# The original documents are located in Box 12, folder "11/6-7/75 - New York, NY (1)" of the Betty Ford White House Papers, 1973-1977 at the Gerald R. Ford Presidential Library.

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Carolya

### THE WHITE HOUSE

WASHINGTON October 23, 1975

MEMORANDUM TO:

PETER SORUM

FROM:

SUSAN PORTER

SUBJECT:

Action Memo

Mrs. Ford will travel to New York November 6 and 7 to accept the following invitations:

## Thursday, November 6, 1975

EVENT: Society for the Family of Man Awards Dinner

GROUP: Council of Churches of the City of New York

DATE: Thursday, November 6, 1975

TIME: To be determined, 6:00-10:00 p.m.

PLACE: Grand Ballroom, New York Hilton Hotel

New York, New York

CONTACT: Reverend Dan M. Potter, Executive Director

(212) 749-1214

William Bertenshaw, Press Contact

(212) 749-1214

COMMENTS:

President Ford will receive the Society for the Family of Man Gold Medallion for his outstanding leadership as President of the United States during one of the most critical periods in our history. Because he is unable to attend the Family of Man Awards Dinner in New York on November 6th, he has asked Mrs. Ford to attend and accept the award for him. The Dinner is sponsored by the Council of Churches of New York representing 1700 churches and is attended by the key religious and business leaders of the metropolitan New York area. Mr. Maurice Granville, Chairman of Texaco, Inc., is Chairman of the dinner; Governor Raymond P. Shafer, of the Vice President's staff, is President of the Board of Guardians of the Society for the Family of Man; and Reverend Kenneth Folkes is President of the Council of Churches of New York. The group, of course, was initially disappointed when they learned that the President could not attend.



## PROPOSED SCHEDULE

MRS. FORD'S VISIT TO NEW YORK CITY

Thursday & Friday November 6-7, 1975

# THURSDAY, NOVEMBER 6, 1975

1:30 pm Mrs. Ford boards motorcade on South Grounds.

MOTORCADE DEPARTS South Grounds en route Andrews AFB.

[Driving time: 25 minutes]

1:55 pm MOTORCADE ARRIVES Andrews AFB.

Mrs. Ford boards Jetstar.

2:00 pm JETSTAR DEPARTS Andrews AFB en route LaGuardia International Airport.

[Flying time: 50 minutes]

2:50 pm JETSTAR ARRIVES LaGuardia International Airport (Marine Air Terminal).

Mrs. Ford boards motorcade.

2:55 pm MOTORCADE DEPARTS LaGuardia International Airport en route Waldorf-Astoria Hotel.

[Driving time: 25 minutes]

3:20 pm MOTORCADE ARRIVES Waldorf-Astoria Hotel.

Mrs. Ford will be met by:
Mr. Eugene Scanlan, General Manager of
Waldorf-Astoria Hotel

Mrs. Ford, escorted by Mr. Scanlan, proceeds to Suite (7RST).

3:25 pm Mrs. Ford arrives Suite.

PERSONAL/STAFF TIME: 2 hours, 30 minutes

6:00 pm Mrs. Ford departs Suite en route motorcade for boarding.

6:05 pm MOTORCADE DEPARTS Waldorf-Astoria Hotel en route
New York Hilton Hotel.

[Driving time: 5 minutes]

6:10 pm MOTORCADE ARRIVES New York Hilton Hotel.

Mrs. Ford will be met by:
New York Hilton Hotel Representative

Mrs. Ford, escorted by , proceeds to Trianon Ballroom Foyer.

6:15 pm Mrs. Ford arrives Trianon Foyer for photo session with award recipients of the Society of the Family Man.

#### OPEN PRESS COVERAGE

6:25 pm Mrs. Ford departs Trianon Foyer for Trianon Ballroom.

6:26 pm Mrs. Ford arrives Trianon Ballroom and takes her place in the receiving line.

6:27 pm Receiving line begins.

OFFICIAL PHOTO COVERAGE ATTENDANCE: 140

6:45 pm Receiving line concludes.

6:49 pm Mrs. Ford departs Trianon Ballroom en route holding area.

6:50 pm Mrs. Ford arrives holding area.

PERSONAL/STAFF TIME: 10 minutes

7:00 pm Mrs. Ford departs holding area en route Grand

Ballroom Foyer.

7:05 pm Mrs. Ford arrives Grand Ballroom Foyer and pauses for announcement.

7:06 pm Announcement.

7:06 pm Mrs. Ford enters Grand Gallroom and proceeds to her place on the dais.

OPEN PRESS COVERAGE ATTENDANCE: 2,000

7:08 pm Welcoming remarks by Mr. Maurice F. Granville,
Dinner Chairman and Chairman of the Board, Texaco
Inc.

7:10 pm U.S. National Anthem.

7:12 pm Invocation by Archbishop Iakovos.

7:15 pm Dinner is served.

8:25 pm Dinner concludes.

8:26 pm Mr. Granville introduces Governor Raymond
P. Shafer, Master of Ceremonies and President
of the Society for the Family of Man.

8:32 pm Governor Shafer introduces Mayor Abraham D. Beame, for greetings.

8:38 pm Remarks by Dr. Kenneth L. Folkes, President, Council of Churches of the City of New York (CCNY).

NOTE: Dr. Folkes will present Mayor Beame with a check for \$15,000 for the purchase of MAC Bonds.

8:50 pm Barbara Britton will present flowers to Mrs. Ford and Mrs. Beame.

NOTE: No response is required.

8:52 pm .

Dr. M. L. Wilson, Chairman of Executive Committee CCNY, presents Business and Industry Award to Mr. Gabriel Hauge, Chairman of Manufacturers Hanover Trust Companies.

8:58 pm

Mr. Hauge responds.

9:06 pm

Mr. George Duff, Jr., Board Chairman CCNY, presents Education Award to Dr. Edythe J. Gaines, Superintendent of Hartford Public Schools.

9:12 pm

Dr. Gaines responds.

9:20 pm

Mr. Granville presents Family of Man Award to Gerald R. Ford, President of the United States.

9:28 pm

Mrs. Ford steps to the podium to receive the Award for the President and offers remarks.

#### FULL PRESS COVERAGE

9:32 pm

Mrs. Ford's remarks conclude.

Mrs. Ford returns to her seat and remains standing.

9:33 pm

All sing "God Bless America."

9:35 pm

Benediction by Rabbi Harold H. Gordon.

9:40 pm

Mrs. Ford departs dais en route motorcade for boarding.

9:45 pm

MOTORCADE DEPARTS New York Hilton en route Waldorf-Astoria Hotel.

[Driving time: 10 minutes]

9:55 pm

MOTORCADE ARRIVES Waldorf-Astoria Hotel.

Mrs. Ford proceeds to Suite.

10:00 pm

Mrs. Ford arrives Suite.

OVERNIGHT

## FRIDAY, NOVEMBER 7, 1975

12:00 Noon Mr. & Mrs. Johnny Bench arrive Suite.

12:15 pm Luncheon is served.

1:15 pm Luncheon concludes.

1:30 pm Mrs. Ford and Johnny Bench depart Suite en route motorcade for boarding.

1:35 pm MOTORCADE DEPARTS Waldorf-Astoria en route 200 Madison Avenue.

[Driving time: 20 minutes]

1:55 pm MOTORCADE ARRIVES 200 Madison Avenue.

Mrs. Ford and Johnny Bench proceed to 9th Floor.

2:00 pm Mrs. Ford and Johnny Bench arrive Guttman Institute Offices.

Mrs. Ford will be met by: Dr. Phillip Strax, Director

Mrs. Ford and Johnny Bench, escorted by Dr. Strax, proceeds on tour of breast Cancer detection facilities.

#### WRITING PRESS POOL COVERAGE

2:25 pm Mrs. Ford and Johnny Bench, escorted by Dr. Strax, conclude tour and proceed to Madison Avenue and 36th Street to view Moble detection unit.

2:30 pm Mrs. Ford and Johnny Bench, escorted by Dr. Strax, arrive mobile unit and enter van.

#### PRESS PHOTO COVERAGE

2:45 pm Mrs. Ford and Johnny Bench, escorted by Dr. Strax, departs mobil unit en route motorcade for boarding.

NOTE: Dr. Strax will bid farewell at curbside.

2:50 pm

MOTORCADE DEPARTS Madison Avenue and 36th Street en route Waldorf-Astoria Hotel.

[Driving time: 20 minutes]

3:10 pm

MOTORCADE ARRIVES Waldorf-Astoria.

NOTE: Johnny Bench will bid farewell at curbside.

Mrs. Ford proceeds to Suite.

3:15 pm

Mrs. Ford arrives Suite.

PERSONAL/STAFF TIME: 3 hours, 40 minutes

6:55 pm

Mrs. Ford departs Suite en route Grand Ballroom West Foyer.

7:00 pm

Mrs. Ford arrives West Foyer for American Cancer Society VIP Reception.

OPEN PRESS COVERAGE ATTENDANCE: 150

NOTE: Mrs. Ford will proceed directly to photo area for photo session with American Cancer Society distinguished guests.

7:10 pm

Mrs. Ford concludes photo session and mingles informally with guests.

7:25 pm

Mrs. Ford joins dais guests in assembly area.

7:29 pm

Dais guests depart West Foyer.

7:30 pm

Mrs. Ford follows dais guests from West Foyer into Grand Ballroom for American Cancer Society Dinner.

