

The original documents are located in Box 29, folder “11/30/76 - Hayannis, Massachusetts - Cape Cod Hospital” of the Sheila Weidenfeld Files at the Gerald R. Ford Presidential Library.

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THE WHITE HOUSE

WASHINGTON

November 17, 1976

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

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

EVENT: Cornerstone laying of new wing

PLACE: Cape Cod Hospital
Hyannis, Massachusetts

DATE: Tuesday, November 30, 1976

TIME: 2:00 p.m.

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

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

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



EVENT: First Media Awards Luncheon

GROUP: American Cancer Society

DATE: Wednesday, December 1, 1976

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

PLACE: Waldorf-Astoria
Empire Room
New York City

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

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

Thank you.

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



Cape Cod Hospital Cornerstone Laying File



CAPE COD HOSPITAL
HYANNIS, MASSACHUSETTS 02601

Needs Date
Cape Cod Hospital
(cornerstone of wing)

Office of the President
BROOKS B. THAYER

October 14, 1976

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

Dear Ms. Porter:

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

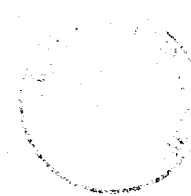
I now feel that it might be helpful to you to have in your files a record of the publicity pertaining to her visit. This occurred after a call was received by Mrs. David M. Davis from Miss Mildred Leonard on August 13 saying it could be announced that Mrs. Ford would like to come in September.

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

Sincerely,

BBT:mh
Enclosures

Brooks B. Thayer
President





The Beacon

Cape
Cod
Hospital Hyannis, Massachusetts 02601

NEWS RELEASE

from

Development Office

August 20, 1976

FOR IMMEDIATE RELEASE

FIRST LADY TO SET HOSPITAL CORNERSTONE

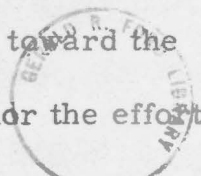
Betty Ford will honor the Cape Cod Hospital by attending the cornerstone laying of the new addition in September.

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

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

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

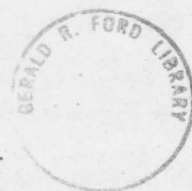
In making the announcement Mr. Hornor said, " On behalf of the trustees, we are extremely proud to have Mrs. Ford visit our hospital and our community. Her presence will significantly mark this step toward the development of better hospital health care for Cape Cod and honor the efforts of all the people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



NEWS RELEASES

RADIO STATIONS

1. Mr. Kevin Burke, News Editor
STATION WQRC
78 Falmouth Road
Hyannis, MA 02601
Tel. No. 771-1350
2. Mr. Ed. Semprini, News Editor
STATION WOGB
278 South Sea Avenue
West Yarmouth, MA 02673
Tel. No. 775-0929
3. Mr. Gordon Benoit, News Editor
STATION WVLC
off Route 6A Bog Hollow Road
Orleans, MA 02653
Tel. No. 255-3220
4. Mr. Deven Black, News Editor
STATION WCOD
105 Stevens Street
Hyannis, MA 02601
Tel. No. 775-6800
5. Mrs. Phyllis Elwell, News Editor
STATION WPLM
Route 3
Plymouth, MA 02360
Tel. No. 746-1390
6. Mr. Herbert Andrews, News Editor
STATION WCIB
Randolph Street
Falmouth, MA 02540
Tel. No. 548-3102
7. Mr. Truman Taylor, News Editor
CHANNEL 6 WTEV-TV
430 County Street
New Bedford, MA 02741
Tel. No. 993-2651
8. Mr. William Quinn
Box 901
Orleans, MA 02653





FIRST LADY FORD ...

... coming to cranberry country

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

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

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

A Weekly

THE REGISTER

THURSDAY, AUGUST 26, 1976

Betty Ford to attend ceremony dedicating Hospital addition

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

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

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

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

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



1. Mr. Fred J. Ellis, News Editor
CAPE COD TIMES
319 Main Street
Hyannis, MA 02601
Tel. No. 775-1200
2. Mr. Frank Palacci, News Editor
CAPE COD NEWS
44 Barnstable Road
Hyannis, MA 02601
Tel. No. 775-1594
3. Mr. Duane A. Steele, News Editor
PROVINCETOWN ADVOCATE
200 Commercial Street
Provincetown, MA 02657
Tel. No. 487-1170
4. THE VILLAGE ADVERTISER
c/o Mr. Carlton Crocker
Box 429
Osterville, MA 02655
Tel. No. 428-2917
5. CAPE COD ILLUSTRATED
c/o Mr. Stephen Gens
24 Mary Dunn Road
Hyannis, MA 02601
Tel. No. 362-4336
6. THE CAPE CODDER
c/o Mr. Malcolm Hobbs
Box 38
Orleans, MA
Tel. No. 255-2121
7. Mr. Eric Hartell, News Editor
Lower CAPE CHRONICLE
643d Main Street
Chatham, MA 02633
Tel. No. 945-2228
8. Mr. James Fegan, News Editor
THE ORACLE
Route 6A
Orleans, MA 02653
Tel. No. 255-3133
9. Mr. Dana Hornig, News Editor
THE REGISTER
Minden Lane
Yarmouth Port, MA 02675
Tel. No. 362-2111
10. Mrs. Barbara Williams, News Editor
BARNSTABLE PATRIOT
24 Pleasant Street
Hyannis, MA 02601
Tel. No. 771-1427
11. Mrs. Judy Selleck, News Editor
CAPE COD CAPER
Box 571
Osterville, MA 02655
Tel. No. 428-8900
12. Mr. Frederick Turkington, News Editor
FALMOUTH ENTERPRISE
Depot Avenue
Falmouth, MA 02540
Tel. No. 548-4700



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

Mrs. Ford to attend ceremony at CCH

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

Townsend Hornor, vice president trustee and general development chairman made the announcement of Mrs. Ford's visit at a dinner held for the development committee Friday.

The invitation to Mrs. Ford was personally extended on behalf of the hospital by Mrs. David M. Davis of Harwich Port, a trustee, who grew up

with Gerald Ford in Grand Rapids, Mich.

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

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

A Weekly

The Cape Codder Thursday, August 26, 1976

Betty Ford To Attend Cape Hospital Event

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

Townsend Hornor, vice president, trustee and general development chairman, made the announcement of Mrs. Ford's visit at the Care-isma Supper held for the Development Committee last Friday.

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

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

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

A Weekly

THE ORACLE Thursday, August 26, 1976

First Lady to set hospital cornerstone

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

Townsend Hornor, vice president trustee and general development chairman, made the announcement of Mrs. Ford's visit at the Care-isma Supper held for the Development Committee, Friday, August 20.

The invitation to Mrs. Ford was personally extended on behalf of the hospital by Mrs. David M. Davis, trustee, of Harwich Port, who grew up with President and Mrs. Ford

in Grand Rapids, Michigan.

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

In making the announcement Hornor said, "On behalf of the trustees, we are extremely proud to have Mrs. Ford visit our hospital and our community.

"Her presence will significantly mark this step toward the development of better hospital health care for Cape Cod and honor the efforts of all the people of the Cape who are working so hard to make it possible."



A Weekly

10c

The Village Advertiser

For The Town of Barnstable and Her People

Vol. 7 No. 13 August 26, 1976

First Lady to set cornerstone

Betty Ford will honor the Cape Cod Hospital by attending the cornerstone laying of the new addition in September. Mr. Townsend Horner, Vice President Trustee and General Development Chairman, made the announcement of Mrs. Ford's visit at the Care-isma Supper held for the Development Committee, Friday, August 20.

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

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



CAPE COD HOSPITAL
HYANNIS, MASSACHUSETTS 02601

Office of the President
BROOKS B. THAYER

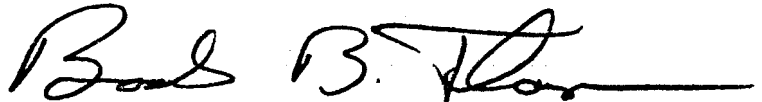
September 9, 1976

Dear Friend:

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

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

Sincerely,



Brooks B. Thayer

BBT:ied

1940 letters sent to:

Dignitaries -

State, County, Town Officials

Health Agencies

Hospital Family



Sunday Cape Cod Times, October 3, 1976

Mrs. Ford may not visit Cape

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

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

BE PENDING
NOVEMBER

9/14/76

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

Susan Porter



9/2/76

Spoke with John Micheals - Regional Coor.
for New England

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

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

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

Julie



THE WHITE HOUSE
WASHINGTON

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

Thx, susan



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

August 30, 1976

Dear Mr. Thayer,

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

With warmest regards,

Sincerely,

Susan Porter
Appointments Secretary
for Mrs. Ford

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

SP/ph

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



CAPE COD HOSPITAL
(617) 271-1800
HYANNIS, MASSACHUSETTS 02601

Mr. Falk, Hosp. Administrator
(617)

Office of the President
BROOKS B. THAYER

O: 255-3324
H: 255-2111

August 2, 1976

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

My dear Mrs. Ford:

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

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

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

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

Respectfully yours,

Brooks B. Thayer
Brooks B. Thayer
President

BBT:mh



THE WHITE HOUSE

WASHINGTON

August 9, 1976

Dear Mrs. Ford,

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

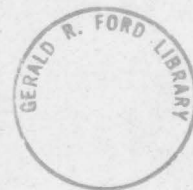
_____ Would like to accept; suggest
Thursday, September 3rd
(post-Vail, pre-Labor Day)

~~_____~~ Would like to do sometime this
Fall *maybe -*

_____ Regret

Thank you.

