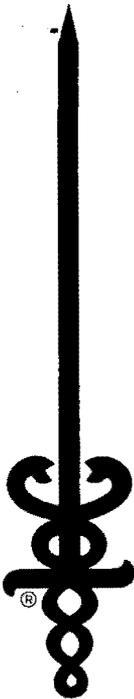


**The original documents are located in Box 37, folder “Ford, Betty - Cancer - American Cancer Society” of the Sheila Weidenfeld Files at the Gerald R. Ford Presidential Library.**

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# AMERICAN CANCER SOCIETY, INC.

~~219 EAST 42ND STREET~~ • NEW YORK, N. Y. 10017 • (212) ~~867-8700~~  
777 THIRD AVENUE 371-2900

LANE W. ADAMS

EXECUTIVE VICE PRESIDENT

October 16, 1975

Mrs. Sheila Weidenfeld  
Press Secretary to Mrs. Gerald Ford  
The White House  
Washington, D. C. 20500

Dear Mrs. Weidenfeld:

We are looking forward with enthusiasm to Mrs. Ford's participation at our Annual Dinner Meeting on November 7th at the Waldorf-Astoria. In conjunction with this visit let me suggest the following concerning publicity.

We would like to invite the news media to a session at 6:30 p.m. where our President, Dr. George P. Rosemond, would present Mrs. Ford the special award in advance of the actual affair. This would give us an opportunity to make the late evening TV shows here in New York City and provide maximum press coverage of this important event.

The award is being presented to Mrs. Ford for the vital role she played in alerting and awakening women of America to the life-saving facts concerning breast cancer. There is no question that her frank and candid sharing of her experience spurred women to see their physicians earlier. While this presentation is taking place, we plan to film it for use at the hundreds of meetings of our volunteers all over the country. The film will be shown to over one million women as a buildup for the 1976 April Crusade. The impact should be both inspirational and dramatic. We would like, therefore, for Mrs. Ford to make a personal statement about breast cancer at the media session and later at the Dinner. This can, of course, be brief but it should, if possible, encompass the following points:

1. That her personal experience enabled her to encourage American women and inform them about the great life-saving value of early detection and prompt treatment of breast cancer.

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EDUCATION  
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Paul W. Williams (N.Y.)  
W. Armin Willig (Ky.)  
Morris J. Wizenberg, M.D. (Md.)  
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Mrs. Alton Zamzow (Texas)  
Joseph J. Zaverchnik, M.D. (Fla.)

October 16, 1975

2. That a primary part of early detection is breast self-examination with more than 90 percent of all breast cancers discovered by women themselves, and that BSE should be practiced by all women regularly.

3. That as Honorary Chairwoman of the Cancer Crusade as well as a patient, she learned about and helped impart to others the service rendered by the Reach to Recovery Program of the American Cancer Society.

4. Last year 50,000 American women who were hospitalized for breast cancer were visited by Reach to Recovery volunteers, women who themselves had breast surgery, and who gave hope and practical advice and help to breast cancer patients. With their help, we lead full and active lives.

This gathering at 6:30 p.m. would in no way detract from or interfere with the reception planned at 7:00 with our top leaders. This would provide a further opportunity for photos with some of these key men and women.

The Dinner begins at 7:30 p.m. and the actual program starts about 8:45 p.m. This again suggests the need to hold an earlier session with the press. Our staff is prepared to work closely with you on this. Mr. Irving Rimer, Vice President for Public Information, will be in charge.

We would appreciate your reactions to these suggestions at your earliest convenience.

Sincerely,



Lane W. Adams

# AMERICAN CANCER SOCIETY, INC.

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

LANE W. ADAMS  
EXECUTIVE VICE PRESIDENT

December 11, 1974

To: Board of Directors

Subject: Mrs. Gerald R. Ford, Honorary Crusade Chairman 1975

With a deep feeling of pride we are pleased to share with you the attached personal letter from our First Lady announcing that she will be the Honorary Crusade Chairman in 1975.

Mrs. Ford's frank and open attitude about her experience with breast cancer increased the public's understanding of this disease. We know that she will add great strength and renewed purpose to our efforts this April.

The contents of this letter were reported in the press and on television and radio during the Thanksgiving Holiday.

Att.



RESEARCH  
EDUCATION  
SERVICE

AMERICAN CANCER SOCIETY  
Interorganization Memorandum

SHEILA, F. J.  
DE-66

DATE: December 10, 1974

---

TO:	<input checked="" type="checkbox"/>	ALL	Division	Name and Title	Division Executives
	<input type="checkbox"/>	National Headquarters			
FROM:	<input type="checkbox"/>		Division	Name and Title	Lane W. Adams
	<input checked="" type="checkbox"/>	National Headquarters			Executive Vice President
SUBJECT:		Mrs. Gerald R. Ford, Honorary Crusade Chairman 1975			

---

We are pleased to send you the attached notice to the Board of Directors regarding Mrs. Ford's announcement that she will be the Honorary Crusade Chairman 1975.

Att.

THE WHITE HOUSE

WASHINGTON

November 28, 1974

Dear Friends,

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

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

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

With warmest greetings,

Sincerely,

A handwritten signature in cursive script that reads "Betty Ford". The signature is written in dark ink and is positioned to the right of the typed name "Betty Ford".

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

Fig  
—

Walter Ross

THE WHITE HOUSE  
WASHINGTON

Reader's  
Digest

No

---

Want standard  
photo & copies of  
letter

---

Reader's



need:

Betty Ford

- 1) MRS. FORD'S APPROVAL OF LETTER  
(SHE KNOWS AND APPROVES OF PLAN TO RELEASE  
ON THANKSGIVING DAY)
- 2) TOUCH BASE W/ IRVING RIMEN, PR man  
(212) 867-3700 TO LET KNOW WHAT WE'RE  
doing
- 3) TYPE WITH FOR RELEASE THURS, NOV. 28  
BUT TAKE OVER WEDS

# AMERICAN CANCER SOCIETY, INC.

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

W. ARMIN WILLIG  
CHAIRMAN, BOARD OF DIRECTORS

September 16, 1974

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

Dear Mrs. Ford:

By act of Congress the President of the United States each year declares April as Cancer Control Month. This is the month of the American Cancer Society's educational and fund-raising Crusade. In 1974 the Society raised over ninety-five million dollars, more than ever before in the fight against cancer. And we presented life-saving information in over forty million American homes. We are an active partner with the government in the massive national cancer control program.