OPEN PRESS COVERAGE ATTENDANCE: 1,000

7:31 pm

Mrs. Ford arrives her seat and remains standing for the invocation.

7:32 pm

Invocation by Rev. John Andrews, St. Thomas Episcopal Church.

7:35 pm	Dinner is served.			
8:35 pm	Dinner concludes.			
8:36 pm	Introduction of dais and special guests by Dr. Armond Willig, Board Chairman, American Cancer Society.			
8:55 pm	Presentation of Scientific Award to Dr. Pierre Dennoix by Dr. George P. Rosemont.			
9:00 pm	Dr. Denniox remarks.			
9:05 pm	Dr. Rosemont presents Scientific Award to Mr. Frank Rauscher, Director of National Cance Institute.			
9:08 pm	Mr. Rauscher responds.			
9:12 pm	Mr. Willig presents Layman Award to Annual Landers.			
9:15 pm	Ann Landers responds.			
9:18 pm	Dr. Rosemont presents Citation to Mrs. Ford.			
9:21 pm Mrs.	Ford responds.			
	FULL PRESS COVERAGE			
9:24 pm Mrs.	Ford concludes response and returns to her seat.			
9:25 pm	Mr. Willig introduces Johnny Bench, Chairman of Athletes Against Cancer.			
9:28 pm	Remarks by Johnny Bench concluding with the introduction of Flip Wilson, 1976 Cancer Crusade			
9:35 pm	Chairman. Presentation by Flip Wilson.			
9:45 pm	Benediction by Rev. 'Andrews.			
9:50 pm Mrs.	Ford departs Grand Ballroom en route Suite.			
9:55 pm Mrs.	Ford arrives Suite.			
	PERSONAL/STAFF TIME: 15 minutes			

10:10 pm Mrs. Ford departs Suite en route motorcade for boarding.

10:15 pm MOTORCADE DEPARTS Waldorf-Astoria Hotel en route LaGuardia International Airport.

[Driving time: 25 minutes]

10:40 pm MOTORCADE ARRIVES LaGuardia International Airport

(Marine Air Terminal).

Mrs. Ford boards Jetstar.

10:45 pm JETSTAR DEPARTS LaGuardia International Airport

en route Andrews AFB.

[Flying time: 50 minutes]

11:35 pm JETSTAR ARRIVES Andrews AFB.

Mrs. Ford boards motorcade.

11:40 pm MOTORCADE DEPARTS Andrews AFB en route South

Grounds.

SATURDAY, NOVEMBER 8, 1975

12:05 am MOTORCADE ARRIVES South Grounds.

#### THE WHITE HOUSE

WASHINGTON

November 4, 1975

MEMORANDUM FOR:

MRS. FORD

VIA:

RED CAVANE

FROM:

PETER SORUM

SUBJECT:

YOUR VISIT TO NEW YORK CITY

Thursday & Friday, November 6-7, 1975

Attached at TAB A is the Proposed Schedule for the subject event.

APPROVE

DISAPPROVE

BACKGROUND

# SOCIETY FOR THE FAMILY OF MAN DINNER

You are accepting for the President the 1975 Family of Man Award given by the Society which is a divison of the Council of Churches of the City of New York. The Council includes 1,700 New York City churches with a representative Board of Directors which voted three times in successive meetings in the spring to give the Award to the President. While this vote was unanimous on all three occasions, recent events have caused some consternation on the part of an element of the Council Membership. Due to the diverse nature of the group, protests and demonstrations are an accepted part of peach year's dinner program.

# CANCER DETECTION CENTER

On Friday, you will join Johnny Bench for a tour of the Guttman Institute which specializes in early detection of breast cancer. Dr. Phillip Strax, whose book I have given you, will guide you

through the institute and mobil unit which is one of 27 nationwide sponsored by the Federal Government and the American Cancer Society.

## AMERICAN CANCER SOCIETY DINNER

You are Guest of Honor at the annual Award's Dinner of the American Cancer Society, which will feature awards to Dr. Pierre Denniox of Paris, Frank Rauscher, Director of National Cancer Institute and Ann Landers. Johnny Bench, Catcher for the World Champion Cincinnatti Reds and Chairman of Athletes against Cancer and Flip Wilson, 1976 Cancer Crusade Chairman, will also be featured.



Caroline,

I will not be in Monday morning. I will be at home off and on during the day and will give you a call.

For your information:

-- Jim is coming in at 11:00 am to give Mrs. Ford and shampoo and set.



# Friday, November 7th

Mrs. Ford will have lunch in her suite at noon with Johnny Bench (catcher for the Cincinnati Reds) and his wife, and Sheila.

After lunch Mrs. Ford will go with Johnny Bench to the Gutman Institute (cancer detection center).

Back to the suite at 3:00 pm.

American Cancer Society dinner will be at the Waldorf. Dress is black tie for the dais (Mrs. Ford will wear blue chiffon of Capraro's with Sadat pin).

Dinner will end at 10:00 pm; Mrs. Ford will change and come back to Washington.

# Miscellaneous

Capraro will have delivered two dresses for Susan. Call him to determine when he should drop off the dresses. Mrs. Ford will not see him.



Do the same for Christie who will drop off Mrs. Ford's fur coat. She is not going to get the Chincilla cape.

Jim Glynn will be doing the advance. Pete and Patti will be on the China pre-advance.

# Thursday, November 6th

1:30 pm departure from Andrews

Staying at Waldorf Astoria (Eisenhower Suite)

Nothing scheduled until "Family of Man" award dinner.

# Background on Dinner

Dress: Business suit Location: Hilton

- -- Brief photo session with various award winners
- -- Following photo session there will be a reception of 140 people with a receiving line. Included in the receiving line will be Mrs. Ford, Mayor and Mrs. Beame, former Governor Shafer, Maurice Granville of Texaco.
- -- There will be 1700 people at dinner.
- -- This award dinner is sponsored by the Council of Churches which is composed of 75% black and spanish-speaking; 25% white. A very liberal group; can be a volatile situation. People have been known to stand up during dinner and make disturbances. This event has also been picketed in the past.
- -- Standard dinner program. After dinner there will be a series of speeches and various awards.

  Mrs. Ford will accept the award on behalf of the President and will deliver remarks (being prepared on West Wing side).
- -- Arrive back in the suite at 10:00 p.m. Mrs. Ford has decided xxxxxx not to do anything else that evening.



# Friday, November 7, 1975 Morning

Because Mrs. Ford will be attending the American Cancer Society Annual Dinner Friday evening, it is our thought that it would tie in well in terms of a focus for the day if she could visit a cancer detection center somewhere in the New York metropolitan area. Patti Matson was going to make some calls about this but as of this writing, I have not learned the result.

# Friday, November 7, 1975 Evening

EVENT: Annual Dinner

GROUP: American Cancer Society

DATE: Friday, November 7, 1975

TIME: 6:30 p.m. Reception 7:30-9:30 p.m. Banquet

PLACE: Grand Ballroom, Waldorf Astoria

New York, New York

CONTACT: Lane Adams, Executive Vice President

(212) 371-2900

Leo Allard, arrangements person

(212) 371-2900

Irving Rimer, Press Contact

(212) 371-2900

COMMENTS: As 1975 National Honorary Crusade Chairman of the American

Cancer Society, Mrs. Ford will attend the Society's Annual Dinner. A preliminary gathering in the East Room will include officers, program participants, and honored guests. Among those attending in a variety of capacities include: Johnny Bench, Flip Wilson, Raquel Welch, Ann Landers, and Dr. Frank Rauscher. The Society will present their Annual National Awards to a distinguished French doctor whose name I do not fully have (Dennoix?), Dr. Frank Rauscher and Ann Landers. They may want Mrs. Ford to make these presentations. A special citation will also be presented to Mrs. Ford. A copy of the inscription is included in the attached file.

Thank ycu.

c: BF Staff

Red Cavaney
William Nicholson
James Cavanaugh/Sara Massengale
James Falk
Rex Scouten
Staircase



112-025

ADD 1 MAYORS, WASHINGTON (UP-011) IN PHOENIX, ARIZ., MARGARET HANCE WAS ELECTED AS THE FIRST WOMAN MAYOR IN THE CITY'S HISTORY. MRS. HANCE, 52, A REPUBLICAN AND PHOENIX VICE MAYOR, GOT 55 PER CENT OF THE VOTE TO DEFEAT SEVEN OTHER CANDIDATES IN THE MAYORAL RACE FOR THE NATION'S 20TH LARGEST CITY. SHE WAS THE FIRST MAYORAL CANDIDATE IN 25 YEARS TO BE ELECTED WITHOUT THE BACKING OF THE NON-PARTISAN CHARTER GOVERNMENT COMMITTEE. UPI 11-05 10:24 AES

UP-048

WASHINGTON (UPI) -- MISSISSIPPI AND KENTUCKY WILL HAVE WOMEN LIEUTENANT COVERNORS FOR THE FIRST TIME IN THEIR HISTORY. CONTESTS IN TUESDAY'S ELECTION SAW WOMEN LOSE BIDS TO BECOME MAYOR OF BALTIMORE, HARTFORD, CONN., AND TOLEDO, OHIO. BOTH FEMALE. CONTENDERS FOR MIAMI MAYOR ALSO WERE BEATEN. WOMEN WERE ELECTED CHIEF

EXECUTIVES OF TWO INDIANA CITIES.