Susan
susan



MRS. DAVID M. DAVIS
SNOW INN ROAD
HARWICH PORT, MASS. 02646

Phone: 617-432-9475

August 2, 1976

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

Dear Betty:

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

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

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

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

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

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

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

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

Hopefully,

Annie Lowe

Anne Hall Davis



8.6
MEMORANDUM

THE WHITE HOUSE

WASHINGTON

August 6, 1976

FOR: Susan Porter
FROM: Mildred Leonard *ML*

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

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

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

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

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

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

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



Dear Betty,

L.O. 325

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

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

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

Sincerely,

Annie Lowe (Hall)
(Mrs. David M. Davis)

Sis Hall Fisher's sister.

Aug. 23, 1976

FORD LIBRARY

American Cancer Society Luncheon File



put in silver
11-1



The American Cancer Society
has the honour to invite you
to its
First Media Awards Luncheon
initiated and sponsored
by
Mrs. Enid A. Haupt
Wednesday, December the first
Empire Room
The Waldorf Astoria

Cocktails 12 noon
Luncheon 12:45

This invitation is not transferable
Please reply



October 4, 1976

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

Dear Mrs. Ford:

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

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

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

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

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

Sincerely,

Lane W. Adams



NATIONAL PUBLIC INFORMATION COMMITTEE

Paula Green, Chairman
William Tipping, Vice Chairman

MEDIA AWARDS COMMITTEE

Victor Weingarten, Chairman

Awards Advisory Committee

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

Conference Planning Committee

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

The American Cancer Society wishes
to express its sincere gratitude to

MRS. ENID A. HAUPT

initiator and sponsor of our
First Public Information Conference
and

Media Awards Program

AMERICAN CANCER SOCIETY
FIRST NATIONAL
PUBLIC INFORMATION CONFERENCE

November 29, 30 & December 1, 1976

Waldorf-Astoria Hotel
New York, New York

1976 PUBLIC INFORMATION CONFERENCE PROGRAM

MONDAY, NOVEMBER 29

1:00 PM Conference Registration

1:30 PM-3:15 PM Greeting and Welcoming Remarks
GENERAL SESSION R. Lee Clark, M.D., President, American Cancer Society

THE ACS CANCER CONTROL PROGRAM - PRIORITIES AND FUTURE DIRECTIONS
An audio-visual presentation followed by a question and answer discussion with National ACS program department head Richard P. McGrail, ACS Deputy Executive Vice President; Chairman

Panelists:
Arthur I. Holleb, M.D., Senior Vice President for Medical Affairs
Walter G. James, Vice President for Public Education
John Montgomery, Assistant Vice President for Crusade
Irving Rimer, Vice President for Public Information

MEET THE PRESS - WHERE WE ARE IN CANCER RESEARCH TODAY
Ed Edelson, Medical Writer, NY Daily News will interview R. Lee Clark, M.D., President of ACS and Frank Rauscher, Ph.D., ACS Senior Vice President for Research

3:30 PM-4:30 PM Participants will attend their first choice from pre-selected WORKSHOP "A" categories
WORKSHOPS

5:00 PM-7:00 PM Reception
SOCIAL HOUR

TUESDAY, NOVEMBER 30

- 9:00 AM-10:15 AM
GENERAL SESSION
- IMPACT OF THE MEDIA ON KEY ISSUES IN CANCER CONTROL
A discussion of some of the controversial medical issues dealt with in the media and how the media approach these issues
Arthur I. Holleb, M.D., ACS Senior Vice President for Medical Affairs; Moderator
- Dr. Philip Strax, Medical Director, -Mammography
Guttman Institute
- Mrs. Helene Brown, National Field -Unproven Methods o
Service Committee Chairman Cancer Control
- Dr. Saul Gusberg, Chairman, Dept. -The Use of Estroge
of Obstetrics and Gynecology,
Mount Sinai School of Medicine
- Dr. Marvin Schneiderman, Associate -Environmental Caus
Director, Field Studies & Statis- of Cancer
tics Program, NCI
- Appraisal of Media Role - Alan Davis, ACS Vice President
for Governmental Relations/Science Editor
- 10:15 AM-10:35 AM
GENERAL SESSION
- 1976-'77 ANTI-SMOKING CAMPAIGN
A preview of New Directions and Innovations in the Anti-Smoking Program
- 10:45 AM-11:45 AM
WORKSHOPS
- Participants will attend their second choice from
WORKSHOP "A" categories
- 12:00 noon-1:30 PM
LUNCHEON
- On your own
- 1:30 PM-2:45 PM
GENERAL SESSION
- NEWEST TRENDS IN NEWSPAPERS, TELEVISION AND RADIO
John Mack Carter, Editor-in-Chief, Good Housekeeping;
Chairman
- A panel discussion with leaders from the communications industry--newspapers, radio, television & magazines--including
- Don Elliot Heald - Vice President & General Manager,
WSB-TV, Atlanta
- Robert Hunt - President, Chicago Tribune
- Robert Mahlman - Vice President & General Manager, ABC R
- 3:00 PM-4:00 PM
WORKSHOPS
- Participants will attend their selection from WORKSHOP "B" categories
- 4:15 PM-5:00 PM
GENERAL SESSION
- THE NATIONAL CANCER PROGRAM
Paul Van Nevel, Associate Director for Public Affairs, N
Chairman
- An audio-visual presentation followed by questions and answers with staff members of the National Cancer Institut

WEDNESDAY, DECEMBER 1

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

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

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

12:00 noon Reception

12:45 PM First American Cancer Society MEDIA AWARDS Luncheon



News FROM AMERICAN CANCER SOCIETY MEDIA AWARDS COMMITTEE

801 Second Avenue • New York, New York 10017 • 212/749-8038

PANEL OF JUDGES:

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

MAXWELL DANE, Director
Former Chairman
Executive Committee
Doyle Dane Bernbach

RICHARD A. GILMAN, Professor
Yale University

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

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

ADVISORY COMMITTEE:

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

THOMAS P. ULMER,
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American Cancer Society

VICTOR WEINGARTEN,
Chairman, Media Awards Program

PAULA GREEN, Chairman
Public Information Committee

Miss MARY BUSCH

G. ROBERT GADSBERRY

CECIL GORDON

Mrs. NANCYANN RABER

WILLIAM TIPPING

Mrs. ALTON ZAMZOW

FOR IMMEDIATE RELEASE

AMERICAN CANCER SOCIETY ANNOUNCES

NEW ANNUAL MEDIA AWARDS PROGRAM

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

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

(more)

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

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

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

(more)

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

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

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

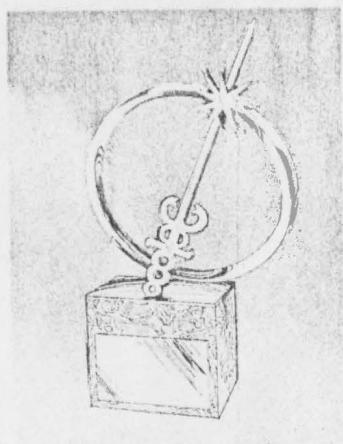
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YOUR INVITATION
TO ENTER THE
AMERICAN CANCER SOCIETY'S
1st ANNUAL MEDIA AWARDS

For Excellence in Communications about Cancer

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





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

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

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

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

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

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

PANEL OF JUDGES

EDWARD E. ASSETT, Dean
Graduate School of Journalism
University of Southern California

WYVWELL DANE, Director
Former Chairman, Executive Committee
Davis-Putnam Foundation

RICHARD V. FRIEDMAN, Professor
Yale University

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

EDWARD E. MOHR, Former Chairman
and Chief Executive Officer
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BENJAMIN F. BYRD, Jr., M.D., President
American Cancer Society