We would deem it a great honor if you would serve as the American Cancer Society's Honorary Chairman of our 1975 Crusade. This would be an inspiration to our 2,300,000 volunteers - men and women alike who serve on our national and community boards of directors, as well as the millions who do the tedious but dedicated work of door-to-door fund-raising and education.

It would be the Society's privilege to have you accept our Honorary Chairmanship for the 1975 Crusade. If you find this possible, your acceptance letter would go to all of our Divisions and Units throughout the country so that our volunteers may know of your interest and distinguished leadership. It would symbolize the need for more funds to strengthen the impact of cancer control programs in this country.

Cordially yours,

*W. Armin Willig*  
W. Armin Willig



RESEARCH  
EDUCATION  
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# AMERICAN CANCER SOCIETY, INC.

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

LANE W. ADAMS,  
EXECUTIVE VICE PRESIDENT

November 18, 1974

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

Dear Mrs. Ford:

It is with sincere gratitude that I express the appreciation of the entire American Cancer Society for your acceptance of our invitation to be our Honorary Crusade Chairman for 1975. Not only is it a great honor to have our First Lady lead us in support of this campaign, but it is a most significant and generous offering on your part in a cause well known to you personally. The courage and dignity with which you faced and overcame your surgical experience is already an inspiration to our volunteers.

A unique document, of which the Society is justifiably proud, has just come to my desk. It is the definitive manual for the Society's "Reach to Recovery" program, and I am proud to be able to enclose this first copy for you. It reflects the wisdom and compassion of the thousands of mastectomy patients who volunteer for the Society and have helped in this endeavor. I believe you will find it of interest.

Cordially,

  
Lane W. Adams

enc.



RESEARCH  
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# AMERICAN CANCER SOCIETY, INC.

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

November 13, 1974

Miss Susan Porter  
Secretary to Mrs. Betty Ford  
The White House  
Washington, D. C.

Dear Miss Porter:

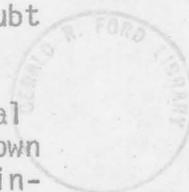
We are delighted with the news about Mrs. Ford. This will give tremendous inspiration to our 2,500,000 volunteers from all over the country.

Attached are two items of information which I think will give you helpful insight into the programs of the Society. One is the "75 Cancer Facts & Figures", which is our annual presentation of the latest data in this field. The other is our last annual report which presents a good overview of the varied programs of the organization.

In discussing some specific meaningful activities with my associates, I'd like to present the following for consideration:

1. We would like the White House to announce the appointment of Mrs. Ford as our National Honorary Crusade Chairman. It would be just fine to do this around the Thanksgiving Holiday season. We can supply you with appropriate data to include in the release.
2. In conjunction with this, we would like to have an advance on photographs of Mrs. Ford which we would reproduce and send to our State offices. In this mailing we would also send along copies of the letter which she will no doubt write accepting the position.
3. We would like to make a short film of an inspirational nature which would have the dual purpose of being shown at the meetings of our volunteers, as well as being included in local educational programs coordinated by the Society. We will obtain the services of a professional film producer to do this for us and it would be important to film this quite soon in order to take advantage of the widest possible distribution and use.

RESEARCH  
EDUCATION  
SERVICE



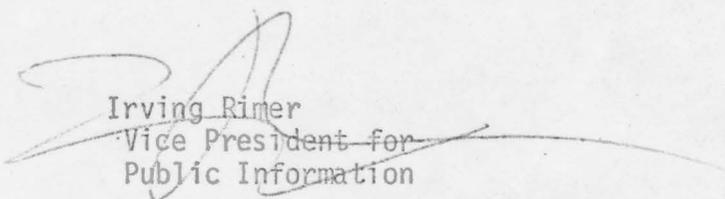
4. The Society is currently engaged in producing a new film on Breast Self-Examination for women's groups all over the country. We would like to include in this film a one to two minute statement by Mrs. Ford on the importance of this protective health practice.
5. We have a very able writer on our staff who would like to interview Mrs. Ford for a first person article which we would include in our own magazine, syndicate to the press and make available to The Readers Digest. Walter Ross, who would write this, is a frequent contributor of articles to the Digest.
6. Obviously, our volunteers in Washington would love to have Mrs. Ford attend their campaign Kick-Off Meeting which will be held in Washington on March 26, 1975.

Then, finally, we would hope that the President and Mrs. Ford would participate in an official ceremony to launch the April Crusade. This, of course, is a traditional and annual event and it would be much enhanced by their dual participation.

The above are all suggestions which can lead to a strengthening of our 1975 Crusade. The members of my staff are prepared to give 100% co-operation to these activities.

Please feel free to call me at your convenience.

Sincerely yours,

  
Irving Riner  
Vice President for  
Public Information

IR/ps  
Attachments



SHEILA

# AMERICAN CANCER SOCIETY, INC.

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

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CHAIRMAN, BOARD OF DIRECTORS

September 16, 1974

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W. Armin Willig



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EDUCATION  
SERVICE



# AMERICAN CANCER SOCIETY, INC.

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

LANE W. ADAMS  
EXECUTIVE VICE PRESIDENT

November 18, 1974

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Cordially,

  
Lane W. Adams

enc.



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11-15

# AMERICAN CANCER SOCIETY, INC.

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

November 13, 1974



Miss Susan Porter  
Secretary to Mrs. Betty Ford  
The White House  
Washington, D. C.

RESEARCH  
EDUCATION  
SERVICE

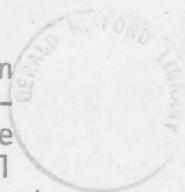
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Miss Susan Porter

November 13, 1974  
Page 2

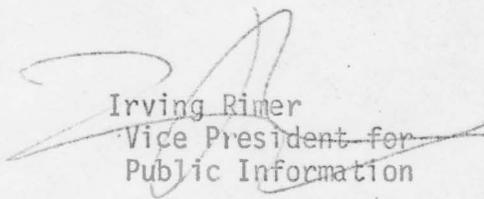
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The above are all suggestions which can lead to a strengthening of our 1975 Crusade. The members of my staff are prepared to give 100% co-operation to these activities.

