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THE WHITE HOUSE

WASHINGTON

April 26, 1975

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

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

EVENT: Reception, Luncheon and Fashion Show

GROUP: American Cancer Society, New York City Division
and Air France

DATE: Wednesday, ^{April} ~~May~~ 30, 1975

TIME: 12:00 noon VIP Reception followed by Luncheon and
Fashion Show

PLACE: Hotel Pierre, New York City

CONTACT: Mrs. George J. Feldman, Chairman
(212) 486-0555

COMMENTS: Mrs. Ford will fly up to New York Wednesday morning (probably commercial as you determine). The events will be held at the Hotel Pierre. The VIP Reception begins at 12:00, however, you may want to suggest Mrs. Ford's coming to the latter part if the Reception looks like a long one. I am sure the Luncheon will be attended by many prominent people. The Fashion Show will be the entire Chanel Haute Couture Collection. I understand Mrs. Rockefeller will also attend. Mrs. Ford will return to Washington following the Fashion Show. She will not attend an evening dinner and reception which are being held. The file is attached. Thank you.

c: BF Staff
Red Cavaney
Warren Rustand
Bill Nicholson
James Cavanaugh
Judy Harbaugh
Rex Scouten
Staircase

Honorary Chairmen and Guests of Honor

MRS. NELSON A. ROCKEFELLER
MADAME JACQUES KOSCIUSKO-MORIZET

Chairman

MRS. GEORGE J. FELDMAN

Vice-Chairmen

MRS. CLAUDE ARPELS
MRS. HENRI BENDEL

Honorary Committee

Mrs. Abraham D. Beame	Madame Gérard Gausson
Madame Louis de Guiringaud	Mrs. Sylvan C. Coleman
Mrs. John A. Scali	Mrs. Edwin I. Hilson
Mrs. Jacob K. Javits	Mrs. Albert D. Lasker
Mrs. Hugh R. K. Barber	Mrs. John V. Lindsay
Madame Jacques Douguet	

Honorary International Committee

Madame Jacques Chirac
Madame Jean Sauvagnargues

Her Royal Highness, The Duchess of Windsor

Madame Jacqueline Citroen	La Duchesse de la Rochefoucauld
Madame la Duchesse d'Ayen	La Comtesse Jean de Rohan-Chabot
La Princesse de Beauvau-Craon	La Baronne Elie de Rothschild
Madame de Beistegui	Mrs. David Karr
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La Comtesse de Chavagnac	Madame Francine André Meyer
La Comtesse Antoine de Clermont-Tonnerre	La Princesse Pauline Murat
La Marquise d'Harcourt	Madame Pierre Schlumberger
La Comtesse de Rochambeau	Mrs. René Thomas
Mrs. Gerald Van der Kemp	

Patron's Committee

Mrs. Harcourt Amory, Jr.	Mrs. John Goulandris	Mrs. Troy Post
Mrs. Thomas Carhart Amory	Mrs. Ira Guilden	Mrs. Robert K. Raisler
Mrs. David Anderson	Mrs. Melville Hall	Mrs. Milton Rakmil
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Miss Genevieve de Lartigue	Mrs. William G. Maguire	Mrs. Arthur Ochs Sulzberger
Mrs. Angier Biddle Duke	Mme. André Meyer	Mrs. Roy Titus
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Mrs. Yolanda Fielding	Mrs. John Mosler	Mrs. T. Reed Vreeland
Mrs. Percy Friedlander	Mrs. Samuel I. Newhouse	Mrs. Robert Wagner
Mrs. Thayer Gilpatrick	Mrs. Richard Ney	Miss Barbara Walters
Mrs. Bernard Gimbel	Mrs. Julio T. Noyes	Mrs. Richard Winter
Mme. Pierre Godart	Mrs. Milton Pilafas	Mrs. George Zauderer
Mrs. Harold Golden	Mrs. William Poll	Mrs. Ezra Zilkha

(List Incomplete)

AIR FRANCE

and the

AMERICAN CANCER SOCIETY

New York City Division

present

for the first time in the United States

the

CHANEL HAUTE COUTURE COLLECTION

at a

Fashion Show and Luncheon

Wednesday, April 30, 1975

Hotel Pierre, Ballroom

Twelve Noon

Luncheon Committee

Mrs. Peter C. Ausnit	Mrs. Laton D. McCartney
Mrs. Rudolf A. Bernatschke	Mrs. Mark B. McCormick
Mrs. Edward F. Cavanagh, III	Mrs. John I. McGraw
Mrs. Jacques G. Coleman	Mrs. McKenzie Monell
Mrs. Demetrios Contos	Mrs. Claire Nossiter
Mrs. Maxwell Davidson, III	Mrs. Sverre Pritzier
Mrs. John E. Deitrick	Mrs. Theodore O. Prounis
Mrs. John Whelchel Finger	Mrs. Harold Reed
Mrs. Charles Fuhrmann, II	Mrs. Lois Rounick
Mrs. Richard S. Gardner	Mrs. Howard Schimmel
Mrs. James W. Gerard	Mrs. E. Martie Schreiber
Mrs. George Goodfriend	Mrs. Lois Schubert
Mrs. C. Leonard Gordon	Mrs. Raymond B. Seymour
Mrs. Barry Gray	Mrs. John I. Shaw, Jr.
Mrs. Dinger Gray	Mrs. Robert S. Smith
Mrs. Benjamin Greenberg	Mrs. Michael Sotirhos
Mrs. Jack Greenman	Mrs. Humphrey Statter
Mrs. Robert I. Greenstein	Mrs. Rae Stricks
Miss Beatrice D. Joyce	Mrs. Frederick A. Terry, Jr.
Mrs. Arnold Jurdem	Mrs. Michael Thomas
Mrs. Van P. Latsey	Mrs. Ambrose F. Wangler
Mrs. Nathan Leavy	Mrs. Mark Weinbaum
Mrs. H. Allen Lightman	Mrs. Charles D. Young
Mrs. Walter Lowendahl	Miss Alayne Zatulove

Junior Committee

MISS SUSAN ELIZABETH FORD
Honorary Chairman

Mrs. Anthony K. Baker	Mrs. John L. Loeb, Jr.
Mrs. Keith Barish	Miss Anne Pritzier
Miss Margo Stern Feldman	Miss Gye Elizabeth Pritzier
Miss Lise Courtney Howe	Miss Serena Rhinelanders
Mrs. John A. Lawrence	Miss Francesca Stanfil

RESEARCH EDUCATION REHABILITATION

The goal of the American Cancer Society is to help cure cancer in your lifetime through its vital programs of cancer research, education, service and rehabilitation.

Honorary Chair man
American Cancer of
THE WHITE HOUSE
WASHINGTON
Lise Courtnay

Mrs. George "Marian" Feldman (Personal friend of the Fords) (212-~~REDACTED~~) Her Secretary is Joan. 486-0555

She would like Mrs. Ford or Susan to be guest of honor at a French-American Fashion show (with an entire collection of Chanel) for the benefit of the American Cancer Society of New York. It will be held on April 25th at Hotel Pierre. (If Susan attends she can get a haircut by Alexander) There will be a 12:00 VIP reception attended by the Mayor, etc. The fashion show is at 2:00. She is also having a reception at her home in the evening. Mary Laskar is an active participant and Happy Rockefeller will also be a guest of honor.

They are printing programs so she would appreciate an answer by Friday.

*Luncheon - Air France / 1st time in hist. of U.S. France flight
*Dinner - very private over French - to show deep gesture in rt. direction



SARDO

4/28/75
4:30 pm

PROPOSED SCHEDULE

MRS. FORD'S ATTENDANCE AT THE
AMERICAN CANCER SOCIETY-AIR FRANCE LUNCHEON
Hotel Pierre, New York City
Wednesday, April 30, 1975

³⁰
9:40 am Mrs. Ford boards motorcade on South Grounds.

MOTORCADE DEPARTS South Grounds en route
National Airport.

[Driving time: 15 minutes]

9:55 am MOTORCADE ~~ARRIVES National Airport.~~ *ANFB*

~~9:56 am Mrs. Ford proceeds to commercial airline gate.~~

²⁵
10:00 am Mrs. Ford boards ~~commercial airliner.~~ *Jet Star*

10:05 am Commercial airliner departs en route
New York City, Kennedy International
Airport.

11:05 am Commercial airliner arrives Kennedy
International Airport.

11:10 am Mrs. Ford departs commercial airliner en route
motorcade for boarding.

11:15 am MOTORCADE DEPARTS Kennedy International
Airport en route Hotel Pierre.

[Driving time: 35 minutes]

11:50 am MOTORCADE ARRIVES Hotel Pierre.
(5th Avenue Entrance)

Mrs. Ford will be met by:
Mr. Victor Mannesarre, Vice President,
Hotel Pierre



Mrs. Ford proceeds to the Presidential Suite.

