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**American Cancer Society**

Dinner Program  
Waldorf-Astoria  
Grand Ballroom  
November 7, 1975

AMERICAN CANCER SOCIETY



1975 CHAIRMAN  
OF THE BOARD  
OF DIRECTORS  
PRESIDING:

Mr. W. Armin Willig

INVOCATION:

The Reverend John Andrew  
Rector  
Saint Thomas Church

PRESENTING:

George P. Rosemond, M.D.  
1975 President  
American Cancer Society

Professor Pierre Denoix\*

Frank J. Rauscher, Jr., Ph.D.\*

Miss Ann Landers\*

Mrs. Gerald R. Ford  
Honorary Crusade Chairman

Johnny Bench  
National Chairman  
Athletes Against Cancer

Flip Wilson  
1976 Crusade Chairman

BENEDICTION:

The Reverend John Andrew

\*Recipient of National Award



DAIS  
GUESTS:

Allan K. Jonas  
Harry G. Wiles  
Hon. Joseph H. Young  
Mrs. Alan Schanel  
R. Lee Clark, M.D.  
Mrs. Barbara B. Porter  
Flip Wilson  
Thomas P. Ulmer  
Frank J. Rauscher, Jr., Ph.D.  
Mrs. Gerald R. Ford  
George P. Rosemond, M.D.  
W. Armin Willig  
Miss Ann Landers  
Pierre Denoix  
Mrs. Albert D. Lasker  
David Baltimore, Ph.D.  
Benjamin F. Byrd, Jr., M.D.  
Johnny Bench  
Reverend John Andrew  
John S. Lawson  
Lane W. Adams

HONORARY LIFE MEMBERS  
and  
PAST OFFICER DIRECTORS

Frank E. Adair, M.D.  
Sol R. Baker, M.D.  
Elmer H. Bobst  
Thomas Carlile, M.D.  
Lowell T. Coggeshall, M.D.  
Warren H. Cole, M.D.  
Murray M. Copeland, M.D.  
Charles R. Ebersol  
Mrs. Powell Glass  
Mrs. Anna Rosenberg Hoffman  
Mrs. Robert W. Huff  
Arthur G. James, M.D.  
A. Hamblin Letton, M.D.  
Mrs. Forrest E. Mars  
Mrs. R. E. Mosiman  
Harry M. Nelson, M.D.  
H. Marvin Pollard, M.D.  
Alfred M. Popma, M.D.  
J. Leonard Reinsch  
Matthew B. Rosenhaus  
Jonathan E. Rhoads, M.D., D.Sc.  
Samuel M. Seegal  
Joseph S. Silber  
Justin J. Stein, M.D.  
George E. Stringfellow  
Francis J. Wilcox  
Ashbel C. Williams, M.D.  
David A. Wood, M.D.  
William O. Wuester, M.D.

Music by: Jimmy Lanin Orchestra

Floral Creations Beatrice Mann of Hampshire House  
Executed by: New York City





# Waldorf Astoria 1975

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

---

REMARKS OF MRS. FORD  
AMERICAN CANCER SOCIETY

Friday  
November 7, 1975

I'm very glad to be here tonight, and that's not a line borrowed from someone.

I feel absolutely marvelous. I just had my annual checkup and all my tests are completely clear. There is no sign whatsoever of a cancerous recurrence at this point. I'm convinced that I am completely cured.

Thanks to that checkup last September, good doctors, a loving supporting husband and understanding children--I can truly say this past year has been one of the richest and happiest of my life.

When I went into the operating room that morning I had a pretty good preminision it was going to turn out to be a malignancy and that my breast would have to be removed. But once the operation was over, I was really very relieved. I felt the doctors had removed the cancer at such an early stage that I was very lucky and would have no more problems.

The most difficult moments were trying to pull my family through my cancer operation. I really had to pull them through, and to try to make them happy because they were so sad and upset.

The malignancy was something my husband never expected, and he couldn't believe it was happening to me. The whole family felt that way.

I think their surprise was a very natural reaction, because one day I appeared to be fine and the next day I was in the hospital for a masectomy. It made me realize how many women in the country could be in the same situation.

That realization made me decide to discuss my breast cancer operation openly, because I thought of all the lives in jeopardy. My experience and frank discussion of breast cancer did prompt many women to learn about self-examination, regular checkups and such detection techniques as mammography. These are so important. I just can't stress enough how necessary it is for women to take an active interest in their own health and body.

Too many women are so afraid of breast cancer they endanger their lives. These fears of being "less" of a woman are very real, and it's very important to talk about the emotional side effects honestly. They must come out into the open.

It was easier for me to accept the operation, because I had been married for 26 years and we had our four children. There was no problem of lack of love, affection and attention.

But some women don't have these same emotional resources, and it's very necessary to deal realistically with the fears about breast cancer.

It isn't vanity to worry about disfigurement. It is an honest concern. I started wearing low-cut dresses as soon as the scar healed, and my worries about my appearance are now just the normal ones of staying slim and keeping my hair and make-up in order. When I asked myself whether I would rather lose a right arm or a breast, I decided I would rather have lost a breast.

The most important thing in life is good health. And that I have!