THOMAS P. NIMMER
Chairman of the Board
American Cancer Society

VICTOR WEINGARTEN
Chairman, Media Watch Program

CATEGORIES



I. PRINT MEDIA:

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

II. BROADCAST MEDIA:

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

CRITERIA FOR JUDGING

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

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

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

GENERAL RULES

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

HOW TO ENTER

PRINT MEDIA

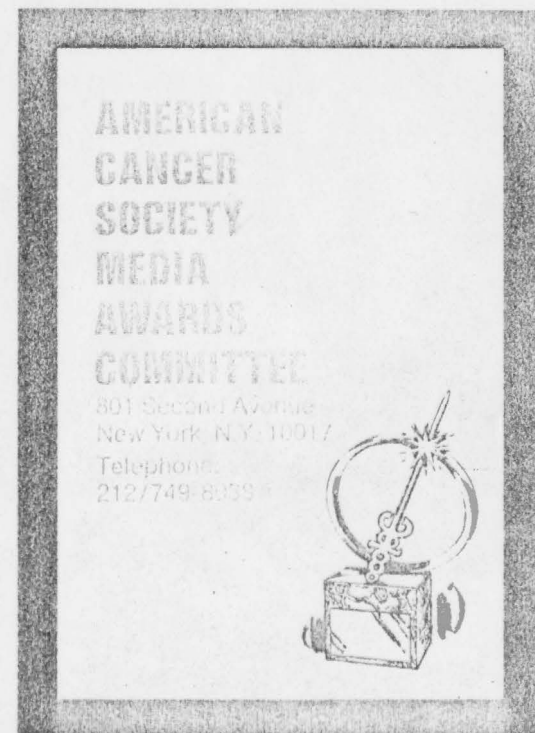
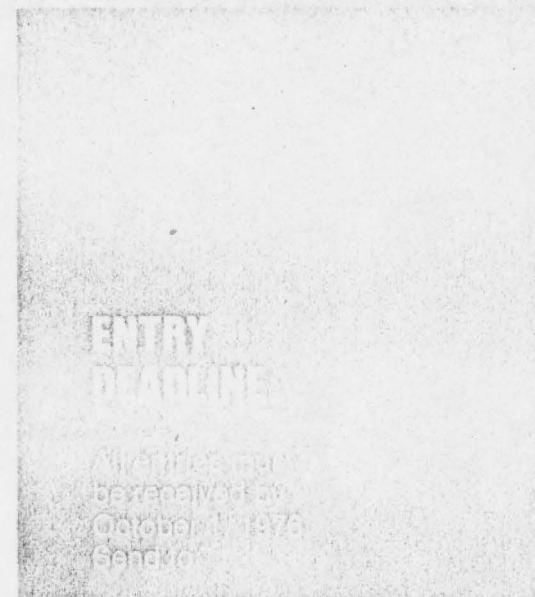
Two copies of the article, story or series should be submitted, together with a brief statement containing any relevant material the entrant wishes to call to the attention of the judges.

BROADCAST MEDIA

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

REPRINT RIGHTS

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





Entry Form

AMERICAN CANCER SOCIETY MEDIA AWARDS PROGRAM



SUBMISSION

(Title of article or program)

CORPORATE AFFILIATION

ADDRESS

(Street)

(City)

(State)

(Zip)

PHONE

SUBMITTED BY

(Name and Title)

CATEGORY BEING ENTERED

DATE(s) PROGRAM WAS BROADCAST
OR ARTICLE WRITTEN

PERSON TO BE
NOTIFIED OF AWARD

(Name)

(Address)

PHONE

PERSON TO CONTACT FOR
ADDITIONAL INFORMATION

BRIEF DESCRIPTION OF SUBMISSION:
(Continue on other side)

INCLUDE WITH MATERIAL BEING SUBMITTED AND MAIL TO:

**AMERICAN CANCER SOCIETY
MEDIA AWARDS COMMITTEE**

801 Second Avenue • New York, New York 10017

WITHDRAWAL SHEET (PRESIDENTIAL LIBRARIES)

FORM OF DOCUMENT	CORRESPONDENTS OR TITLE	DATE	RESTRICTION
Schedule	Proposed Schedule for Mrs. Ford's Visit to Hyannis, Massachusetts and New York City. 5 pages	ND	B

File Location:

Sheila Weidenfeld Files, Box 29, Folder: 11/30/1976 - Hyannis, Massachusetts - Cape Cod Hospital SD 1/20/2017

RESTRICTION CODES

- (A) Closed by applicable Executive order governing access to national security information.
(B) Closed by statute or by the agency which originated the document.
(C) Closed in accordance with restrictions contained in the donor's deed of gift.

CAPE COD HOSPITAL
HYANNIS, MASSACHUSETTS 02601



December 7, 1976

Dear Patty,

Enclosed is a copy of my letter to Mrs. Ford for you and the letter to her to be delivered by you if you will be so kind.

We are not coming down very fast from the heights of your visit. Not only the hospital family of employees and volunteers but all the patients and every resident of the Cape. It was a brilliant piece of planning and organization stemming from you, Greg, Fred and Peter. We thoroughly enjoyed working with you, being coached by you and learning much from your experience and wisdom. It was a high privilege to be "part of your team" and to feel the whole affair begin to fall into a well engineered production. You did a magnificent job of pulling us all into shape with gentle, sensitive guidance.

Thank you for your central part, for your patience with our varying interests and concerns, and for bringing this magnificent person of our time, Betty Ford, to Cape Cod Hospital. We cannot ever measure the value and impact of her visit to us.

Please come back to Cape Cod when it is warm and let us take you sailing in our beautiful Nantucket Sound waters. Thanks for accepting my own special envelope for Mrs. Ford when you were here. I hesitated to impose but it seemed worth it to give her an honorary membership in our Sacred Dance Guild while I am still national president.

I enclose clippings for you. The media had a hey day - we understand it made every major channel on TV, all radio stations on the Cape and appeared on Walter Cronkite's show Tuesday night (Nov. 30) and on the Today Show (Dec. 1).

Keep in touch, Patty, and if we can ever help with a letter of recommendation or a note of commendation on your behalf, don't hesitate to let us!

Warmest good wishes,

Martha Gates

cc: Mrs. Betty Ford



CAPE COD HOSPITAL

Martha C. Yates
Volunteer Director

HYANNIS, MASSACHUSETTS 02601



December 7, 1976

Dear Betty Ford,

While it is just one week since you were here we must tell you some individual responses to your lovely visit.

There are 500 volunteers who come in once a week (100 men, 100 teen candy strippers, and 300 women). As the different day-groups come in each day, we go through the whole story of "Betty Ford Day" again, and luxuriate in the wonder of having had you in our midst. Over and over, from employees, volunteers and guests we hear "She was just so beautiful!" "A lovely, lovely person," "I feel like I know her", "I shook her hand and for a moment she was personally concerned with me alone", "So gracious, and warm, and friendly", "No wonder everyone loves her". Each in turn came under your spell - even the most sophisticated. A unanimously beautiful time for everyone.

We enclose clippings from the papers and we know you will enjoy the story on Kevin Dupont in Sunday's Times.

Torbin will be writing to Patty and in the meantime you should know how beautifully she handled this hospital group and us to make the time as fruitful as each precious minute could be. Incidentally, the day following your visit a woman came into the Development office and announced: "If Cape Cod Hospital is important enough to have Betty Ford come for the Cornerstone laying, It needs my support and help." And she left a check for \$1,000 for the expansion fund which includes our cancer treatment center. This surely is only the first of many responses by people on the Cape to your generous presence.

The Candy Strippers were enchanted with your interest in them and your knowledge about their volunteer work. The teen volunteer boys were no less responsive. And the men volunteers. As you know, we are a retired, resort community and our retirees on the whole are former executives who have been leaders in civic and social affairs during their careers. We feel volunteering at the hospital by this level of retired persons is a mutual contribution: enriching their lives in retirement and certainly adding sensitive, t.l.c. to our clinical, hospital service. We don't begin to match their expertise and skills with compensurate jobs because there are so many of them, but we try. Archie Crowley (Bishop Crowley) from Detroit is the retired Bishop (Episcopal) who gave the introductory prayer. Archie works as a volunteer in X Ray on Wednesdays, transporting patients back and forth

to their rooms. His concerned, tender method of handling a stretcher is a far cry from the corpsmen who must hurry in order to get on to the next task calling them. I enclose an article I gave Greg Willard published last year on our volunteer program because you seemed so interested in this wonderful group of people. And they loved you. 75 volunteers came in for special duty on that Tuesday.

