

The original documents are located in Box 44, folder “Proposed Schedules - Mrs. Ford (13)” of the Betty Ford White House Papers, 1973-1977 at the Gerald R. Ford Presidential Library.

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11/7-15/76 Palm Springs
California



11/20-21/76 Pocantico Hills
Tarrytown, NY w/Rockefellers



THE WHITE HOUSE

WASHINGTON

VISIT TO POCANTICO HILLS, TARRYTOWN, N. Y.

November 20 - 21, 1976

SATURDAY - NOVEMBER 20, 1976

Departure: 4:30 P.M.

Dinner Attire: Business Suit

From: Terry O'Donnell
700

BACKGROUND

You and Mrs. Ford will depart the White House at 4:30 p.m. on Saturday, November 20, and fly to Westchester Airport near Tarrytown, N. Y. You will motorcade to Kykuit, Pocantico Hills, Tarrytown, New York, arriving there at 6:15 p.m.

Following 1 hour, 10 minutes personal time in your suite, Vice President and Mrs. Rockefeller will meet you on the First Floor Kykuit and escort you to the Japanese House for dinner. Dinner concludes about 10:00 p.m.
###

Kykuit, or lookout, was the name given by the early Dutch settlers to the hill east of North Tarrytown which John D. Rockefeller purchased for his country home in 1893. When the original three-story house on the hillside burned down in 1902, Mr. Rockefeller staked out a floor plan for a new structure on the crest which took advantage of the magnificent views and the daily progress of the sun.

The Georgian house, designed by Delano and Aldrich of New York, was built in 1908. The exterior walls were of weathered fieldstone, some selected from old stone walls on the grounds. At the request of Mrs. Rockefeller, the roof of the third floor was raised and a 4th floor added in 1913 by the architect Welles Bosworth, giving the house its present aspect.



The interior design and decoration, in harmony with the exterior, were planned by Ogden Codman. The finishings and furnishings combine the art of Chippendale, Hepplewhite, Sheraton and Adams.

John D. Rockefeller lived at Kykuit until his death in 1937. From then until 1960, it was the home of his son, John D. Rockefeller, Jr. Vice President Rockefeller and his family have made Kykuit their home since 1961.



SEQUENCE

4:30 p.m.

You and Mrs. Ford board helicopter on South Lawn and depart en route Andrews Air Force Base.

4:45 p.m.

Arrive Andrews AFB; board Air Force One.

4:50 p.m.

Air Force One departs Andrews AFB en route White Plains, N. Y.

(Flying Time: 50 minutes)

5:40 p.m.

Air Force One arrives Westchester County Airport, White Plains, N. Y.

OPEN PRESS COVERAGE
CLOSED ARRIVAL

You and Mrs. Ford will be met by:

Col. Martin V. Misevic, Deputy
Commander for Logistics,
105 Tactical Air Support
Wing, N. Y. National Guard

5:45 p.m.

You and Mrs. Ford board motorcade and depart Westchester County Airport en route Pocantico Hills, Tarrytown, N. Y.

(Driving Time: 20 minutes)

6:05 p.m.

Motorcade arrives Kykuit (Main House) Pocantico Hills.

OFFICIAL PHOTO COVERAGE
CLOSED ARRIVAL

You and Mrs. Ford will be met by
Vice President and Mrs. Rockefeller.

Proceed to suite.

PERSONAL TIME: 1 hour, 10 minutes



7:25 p.m.

You and Mrs. Ford depart suite en route Japanese House for dinner.

You and Mrs. Ford meet the Vice President and Mrs. Rockefeller at First Floor Kykuit and proceed to Japanese House.

7:30 p.m.

Escorted by Vice President and Mrs. Rockefeller, you and Mrs. Ford arrive Japanese House.

OFFICIAL PHOTO COVERAGE

8:00 p.m.

Dinner is served.

10:00 p.m.

Dinner concludes.

10:05 p.m.

You and Mrs. Ford, escorted by the Vice President and Mrs. Rockefeller, depart Japanese House en route suite.

Upon arrival at Kykuit, you and Mrs. Ford thank Vice President and Mrs. Rockefeller and proceed to suite.

10:15 p.m.

Arrive suite.

OVERNIGHT.



THE WHITE HOUSE

WASHINGTON

VISIT TO POCANTICO HILLS, TARRYTOWN, N. Y.

November 20 - 21, 1976

SUNDAY - NOVEMBER 21, 1976

First Event: 10:40 A.M.

From: Terry O'Donnell
TOD

BACKGROUND

Departing at 10:40 a.m., Vice President and Mrs. Rockefeller escort you and Mrs. Ford to the Union Church of Pocantico Hills for a 55-minute Service. The pastor of the church, Reverend Marshall B. Smith, officiated at the marriage of the Vice President and Mrs. Rockefeller.

You return to Kykuit from church and are taken on a tour of the grounds to acknowledge the designation of Kykuit as a National Historical Landmark. The estate will be given to the National Park Service as a National Historic Monument.

It is the wish of Vice President Rockefeller that the format be kept as simple as possible. Only members of the immediate family (Mr. and Mrs. David Rockefeller and Mr. and Mrs. Laurence Rockefeller) and Mr. and Mrs. Gary A. Everhardt, Director of the National Park Service, will be present.

Following the tour, the Rockefeller family members escort you to the main dining room in Kykuit for lunch.

The time of your departure is flexible.



In designing the gardens at Kykuit, Welles Bosworth blended elements of the traditional Italian, French and English villas. The Stone Teahouse, with its formal reflecting pool, the Classical Temple, with its Grotto beneath, and the views of trees and quiet water were all part of the original plan. The Grotto, of rust-colored granite quarried on the grounds, stunted columns and brooding spirits, was modeled after similar grottos of English Georgian estates.

The statue of Aphrodite, once attributed to Praxiteles, is probably a 17th century Florentine work. It has been at Kykuit since 1915. The Oceanus Fountain, carved in 1914, is a copy of a fountain in the Boboli Gardens in Florence by Giovanni da Bologna. The 20-foot bowl was carved from one block of granite from Stonington, Maine.

The Japanese Teahouse, designed by Junzo Yoshimura, was prefabricated in Kyoto and erected here in 1962 by Japanese workmen. Patterned after the 16th century pavilion of Katsura Villa, the Teahouse and its garden occupy the site of an earlier Japanese house and garden. David Engel redesigned the garden for the new structure, and the first house was moved to another location on the estate.



SEQUENCE

10:40 a.m.

You and Mrs. Ford depart suite en route motorcade for boarding.

NOTE: En route, you and Mrs. Ford will be joined by Vice President and Mrs. Rockefeller.

10:50 a.m.

Motorcade departs Kykuit en route Union Church of Pocantico Hills.

10:55 a.m.

Motorcade arrives Union Church of Pocantico Hills.

OPEN PRESS COVERAGE
CLOSED ARRIVAL

You and Mrs. Ford will be met by Reverend Marshall B. Smith, Pastor.

Escorted by the Vice President and Mrs. Rockefeller, proceed inside church and take your seats.

11:00 a.m.

Service begins.

11:55 a.m.

Service concludes.

11:55 a.m.

You and Mrs. Ford and the Vice President and Mrs. Rockefeller depart church en route motorcade for boarding.

12:00 Noon

Motorcade departs Union Church en route Kykuit.

12:05 p.m.

Motorcade arrives Kykuit.

OFFICIAL PHOTO COVERAGE
CLOSED ARRIVAL

You and Mrs. Ford proceed to suite.

PERSONAL TIME: 10 minutes



12:20 p.m.

You and Mrs. Ford depart suite en route Kykuit main entrance for brief tour of grounds and to acknowledge the designation of Kykuit as a National Historical Landmark.

12:25 p.m.

You and Mrs. Ford arrive main entrance.

OFFICIAL PHOTO COVERAGE

You and Mrs. Ford will be met by:
 Vice President and Mrs. Rockefeller
 Mr. and Mrs. David Rockefeller
 Mr. and Mrs. Laurence Rockefeller
 Mr. and Mrs. Gary A. Everhardt
 Director of National Park
 Service

12:30 p.m.

Tour begins.

1:00 p.m.

Tour concludes.

1:00 p.m.

You and Mrs. Ford, escorted by Rockefeller family members, proceed to Kykuit main dining room for lunch.

1:15 p.m.

You and Mrs. Ford arrive dining room.

1:30 p.m.

Luncheon is served.

2:30 p.m.

Luncheon concludes.

2:30 p.m.

You and Mrs. Ford thank the Rockefellers and proceed to motorcade for boarding.

2:40 p.m.

Motorcade departs Kykuit en route Westchester County Airport.

(Driving Time: 20 minutes)



3:00 p.m.

Motorcade arrives Westchester County
Airport, White Plains, N. Y.

OPEN PRESS COVERAGE
CLOSED DEPARTURE

You and Mrs. Ford board Air Force One.

3:05 p.m.

Air Force One departs Westchester
County Airport en route Andrews AFB.

(Flying Time: 50 minutes)

3:55 p.m.

Air Force One arrives Andrews AFB.
Board helicopter and depart en route
South Lawn.