11:55 am Mrs. Ford arrives Presidential Suite.

PERSONAL/STAFF TIME: 25 minutes

12:20 pm Ambassador and Mrs. George Feldman
arrive Presidential Suite.

12:25 pm Mrs. Ford, escorted by Ambassador and Mrs.
Feldman, departs Presidential Suite en route
Regency Room for VIP reception.

12:30 pm Mrs. Ford arrives reception to informally greet
guests.

PRESS POOL COVERAGE
ATTENDANCE: 50

12:45 pm Mrs. Ford, escorted by Ambassador and Mrs.
Feldman, proceeds to Grand Ballroom for luncheon.

12:50 pm Mrs. Ford arrives luncheon table and is seated.

OPEN PRESS COVERAGE
ATTENDANCE: 650

12:50 pm Luncheon is served.

1:45 pm Luncheon concludes.

1:50 pm Fashion Show begins.

2:45 pm Fashion Show concludes.

2:50 pm Mrs. Ford departs luncheon table en route
Presidential Suite.

2:55 pm Mrs. Ford arrives Presidential Suite.

PERSONAL/STAFF TIME: 45 minutes

3:40 pm Mrs. Ford departs Presidential Suite en route motorcade for boarding.

3:45 pm MOTORCADE DEPARTS Hotel Pierre en route

[Driving time: 35 minutes]

4:20 pm MOTORCADE ARRIVES

Mrs. Ford proceeds to commercial airline gate for boarding.

4:30 pm Commercial airliner departs en route National Airport.

5:40 pm Commercial airliner arrives National Airport.

5:41 pm Mrs. Ford departs commercial airliner en route motorcade for boarding.

5:45 pm MOTORCADE DEPARTS National Airport en route South Grounds.

[Driving time: 15 minutes]

6:00 pm MOTORCADE ARRIVES South Grounds.

THE WHITE HOUSE
WASHINGTON

Hal Thomas
SS contact in NY

Pierre contact

Mrs Feldman
212 486 0558 home
0555

who is press



VAL 468 5:15
7:58

4:30

Am Air 8:08
flt 168

THE WHITE HOUSE
WASHINGTON

Louis Upland
home (212) PL 9 - 5196
ofc 838 - 5944

Bernadene Morris Times
Past

Jane Wein

table of 14

Eastern
7:
7:10

Outside
Cattillion Rm



THE WHITE HOUSE
WASHINGTON

April 21, 1975

Mrs. Ford,

Attached is the formal invitation from Mrs. Feldman that came to me as well as a draft letter from Mrs. Lasker. I believe that Mrs. Feldman has mentioned the letter to you.

Shil

Luncheon Committee

Mrs. Peter C. Ausnit
Mrs. Rudolf A. Bernatschke
Mrs. Edward F. Cavanagh, III
Mrs. Jacques G. Coleman
Mrs. Demetrios Contos
Mrs. Maxwell Davidson, III
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Mrs. John Whelchel Finger
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Mrs. McKenzie Monell
Mrs. Claire Nossiter
Mrs. Sverre Pritzler
Mrs. Theodore O. Prounis
Mrs. Harold Reed
Mrs. Lois Rounick
Mrs. Howard Schimmel
Mrs. E. Martie Schreiber
Mrs. Lois Schubert
Mrs. Raymond B. Seymour
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Mrs. Robert S. Smith
Mrs. Michael Sotirhos
Mrs. Humphrey Statler
Mrs. Rae Stricks
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Gulker

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MADAME JACQUES KOSCIUSKO-MORIZET

Chairman

MRS. GEORGE J. FELDMAN

Vice-Chairmen

MRS. CLAUDE ARPELS
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Mrs. Hugh R. K. Barber	Mrs. John V. Lindsay
Madame Jacques Douguet	

Honorary International Committee

Madame Jacques Chirac
Madame Jean Sauvagnargues

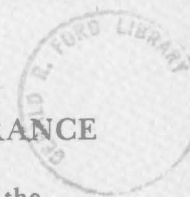
Her Royal Highness, The Duchess of Windsor

Madame Jacqueline Citroen	La Duchesse de la Rochefoucauld
Madame la Duchesse d'Ayen	La Comtesse Jean de Rohan-Chabot
La Princesse de Beauvau-Craon	La Baronne Élie de Rothschild
Madame de Beistegui	Mrs. David Karr
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Mme. Pierre Godart	Mrs. Milton Pilalas	Mrs. George Zauderer
Mrs. Harold Golden	Mrs. William Poll	Mrs. Ezra Zilkha

(List Incomplete)



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at a

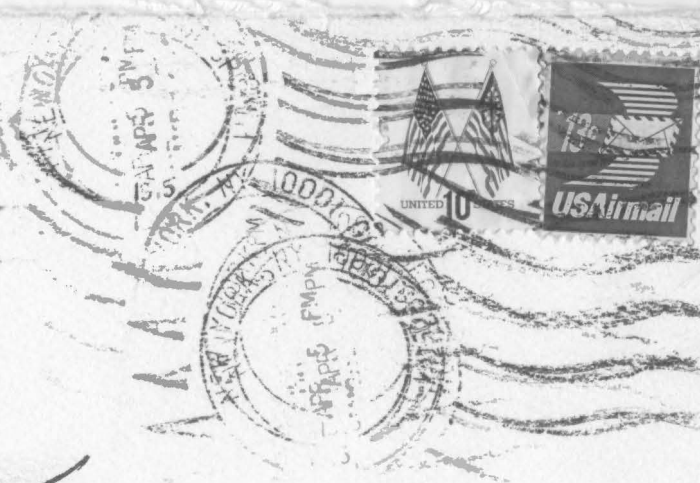
Fashion Show and Luncheon

Wednesday, April 30, 1975

Hotel Pierre, Ballroom

Twelve Noon

By Air



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

Attention: Mrs. Sheila Widenfeld

Mrs. G. J. Feldman, 1010 5th Ave., N.Y.C., N.Y. 10028

19 West 56th Street
New York, N.Y. 10019

Saturday

Ambassador and Mrs George Fay Feldman

Betty dear,

Finally! — a more
formal invitation for
our Spring afternoon, so
filled with enchantment

And your unexpected arrival
by all but George and myself
- And the rest of world! - when
your calendar decides your
answer.

I hope your vacation was
restful and filled with clear
mountain air, and that you
are returned with renewed vigor.
Love, Mother

Ambassador and Mrs George Jay Feldman

P.S.

We are semi-moved
over to the river, but in
spite of the chill of a half
filled home, the lovely picture

You sit us of yourself with
us kids there and seems
to say "hello" everytime
I walk toward it.

I can't wait for you
to enjoy the view!

Again Love,
Heaven!

Draft

SUGGESTED LETTER OF UNDERSTANDING ON CO-OPERATION IN
CANCER INFORMATION AND RESEARCH BETWEEN THE PRESIDENT
OF THE UNITED STATES AND THE PRESIDENT OF FRANCE

Dear Mr. President:

It is understood that the United States and France, through their several agencies, will encourage and support the exchange of information^{+ research +} on methods of treatment for various types of cancer, a disease which is a major cause of death in both countries.

We will encourage the use of common protocols for suitable clinical research with drugs and immuno-therapy in the major forms of cancer such as lung, breast, colon, pancreas, prostate and others.

Use of common protocols in combinations of chemotherapy may hasten new knowledge for treatment and prolonged lives free of cancer for our peoples.

We direct leaders of our cancer agencies to meet within sixty days and prepare and present plans for co-operation which they consider will hasten advances for improved treatment and cures in the major forms of cancer to save and protect our citizens.