Please feel free to call me at your convenience.

Sincerely yours,

  
Irving Rimer  
Vice President for  
Public Information

IR/ps  
Attachments



For release on  
Thursday, November 28, 1974

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

---

Mrs. Ford has accepted the Honorary Chairmanship of the American Cancer Society's 1975 Crusade.

Following is the text of a letter which went today to Mr. W. Armin Willig, Chairman of the Board of Directors of the American Cancer Society:

\*It is a very great pleasure for me to accept your invitation to serve as honorary chairman of the 1975 American Cancer Society Crusade. I am tremendously honored and accept because of my firm belief that the conquest of cancer can be achieved only through a concerted and united effort by everyone.

It gives me particular pleasure to accept the honor on Thanksgiving Day, which this year holds special meaning for me. The love and support from my family, and the thousands of thoughtful messages and prayers from people across the country, will always make this holiday particularly meaningful.

I am deeply grateful for this opportunity to serve this cause. I am firmly committed to the cause of education, early detection and cancer control, and pledge that in my role as honorary chairman, I will do everything I can to promote these beliefs."

# # # #



November 28, 1974

Dear Friends,

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

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

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With warmest greetings,

Sincerely,

/s/ Betty Ford

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

e: James Cavanaugh  
Pan Needham  
Warren Rustand  
✓Sheila Weidenfeld



SP/sh

FG  
Cancer

SHEILA  
KLEIDENFELD  
Cancer Message

March 26, 1975

Dear Friends,

It is a special pleasure to send greetings to all attending the American Cancer Society Crusade Kick-off Luncheon. Although I am unable to join you for this occasion, it is a pleasure to convey my best wishes to this wonderful group.

I am also grateful for this opportunity to commend your fund-raising efforts on behalf of the American Cancer Society and to express my admiration to all who are working hard on behalf of the crusade against this dread disease which has directly or indirectly affected the lives of us all. The fight against cancer will be won through education and early detection programs, expanded research and an unswerving commitment by us all.

With deep gratitude and admiration for all of the volunteers who will be striving hard toward the success of the Crusade and my warmest regards,

Sincerely,

/s/ Betty Ford

American Cancer Society  
District of Columbia Division  
1825 Connecticut Avenue, Northwest  
Washington, D. C. 20009

SP/sr

c: BF Cancer Folder

Mailed 2/25/75



*SMW*  
*According to Surgeon Post  
message sent*

# AMERICAN CANCER SOCIETY



RESEARCH • EDUCATION • SERVICE

DISTRICT OF COLUMBIA DIVISION, INC.

1825 Connecticut Ave., N.W. • Washington, D.C. 20009 • 483-2600

April 2, 1975

*PATTI*  
*Please call & tell  
them letter  
received too late.*

*4/9/75*  
*Per SRW-*  
*taken care of*

OFFICERS

PRESIDENT

LaSalle D. Leffall, Jr., M.D.

VICE PRESIDENTS

Harold L. Green

Lois I. Platt, M.D.

Cyril A. Schulman, MD

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EXECUTIVE VICE PRESIDENT

Ralph G. Beveridge

DEPUTY EXEC. VICE PRES.

Sanford C. Milwit

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

Dear Mrs. Ford:

The District of Columbia Division of the American Cancer Society has been given private funds to publish a 16 page educational newspaper supplement which will appear in the Washington Post on Sunday, April 20.

The supplement will be free of commercial advertising and devoted entirely to information about cancer, recent research developments, causes, prevention, service to cancer patients available locally, and local programs aimed at early detection of cancer. It will be the first of its kind in the Nation.

We would like very much to have a special message of 400 - 500 words, with a picture, from you and President Ford to the American people. In order to meet the Washington Post's deadline for printing we would need to have the copy by Monday, April 8.

More than 1800 Cancer Crusaders responded with a tremendous applause to the very inspirational message you sent to them at the 1975 Crusade Kickoff Luncheon at the Washington Hilton Hotel on March 26. We appreciated your thoughts being with us for our special event.

Sincerely,

*LaSalle D. Leffall, Jr.*

LaSalle D. Leffall, Jr., M.D.  
President

LDL/rw

cc: Mrs. Sheila R. Weidenfeld



AMERICAN CANCER SOCIETY  
DISTRICT OF COLUMBIA DIVISION  
1825 CONNECTICUT AVENUE, N.W.  
WASHINGTON, D.C. 20009

Mrs. Sheila R. Weidenfeld  
Press Secretary  
The White House  
Washington, D.C. 20500



1975 APR 2 PM 3 29

RECEIVED SECURITY UNIT  
THE WHITE HOUSE  
WASHINGTON

PatH

THE WHITE HOUSE

WASHINGTON

October 23, 1975

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

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

Thursday, November 6, 1975

EVENT: Society for the Family of Man Awards Dinner  
GROUP: Council of Churches of the City of New York  
DATE: Thursday, November 6, 1975  
TIME: To be determined, 6:00-10:00 p.m.  
PLACE: Grand Ballroom, New York Hilton Hotel  
New York, New York  
CONTACT: Reverend Dan M. Potter, Executive Director  
(212) 749-1214  
William Bertenshaw, Press Contact  
(212) 749-1214  
COMMENTS: President Ford will receive the Society for the Family of Man Gold Medallion for his outstanding leadership as President of the United States during one of the most critical periods in our history. Because he is unable to attend the Family of Man Awards Dinner in New York on November 6th, he has asked Mrs. Ford to attend and accept the award for him. The Dinner is sponsored by the Council of Churches of New York representing 1700 churches and is attended by the key religious and business leaders of the metropolitan New York area. Mr. Maurice Granville, Chairman of Texaco, Inc., is Chairman of the dinner; Governor Raymond P. Shafer, of the Vice President's staff, is President of the Board of Guardians of the Society for the Family of Man; and Reverend Kenneth Folkes is President of the Council of Churches of New York. The group, of course, was initially disappointed when they learned that the President could not attend.