4:15 p.m.

Arrive South Lawn.

#####



11/30-12/1/76 Hyannis
Hosp. Dedica, NYC, Amer
Cancer Socy. Luncheon



11/24/76
8:00 a.m.

PROPOSED SCHEDULE

MRS. FORD'S VISIT TO HYANNIS, MASSACHUSETTS & NEW YORK CITY

November 30 - December 1

TUESDAY, NOVEMBER 30, 1976

11:45 Mrs. Ford boards motorcade on South Grounds.
a.m. MOTORCADE DEPARTS South Grounds enroute Andrews Air
Force Base.

(Driving time: 25 minutes)

12:10 MOTORCADE ARRIVES Andrews Air Force Base.
p.m. Mrs. Ford boards C-9.

Manifest as follows:

Mrs. Ford	J. Kirk
C. Porembka	USSS
S. Weidenfeld	USSS
P. Sorum	
K. Schumacher	

12:25 C-9 DEPARTS Andrews Air Force Base enroute Otis Air Force
p.m. Base, Massachusetts.

(Flying time: 1 hr., 5 min.)
(Lunch will be served on board)

1:30 p.m. C-9 ARRIVES Barnstable Municipal Airport.

Advanceman:
Greg Willard

Mrs. Ford will be met by:

Mrs. Ford boards motorcade.

1:40 p.m. MOTORCADE DEPARTS Barnstable Municipal Airport
enroute Cape Cod Hospital, Hyannis, Massachusetts.

(Driving time: 10 minutes)



Motorcade as follows:

Lead:	P. Sorum
Mrs. Ford' car	Mrs. Ford
Follow-up	
Staff 1	C. Porembka
	S. Weidenfeld
	K. Schumacher
Staff 2	J. Kirk
	P. Matson

1:50 p.m. MOTORCADE ARRIVES Cape Cod Hospital. (Construction Site)

Mrs. Ford will be met by:

Mr. Brooks Thayer, President Cape Cod Hosp,
Mr. Townsend Horner, Vice President, Board
of Trustees
Mrs. David M. Davis, Trustee

Mrs. Ford, escorted by the above, proceeds onto ceremony
platform and takes her seat.

OPEN PRESS COVERAGE

ATTENDANCE: 1000

NOTE: This is an outdoor event. Temp. in 30's.

2:00 - Opening remarks by Mr. Thayer
2:05 - Remarks by Mr. Horner concluding
with the introduction of Mrs. Ford

2:10 p.m. Remarks by Mrs. Ford

FULL PRESS COVERAGE

2:15 p.m. Remarks Conclude.

Mrs. Ford pauses for gift presentation by Mr. Horner and
Mrs. Davis.

2:20 p.m. Mrs. Ford, escorted by Mr. Thayer departs platform enroute
construction ceremony site.

2:22 p.m. Mrs. Ford and Mr. Thayer arrive construction site for
official ceremony.

OPEN PRESS COVERAGE

2:30 p.m. Mrs. Ford, escorted by Mr. Thayer departs ceremony
site enroute reception tent.



Page Three

2:35 p.m. Mrs. Ford, escorted by Mr. Thayer, arrives reception tent to informally greet guests.

OPEN PRESS COVERAGE

2:50 p.m. Mrs. Ford departs reception enroute motorcade for boarding.

3:00 p.m. MOTORCADE DEPARTS Cape Cod Hospital enroute Barnstable Municipal Airport.

(Driving time: 10 minutes)

3:10 p.m. MOTORCADE ARRIVES Barnstable Municipal Airport Mrs. Ford boards C-9.

Manifest as on arrival
except add P. Matson,
G. Willard & F. Lawrence.

3:20 p.m. C-9 DEPARTS Otis Air Force Base enroute LaGuardia Airport, New York City.

(Flying time: 40 minutes)

4:00 p.m. C-9 ARRIVES LaGuardia Airport (Marine Terminal).

anceman: Mrs. Ford boards motorcade.

y Stern

4:10 p.m. MOTORCADE DEPARTS Marine Air Terminal enroute Waldorf Astoria Hotel.

(Driving time: 30 minutes)

4:40 p.m. MOTORCADE ARRIVES Waldorf Astoria Hotel.

Mrs. Ford will be met by:

Mr. Eugene Scanlon, Manager, Waldorf

Mrs. Ford, escorted by Mr. Scanlon, proceeds to suite.

4:50 p.m. Mrs. Ford arrives suite.

FREE EVENING



WEDNESDAY, DECEMBER 1, 1976

12:15 p.m. Mrs. Ford departs suite enroute Hilton Room.

12:20 p.m. Mrs. Ford arrives Hilton Room foyer to greet

Mr. Tom Ulner, President, American Cancer Society

Mr. Lane Adams, Exec. Director, American Cancer
Society

Mrs. Enid Haupt, event sponsor.

12:22 p.m. Mrs. Ford, escorted by Mr. Ulner, proceeds into
Hilton Room to informally greet guests at pre-
luncheon reception.

OPEN PRESS COVERAGE

ATTENDANCE: 300

12:40 p.m. Mrs. Ford, escorted by Mr. Ulner, departs
Hilton Room enroute Empire Room.

12:43 p.m. Mrs. Ford arrives Empire Room Head Table and takes
her seat for American Cancer Society Media Awards
Luncheon.

OPEN PRESS COVERAGE

ATTENDANCE: 300

12:45 p.m. - Luncheon is served

1:30 p.m. - Luncheon concludes

NOTE: Mr. Ulner will introduce non-speaking head table guests
during desert service.

1:31 - Remarks by Barbara Walters,
Mistress of Ceremonies

1:36 - Remarks by Dr. Frank Rauscher,
Vice Pres. for Research, Amer.
Cancer Society

1:41 - Remarks by Lane Adams.

1:44 - Presentation of sixteen media
awards

2:15 - Presentation of Communication
of Hope Award to Mrs. Ford by
Mrs. Haupt.



2:20 p.m. Mrs. Ford's acceptance remarks

FULL PRESS COVERAGE

2:25 p.m. Remarks conclude.

2:26 - Concluding Remarks by
Barbara Walters

2:30 - Program Concludes.

NOTE: Mrs. Ford will remain at the head table to congratulate
award winners and participate in brief photo session.

2:40 p.m. Mrs. Ford departs Empire Room enroute suite.

2:45 p.m. Mrs. Ford arrives suite.

PERSONAL TIME: 15 minutes

3:00 p.m. Mrs. Ford departs suite enroute motorcade for
boarding.

3:10 p.m. MOTORCADE DEPARTS Waldorf Astoria enroute LaGuardia
Airport.

(Driving time: 30 minutes)

3:40 p.m. MOTORCADE ARRIVES LaGuardia Airport (Marine Air
Terminal).

Mrs. Ford boards C-9.

Manifest as on arrival
except delete G. Willard
and add A. Stern.

3:50 p.m. C-9 DEPARTS LaGuardia Airport enroute Andrews
Air Force Base.

(Flying time: 50 minutes)

4:40 p.m. C-9 ARRIVES Andrews Air Force Base
Mrs. Ford boards motorcade.

4:50 p.m. MOTORCADE DEPARTS Andrews Air Force Base enroute
South Grounds.

(Driving time: 30 minutes)

5:20 p.m. MOTORCADE ARRIVES South Grounds.



THE WHITE HOUSE

WASHINGTON

November 17, 1976

MEMORANDUM TO: PETER SORUM
FROM: SUSAN PORTER
SUBJECT: Action Memo

Mrs. Ford has accepted the following out-of-town invitations:

EVENT: Cornerstone laying of new wing

PLACE: Cape Cod Hospital
Hyannis, Massachusetts

DATE: Tuesday, November 30, 1976

TIME: 2:00 p.m.

CONTACT: Mr. Torbin Yates
(617) 775-6422

COMMENTS: Mrs. Ford will participate in the laying of the cornerstone for the new wing of the Cape Cod Hospital. The President of the hospital is Mr. Brooks Thayer (O: (617) 255-3334; H: (617) 255-2111). One of the other trustees is Mrs. David Davis, a friend of Mrs. Ford. Her phone number is (617) 432-9475. Mr. Thayer's letter of August 2nd is a very good background statement about the hospital and the surrounding Cape Cod community. The relevant file is attached.

Following this event, Mrs. Ford will overnight in New York prior to attending the American Cancer Society's First Media Awards Luncheon the next day.



EVENT: First Media Awards Luncheon

GROUP: American Cancer Society

DATE: Wednesday, December 1, 1976

TIME: Cocktails: 12:00 p.m.
Luncheon: 12:45 p.m.

PLACE: Waldorf-Astoria
Empire Room
New York City

CONTACT: Carol Warner
Assistant Vice President for Public Information
O: (212) 371-2900
H: (212) 744-3799

COMMENTS: Mrs. Ford will accept the American Cancer Society's Award for Communication of Hope at the First American Cancer Society Media Awards Luncheon. The luncheon is being initiated and funded by Mrs. Enid Haupt and will be attended by about 300 guests. Sixteen media representatives will also be recognized for their contributions. Barbara Walters will be the mistress of ceremonies; Dr. Lee Clark of the M. D. Anderson Clinic in Houston, as the new President of the American Cancer Society, will preside. The file is attached.