That is the medical side. Cancer also produces fear--and most of that fear comes from ignorance about the progress already made and ignorance of the need for preventive medicine for men and women alike.

Cancer wherever it strikes the body, also strikes the spirit, and the best doctors in the world can't cure the spirit. Only love and understanding can accomplish this important role.

All of us can give love and support to our friends who have cancer. We can open our hearts and our minds to dealing with the fears that the victims have, and also the fears many of us have of the disease itself.

I believe we are all here to help each other and that our individual lives have patterns and purposes. My illness turned out to have a very special purpose--helping save other lives, and I'm grateful for what I was able to do.

# # # # #

For immediate release  
Monday, November 3, 1975

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

---

Mrs. Ford will receive a special citation from the American Cancer Society at its annual dinner at the Waldorf Astoria Hotel Friday, Nov. 7 at 7:30 p.m. in New York.

Mrs. Ford has served as National Honorary Crusade Chairman for the past year.

The citation to Mrs. Ford reads:

"For providing hope and inspiration to millions of women concerned about breast cancer; for sharing her personal experience with others thus encouraging early diagnosis and treatment; for becoming our nation's symbol of progress against this disease and for setting an example, through her optimism and candor, that will encourage women to act to save their lives -- she deserves our nation's warmest gratitude."

The National Awards will go to Dr. Frank Rauscher, for his leadership at the National Cancer Institute and his "brilliant virus research;" to Ann Landers, who has "single-handedly motivated more women to take action against breast cancer than any other person in the media;" and to French clinician Professor Pierre Denoix.

Among other special guests will be Flip Wilson, who succeeds Mrs. Ford as National Honorary Crusade Chairman; and Cincinnati Reds catcher Johnny Bench, national chairman of Athletes Against Cancer. Both will make brief remarks.

# # # #

Mrs. Ford will visit the Guttman Institute for early detection of breast cancer at 2 p.m. Friday, Nov. 7. Coverage by a pool of four reporters. (AP, UPI, NYTIMES, NETWORK POOL CORRESPONDENT).  
(200 Madison Avenue)

Press contact, American Cancer Society: Joseph Clark (212) 371 2900

## BACKGROUND on Guttman Clinic

The Guttman Clinic, 200 Madison Ave., New York, is a breast cancer diagnostic screening clinic in existence since 1968. It is the prototype for 27 breast cancer diagnostic centers across the country being funded jointly by the federal government and the American Cancer Society.

The Guttman Clinic provides comprehensive diagnostic tests free of charge. It is currently serving about 250 people a day. The testing includes palpation (physical examination of the breast); mammography (x-ray); thermography (heat pattern); and detailed patient history.

### Dr. Philip Strax

Dr. Strax has been Medical Director of the Guttman Institute since 1968. He is also director of Radiology for LaGuardia Hospital and is Associate Clinical Professor at New York Medical College. He is also a consultant in radiology for several New York hospitals.

Born in 1909, Dr. Strax was graduated from the New York University School of Medicine at age 18 and became a doctor at age 22. He is on the National Cancer Institute's National Breast Cancer Task Force and serves on a similar task force for the American Cancer Society.

November 26, 1975

my 9/26/75

**Dear Paul:**

**Just a note to let you know how much all of us enjoyed seeing you and Flip Wilson again.**

**You have a lot of friends in Washington and I hope you'll let us know when you're next planning to come to town.**

**Best wishes.**

**Sincerely,**

**Sheila Rabb Weidenfeld  
Press Secretary to  
Mrs. Ford**

**Mr. Paul Cooper  
8921 Sunset Blvd.  
Los Angeles, California 90069**

**SRW/SAQ**



THE WHITE HOUSE  
WASHINGTON

Dear Paul-

Just a note to let  
you know how much  
all of us enjoyed  
seeing you and Flip  
Wilson again.

~~It was a fun  
day for all of us~~

You have a lot of  
friends in Wash DC  
and I hope you'll  
let us know when  
you're ~~is~~ next planning  
to come to town. saw

cc: Sheila

*Flip Wilson*

11 November, 1975

Pete Sorum  
Secret Service  
The White House  
1600 Pennsylvania Avenue  
Washington, D.C. 20050

Dear Pete:

Just a quick note to say thanks to you, Carolyn  
and Sheila for your kindness in Flip Wilson's  
visit with Mrs. Ford.

We hope to see you again in the very near future.

In the meantime all the best.

