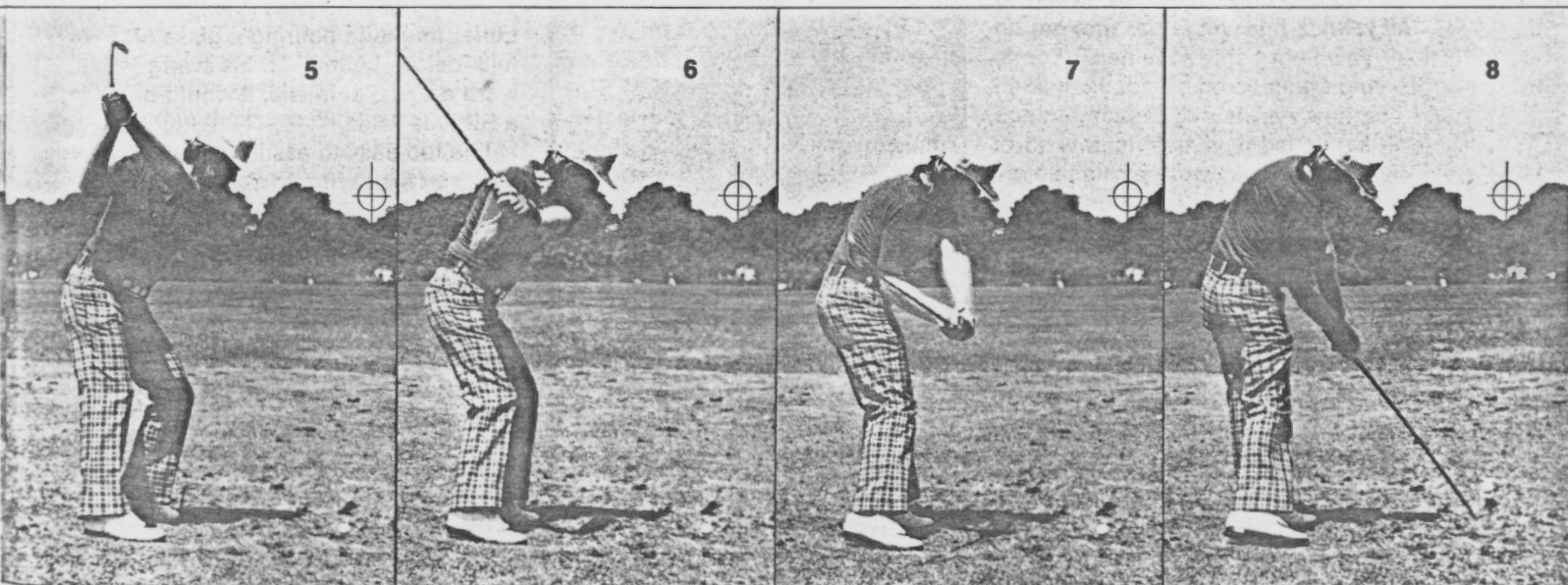
In addition to a new putter, Littler is carrying a full set of graphite-shafted clubs this year for the first time. He began playing graphite woods when he came back from the cancer surgery late in 1972, then added the irons at this year's U.S. Open.