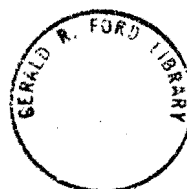
We figure nearly 2,000 people came out to welcome you - at the airport (which had been announced closed to the public) - at the cornerstone ceremony and later at the reception in the tent. Three incidents stand out although everyone has a particular experience with you to relate. The first was when you earnestly applied the mortar to stone and then "pushed it" into place (painful arthritis notwithstanding) and Torbin had arranged for the workmen to pull the stone from the back and attached a cord so it would go in without effort or disturbance. We have pictures showing each step of the process. When we have copies made we will send them to you.

Second was when you arrived at the end of the passage through the new building to the hospital and stopped, looking up to see every single window filled with faces, eager for the glimpse I had promised them. And they will never forget your sensitivity to that moment - and you stopped and waved and threw a kiss. And the third incident was when you stopped and knelt down (again ignoring what must be a painful neck disorder) to Kevin's height as Dr. Katherine Leland, Pediatrician; Dr. Shirley MacIver, Physician who has also had a mastectomy; and his mother looked on. The pictures tell the story and Cape people tell it over and over.

And if you ever have any second thoughts about whether you should have gone back (Peter Sorum did not feel you should when you had already reached the tent exit and they were ready to whisk you away) just know we hear more about your ordering those cafeteria doors to be opened and going in to greet employees and staff than almost any other part of your visit! A universal remark is: "She really is just beautiful. Like a movie star." "Such a beautiful person" "A real beauty".

One woman over 70 was at the airport and complained about the cold and her very painful arthritis. She stood close to the fence because she wanted so terribly to see you. When the plane came and you came out, she remarked "I would have stayed there all day to have had the privilege of seeing her. Wouldn't have missed it!"

I feel certain this is the response to you wherever you go. But we wanted you to hear it from the Cape while your time here is so fresh.



These are just a very few of the responses. The over all "feel" that I have for all of us on the Cape as I look at the new building going up so quickly is "that new edifice has been blessed and warmed and filled with love by Betty Ford's radiant presence as surely as if it were a visible enfolding substance". And we thank you for your presence here, your blessing, and your life.

Affectionately,



Martha C. Yates (Mrs. Torbin F.)
Volunteer Director

MCY/ms

CC: Patty Matson



AROUND THE CAPE THE CAPE COD HOSPITAL VOLUNTEERS: THEY HUMANIZE CLINICAL CARE

by Anne LeClaire

Kahlil Gibran wrote "You give but little when you give your possessions. It is when you give of yourself that you truly give." When a patient enters the Cape Cod Hospital, from the moment of admission until the discharge, his life is touched daily by people for whom giving is a very real thing, the hospital volunteers. Seven days a week, the members of this faithful group give a total of over 1200 hours.

It is almost impossible to overestimate their worth. Although they never take the place of a hospital employee, they work in more than twenty-five departments, transport patients and run errands for the staff. They do all the extras. Mrs. Martha Yates, Director of Volunteer Services at the hospital, sums it up by saying, "They are the extra arms and legs of the staff."

Under the direction of the energetic and enthusiastic Mrs. Yates, the number of volunteers has grown from thirty-five just three years ago to more than five hundred today. Their ages range from fourteen to eighty plus. In the midst of our interview a male volunteer popped his head through the doorway to say hello. Mrs. Yates smiled and said, "People are always surprised to find that we have men volunteers but it is a natural place for the retired man who has led a busy and important life. Here he is active and involved, once again doing something of worth. Often many have been patients themselves and then returned as volunteers. Others brought their wives to the general orientation and stayed to volunteer themselves."

Everytime you spot a woman in a salmon pink smock or jumper, a man in a gold jacket or perky miss in a candy striped jumper, you are seeing a volunteer. And you see them everywhere. There are 100 adult male volunteers, 325 women, and 100 candy strippers and teen volunteers (the term used to designate high school boys).

Mrs. Yates is obviously delighted with the teen group. "If ever you lose faith in youth of today," she says, "Work with these youngsters. They do all kinds of work. They never refuse a job."

The program presents the young vol-



(Above) The Information Desk is a hub of never-ending activity. Louise Nelson and Florence Bell direct visitors, answer phones, and catch up on paper work. (Below left) Martha Yates, Director of the Volunteer program, visits with Sally French, a familiar face in the Emergency Department where she has served for over 16 years. (Bottom left) Male Volunteers, one hundred strong, often visit the hospital first as patients, then return later as volunteers. (Below right) Jean Chamberlain from Dennis works in Radiology, the most popular department with volunteers.



Betty Ford to visit Hyannis Nov. 30



BETTY FORD
... at hospital ceremony

HYANNIS — The White House has confirmed that Betty Ford will be in Hyannis Nov. 30 for the cornerstone laying of the new addition to Cape Cod Hospital.

The White House and Cape Cod Hospital made the joint announcement this morning after months of speculation that the President's wife would officiate at the ceremony.

"We are honored that Mrs. Ford will be with us on this occasion of importance to the hospital and the community," Brooks B. Thayer, president of the hospital said.

The hospital addition, costing \$11.5 million, includes \$500,000 cancer center, and will provide 70 new beds, seven new operating rooms and a new three-part emergency area. The emergency area will serve patients brought to the hospital by ambulance services, ambulatory emergency patients and those receiving outpatient treatment.

The cornerstone dedication ceremony is scheduled to take place at the new hospital construction site opposite the visitor's parking lot. The time will be announced later and is expected to be in the early afternoon.

The public will be welcome to attend within the limitations created by the new construction, Thayer said.

Torbin Yates, public relations director for the hospital, said that the White House personnel with whom he has been in contact, are "anxious that Mrs. Ford's visit will bring the best possible benefit to the hospital's building program."

Mrs. Ford's interest in cancer research and treatment centers is well known. She had breast surgery more than a year ago to remove a cancerous growth. Her candidness about the experience was widely believed to have spurred many women to have cancer checks.

This will be the first visit to Cape Cod that Mrs. Ford has made since she became First Lady.





Cape Cod Times

THE CAPE AND ISLANDS' OWN DAILY NEWSPAPER

Vol. 40, No. 280

Hyannis, Massachusetts 02601, Wednesday, December 1, 1976

Fifty-six Pages

20c



(Staff Photo by Sherwood Landers)

Betty Ford asks Kevin Dupont, six, a leukemia patient from Centerville, how he likes Cape Cod Hospital during cornerstone laying ceremonies at the facility Tuesday.



(Staff Photo by Gordon E. Caldwell)

The First Lady is assisted by hospital president Brooks Thayer in laying mortar for placement of the cornerstone to the hospital's \$11.5 million addition.

Hundreds greet Betty Ford at CCH ceremonies

By MARIELLEN HOOPER

HYANNIS — The nation's First Lady was warmly received by an estimated 400 Cape Codders Tuesday in her first independent public engagement since President Gerald Ford's November election defeat.

Betty Ford shook hands and spoke personally with dozens of guests and spectators during a brief cornerstone-laying ceremony for an \$11.5 million addition to Cape Cod Hospital. Although she appeared frail and somewhat tired — she was reportedly recuperating from a cold — Cape Codders seemed to respond to her grace and warmth.

The ceremony and reception, which followed in a tent set up near the

Wearing a fur coat with a gold belt buckle and high-heeled black boots, she initially joked about the crisp Cape weather. "Being up here today," she said, "I can't imagine why anyone would want to live on Cape Cod year-round."

Mrs. Ford spoke slowly and haltingly through most of her speech. She called the event a "proud day for Cape Cod" because of all the "good work" which had gone into the planning of the hospital addition.

She congratulated the hospital staff and community for working on this "fine community hospital" which she called an "inspiration" to other communities.

The First Lady arrived on time at

and was at the hospital grounds on schedule at 2 p.m.

On her way to the podium, to music by the Barnstable High School band, she shook hands with people on both sides of a roped-off path. Almost immediately she came upon Dorothy Guest in a wheelchair. Mrs. Guest is a former Barnstable County employee and a terminal cancer patient.

Wrapped up in the cold air in a yellow bathrobe, Mrs. Guest had asked to be brought outside to see Mrs. Ford. They talked briefly and Mrs. Ford wished her well and moved on to others along the path.

Soon after, she approached Mrs. Benjamin Fisher, sister of hospital trustee Mrs. David M. Davis of Harwich Port, and both old acquaintances of

referring to her own recent bout with cancer, "but I feel good now."

Most reactions from Cape Codders who shook the First Lady's hand were the same. Men and women, young and old, thanked her for coming and asked she come back when the weather is warm. Mrs. Ford's response to each seemed personal and warm.