Cordially,

  
Paul Cooper

PC/pmcc

~~11/11/75~~

**December 4, 1975**  
**December 6, 1975**

**Dear Joe:**

**Dear Joe:**

**You are, indeed, a patient man! I want to thank you for all the help and courtesies you extended earlier this month during Mrs. Ford's visit.**

**It was a delight to work with you. I frankly do not know how you were able to do everything you did that week. But the professionalism and thoroughness with which you handled the part that involved Mrs. Ford was much appreciated, and we are grateful.**

**Again, thanks.**

**Sincerely yours,**

**Patti Matson  
Assistant Press Secretary  
to Mrs. Ford**

**Mr. Joseph Clark  
Director of Press  
American Cancer Society  
77 3rd Ave  
New York, New York 10017**



**December 4, 1975**

**Dear Irv:**

**I wanted to thank you for all your cooperation this month during Mrs. Ford's visit.**

**You were great to all of us, and the visit was a real pleasure--personally and press-wise. In addition, you have a top-notch professional staff, which went out of its way at all times to be helpful.**

**Again, Irv, a sincere "thanks" and crossed fingers that we'll be working together again.**

**Sincerely yours,**

**Patti Matson  
Assistant Press Secretary  
to Mrs. Ford**

**Mr. Irving Rimer  
77 3rd Ave  
American Cancer Society  
New York, New York 10017**

**Enclosure**



December 9, 1975

Dear Dede:

Per our phone conversation of today, the enclosed is the speech Mrs. Ford gave to the American Cancer Society in New York recently. I hope it will be of use for your series. If no problem to you, we would appreciate receiving a copy of your article.

Again, many thanks for your patience and understanding.

Sincerely,

Sally Quenneville  
Staff Assistant  
Mrs. Ford's Press Office

Ms. Dede Murphy  
Assistant State Editor  
The State Journal-Register  
313 South Sixth Street  
Springfield, Illinois 62701

Enclosure



# The State Journal-Register

a Copley Newspaper

313 SOUTH SIXTH ST. · SPRINGFIELD, ILLINOIS 62701

Sept. 18, 1975

AREA CODE 21  
544-5711

Dede Murphy  
Assistant State Editor

Mrs. Betty Ford  
White House  
Washington, D.C.

Dear Mrs. Ford,

I am a reporter investigating instances of job discrimination against persons who have cancer or a history of cancer.

I deeply respect your involvement in the fight against cancer and would like to give you the opportunity to comment on this controversial issue.

Illinois' Fair Employment Practices Commission has 43 cases on file from cancer patients who allege job discrimination. No legal action can be taken because there is no law in this state covering discrimination against "poor health risks."

Everyone is sympathetic. But the F.E.P.C. says it is powerless. My investigation has concluded that at this point, all that can be done to curb this discrimination is to promote the positive aspects of hiring cancer victims and to try and dispell the stigma attached to the disease.

Any comments from the First Lady of our nation most certainly would bring to this story a universality it needs.

Thank you for your consideration,

*Dede Murphy*

Oldest Newspaper in Illinois



*12/9 w/c/b  
over nice - doing  
cancer series  
w/ speech from N.Y.*

November 24, 1975

Dear Jerry:

Forgive me for taking so long to answer your letter of November 8 and to thank you for a job well done.

I delayed answering so that I could check our policy on payment of outside consultants. As you mention in your letter, we never discussed finances--other than my telling you that we have no money. Therefore, I needed the time to check possible sources of payment for you. I'm sorry to tell you I was not successful, for there are no funds available. Although we've never paid anyone, I am terribly embarrassed over the misunderstanding and did everything I could to try to find funds. I also discussed the problem with Hugh Morrow and I hope you both understand my dilemma.

You did an outstanding professional job on the New York trip and I'm hopeful that your efforts will pay other dividends. I'm also hopeful that we can work together again.

I will be sending notes of appreciation to those on your list and am asking Mrs. Ford to personally write to Mr. Tom Turner.

Thank you again.

Sincerely,

Sheila Babb Weidenfeld  
Press Secretary to Mrs. Ford

Mr. Jerry A. Dennis  
993 Park Avenue  
New York, New York 10028



November 24, 1975

*My answer*

Dear Jerry:

Forgive me for taking so long to answer your letter of November 8 and to thank you for a job well done.

I delayed answering so that I could check our policy on payment of outside consultants. As you mention in your letter, we never discussed finances--other than my telling you that we have no money. Therefore, I needed the time to check possible sources of payment for you. I'm sorry to tell you I was not successful, for there are no funds available. Although we've never paid anyone, I am terribly embarrassed over the misunderstanding and did everything I could to try to find funds. I also discussed the problem with Hugh Morrow and I hope you both understand my dilemma.

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I will be sending notes of appreciation to those on your list and am asking Mrs. Ford to personally write to Mr. Tom Turner.

Thank you again.

Sincerely,

Sheila Rabb Weidenfeld  
Press Secretary to Mrs. Ford

Mr. Jerry A. Sansig  
993 Park Avenue  
New York, New York 10028



# JERRY A. DANZIG

Consultant for Broadcast & Public Affairs

993 Park Avenue, New York, N.Y. 10028 RH 4-7177

Novemeber 8,1975

Dear Sheila:

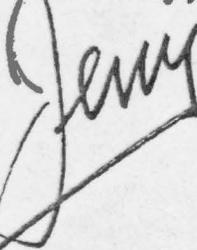
I am sorry we didn't have an opportunity to talk, but am familiar with the pressures under which you operate. You have a good professional and nice person in Patty and I enjoyed meeting Mrs. Ford and working with the rest of your group.

We never discussed finance in our phone calls but I assumed the usual government consultant fee of \$138 per day would prevail as it has when I worked for the government in the past. My involvement was four days starting November 4th through November 7th. If it helps your administrative officers who I assume will be sending me the necessary forms to fill out, I am a continuing consultant to the Vice-President and have all of the necessary signatures, forms, appropriate oaths, etc. on file with personnel.

