

**The original documents are located in Box 29, folder “12/1/76 - New York City - American Cancer Society” of the Sheila Weidenfeld Files 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. Gerald Ford donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections.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.

Some items in this folder were not digitized because it contains copyrighted materials. Please contact the Gerald R. Ford Presidential Library for access to these materials.

N.Y. Times  
12/27/76 pg. 50



The New York Times/D. Gorton

Betty Ford chats with members of American Cancer Society at the Waldorf

## Mrs. Ford Asks Drive for Cancer Diagnosis

By EMANUEL PERLMUTTER

Betty Ford yesterday urged a continuous and vigorous campaign to get American women to take precautions to detect and avert cancer.

"To many women still die because fear

special privilege to share that hope with others," she said.

"Because so many hundreds of thousands of women in the world have breast cancer, I felt I had to share my experience with them, so that they would be aware

W  
A  
+

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"



Lane Adams  
Benno Schmidt  
Mrs Albert D. Lasker  
Ulmer Thos P chm  
bf  
Dr Frank Rauscher  
BW  
Dr Arthur Holleb

Tom Ulmer  
pres anCS

ES

Do \_\_\_\_\_  
Don't \_\_\_\_\_

27

McCall's  
1876-1976

A 100 year  
dialogue with the  
American Woman

November 7, 1975

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

Acknowledged  
receipt by  
phone.  
SR

Dear Mrs. Ford:

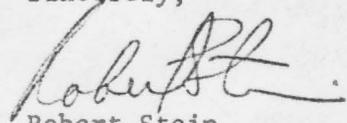
The editors of McCall's have been admiring your efforts on behalf of the Equal Rights Amendment for some time now, and we would like to do something to recognize those efforts and at the same time call attention to the continuing need for supporting ERA.