Friday, November 7, 1975  
Morning

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

Friday, November 7, 1975  
Evening

EVENT: Annual Dinner

GROUP: American Cancer Society

DATE: Friday, November 7, 1975

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

PLACE: Grand Ballroom, Waldorf Astoria  
New York, New York

CONTACT: Lane Adams, Executive Vice President  
(212) 371-2900  
Leo Allard, arrangements person  
(212) 371-2900  
Irving Rimer, Press Contact  
(212) 371-2900

COMMENTS: As 1975 National Honorary Crusade Chairman of the American Cancer Society, Mrs. Ford will attend the Society's Annual Dinner. A preliminary gathering in the East Room will include officers, program participants, and honored guests. Among those attending in a variety of capacities include: Johnny Bench, Flip Wilson, Raquel Welch, Ann Landers, and Dr. Frank Rauscher. The Society will present their Annual National Awards to a distinguished French doctor whose name I do not fully have (Dennoix?), Dr. Frank Rauscher and Ann Landers. They may want Mrs. Ford to make these presentations. A special citation will also be presented to Mrs. Ford. A copy of the inscription is included in the attached file.  
Thank you.

c: BF Staff  
Red Cavaney  
William Nicholson  
James Cavanaugh/Sara Massengale  
James Falk  
Rex Scouten  
Staircase

THE WHITE HOUSE  
WASHINGTON

**DR. POTTER**

Spokesman

- Award to him
- Presented Dave
- Brief response.

6:15

6:25-6:45

~~Spokesman~~

Pres:  
- Mr. Wm.  
bertelshaw  
~~Shaw~~  
Gene phone





to Susan Po.

*Society for the Family of Man*

*Honoring*

PRESIDENT GERALD R. FORD

October 8, 1975

DINNER CHAIRMAN  
Maurice F. Granville

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

Dear Mr. Rustand:

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

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

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

With kind regards.

Sincerely,

Dan M. Potter

DMP:ijtj  
Enclosure



Society for the Family of Man

Honoring

PRESIDENT GERALD R. FORD

October 8, 1975

DINNER CHAIRMAN  
Maurice F. Granville

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

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

My dear Mr. President:

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

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

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

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

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

Very sincerely,

Dan M. Potter

DMP:jtj

ACTION  
 TID \_\_\_\_\_  
 SCHEDULE BD. \_\_\_\_\_  
 DATE RECEIVED  
 OCT 14 1975  
 MESSAGE \_\_\_\_\_  
 SPEAKERS BUREAU \_\_\_\_\_  
 OTHER \_\_\_\_\_  
 APPOINTMENT OFFICE \_\_\_\_\_

12  
Audience  
11/6/75





*Society for the Family of Man*

*Honoring*

PRESIDENT GERALD R. FORD

September 15, 1975

DINNER CHAIRMAN  
Maurice F. Granville

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

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

Dear Mrs. Ford:

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

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

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

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

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

Mrs. Betty Ford

- 2 -

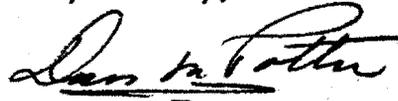
September 15, 1975

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

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

With prayers and warmest best wishes.

Very sincerely,

A handwritten signature in cursive script that reads "Dan M. Potter". The signature is written in dark ink and is positioned above the printed name.

Dan M. Potter

DMP:jtj

letter saying happy the Pres.  
 will accept family of man  
 award - Nov 6 - 6:30 - 9:45 pm  
 5/24/75

SCHEDULING ROUTING MEMO

Subject: \_\_\_\_\_ Originator: Dr Potter

To Individual 1 W. Nicholson Processed 5/26 Comments \_\_\_\_\_

2 W. Rustand \_\_\_\_\_

Staff to: \_\_\_\_\_

H. Donaldson \_\_\_\_\_

3 M. Widner \_\_\_\_\_

2 M. Rawlins \_\_\_\_\_

N. Gemmell \_\_\_\_\_

File Nov 6  
 Suggest they plan AS  
 15 Nov + 15th; Nov 6;  
 AS RAW PRASOV  
 VARIABLE WILL NOT BE  
 RESOLVED UNTIL SEPT.  
 WE WILL CARRY  
 FORWARD FOR NOV 6  
 UNTIL A FINAL DETERM.  
 CAN BE MADE

Return to: \_\_\_\_\_

Action: \_\_\_\_\_

*M. Rawlins called + advised Dr Potter*



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

212/ ~~212~~  
947-1214

May 21, 1975

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

Dear Mr. Rustand:

Needless to say, the officers and directors of the Society for the Family of Man and the 1700 churches of the Council of Churches of the City of New York are immensely pleased the President is accepting the annual Family of Man Award for his dedicated service as President of our nation at such a critical time in history. The administrative arrangements for this event are handled by our office here and we wish to cooperate with you in every way possible to make this occasion the most important celebration in this City.

As indicated in our previous correspondence, the Family of Man Awards Dinner is scheduled to be held on Thursday, November 6th from 6:30 to 9:45 p.m. President Ford, in his letter to Gov. Shafer, indicated that he hoped his schedule will be worked out for him to be here on the 6th, but that it is difficult to be certain so far in advance.

We recognize the problem as we have had to deal with it with previous Presidents. I talked with the Hilton Hotel today to see if we could arrange some flexibility concerning the date. If there is a more preferable date in President Ford's calendar in the early part of November, we shall take immediate steps to see if we can arrange for the ballroom.

Hoping to hear from you at your earliest convenience and be assured again of our great appreciation and wholehearted cooperation.

Very sincerely,

Dr. Dan M. Potter  
Executive Director

DMP:jtj

# NEWS



## THE COUNCIL OF CHURCHES OF THE CITY OF NEW YORK

475 Riverside Drive

New York, N. Y. 10027

749-1214

*with Family of Man file*

ACTION
Suite <del>750</del>
SCHEDULE BD.
DATE RECEIVED
SEP 8 1975
MESSAGE
SPEAKERS BUREAU
OTHER
APPOINTMENT OFFICE

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

FOR IMMEDIATE RELEASE  
SEPTEMBER 5, 1975

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

"DR. EDYTHE J. GAINES, SUPERINTENDENT OF SCHOOLS, HARTFORD, CONNECTICUT, HAS WON THE SOCIETY FOR THE FAMILY OF MAN AWARD FOR EXCELLENCE IN THE FIELD OF EDUCATION;" IT WAS ANNOUNCED TODAY BY THE REV. DR. KENNETH L. FOLKES, PRESIDENT OF THE COUNCIL OF CHURCHES OF THE CITY OF NEW YORK AND GOVERNOR RAYMOND P. SHAFER, PRESIDENT OF THE BOARD OF GUARDIANS OF THE SOCIETY FOR THE FAMILY OF MAN.