IN NEW YORK AND NEW JERSEY, PROPOSALS WERE TURNED DOWN THAT WOULD

HAVE GIVEN WOMEN EQUAL LEGAL FOOTING WITH MEN. NEW YORK LT. GOV. MARY ANNE KRUPSAK BLAMED THE DEFEAT OF THE EQUAL RIGHTS AMENDMENT, WHICH HAD BEEN EXPECTED TO WIN IN BOTH STATES, ON FEAR PROPAGANDA.

"THE FORCES OF CONFUSION PREVAILED," SHE SAID. KRUPSAK, WHO HAD CAMPAIGNED VIGOROUSLY FOR THE PROPOSAL, SAID "THE EDUCATION PROCESS WAS DONE BETTER BY OUR OPPONENTS -- THROUGH FEAR." MEG KATZ, PRESIDENT OF STOP ERA IN NEW YORK CITY, SAID, "THIS IS A VICTORY FOR THE FEMININE WOMEN IN NEW YORK ... THE PEOPLE OF THIS STATE ARE NOT FOR THE RESTRUCTURING OF THE FAMILY UNIT."

#### ANSWERS TO QUESTIONS REGARDING NEW YORK CITY

\*\*\* I have a very special feeling toward New York and New Yorkers.

I have worked here and lived here. It's a great city, and I know

New York will continue to inspire greatness.

\*\*\* The President cares a great deal about the people of New York
City, and I am hopeful that the difficulties will be resolved.

\*\*\* My husband is President and it's comothing I am just not qualified to discuss. I'm not going to discuss it any further.

# SUGGESTED ANSWERS TO QUESTIONS REGARDING DEFEAT OF ERA STATE REFERENDUMS IN NEW YORK AND NEW JERSEY

\*\*I was surprised and I am disappointed, but fortunately, it doesn't change the national status of ERA.

\*\*In fact, there were a lot of gains for women in the election.

Two women were elected Lt. Governors -- in Mississippi and Kentucky.

Phoenix, Arizona elected its first woman Mayor.

\*\*Things are looking good:



#### THE WHITE HOUSE

WASHINGTON

November 5, 1975

## ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR:

ROBERT T. HARTMANN

FROM:

MILTON FRIEDMAN M. J

In preparing the suggested draft of the President's letter to the Society for the Family of Man dinner in New York City on November 6, I have learned from the host organization's leading officials that there are some last minute developments of sensitivity. I have taken these developments into account in the draft of the suggested letter by the President.

- Before Mrs. Ford is presented with the award, the Reverend Kenneth Folkes, President of the Council of Churches of the City of New York, (a black minister) will present a check covering this year's proceeds of the Family of Man charity to Mayor Abraham Beame to buy Big Mac bonds as a gesture of confidence in the fiscal policies of New York City. Reverend Dan Potter, executive director of the Council of Churches of the City of New York, told me that Reverend Folkes is under heavy pressure to voice hope that the President will "soften his heart" toward New York City. Reverend Folkes may quote Biblical scripture about withholding help from the needy, the need for compassion and Christian values in Washington, etc. He will then present roses to Mrs. Ford and Mrs. Beame.
- 2. Hundreds of demonstrators from various New York churches, mainly Black, will be outside demonstrating against the award to the President. Reverend Potter said there would

(more)

be "hundreds" of choir members in robes singing protest songs like
"We Shall Overcome" and the "Battle Hymn of the Republic". They
may have a public address system and offer protest remarks by
clergymen who are against the award to the President. There may
be placards outside like "Betty, yes; Jerry, No."

- 3. I obtained a copy of the prepared remarks by Maurice Granville, of Texaco, who is dinner chairman. He will introduce Mrs. Ford at the close of the program. His remarks are attached and seem appropriate.
- 4. Arrangements are being made by the dinner leadership to respond to Mrs. Ford with a "very warm" standing ovation because of the dissent.
- 5. Reverend Potter is seeking an advance text of the President's letter to issue to the press at 5:00 p.m. (prior to the dinner). I recommend against the advance release of this message because prior knowledge would enable critics, who precede the First Lady on the program, to answer the President's words even before they are spoken. It would weaken the dramatic impact of the humane and compassionate tone of the President's letter.

# # #



# REMARKS OF DINNER CHAIRMAN MAURICE F. GRANVILLE IN PRESENTING MEDALLION FOR THE PRESIDENT TO MRS. FORD

Thank you, Governor Shafer (M. C.) and now as all of you have so eagerly anticipated the time has come to present the principal award of the evening.

It is a great honor for me to present the Family of Man medallion for 1975 for distinguished public service to the man who serves today as the leader of the United States of the Whole Family of man, President Gerald Ford.

Mr. Ford is the fifth President to receive this award which was established in 1963. The Society for the Family of Man has thus recognized the pivotal role of the President of the United States in dealing with the broad range of problems affecting all Americans. It is generally recognized that you have to have someone at the head of any organization -- yes, of our Nation itself. Officially the principal job of the President of the United States

would serve both as Chief of State and head of government. Symbolically, the President serves as the representative of the entire constituency of the American people.

Today's economic and social problems present one of the most trying periods in American history and we can all appreciate the magnitude and complexity of the challenges confronting the President. Quite apart from any political considerations we can also be grateful for the energy, openness and dedication that Mr. Ford has given to meeting those critical challenges.

One of the premises of the Society of Man for the Family Man is that people gifted with qualities of leadership have a special responsibility to the whole family of man. He has shown as the Nation approaches its bicentennial that he recognizes the merits of individual freedom and the working of the free enterprise system upon which America was built and has prospered.

But, whatever our political persuasion, I think we can all agree that if America is to move forward we need unswerving determination, objective discussion of issues, innovative solutions to problems, and plain hard work.

We need national policies that benefit, not just special interest groups, but the whole family of man.

We extend our prayers and best wishes to President Gerald Ford in the hope that he will help bring such policies to fruition. It is a signal honor to present the 1975 Family Man Medallion to our Nation's Chief Executive, President Gerald Ford.



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# Society for the Family of Man

### PRESIDENT GERALD R. FORD

DINNER CHAIRMAN
Maurice F. Granville

October 8, 1975

Mr. Warren Rustand
President Ford's Scheduling Director
The White House
Washington, D.C. 20005

Dear Mr. Rustand:

Attached is the letter to President Ford asking for a private meeting before or after the Dinner with some of the leading clergymen here in the City. I believe it would provide an excellent opportunity for these men to feel a personal relationship with the President, since they are in positions of major influence here.

As indicated in the letter, there is tremendous enthusiasm for this Dinner. It should be one of the high points of public events here in this City this Fall.

We have asked the Mayor to be present to bring greetings to the group. I am not certain yet that he will attend but since he is an Honorary Chairman, I believe he will come. Inspite of the problems facing this City and the Nation, we all look forward to this evening as a time of reaffirming the fact that we are all part of one family of man.

With kind regards.

Sincerely,

Dan M. Potter

DMP:jtj Enclosure



Society for the Family of Man

Honoring

PRESIDENT GERALD R. FORD

SCHAPULE ED.

OCT 14 197

The Honorable Gerald R. Ford President The White House Washington, D.C. 20500

> Re: Society for the Family of Man Awards Dinner Honoring President Gerald R. Ford - Thursday, November 6, 1975, New York Hilton Grand Ballroom - 6:30 P.M. to 9:45 P.M.

October 8, 1975

My dear Mr. President:

DINNER CHAIRMAN

Maurice F. Granville

The enthusiasm for your Awards Dinner is growing daily! At present, we have more than 1700 reservations and should have between 2500 and 3000 leading clergymen and businessmen present for the banquet on November 6th. It will surpass the attendance of any previous President who has received this award since its inauguration in 1963. We are all very excited about it!

At the meeting of our Board of Directors, a number of leading denominational executives and local pastors expressed the hope that you could meet privately with them before or after the Dinner. If this could be arranged, it would provide a special opportunity tunity for you to talk with these ministers who fill the pulpits of our largest and strong churches. It would be a choice and memorable experience for each of them.

We know how busy your schedule is but I can assure you that if such a meeting could b arranged, it would be greatly appreciated by all.

We assume Mrs. Ford will be with you on this occasion. If there are staff members who should be invited, please have your secretary notify us.

Thanks so much for your wonderful cooperation. With our prayers and warmest best wishes always.

Society for the Family of Man

### PRESIDENT GERALD R. FORD

DINNER CHAIRMAN
Maurice F. Granville

September 15, 1975

Mrs. Betty Ford The White House Washington, D.C. 20005

> Re: Society for the Family of Man Aware Dinner - Grand Ballroom New York Hilton Hotel, Thursday, November 6 6:00 P.M. to 10:00 P.M.

Dear Mrs. Ford:

As you know, your husband won the Society for the Family of Man Gold Medall for his outstanding leadership as President of the United States during one of the most critical periods in our history.

The Awards Dinner will be held on Thursday, November 6, at the New York Hilt Grand Ballroom from 6:00 to 10:00 p.m. When we wrote to the President concening this, we simply took for granted you would know the invitation was extended for both you and him, as we certainly hope that you would be present.

Attention was called to the fact that a specific letter had not been sent to you and this is the purpose of my writing to you now.

The Family of Man Awards Dinner is one of the outstanding events held in New You City each Fall. It is sponsored by the Council of Churches of the City of New You representing 1700 churches and is attended by the key religious and business leader of the metropolitan New York area. Already, more than 1100 reservations have been made and we anticipate between 2500 and 3000 in attendance.