Following the ceremony and the laying of the cornerstone of the new addition, Mrs. Ford threaded through the crowd on the arm of hospital president Brooks Thayer, contacting as many people as she could in the short time.

During a short, informal reception under the canopy, she asked a Centerville six-year old leukemia victim, Kevin Dupont, how he liked the hospital. "I like it fine," he answered, smiling.

New York for an American Cancer Society luncheon today.

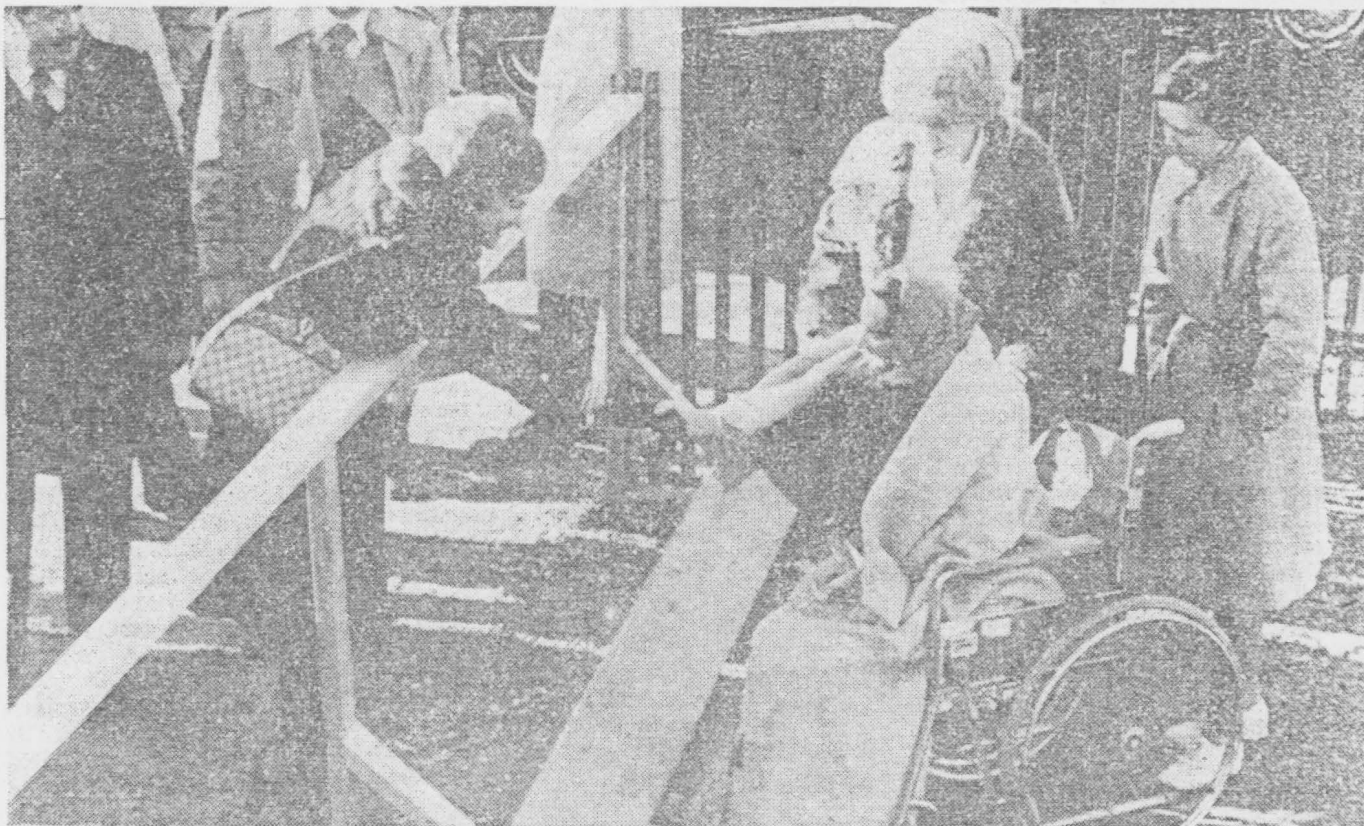
Mrs. Ford was invited to Tuesday's ceremony several months ago by the hospital through Mrs. Davis, her former schoolmate. According to a press aide, Patricia Matson, Mrs. Davis has kept Mrs. Ford up to date on the hospital's developments in preparing for the new addition and a new cancer treatment center. Matson said Mrs. Ford likes to honor "successful" community hospitals.

The hospital's new addition includes seven operating rooms, a new lobby, gift and coffee shop, an emergency wing and 70 new beds replacing 35 existing beds. It doesn't include the radiation therapy wing, to be built inside the main part of the hospital at a later time.

contributed to the hospital's building fund. Several elected Cape officials also attended, including selectmen and lawmakers and county officials, plus the newly appointed hospital administrator, John Stockwell, who will begin working at the hospital in January.

Mrs. Ford's visit to the Cape was her second public appearance in Massachusetts since Ford became President in 1974. She visited Plymouth in June.

As a memento of her visit to the Cape, the hospital gave Mrs. Ford a wood-carved tern made by Reid Higgins, son of Dr. Don Higgins of the hospital's medical staff. She was also given a book on the history of the Town of Barnstable by the Barnstable



(Staff Photo by Sherwood Landers)

Meeting the patients

Mrs. Ford shook hands and talked with dozens of Cape Codders during a short Cape Cod Hospital ceremony, but particularly walked up to hospital patients, elderly and children. Stepping out of a car onto hospital grounds, the

First Lady almost immediately approached Mrs. Dorothy Guest, a hospital cancer patient, who was wheeled outside for the special event.





(Staff Photo by Gordon E. Caldwell)

They meet again

First Lady Betty Ford, right, in Hyannis Tuesday for a cornerstone-laying ceremony at Cape Cod Hospital, has a brief reunion with Mrs. Benjamin Fisher of South Orleans and formerly of Grand Rapids, Mich. Mrs.

Fisher and her sister, Mrs. David Davis of Harwich Port, were friends and schoolmates of Mrs. Ford's in Grand Rapids.





Cape Cod Times

Hyannis, Massachusetts 02601, Wednesday, December 1, 1976

Page 17



(Staff Photo by Bill Smith)

First Lady arrives

The nation's First Lady steps off an Air Force DC-9 at Barnstable Municipal Airport at 1:45 p.m. Tuesday. Mrs.

Ford was later greeted by about 400 Cape residents at a Cape Cod Hospital cornerstone-laying ceremony.



(Staff Photo by Bill Smith)

Hospital speech

Surrounded, from the left, by Mrs. David M. Davis, Cape Cod Hospital trustee, hospital president Brooks Thayer, vice president Townsend Honor, chief of staff Dr.

Elroy E. Anderson, and acting administrator Paul Graff, Mrs. Gerald R. Ford congratulates the community and hospital on the hospital's new addition.

CAPE COD TIMES - 12/1/76 - PAGE 17





First Lady Betty Ford grasps hand of cancer patient Dorothy Guest at Cape Cod Hospital.

Betty Ford charms Cape throng at hospital dedication

By **RICHARD LAMERE**
Staff Writer

HYANNIS — "This is a proud day for Cape Cod. I admire your concern for others."

friendly Cape Codders who had gathered to welcome her.

And she shook hands with practically everyone who approached her, from nurses aides to Barnstable police offi-

hospital who grew up and attended dances with Mrs. Ford back in their home town — Grand Rapids, Mich.

Before addressing the gathering, Mrs. Ford stopped to talk to Dorothy

nodding also to nurse Jane Morey of Hyannis.

Speaking from a platform alongside the partially built new 90,000 square foot addition, Mrs. Ford praised all who



The Boston Globe

o. * * *

WEDNESDAY MORNING, DECEMBER 1, 1976

®

Telephone 929-2000



Betty Ford waves to crowd watching ceremony at which President's wife dedicated new \$11.5-million wing of Cape Cod Hospital in Hyannis. Mrs. Ford's two-hour visit to Cape Cod yesterday was her first public appearance alone since last month's elections.

(Photo by Peter Kramer)



THE BARNSTABLE PATRIOT, HYANNIS, MASS., THURSDAY, DECEMBER 2, 1976



MR. HORNOR — MRS. DAVIS — MR. THAYER — MRS. FORD


(Photo by Percy Williams)



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The Barnstable Patriot

Published on Cape Cod since 1830

One Hundred and Forty-Sixth Year No. 30

Hyannis, Cape Cod, Thursday, December 2, 1976

Cape Enchanted By Mrs. Ford

By Percy Williams

The winsome charm that has endeared Betty Ford to millions throughout her years as the nation's First Lady was very apparent Tuesday afternoon when she made her first visit to Cape Cod to participate in the cornerstone laying and dedication of Cape Cod Hospital's new \$11.5 million addition, now well under

ville, a cancer patient at the hospital, seated in a wheel chair.