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

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

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

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

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

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

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

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

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

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

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



EDYTHE J. GAINES  
275 Kenyon Street  
Hartford, Connecticut 06105

Education:

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

Present Position:

Superintendent of Schools, Hartford, Connecticut,  
Public Schools

Previous Positions:

(all in New York City)

Executive Director, Educational Planning and Support, New York  
City Public Schools,  
Director, Learning Cooperative.  
Community Superintendent, School District 12  
Principal, Joan of Arc Junior High School  
Assistant Principal, Joan of Arc Junior High School  
Curriculum Coordinator, Junior High School Division  
Teacher, Junior High School #40

Civic:

Board of Trustees, Hartford College for Women  
Director, Children's Television Workshop  
Trustee, Montclair State College  
Overseer, Harvard Graduate School of Education  
Director, Bishop's Venture Fund Committee, Episcopal  
Diocese of New York  
Member, Women's Catholic Education Committee,  
Archdiocese of New York  
Appointed by Governors Cahill and Rockefeller and  
Mayor Lindsay to various commissions on education  
and narcotics

Marital Status:

Married with two sons



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

May 2, 1975

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

Dear Mr. President:

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

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

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

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

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

President Gerald R. Ford  
Page Two

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

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

Cordially and sincerely,



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

Enclosure

# NEWS



## THE COUNCIL OF CHURCHES OF THE CITY OF NEW YORK

475 Riverside Drive

Suite 456

New York, N. Y. 10027

749-1214

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

FOR IMMEDIATE RELEASE - JULY 31, 1975

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

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

MAURICE F. GRANVILLE, CHAIRMAN AND CHIEF EXECUTIVE OFFICER OF TEXACO INC. AND CHAIRMAN OF THE FAMILY OF MAN AWARDS DINNER, REPORTED THAT "THE AWARDS DINNER WILL BE HELD AT THE NEW YORK HILTON GRAND BALLROOM ON THURSDAY, NOVEMBER 6." "THE RESOURCES FROM THE DINNER ARE USED TO SUPPORT THE BROAD SERVICES OF THE COUNCIL OF CHURCHES OF THE CITY OF NEW YORK."

"WE ARE ESPECIALLY PLEASED TO HONOR PRESIDENT FORD," STATED THE REV. KENNETH L. FOLKES, PRESIDENT OF THE COUNCIL OF CHURCHES OF THE CITY OF NEW YORK, "BECAUSE, AMONG OTHER THINGS, THE PRESIDENT EXPANDED THE SUMMER PROGRAM FOR EMPLOYING HIGH SCHOOL YOUNG PEOPLE IN NEED, WHICH MADE AVAILABLE AN ADDITIONAL 80,000 JOBS HERE IN THE CITY OF NEW YORK."

THE FORMER RECIPIENTS OF THE FAMILY OF MAN AWARD INCLUDED FORMER PRESIDENTS JOHN F. KENNEDY, GENERAL DWIGHT D. EISENHOWER AND IN 1974 DR. WILLIAM R. TOLBERT, JR. PRESIDENT OF LIBERIA.

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

For further information contact:

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



*Our Distinguished Dinner Chairman*

*Maurice F. Granville*

*Co-Chairmen and the Board of Guardians of*

*The Society for the Family of Man*

*request the pleasure of your presence at the*

*Annual Awards Dinner*

*at which*

*The Council of Churches' Family of Man Award*

*will be presented to*

*President Gerald R. Ford*

*Thursday, November 6, 1975*

*The New York Hilton Grand Ballroom*

*at seven o'clock p. m.*

*R S V P*

*Black Tie*

# ΠΑΣΑ ΠΑΤΡΙΑ

Pasa Patria is an ancient Greek phrase

which means "the whole family"

And it is those gifted with this sense of universal family

who have enriched the lives of all of us

and given leadership to the best that is within each of us

to stand as guardian over his brother

in this bit of life we share together

whom we honor with this annual award:

**John Fitzgerald Kennedy 1963**

**Dwight David Eisenhower 1964**

**Lester Bowles Pearson 1965**

**Lyndon Baines Johnson 1966**

**Jean Monnet 1967**

**John Davison Rockefeller, 3rd, 1968**

**Richard Milhous Nixon 1969**

**John Vliet Lindsay 1970**

**Whitney Moore Young, Jr. 1971**

**Raymond Philip Shafer 1972**

**Henry Alfred Kissinger 1973**

**William Richard Tolbert, Jr. 1974**

**Gerald Rudolph Ford 1975**

**FAMILY OF MAN AWARDS DINNER 1975**

**Honorary Chairmen**

**The Honorable Abraham D. Beame**

**Ambassador Gunnar Jarring — Sweden**

**His Excellency Jean Monnet — France**

**President**

**The Honorable Raymond P. Shafer  
Counselor on Intergovernmental  
Relations to the Vice President of  
the United States**

**Dinner Chairman**

**Maurice F. Granville  
Chairman & Chief Executive Officer  
Texaco, Inc.**

THE SOCIETY FOR  THE FAMILY OF MAN

The Council of Churches of the City of New York holds in its hand

the best dreams of the best people of our city.

Some of them are poor. Some of them are not poor.

But each shares a remarkable fraternity, a bond that holds in high regard

the companionship of man to man. Friend. Stranger. Brothers all.

Members of a common family. Sensitive to the hurts and needs among us,

our deprivations and inequalities. And responsible to the search

for solutions to these sadnesses within our family.

With one man's gift new housing is built.

With another man's gift it is protected and cherished.

They may never know each other, but they labor as true brothers in

the Family of Man.

Because of this powerful moral motivation among all the people

involved in the efforts of the Council of Churches,

our work has a way of working better.

The best dreams of the best people of our city.

God, what vigor that has.