Maurice F. Granville, Chairman and Chief Executive Officer of Texaco Inc. is Chairman of the Dinner. With him, more than 100 leading businessmen and clergymen are serving as Co-Chairmen. Governor Raymond P. Shafer is President of the Board of Guardians of the Society for the Family of Man and The Rev. Dr. Kenneth Folkes is President of the Council of Churches of the City of New York.



Needless to say, Mrs. Ford, we invite you wholeheartedly to join your husband and us on this important occasion and look forward anxiously to seeing you on November 6.

Please have Ms. Susan Porter let us know if you will be with us.

With prayers and warmest best wishes.

Very sincerely,

Dan M. Potter

DMP:jtj

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SCHEDULING R	OUTING MEMO
Subject:	Originator: De Patter
To Individual Processed  W. Nicholson 5/26	Comments
Z.W. Rustand	
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H. Donaldson	File Nov 6
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M. Rawlins	Bugger They Plan As
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VEWS



HEHTC

# THE COUNCIL OF CHURCHES OF THE CITY OF NEW YORK

475 Riverside Drive

Suite 750 New York, N. Y. 10027

SCHPPULE CD.

DR. DAN M. POTTE
THE REV. FRANKI

SEP 8 19/5

MESSIGE

SPEAKERS EURSALL

APPOINTMENT OFFICE

749-1214

DR. DAN M. POTTER, Executive Director
THE REV. FRANKLIN D. GRAHAM, Director of Program

FOR IMMEDIATE RELEASE SEPTEMBER 5, 1975

# DR. EDYTHE J. GAINES WINS FAMILY OF MAN EDUCATION AWARD

"DR. EDYTHE J. GAINES, SUPERINTENDENT OF SCHOOLS, HARTFORD,

CONNECTICUT, HAS WON THE SOCIETY FOR THE FAMILY OF MAN AWARD FOR EXCELLENCE
IN THE FIELD OF EDUCATION," IT WAS ANNOUNCED TODAY BY THE REV. DR. KENNETH L.

FOLKES, PRESIDENT OF THE COUNCIL OF CHURCHES OF THE CITY OF NEW YORK AND

GOVERNOR RAYMOND P. SHAFER, PRESIDENT OF THE BOARD OF GUARDIANS OF THE SOCIETY

FOR THE FAMILY OF MAN.

THE AWARDS DINNER WILL BE HELD AT THE NEW YORK HILTON HOTEL ON THURSDAY, NOVEMBER 6.

PRESIDENT GERALD R. FORD WILL BE AWARDED THE FAMILY OF MAN AWARD FOR HIS DEDICATED AND CONSECRATED LEADERSHIP AS PRESIDENT OF THESE UNITED STATES IN ONE OF THE MOST TRYING PERIODS IN HISTORY.

DR. GABRIEL HAUGE, CHAIRMAN OF MANUFACTURERS HANOVER TRUST
COMPANY WILL RECEIVE THE FAMILY OF MAN BUSINESS AND INDUSTRY PUBLIC SERVICE
AWARD.

MAURICE F. GRANVILLE, CHAIRMAN OF THE BOARD AND CHIEF EXECUTIVE OFFICER OF TEXACO INC. IS CHAIRMAN OF THE 1975 FAMILY OF MAN ANNUAL AWARDS DINNER.

NOMINEES FOR THE AWARDS WERE RECEIVED FROM THE CHURCHES, MINISTERS
AND BUSINESS LEADERS WHO PARTICIPATE IN THE FAMILY OF MAN AWARDS PROGRAM OF THE

NEW YORK CITY COUNCIL OF CHURCHES. FOLLOWING THE VOTING PROCESS AND THE ACTION OF THE BOARD OF DIRECTORS, DR. EDYTHE J. GAINES WAS CHOSEN FOR THE FAMILY OF MAN AWARD IN THE FIELD OF EDUCATION.

AMONG HER OUTSTANDING ACTIVITIES IN THE FIELD OF EDUCATION ARE THE FOLLOWING: EXECUTIVE DIRECTOR, EDUCATIONAL PLANNING AND SUPPORT, NEW YORK CITY PUBLIC SCHOOLS; DIRECTOR, LEARNING COOPERATIVE; COMMUNITY SUPERINTENDENT SCHOOL DISTRICT 12; PRINCIPAL, JOAN OF ARC JUNIOR HIGH SCHOOL; CURRICULUM COORDINATOR, JUNIOR HIGH SCHOOL DIVISION; TEACHER, JUNIOR HIGH SCHOOL #40; BOARD OF TRUSTEES, HARTFORD COLLEGE FOR WOMEN; DIRECTOR, CHILDREN'S TELEVISION WORKSHOP; TRUSTEE, MONTCLA!R STATE COLLEGE; OVERSEER, HARVARD GRADUATE SCHOOL OF EDUCATION.

IN ADDITION, DR. GAINES IS DIRECTOR OF BISHOP'S VENTURE FUND COMMITTEE, DIOCESE OF N.Y. OF PROTESTANT EPISCOPAL CHURCH IN THE U.S.A.; MEMBER, WOMEN'S CATHOLIC EDUCATION COMMITTEE, ARCHDIOCESE OF N.Y.; APPOINTED BY GOVERNORS CAHILL AND ROCKEFELLER AND MAYOR LINDSAY TO VARIOUS COMMISSIONS ON EDUCATION AND NARCOTICS.

"DR. EDYTHE J. GAINES IS ONE OF THE OUTSTANDING EDUCATORS IN THE UNITED STATES TODAY," STATED DR. FOLKES. "HER SPECIAL CONTRIBUTIONS IN DEVELOPING NEW TECHNIQUES IN READING AND MATHEMATICS HAS HELPED THOUSANDS OF CHILDREN FROM DROPPING OUT OF THE EDUCATIONAL SYSTEM. SHE WAS INSTRUMENTAL IN FOUNDING THE ETHNIC HERITAGE MUSEUM (NOW KNOWN AS THE ETHNIC HERITAGE LEARNING RESEARCH CENTER) IN DISTRICT 12 IN THE BRONX. I AM PLEASED WE WILL GIVE PUBLIC RECOGNITION TO DR. GAINES AT OUR FAMILY OF MAN AWARDS DINNER THIS YEAP

For further information, please contact - Dr. Dan M. Potter, Executive Director, The Council of Churches of the City of New York, 475 Riverside Drive, Suite 456 New York, N.Y. 10027. Telephone 212 749-1214.

Attached is career summary of Dr. Edythe J. Gaines.

EDYTHE J. GAINES 275 Kenyon Street Hartford, Connecticut 06105

Education:

Ed. D., Harvard University M.A., New York University A.B., Hunter College

Present Position:

Superintendent of Schools, Hartford, Connecticut, Public Schools

Previous Positions:
(all in New York City)

Executive Director, Educational Planning and Support, New York City Public Schools,

Director, Learning Cooperative

Community Superintendent, School District 12

Principal, Joan of Arc Junior High School

Assistant Principal, Joan of Arc Junior High School
Curriculum Coordinator, Junior High School Division

Teacher, Junior High School #40

Civic:

Board of Trustees, Hartford College for Women Director, Children's Television Workshop

Trustee, Montclair State College

Overseer, Harvard Graduate School of Education
Director, Bishop's Venture Fund Committee, Episcopal

Dingges of New York

Member, Women's Catholic Education Committee,

Archdiocese of New York

Appointed by Governors Cahill and Rockefeller and Mayor Lindsay to various commissions on education and narcotics

Marital Status:

Married with two sons



Society for the Family of Man
Council of Churches of the City of New York

May 2, 1975

The Honorable Gerald R. Ford President of the United States The White House Washington, D. C. 20500

Dear Mr. President:

It is my high honor and personal pleasure to inform you of your election as winner of the Society for the Family of Man 1975 top Award - the Family of Man Medallion - for your dedicated and consecreated leadership as President of these United States in one of the most trying periods of our history.

The Council of Churches of the City of New York inaugurated the Society for the Family of Man in 1963 when the first major award was made to the late President John F. Kennedy. Since that event, Presidents Eisenhower, Johnson and Nixon as well as Henry Kissinger, John Rockefeller, Prime Minister Pearson of Canada, Jean Monnet of France, and President Tolbert of Liberia, among others, have been so honored. Each Awards Dinner has been one of the truly outstanding annual events in the entire metropolitan area. We anticipate an attendance of more than 2,000 leading businessmen, churchmen, and outstanding citizens to present this token of recognition, affection and esteem to you.

The process of choosing recipients for the awards involves seeking nominees from the 2,000 participants in the Annual Awards Dinner together with the 1700 churches of the New York metropolitan area. The panel of nominees is then submitted to the membership for the final voting and through this process you were chosen for our highest honor.

All the members of the Society join with me in extending to you this invitation to accept this award, to be present on November 6th, 1975 in the Grand Ballroom of the New York Hilton at 6:00 p.m., and to bring to those assembled a message on whatever theme you feel appropriate.

For background information, I am enclosing a 1974 program and seating list. We are looking forward to your favorable

President Gerald R. Ford Page Two

response and to a happy and rewarding evening on November 6th.

Congratulations and best wishes in all that you are doing for the entire Family of Man.