"That was one of the greatest moments of my life," Mrs. Guest said afterward. "Mrs. Ford---she is such a friendly, charming person. She said to me 'it's a beautiful, wonderful day and it's nice to see you; God bless you, dear'."

In introducing the First Lady,

continuing contributions of a never-ending stream of doctors, trustees, administrators and financial supporters who have made it what it is: a very large, and unique community asset.

"A great deal has been written and said about the costs of health care, particularly in recent years. But one simple fact is often forgotten: this hospital, and many



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"This will be a reminder of your good work"- Betty Ford

First Lady Betty Ford laid the cornerstone of the new wing of the Cape Cod Hospital Tuesday afternoon, Nov. 30.

A crowd of about 500 people turned out in the brilliantly-sunny but cold weather to watch the brief ceremonies at the Hyannis building site.

Mrs. Ford arrived at Hyannis Airport from Washington shortly before 2 pm, and was escorted in a motorcade to the hospital. Greeted by hospital trustee Mrs. David Davis (a school mate of Mrs. Ford's from Grand Rapids, Michigan) and other hospital officials, Mrs. Ford walked down a makeshift walkway to the podium, mingling with the crowd





Awed and overcome by shyness, Kevin Dupont, 6, of Centerville meets Betty Ford during the First Lady's visit to Hyannis Tuesday. Kevin, who has had leukemia for two

years, met Mrs. Ford at the reception at Cape Cod Hospital at the suggestion of Dr. Katherine Leland, who first spotted his condition.



On his sixth birthday two days later, Kevin, wearing his "Shazam!" sweatshirt, was back to being an outwardly

normal, healthy boy and certainly anything but shy. With his parents, Diane and Roger Dupont, is his sister Karen, 4.

(Staff Photos by Bill Smith)

Cancer bonds a little boy and the First Lady

By BILL SMITH
Sunday Editor

The little boy in the beige coat and matching Eton cap stood out from the confusion of the crowd like a small thumb. As he waited, he turned and carefully accepted the

we thought the disease was always final, that the doctors were just saying that to make it easy for us.

"It took time to convince me there was hope — when he went into the hospital he was a very sick little boy."

Kevin's first stay at the hospital in Boston lasted 19 days, during which he received massive medication to counter the

boy he was seriously ill. Finally, they decided on the direct route.

"We told Kevin — he was nearly four at the time — that he had a very serious blood disease called leukemia, and we explained that he had to have his medicine and his treatments at the hospital so he would be better some day.

"It is really amazing," she added, "what people will do for you in situations like this. They've been wonderful.

So far, the possibility of a tragic end to Kevin's story remains locked away in their minds like something unpleasant in a basement closet. They now have reason to believe their own might to

PECK

Two good terns

by LEONARD PECK

A couple of beautiful things came together last Tuesday when Mrs. Betty Ford dedicated the new wing of the Cape Cod Hospital. We have admired Mrs. Ford for a long time. We'd have voted for her for President if she'd been a candidate.

She has something the country needs: a kind of personal honesty so natural it comes through in public statements. The kind of honesty Harry Truman had. Talking about problems of raising children today, the changing moral values concerning sex and drugs, she let us see she has the same problems as we all have.

We are grateful that she would come here and support our hospital. Shows what a great lady she is. This is Mrs. Ford's first public appearance since the election. The campaign is over and she no longer has anything personal or political to gain by "exposure." She campaigned hard for her husband and her health is not good.

When she had that operation for breast cancer, she had it as publicly as dignity allowed; made a public service of it, brought a message to the rest of us to be equally brave in facing this too common problem. Let us, she said, have done with whispering and secrecy about a medical problem in a

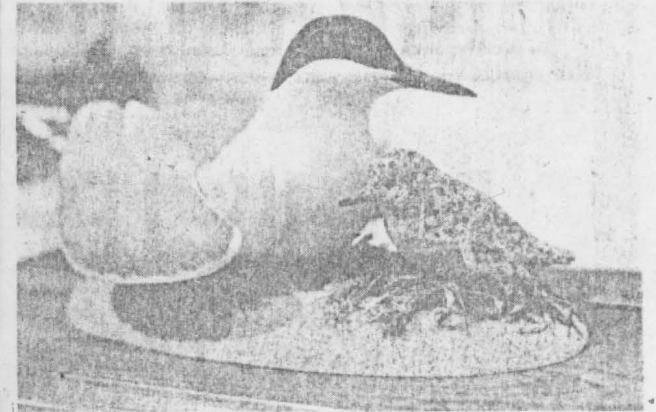
Reid Higgins returns here and carves birds for reasons very like the tern's, though he is less rigid. He has some gull in him. He can exist on the dump if he has to; he has combined the two worlds.

He is still vice president for personnel of Wellington So-and-So, flies around to the firm's various offices three days a week. The rest of the time he's back in his woodworking shop in Cotuit turning out shore birds.

Or he takes a few "goods in process" with him and sits on the beach, or sails along the shore in his catboat, and whittles. Says he can turn out a finished bird a day. A simple one, that is. Not a big one, and not one in flight.

All this does not exhaust the symbolism in the gift from Cape Cod Hospital to Betty Ford. There's more. Reid is the son of Doctor Don Higgins, who was for years chief of staff and chief anesthetist in Cape Cod Hospital.

Don is a bit of a tern himself; he had just about the last old-time medical practice in these parts. He made house-calls! He goes back to times when a



CARVED SHORE BIRDS...
thriving as a symbol of Cape Cod

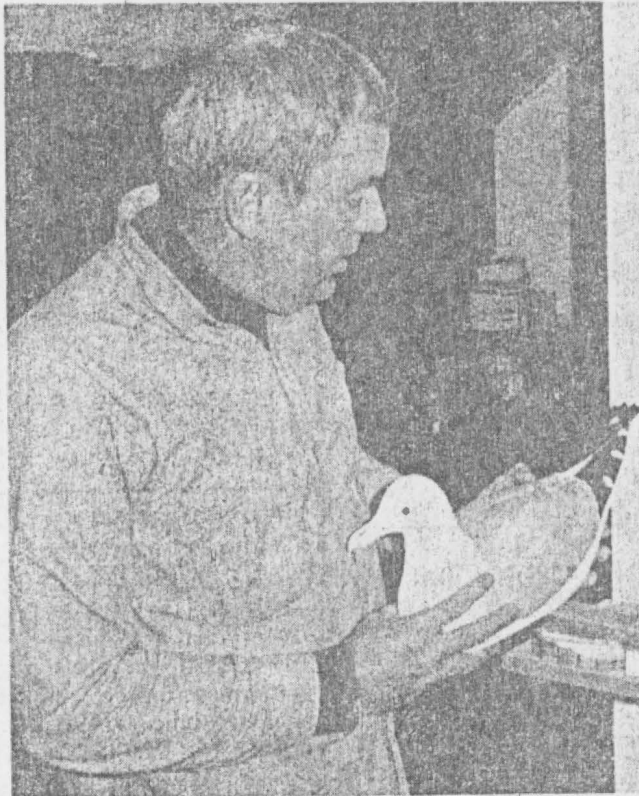
34 - Cape Cod News - Wednesday, December 8, 1976

PECK

Continued from Page 25

(a little at a time around 1968) a sizeable stock of prescription drugs in his office.

He didn't give you a prescription on a slip of mysterious paper; He gave you the pills or the powder or the injection, personally.



REID HIGGINS WITH SUBJECT...

a little gull in him

In the final years he went way out. He and Mary moved to Florida (like any tern) for the winter, gave up the house on Main Street where the office was, and moved into the beach house summers. So Reid and Joan and the kids could have the house.

After that, Don had the most bizarre medical practice ever heard of: summers only and housecalls only. No office hours at all.