Thank you.

c: BF Staff
Red Cavaney
William Nicholson
Jerry Jones
Terry O'Donnell
Sarah Massengale
Max Friedersdorf
Steve McConahey
Mildred Leonard
Rex Scouten
Staircase



Cape Cod Hospital Cornerstone Laying File



CAPE COD HOSPITAL
HYANNIS, MASSACHUSETTS 02601

Dr. Accepted, Pending
Needs Date
Cape Cod Hospital
(cornerstone of wing)

Office of the President
BROOKS B. THAYER

October 14, 1976

Ms. Susan Porter
The White House
Washington, D.C.

Dear Ms. Porter:

We agreed to keep in touch when you called in mid-September regarding Mrs. Ford's visit to the Cape Cod Hospital on the occasion of the cornerstone laying of our new wing.

I now feel that it might be helpful to you to have in your files a record of the publicity pertaining to her visit. This occurred after a call was received by Mrs. David M. Davis from Miss Mildred Leonard on August 13 saying it could be announced that Mrs. Ford would like to come in September.

We thoroughly appreciate the political pressures and related demands on Mrs. Ford at this time. Therefore, we are pleased to be able to assure her through you that this event can be scheduled at her convenience after the election.

Sincerely,

BBT:mh
Enclosures

Brooks B. Thayer
President





The Beacon

Cape
Cod
Hospital

Hyannis, Massachusetts 02601

NEWS RELEASE

from

Development Office

August 20, 1976

FOR IMMEDIATE RELEASE



FIRST LADY TO SET HOSPITAL CORNERSTONE

Betty Ford will honor the Cape Cod Hospital by attending the cornerstone laying of the new addition in September.

Mr. Townsend Hornor, Vice President Trustee and General Development Chairman, made the announcement of Mrs. Ford's visit at the Care-isma Supper held for the Development Committee, Friday, August 20.

The invitation to Mrs. Ford was personally extended on behalf of the hospital by Mrs. David M. Davis, Trustee, of Harwichport, who grew up with President and Mrs. Ford in Grand Rapids, Michigan.

The September date will be set to accomodate Mrs. Ford's busy schedule.

In making the announcement Mr. Hornor said, " On behalf of the trustees, we are extremely proud to have Mrs. Ford visit our hospital and community. Her presence will significantly mark this step toward the development of better hospital health care for Cape Cod and honor the efforts of all the people of the Cape who are working so hard to make it possible.

1. Mr. Fred J. Ellis, News Editor
CAPE COD TIMES
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Tel. No. 775-1200
2. Mr. Frank Falacci, News Editor
CAPE COD NEWS
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Tel. No. 775-1594
3. Mr. Duane A. Steele, News Editor
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Provincetown, MA 02657
Tel. No. 487-1170
4. THE VILLAGE ADVERTISER
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Osterville, MA 02655
Tel. No. 428-2917
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STATION WVLC
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Tel. No. 255-3220
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Tel. No. 775-6800
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STATION WPLM
Route 3
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Tel. No. 746-1390
6. Mr. Herbert Andrews, News Editor
STATION WCIB
Randolph Street
Falmouth, MA 02540
Tel. No. 548-3102
7. Mr. Truman Taylor, News Editor
CHANNEL 6 WTEV-TV
430 County Street
New Bedford, MA 02741
Tel. No. 993-2651
8. Mr. William Quinn
Box 901
Orleans, MA 02653



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FIRST LADY FORD ...

... coming to cranberry country

Betty Ford will honor the Cape Cod Hospital by attending the cornerstone laying of the new addition in September. Townsend Horner, vice president trustee and general development chairman, made the announcement of Mrs. Ford's visit at the Care-isma Supper held for the Development Committee, Friday, August 20.

The invitation to Mrs. Ford was personally extended on behalf of the hospital by Mrs. David M. Davis, trustee, of Harwichport, who grew up with President and Mrs. Ford in Grand Rapids, Michigan.

The September date will be set to accomodate Mrs. Ford's schedule.

A Weekly

THE REGISTER

THURSDAY, AUGUST 26, 1976

Betty Ford to attend ceremony dedicating Hospital addition

Betty Ford will honor the Cape Cod Hospital by attending the cornerstone laying of the new addition in September.

Townsend Horner, Vice-President Trustee and General Development Chairman, made the announcement of Mrs.

Our Daily Paper
CAPE COD TIMES Sunday, August 22, 1976

Mrs. Ford to attend ceremony at CCH

HYANNIS — First Lady Betty Ford will attend the cornerstone laying of the new addition to the Cape Cod Hospital in September.

with Gerald Ford in Grand Rapids, Mich.

The September date will be set to accommodate Mrs. Ford's schedule.

On behalf of the trustees

The referenced dinner was on August 20 for a most select group of citizens numbering some 200 in attendance.

A Weekly

THE ORACLE Thursday, August 26, 1976

First Lady to set hospital cornerstone

Betty Ford will honor the Cape Cod Hospital by attending the cornerstone laying of the new addition in September.

in Grand Rapids, Michigan. The September date will be set to accommodate Mrs. Ford's busy schedule. In making the announcement

A Weekly

The Cape Codder Thursday, August 26, 1976

Betty Ford To Attend Cape Hospital Event

Betty Ford will honor the Cape Cod Hospital by attending the cornerstone laying of the new addition in September.

Townsend Hornor vice president, trustee and

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A Weekly

10c

The Village Advertiser

For The Town of Barnstable and Her People

Vol. 7 No. 13 August 26, 1976

First Lady to set cornerstone

Betty Ford will honor the Cape Cod Hospital by attending the cornerstone laying of the new addition in September. Mr. Townsend Horner, Vice President Trustee and General Development Chair-

In making the announcement Mr. Horner said, "On behalf of the trustees, we are extremely proud to have Mrs. Ford visit our hospital and our community. Her presence will significantly

CAPE COD HOSPITAL
HYANNIS, MASSACHUSETTS 02601



Office of the President
BROOKS B. THAYER

September 9, 1976

Dear Friend:

As you know from the press announcements, our first lady Betty Ford has accepted our invitation to come to Cape Cod Hospital for a cornerstone dedication. She has indicated she hopes to come in September.

With the election proceedings, plans have to be tentative. When we have a firm date, we will let you know. Meantime, we wanted you to know you are among those we hope can join with us for this most important occasion for Cape Cod and the Commonwealth.

Sincerely,

Brooks B. Thayer

BBT:ied

1940 letters sent to:

Dignitaries -

State, County, Town Officials
Health Agencies
Hospital Family



Mrs. Ford may not visit Cape

HYANNIS — Reports of future Cape Cod visits by several members of President Ford's family have not been confirmed by spokesmen in the Ford election campaign.

Various White House press secretaries for the President and the First Lady and officials in the offices of Sen. Edward Brooke, R - Mass., and Congressman Gerry E. Studds, D - Cohasset, said this week that they do not know of any forthcoming visits to the area.

BE PENDING
November

9/16/76

Spoke with Mr. Thayer
& say it does not look
likely that Mrs. Ford
will be in Mass.
in Sept., but maybe
Mike could represent his
parents. Mr. Thayer
said it did not have
to be Sept. & could be
after the election, so
we left it that Mrs.
Ford will try & do it at a
mutually convenient date
after the election.

Susan Porter



9/2/76

Spoke with John Micheals - Regional Coor.
for New England

He said he couldn't see any reason for
Mrs. Ford to go Cape Cod - said he
wouldn't send anybody there. That he would
much rather see Mrs. Ford go somewhere
else in Mass. or New England.

(He suggested that if Mrs. Ford has been
committed to it, have her do it after
the election. Good idea!)

He also mentioned the strong, Catholic,
anti-abortion feeling in Mass. and the
possibility that a visit there would back-fire.
He also said however, that ~~there is~~ he
has been getting indications that there
may be stronger support for the President
than might be thought, partially this may
be an anti-South reaction. Good to keep in
mind for Mrs. Ford or family to make New
England visit.

Julie



THE WHITE HOUSE
WASHINGTON

Julie, Would you please talk with Tim about this and get him to get a reading from their political shop. Mildred Leonard told Mrs. Davis that Mrs. Ford would do this in Sept. They have already announced it firmly in the press!!! I see no point whatsoever in going to Massachusetts and particularly to the Cape in September, but given the circumstances of a clear commitment having been conveyed, we may have to.

Thx, susan



BF Pending to Consider
Hyannis, MA
Open Date in Fall, 1976
Cornerstone Laying of
Cape Cod Hospital

August 30, 1976

Dear Mr. Thayer,

This is to acknowledge receipt of your
thoughtful letter. Your kind invitation is
under consideration and we will be in
communication with you as soon as possible.