You were most gracious and I did enjoy meeting you and hope we meet again in a more leisurely situation.

With kind regards.

Sincerely,



Mrs. Sheila Weidenfeld  
White House Press Office  
Washington, D.C.

P.D. - Attached is a suggested thank you note list.



From: Jerry A. Danzig  
Subject: Mrs. Ford's New York Visit, Nov. 6, 7, 1975

Thank you's to:

Mr. Jack Bush  
Director of TV Newsfilm  
7 West 66th Street  
New York City, N.Y. 10023  
ABC Network News

Mr. Gideon Flat  
Associate Director  
of TV Newsfilm  
ABC Network News  
7 West 66th St  
New York City, NY  
10023

Mr. Jerome Slattery  
ABC Network News  
Technical Dept.  
7 West 66th Street  
New York City, N.York 10023

Mr. James Geraghty  
122 Meserole Street  
Brooklyn, N.Y. 12222

Mr. Tom Turner, Vice-President  
Fairchild Industries  
Century Boulevard  
Germantown, Md. 20767

Thank for:

Efforts of Mr. Gideon Fiat, Assoc. Dir. of TV Newsfilm in accepting responsibility for lighting at Hilton (Nov. 6) and Waldorf (Nov. 7) even though ABC Net crew did not remain to cover Cancer dinner. Al thanks for Mr. Jerry Slattery, electrician and associate who did such an excellent lighting job.

Arranging for lighting both nights as above. He assumed total responsibility and stuck with it as network supervisor.

Thanks for actually installing lighting both nights. Good job. Interested. Tremendously helpful.

Making available his personal multibox and services. Coordinating all newsfilm and radio sound. Fine professional service.

Thank him for encouraging my dropping my Fairchild Industries survey assignment (( I had a number of corporate interview appointments set up) to come to New York to work with Mrs. Ford's press staff. I am a consultant to Fairchild and undertaking a special project for them due in 90 days.)



MRS. FORD'S REMARKS TO  
THE AMERICAN CANCER SOCIETY  
FRIDAY, NOVEMBER 7, 1975

I'M VERY GLAD TO BE HERE TONIGHT, AND THAT  
IS NOT A LINE BORROWED FROM SOMEONE.

I FEEL ABSOLUTELY MARVELOUS. I JUST HAD MY ANNUAL  
CHECKUP AND ALL MY TESTS ARE COMPLETELY CLEAR. THERE IS NO SIGN  
WHATSOEVER OF A CANCEROUS REOCCURRENCE AT THIS POINT. I AM  
CONVINCED THAT I AM COMPLETELY CURED.

THANKS TO THAT CHECKUP LAST SEPTEMBER, GOOD DOCTORS,  
A LOVING SUPPORTING HUSBAND AND UNDERSTANDING CHILDREN -- I CAN  
TRULY SAY THIS PAST YEAR HAS BEEN ONE OF THE RICHEST ~~AND~~  
HAPPIEST OF MY LIFE.

WHEN I WENT INTO THE OPERATING ROOM THAT MORNING I HAD A PRETTY GOOD PREMONITION IT WAS GOING TO TURN OUT TO BE A MALIGNANCY AND THAT MY BREAST WOULD HAVE TO BE REMOVED. BUT ONCE THE OPERATION WAS OVER, I WAS REALLY VERY RELIEVED. I FELT THE DOCTORS HAD REMOVED THE CANCER AT SUCH AN EARLY STAGE THAT I WAS VERY LUCKY AND WOULD HAVE NO MORE PROBLEMS.

THE MOST DIFFICULT MOMENTS WERE TRYING TO PULL MY  
FAMILY THROUGH MY CANCER OPERATION. I REALLY HAD TO PULL THEM  
THROUGH, AND TO TRY TO MAKE THEM HAPPY BECAUSE THEY WERE SO SAD  
AND UPSET.

THE MALIGNANCY WAS SOMETHING MY HUSBAND NEVER EXPECTED,  
AND HE COULDN'T BELIEVE IT WAS HAPPENING TO ME. THE WHOLE FAMILY  
FELT THAT WAY.

I THINK THEIR SURPRISE WAS A VERY NATURAL REACTION,  
 BECAUSE ONE DAY I APPEARED TO BE FINE AND THE NEXT DAY <sup>Two very weeks ago,</sup> I WAS IN  
 THE HOSPITAL FOR A MASTECTOMY. <sup>It</sup> MADE ME REALIZE HOW MANY  
 WOMEN IN THE <sup>EXACTLY</sup> COUNTRY COULD BE IN THE SAME SITUATION.



THAT REALIZATION MADE ME DECIDE TO DISCUSS MY BREAST CANCER  
OPERATION OPENLY, BECAUSE I THOUGHT OF ALL THE <sup>MANY</sup> LIVES IN JEOPARDY. MY  
 EXPERIENCE AND FRANK DISCUSSION OF BREAST CANCER DID PROMPT MANY WOMEN  
 TO LEARN ABOUT SELF-EXAMINATION, REGULAR CHECKUPS, AND SUCH DETECTION  
 TECHNIQUES AS MAMMOGRAPHY. THESE ARE SO IMPORTANT. I JUST CANNOT  
 STRESS ENOUGH HOW NECESSARY IT IS FOR WOMEN TO TAKE <sup>THE TIME OUT OF</sup> ~~AN~~ <sup>THESE</sup> ACTIVE  
 INTEREST IN THEIR OWN HEALTH AND BODY.