FILE ON  
AMERICAN CANCER SOCIETY  
November 7, 1975



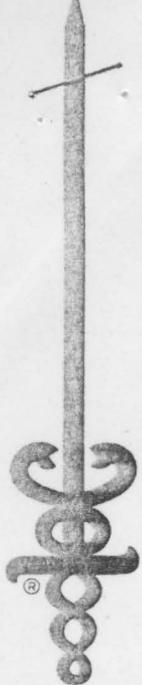
NEW PHONE  
(212) 371-2900

# AMERICAN CANCER SOCIETY, INC.

~~919 EAST 42ND STREET • NEW YORK, N.Y. 10017 • (212) 867-2700~~

NEW A.C.S. ADDRESS:  
777 3RD AVE.  
NYC 10017

LANE W. ADAMS  
EXECUTIVE VICE PRESIDENT



RESEARCH  
EDUCATION  
SERVICE

October 7, 1975

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

← PATTI!!!

Dear Mrs. Porter:

Thank you for calling yesterday and conveying the good news.

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

We will stand by for further instructions.

With warmest regards.

Sincerely,

*Lane W. Adams*  
Lane W. Adams



FORD Citation Mrs. Gerald Ford

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

George P. Rosemond, M.D.

President

W. Armin Willig

Chairman of the Board

July 18, 1975

Dear Mr. Adams,

Thank you so much for your recent invitation to Mrs. Ford to the American Cancer Society's Annual Dinner on November 7th. We have noted this date on the calendar and will be in communication with you closer to the time when the official schedule for that period is more firmly determined.

With gratitude and warmest best wishes,

Sincerely,

Susan Porter  
Appointments Secretary  
for Mrs. Ford

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

SP/br

c: ✓ BF Pending to Consider (November 7)



# AMERICAN CANCER SOCIETY, INC.

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

LANE W. ADAMS  
EXECUTIVE VICE PRESIDENT

June 26, 1975

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

Dear Mrs. Ford:

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

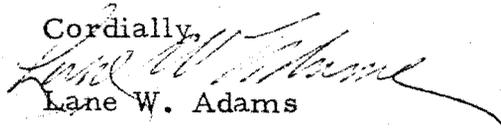
Our Annual National Award is presented, on Board recommendation, to a researcher, a clinician and a volunteer. This year it goes to Dr. Frank Rauscher for his brilliant virus research as well as his leadership in the NCI; and to Ann Landers, a Board member and journalist, who has single-handedly motivated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

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

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

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

Cordially,

  
Lane W. Adams

RESEARCH  
EDUCATION  
SERVICE

# AMERICAN CANCER SOCIETY, INC.

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

LANE W. ADAMS  
EXECUTIVE VICE PRESIDENT

June 30, 1975

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

Dear Mrs. Porter:

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

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

With kindest regards.

Sincerely,



Lane W. Adams

enc.



RESEARCH  
EDUCATION  
SERVICE

# AMERICAN CANCER SOCIETY, INC.

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

LANE W. ADAMS  
EXECUTIVE VICE PRESIDENT

June 26, 1975

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

Dear Mrs. Ford:

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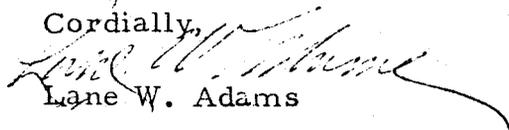
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Cordially,

  
Lane W. Adams

SEARCH  
EDUCATION  
SERVICE

111  
B

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

December 16, 1974

YES — No —

Dear Mr. Adams,

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

With gratitude for your thoughtfulness and assistance,

Sincerely,

Susan Porter  
Appointments Secretary  
for Mrs. Ford

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

SP/sr

✓ c: BF Pending/To Consider (November 7, 1975, New York)



# AMERICAN CANCER SOCIETY, INC.

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

LANE W. ADAMS  
EXECUTIVE VICE PRESIDENT

December 10, 1974

Ms. Susan Porter  
Secretary to Mrs. Gerald Ford  
The White House  
Washington, D. C. 20500

Dear Ms. Porter:

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

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

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

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

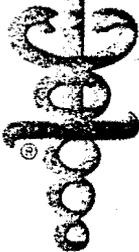
Please be assured of our desire to do all we can to make Mrs. Ford's participation a meaningful and happy experience.

Sincerely,

Lane W. Adams

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

RESEARCH  
EDUCATION  
SERVICE



# AMERICAN CANCER SOCIETY, INC.

777 THIRD AVENUE • NEW YORK, N.Y. 10017 • (212) 371-2900

October 29, 1975



RESEARCH  
EDUCATION  
SERVICE

Miss Patti Matson  
The White House  
Washington, D. C. 20500

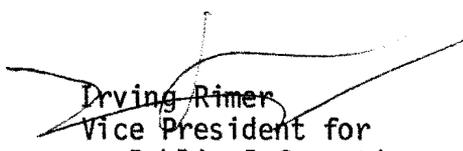
Dear Miss Matson:

Attached is some material which I think will be helpful to you:

1. Reproduction of the program and the people sitting on the dais.
2. Some clips which indicate public response to Mrs. Ford's announcement of her breast cancer. The clips of the Associated Press which we have reproduced give actual indications about more women going in earlier for breast cancer detection.
3. Our Cancer Facts & Figures, and I would like to refer you to Pages 14,15,16 for specific data on breast cancer.
4. Our latest Annual Report and again, Pages 6 to 9 have pertinent information about breast cancer.
5. The speech which Dr. Rosemond will be making to our House of Delegates on Wednesday, November 5. There are some minor corrections to be made, but these will not affect the basic message.

In the meantime, I am looking into a good visual situation for Friday, November 7, which we will be talking about together.

Sincerely yours,

  
Irving Rimer  
Vice President for  
Public Information

IR/ps  
Attachments

**A Report To The House of Delegates**  
**at the**  
**American Cancer Society's Annual Meeting**  
**The Waldorf-Astoria Hotel, New York, N.Y.**

**The Total Effort**

**George P. Rosemond, M.D.**  
**President**  
**November, 1975**

## The 1975 President's Report

### "The Total Effort"

Dr. George Rosemond

I am indeed privileged, not only to have served as President, but to have served at a time of great pride, performance, and great advances.

When I examined the aggressive efforts involved on all levels of the fight against Cancer, it was almost overwhelming in its enormity. In fact, there are so many riches, that I would do our progress an injustice if I were to select only a few advances to report.

For this reason, I'd like to think of this report as one of those puzzle paintings. At first glance you see only one picture. With a different point of view you see two - three - many. In a similar manner, I hope to bring a point of view that will help to open up our thinking, as well as the public's thinking, so we can all gain a greater appreciation of the total effort that is the American Cancer Society.