Chanel Press List

Print Only

- SS
1. Ruth Preston & dau 8
 2. Kiki Lavathes 4
 3. Kathy Larkin 44
 4. Bernadine Morris 8
 5. Jurate Kazickas AF
 6. Grace Mirabella 30
 7. Carrie Donovan 28
 8. Amanda Macintosh AF
 9. Lisa Whitman AF
 10. June Weir 49
 11. Mary Louise Ransdale 49
 12. Mrs. Irene Balinska (Fr. Soir)
 13. Mrs. Chapachikoff (Paris Match)
 14. Nema Farmanfarmaian (E. Sheppard)
B. Walters 23

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1. Post photog. Richard Gummere (47) Arthur Pomerantz (48)
2. News photog. James Garrett (40)
3. Times photog. BARTON SILVERMAN (41)
4. AP photog. Martin Lederhandler (45) David Pickoff (46)
5. UPI reporter Scott Latham (17)
6. UPI photog. (assgmt ed: Larry DeSantis)
7. Bazaar: Bill Cunningham (8)
8. WWD photog. Sal Traina (39)
9. Agence Gamma David Barnett (3)
10. Agence France-Press Marie France Rouze (26)
11. France-Amerique: Madame Martin-Chollet (21)
12. Fr. Bdct. Sys: Mlle. DeVilane (10)
13. Reuters: Marsha Dubrow (11)
14. Monte Carlo: Michele Bernard (5)
15. Mrs. Dorothy Apgar (2)
16. Ms. Gwen Barrett (4)
17. Stephanie Rancon (25)
18. Joan Chatfield Taylor, S.F. Chronicle 415-421-1111 (32)
19. Gene Spatz (29)
20. Robt. Pledge (23)
21. ~~McAvery~~ - (WWD) Francesca Stanfill (36)
22. Bernard Gotfryd (Newsweek photog.) (16)

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(9) Bendel

(8) Lewis
Betty Furness
Preston
Bernadine



COSMETIC PRESS ATTENDING LUNCHEON

AS GUESTS OF CHANEL

Miss Joanna Brown, Beauty Editor, VOGUE (6)

Miss Mallen de Santis, Beauty Editor, COSMOPOLITAN (9)

Miss Carrie Donovan, Sr. Fashion Editor, HARPER'S BAZAAR (12)

Miss Suzanne Flynn, Beauty Editor, SEVENTEEN (14)

Mrs. Nancy Gardiner, Beauty Editor, TOWN & COUNTRY (15)

Miss Nancy Hughes, Associate Editor, CUE (18)

Miss Maureen Lippe, Beauty Editor, HARPER'S BAZAAR (20)

Miss Phyllis Posnick, Beauty Editor, GLAMOUR (24)

Miss Angela Taylor, Beauty Editor, THE NEW YORK TIMES (31)

bjs
4/25/75



THE WHITE HOUSE

WASHINGTON

April 26, 1975

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FROM: SUSAN PORTER
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James Cavanaugh
Judy Harbaugh
Rex Scouten
Staircase



THE WHITE HOUSE
WASHINGTON

Sheila,

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for Mrs. Ford. She
doesn't have anything
on her schedule for
April 30th.



An Invitation



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Gulker

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MADAME JACQUES KOSCIUSKO-MORIZET

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New York City Division

present

for the first time in the United States

the

CHANEL HAUTE COUTURE COLLECTION

at a

Fashion Show and Luncheon

Wednesday, April 30, 1975

Hotel Pierre, Ballroom

Twelve Noon



Luncheon Committee

Mrs. Peter C. Ausnit
Mrs. Rudolf A. Bernatschke
Mrs. Edward F. Cavanagh, III
Mrs. Jacques G. Coleman
Mrs. Demetrios Contos
Mrs. Maxwell Davidson, III
Mrs. John E. Deitrick
Mrs. John Whelchel Finger
Mrs. Charles Fuhrmann, II
Mrs. Richard S. Gardner
Mrs. James W. Gerard
Mrs. George Goodfriend
Mrs. C. Leonard Gordon
Mrs. Barry Gray
Mrs. Dinger Gray
Mrs. Benjamin Greenberg
Mrs. Jack Greenman
Mrs. Robert I. Greenstein
Miss Beatrice D. Joyce
Mrs. Arnold Jurdem
Mrs. Van P. Latsey
Mrs. Nathan Leavy
Mrs. H. Allen Lightman
Mrs. Walter Lowendahl

Mrs. Laton D. McCartney
Mrs. Mark B. McCormick
Mrs. John I. McGraw
Mrs. McKenzie Monell
Mrs. Claire Nossiter
Mrs. Sverre Pritzier
Mrs. Theodore O. Prounis
Mrs. Harold Reed
Mrs. Lois Rounick
Mrs. Howard Schimmel
Mrs. E. Martie Schreiber
Mrs. Lois Schubert
Mrs. Raymond B. Seymour
Mrs. John I. Shaw, Jr.
Mrs. Robert S. Smith
Mrs. Michael Sotirhos
Mrs. Humphrey Statter
Mrs. Rae Stricks
Mrs. Frederick A. Terry, Jr.
Mrs. Michael Thomas
Mrs. Ambrose F. Wangler
Mrs. Mark Weinbaum
Mrs. Charles D. Young
Miss Alayne Zatulove

Junior Committee

MISS SUSAN ELIZABETH FORD

Honorary Chairman

Mrs. Anthony K. Baker
Mrs. Keith Barish
Miss Margo Stern Feldman
Miss Lise Courtney Howe
Mrs. John A. Lawrence

Mrs. John L. Loeb, Jr.
Miss Anne Pritzier
Miss Gye Elizabeth Pritzier
Miss Serena Rhinelander
Miss Francesca Stanfil

RESEARCH EDUCATION REHABILITATION

The goal of the American Cancer Society is to help cure cancer in your lifetime through its vital programs of cancer research, education, service and rehabilitation.

Saturday

~~Ambassador~~ and Mrs George Jay Feldman

Dear Sheila,

I hope that your brief
vacation was a respite
from your hectic D.C. activities -
and that I described the

weather accurately!

Here, now, is our
invitation, and I hope that
you will join us for this
lunching luncheon hour -
uninterrupted by the work of
all unsolved causes.

Fondly,
Warren.

Air Mail



Mrs. Sheila Weidenfeld,
The White House,
Washington,
DC.

Personal

Mrs. George J. Aldman, 10105th Ave., N.Y.
10021.2.4.

19 West 56th Street
New York, N.Y. 10019

Honorary Chair man
American Cancer of
THE WHITE HOUSE
WASHINGTON
Lise Courtois

Mrs. George "Marian" Feldman (Personal friend of the Fords) (212-~~857-1710~~) Her Secretary is Joan. 486-0555

She would like Mrs. Ford or Susan to be guest of honor at a French-American Fashion show (with an entire collection of Chanel) for the benefit of the American Cancer Society of New York. It will be held on April 25³⁰ at Hotel Pierre. (If Susan attends she can get a haircut by Alexander) There will be a 12:00 VIP reception attended by the Mayor, etc. The fashion show is at 2:00. She is also having a reception at her home in the evening. Mary Laskar is an active participant and Happy Rockefeller will also be a guest of honor.

They are printing programs so she would appreciate an answer by Friday.

* Luncheon - Air France / 1st time in hist. of U.S. France flying
* Dinner - very private over French - to show deep
gesture in rt. direction



Research

Education

Patient
Care



American Cancer Society, New York City Division, Inc.

19 West 56th Street, New York, N. Y. 10019 • 586-8700

April 8, 1975

Mrs. Sheila Weidenfeld
c/o White House
Washington, D. C.

Dear Sheila:

Do hope you will be able to come in to the Chanel Fashion Show and Luncheon on April 30th as my guest at the Hotel Pierre for the benefit of the American Cancer Society.

There will be a private Cocktail Reception for honored guests at 12:00 Noon in the Regency Suite on the Ballroom floor prior to the Luncheon. I hope you will be able to join us.

Fondly

Mrs. George J. Feldman
Chairman

**American
Cancer
Society**



New York City Division, Inc.
19 WEST 56TH STREET
NEW YORK, N.Y. 10019



Mrs. Sheila Weidenfeld

c/o White House

Washington, D. C.



Draft

SUGGESTED LETTER OF UNDERSTANDING ON CO-OPERATION IN
CANCER INFORMATION AND RESEARCH BETWEEN THE PRESIDENT
OF THE UNITED STATES AND THE PRESIDENT OF FRANCE

Dear Mr. President:

It is understood that the United States and France, through their several agencies, will encourage and support the exchange of information ^{+ research} on methods of treatment for various types of cancer, a disease which is a major cause of death in both countries.

We will encourage the use of common protocols for suitable clinical research with drugs and immuno-therapy in the major forms of cancer such as lung, breast, colon, pancreas, prostate and others.

Use of common protocols in combinations of chemotherapy may hasten new knowledge for treatment and prolonged lives free of cancer for our peoples.

We direct leaders of our cancer agencies to meet within sixty days and prepare and present plans for co-operation which they consider will hasten advances for improved treatment and cures in the major forms of cancer to save and protect our citizens.



April 29, 1975

Dear Dr. Rauscher:

Mrs. Ford and I were very pleased to learn that you will be attending the fashion show and luncheon sponsored by the New York City American Cancer Society. We want to commend the Society and all who have assisted it in this and other humanitarian activities.

Many thousands of Americans are living fuller and more productive lives today because of this kind of commitment to cancer research, care and rehabilitation. This is a heartening sign that people do want to join in the endeavor to help save mankind from the most feared disease.

Mrs. Ford and I welcome this opportunity to reaffirm our strong support for the cancer effort in this country. We also want to applaud the people of France who, through their representatives, are showing the desire that is shared by all nations to work together in this critical common task.