With warmest regards,

Sincerely,

Susan Porter
Appointments Secretary
for Mrs. Ford

Mr. Brooks B. Thayer
President
Cape Cod Hospital
Hyannis, Massachusetts 02601

SP/ph

c: BF pending to Consider (Open Date in Fall, 1976)



(617) 432-9475

CAPE COD HOSPITAL
(617) 771-1800
HYANNIS, MASSACHUSETTS 02601

Mr. Falk, ^{Hosp.} Administrator

Office of the President
BROOKS B. THAYER

(617)
O: 255-3334
H: 255-2111

August 2, 1976

Mrs. Gerald R. Ford
The White House
Washington, D.C.

My dear Mrs. Ford:

On behalf of the Cape Cod Hospital I wish to extend an invitation to you to honor by your presence the occasion of the corner-stone laying of the new addition to the Hospital.

The Cape Cod Hospital is recognized nationally for its efforts to plan for the health care needs of the community it serves with emphasis on controlling costs without sacrificing quality or availability of care. Our decision to build came only after an exhaustive, four year study which revealed that there was no alternative. We have been active in the development and expansion of emergency medical services, ambulatory care centers, a total cancer treatment program involving six area hospitals, prevention and health maintenance programs and a coordinated system of care through affiliation. We believe in the ability of the private sector and are proud of what we have been able to accomplish without the use of tax dollars.

A visit from you to Cape Cod seems appropriate for several reasons. The problems of this Hospital are unique because of the tremendous population fluctuation, geography and age mix of the area it serves. There are 127,000 permanent residents, 17% of whom are over sixty-five. In the summer months the population increases to 500,000-1,000,000 people. There is a high incidence of accidents related to vacation activity with corresponding demands for service and we believe the design of our new addition is most progressive in responding to these needs. A visit from you to the Cape Cod Hospital at this time would convey an expression of interest in the services being rendered by community hospitals throughout the country.

A special, informal, recognition dinner for those who are working so hard to raise the funds for this building addition is scheduled for August 20th. However, with the demands of your schedule, we realize this may not be an occasion which could be combined with the corner-stone laying. The beauty on Cape Cod in September is widely recognized and reflected by the large number of visitors which continues through the fall, so a later date would also be appropriate to consider.

Respectfully yours,

Brooks B. Thayer
Brooks B. Thayer
President

BBT:mh



THE WHITE HOUSE

WASHINGTON

August 9, 1976

Dear Mrs. Ford,

Mrs. Anne Hall Davis has invited you to participate in the dedication of a new wing at the Butterworth Hospital on Cape Cod. They are hoping you could do this prior to Labor Day because of the crowds at the Cape. I notice in some of the inside correspondence, however, that the President of the Hospital said any time between September 25th and October 30th. I don't feel strongly about this. I think if you are going to do it, it would be wise to tie it into another event in Massachusetts.

_____ Would like to accept; suggest
Thursday, September 3rd
(post-Vail, pre-Labor Day)

~~X~~ _____ Would like to do sometime this
Fall

maybe -

_____ Regret

Thank you.

susan



AMERICAN CANCER SOCIETY
FIRST NATIONAL
PUBLIC INFORMATION CONFERENCE

November 29, 30 & December 1, 1976

Waldorf-Astoria Hotel
New York, New York



1976 PUBLIC INFORMATION CONFERENCE PROGRAM

MONDAY, NOVEMBER 29

1:00 PM

Conference Registration

1:30 PM-3:15 PM
GENERAL SESSION

Greeting and Welcoming Remarks

R. Lee Clark, M.D., President, American Cancer Society

THE ACS CANCER CONTROL PROGRAM - PRIORITIES AND FUTURE DIRECTIONS

An audio-visual presentation followed by a question and answer discussion with National ACS program department head Richard P. McGrail, ACS Deputy Executive Vice President; Chairman

Panelists:

Arthur I. Holleb, M.D., Senior Vice President for Medical Affairs

Walter G. James, Vice President for Public Education

John Montgomery, Assistant Vice President for Crusade

Irving Rimer, Vice President for Public Information

MEET THE PRESS - WHERE WE ARE IN CANCER RESEARCH TODAY

Ed Edelson, Medical Writer, NY Daily News will interview

R. Lee Clark, M.D., President of ACS and Frank Raücher, Ph.D., ACS Senior Vice President for Research

3:30 PM-4:30 PM
WORKSHOPS

Participants will attend their first choice from pre-selected WORKSHOP "A" categories

5:00 PM-7:00 PM
SOCIAL HOUR

Reception



TUESDAY, NOVEMBER 30

9:00 AM-10:15 AM
GENERAL SESSION

IMPACT OF THE MEDIA ON KEY ISSUES IN CANCER CONTROL
A discussion of some of the controversial medical issues dealt with in the media and how the media approach these issues

Arthur I. Holleb, M.D., ACS Senior Vice President for Medical Affairs; Moderator

Dr. Philip Strax, Medical Director, -Mammography
Guttman Institute

Mrs. Helene Brown, National Field -Unproven Methods o
Service Committee Chairman Cancer Control

Dr. Saul Gusberg, Chairman, Dept. -The Use of Estrogen
of Obstetrics and Gynecology,
Mount Sinai School of Medicine

Dr. Marvin Schneiderman, Associate -Environmental Caus
Director, Field Studies & Statis of Cancer
tics Program, NCI

Appraisal of Media Role - Alan Davis, ACS Vice President
for Governmental Relations/Science Editor

10:15 AM-10:35 AM
GENERAL SESSION

1976-'77 ANTI-SMOKING CAMPAIGN

A preview of New Directions and Innovations in the Anti-Smoking Program

10:45 AM-11:45 AM
WORKSHOPS

Participants will attend their second choice from
WORKSHOP "A" categories

12:00 noon-1:30 PM
LUNCHEON

On your own

1:30 PM-2:45 PM
GENERAL SESSION

NEWEST TRENDS IN NEWSPAPERS, TELEVISION AND RADIO

John Mack Carter, Editor-in-Chief, Good Housekeeping;
Chairman

A panel discussion with leaders from the communications industry--newspapers, radio, television & magazines--including

Don Elliot Heald - Vice President & General Manager,
WSB-TV, Atlanta

Robert Hunt - President, Chicago Tribune

Robert Mahlman - Vice President & General Manager, ABC R

3:00 PM-4:00 PM
WORKSHOPS

Participants will attend their selection from WORKSHOP "B" categories

4:15 PM-5:00 PM
GENERAL SESSION

THE NATIONAL CANCER PROGRAM

Paul Van Nevel, Associate Director for Public Affairs, N
Chairman

An audio-visual presentation followed by questions and answers with staff members of the National Cancer Institut

WEDNESDAY, DECEMBER 1

9:30 AM-10:30 AM PREMIERE OF PUBLIC INFORMATION CAMPAIGNS
GENERAL SESSION Paula Green, National PI Committee Chairman;
 Chairman
 1977 Crusade Advertising Campaign
 Presented by Alvin Hampel, Executive Vice President,
 Benton & Bowles, Inc.
 Public Information Filmstrip


10:30 AM-11:00 AM INTRODUCTION OF MEDIA AWARDS JUDGES and
GENERAL SESSION Highlights of Award-Winning Media Material
 Victor Weingarten, Chairman, Media Awards Committee;
 Chairman

11:00 AM-11:30 AM THE 1977 PI CAMPAIGN AGAINST SMOKING
GENERAL SESSION

12:00 noon Reception

2:45 PM First American Cancer Society MEDIA AWARDS Luncheon





News FROM AMERICAN CANCER SOCIETY MEDIA AWARDS COMMITTEE

801 Second Avenue • New York, New York 10017 • 212/749-8033

FOR IMMEDIATE RELEASE


AMERICAN CANCER SOCIETY ANNOUNCES

NEW ANNUAL MEDIA AWARDS PROGRAM

The American Cancer Society today announced the establishment of an annual Media Awards program for the best newspaper and magazine articles and radio and television programs dealing with the subject of cancer. The first awards will cover the period April 1, 1975 through August 31, 1976 and will be presented at a luncheon at the Waldorf-Astoria Hotel in New York City on Wednesday, December 1, 1976.

The awards program is made possible by a special grant from Mrs. Enid A. Haupt, a member of the Society's Board. The awards consist of vermeil trophies specially designed by Tiffany & Co.

(more)



Dr. Benjamin F. Byrd, President of the Society, announced the new awards program. He said: "The Society recognizes the increasingly important role played by media in educating the public about cancer -- its causes, prevention, treatment and control. The Society wishes both to honor those who have produced outstanding efforts in the field and to stimulate and encourage media to create effective and informative articles and programs about this disease.

"Since 1913, the American Cancer Society has sought to inform and educate the American public about cancer and the importance of early detection, diagnosis and treatment. Through such efforts, tens of thousands of lives have been saved each year. As research and treatment methods progress and improve, additional lives will be saved.

"The media have played a major role in increasing public awareness of cancer. Through extensive reporting on research and clinical advances, feature and dramatic presentations of the rehabilitation of cancer patients, and documentaries and articles on ways to protect oneself against this disease, public participation and understanding are at an all time high. The conquest of cancer is one of our nation's priorities. The involvement of the public and its intensive and spirited concern is due, in large part, to the members of the press, magazine, radio and television industry."