TOO MANY WOMEN ARE SO AFRAID OF BREAST CANCER THAT THEY  
ENDANGER THEIR LIVES. THESE FEARS OF BEING "LESS" OF A WOMAN ARE  
VERY REAL, AND IT IS VERY IMPORTANT TO TALK ABOUT THE EMOTIONAL  
SIDE EFFECTS HONESTLY. THEY MUST COME OUT INTO THE OPEN.

IT WAS EASIER FOR ME TO ACCEPT ~~THE~~<sup>my</sup> OPERATION, BECAUSE  
I HAD BEEN MARRIED FOR 26 YEARS AND WE HAD FOUR <sup>LOVELY</sup> CHILDREN. THERE  
WAS NO PROBLEM OF LACK OF LOVE, AFFECTION, AND ATTENTION.

BUT SOME WOMEN DON'T HAVE THESE SAME EMOTIONAL RESOURCES,  
AND IT IS VERY NECESSARY TO DEAL REALISTICALLY WITH THE FEARS ABOUT  
BREAST CANCER.

IT ISN'T VANITY TO WORRY ABOUT DISFIGUREMENT. IT IS AN  
HONEST CONCERN. I STARTED WEARING LOW-CUT DRESSES AS SOON AS THE  
 SCAR HEALED, AND MY WORRIES ABOUT MY APPEARANCE ARE NOW JUST THE  
 NORMAL ONES OF STAYING SLIM AND KEEPING MY HAIR KEMPT AND THE  
 MAKE-UP IN ORDER. WHEN I ASKED MYSELF WHETHER I WOULD RATHER LOSE  
 A RIGHT ARM OR A <sup>RIGHT</sup> BREAST, I DECIDED I WOULD RATHER HAVE LOST A BREAST.

*It is much more ip to me to  
 have a rt. arm.*



THE MOST IMPORTANT THING IN LIFE IS GOOD HEALTH;

AND THAT I HAVE;

THAT IS THE MEDICAL SIDE. CANCER ALSO PRODUCES FEAR --  
AND MUCH OF THAT FEAR COMES FROM IGNORANCE ABOUT THE PROGRESS ALREADY  
MADE AND IGNORANCE OF THE NEED FOR PREVENTIVE MEDICINE FOR MEN AND  
WOMEN ALIKE.

CANCER WHEREVER IT STRIKES THE BODY, ALSO STRIKES THE SPIRIT, AND THE BEST DOCTORS IN THE WORLD CANNOT CURE THE SPIRIT. ONLY LOVE AND UNDERSTANDING CAN ACCOMPLISH THIS IMPORTANT ROLE.

ALL OF US CAN GIVE LOVE AND SUPPORT TO OUR FRIENDS WHO HAVE CANCER. WE CAN OPEN OUR HEARTS AND OUR MINDS TO DEALING WITH THE FEARS THAT THE VICTIMS HAVE, AND ALSO THE FEARS MANY OF US HAVE OF THE DISEASE ITSELF.

I BELIEVE WE ARE ALL HERE TO HELP EACH OTHER AND  
THAT OUR INDIVIDUAL LIVES HAVE PATTERNS AND PURPOSES. MY ILLNESS  
TURNED OUT TO HAVE A VERY SPECIAL PURPOSE -- HELPING SAVE OTHER  
LIVES, AND I AM GRATEFUL FOR WHAT I WAS ABLE TO DO.

I always will be  
every detection is the  
secret



November 7, 1975

REMARKS OF THE FIRST LADY  
TO THE  
AMERICAN CANCER SOCIETY

NEW YORK CITY

Needless to say, I am very glad to be here tonight, and that is not just a line I borrowed from somebody. I feel absolutely marvelous. I just had my annual check-up and all my tests are completely clear. There is no sign whatsoever of a cancerous reoccurrence at this point and I am convinced I am completely cured.

Thanks to that check-up last September, good doctors, a loving, supporting husband, understanding children, I can truly say this past year has been one of the richest years of my life.

When I went into the Operating Room that morning, I had a pretty good premonition that it was going to turn out to be a malignancy and that my breast would have to be removed. But once the operation was over, I was really very much relieved. I felt the doctors removed the cancer at such an early stage that I was very lucky and would have no more trouble.

The most difficult moments, as a matter of fact, were trying to pull my family through my cancer operation. I really had to pull them through and try to make them happy because they were so sad and so upset. That malignancy was something my husband never expected and he couldn't believe it was happening to me. The whole family was so depressed.

I think their surprise was a very natural reaction because one day I appeared to be fine and the next day -- the very next day -- I was in the hospital for a mastectomy. This made me realize how many women in this country could be in exactly the same situation.