First let me share with you some of the feelings and impressions I had during my privileged year as the President of the American Cancer Society.

Overall, I saw the impact of the cumulative effect of all our efforts. Since each group of volunteers, or researchers, or educators or those of us in the Medical Profession must devote 100% of our time and energies to our particular field of expertise or task, we often cannot appreciate the fact that our contribution has real meaning to the total effort. Let me assure you, no matter how insignificant we may feel our individual efforts are, they add up - they are important and vital to our total progress.

Traveling as I did this past year - I saw quite dramatically, what individual effort can achieve.

The volunteer who seeks out, say, minority women in order to recruit them to one of our 27 Breast Cancer Detection Demonstration Projects, jointly sponsored by the ACS and the NCI, does not make a headline. But, her participation is what makes that Project a viable contributing member to the overall study and to progress.

Would all this be feasible without the volunteer?

No.

Are these Projects working?

Are they meaningful?

Are they becoming a part of our country's consciousness?

Yes!

Through the diligent work of volunteers.

Yes!

And I am not exaggerating. At the same time I do not intend to de-emphasize the importance of the professional teams who teach, test, analyze, and evaluate the data. Everyone is important.

The point I do wish to make is that it became most evident to me that the strength of all our programs is at the unit level. It also became quite clear to me that the most effective programs were the ones in which volunteers fully participated.

Volunteers want to fulfill a needful role.

They want to participate. We must then continue to see that our programs give our volunteers a meaningful participating role.

I also saw evidence to the fact that the most successful programs are not necessarily handled on an assembly line basis from national headquarters. There is no one "right" way to accomplish goals.

The wonderful differences in our country are reflected in the wonderful differences in how the appropriate goals and implementation of programs are carried out. The problems of a rural community obviously vary greatly from those of a highly industrialized community.

But we can all learn from each other. And indeed, learn to learn from each other to an even greater extent.

The fact that our Crusade raised 100 million dollars during a period of inflation and recession not only shows us the trust the public has given us, but demonstrates the effectiveness of our volunteers.

The fact that our Service and Rehabilitation program continues to expand - whether in our Reach to Recovery Program, our Ostomy Rehabilitation Program or in our program for laryngectomees is due largely to the increasing numbers of specially trained volunteers.

The Fund raising effort, the rehabilitation effort, are just two of the many responsible areas our volunteers operate in. Overall this past year demonstrated that we were teaching not just talking - doing not just putting in time.

Again I must say, that overall I was impressed with the effectiveness of people helping people - far removed from the cold statistical data of survival rates - far removed from the research labs, yet at the same time adding immeasurable to our fight against cancer.

But perhaps these opinions of mine, these impressions are not tangible enough for the millions of Americans who want results, who yearn for that miraculous breakthrough.

For these people, we must emphasize that there are no instant miracles. We are not dealing with one disease. As we know, there are more than 100 related but unique forms of cancer. This means there is no one solution. But there are many.

And just as there is no one solution, there can be no one criterion with which to judge progress. Each advance, whether it is in laboratory or clinical research, in diagnosis and treatment, in rehabilitation, in education, must be evaluated on its own terms.

At the same time every progressive step interlocks with another - often many steps - forward.

Let us now examine some of these advances.

One such major advance in research has been the isolation of a virus from leukemic cells.

The isolation of the virus is important because it not only opens up the way to identify the one or more factors that cause acute myelogenous leukemia but it provides the opportunity to develop new approaches to detecting the disease, monitoring the effectiveness of drug treatment, and destroying residual leukemic cells after drug treatment.

One advance opening the door to many.

Another result has been the uncovering of preliminary evidence that immunotherapy may be of value in systemic treatment of patients with melanoma. There is suggestive evidence that humans respond to antigens specific to their tumors.

Consider these other advances.

A drug combination that has shown a promise of effectiveness in the treatment of advanced colon cancer for the first time - - - the first evidence that some forms of advanced non-Hodgkins Lymphoma can be controlled for long periods of time by chemotherapy alone - - - encouraging results with L-PAM as well as three-drug combinations in patients with advanced breast cancer - - - all on-going advances continuing to point the way to even greater results.

Another advance.

Recent studies utilizing anti-cancer drugs have dramatically improved the survival of young patients with osteogenic sarcoma, a tumor of the bone. The two year survival rate was increased from 20 to 80% with the combination of surgery and drug therapy.

And the effectiveness of these particular drugs in these studies will no doubt contribute to further research - further advances.

One opened door, opening many.

I have but touched on some of the advances made through research. Parallel with laboratory and clinical research have been improvements in diagnosis - early detection - in treatment and rehabilitation. In other words in Cancer Control.

The use of low dose mammography and thermography to detect breast cancer in symptom-free women, cell examination of sputum and chest X-rays to detect lung cancer in symptom-free heavy smokers, is improving survival rates - or as I prefer to say, saving lives of people.

You see Cancer Control, given real implementation by the National Cancer Act of 1971, enables our American Cancer Society and the National Cancer Institute to demonstrate to physicians, hospitals and lay people each new valuable piece of information or research.

Cancer Control is a matter of teaching - not talking - of getting the professional people who know, to share in technical advances, reaching the public so they too know what to do now.

Information not used is worthless. Information translated, taught and demonstrated is priceless.

Our Breast Cancer Detection Demonstration Projects are a perfect example of this.

270,000 women are being screened annually in our 27 projects. We are detecting breast cancer at earlier stages than usual when the lymph nodes are free of cancer. Detecting breast cancer before it invades the nodes greatly increases a women's chances of survival. We are making a real headway.

Communicating the purpose of these Demonstration Projects has been most successful. Of course, the candid sharing of their experiences by Mrs. Ford and Mrs. Rockefeller helped immeasurably. Clinics, private physicians, as well as the Detection Centers reported tremendous increases in the number of calls from women as a direct result.

The practical courage, the sensible and fearless attitude of Mrs Ford and Mrs. Rockefeller became a very personal communication to all American women.

Their courage demonstrated the importance and simplicity of practicing breast self examination, and the importance of early detection.

The Let No Woman <sup>Be</sup> Overlook<sup>ed</sup> Campaign to reduce uterine cervical cancer nationwide, is also an excellent example of the importance of information being taught and demonstrated. We have achieved good results to date in our five year campaign to get every woman in America to have a Pap test. To date 78% of all women have done so, at least once.