(more)



There will be sixteen awards in categories which include print media (magazines, daily and weekly newspapers, syndicates and wire services); Network Radio (spot announcements, general programs); Local Radio (spot announcements, general programs, continuing overall effort); Network Television (series, special, personality, news/documentaries) and Local Television (personality, specials, news/documentaries).

Entries will be judged on the basis of three criteria: accuracy, originality and effectiveness. (Entries must be submitted to the Society by October 1, 1976). Awards recipients will be invited to attend the December 1 luncheon as guests of the American Cancer Society.

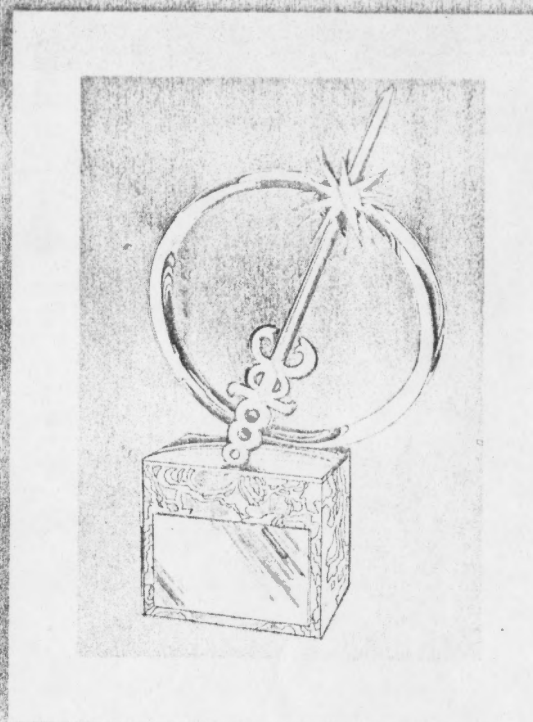
For further information, contact the American Cancer Society Mass Media Awards Committee, 801 Second Avenue, New York, N.Y. 10017 -- telephone 212/749-8038.

#

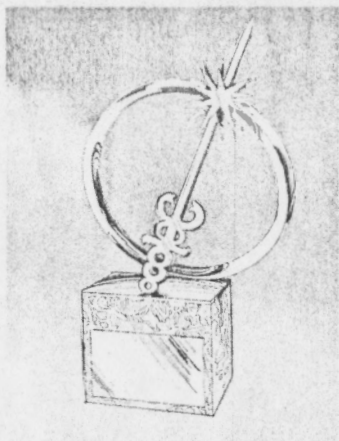


YOUR INVITATION
TO ENTER THE
AMERICAN CANCER SOCIETY'S
1st ANNUAL MEDIA AWARDS

For Excellence in Communications about Cancer



HONORING THE NATION'S BEST NEWSPAPER AND MAGAZINE ARTICLES AND RADIO AND TELEVISION PROGRAMS OF 1975-76



**THE AMERICAN
CANCER SOCIETY'S
FIRST ANNUAL
MEDIA AWARDS**



The American Cancer Society announces its first Annual Media Awards. They will honor the best newspaper and magazine articles and radio and television programs dealing with cancer during the period April 1, 1975 - August 31, 1976.

By covering a wide range of topics from latest research advances to the rehabilitation of cancer patients to the importance of early detection, men and women in the communications industry have brought public understanding about cancer to an all-time high. In appreciation, the American Cancer Society wishes to honor those in the media who have made significant contributions in stimulating public awareness of cancer and to encourage the media to create effective and informative articles and programs about the advances being made against cancer.

The awards program has been made possible through a grant from Mrs. Enid A. Haupt, a member of the Society's Board.

The awards will be silver and gold vermeil trophies, especially designed by Tiffany & Co. They will be presented at a luncheon at the Waldorf-Astoria Hotel in New York on Wednesday, December 1, 1976.

Entries should be received no later than October 1, 1976.

PANEL OF JUDGES

EDWARD BASSETT, Dean
Graduate School of Journalism
University of Southern California

MAXWELL DANE, Director
Home Chairman, Executive Committee
David Barry Berchbach

RICHARD A. GILMAN, Professor
Yale University

WILLIAM A. HACHTEN, Director
School of Journalism and
Mass Communication
University of Wisconsin

DAN SEYMOUR, Former Chairman
and Chief Executive Officer
H. Walter Thompson Co.

BENJAMIN F. BYRD, Jr., M.D., President
American Cancer Society

THOMAS P. MILLER
Chairman of the Board
American Cancer Society

VICTOR WEINGARTEN
Chairman, Media Awards Program

CATEGORIES

I. PRINT MEDIA:

- A. MAGAZINES
- B. DAILY NEWSPAPERS
- C. WEEKLY NEWSPAPERS
- D. SYNDICATES AND WIRE SERVICES

II. BROADCAST MEDIA:

- A. NETWORK RADIO
 - 1. Spot Announcements
 - 2. General Programs
- B. LOCAL RADIO
 - 1. Spot Announcements
 - 2. General Programs
 - 3. Continuing Overall Effort
- C. NETWORK TELEVISION
 - 1. Program Series
 - 2. Specials
 - 3. Personality
 - 4. News/Documentaries
- D. LOCAL TELEVISION
 - 1. Specials
 - 2. Personality
 - 3. News/Documentaries



CRITERIA FOR JUDGING

ACCURACY—precise information in all aspects of the cancer story.

ORIGINALITY—the creative quality which makes the submission different or unusual in its presentation.

EFFECTIVENESS—the skill with which the article or program informs, educates and motivates the individual.

GENERAL RULES

Any article published or program broadcast during the period April 1, 1975 through August 31, 1976 is eligible. All submissions must be accompanied by the enclosed entry form.

HOW TO ENTER

PRINT MEDIA

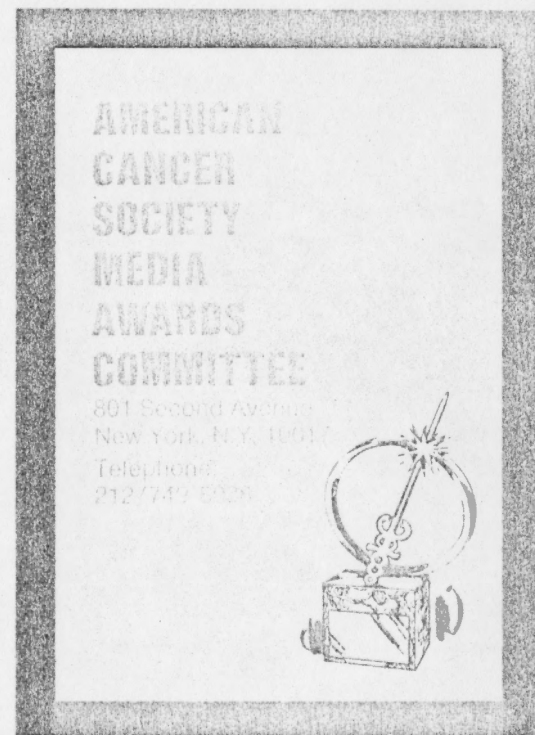
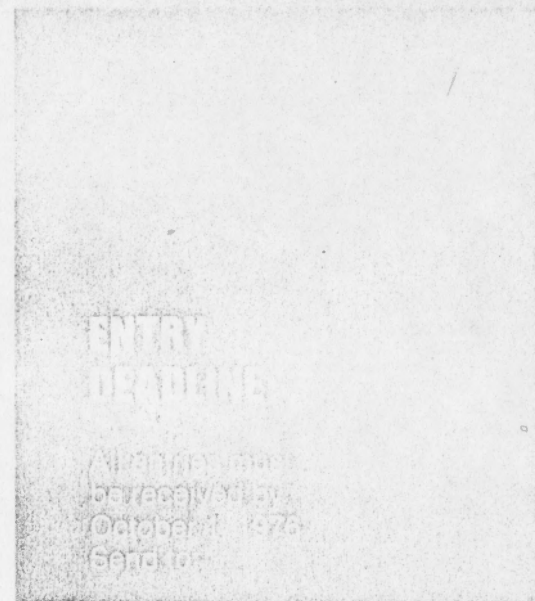
Two copies of the article, story or series should be submitted, together with a brief statement containing any relevant material the entrant wishes to call to the attention of the judges.

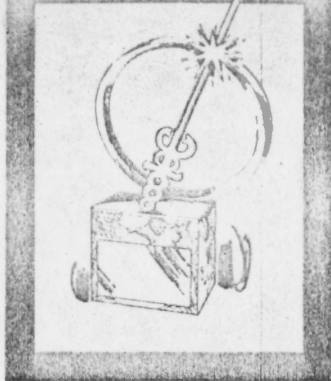
BROADCAST MEDIA

A tape, film or kinescope of the program should be submitted, together with a brief statement containing any relevant material the entrant wishes to call to the attention of the judges. Either a synopsis or transcript of the radio or television programs entered would be appreciated.