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**

---

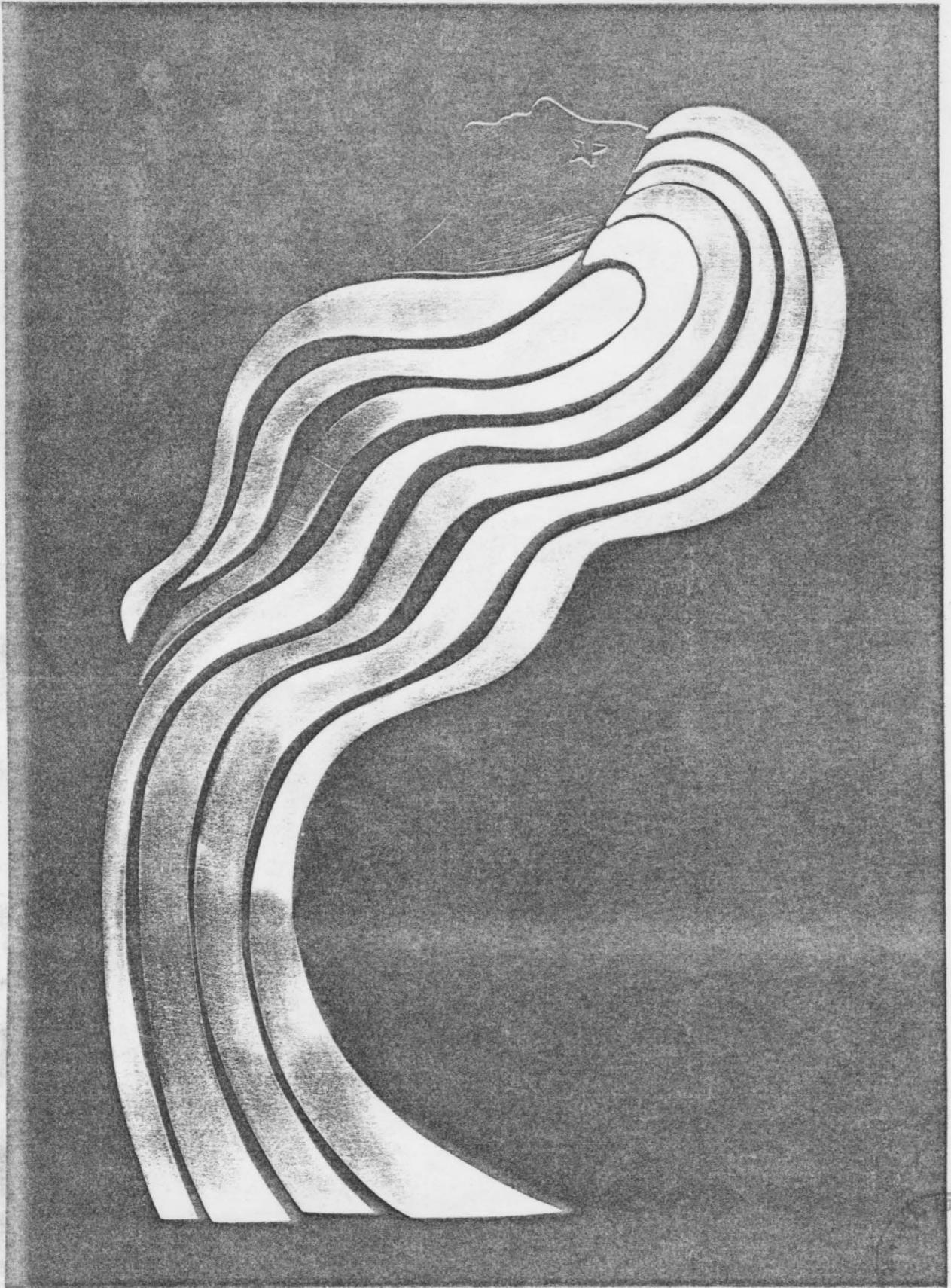


---

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

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**'s anniversary was a vigorous woman who epitomized all the vitality and grit of our magazine's and our country's heritage. A



ORD LIBRARY

# American Cancer Society

DISTRICT OF COLUMBIA DIVISION, INC.

1825 CONNECTICUT AVE., N.W. • WASHINGTON, D.C. 20009 • (202) 483-2600

PATT

November 15, 1976

UPON RETURN  
WED., 12/1/76  
D.I.R.M.

Mrs. Ford  
The White House  
Washington, DC 20006

My dear Mrs. Ford,

I am writing to tell you how much the American Cancer Society has benefitted from your unusual candor in sharing your experience with the public. I am confident that many lives were saved and will be saved because of the new awareness and attention given to the early detection of breast cancer.

The District of Columbia Division enjoyed an exceptional year in 1975, thanks to you; so exceptional, in fact, that it has been a tough job to top our unusual success. As we approach 1977, we have made a commitment to close this gap and top all previous records with \$1,000,000 raised in the District of Columbia as our goal. This will demand an all out effort from every volunteer and will require maximum exposure in the media, but we are determined to succeed. Will you help us one more time?

We would like ten minutes of your time to take a picture of you presenting a facsimile of a check for one million dollars to me, as President of the Society, and to the Crusade Chairman, Mr. Sylvan Gershowitz. This may be set up whenever most convenient for you in whatever setting you desire. We will make all arrangements with the photographer to meet your specifications.

You have been most gracious to us, Mrs. Ford, and once again we thank you for your consideration.

I may be reached at 333-0700 or through the American Cancer Society office at 1825 Connecticut Avenue, NW, Washington, DC, 20009. I look forward to a favorable reply.

Sincerely,

William F. Sigmund  
President

WFS/lfb



RESEARCH  
EDUCATION  
SERVICE

THE WHITE HOUSE  
Office of the Press Secretary to Mrs. Ford

---

Press Schedule for Mrs. Ford's Trip to Hyannis, Massachusetts  
and New York City, November 31-December 1, 1976

Tuesday, November 30, 1976

12:25 pm Depart Andrews Air Force Base enroute Barnstable  
Municipal Airport, Massachusetts

1:30 pm Arrive Barnstable Municipal Airport, Massachusetts

2:00 pm Mrs. Ford will participate in laying the corner-  
stone for the new wing of the Cape Cod Hospital,  
Hyannis, Massachusetts

3:00 pm Depart Cape Cod Hospital enroute Barnstable  
Municipal Airport.

3:20 pm Depart Barnstable Municipal Airport enroute  
LaGuardia Airport, New York City

4:00 Arrive LaGuardia Airport

RON New York City

Credentialling: Irene Derby 617/775-6422 -- Deadline Friday 5:00 pm  
Wednesday, December 1, 1976

12:45 pm Mrs. Ford arrives Empress Room, Waldorf-Astoria  
Hotel for American Cancer Society Media Awards  
Luncheon.

Mrs. Ford will be presented with the American  
Cancer Society's "Communication of Hope" Award.

3:10 pm Depart Waldorf Astoria enroute LaGuardia Airport

3:50 pm Depart LaGuardia Airport enroute Andrews Air  
Force Base, Washington, D.C.

4:40 Arrive Andrews Air Force Base.