Sincerely,

Dr. Frank J. Rauscher, Jr.
Director, National Cancer Institute
9000 Rockville Pike
Bethesda, Maryland 20014

GRF:Hasek:sar

CC: D.E. Downton/R. Nessen/P. Theis/Dr. James Cavanaugh/Pam Needham,
E. Hasek/CF/Sheila Weidenfeld(FYI).

Due: TODAY.....4/29/75



TO: *Open P/rep*
ON *4/23* AT *6 p.m.*

April 29, 1975

Dear Dr. Rauscher:

Mrs. Ford and I were very pleased to learn that you will be attending the fashion show and luncheon sponsored by the New York City American Cancer Society. We want to commend the Society and all who have assisted it in this and other humanitarian activities.

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Sincerely,

13/ Gerald R. Ford

Dr. Frank J. Rauscher, Jr.
Director, National Cancer Institute
9000 Rockville Pike
Bethesda, Maryland 20014

GRF:Hasek:sar

CC: D.E. Downton/R. Nease/P. Thais/Dr. James Cavanaugh/Pam Needham,
E. Hasek/CF/Sheila Weidenfeld.

Due: TODAY....4/29/75



PRESS INFORMATION

CHANEL

Fashion Show & Luncheon
presented by Air France
for the benefit of
American Cancer Society
New York City Division

Hotel Pierre
Grand Ballroom

Wednesday
April 30, 1975



THE WHITE HOUSE

WASHINGTON

November 28, 1974

Dear Friends,

It is a great personal pleasure for me to serve as Honorary Chairman of the 1975 American Cancer Society Crusade and to convey my warmest greetings to all who join me as volunteers in this endeavor.

We are a nation whose history and development have been directed by the high hopes of its people and their undiminished energy even in the face of setbacks and discouragements. Our forefathers' resolve to surmount difficult adversities and accept the challenge of a worthy goal is still a vital characteristic of our people. The thousands of American Cancer Society volunteers who will be working hard to raise urgent funds for cancer research are testimony to this spirit today.

I am deeply grateful for this opportunity to express my admiration for these thousands of volunteers who constitute the 1975 Crusade and convey my encouragement to all who are actively involved in the American Cancer Society's programs of education, early detection and cancer control. I would also like to extend my gratitude to the American people whose outpouring of encouragement has meant so much to me and who share our mutual, unveering commitment to the conquest of cancer. May we, together, meet this challenge.

With warmest greetings,

Sincerely,

Betty Ford



American Cancer Society
c/o Mr. W. Armin Willig
Chairman
Board of Directors
219 East 42nd Street
New York, New York 10017

JUDSON 6-8700

AMERICAN CANCER SOCIETY
NEW YORK CITY DIVISION, INC.

MARY MUNRO
Director
Public Information

19 WEST 56th STREET
NEW YORK, N. Y. 10019

CHANEL FASHION SHOW TO BENEFIT

THE AMERICAN CANCER SOCIETY'S NEW YORK CITY DIVISION - WED. APRIL 30, 1975

Table No. 17

1. Mrs. Gerald R. Ford
2. Ambassador and Mrs. George J. Feldman
3. Mme. Jacques Kosciusko-Morizet
4. Mrs. Melville Hall
5. Mr. Claude Lewy
6. Mr. Sylvan C. Coleman
7. Dr. Frank Rauscher
8. Mrs. Lytel Hull
9. Mrs. John A. Scali
10. Mr. Lane Adams
11. Mr. Alain Wertheimer
12. Mrs. William McCormick Blair, Jr.
13. Mrs. Albert D. Lasker

Chanel Press ListPrint Only

<u>SS</u>		<u>Table of</u>
1.	Ruth Preston & dau	8 F
2.	Kiki Lavathes	4 Jr. C. -
3.	Kathy Larkin	44 ?
4.	Bernadine Morris	8 F-
5.	Jurate Kazickas	AF A.F.
6.	Grace Mirabella	30 F
7.	Carrie Donovan	28 Ch.
8.	Amanda Macintosh	AF A.F.
9.	Lisa Whitman	AF A.F.
10.	June Weir	49 F
11.	Mary Louise Ransdale	49 F
12.	Mrs. Irene Balinska (Fr. Soir)	A.F.
13.	Mrs. Chapachikoff (Paris Match)	A.F.
14.	Nema Farmanfarmaian (E. Sheppard)	

<u>WP</u>	
1.	Post photog.
2.	News photog.
3.	Times photog.
4.	AP photog.
5.	UPI reporter Scott Latham
6.	UPI photog. (assgmt ed: Larry DeSantis)
7.	Bazaar: Bill Cunningham
8.	WWD photog.
9.	Agence Gamma David Barnett
10.	Agence France-Press Marie France Rouze
11.	France-Amerique: Madame Martin-Chollet
12.	Fr. Bdct. Sys: Mrs. DeVilane
13.	Reuters: Marsha Dubrow
14.	Monte Carlo: Michele Bernard
15.	Mrs. Dorothy Apgar
16.	Ms. Gwen Barrett
17.	Stephanie Rancon
18.	Joan Chatfield Taylor, S.F. Chronicle 415-421-1111
19.	Gene Spatz
20.	Robt. Pledge
21.	McAvoy- (WWD)

Pierre, TE 8-8000
Mary Homi

17 Feldman
12

(9) Bendel

(8) Lewis
Betty Furness
Preston
Bernadine

TV
CHANNEL Press list: (broadcast only) 26 total

TV NEWS

1. WNBC-TV News
reporter and 4-person crew
- ✓ 2. WABC-TV EYEWITNESS News
reporter and 4-person crew
- ✓ 3. WCBS-TV News
reporter and 4-person crew
- X 4. UPI Newsfilm
reporter and 4-person crew
(services the independents - WOR-TV, WNEW-TV & WPIX-TV)

TVN
Total so far: 20 TV news

TALK SHOWS

- X 5. ~~Midday Live, WNEW-TV, show host~~
" " " " " producer
- X 6. ~~A.M. American, WABC-TV, 1 show host~~
producer
7. Today Show, NBC-TV, host, B. Walters 23
producer

Total TV: 26

Note: No radio

X

CHANEL press list: (print only) 23 total

1. ~~N.Y. Post: Eugenia Sheppard~~
- X 2. E.Y. Post: Ruth Preston 8
3. " " photographer
4. ~~N.Y. Daily News: Aileen Mahler~~
5. " " " Kiki Lavathes 4
- X 6. " " " photographer
- X 7. N.Y. Times: Barnadine Morris LAD 8
8. " " photographer
9. AP reporter
10. " photographer
11. UPI reporter
12. " photographer
13. Vogue editor - Mirabella 30
14. Harpers Bazaar Donovan 28
- X 15. Mademoiselle 22
- X 16. Cosmopolitan 24
- X 17. Time magazine reporter
- X 18. Newsweek magazine reporter
19. Women's Wear Daily reporter JWR Wm 49
20. " " " photographer
- ~~21. Park Ave. Social Review editor~~
22. Town & Country editor - Mary Louise M. M. 49
- X 23. People magazine

Wm. G. P.