Mrs. Ford, in the midst of her suffering, came here because she has love. She cares. And this simple gift says Thank you. We love and care, too. □



Cape Cod Hospital Cornerstone Laying File



CAPE COD HOSPITAL
HYANNIS, MASSACHUSETTS 02501

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

Office of the President
BROOKS B. THAYER

October 14, 1976

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

Dear Ms. Porter:

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

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

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

Sincerely,

BBT:mh
Enclosures

Brooks B. Thayer
President





The Beacon

Cape
Cod
Hospital

Falmouth, Massachusetts 02601

NEWS RELEASE

from

Development Office

August 20, 1976

FOR IMMEDIATE RELEASE

FIRST LADY TO SET HOSPITAL CORNERSTONE

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

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

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

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

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

1. Mr. Fred J. Ellis, News Editor
CAPE COD TIMES
519 Main Street
Hyannis, MA 02601
Tel. No. 775-1200
2. Mr. Frank Palacci, News Editor
CAPE COD NEWS
44 Barnstable Road
Hyannis, MA 02601
Tel. No. 775-1594
3. Mr. Duane A. Steele, News Editor
PROVINCETOWN ADVOCATE
200 Commercial Street
Provincetown, MA 02657
Tel. No. 487-1170
4. THE VILLAGE ADVERTISER
c/o Mr. Carlton Crocker
Box 429
Osterville, MA 02655
Tel. No. 428-2917
5. CAPE COD ILLUSTRATED
c/o Mr. Stephen Gens
24 Mary Dunn Road
Hyannis, MA 02601
Tel. No. 362-4336
6. THE CAPE CODDER
c/o Mr. Malcolm Hobbs
Box 38
Orleans, MA
Tel. No. 255-2121
7. Mr. Eric Hartell, News Editor
Lower CAPE CHRONICLE
643d Main Street
Chatham, MA 02633
Tel. No. 945-2228
8. Mr. James Fegan, News Editor
THE ORACLE
Route 6A
Orleans, MA 02653
Tel. No. 255-3133
9. Mr. Dana Hornig, News Editor
THE REGISTER
Minden Lane
Yarmouth Port, MA 02675
Tel. No. 362-2111
10. Mrs. Barbara Williams, News Editor
BARNSTABLE PATRIOT
24 Pleasant Street
Hyannis, MA 02601
Tel. No. 771-1427
11. Mrs. Judy Selleck, News Editor
CAPE COD CAPER
Box 571
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Tel. No. 428-8900
12. Mr. Frederick Turkington, News Editor
PALMOUTH ENTERPRISE
Depot Avenue
Falmouth, MA 02540
Tel. No. 548-4700



NEWS RELEASES

RADIO STATIONS

1. Mr. Kevin Burke, News Editor
STATION WQRC
78 Falmouth Road
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Tel. No. 771-1350
2. Mr. Ed. Semprini, News Editor
STATION WOGB
278 South Sea Avenue
West Yarmouth, MA 02673
Tel. No. 775-0929
3. Mr. Gordon Benoit, News Editor
STATION WVLC
off Route 6A Bog Hollow Road
Orleans, MA 02653
Tel. No. 255-3220
4. Mr. Deven Black, News Editor
STATION WCOD
105 Stevens Street
Hyannis, MA 02601
Tel. No. 775-6800
5. Mrs. Phyllis Elwell, News Editor
STATION WPLM
Route 3
Plymouth, MA 02360
Tel. No. 746-1390
6. Mr. Herbert Andrews, News Editor
STATION WCIB
Randolph Street
Falmouth, MA 02540
Tel. No. 548-3102
7. Mr. Truman Taylor, News Editor
CHANNEL 6 WTEV-TV
430 County Street
New Bedford, MA 02741
Tel. No. 993-2651
8. Mr. William Quinn
Box 901
Orleans, MA 02653





FIRST LADY FORD ...

... coming to cranberry country

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

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

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

A Weekly

THE REGISTER

THURSDAY, AUGUST 26, 1976

Betty Ford to attend ceremony dedicating Hospital addition

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

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

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

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

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



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

Mrs. Ford to attend ceremony at CCH

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

Townsend Hornor, vice president trustee and general development chairman made the announcement of Mrs. Ford's visit at a dinner held for the development committee Friday.

The invitation to Mrs. Ford was personally extended on behalf of the hospital by Mrs. David M. Davis of Harwich Port, a trustee, who grew up

with Gerald Ford in Grand Rapids, Mich.

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

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

A Weekly

The Cape Codder Thursday, August 26, 1976

Betty Ford To Attend Cape Hospital Event

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

Townsend Hornor, vice president, trustee and general development chairman, made the announcement of Mrs. Ford's visit at the Care-isma Supper held for the Development Committee last Friday.

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

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

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

A Weekly

THE ORACLE Thursday, August 26, 1976

First Lady to set hospital cornerstone

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The invitation to Mrs. Ford was personally extended on behalf of the hospital by Mrs. David M. Davis, trustee, of Harwich Port, who grew up with President and Mrs. Ford

in Grand Rapids, Michigan.

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

In making the announcement Hornor said, "On behalf of the trustees, we are extremely proud to have Mrs. Ford visit our hospital and our community."

"Her presence will significantly mark this step toward the development of better hospital health care for Cape Cod and honor the efforts of all the people of the Cape who are working so hard to make it possible."



A Weekly

10¢

The Village Advertiser

For The Town of Barnstable and Her People

Vol. 7 No. 13 August 26, 1976

First Lady to set cornerstone

Betty Ford will honor the Cape Cod Hospital by attending the cornerstone laying of the new addition in September. Mr. Townsend Horner, Vice President Trustee and General Development Chairman, made the announcement of Mrs. Ford's visit at the Care-isma Supper held for the Development Committee, Friday, August 20.

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

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



CAPE COD HOSPITAL
HYANNIS, MASSACHUSETTS 02601

Office of the President
BROOKS B. THAYER

September 9, 1976

Dear Friend:

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

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

Sincerely,



Brooks B. Thayer

BBT:ied

1940 letters sent to:

Dignitaries -

State, County, Town Officials

Health Agencies

Hospital Family



Mrs. Ford may not visit Cape

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

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

About the only one who is certain that a member of the Ford family will visit the Cape is Mrs. David M. Davis, of Harwich Port, a Cape Cod Hospital trustee, who says Betty Ford will soon participate at a cornerstone laying at the hospital. However, Mrs. Davis, who knows the Fords from her childhood in Grand Rapids, Mich., says that a date has not yet been set.

Mrs. Ford's Washington press secretary says no Cape Cod visit has yet been scheduled.

The New England College Republican Federation had hoped either Michael or Steven Ford, the President's sons, might attend a clambake scheduled yesterday in Hyannis. But Jerry Lindsley, of the Conn. Republican Committee, and the New England Young Republicans, said neither were expected.

Both Frank Hunt of the Regional Veterans Administration in Boston and several national cemetery spokesmen says the President has not yet made a commitment to attend dedication services for a national cemetery at Otis Air Force Base on Oct. 31. An invitation was recently sent to him.



BE PENDING
NOVEMBER

9/14/76

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

Susan Porter



9/2/76

Spoke with John Micheals - Regional Coor.
for New England

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

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

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

Julie



THE WHITE HOUSE
WASHINGTON

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

Thx, susan



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

August 30, 1976

Dear Mr. Thayer,

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

With warmest regards,

Sincerely,

Susan Porter
Appointments Secretary
for Mrs. Ford

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

SP/ph

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



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

Mr. Felt, Administrator
(617)

Office of the President
BROOKS B. THAYER

O: 255-3334
H: 255-2111

August 2, 1976

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

My dear Mrs. Ford:

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

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

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

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

Respectfully yours,

Brooks B. Thayer
Brooks B. Thayer
President

BBT:mh

THE WHITE HOUSE

WASHINGTON

August 9, 1976

Dear Mrs. Ford,

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

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

X _____ Would like to do sometime this
Fall

maybe -

_____ Regret

Thank you.

susan



MRS. DAVID M. DAVIS
SNOW INN ROAD
HARWICH PORT, MASS. 02646

Phone: 661-432-9475

August 2, 1976

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

Dear Betty:

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

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

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

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

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

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

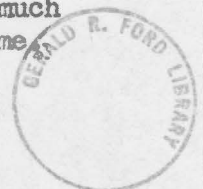
If you or the President do not accept this invitation I fear the choice will be either Teddy Kennedy or Tip O'Neill, and I truly believe it would be a unique opportunity lost.

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

Hopefully,

Annie Lowe

Anne Hall Davis



8-6.
MEMORANDUM

THE WHITE HOUSE
WASHINGTON

August 6, 1976

FOR: Susan Porter

FROM: Mildred Leonard *MLX*

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

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

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

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

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

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

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



Dear Betty,

L.O. 325

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

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

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

Sincerely,

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

Aug. 23, 1976

Sis Hall Fisher's sister.