Credentialling: John Henry Jones 212/371-2900, Deadline Monday 5:00 pm  
# # #



For immediate release  
November 30, 1976

THE WHITE HOUSE  
Office of Mrs. Ford's Press Secretary

---

TEXT OF MRS FORD'S REMARKS ON RECEIPT OF THE COMMUNICATOR OF HOPE  
AWARD OF THE AMERICAN CANCER SOCIETY, Wednesday, December 1, 1976  
New York City

Knowing my mastectomy helped save lives and reduce fear brought me strength and hope, and it has been a very special privilege to share that hope with others.

Breast cancer is such a personal and emotional experience for any woman no matter what her age. I had the advantage of being married to a very fine man and of having four lovely children. They helped me through the difficulties of realizing what I had to face in life.

What I had to accept was that I had cancer and that it could reoccur at any time. I had to learn to live with the insidious disease we are trying to conquer and which takes so many lives. Facing up to this reality becomes a daily fact of life for all cancer patients.

Because so many hundreds of thousands of women in the world have breast cancer, I felt I had to share my experience with them, so that they would take precautions. In my travels as First Lady, many women who had had mastectomies--some 25 or 30 years ago--shared their experiences with me.

The sharing of this emotional and frightening experience with other breast cancer patients has communicated hope to me. I accept this honor and your gracious comments with gratitude to all who helped me face up to cancer.

My hope today is that the fight to alert women to the need for self-care moves ahead vigorously. I challenge those of you in the media to use your talents to battle ignorance and fear about breast cancer. Too many women still die, because fear delays diagnosis and treatment. So much remains to be done, and we all can be communicators of hope.

# # #



## 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

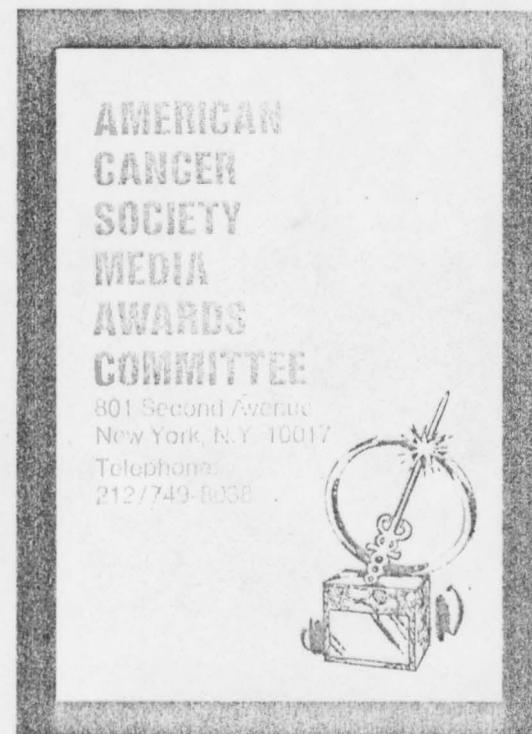
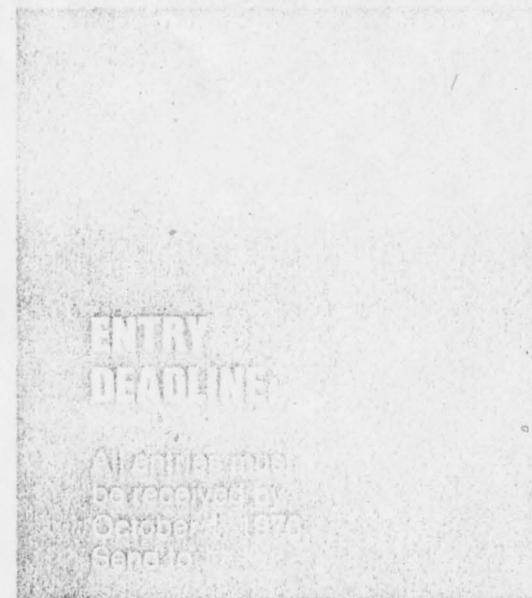
Two copies of the article, story or series should be submitted, together with a brief statement containing any relevant material the entrant wishes to call to the attention of the judges.

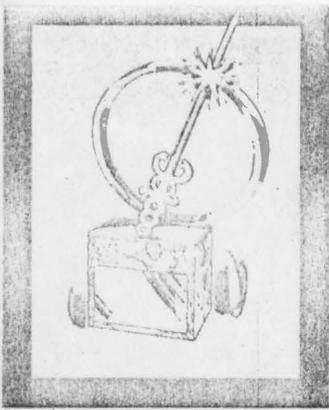
### BROADCAST MEDIA

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

Gate CrasherNew Mexico Man Smashes Truck Through White House Gate

A man tried to smash a battered pickup truck through a White House gate Wednesday but was stopped by the solid steel bars and quickly captured, authorities said.