SEATING LIST FOR
CHANEL FASHION SHOW AND LUNCHEON
WEDNESDAY, APRIL 30, 1975

HOTEL PIERRE



CHANEL FASHION SHOW AND LUNCHEON
AMERICAN CANCER SOCIETY
NEW YORK CITY DIVISION
APRIL 30, 1975

NAME	TABLE #	NAME	TABLE #
Abbott, Mrs. George	16	Bleier, Mrs. Edward	48
Abrahamsen, Mrs. A.	39	Blin, Mrs. Maurice E. & Guest	82
Adelson, Mrs. Irwin J.	7	Block, Mrs. Leonard	25
Adams, Mr. Lane	12	Blood, Mrs. Irma E.	82
Adams, Mrs. Lane	17	Blum, Mrs. Samuel P.	32
Adolfo	49	Boscowitz, Mrs. H. Huber	37
Air France	45	Boulin, Mrs. Camille H.	32
Akst, Mrs. Paul	21	Brady, Mrs. David	48
Allena, Mrs. Hanna L.	64	Brady, Miss Elizabeth M.	79
Alvin, Mrs. Ib	65	Brady, Mrs. Frances	48
Amory, Mrs. Harcourt, Jr.	23	Brenner, Miss Ariane	49
Amory, Mrs. Thomas Carhart	51	Bretter, Mrs. Harry	27
Amsterdam, Mrs. Jack	32	Brokaw, Mrs. John H. I.	49
Anderson, Mrs. David	29	Bronstein, Mrs. Sol & Guest	61
Angiolillo, Mr. Joe	22	Brown, Miss Joanna	28
Antippas, Mrs. Stylianos	73	Brownstone, Mrs. Clyde R.	57
Arden, Mrs. George & Guest	11	Brownstone, Mrs. Lucien	57
Arnaud, Mme. Andre	32	Brownstone, Mrs. Walter J.	57
Aronstein, Mrs. Henry	7	Bruno, Mrs. John C.	46
Arpels, Mrs. Claude	18	Bryce, Mrs. John F. C.	63
Arpels, Mr. Claude	16	Buddenwieser, Mr. James	59
Aryeh, Mrs. Raffie & Guest	18		
Ashton, Mrs. Leslie O.	6	Cabanne, Mrs. Roger G.	32
Atamian, Mrs. Inez	26	Cahan, Mrs. Sisi	23
Atwood, Mrs. Marjorie	18	Cahn, Mrs. Sammy	38
Augenblick, Mrs. Richard	52	Calicchio, Mrs. John	79
Avis, Mr. Warren	4	Capelin, Mrs. Stanley & Guest	21
		Campagne, Mrs. William	51
Babcock, Miss Susan Crary	77	Cella, Mrs. Richard T.	20
Babin, Miss Hilde	2	Chapin, Mr. Richard	24
Baer, Mr. Albert M.	55	Charles, Ms Julie	46
Baker, Mrs. Anthony K.	49	Chipman, Mrs. Donald J.	51
Barber, Dr. & Mrs. Hugh R.K.	3	Chrastil, Miss Lillian	79
Barish, Mrs. Keith	4	Christensen, Mrs. Søren L.	31
Barnes, Mrs. Mitchell	32	Cicetti, Mr. S. G.	19
Bates, Mrs. Ted	10	Cinelli, Mrs. Albert A.	54
Baylis, Mr. George	24	Cinelli, Mrs. John	64
Beame, Abraham D., Mrs.	23	Citroen, Mme. Jacqueline	17
Beecher, Mrs. William Ward	33	Clairmont, Mrs. Marcel M.	64
Belfer, Mrs. Arthur	27	Clarkson, Mrs. Robert L.	43
Benari, Mrs. Nora	52	Clauss, Jr., Mrs. J. T. & Guests	77
Bendel, Mrs. Henri	9	Cobian, Mrs. Fafael Ramos	51
Bendel, Mr. Henri	9	Cohen, Mrs. Ben	34
Bennett, Mrs. Nancy	18	Cohane, Mrs. Lester	39
Berg, Mrs. Kenneth	59	Cohen, Mrs. Nat	34
Bergen, Miss Polly	49	Coleman, Mrs. Delbert	49
Berger, Mr. & Mrs. Lou	19	Coleman, Mrs. Sylvan C.	17
Bernard, Mrs. Richard	19	Collins, Mrs. Richard	53
Bernatschke, Mrs. Rudolf Anton	54	Considine, Mrs. Robert	36
Berni, Mrs. Stephen	58	Cronstedt, Baroness Gabriel	10
Berns, Mrs. Anthony	4	Contos, Mrs. Demetrios	73
Bisco, Mrs. Leonard G.	65	Conway, Mrs. Granville	53
Blair, Mrs. William McC., Jr.	17	Cooley II, Mrs. Norman P.	81

NAME	TABLE #
Cooper, Miss Bernice	77
Copeland, Mrs. Jo	50
Corsini, Mrs. Dante	36
Cowan, Mrs. Lawrence	35
Coward, Mrs. Hugh	53
Cummings, Mrs. Nathan	37
Currey, Jr., Mrs. Brownlee O.	10
Curtin, Mrs. Lisa	51
D'Alessio, Miss Kitty	24
Dalva, Mrs. Jean	82
Daniels, Mrs. Harvey R.	79
Dardoufas, Mrs. P.	75
Darlington, Mrs. Dorothea F.	51
David-Weill, Mrs. Pierre & G's	2
Davis, Mrs. Jack	21
Day, Mrs. Roger	15
de Beauharnais, Mr. George	26
de Clermont-Tonnerre, Mme. Marie Louise	8
Deitrick, Dr. & Mrs. John E.	43
Delafield, Mrs. Walter B.	51
de Lartigue, Mrs. Genevieve	26
de la Touche, La Comtesse Roberta	4
Delson, Mrs. George V. & Guests	47
Denerstein, Mrs. Ezra J.	27
de Neufville, Baroness Pierre	46
de Poncins, Comtesse	54
de Rochambeau, Countess Jacquine & Guest	51
de Santis, Miss Mallen	22
Devine, Mrs. Thomas J.	47
de Wangen, Baroness Hubert	37
Didjun, Miss Lillian	79
Dietz, Mrs. Stephen I.	35
Dillon, Miss Mary E.	6
Dinan, Mrs. Terence	4
Dinstman, Mrs. Harvey	34
Ditte, Mr. Andre J.	26
Ditte, Mrs. Andre J.	26
Donaldson, Mrs. James Robertson & Guest	60
Donohue, Miss Jody	22
Donovan, Miss Carrie	28
Douquet, Mme. Jacques	32
Doukas, Mrs. Kimon A.	75
Downs, Mrs. Ed	16
Drakos, Mrs. William J.	50
Droulia, Mrs. George	50
Duchin, Mrs. Peter	36
Duehren, Mrs. Frances	64

NAME	TABLE #
Easton, Mrs. Stanley & Guest	11
Ehinger, Mrs. Paul & Guest	6
Englund, Mr. and Mrs. Richard	56
Erlanger, Mrs. Jack	19
Faerman, Mrs. Clara & Guest	55
Fauth, Mrs. J. Morgan	25
Feigen, Mrs. Richard L.	37
Feist, Mrs. Irving	20
Feldman, Mrs. George J.	12
Feldman, Ambassador George J.	17
Feldman, Miss Margot	4
Felt, Mrs. Irving & Guest	29
Ferris, Mrs. Louis S.	75
Fielding, Mrs. Jack	36
Finger, Mrs. John Whelchel	5
Fisher, Mrs. Martin	25
Flander, Mrs. Carl-Eric	31
Flynn, Miss Suzanne	22
Fontayne,	47
Forman, Mrs. Jean	7
Forstmann, Mrs. Anthony	23
Franklin, Mrs. Jane	73
Franzen, Mrs. Norman	39
Freesman, Mrs. Gordon	15
Friedland, Mr. & Mrs. Jack M. & Guests	35
Friedlander, Mrs. Percy	21
Fromer, Mrs. Leon	50
Furness, Miss Betty	8
Gage, Mrs. Edwin	40
Gainey, Miss Barbara	33
Galland, Miss Helen	24
Galy, Mr. Maurice	26
Galy, Mrs. Maurice	26
Gardiner, Mrs. Nancy	22
Gardner, Mrs. Richard S.	7
Garfinkle, Mrs. Henry	15
Gaussen, Mme. Gerard	23
Gavin, Mr. John	4
Gerrard, Ms. Mady & Guests	1
Gerry, Mrs. Edward H. & Guest	14
Gilman, Mrs. Charles, Sr. & Guest	14
Gilmore, Mr. Douglas	9
Gimbel, Mrs. Adam L. & Guest	14
Gisquet, Ms. Octave	75
Glazer, Mr. Melvin	22
Godart, Mr. & Mrs. Pierre	50
Golbert, Mrs. Edythe Rose	11
Golden, Mrs. Harold	15
Goldfischer, Mrs. Jerome	15