Cordially and sincerely,

Raymond Philip Snafer
President,
The Society for the Family of Man

Enclosure





# THE COUNCIL OF CHURCHES OF THE CITY OF NEW YORK

475 Riverside Drive

Suite 456

New York, N. Y. 10027

749-1214

DR. DAN M. POTTER, Executive Director THE REV. FRANKLIN D. GRAHAM, Director of Program

FOR IMMEDIATE RELEASE -JULY 31, 1975

#### PRESIDENT GERALD R. FORD TO BE HONORED BY FAMILY OF MAN

"PRESIDENT GERALD R. FORD HAS WON THE SOCIETY FOR THE FAMILY OF MAN 1975
AWARD FOR HIS DEDICATED AND CONSECRATED LEADERSHIP AS PRESIDENT OF THESE UNITED
STATES IN ONE OF THE MOST TRYING PERIODS OF HISTORY," IT WAS ANNOUNCED TODAY
BY GOVERNOR RAYMOND P. SHAFER, PRESIDENT OF THE SOCIETY.

MAURICE F. GRANVILLE, CHAIRMAN AND CHIEF EXECUTIVE OFFICER OF TEXACO INC.

AND CHAIRMAN OF THE FAMILY OF MAN AWARDS DINNER, REPORTED THAT "THE AWARDS

DINNER WILL BE HELD AT THE NEW YORK HILTON GRAND BALLROOM ON THURSDAY,

NOVEMBER 6." "THE RESOURCES FROM THE DINNER ARE USED TO SUPPORT THE BROAD SERVICES

OF THE COUNCIL OF CHURCHES OF THE CITY OF NEW YORK."

"WE ARE ESPECIALLY PLEASED TO HONOR PRESIDENT FORD," STATED THE REV. KENNETH L.

FOLKES, PRESIDENT OF THE COUNCIL OF CHURCHES OF THE CITY OF NEW YORK, "BECAUSE,

AMONG OTHER THINGS, THE PRESIDENT EXPANDED THE SUMMER PROGRAM FOR EMPLOYING

HIGH SCHOOL YOUNG PEOPLE IN NEED, WHICH MADE AVAILABLE AN ADDITIONAL 80,000

JOBS HERE IN THE CITY OF NEW YORK."

THE FORMER RECIPIENTS OF THE FAMILY OF MAN AWARD INCLUDED FORMER PRESIDENTS

JOHN F. KENNEDY, GENERAL DWIGHT D. EISENHOWER AND IN 1974 DR. WILLIAM R. TOLBERT, JR.

PRESIDENT OF LIBERIA.

THE HONORARY CHAIRMEN FOR THE DINNER ARE MAYOR ABRAHAM D. BEAME, AMBASSA-DOR GUNNAR JARRING - SWEDEN, AND HIS EXCELLENCY JEAN MONNET-FRANCE.

For further information contact:

Dr. Dan M. Potter, Executive Director
The Council of Churches of the City of N.Y.
475 Riverside Drive - Suite 456
New York, N.Y. 10027
212 749-12:4

# THE WHITE HOUSE

NOVEMBER 5, 1975

MRS. FORD:

HERE IS A COPY OF THE PRESIDENT'S LETTER TO THE FAMILY OF MAN DINNER. HE IS SIGNING THE ORIGINAL WHICH WILL BE SENT TO YOU IMMEDIATELY UPON SIGNATURE.

BOB HARTMANN
VIA MILT FRIEDMAN



# THE WHITE HOUSE WASHINGTON

November 6, 1975



Dear Mr. Granville:

I deeply regret that I am unable to be present at tonight's dinner to accept in person the Family of Man Medallion with which you have so graciously and so generously honored me. As President, I aspire to merit the faith you are demonstrating in my leadership during this trying period of American history.

It is particularly gratifying to me that my wife could attend and accept your award on my behalf — especially so because of her long-standing affinity for the people of New York and your city's great cultural and spiritual qualities.

I will treasure this Medallion as a symbol of the noble cause served by you -- the many distinguished community leaders present and all the other people of the great metropolitan center of New York who are devoted to the Family of Man.

It is my understanding that the resources you have generated are used to support the Christian service of the Council of Churches of the City of New York. This worthy commitment is in full harmony with the highest humanitarian aspirations of the people of New-York and your spiritual leaders. You have held forth a torch of inspiration to the world -- a symbol of compassion and freedom.

I recall my own words when I swore a sacred oath as the 38th President of the United States on August 9, 1974. I said that "America will remain strong and united, but its strength will remain dedicated to the safety and sanity of the entire family of man..."

Today, New York is a Family of Man in the truest sense -- a family which heeds a religious vision

Mr. Maurice F. Granville November 6, 1975 Page 2

and stands guardian over every one of the city's children, the elderly, the poor, the disadvantaged, and all those created by God.

You have enriched human existence in America's greatest city. I gratefully accept your award in a spirit of humility and will strive to be worthy of your trust.

Sincerely,

Mr. Maurice F. Granville, Chairman 1975 Family of Man Annual Awards Dinner The Council of Churches of the City of New York 475 Riverside Drive New York, N. Y. 10027



## LETTER FROM THE PRESIDENT

TO

MR. MAURICE F. GRANVILLE, CHAIRMAN

1975 FAMILY OF MAN ANNUAL AWARDS DINNER

THE COUNCIL OF CHURCHES OF THE CITY OF NEW YORK

NOVEMBER 6, 1975

DEAR MR. GRANVILLE:

TONIGHT'S DINNER TO ACCEPT IN PERSON THE FAMILY OF MAN

MEDALLION WITH WHICH YOU HAVE SO GRACIOUSLY AND SO

GENEROUSLY HONORED ME. AS PRESIDENT, I ASPIRE TO MERIT

THE FAITH YOU ARE DEMONSTRATING IN MY LEADERSHIP DURING THIS

TRYING PERIOD OF AMERICAN HISTORY.

ATTEND AND ACCEPT YOUR AWARD ON MY BEHALF -- ESPECIALLY SO

BECAUSE OF HER LONG-STANDING AFFINITY FOR THE PEOPLE OF NEW YORK

AND YOUR CITY'S GREAT CULTURAL AND SPIRITUAL QUALITIES.



I WILL TREASURE THIS MEDALLION AS A SYMBOL OF THE

NOBLE CAUSE SERVED BY YOU -- THE MANY DISTINGUISHED COMMUNITY

LEADERS PRESENT AND ALL THE OTHER PEOPLE OF THE GREAT METROPOLITAN

CENTER OF NEW YORK WHO ARE DEVOTED TO THE FAMILY OF MAN.



IT IS MY UNDERSTANDING THAT THE RESOURCES YOU HAVE GENERATED

ARE USED TO SUPPORT THE CHRISTIAN SERVICE OF THE COUNCIL OF

CHURCHES OF THE CITY OF NEW YORK.



THIS WORTHY COMMITMENT IS IN FULL HARMONY WITH THE HIGHEST HUMANITARIAN ASPIRATIONS OF THE PEOPLE OF NEW YORK AND YOUR SPIRITUAL LEADERS. YOU HAVE HELD FORTH A TORCH OF INSPIRATION TO THE WORLD -- A SYMBOL OF COMPASSION AND FREEDOM.



I RECALL MY OWN WORDS WHEN I SWORE A SACRED OATH

AS THE 38TH PRESIDENT OF THE UNITED STATES ON AUGUST 9, 1974.

I SAID THAT "AMERICA WILL REMAIN STRONG AND UNITED, BUT ITS

STRENGTH WILL REMAIN DEDICATED TO THE SAFETY AND SANITY OF THE

ENTIRE FAMILY OF MAN . . ."

TODAY, NEW YORK IS A FAMILY OF MAN IN THE TRUEST

SENSE -- A FAMILY WHICH HEEDS A RELIGIOUS VISION AND STANDS

GUARDIAN OVER EVERY ONE OF THE CITY'S CHILDREN, THE ELDERLY,

THE POOR, THE DISADVANTAGED, AND ALL THOSE CREATED BY GOD.



## YOU HAVE ENRICHED HUMAN EXISTENCE IN AMERICA'S

GREATEST CITY. I GRATEFULLY ACCEPT YOUR AWARD IN A SPIRIT

OF HUMILITY AND WILL STRIVE TO BE WORTHY OF YOUR TRUST.

SINCERELY,

GERALD R. FORD

(Friedman)

PRESIDENTIAL MESSAGE TO BE GIVEN BY MRS. FORD, SOCIETY FOR THE FAMILY OF MAN, COUNCIL OF CHURCHES OF THE CITY OF NEW YORK, NOVEMBER 6, 1975

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I recall my own words when I swore a sacred oath as 38th President of the United States on August 9, 1974. I said that 'America will remain strong and united, but its strength will remain dedicated to the safety and sanity of the entire family of man. . . "

Today, New York is a family of man in the truest sense, a family which heeds a religious vision and stands guardian over every one of the city's children, the elderly, the poor, the disadvantaged, and all those created by God.

You have enriched human existence in America's greatest city.

I gratefully accept your award in a spirit of humility and will strive

to be worthy of your trust.

#### 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.

# # #



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



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



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 I WAS IN

THE HOSPITAL FOR A MASTECTOMY. 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 CANNOT

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 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 OPERATION, BECAUSE

I HAD BEEN MARRIED FOR 26 YEARS AND WE HAD 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 IS VERY NECESSARY TO DEAL REALISTICALLY WITH THE FEARS ABOUT
BREAST CANCER.



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 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 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'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.



#### 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 tesing includes palpation (physical examiniation 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.