That realization made me decide to discuss my breast cancer operation openly because I thought of all of the many lives in jeopardy. My experience and frank discussion of breast cancer did prompt many women to learn about self-examination, regular check-ups and such detection techniques as mammography and the things that are so important. I just cannot stress enough how necessary it is for women to take the time out of their active lives and take an interest in their own health and their own bodies.

Too many women are so afraid of breast cancer that they endanger their lives. These fears of being less of a woman are very real, and it is important to talk about the emotional side effects. We have to speak of it honestly. They must come out in the open and they must be understood.

It was easier for me to accept my operation. After all, I have been married for 26 years and we have four lovely children, and there was no problem of lack of love or affection or attention -- but some women don't have these same emotional resources, and it is very necessary to deal realistically with the fears about breast cancer.

It isn't vanity to worry about disfigurement -- it is an honest concern. I started wearing low-cut dresses as soon as my scar healed. In fact, my husband said, "Why don't you start a new style, dear, and wear your dresses low-cut in back." (Laughter)

This gave me great encouragement and my worries about my appearance are now just the normal ones of trying to stay slim and seeing that my hair and my makeup and everything is in order.

As I lay there, and when I asked myself, would you rather lose a right arm or a right breast -- I don't think I have to tell you the answer. Of course, it was much more important to me to have my right arm.

The most important thing in life is good health and that I have.

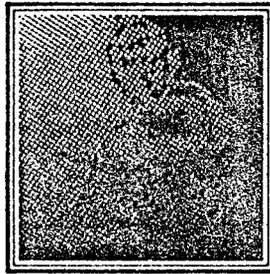
That is the medical side. Cancer also produces fear, and much of that fear comes from ignorance about the progress already made -- progress we have heard about here tonight at this table and that that is to come. The progress that has already been made and this ignorance is the need for preventive medicine for men and women alike. Cancer, whenever it strikes the body, also strikes the spirit. And the best doctors in the world cannot cure the spirit. Only love and understanding can accomplish that important role.

All of us, every single one of us, can give love and support to our friends who have cancer. We can open our hearts and our minds to dealing with the fears that the victims have and also the fears that many of us have of that disease itself.

I believe we are all here to help each other and that our individual lives have patterns and purposes. My illness turned out to have a very special purpose -- helping save other lives. And I am grateful for what I was able to do -- I always will be. Early detection is the secret.

Thank you very much.

(END)



# JOHNNY BENCH

## BIOGRAPHY

HEIGHT: 6'1"

WEIGHT: 205 lbs. AGE: 27

BIRTH DATE: 12/7/47

BIRTH PLACE: Oklahoma City, Oklahoma

RESIDENCE: Cincinnati, Ohio

MARRIED: Vickie (Chesser) Bench on February 21, 1975

JOINED THE MAJOR LEAGUES: 1968

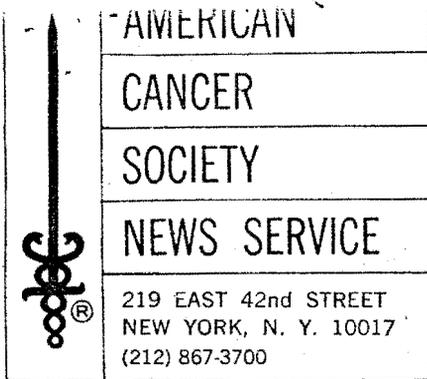
## HIGHLIGHTS

Bench's baseball credentials are widely known. "The Rifle", as he is admirably referred to by his peers because of his amazingly accurate throwing arm, has the following awards among many to his credit: National League Rookie of the Year (1968); seven-time National League All Star Catcher; two-time National League MVP (1970 & 1972); and a seven-time Golden Glove Award winner.

What is not commonly known is that he has a broad range of interests and accomplishments beyond the baseball field. He has appeared on his own syndicated TV series, sung Pops with the Cincinnati Symphony Orchestra and toured the Far East with the Bob Hope Christmas Show. He is truly an excellent performer in every sense of the word.

In terms of civic activity, Johnny participates in a big way having worked extensively on a variety of charitable activities, most notably for The Heart Association. In fact, he sponsored his own golf tournament for two years to raise money for that cause. Because of the loss of a close friend to leukemia, Johnny has offered his services to The American Cancer Society and they have responded by naming him National Chairman for a new group called "Athletes Against Cancer".

This remarkable young personality is a tribute to baseball and society.



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FOR IMMEDIATE RELEASE

Johnny Bench was named Tuesday to head "Athletes Against Cancer," a new American Cancer Society group aimed at coordinating and stepping up efforts of prominent athletes in the fight against cancer.

The 27-year-old Cincinnati Reds catcher, who is a seven-time All Star and twice was chosen as the National League's Most Valuable Player, typifies the outstanding sports figure who knows the value of physical fitness and the medical checkups that can catch most cancer in its early treatable stages.

But he also has very personal reasons for making a commitment to help conquer cancer.

Speaking to a gathering at the Loews Warwick Hotel in New York, Johnny revealed that he had faced the threat of cancer himself in 1972 when a routine checkup showed a lesion on one of his lungs.

"Here I was, a baseball player in top condition and yet vulnerable like anybody else to cancer. That's a frightening experience. Fortunately the spot on my lung turned out to be benign. But I learned my lesson then about the value of regular checkups."