NAME	TABLE #	NAME	TABLE #
Goldman, Mr. Milton	37	Howard, Mrs. Jack	23
Goldstein, Mrs. Gerald	56	Howe, Mrs. Muriel E. & Guest	5
Goldstein, Mrs. Nathan	21	Hughes, Miss Nancy	28
Goodfriend, Mrs. George	39	Hull, Mrs. Lytle	12
Gordon, Mrs. Ben	65	Hyde, Mrs. dela Grange	5
Gordon, Mrs. C. Leonard	48		
Gottlieb, Mrs. Ernest	52	Iselin, Mrs. Philip H.	25
Gould, Jr., Mrs. Harry	38	Ittleson, Mrs. Anthony	10
Graham, Mrs. Charles V.	31	Jackson, Miss Hazel S.	79
Grant, Mr. Arnold	20	Jacobson, Mrs. Edwin	11
Grauer, Mrs. Ben	44	Jacobson, Ms. Gloria	19
Gravel, Mrs. Michael	48	Jaglom, Mrs. N.	52
Gray, Mrs. Barry & Guests	38	Jaglom, Mrs. Simon	32
Gray, Mrs. Leon & Guest	11	Jenness, Mrs. L. G.	1
Green, Mrs. Joseph A.	29	Jensen, Mrs. Bjorn	31
Green, Mrs. Louis A. & Guest	43	Johnson, Mrs. Howard	10
Green, Mrs. Vera	52	Jonas, Mrs. Murray	58
Gregory, Mrs. George	50	Joyce, Miss Beatrice	9
Greenberg, Mrs. Benjamin	34	Jurow, Mrs. Donald	58
Greenman, Mrs. Jack	33		
Greenstein, Mrs. Robert	33	Kaiser, Mrs. Evelyn M.	47
Griffin, Mrs. S.	46	Kaiser, IV, Mr. Lawrence	4
Gropper, Mrs. Edward	16	Kalver, Mrs. Beatrice	62
Groves, Mrs. Benjamin A.	51	Kandel, Mrs. Stephen	58
Guerrand, Mr. Xavier	22	Kapp, Mrs. David	56
Guerrini-Maraldi, Countess		Kapsimalis, Mrs. Peter	73
Demetrio	10	Kass, Mrs. Samuel	7
Guilden, Mrs. Ira	50	Katz, Mrs. Leonard	3
Gurfein, Mrs. Barbara J.	7	Kaufman, Ms Brownee & Guest	55
		Kaufman, Mrs. Irving R.	20
		Kellogg, Hon. Francis L.	
Hall, Mr. and Mrs. Melville	17	& Guest	44
Halpern, Mrs.	51	Kennedy, Mrs. J. Paul	53
Hammerstein, Mrs. Oscar & Guest	29	Kent, Mrs. Lorle	65
Hamilton, Mrs. Robert	26	Kerdasha, Mrs. Robert	48
Hampton, Mrs. Mark	51	Kikis, Mrs. Peter	75
Harpel, Mrs. Diana	18	Kilburn, Ms Gertrude C.	
Harra, Mrs. Karla	55	& Guest	62
Harris, Mrs. Eleanora	8	Kingsbury, Jr., Mrs. Frederick H.	
Harris, Mrs. I. Douglas	79	& Guest	43
Harris, Mrs. Sam & Guest	20	Kins, Miss Gloria Starr	19
Harten, Mrs. Rose M.	28	Kirchberg, Mrs. H. W.	59
Hassenfeld, Mrs. Harold I.	59	Kirsch, Mrs. Morris	39
Haupt, Mrs. Enid	23	Klein, Mrs. R.	8
Heinz, Mrs. Henry J., II & Guest	54	Kline, Mrs. Patton	53
Held, Mrs. Irving	34	Konheim, Mrs. Ralph & Guest	2
Herrera, Mrs. Mimi	50	Kosciusko-Morizet, Mme. Jacques	
Herkert, Mrs. John	53		17
Hershcopf, Mr. & Mrs. Gerald T.	40	Koster, Miss Marie	1
Hess, Mrs. Leon	25	Krantz, Mrs. I.	21
Hilson, Mrs. Edwin I.	23		
Hirsch, Mrs. Henry	7	Laird, Miss Tillie	6
Hoffman, Mrs. Benjamin	65	Lambert, Mrs. Eleanor	36
Hoffman, Mrs. Hans J. & Guest	5	Landeggar, Mrs. Mon Ling	38
Holby, Mrs. Warren B.	31	Landsman, Mrs. A. R. & Guest	59
Holliday, Miss Edith	33		



NAME	TABLE #
Lanier, Mrs. Reginald B. & Guest	60
Larkin, Miss Kathy	44
La Rue, Miss Elizabeth L. & Guests	63
Laskas, Mrs. Chriss	46
Lasker, Mrs. Albert D.	17
Latsey, Mrs. Van P.	75
Lauder, Mrs. Joseph	12
Lavine, Mrs. Henry	77
Lawrence, Mrs. John	48
Lederman, Mrs. Eugene	34
Lee, Mrs. Marie Brenda	71
Leeds, Mrs. Isabelle R.	29
Leeds, Mrs. Lawrence	52
Lehman, Mrs. Penney Hallock	33
Mme. Leon	35
Levathes, Miss Kiki	4
Levene, Mrs. Mervin S.	7
Leventon, Mrs. Vladimir	52
Levine, Mrs. Sol & Guest	40
Levy, Mrs. Irvin L.	20
Lewis, Mr. Mack	24
Lewy, Me. Claude	12
Liberman, Mrs. Alex	37
Lipman, Mrs. Irving	62
Lippe, Miss Maureen	24
Lippmann, Mr. Jean Pierre	28
Lobo, Ms Graziella	49
Loeb, Mrs. Milton	61
Logothetides, Mrs. C. J.	75
Long, Mrs. J. Nicholas	75
Lounsbery, Mrs. Phillips	53
Lowendahl, Mr. & Mrs. Walter	19
Lowy, Mrs. Al	50
Lynch, Mrs. Caroline M.	54
McCormick, Mrs. Cyrus	46
McCormick, Mrs. Mark & Guest	71
McCulloch, Mrs. John I.B. & Guests	60
McDermott, Mrs. Vivian	62
McGraw, Mrs. John I. & Guest	3
Mabon, Mrs. James B. & Guest	43
MacLea, Mrs. Alan	54
Madden, Mrs. Mathew J.	9
Maguire, Mrs. William G. & Guests	14
Malkin, Mrs. Roger	29
Malraux, Mrs. Madeleine	8
Mandel, Mrs. Steven	25
Marescot, Mme. Henri	12
Marshall, Mrs. L. Evelyn	40
Marston, Mrs. Randolph	51
Masson, Mrs. Gisele	36
Mathews, Mrs. Richard	53
Mawn, Mrs. Ronald	15
Menzel, Mrs. Jean	6

NAME	TABLE #
Meyer, Mme. Francine Andre	12
Miller, Miss Sherry	39
Miller, Mrs. Stanley R. & G's	47
Mills, Mrs. Seymour	58
Milosis, Mrs. Athena	73
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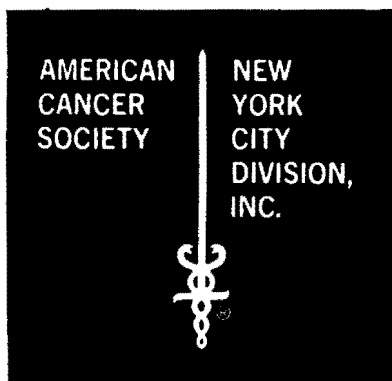
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FOR IMMEDIATE RELEASE

Contact: Mary Munro

The Chanel Haute Couture Collection will be shown for the first time ever in the United States for the benefit of the American Cancer Society's New York City Division.

An anticipated 750 guests will view the collection which will be presented jointly by Air France and the American Cancer Society at a fashion show and luncheon Wednesday, April 30 at the Hotel Pierre in New York.

Honorary chairmen and guests of honor will be Mrs. Nelson A. Rockefeller and Mme. Jacques Kosciusko-Morizet. Miss Susan Elizabeth Ford will serve as honorary chairman of the Junior Committee.

Mrs. George J. Feldman is chairman of the benefit luncheon and fashion show, and Mrs. Claude Arpels and Mrs. Henri Bendel are vice chairmen of the event.

The Honorary Committee includes Mrs. Abraham D. Beame, Mme. Gerard Gaussen, Mme. Louis de Guiringaud, Mrs. Edwin I. Hilson, Mrs. Jacob K. Javits, Mrs. Albert D. Lasker and Mrs. John A. Scali.

The Honorary International Committee includes Her Royal Highness, the Duchess of Windsor, Mme. Jacques Chirac, Mme. Jacqueline Citroen, Mrs. David Karr, Mme. Madeleine Malraux, Mme. Henri G. Marescot, La Princesse Pauline Murat, La Baronne Elie de Rothschild, La Duchesse de la Rochefoucauld, Mme. Jean Sauvagnargues, Mme. Pierre Schlumberger and Mrs. Gerald Van der Kemp.

(more)

Patrons for the event include Mrs. Thomas Harcourt Amory, Mrs. William McCormick Blair, Jr.; Mme. Samuel P. Blum, Mrs. John H. I. Brokaw, Mrs. Angier Biddle Duke, Mme. Pierre Godart, Mrs. John Goulandris, Mrs. Ira Guilden, Mrs. Oscar Hammerstein, Mrs. Lawrence Harding, Mrs. Moss Hart, Mrs. Paul Hoffman, Mrs. James Stewart Hooker, Mme. Andre Meyer, Mrs. Emil Mosbacher, Jr.; Mrs. John Mosler, Mrs. Samuel I. Newhouse, Mrs. Robert K. Raisler, Mrs. Lynn Revson, Mrs. Mary Roebling, Mrs. Howard Rusk, Mrs. Robert Sarnoff, Mrs. Talbot Shelton, Mrs. Theodore H. Silbert, Mrs. Arthur Ochs Sulzberger, Miss Pauline Trigere, Mrs. T. Reed Vreeland, Mrs. Robert Wagner, Miss Barbara Walters, Mrs. George Zauderer and Mrs. Ezra Zilkha.