American Cancer Society Luncheon File



11-1



The American Cancer Society

has the honour to invite you

to its

First Media Awards Luncheon

initiated and sponsored

by

Mrs. Enid A. Haupt

Wednesday, December the first

Empire Room

The Waldorf Astoria

Cocktails 12 noon

Luncheon 12:45

This invitation is not transferable

Please reply



October 4, 1976

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

Dear Mrs. Ford:

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

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

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

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

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

Sincerely,

Lane W. Adams

NATIONAL PUBLIC INFORMATION COMMITTEE

Paula Green, Chairman
William Tipping, Vice Chairman

MEDIA AWARDS COMMITTEE

Victor Weingarten, Chairman

Awards Advisory Committee

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

Conference Planning Committee

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



The American Cancer Society wishes
to express its sincere gratitude to

MRS. ENID A. HAUPT

initiator and sponsor of our
First Public Information Conference

and

Media Awards Program



AMERICAN CANCER SOCIETY
FIRST NATIONAL
PUBLIC INFORMATION CONFERENCE

November 29, 30 & December 1, 1976

Waldorf-Astoria Hotel
New York, New York



1976 PUBLIC INFORMATION CONFERENCE PROGRAM

MONDAY, NOVEMBER 29

- 1:00 PM Conference Registration
- 1:30 PM-3:15 PM Greeting and Welcoming Remarks
GENERAL SESSION R. Lee Clark, M.D., President, American Cancer Society
- THE ACS CANCER CONTROL PROGRAM - PRIORITIES AND FUTURE DIRECTIONS
An audio-visual presentation followed by a question and answer discussion with National ACS program department head Richard P. McGrail, ACS Deputy Executive Vice President; Chairman
Panelists:
 Arthur I. Holleb, M.D., Senior Vice President for Medical Affairs
 Walter G. James, Vice President for Public Education
 John Montgomery, Assistant Vice President for Crusade
 Irving Rimer, Vice President for Public Information
- MEET THE PRESS - WHERE WE ARE IN CANCER RESEARCH TODAY
Ed Edelson, Medical Writer, NY Daily News will interview R. Lee Clark, M.D., President of ACS and Frank Raüscher, Ph.D., ACS Senior Vice President for Research
- 3:30 PM-4:30 PM Participants will attend their first choice from pre-selected WORKSHOP "A" categories
WORKSHOPS
- 5:00 PM-7:00 PM Reception
SOCIAL HOUR



TUESDAY, NOVEMBER 30

- 9:00 AM-10:15 AM
GENERAL SESSION
- IMPACT OF THE MEDIA ON KEY ISSUES IN CANCER CONTROL
A discussion of some of the controversial medical issues dealt with in the media and how the media approach these issues
Arthur I. Holleb, M.D., ACS Senior Vice President for Medical Affairs; Moderator
- Dr. Philip Strax, Medical Director, Guttman Institute -Mammography
Mrs. Helene Brown, National Field Service Committee Chairman -Unproven Methods of Cancer Control
Dr. Saul Gusberg, Chairman, Dept. of Obstetrics and Gynecology, Mount Sinai School of Medicine -The Use of Estrogen
Dr. Marvin Schneiderman, Associate Director, Field Studies & Statistics Program, NCI -Environmental Causes of Cancer
- Appraisal of Media Role - Alan Davis, ACS Vice President for Governmental Relations/Science Editor
- 10:15 AM-10:35 AM
GENERAL SESSION
- 1976-'77 ANTI-SMOKING CAMPAIGN
A preview of New Directions and Innovations in the Anti-Smoking Program
- 10:45 AM-11:45 AM
WORKSHOPS
- Participants will attend their second choice from WORKSHOP "A" categories
- 12:00 noon-1:30 PM
LUNCHEON
- On your own
- 1:30 PM-2:45 PM
GENERAL SESSION
- NEWEST TRENDS IN NEWSPAPERS, TELEVISION AND RADIO
John Mack Carter, Editor-in-Chief, Good Housekeeping; Chairman
A panel discussion with leaders from the communications industry--newspapers, radio, television & magazines--including
Don Elliot Heald - Vice President & General Manager, WSB-TV, Atlanta
Robert Hunt - President, Chicago Tribune
Robert Mahlman - Vice President & General Manager, ABC R
- 3:00 PM-4:00 PM
WORKSHOPS
- Participants will attend their selection from WORKSHOP "B" categories
- 4:15 PM-5:00 PM
GENERAL SESSION
- THE NATIONAL CANCER PROGRAM
Paul Van Nevel, Associate Director for Public Affairs, NCI Chairman
An audio-visual presentation followed by questions and answers with staff members of the National Cancer Institute.

WEDNESDAY, DECEMBER 1

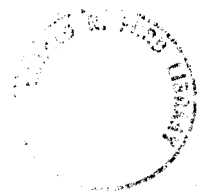
9:30 AM-10:30 AM PREMIERE OF PUBLIC INFORMATION CAMPAIGNS
GENERAL SESSION Paula Green, National PI Committee Chairman;
 Chairman
 1977 Crusade Advertising Campaign
 Presented by Alvin Hampel, Executive Vice President,
 Benton & Bowles, Inc.
 Public Information Filmstrip

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

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

12:00 noon Reception

12:45 PM First American Cancer Society MEDIA AWARDS Luncheon





News FROM AMERICAN CANCER SOCIETY MEDIA AWARDS COMMITTEE

801 Second Avenue • New York, New York 10017 • 212/749-8038

PANEL OF JUDGES

EDWARD BASSETT, Esq.
Graduate School of Journalism
University of
Southern California

MAXWELL DANE, Director
Former Chairman,
Executive Committee
Doyle Dane Bernbach

RICHARD A. GILMAN, Professor
Yale University

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

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

ADVISORY COMMITTEE:

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

THOMAS P. ULMER,
Chairman of the Board
American Cancer Society

VICTOR WEINGARTEN,
Chairman, Media Awards Program

PAULA GREEN, Chairman
Public Information Committee

Miss MARY BUSCH

G. ROBERT GADBEHRY

CECIL GORDON

Mrs. NANCYANN RABER

WILLIAM TIPPING

Mrs. ALTON ZAMZOW

FOR IMMEDIATE RELEASE

AMERICAN CANCER SOCIETY ANNOUNCES

NEW ANNUAL MEDIA AWARDS PROGRAM

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

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

(more)



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

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

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

(more)

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

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

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

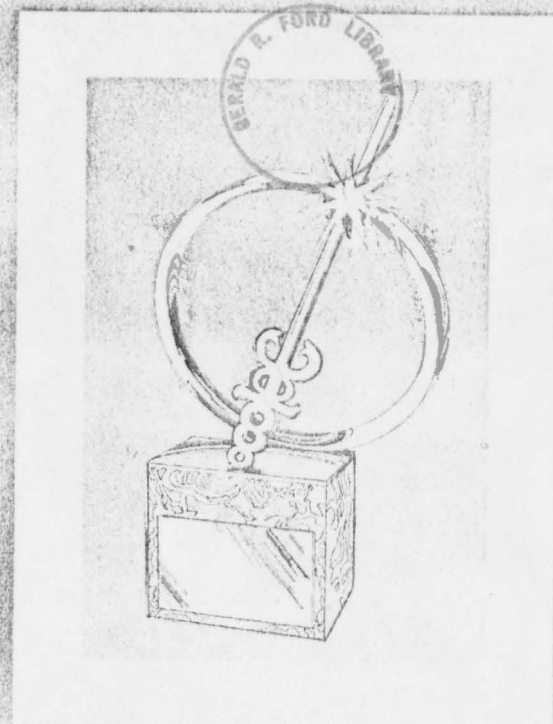
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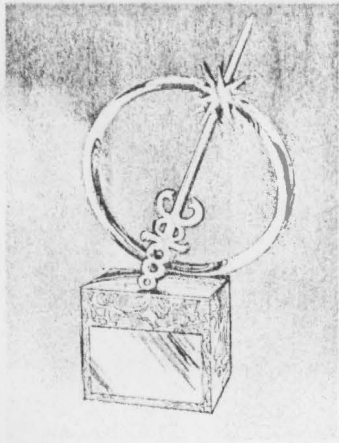


YOUR INVITATION
TO ENTER THE
AMERICAN CANCER SOCIETY'S
1st ANNUAL MEDIA AWARDS

For Excellence in Communications about Cancer

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





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

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



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

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

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

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

PANEL OF JUDGES

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

MAXWELL DANE, Director
Public Chairman, Executive Committee
Dove Data Research

RICHARD A. GILMAN, Professor
Yale University

WILLIAM V. HUGHTEN, Director
School of Journalism and
Mass Communication
University of Wisconsin

DAN SEYMOUR, Former Chairman
and Chief Executive Officer
Al Warren Thompson Co.

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

THOMAS P. WILMER
Chairman of the Board
American Cancer Society

VICTOR WEINGARTEN
Chairman, Media Awards Program

CATEGORIES

I. PRINT MEDIA:

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

II. BROADCAST MEDIA:

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

CRITERIA FOR JUDGING

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

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

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