In 1973 the Reds catcher got to know 5-year-old Philip Buckingham of Dayton, Ohio, who was battling leukemia, a particularly deadly form of cancer. A close relationship grew up over the next 1½ years. Earlier this year Johnny invited Philip to his wedding, but the youngster couldn't make it. He died the next day.

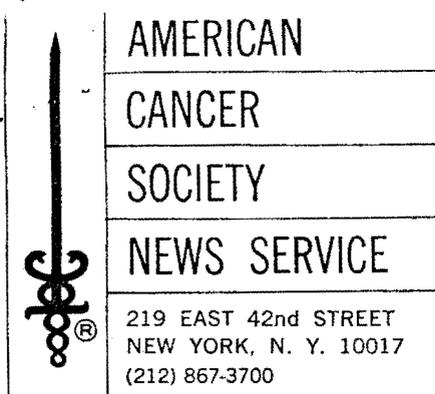
"His death convinced me that the one meaningful memorial I could give Philip would be to dedicate myself personally to this battle against cancer," Johnny said.

In accepting the chairmanship of "Athletes Against Cancer," he explained that the new group would tap the personal experience and persuasive ability of sports figures to help convince Americans to follow the simple yet lifesaving steps of cancer prevention and early detection.

Johnny Bench already has plans to make radio and television spots, and to introduce a film on Gene Littler, who fought a successful battle against a deadly form of skin cancer.

"Our aim is to invite athletes from all sports to join us," he said. "There is much to be done. Athletes can be the powerful persuaders for men and women to get regular checkups, learn the warning signals and quit smoking. These are practical defenses against cancer."

With Johnny at the American Cancer Society ceremony was his wife Vickie, and Mr. and Mrs. Carl Buckingham, Philip's parents.



PRESS CONFERENCE STATEMENT BY JOHNNY BENCH

I have two personal reasons for becoming involved with the American Cancer Society's fight against this dread disease.

In 1972 I came face to face with the threat of cancer myself. During a regular checkup, a lesion was discovered on my lung. Here I was a baseball player in top condition and yet vulnerable like anybody else to cancer. That's a frightening experience. Fortunately, the spot on my lung turned out to be benign. But I learned my lesson then about the value of regular checkups.

Then in 1973 I came to know young Philip Buckingham of Dayton, Ohio. This spunky, curly-haired boy at the age of 5 was facing a life and death struggle. The enemy was leukemia which we all know is a form of cancer.

For over a year and a half I visited Philip and his family. Beyond the countless letters, the gifts of toys and the phone calls, I discovered that true courage can be wrapped up in the life of a five year old.

When Vickie and I made our wedding plans last February, we invited Philip and his dad Carl and mother Melissa to be with us. But Philip couldn't make it. We were married on a Friday and he died the next day.

His death convinced me that the one meaningful memorial I could give Philip would be to dedicate myself personally to this battle against cancer. He fought it and lost. I want to do everything I can to help other Philips fight it and win. Mr. and Mrs. Buckingham are here with us and I'd like you to meet them.

Thus, Athletes Against Cancer became a reality for me and the American Cancer Society. Our aim is to invite athletes from all sports to join us. There is much to be done. Athletes can be the powerful persuaders for men and women to get regular checkups, to know the warning signals and to quit smoking. These are practical defenses against cancer. I'm proud to be associated with the American Cancer Society and hope to make a significant impact on the problem in their behalf.

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Tuesday, July 22, 1975

November 5, 1975

22 27  
MRS. FORD'S REMARKS TO THE AMERICAN CANCER SOCIETY,  
FRIDAY, NOVEMBER 7, 1975.

24  
I'm very glad to be here tonight, and that's not a line borrowed from someone.

I feel absolutely marvelous. I just had my annual checkup and all my tests are completely clear. There is no sign whatsoever of a cancerous reoccurrence at this point. I'm convinced that I am completely cured.

Thanks to that checkup last September, good doctors, a loving supporting husband and understanding children -- I can truly say this past year as been one of the richest and happiest of my life.

When I went into the operating room that morning I ~~was pretty~~ *had a pretty*  
*good premission* ~~sure~~ it was going to turn out to be a malignancy and that my breast would have to be removed. But once the operation was over, I was really very relieved. I felt the doctors had ~~gotten~~ *removed* the cancer at such an early stage that I was very lucky ~~and~~ *would have* ~~no more problems~~ *no more problems*



The most difficult moments were trying to pull my family through my cancer operation. I really had to pull them through, and to try to make them happy because they were so sad and upset.

The malignancy was something my husband never expected, and he couldn't believe it was happening to me. The whole family felt that way.

I think their surprise was a very natural reaction, because one day I appeared to be fine and the next day I was in the hospital for a masectomy. It made me realize how many women in the country could be in the same situation.