The Junior Committee includes Mrs. John L. Loeb, Jr.; Mrs. John A. Lawrence, Miss Margo Stern Feldman, Miss Serena Rhineland, Miss Lise Courtney Howe, Mrs. Anthony K. Baker and Mrs. Keith Barish.

Miss Betty Furness will be the commentator for the Chanel fashion show and Mrs. Diana Vreeland has written a tribute to Chanel for the program.

Each guest will receive a gift of Chanel's newest fragrance, Chanel No. 19.

A Chanel suit made specially for the winner leads the list of exciting raffle prizes including jewels by Van Cleef & Arpels and Cartier, vacation weeks for two as well as long Parisian weekends, dinners at famous New York and Paris restaurants and hairstyling by Alexandre of Paris.

Tickets are \$50 each by invitation only.

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F A C T S H E E T

CHANEL FASHION SHOW & LUNCHEON

Presented by

AIR FRANCE

to benefit

AMERICAN CANCER SOCIETY

NEW YORK CITY DIVISION

Hotel Pierre, Ballroom
Wed., Ap. 30, 1975
12 Noon

EVENT....The first fashion show in this country of the Chanel Haute Couture collection. 75 ensembles, five models, all accessories and makeup being flown from Paris courtesy Air France. Tickets sold out. 750 guests expected.

PURPOSE...To raise \$37,000 for the American Cancer Society, New York City Division programs of research, education, patient care.

HONORARY CHAIRMEN AND GUESTS OF HONOR

Mrs. Nelson A. Rockefeller and Mme. Jacques Kosciusko-Morizet, wife of the French ambassador.

Honorary Chairman of Junior Committee: Susan Ford.

CHAIRMAN..Mrs. George J. Feldman

Vice-chairmen: Mrs. Claude Arpels and Mrs. Henri Bendel.

COMMENTATOR...Miss Betty Furness.

SPECIAL TRIBUTE...Diana Vreeland has written a special tribute to the late Coco Chanel for the program.

MUSIC.....Bill Harrington and his orchestra.

RAFFLE....Tickets are \$5 each and \$10 for three. Prizes include

- A Chanel suit made especially for the winner.
- Jewels by Cartier and Van Cleef & Arpels.
- Crystal by Baccarat.
- Vacation weeks for two and long Paris weekends.
- Dinners at famous New York and Paris restaurants.
- Hairstyling by Alexandre of Paris.

SPECIAL GIFT Each guest will receive a gift of Chanel's newest fragrance,Chanel No. 19.

HONORARY COMMITTEE Mrs. Abraham Beame, Mme. Gerard Gaussen, Mrs. Edwin I. Hilson, Mrs. Jacob K. Javits, Mrs. Albert D. Lasker, Mrs. John Lindsay, Mrs. John A. Scali, Mrs. Sylvan C. Coleman, Mrs. Hugh R.K. Barber.

WHO'S WHO

HONORARY CHAIRMEN and GUESTS OF HONOR

Mrs. Nelson A. Rockefeller

Mme. Jacques Kosciusko-Morizet

CHAIRMAN

Mrs. George J. Feldman

VICE - CHAIRMEN

Mrs. Claude Arpels

Mrs. Henri Bendel

HONORARY COMMITTEE

Mrs. Abraham D. Beame

Mme. Gerard Gaussen

Mme. Louis de Guiringaud, Mrs. Sylvan C. Coleman, Mrs. John A. Scali,
Mrs. Edwin I. Hilson, Mrs. Jacob K. Javits, Mrs. Albert D. Lasker,
Mrs. Hugh R. K. Barber, Mrs. John V. Lindsay and Mme. Jacques Douguet.

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Chanel Fashion Show

R A F F L E P R I Z E S

Raffle tickets are \$5 each or \$10 for three,
sold only to guests at the fashion show.
Drawing will be immediately after the show.

PRIZES INCLUDE:

- A CHANEL SUIT specially made for the winner.
- A jewel courtesy of Cartier
- A jewel courtesy of Van Cleef & Arpels
- A week for two at "La Caravelle," Club Mediterranee, Guadeloupe.
- A week for two at the ski resort, "Les Arcs," courtesy of Princesse
Pauline Murat
- A weekend in Paris for two at Hotel Plaza Athenee
- A weekend in Paris for two at Hotel George V
- A fur piece by Leon
- A basket of Fauchon delicacies
- Porthault linens
- A flower arrangement from Cort & Ethel Rogers
- Crystal courtesy of Baccarat
- Dinner for two at Quo-Vadis
- Dinner for two at Lutece
- A backgammon set courtesy of Lederer
- A Zenith stereo
- Dinner for two at Maxim's in Paris
- French wines
- Dinner for two at Le Grenouille
- Dinner and champagne for two at El Morocco
- Dinner for two at 21
- Dinner for two at Christ Cella
- Dinner for two at Cote Basque
- Hairstyling by Alexandre of Paris

(List Incomplete)

CHANEL

RELEASE AT WILL

MLLE. CHANEL

FROM: Rose M. Harten

ON FASHION

"Nothing goes out of style more quickly than a fashion, while elegance is for all time."

"It is not the dress that should wear the woman, but the woman who should wear the dress."

"A dress that is not comfortable is a failure. To be elegant is to wear clothes that permit you to move easily, gracefully, comfortably."

"A woman can often be over-dressed, never over-elegant."

"Understatement is the ultimate of elegance. Always take off, never add."

"Elegance is not limited solely to a woman's wardrobe. It is as much the way she conducts herself and her way of life."

ON PERFUME

"Perfume is a part of you, no elegance is possible without it."

"Perfume is the unseen, but unforgettable ultimate fashion accessory."

"In perfume as in fashion, simple understatement is pure elegance."

"Perfume should complement, never dominate a woman's personality."

"Perfume is the highest form of pleasure that our sense of smell affords us."

"Perfume heralds a woman's arrival and prolongs her departure."

"Perfume creates moods, lifts spirits, evokes memories."

ON BEAUTY

"Beauty is charm which has nothing to do with looks; and it is physical proportion -- nothing too much, everything in balance."

ON LIFE

"Solitude fulfills a man, but destroys a woman."

"To grow old alone gracefully is a great accomplishment. To be lonely together is a tragedy."

"In the difficult and wonderful battle of life, the simple woman emerges victorious, the sophisticated one, defeated."

CHANEL

RELEASE AT WILL

FROM: Rose M. Harten

THE ENDURING "CHANEL LOOK"

Despite the ever-changing tides of fashion, one look has endured year after year, and that is the elegant, civilized CHANEL look.

What is the CHANEL look? It is total fashion philosophy, not a single fashion fad that skyrockets into the fashion firmament and just as quickly fades into oblivion. Or, as Mlle. Chanel has put it, "mode passes, fashion endures."

The CHANEL fashion philosophy is founded on understated elegance

clothes that are graceful, young, easy-to-wear; clothes that permit a woman to walk, sit, dance and move easily and comfortably. CHANEL fashions have succeeded where others have failed -- a fashionable woman wearing a CHANEL is not dismayed or shocked to see other CHANELS at the same time and place. As a matter of fact, the CHANEL style has become a fashion symbol.

Originally conceived for a privileged few, the CHANEL style has been adopted by millions of fashion-conscious women. Mlle. Chanel succeeded in popularizing her creations without vulgarizing them, and she welcomed imitation, for she believed that at the heart of all imitation is admiration and love. The noted French writer, Jean Cocteau, said of her, "the feminine fashions of Mlle. Chanel have never been extravagant fashions. By a kind of miracle, she has been operating in fashion with the rules which seem to be valid only for artists and poets. She imposed the invisible; she imposed on the world of fashion the nobility of silence."

-more-

CHANEL fashions have something for everyone. Young, gay, wearable daytime suits; graceful, feminine evening gowns, elegant theatre suits. Do CHANEL fashions ever change? Of course, but oh so subtly, merely by slight refinements of the classic CHANEL designs. One season, there are few collarless cardigan jackets trimmed with braid; more soft, round collars, and neatly notched lapels faced with the same silk or brocade used for the jacket lining. Another season, coats and jackets are elegantly lined in quilted silks and crisp piques, harmonizing or contrasting with superb, multi-hued tweeds. There is a saying in Paris that anyone can make a ball gown, but only a great designer can create a daytime suit. Mlle. Chanel proved this and the reverse, with elegant evening dresses and brocade theatre suits that are the rage of Paris, Rome, London and New York.