Carolyn - I hope this is sufficient - please call me with any questions. Jim JAMES J. GLYNN VICE PRESIDENT FOR MRS. FORD HALSEY, STUART & CO., INC. 100 GOLD STREET

AFFILIATE OF NEW YORK, NEW YORK 10038

BACHE & CO., INCORPORATED TELEPHONE 791-2826 NEV. DAN M. POTTER 475 RIVERSIDE DR. SUITE 456 NYC, NY 10027 MR. MAURICE F. GRANVILLE 135 E. 42 mg 51. ( PRESENTED "FAMILY OF MAN AWARD) NYC. N.Y. 10017 CHAIRMAN OF THE BOARD - TEXACO INC. BARBARA BRITTON 42 W. 13 55 5T. (PRESENTED BOUGUET OF ROSES) NYC. N.Y. 10011 AMERICAH CANCER SOCIETY
EXEC. VICE EXEC. VICE MR. LANE ADAMS - PRES. 200 EAST 62 ND. ST. N.Y. N.Y. R. FORD DR. GEORGE P. ROSEMOND 3401 NO. BROAD ST. PAST PRÉS. PHILA. PA 19140 Mr. W. ARMIN WILLIE 2200 RIVERBLUFF RD. PAST CHM. OF BD. LOUISVICLE, KY. 40207 GUTTMAN INSTITUTE DR. PHILIP STRAX - DIRECTOR 200 MADIOON AVE. (MET MRS. FORD AND CONDUCTED TOUR) N.Y. N.Y. 10016 OF CANCER DETECTION INSTITUTE) DOROTHY CONNER - ASST. DIRECTOR ( MET MAS, FORD AT THE INSTITUTE)

( AND WAS OF GREAT HELP TO ADVANCE TEAM)

ND STREET . NEW YORK, N. Y. 10017 . (212) 867

NEW A.C.S. LODRESS:

LANE W. ADAMS EXECUTIVE VICE PRESIDENT

ESEARCH EDUCATION SERVICE-

777 3RD AVE. NYC 10017

October 7, 1975

Mrs. Susan Porter Appointments Secretary for Mrs. Ford The White House Washington, D. C. - PATTI!!

Dear Mrs. Porter:

Thank you for calling yesterday and conveying the good news.

As I told you we plan to present a special citation to Mrs. Ford and, thinking she might wish to know in advance what it is all about, I am enclosing the inscription.

We will stand by for further instructions.

With warmest regards.

FORD Citation Mrs. Gerald Ford

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.

George P. Rosemond, M.D.

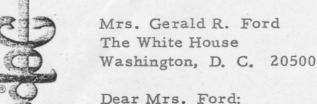
President

W. Armin Willig
Chairman of the Board

219 EAST 42ND STREET . NEW YORK, N.Y. 10017 . (212) 867-3700

LANE W. ADAMS EXECUTIVE VICE PRESIDENT

June 26, 1975



RESEARCH EDUCATION SERVICE.

This is to reinforce our invitation and bring you up-to-date on plans for the American Cancer Society's Annual Dinner on November 7th. As First Lady, and National Honorary Crusade Chairman, you would make this special occasion unique if you were able to attend. The reason the Dinner is the year's highlight for the Society is because it gives us the opportunity to honor those special few who have made truly outstanding contributions to cancer control.

Our Annual National Award is presented, on Board recommendation, to a researcher, a clinician and a volunteer. This year it goes to Dr. Frank Rauscher for his brilliant virus research as well as his leadership in the NCI; and to Ann Landers, a Board member and journalist, who has single-handedly motivated more women to take action against breast cancer than any person in the media. It is our hope that you would do the Society and Miss Landers the honor of presenting her with this significant Annual National Award for a great volunteer and for our own Woman of the Year.

Others who have each made unique contributions to cancer control will be honored, including Raquel Welch for her popular influence as Crusade Chairman and Flip Wilson who will succeed her and who has been a generous participant in many philanthropic causes.

The Dinner does indeed mix a wide variety of talents and positions in life, but herein we believe lies the strength of the Society. There will be delegates present from every state and many foreign visitors.

Having had the privilege and pleasure of meeting you with Mrs. Feldman at the Chanel benefit, I know personally what an inspiration it would be to the 1,200 volunteers to have you honor us with your attendance. I hope it may be possible.

219 EAST 42ND STREET . NEW YORK, N.Y. 10017 . (212) 867-3700

LANE W. ADAMS



RESEARCH EDUCATION. SERVICE June 30, 1975

Mrs. Susan Porter
Appointments Secretary for
Mrs. Ford
The White House
Washington, D. C.

Dear Mrs. Porter:

Although I presume my letter to Mrs. Ford will come to your attention, I want to keep you upto-date on our plans.

The Annual Dinner meeting this year will be a most special one with international ramifications.

With kindest regards.

Sincerely,

Lane W. Adams

enc.

2

219 EAST 42ND STREET . NEW YORK, N.Y. 10017 . (212) 867-3700

LANE W. ADAMS EXECUTIVE VICE PRESIDENT

June 26, 1975

Mrs. Gerald R. Ford The White House Washington, D. C. 20500

Dear Mrs. Ford:



SEARCH

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Others who have each made unique contributions to cancer control will be honored, including Raquel Welch for her popular influence as Crusade Chairman and Flip Wilson who will succeed her and who has been a generous participant in many philanthropic causes.

The Dinner does indeed mix a wide variety of talents and position in life, but herein we believe lies the strength of the Society. There will be delegates present from every state and many foreign visitors.

Having had the privilege and pleasure of meeting you with Mrs. Feldman at the Chanel benefit, I know personally what an inspiration it would be to the 1,200 volunteers to have you honor us with your attendance I hope it may be possible.

Lane W. Adams

December 16, 1974

-FRIDAY, NOV. 7 -ANNUAL DINNER, AMER CANCER SOC -GRAND BALLRY, WALDORF, N.Y.C

YES\_ No\_

Dear Mr. Adams,

Thank you so much for your thoughtful letter enclosing copies of the announcement concerning Mrs. Ford's acceptance as National Honorary Crusade Chairman. You were also most kind to reiterate the invitation to her to attend the Annual Dinner, Friday, November 7th at the Waldorf Astoria in New York. As I indicated, it is yet too early to know the schedule for that time, however, we have this invitation very much on our minds and will keep in touch with you about it.

With gratitude for your thoughtfulness and assistance,

Sincerely,

Susan Porter Appointments Secretary for Mrs. Ford

Mr. Lane W. Adams
Executive Vice President
American Cancer Society. Inc.
219 East 42nd Street
New York, New York 10017

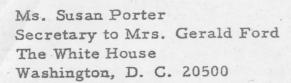
R. FORO

SP/sh

219 EAST 42ND STREET . NEW YORK, N.Y. 10017 . (212) 867-3700

LANE W. ADAMS

December 10, 1974



R. FORD LIBRAS

Dear Ms. Porter:

We are enclosing a half dozen copies of the announcement concerning Mrs. Ford's acceptance of the invitation to serve as our National Honorary Crusade Chairman. Approximately three thousand of these have been distributed to our constituency throughout the United States.

As of now, our Annual Dinner which I mentioned when we talked the other day, is scheduled for Friday, November 7, 1975 in the Grand Ballroom of the Waldorf Astoria. This dinner is the high-light of our year. It comes during our Annual Meeting week with representatives from every state present, and usually many foreign visitors are in attendance.

At the banquet the Society's most distinguished Annual National Award is given to the outstanding scientist, clinician and layman who has made the greatest contribution in cancer control. This year, we believe, the lay award will be given jointly to Ann Landers and Barbara Walters in recognition of their outstanding contribution in communicating to the public knowledge about cancer and how to recognize it, as well as the hopeful aspects of treatment.

It would be marvelous if Mrs. Ford, as our Honorary Chairman, could be present on this occasion, give a brief talk and make the presentation to Ann Landers and Barbara Walters. (A copy of last year's dinner program is enclosed).

Please be assured of our desire to do all we can to make Mrs. Ford's participation a meaningful and happy experience.

Sincerely,

Lane W. Adams

2. S. Thank you for the photographs which just arrived



ESEARCH EDUCATION SERVICE

# AMERICAN CANCER I SOCIETY \*

# Annual Meeting Bulletin



Issued for the 1975 Annual Meeting of the American Cancer Society, New York City

# All the People Against Cancer — New ACS Aim

Banner Crusade Sets Tone for Future At 62nd Annual Meeting In Waldorf, New York City, November 4-7, 1975

The 1975 Crusade was the first \$100 million campaign against cancer. It represented the strongest endorsement by the American people of the American Cancer Society's efforts against this disease.

As the Society's volunteers move toward the \$1 billion goal for the 70's, they have made a keen appraisal of ways to accelerate both the fund-raising pace and the educational opportunities to save more lives during the annual Crusade.

Last year, in much the same way that ACS volunteers carried out the historic Cancer Prevention Study, several thousand Crusaders compiled information from the more than 15,000 people they visited for a very complex but fruitful study of the Society's public education and fund-raising methods. The data was (continued on page 4)



W. Armin Willig, Chairman



Dr. George P. Rosemond, President

# Greetings From the Chairman and the President

It is a privilege to welcome you to the 62nd Annual Meeting as we salute our many volunteers and dedicate ourselves anew to our goal to save more lives from cancer. What better year to strive together to achieve even greater success in this effort than in our nation's Bicentennial Year. For we share with the founders of this nation the spirit of volunteer service.