That realization made me decide to discuss my breast cancer operation openly, because I thought of all the lives in jeopardy. My experience and frank discussion of breast cancer did prompt many women to learn about self-examination, regular checkups and such detection techniques as mammography. These are so important. ~~And~~ <sup>just</sup> I can't stress enough how necessary it is for women to take an active interest in their own health *and body* —



Too many women are so afraid of breast cancer they endanger their lives. These fears of ~~being scarred~~ <sup>feared</sup> and of being "less" of a

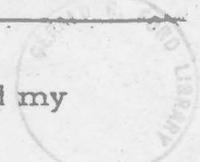
woman are very real, and it's very important to talk about the emotional side effects honestly. *They must come out into the open -*

It was easier for me to accept the operation, because I had been married for 26 years and we had our four children. There was no problem of lack of love, affection and attention.

But some women don't have these same emotional resources, and it's very necessary to deal realistically with the fears about breast cancer.

It isn't vanity to worry about disfigurement. It is an honest concern.

I started wearing low-cut dresses as soon as the scar healed, and my



worries about my appearance are now just the normal ones of staying slim and keeping my hair <sup>fixed</sup> ~~fixed~~ <sup>god make up in order</sup> When I asked myself whether I would rather lose a right arm or a breast, I decided I would rather have lost a breast.

*The most* ~~What is~~ important <sup>thing</sup> in life ~~is~~ <sup>is</sup> and good health! *And that I have!*

That is the medical side. ~~Cancer~~ also produces fear --

and much of that fear comes from ignorance about the progress already made and ignorance of the need for preventive medicine for men and women alike.

Cancer wherever it strikes the body, also strikes the spirit, and the best doctors in the world can't cure the spirit.

Only love and understanding can <sup>accomplish</sup> ~~do~~ <sup>this</sup> important role --

All of us can give love and support to our friends who have cancer. We can open our hearts and our minds to dealing

with the fears that ~~only~~ <sup>the</sup> victims have, ~~but unfortunately,~~ <sup>and</sup>

~~we will~~ <sup>we will</sup> ~~also~~ <sup>also</sup> ~~the~~ <sup>the</sup> ~~fears~~ <sup>fears</sup> many of us have of the disease itself.

I believe we are all here to help each other and that <sup>individual</sup> our lives have patterns and purposes. My illness turned out to have a very special purpose -- helping save other lives, and I'm grateful ~~that it did.~~ *for what I was able to do --*



REMARKS OF MRS. FORD  
AMERICAN CANCER SOCIETY

November 7, 1975

I'm very glad to be here tonight, and that's not just a line I borrowed from someone. Thanks to a regular medical checkup, good doctors, a loving supporting husband, and understanding children--I can truly say this past year has been one of the richest and happiest of my life.

The removal of my right breast, because of a malignancy, produced an open discussion of the problem.

It truly made my own painful experience easier to bear to know how many women were prompted to have an examination.

I certainly don't mean to minimize the emotional impact of the operation for me and my family, but knowing I helped educate other women to the dangers of breast cancer sustained me through a difficult period.

So many women are afraid of breast cancer to the point of endangering their lives that it is particularly important for sensible, straight-forward discussions.

Cancer is not only a disease that takes many forms. It can also produce the disease of fear. And much of the fear

comes from ignorance--ignorance about the progress already made and ignorance of the importance of preventive medicine.

I've always been a believer in the importance of regular checkups, and I hope to convert those of you who are too casual about your own health. As a mother, I've supervised my children's health, but sometimes mothers and fathers who always get their children checked regularly neglect themselves.

You'll forgive me for sounding just a little preachy on this subject, but I do have some first-hand experience.

The best doctors in the world can't cure the spirit like love can, and all of us can give love and support to our friends who have cancer.

I could not have accepted a masectomy as well without a strong marriage and a husband's love. Cancer wherever it strikes in the body, also strikes the spirit.

There are people in this audience working to find cures for cancer, and many of you are working to fund these efforts. I commend you for your contributions to the eradication of this disease.

The cure rates and the numbers in so many different types of cancer are encouraging. But the most important number of all

is one--thatone person you may know who needs your understanding when faced with this disease.

I believe we are all here to help each other and that our lives have patterns and purposes. My illness turned out to have a very special purpose of helping save other lives, and I'm grateful that it did.

# # #

(Pullen)

November 3, 1975

MRS. FORD, AMERICAN CANCER SOCIETY, NOVEMBER 7, 1975

I'm very glad to be here tonight, and that's not just a line I borrowed from <sup>some</sup> ~~one of my husband's political speeches~~. Thanks to a regular medical checkup, good doctors, a loving supporting husband and understanding children -- I can truly say this past year has been one of the richest and happiest of my life.

~~I'm pleased that~~ the removal of my right breast, because of a malignancy, produced an open discussion of the problem. <sup>That pleases me.</sup> It truly made my own painful experience easier to bear to know how many women were prompted to ~~get medical treatment~~ <sup>get a have an examination.</sup>

I certainly don't mean to minimize the emotional impact of the operation for me and my family, but knowing I helped educate other women to the dangers of breast cancer sustained me through a difficult period.



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The cure rates and the numbers in so many different types of cancer are encouraging. But the most important number of all is one-- that one person you may know who needs your understanding when faced with this disease.

I believe we are all here to help each other and that our lives have patterns and purposes. My illness turned out to have a very special purpose of helping save other lives, and I'm grateful that it did.

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