REPRINT RIGHTS

The American Cancer Society shall have the right to reprint and distribute for organizational non-commercial distribution either excerpts from or the entire article or program of any entry submitted.





Entry Form

AMERICAN CANCER SOCIETY MEDIA AWARDS PROGRAM

SUBMISSION

(Title of article or program)

CORPORATE AFFILIATION

ADDRESS

(Street)

(City)

(State)

(Zip)

PHONE

SUBMITTED BY

(Name and Title)

CATEGORY BEING ENTERED

DATE(s) PROGRAM WAS BROADCAST OR ARTICLE WRITTEN

PERSON TO BE NOTIFIED OF AWARD

(Name)

(Address)

PHONE

PERSON TO CONTACT FOR ADDITIONAL INFORMATION

BRIEF DESCRIPTION OF SUBMISSION: (Continue on other side)

INCLUDE WITH MATERIAL BEING SUBMITTED AND MAIL TO:

**AMERICAN CANCER SOCIETY
MEDIA AWARDS COMMITTEE**

801 Second Avenue • New York, New York 10017



August 2, 1976

Mrs. Gerald R. Ford
The White House
Washington, DC 20006

Dear Betty:

I was Annie Lowe Hall, "Sis" Hall Fisher's sister, from Grand Rapids, but I have lived on Cape Cod since the end of World War II.

My first job at Butterworth Hospital was the beginning of a long-time interest in hospitals and health care delivery, which has occasioned being in touch with Jerry periodically over the years.

His intelligence, integrity, and responsiveness have so impressed me that quite aside from our Grand Rapids tie, I have wanted to help him in any possible way.

A few months ago the question of a speaker for the cornerstone laying of the new addition to the Cape Cod Hospital was discussed at a meeting of the board of trustees. It suddenly occurred to me that this would provide an ideal opportunity to promote Jerry's candidacy right here in the middle of the Democrats' lair, for an unquestionably good cause.

The Kennedy Compound in Hyannisport is three miles from the hospital. Tip O'Neill has a house here in Harwich Port (directly next door to Mother's and half a block from ours) at which he spends all of his spare time. In fact the Cape has long been a gathering spot for national and state political figures as well as leaders in business and philanthropy.

The "other side" has benefited from all manner of happenings at the Cape Cod Hospital in the past, and it is my personal desire to try to give "our team" this chance at this time.

If you or the President do not accept this invitation I fear the choice will be either Teddy Kennedy or Tip O'Neill, and I truly believe it would be a unique opportunity lost.

Sis has a lovely house here on the Cape which she would so very much enjoy having you visit if there is any way you might find the time.

Hopefully,
Annie Lowe
Anne Hall Davis



MEMORANDUM

THE WHITE HOUSE
WASHINGTON

August 6, 1976

FOR: Susan Porter
FROM: Mildred Leonard *ML*

The attached letter was forwarded to me by Mrs. David M. Davis for delivery to the First Lady.

I am also attaching some of the file concerning the invitation that has been extended to the President and now to Mrs. Ford.

Mrs. Davis came in and talked with me last February about this invitation to the President and I heartily agreed that it would be an excellent thing for him to do if at all possible. As Mrs. Davis pointed out in her original letter to Russ Rourke, Cape Cod has visitors during the summer season up to 1,000,000 from all over the country. Because of the Bicentennial they anticipate there will be more this year.

Inasmuch as the President could not be scheduled for the cornerstone laying of the new addition to the Cape Cod Hospital, it is hoped that Mrs. Ford can accept.

Mrs. Davis is a sister of "Sis" Hall Fisher who has been a good friend of Mrs. Ford for a number of years. (In fact we sent a wedding present to Mrs. Fisher's daughter this year.)

I hope Mrs. Ford can do it unless of course it would make her schedule too difficult from all points of view.

Thanks for bringing it to Mrs. Ford's attention.





L.O. 315

Dear Betty,

On Aug. 14th Mildred Leonard called and told me of your willingness to be present at the cornerstone laying of the new addition to The Cape Cod Hospital. She further said that you would prefer to do this in September and suggested I write to you at this time about a possible date for the occasion.

It will be scheduled at your convenience but we would appreciate it if it could be sometime other than between Sept. 17th - 24th.

I am delighted not only as a trustee of the hospital that you will do this but also for reasons I know Mildred Leonard discussed with you.

Sincerely,

Anne Louie (Hall)
(Mrs. David M. Davis)

'Sis Hall Fisher's sister.'

Aug. 23, 1976

American Cancer Society Luncheon File



not to show
11-1



The American Cancer Society

has the honour to invite you

to its

First Media Awards Luncheon

initiated and sponsored

by

Mrs. Enid A. Haupt

Wednesday, December the first

Empire Room

The Waldorf Astoria

Cocktails 12 noon

Luncheon 12:45

This invitation is not transferable

Please reply



October 4, 1976

Mrs. Gerald Ford
The White House
Washington, D. C.

Dear Mrs. Ford:

This year, for the first time, the Society is honoring the media for excellence in communications about cancer. Mrs. Enid A. Haupt, former editor of Seventeen magazine and member of our National Board of Directors, has initiated and funded this special media recognition which we see becoming a highly prestigious annual event among medical / scientific writers and producers.

The winners shall be selected from among more than 275 entries and will receive their awards from outstanding leaders in the communications field at a luncheon for 300 guests. I am including the Awards announcement which lists an exceptional panel of judges and explains the program's objectives in detail.

It would be a distinct honor for the American Cancer Society and its volunteers to have you attend this luncheon and accept a Special ACS Award for Communication of Hope. The courage and honesty which you communicated to literally millions of Americans following your mastectomy touched their spirits as well as their minds and conveyed vital information and hope for their own futures.

Having been a source of inspiration to so many of our volunteers, it would give them great pleasure to express their gratitude to you at this First American Cancer Society Media Awards luncheon at the Waldorf Astoria Hotel in New York on Wednesday, December 1, 1976.

It was a pleasure seeing you in Houston Saturday at the M. D. Anderson dedication. As you may know, Dr. Lee Clark will be President of the American Cancer Society next year. He will be presiding at the December 1st Awards luncheon.

Sincerely,



NATIONAL PUBLIC INFORMATION COMMITTEE

Paula Green, Chairman
William Tipping, Vice Chairman

MEDIA AWARDS COMMITTEE

Victor Weingarten, Chairman

Awards Advisory Committee

Mary Busch
G. Robert Gadberry
Cecil Gordon
Paula Green
Nancy Raber
William Tipping
Mrs. Alton Zamzow

Conference Planning Committee

Lois Callahan
Charles Dahle
Cecile Gagan
Laurie Hutton
Mary Munro
Paul Poupart
Steve Tucker
Paul Van Nevel



The American Cancer Society wishes
to express its sincere gratitude to
MRS. ENID A. HAUPT
initiator and sponsor of our
First Public Information Conference
and
Media Awards Program



THE WHITE HOUSE
WASHINGTON

Mrs. Ford's Acceptance of
McCall's Centennial Award

+/- 11:45 a.m.

Wednesday, December 1, 1976
Suite, Waldorf Astoria, New York

"In recognition of your magnificent
suppOrt of ERA"

Attending:

Robert Stein, Editor
Raymond Eyes, Publisher
Ralph Wienshenk, Chrm. of Brd.

Plaque is 24"x36"



Do
Don't



November 7, 1975

Mrs. Gerald R. Ford
The White House
Washington, D.C.

Acknowledged
receipt by
phone.
SR

Dear Mrs. Ford:

The editors of McCall's have been admiring your efforts on behalf of the Equal Rights Amendment for some time now, and we would like to do something to recognize those efforts and at the same time call attention to the continuing need for supporting ERA.

The enclosed clipping from our November issue describes the history of the female symbol we designed to celebrate our 100th anniversary next year and which, we hope, will become a counterpart for Uncle Sam. (As we said in the magazine, why should a flinty-eyed old man be the sole symbol of more than 200,000,000 men and women?)

The other enclosure is of a handsome plaque that we are having made of our centennial symbol. We would like very much to present the original to you as the McCall's Centennial Award in recognition of your magnificent support of ERA and use the occasion to underscore the need for active support of the amendment during the nation's bicentennial year.

May we have the pleasure and honor of making this presentation sometime soon? Thanks for your consideration.

Sincerely,

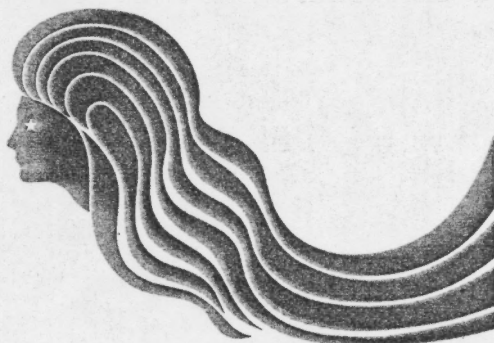
Robert Stein
Editor

RS:rm
Enc. (2)



A word of explanation...