Mlle. Chanel's creative genius did not stop at designing clothes. She inspired a total, elegant woman -- a woman of taste and refinement. Everything in the CHANEL manner demands attention to detail and perfection. The world-famous "CHANEL look" depends on accessories meticulously designed and discriminatively selected to enhance feminine charm and elegance. Some CHANEL accessories which have gained world-renown are: flat, black bows worn at the nape of the neck, the quilted, gold-chain handled CHANEL bag, sling-back pumps in pale beige tipped with black or gold, ropes of pearls massed at the neckline, gold chains encircling the waists of tweeds and brocades alike, simple gold or jeweled bar pins to fasten the collarless CHANEL suits, jeweled sunburst pins, striking Maltese crosses, gardenias pinned on suit lapels...and, CHANEL's "ultimate accessory of fashion," CHANEL NO. 5 Perfume.

Believing no elegance is possible without perfume, Chanel created perfumes to complement her understated, elegant fashions. One of these, CHANEL NO. 5 Perfume, has become the world's most famous perfume and the one more men buy for their ladies than any other. Chanel's creative fashion philosophy is embodied in this perfume -- a sparkling, modern blend so delicately balanced in the center of the fragrance scale, neither too sweet nor too dry, it becomes the personal essence of the woman wearing it....complementing, never dominating her personality. CHANEL NO. 5 Perfume is as much a part of the "total CHANEL look" as her famous suits and accessories. And, it is the one CHANEL original every woman can afford.

X X X

CHANEL

Background Release No. 6

THE CHANEL LEGEND

CHANEL -- a magical name if ever there was one -- is indeed an international symbol of creative genius in fashion and fragrance.

Since the showing of her first couture collection in the early twenties in Paris, Mlle. Gabrielle Chanel has been a brilliant star in the fashion firmament. The total "Chanel look" -- one of the most enduring influences in the fashion world -- has enjoyed unprecedented acclaim and popularity. The world's most copied couturiere, Mlle. Chanel designed clothes of easy, casual elegance which revolutionized the industry. She liberated women from long skirts and constricting styles. She gave them instead the freedom of the flawlessly tailored CHANEL suit, the jersey dress, the turtleneck sweater, the blazer, the pantsuit and the "little black dress." Mlle. Chanel popularized costume jewelry, chain belts and the signature scarf.

The noted French writer, Jean Cocteau, said of her, "The feminine fashions of Mlle. Chanel have never been extravagant fashions. By a sort of miracle, she operated in fashion in accordance with the rules which seem to be valid only for painters and poets. She imposed the invisible; she imposed on the world of din the nobility of silence."

-more-

Her flawless taste and creative genius were brought to bear on the fine art of perfumery. Believing no elegance is possible without perfume, Mlle. Chanel inspired Ernest Beaux, one of the great perfumers of all time, to create perfumes designed to enhance her simple, classic, elegant fashions -- perfumes that would reflect the same swing away from frills and furbelows in perfume and packaging as in fashion.

From a series of experimental fragrances, Mlle. Chanel finally selected the bottle numbered "5" as the most perfect interpretation of her perfume inspiration. When asked what it should be named, she replied "Why not simply CHANEL NO. 5? My collection is being presented on the fifth day of the fifth month, and the number "5" has always been lucky for me." And, lucky indeed was her selection! A great perfume was born that caused a revolution in perfumery and became the most famous and beloved of all perfumes.

Chanel's design genius was also applied to the creation of the now-famous "classic" perfume bottle and the modern white and black packaging. Quality, simplicity and elegance are the distinguishing characteristics of all CHANEL creations. "Quality, always quality -- this is the essential in perfumery as in fashion," says Mlle. Chanel. And, this policy has earned for CHANEL the reputation of "THE MOST TREASURED NAME IN PERFUME."

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FROM: Rose M. Harten

CHANEL INFORMATION TEXT

LA GRANDE MADEMOISELLE

One day in February 1953, newspapers throughout the world carried a first-page announcement: "Chanel reopens her House".

The largest French magazine, Paris-Match, devoted six pages to this event and the American dailies carried the news in their headlines.

Thus, after fifteen years of silence and turmoil, the world had not forgotten the glory of the lady who had so triumphantly revolutionized fashion: Miss Chanel.

One beautiful summer's day at the Longchamp race-track, where the world's most elegant women strutted about in audacious and sumptuous costumes which rivalled each other in extravagance, a thigyoung girl named Gabrielle Chanel made her first appearance in this ultra-chic circle.

She wore the strictest of dresses and the simplest of hats, but they were so well cut and had such personal elegance that she rapidly became the general center of attention. All the other women suddenly seemed flashy and over-dressed and, in a word, already out of style.

Thus began the fabulous career of Chanel, a career which progressed so rapidly that several months later, these same women were clamoring for her advice and her salons had become a fashionable meeting-place.

Yet, only a few months before this memorable day at the race-track, Chanel had opened a small hat shop on the rue Cambon and recently extended her activities to fashion...

In the shop at 31 rue Cambon, Coco Chanel created fashion, which did not mean for her creating models for the privileged few who could afford fabulous prices.

It meant creating a style which could be worn in the street, tour the world and become anyone in any circle.

With a snip of the scissors, Chanel eliminated frou frous and flounces and, as her friend Jean Cocteau liked to say, by a kind of miracle, she applied to fashion laws which had hitherto been applicable only to painting, poetry and music.

Not only did fashion undergo a great change because of this, but there arose a different way of thinking, feeling and a totally new, simplified and purified notion of femininity.

Chanel never presents complicated, exaggerated lines or uncomfortable forms; her style is classic and "a comfortable elegance" is her principle.

Elegance is a personal gift of women. It cannot be bought. Simple and beautiful lines, choice materials, faultless work - these are what one offers her. To quote Chanel:

"I do my best to leave women their own personal arms - youth, grace and allure - and offer them the possibility of selecting, according to the new lines, all the delicious frivolities which are the secret of Paris".

Chanel has always had a preference for jersey, which is ideal for light, comfortable coats and lissome two-piece suits, which are the basis of her collections.

Chanel was the first to create costume jewelry, conceived as accessories for her jerseys. This has become one of the most important French industries. Buyers from the world over come to Paris to get new ideas and carry back models which will be reproduced by the thousands.

But, Chanel's greatest achievement is perhaps perfume. In 1920, while vacationing in the South of France, Chanel visited the Grasse perfume factories and, fascinated by this industry from the first visit, returned time and time again. She obviously had an instinctive and very keen sense of perfume.

She was the first to think of assorting perfume to her collection and set out to find the man who could carry out this idea. She contacted Ernest BEAUX. In 1924, his "liquids" were among the most original.

He presented two numbered series to Coco Chanel, one from 1 to 5, the other from 20 to 24. Coco Chanel selected several bottles, one of which bore the number 5.

There was then the problem of naming the new perfume. Coco Chanel thought for several seconds and then exclaimed, "I am presenting my collection on the 5th of May, which is the fifth month of the year, so we'll keep the number it bears and this number 5 will bring it good luck".

The great lady was right, for Chanel No. 5 was an over-whelming success and the first post-war perfume which has kept its original popularity.

The creation of No. 5 marks a special date in the history of perfumes. The violet and lavender perfumes which were in style disappeared as definitely as the extravagant and unwearable costumes had disappeared a few years before.

And so it was that a thin, fragile country girl, with her large expressive eyes, straight black hair and "tomboy" air, and with no other aid than her great talent, deep artistic sense, unwavering will, courage and dominant personality, imposed a notion of elegance which still reigns over the world of fashion.

For Immediate Release

Contact: Peter E. Steward

NEW L'ARISTOCRATE HOLIDAYS
TOUCH BOTH ATLANTIC SHORES

You can live like a Gallic noble on either side of the Atlantic this summer. For the first time, Air France is offering its luxury L'Aristocrate holidays to both Europe and the French Caribbean.

The traditional 14-day European holiday begins in the magic city of Paris with four nights' accommodations at any one of four superb hotels -- Ritz, George V, Crillon or Plaza Athénée. Naturally, chauffeured airport transfers, sightseeing and continental breakfasts are included.

An innovative feature of the summer L'Aristocrate is the added choice of three of 20 city and resort packages in Europe's great cities and spas. Each is good for three nights' stay and other services at places like the Savoy in London, the Hermitage in Monte Carlo or the Victoria in Interlaken.

L'Aristocrate Europe is priced at \$1,254 per person for a couple. Departures are available between May 1 and Oct. 16.

The French Caribbean L'Aristocrate offers a week on either Martinique or Guadeloupe with luxury accommodations at the Meridien, Bakoua or Caribe Copatel hotels. Also gastronomic French Creole meals, excursions and chauffeured airport transfers. The all-inclusive price is \$536 per person for a couple, and departures are available from April 15 to Dec. 14.

All prices are based on round-trip economy air fare from New York. For further details, contact your travel agent or Air France, Box 747, New York, N.Y. 10011.

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