Asked by reporters as he was being taken away what was he was trying to do, the man pointed to the White House and shouted: "trying to wake him up before he kills us all."

President Ford was working in the Oval Office at the time, officials said. He had no immediate comment.

The front end of the truck was flattened against the northwest gate after the driver veered off busy Pennsylvania Avenue.

A Secret Service spokesman said the driver, identified as Steven B. Williams of Santa Fe, New Mexico, was charged with destruction of government property.

The gate, one of several new stronger ones installed because of a 1974 gate-crashing incident, did not buckle. Several White House police in a guard house just a few feet from the gate quickly arrested the man.

After 1 1/2-hours of questioning, Williams was taken to D. C. General Hospital for treatment of minor cuts and abrasions of both knees, Secret Service spokesman John Warner said.

AP, UPI, Networks (12/1/76)

First FamilyFirst Lady Receives Cancer Society Award

First Lady Betty Ford and 16 journalists Wednesday received the American Cancer Society's First awards for excellence in communications, the "drug that can cure half of the present cases of cancer."

In accepting her award, Mrs. Ford told a luncheon that her cancer was "not something I felt I suffered, because knowing my mastectomy helped save lives and reduce fear brought me strength and hope, and it has been a very special privilege to share that hope with others." (CBS)

Barbara Walters presented Mrs. Ford with a trophy of gold on a marble base which read, "Betty Ford, communicator of hope."



News photo by Paul DeMaria  
**Betty Ford and News Science Editor  
Edward Edelson at the American  
Cancer Society Awards.**

*Daily News*  
*12/2/76*  
*pg. 33*

# Cancer Group Gives Award to Betty Ford

By ROBERT CARROLL

"Knowing that my mastectomy helped save lives and reduce fear brought me strength and hope," said Betty Ford here yesterday, "and it has been a very special privilege to share that hope with others."

Mrs. Ford brought her own radiant image of hope to the American Cancer Society's first media awards luncheon at the Waldorf-Astoria Hotel yesterday when she was presented with a special award for being a "communicator of hope" in the battle against cancer.

In making the award Mrs. Ford, the society's executive vice president, Lane

# Give Her a G, Give Her an I, Give Her an R and an L...

Susan Donner of Longmeadow, Mass., made military history Tuesday night by becoming the first woman to win a varsity letter from one of the four United States military academies. Susan, who is 18 and a member of the class of 1980 at the Coast Guard Academy in New London, Conn., won her letter for sailing. "I was a terrible case when I first arrived," Midshipman Donner said of her experiences when she entered the academy last summer and

## MAKING NEWS

went to sea for her maiden voyage aboard the training bark Eagle during Op Sall.

Britain's High Court in London has banned distribution of the movie "Queen Kong" until legal judgment is made on an allegation by Dino De Laurentiis that the film infringes on the copyright for "King Kong." De Laurentiis' version of "King Kong," which cost \$20 million to make, is based on the original movie, made in 1933. "Queen Kong" is the work of Dexter Films and cost \$632,000. It takes a female gorilla to the top of the tower of the London Post Office.

Gov. Edwin Edwards of Louisiana got a bit hot under the collar Tuesday when he returned from a Thanksgiving holiday in Las Vegas and reporters asked him if it was true that Harrahs Hotel-Casino had paid for the trip and lodgings. "That's none of your (expletive deleted) business," Edwards said. "Print it just like that." The Baton Rouge State-Times said it had confirmation that Harrahs picked up the tab for Edwards and his wife, Elaine. "It was my family holiday and I enjoyed it," Edwards snapped. He admitted last



Charles Aznavour  
Faces the music

month that his wife had received \$10,000 in cash from a South Korean lobbyist, and said he didn't "see anything unusual about it."

Charles Aznavour, the French singer, went to Versailles yesterday to face the music on a tax-evasion charge and was officially accused before a judge of concealing more than \$600,000 in income. The judge permitted Aznavour to return to his home in Switzerland, pending a hearing on Jan. 14. Fans mobbed the singer as he left the courthouse.

Betty Ford helped lay the cornerstone for an addition to Cape Cod Hospital in Hyannis, Mass., on Tuesday, but she made some townspeople unhappy as they stood with her in the chilly, damp weather. "I can't imagine why anyone would want to live here year around," Mrs. Ford said.

— David Oestrelcher