McCALL'S WORLD



In the same year that our country celebrates its 200th birthday McCALL's Magazine becomes a century old. And this conjunction of birthdays raised in our minds an important question about our national symbol—Uncle Sam. Why should a flinty-eyed old man continue to be the sole representative for a vigorous nation of men *and* women—women who are increasingly playing a vital part in our nation's life? And so we set about creating our own symbol—and we introduce her above.

In April, 1976, it will be just 100 years to the month since James McCall and Company published its first magazine, *THE QUEEN*. It grew and prospered, and in 1897 the name was changed to *McCALL'S*. And so next April we are planning a super centennial issue, bringing the past, present and future together to create a once-in-a-lifetime birthday present for ourselves—and for you.

In the meantime, we needed a symbol to rally around. And when we dusted off the old figureheads, we discovered that Uncle Sam really came to represent the United States by accident (or, as a newspaper of the 1830s put it, he started as a "silly joke, originating in the midst of beef, pork, pickle, mud, salt and hoop-poles"). Uncle Samuel Wilson supplied the American Army with provisions during the War of 1812; the barrels he shipped to the front were stamped with a *U.S.* People laughed and said the letters meant "Uncle Sam," and before long the whole country was in on the joke; cartoonists and writers dressed Sam Wilson

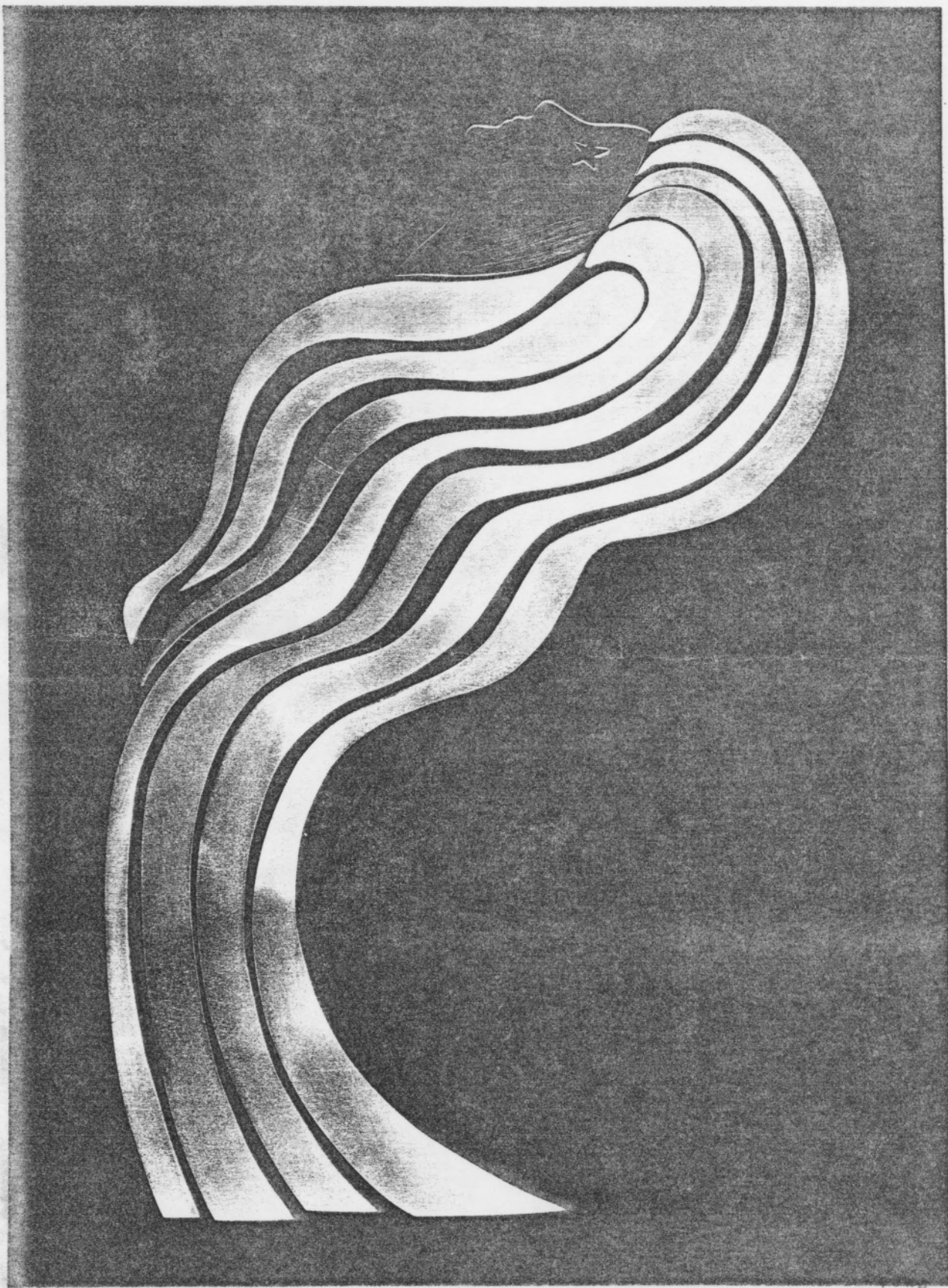
in stars and stripes and marched him out for appearances in newspaper editorials and political drawings.

So even though we revere Uncle Sam for his male longevity, what we really wanted as a symbol of McCALL's anniversary was a vigorous woman who epitomized all the vitality and grit of our magazine's and our country's heritage. A careful combing of history turned up no such established figure. Oh, the Statue of Liberty and Columbia, the Gem of the Ocean, are stately ladies, but one is firmly on a pedestal and the other had a reputation as goddess of freedom. And if anything characterizes today's woman, it's being out of an ivory tower and into a growing world.

So we cheerfully commandeered the colors of red, white and blue, and Promotion Art Director Dick Selby went to work designing our own symbol. At first he considered a women's face looking at the world straight on. But what he finally created was the profile that you see above. Of a woman on the move. Looking ahead. With stars in her eyes and possibilities in the air around her. For a short while we did call her—since she was our answer to Uncle Sam—Aunt Samantha. But we soon knew that we'd created the image of nobody's aunt—she's a vital new symbol on her own terms.

We're happy to have her represent us, and you'll see her again as the months pass. And for our centennial issue in April there we'll be—with enough candles on our cake to blaze our way into a bright new century.





REXALD P
LIBRARY

THE WHITE HOUSE

WASHINGTON

VISIT TO THE UNIVERSITY OF MICHIGAN
AND VAIL, COLORADO

SUNDAY - DECEMBER 19, 1976

Departure: 8:30 A.M.

From: Terry O'Donnell ¹⁰⁰

BACKGROUND

Departing at 8:30 a.m., you and Mrs. Ford will fly to Ypsilanti, Michigan, then motorcade to Ann Arbor, where you will:

1. 10:30 a.m. to 10:55 a.m.

Meet with University of Michigan Officials (8) associated with the Gerald R. Ford Library project. (Mrs. Ford will not attend.)

2. 11:00 a.m. to 12:10 p.m.

You and Mrs. Ford will attend luncheon honoring Dr. Wilbur K. Pierpont, Vice President and Chief Financial Officer for the University, and Honorary Degree recipients, in the Vandenberg Room. About 75 guests, including Mike, Jack and Susan, platform guests and University officials and their spouses will attend. After short introduction by Dr. Fleming, both you and Mrs. Ford will speak (two minutes).

3. 12:35 p.m. to 1:35 p.m.

Greet platform guests (58) in Michigan Lounge, then attend Commencement Exercises during which Mrs. Ford will be conferred an honorary Doctor of Laws degree. (You received a similar degree while Vice President in 1974.)



Nearly 3,200 graduates will receive degrees at this ceremony although the University expects only 700-800 to personally pick up their diplomas because of the holiday timing. Each graduate received four tickets to the ceremony and it is anticipated that some 4,000 persons will be on hand. Mrs. Ford makes brief acceptance remarks after conferring of Honorary Degree. You do not speak.

Following the Commencement Exercises, you, Mrs. Ford, Mike, Jack and Susan return to the Michigan Lounge for a family photograph before returning to Willow Run Airport for a 2:05 p.m. departure en route Grand Junction, Colorado.

#

The flight to Grand Junction requires 3 hours, 15 minutes, and the helicopter ride to Nottingham Farm another hour and 10 minutes.

You arrive at Vail Village at 4:55 p.m. After being greeted by Mayor John Dobson, you and Mrs. Ford light the Vail Christmas Tree. Following the tree lighting, you step to a microphone to offer season's greetings-- then proceed to your Residence.



SEQUENCE

8:30 a.m.

You and Mrs. Ford board helicopter on South Lawn and depart en route Andrews AFB.

8:45 a.m.

Arrive Andrews AFB. Board Air Force One.

8:50 a.m.

Air Force One departs Andrews AFB en route Willow Run Airport, Ypsilanti, Michigan.

(Flying Time: 1 hour, 15 minutes)
(No Time Change)

10:05 a.m.

Air Force One arrives Willow Run Airport, Ypsilanti, Michigan.