The ACS has as its strength more than

2,300,000 volunteers, people helping people. They give the Society its distinction and the right to claim "people against cancer" as the basic force of the Society's many programs.

Next year, during the Bicentennial, Americans will be celebrating what citizenship has meant to the development of our country. It will be a year of rededication to tasks yet unfinished and a time to consider the new directions we must take.

Let us first review our ACS accomplishments.

In every phase of ACS activity, our volunteers have excelled. Although Research is fundamentally conducted by professionals, the contributions of ACS volunteers is substantial and essential.

The data collected by volunteers on 1,000,000 Americans for the ACS Cancer Prevention Study of 1959-65 have provided crucial information on high-risk groups. Presently, more than 63,000 ACS volunteers in 23 states are carrying out the renewed Environmental Cancer Research Project, following up the subjects of the original study.

Public Education volunteers go into homes, clubs, businesses, factories and

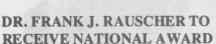


# THE FIRST LADY TO BE HONORED

Mrs. Gerald R. Ford will receive an award from the American Cancer Society at the Annual Dinner, November 7. The First Lady's frank attitude about her own breast cancer surgery was reassuring to thousands of women concerned about the disease. She is being honored "for her courageous leadership in increasing the American people's understanding of breast cancer." Mrs. Ford was Honorary Crusade Chairman for 1975.

(continued on page 4)





Frank J. Rauscher, Jr., Ph.D., Director of the National Cancer Institute will receive the Society's National Award at the Annual Dinner, Friday, November 7.

Dr. Rauscher is being honored "for his brilliant and multiple talents in cancer research and cancer control; for developing the "Rauscher Virus" now used in laboratories throughout the world; for his inspired leadership of the National Cancer Institute, for vigorously supporting its increased funding; for strengthening clinical investigation programs; and especially for encouraging partnership with the private sector in all aspects of the fight against cancer."

A native of Hellertown, Pa., Dr. Rauscher earned his doctorate in microbiology at Rutgers University and began his research career in viral oncology. Subsequently, Dr. Rauscher discovered and characterized a new mouse leukemia virus, that is now supplied to more than 800 different laboratories throughout the world.

After several teaching positions at Rutgers and at Trinity College, Dr. Rauscher headed the NCI special virus cancer program from 1964 to 1970, when he was appointed Scientific Director for Etiology of the Institute. In 1972 he was appointed Director of the National Cancer Institute and the National Cancer Program.

The microbiologist, a member of many scientific societies, received the Arthur A. Fleming Award in 1968, presented annually to the 10 outstanding young men in the Federal Government. In 1973 he received the Lucy Wortham James Laboratory Research Award presented annually by the James Ewing Society. During 1971-74, Dr. Rauscher was a member of the ACS Council on Analysis and Projections.

He and his wife Margaret have five children and live in Rockville, Maryland.



### **A RECEPTION**

ACS President George P. Rosemond and Board Chairman W. Armin Willig will hold a reception for Annual Meeting participants at the new National Head-quarters, 777 Third Avenue, between 48th and 49th Streets, New York City. The date and time: Wednesday, November 5, 5:30 to 7:30 p.m. Tours are planned and refreshments will be served. Please wear your badge.





# ANN LANDERS TO RECEIVE ACS NATIONAL AWARD

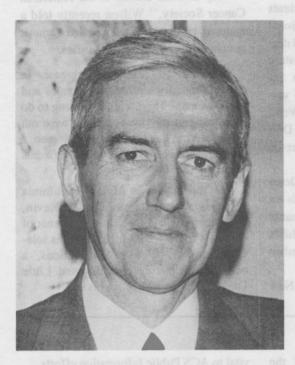
Ann Landers, the nationally syndicated columnist, will receive the Society's National Award, at the Annual Dinner, Friday, November 7.

Miss Landers is being honored "for her powerful and inspired skills as a newspaper columnist in influencing human behavior, thus stimulating millions of women to practice breast self-examination and encouraging Americans everywhere to quit cigarettes; for creating a sense of responsibility among her readers to write their congressmen in support of the National Cancer Act, and thereby contributing to its passage; for saving unknown numbers of lives from cancer."

After columns about breast cancer in the fall of 1970, more than 300,000 women wrote to the American Cancer Society requesting the pamphlet on Breast Self-Examination. Later, an avalanche of mail was received by Congress after she urged her readers to voice support for the National Cancer Act. More recently, she has written about the dangers of cigarette smoking.

In private life, the noted journalist is Mrs. Esther Lederer. She is affectionately known to her friends and associates as "Eppie." Her twin sister Pauline (Po-Po) Phillips writes "Dear Abby," another nationally syndicated column.

Miss Landers is an active volunteer for the Society and is a Director-at-Large.



PROF. PIERRE DENOIX TO RECEIVE ACS NATIONAL AWARD

Professor Pierre Denoix, President of the International Union Against Cancer and Director General of Public Health of France, will receive the Society's National Award at the Annual Dinner, Friday, November 7.

Professor Denoix, a native of Paris, is also the Director of the Gustave-Roussey Institute, one of France's foremost centers of cancer research and treatment, a post he has held since 1956. He is being honored "for world renowned leadership in cancer control... for his talent as a gifted surgeon... for his interest in cancer control activities in the United States."

Professor Denoix received his medical degree in 1941 and founded the Cancer Section of the French National Institute of Health in 1942. He was appointed Surgeon for the Hospitals of Paris in 1948, becoming a full Profesor of Clinical Oncology in 1966.

Early in his career, Professor Denoix organized a permanent national cancer survey in France which compiled data on all the patients treated in French institutions. This information was the basis of subsequent epidemiological studies and clinical research. He also developed the TNM System for the classification of malignant tumors, a system of information storage and retrieval that predated the use of computers.

Professor Denoix's service with the UICC began in 1950 as Assistant Secretary to the Fifth International Cancer Congress. From 1953 to 1962, he was UICC Assistant Secretary-General; he was Vice President for Europe from 1962 to 1966; and Chairman of the Committee on Clinical Oncology until his election as President in 1972.

A tireless traveller, Professor Denoix visited with the late Dr. Sidney Farber at the Boston Children's Hospital and spent some time observing cancer surgery in New York City. He has travelled widely in Africa studying cancer incidence.

The author or co-author of more than 300 scientific papers, Professor Denoix lives with his family in St. Genies in the Perigord region of France.



# DR. ROBERT L. EGAN TO RECEIVE ACS DISTINGUISHED SERVICE AWARD

Dr. Robert L. Egan, a noted radiologist, teacher, and authority on mammography will receive the Society's Distinguished Service Award during the House of Delegates Meeting, Wednesday, November 5.

Dr. Egan will be honored as "a man of vision, a pioneer, a concerned physician whose humanity found expression in the perfection of mammography, a radiologic technique used in detecting early breast cancer. His conviction that mammography could save countless lives has led to its worldwide acceptance. He persevered where others doubted. His achievements will earn him the profound gratitude of many thousands of women in the years to come."

Professor of Radiology, and Chief of the Mammography Section of that Department at Emory University in Atlanta, Georgia, Dr. Egan is a member of the Task Force on Uterine and Breast Cancer of the Society's Georgia Divsion.

A native of Morrilton, Arkansas, Dr. Egan earned his medical degree from the University of Pittsburgh and is licensed in Pennsylvania, Texas, Indiana and Georgia. He did extensive post-graduate work at the M.D. Anderson Hospital and Tumor Institute in Houston, Texas.

The radiologist is a member of numerous professional societies both here and abroad, and has authored and co-authored nearly 100 scientific papers on the subject of mammography.



Flip Wilson

# FLIP WILSON TO LEAD THE 1976 CRUSADE

Flip Wilson, the television superstar, will lead the American Cancer Society's 1976 Crusade as National Chairman.

Wilson who received the Humanitarian Award from the Society's Dade County Florida Unit has spent the past year visiting and entertaining many cancer patients during his tour with the Professional Golfers Association. He was honored during his participation in the Doral-Eastern Open Pro-Am Tournament which included several other prominent ACS volunteers like TV stars Lawrence Welk, Engelbert Humperdinck, and Miami Dolphin players Bob Griese, Dick Anderson and Dolphin coach Don Schula.

The tournament sponsored by the Doral Country Club and Eastern Airlines is an annual event whose proceeds are donated to the Society, in honor of the club's founder Alfred L. Kaskel who succumbed to cancer.

Wilson who was born in Newark, New

Jersey, turned to comedy as a career after service in the U.S. Air Force where he earned the nickname of Flip because of his hilarious talks on a military lecture circuit. His given name is Clerow.

"My favorite charity is the American Cancer Society," Wilson recently told a national publication who polled famous people as to their favorite charities.

"There's an alarming increase in cancer mortality among black males and black women. Therefore, I'm going to do everything in my power to help wipe out cancer during our lifetime. In doing so, I will be working in behalf of all segments of the population."

The star resides in Malibu, California with his four children, David, Kevin, Stephanie and Tammy. He is co-owner of Clerow Productions which films his television shows, Clemont Productions, a new motion picture company and Little David Records, named for his son.

All the People Against Cancer — New ACS Aim (continued from page 1)

subsequently professionally analyzed.

As a result, ACS will institute more productive volunteer training based on a people-to-people program. It will coordinate the key programs of Crusade and Public Education, especially concerning the six major sites — breast, lung, colorectal, uterine, skin and oral cancer.