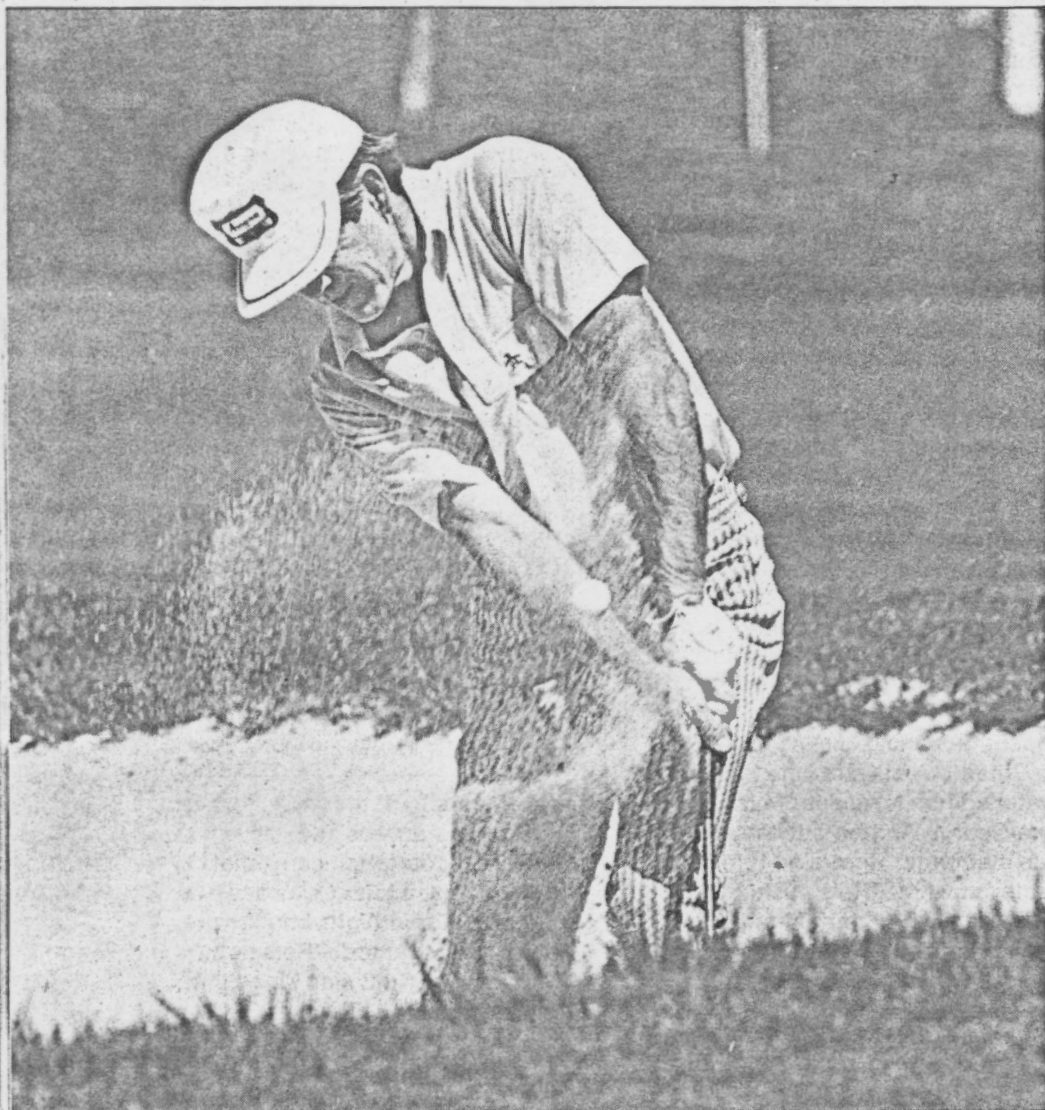
LITTLER'S TOUR RECORD

Year	Wins	Tour Money	Money Position
1954	1	\$ 8,327	28
1955	4	28,974	5
1956	3	23,833	6
1957	1	13,427	18
1958	0	12,897	27
1959	5	38,296	2
1960	2	26,837	8
1961	1	29,245	9
1962	2	66,200	2
1963	0	32,566	12
1964	0	33,173	15
1965	1	58,898	9
1966	0	68,345	7
1967	0	38,086	32
1968	0	61,631	26
1969	2	112,737	6
1970	0	79,001	22
1971	2	98,687	14
1972	0	11,119	135
1973	1	95,308	18
1974	0	102,822	20
1975*	3	182,883	5
	28	\$1,223,292†	