OPEN PRESS COVERAGE
CLOSED ARRIVAL

You and Mrs. Ford will be met by:
Mr. Bill McLaughlin, State GOP Chairman
Mr. Peter Fletcher, National Committeeman
Mr. Richard Kennedy, Vice President for
State Relations and Secretary of the
University of Michigan

You and Mrs. Ford proceed to motorcade for boarding.

10:10 a.m.

Motorcade departs Willow Run Airport en route University of Michigan Campus, Ann Arbor.

10:25 a.m.

Motorcade arrives University of Michigan Campus (Michigan League Building).

OPEN PRESS COVERAGE
CLOSED ARRIVAL



You and Mrs. Ford will be met by:
 President and Mrs. Robben Fleming
 University of Michigan President

You and Mrs. Ford, escorted by President and Mrs. Fleming, proceed inside Michigan League en route Hussey Room.

10:30 a.m.

You and Mrs. Ford arrive Hussey Room and informally greet University of Michigan officials associated with the Gerald R. Ford Library project.

OFFICIAL PHOTO COVERAGE
 ATTENDANCE: 8

NOTE: As soon as the greetings conclude, Mrs. Flemming will escort Mrs. Ford to her Holding Room (Kalamazoo Room). Mike, Jack and Susan may wish to accompany Mrs. Ford. You will meet briefly with those in attendance regarding the Library project.

10:35 a.m.

Mrs. Ford arrives Kalamazoo Room and takes her leave of Mrs. Fleming for personal time.

10:50 a.m.

Mrs. Ford departs Kalamazoo Room en route Vandenberg Room.

10:52 a.m.

Mrs. Ford and the other members of the First Family arrive Vandenberg Room and informally greet luncheon guests.

10:55 a.m.

You thank those in attendance and, escorted by President Fleming, depart Holding Room en route Vandenberg Room for luncheon with University of Michigan Regents and other Commencement guests.



11:00 a.m.

You arrive Vandenberg Room, join Mrs. Ford, Mike, Jack, Susan and Mrs. Fleming, and are seated for lunch.

PRESS POOL COVERAGE
(WRITERS ONLY)
ATTENDANCE: 75

11:05 a.m.

Lunch is served.

11:55 a.m.

Informal remarks by President Fleming, concluding in the introduction of Mrs. Ford.

12:00 Noon

Brief remarks by Mrs. Ford.

12:02 p.m.

Introduction of you by Dr. Fleming.

12:04 p.m.

PRESIDENTIAL REMARKS.

PRESS POOL COVERAGE
(WRITERS ONLY)

12:06 p.m.

Remarks conclude.

12:07 p.m.

President Fleming steps to the microphone, thanks you and Mrs. Ford, and concludes the luncheon.

12:08 p.m.

You and Mrs. Ford, escorted by President and Mrs. Fleming, proceed to motorcade for boarding.

12:15 p.m.

Motorcade departs Michigan League en route Crisler Arena, University of Michigan campus.



12:20 p.m.

Motorcade arrives Crisler Arena.

OPEN PRESS COVERAGE
CLOSED ARRIVAL

You and Mrs. Ford, escorted by President and Mrs. Fleming, proceed to Michigan Lounge.

12:25 p.m.

You and Mrs. Ford arrive Michigan Lounge for robing.

PERSONAL TIME: 10 minutes

12:35 p.m.

Commencement guests arrive Michigan Lounge and informally greet you and Mrs. Ford.

OFFICIAL PHOTO COVERAGE
ATTENDANCE: 58

12:50 p.m.

Processional begins with the departure of dais guests.

NOTE: Mike, Jack and Susan will be escorted to their seats in Crisler Arena from the Michigan Lounge.

12:53 p.m.

You and Mrs. Ford, escorted by Dr. Fleming, Vice President Kennedy and Vice President Pierpont, proceed to offstage announcement area.

12:55 p.m.

You and Mrs. Ford arrive offstage announcement area and pause.

12:56 p.m.

"Ruffles and Flourishes"
Announcement
"Hail to the Chief"



12:57 p.m.

You and Mrs. Ford, escorted by Dr. Fleming, Vice President Kennedy and Vice President Pierpont, proceed onto platform and remain standing.

OPEN PRESS COVERAGE
ATTENDANCE: 4,000

1:00 p.m.

National Anthem by University of Michigan Symphony Band.

1:03 p.m.

Invocation by the Reverend Erwin A. Gaede, Minister, The First Unitarian Church.

1:05 p.m.

You and Mrs. Ford are seated.

1:06 p.m.

Musical selection by the University of Michigan Men's Glee Club.

1:10 p.m.

Remarks by Dr. Brymer Williams, Chairman of the Senate Advisory Committee on University Affairs.

1:13 p.m.

Remarks and introduction of Commencement Speaker by Dr. Fleming.

1:15 p.m.

Remarks by University Vice President W.K. Pierpont.

1:25 p.m.

Remarks by Dr. Fleming, concluding in the conferring of an Honorary Degree upon Mrs. Ford.

1:30 p.m.

Acceptance by Mrs. Ford.

1:32 p.m.

Remarks conclude. Mrs. Ford returns to her seat.

1:33 p.m.

Thank you by Dr. Fleming.



1:34 p.m.

You and Mrs. Ford, escorted by Vice President Kennedy, depart platform en route Michigan Lounge.

1:36 p.m.

You and Mrs. Ford arrive Michigan Lounge where you are joined by Mike, Jack and Susan for family photo and subsequent disrobing.

OFFICIAL PHOTO COVERAGE

1:40 p.m.

You, Mrs. Ford, Mike, Jack and Susan proceed to motorcade for boarding.

1:45 p.m.

Motorcade departs Crisler Arena en route Willow Run Airport, Ypsilanti.

2:00 p.m.

Motorcade arrives Willow Run Airport, Ypsilanti.

OPEN PRESS COVERAGE CLOSED DEPARTURE

2:05 p.m.

Air Force One departs Willow Run Airport en route Grand Junction, Colorado.

(Flying Time: 3 hrs. 15 minutes)
(Time Change: - 2 hours)

3:20 p.m.
MST

Air Force One arrives Walker Field,
Grand Junction, Colorado.

OPEN PRESS COVERAGE CLOSED ARRIVAL



You and Mrs. Ford will be met by:
Mrs. Maxine Albers, County Commissioners
Chairman
Mr. Jim Spellman, Airport Manager

You and Mrs. Ford board helicopter
and depart en route Nottingham Farm
Landing Zone, Avon, Colorado.

(Flying Time: 1 hour, 10 minutes)

4:35 p.m.

Helicopter arrives Nottingham Farm
Landing Zone.

PRESS POOL COVERAGE
CLOSED ARRIVAL

You and Mrs. Ford will be met by:
Nottingham Family

4:40 p.m.

Board motorcade and depart Nottingham
Farm en route Vail Village.

4:55 p.m.

Motorcade arrives Vail Village.

OPEN PRESS COVERAGE
CROWD SITUATION

You and Mrs. Ford will be met by:
Mayor John Dobson

You and Mrs. Ford, escorted by Mayor
Dobson, proceed on foot approximately
one block to the Vail Town Square for
brief Christmas Tree Lighting Ceremonies.

5:05 p.m.

You and Mrs. Ford arrive platform in Town
Square and remain standing.

OPEN PRESS COVERAGE



5:07 p.m.

Welcoming remarks by Mayor John Dobson, concluding in an invitation to you and Mrs. Ford to light the Vail Christmas Tree.

NOTE: You will be shown a lever which you are to pull to activate the tree lights. You will then step to the microphone to offer season's greetings.

5:09 p.m.

Brief remarks by the President.

FULL PRESS COVERAGE

5:10 p.m.

You and Mrs. Ford depart platform en route motorcade for boarding.

5:15 p.m.

Motorcade departs Vail Town Square en route Residence.

5:20 p.m.

Arrive Residence.

PRESS POOL COVERAGE
CLOSED ARRIVAL

You and Mrs. Ford proceed inside Residence.

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Shakespeare said ". . .some are born great, some achieve greatness, and some have greatness thrust upon them." All of these circumstances are appropriate to the life of Betty Ford.

Your friends regard your courage and compassion as unfailing. They admire your outspoken commitment to the highest standards of personal and community life. These qualities testify to an inborn greatness of spirit.

That you achieved greatness is unquestioned. With Terpsichore your muse, you mastered the demanding art of dance to the satisfaction of no less a taskmaster than Martha Graham. Your flair for art led to other successes in modeling and fashion display. Characteristically, you have shared these abilities with the young, the handicapped, and all who are interested.

Few people have greatness thrust upon them with more dramatic suddenness than that which marked your ascendancy with Gerald R. Ford to Presidential responsibilities. Seldom have such awesome duties been in more earnest hands. Your style and substance have earned the admiration of a nation. The delightful fact that you could be simultaneously the First Mama of the radio channels and First Lady of the United States is testimony to your gift of grace and personal democracy.

The University of Michigan is delighted to receive a great lady and to confer upon you the honorary degree, Doctor of Laws.

President Fleming: "I now confer upon you, Elizabeth Bloomer Ford, the degree Doctor of Laws, and admit you to all its rights, honors and privileges."

gg/hj
12/3/76