The effectiveness of the dedicated and compassionate ACS volunteers and the generous response of the American people is seen in this year's combined Crusade and Legacy income which reached \$106,911,318 surpassing the 1974 figures by 9.9%.

About 500 persons are expected to attend the Annual Meeting which will continue through November 7.

The House of Delegates meets Wednesday, November 5, for official business including the election of the Board of Directors. Dr. George P. Rosemond, President and Lane W. Adams, Executive Vice President will make their reports.

The Annual Dinner will be held Friday, November 7, at the Waldorf Astoria Grand Ballroom. Among those receiving honors will be Ann Landers, Frank J. Rauscher, Ph.D. and Professor Pierre Denoix of France. The Stated Annual Meeting of the Board of Directors will be held Friday, November 7.

Greetings From the Chairman and the President (continued from page 1)

schools to teach young and old, men and women how to safeguard themselves against cancer. Programs based on the six target sites (breast, lung, uterus, colorectal, skin, oral) reached nearly 20,000,000 people last year.

Since 1972, ACS volunteers have conducted nearly 55,000 programs in their home communities toward the goal of having every woman take a Pap test by the end of 1976. Our volunteers are pioneering in the effort against breast cancer, the greatest cancer killer of American women. In this, our cooperation with the National Cancer Institute has already achieved significant results in the Breast Cancer Detection Demonstration Projects. This prime example of teamwork between government and the private sector is just the beginning of a partnership leading to the eventual control of cancer.

Volunteers in communications include hundreds of newspaper editions, broadcast specialists, people from public relations and advertising agencies who are vital to ACS Public Information efforts.

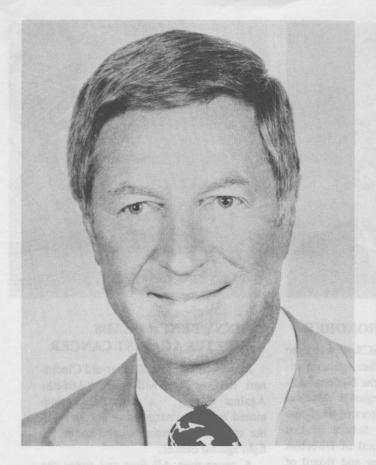
Many of the specially trained volunteers of the ACS Service and Rehabilitation programs are former cancer patients. They are dedicated in their work for Reach-to-Recovery, the International Association of Laryngectomees, their cooperative efforts with United Ostomy and local Ostomy groups; and their drives against unemployment bias against recovered cancer patients. These volunteers have brought hope, courage and a new life to thousands.

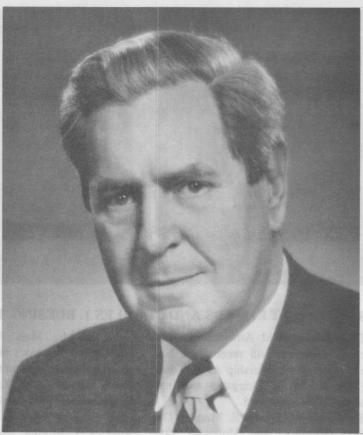
This is what we have done, and yet ahead are new goals and ways to serve.

At one and the same time, we have a vast young population and a growing number of senior citizens. Our thrust must therefore stress prevention, education and early detection of cancer among the young as well as older people, particularly women, rural women. We must not lose sight of the diversity of all those ethnic groups who live below or near the poverty threshold.

The key to success is involving members of the group to be reached in the planning and execution of programs.

We are confident that we shall all meet the challenges of the year ahead with the fervor of the past as we continue to do our utmost in the fight against cancer.





## THOMAS P. ULMER BECOMES CHAIRMAN OF ACS BOARD

Thomas P. Ulmer, Vice-Chairman of the Society's Board of Directors is expected to assume his post as Chairman during the Board of Directors meeting Friday, November 7. He will succeed W. Armin Willig of Louisville, Kentucky.

A resident of Jacksonville, Florida and President of Buckman, Ulmer, and Mitchell, Inc., Mr. Ulmer has been an ACS Delegate-Director since 1963. He was also Treasurer, 1969-71, Chairman of the Executive Committee, 1971-73 and has been Vice-Chairman of the Board since 1973. He has also been Chairman of the Research and Clinical Investigation Committee since 1972.

He is active in the leadership of the ACS Florida Division, where he is a Director and Past Crusade Chairman of the Duval County Unit. A member of the Florida Board of Realtors, the Jackson-ville Chamber of Commerce, the Committee of 100, and the Downtown Council, he is also a Director of the Atlantic National Bank of Jacksonville.

Among his other activities, he is a Director of the United Fund, St. Vincent's Hospital, and a Trustee of the Cummer Gallery of Art.

DR. BENJAMIN F. BYRD, JR. BECOMES PRESIDENT OF ACS

Dr. Benjamin F. Byrd, Jr., distinguished surgeon and expert on cancer, will assume his post as President of the American Cancer Society at the Board of Directors Meeting Friday, November 7.

A native of Nashville, Tennessee, Dr. Byrd earned his medical degree from Vanderbilt University in 1941. He is presently Clinical Professor of Surgery at Vanderbilt as well as at Meharry Medical College, both in Nashville.

Dr. Byrd has a long and distinguished career as an American Cancer Society volunteer. He is a member of the Tennessee Division's Board of Directors, was its President 1963-64 and served two terms as Chairman of the Division's Executive Committee.

A member of the Board of Directors since 1965, Dr. Byrd was Chairman of the Medical and Scientific Committee in 1972, and is presently Chairman of the ACS Task Force on Breast Cancer Control. He became a member of the ACS

National Executive Committee in 1970; was Chairman of the Committee on Tobacco and Cancer in 1972, chaired the Conference on Human Values and Cancer in Atlanta, Georgia in 1972 and was Chairman of the National Conference on Recent Advances in the Detection and Diagnosis of Cancer in 1974.

During World War II, Dr. Byrd commanded the 314th Mobile Army Surgical Hospital Service. He was decorated with the Bronze Star with Oak Leaf Cluster, the Purple Heart and the Silver Star.

Besides Dr. Byrd's ACS service, he is affiliated with several other civic organizations including the Nashville Exchange Club of which he was President 1971-73; Belle Meade Country Club; the Tennessee Botanical Gardens; the Children's Museum; the Montgomery Bell Academy Fathers Club; and the Nashville Area Chamber of Commerce. In 1974 he was Chairman of the Community Health Care Committee of Nashville.

### **NEED SERVICE?**

Come to or phone the ACS Registration and Information Desk in the South Lobby (First Floor) Waldorf-Astoria.







### MRS. FORREST E. MARS AND CHARLES J. BUESING HONORED

Two distinguished American Cancer Society volunteers will receive the National Volunteer Leadership Awards during the House of Delegates meeting, Wednesday, November 5.

They are Mrs. Forrest E. Mars of The Plains, Virginia, and Honorary Life Member of the Society and Charles J. Buesing of Monmouth Beach, N. J., a Director-at-Large since 1971.

Mrs. Mars has been active in ACS work since taking up residence in Virginia in 1949. For four years she was President of the Fauquier Unit, and is a member of the Virginia Division's Board of Directors and Executive Committee. She is also an ACS Honorary Life Member, Vice Chairman of the Finance Committee of the International Union Against Cancer and Chairman of the Committee to Advance the Worldwide Fight Against Cancer.

Besides Mrs. Mars' ACS service, she is active in numerous other agencies including membership on the National Advisory Council on Regional Medical Programs; Board of Visitors of the Drew Post Graduate Medical School of Los Angeles, California; Board of Directors of Medical Aid to China and Board of Directors of the Virginia Council on Health and Medical Care.

Mr. Buesing, a Field Underwriter for Mutual of New York, was first elected a Delegate-Director in 1963. He was Chairman of the National Crusade Committee from 1968 to 1971, and is a Past President of the New Jersey Division.

In 1956, Mr. Buesing received the Society's National Divisional Award and in 1966 he was honored with the Citizens Award by the Academy of Medicine of New Jersey.

# JOHNNY BENCH HEADS ATHLETES AGAINST CANCER

Johnny Bench, the 27-year-old Cincinnati Red catcher will head "Athletes Against Cancer," a new ACS group aimed at co-ordinating and encouraging the efforts of prominent athletes in the fight against cancer.

A seven-time All Star and twice the National League's Most Valuable Player, Bench said the new group would "help convince Americans to follow the simple yet lifesaving steps of cancer prevention and early detection."



INFORMATION

The ACS Registration and Information
Desk is located in the South Lobby (First
Floor), Waldorf-Astoria, for your convenience.

For information about where meetings are being held and how to get to them, assigned Registration and Information Staff will be happy to be of assistance. You may also get information about places to shop, where to dine, etc.

Check with the ACS Registration and Information Desk or with Staff Headquarters for incoming messages, or if you wish to leave a message for someone.

Also check the Hotel Mail Desk for messages which may not have been referred to the ACS Registration and Information Desk or to Staff Headquarters.

# Reception

EAST FOYER, GRAND BALLROOM (Third Floor)
Friday, from 6:30 to 7:30 p.m., Cash Bar
Open to all attending the Dinner.

### **Annual Dinner**

GRAND BALLROOM — 7:30 p.m.

Reserved tickets not received prior to registration should be picked up at ACS Registration and Information Desk from Wednesday through noon on Friday. All tables are reserved.