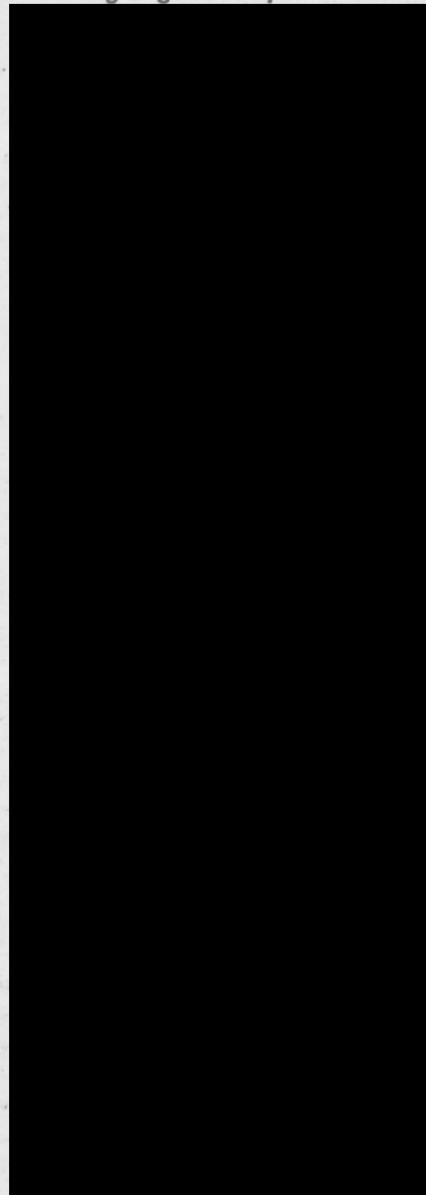
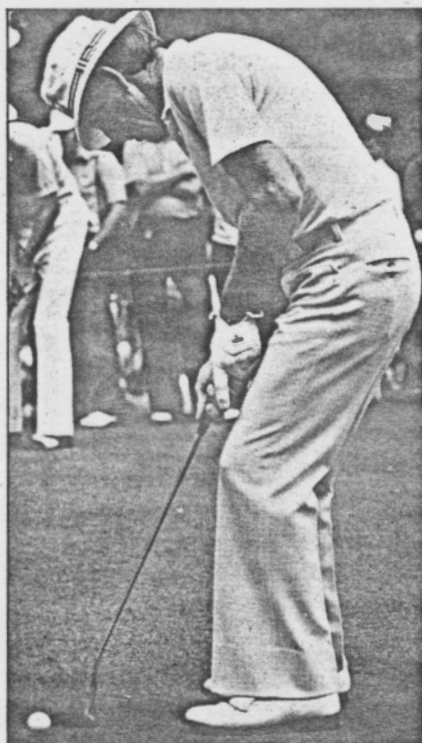
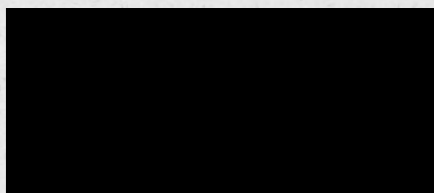
*Through October 15.

†This figure includes pro-am winnings and differs from our chart on page 108.





thing you can tell the average golfer is that you have to hit with your right side. But you have to hit with the right at the proper instant. This is where it gets tricky. It would be ridiculous for me to tell a guy to take the club to the top of his swing, delay his right-side action until he's almost to the bottom, and then hit it with the right side. He'd probably fall down. That move takes years of practice—you aren't going to find it on the first tee. I would never preach a delayed hit. I would tell the average golfer that the right-side hit is an involuntary move that follows from what precedes it. From the top of the swing, he should move the lower body first and leave everything else up there. But he should try to keep everything coordinated. That's the meaning of good tempo."



best on the tour and never has been. His tempo is so good he has time to correct positional errors; his is a forgiving swing. "Gene the Machine" in reality should be called "Gene the Metronome."

He takes the club away from the ball abruptly to the inside of the target line, until it's about horizontal. Then he lifts it almost straight up to the top, in tandem with a big hip turn. The upshot is that he tends to come over the ball with his right shoulder on the downswing. If he were to try swinging the club under Hogan's famous imaginary pane of glass that represents a perfect plane, there would be broken glass all over the place.

Through the ball, Littler turns a bit too rapidly to the left with his lower body, the left knee stiffening rather than staying flexed for maximum power. Sam Snead swings in a similar pattern, but Snead is stronger and can hang on with the left hand better through the ball.

GENE LITTLER'S TIPS ON TEMPO

- Swing all your clubs with the same tempo or pace. Swing your 2-iron as slowly as your 9-iron.
- Concentrate on smoothness and rhythm as you prepare for a shot. Take a couple of practice swings and then hit the ball with that same relaxed tempo.
- The first foot or so of your takeaway sets up good tempo. You have to be smooth there.



For Immediate Release
Friday, March 26, 1976

THE WHITE HOUSE
OFFICE OF THE PRESS SECRETARY TO MRS. FORD

Mrs. Ford will present the American Cancer Society's Courage Award to Gene Littler, golfer, at 3:00 PM in the Diplomatic Reception Room at the White House.

Mrs. Ford is National Honorary Crusade Chairman of the American Cancer Society. She will be joined by Mr. Thomas Ulmer, Chairman of the Board; Mrs. E. Morgan Montgomery, Vice President of the American Cancer Society and Mrs. Gene Littler for the presentation.

#

Press pick up in West Wing Lobby at 2:45 PM