We are now working on a person to person contact basis getting to rural communities and to non-English speaking and low education groups to teach, tell, and if necessary take them to where they can get the test. We know that through the Pap test, early stages of cancer can be identified 5 to 10 years before any symptoms appear.

I believe that the extension of this program, coupled with the fundamental life saving aspects of Breast cancer into business and industry, will pay rich human dividends in the very near future.



Closely associated with the work being done at all levels in Cancer Control is the establishment of 17 Comprehensive Cancer Centers by the National Cancer Institute. This means that over 106 million people currently live within 120 miles of a Comprehensive Center.

The purpose of these centers, we know is to serve as a nation-wide resource for basic and clinical research, patient treatment, as well as to serve as a focus for vital community outreach and communications efforts.

Communications systems within the existing Cancer Centers are being developed so that patients and their physicians can turn to them for information and consultation. Effective communication is just as important to physicians and patients, as the evidence uncovered continuously on research benches, is to the interdisciplinary teamwork of professionals.

You see, every activity is important. We are working intelligently and aggressively on all fronts.

It is a total effort.

And we are also working aggressively in one area that tragically and ironically seems to persist in spite of everything - smoking. We know smoking is the cause of lung cancer. Yet there seems to be an increase in the number of teenage girls and women who smoke - with the attendant upsurge in lung cancer death rates for women.

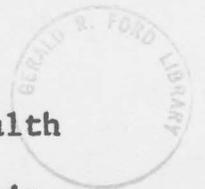
Now where do we go?

Rather than aim for a total non-smoking prescription, we must concentrate on developing more productive means to reduce the numbers of smokers. We must increase the effectiveness of our communication to the public and the government.

The government can legislate and regulate. We can only point out. It is our task to make our voices heard - and to speak even more convincingly.

But we are making strides.

At the Third World Conference on Smoking and Health more than <sup>120</sup>~~30~~ resolutions were approved relating to this crucial problem. These resolutions are now being aggressively implemented.



One of the important resolutions of the Conference was to strongly urge the end of government tobacco subsidies. We certainly concur with this resolution. It is almost unbelievable that on the one hand, the government will legislate warnings on cigarette packages, while on the other hand, help the tobacco growers thrive.

The paradox which mixes business and health should cease and desist.

We also concur with the resolution to urge Congressional leaders to spend farmer subsidy monies on anti-smoking commercials and other educational programs.

Another important resolution of the Conference was to launch a coordinated world-wide advertising anti-smoking campaign targeted at high risk smokers, and financed by the United States with a 1¢ per pack cigarette tax.

We approve the recommendation that the government require by law the production of only low tar and nicotine content cigarettes, and that progressive taxes be levied based upon the level of tar and nicotine contents.

We applaud the FTC's move to increase the size of warnings in ads, on packages, displays, and vending machines.

In fact, we applaud all aggressive efforts to reach out to the smoker and "turn them off."

We know what effect our aggressive action can have.

And I certainly expect that our constant and focused pressure in Washington, plus our continued attack through networks of clinics aimed at helping that smoker quit, will see added success during this next year.

Sweden has announced their commitment to a smokeless society.

England has banned any advertisements which depict smoking as being pleasurable in any way. *France is also considering this.*

Surely we can stop the tobacco subsidies - turn federal monies into active advertising campaigns, stop the manufacture of high tar and nicotine cigarettes, curtail point of sale promotion by cigarette manufacturers and reach out to the high risk smoker with the same effectiveness we have seen in our other Demonstration Clinics.



I have now covered, quite briefly I assure you, the effectiveness of our total efforts this past year.

But I would be remiss if I did not state the tremendous pride we take in the fact that two of our Lifetime Professors recently won the Nobel Prize for medicine or physiology.

Dr. David Baltimore, and Dr. Howard M. Temin independently, but at the same time made the important discovery that DNA is not always the master molecule of the genetic code, and can be produced by RNA. This is a most significant discovery. Equally significant to us is a statement Dr. Baltimore made, and I would like to quote him.

"The ACS has had a major impact on the freedom of science. It is extremely important to have alternative sources of support, because centralized granting is the fastest way to orthodoxy - - and orthodoxy is the last thing science needs!"

(end of quote)

"The freedom of science" - - this certainly is a contribution we can take great pride in. It is because of this freedom that advances are being made continuously.

The evidence uncovered today, and tomorrow, may not become a major factor until five or ten years from now. However, each new advance is not a piece of isolated research, but is the result of many factors that all build towards progress. And with proper communication to the public, our volunteers, and the medical profession, each advance can have meaning now.

We are working, moving ahead - aware, aggressively attacking the problems today, tomorrow and each hour after that on a never ending basis.

The moving force of our effort - the totality of our effort and the multi-leveled action plans - and the result - real progress - continue.

Thank you.

# # # # #



REMARKS OF MRS. FORD  
AMERICAN CANCER SOCIETY

November 7, 1975

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

The removal of my right breast, because of a malignancy, produced an open discussion of the problem, ~~throughout~~ <sup>throughout the country.</sup> It truly made my own ~~personal~~ <sup>adjust to, knowing</sup> experience easier to ~~bear to know~~ how many women were prompted to have an examination.

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

<sup>Too</sup> ~~So~~ many women are afraid of breast cancer to the point of endangering their lives, <sup>by failing to face facts and have regular, frequent checkups.</sup> ~~that it is~~ particularly important ~~for~~ to

<sup>encourage</sup> sensible, straight-forward discussions, <sup>on this subject</sup> ~~with~~ <sup>more than</sup> ~~medical~~ <sup>implications.</sup>

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



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

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

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

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

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

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

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

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

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

# # #

AMERICAN CANCER SOCIETY, INC.

ANNUAL DINNER  
November 7, 1975

Waldorf Astoria Hotel

New York City



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

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REMARKS OF MRS. FORD  
AMERICAN CANCER SOCIETY

Friday  
November 7, 1975

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

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

# # # # #



MRS. FORD'S VISIT TO NEW YORK  
NOV. 6 - 7

THURSDAY, NOV. 6

6 p.m. Photo session in foyer adjacent to Petite Trianon room, third floor, Hilton. Mrs. Ford will meet with Family of Man officials for photos, will accept award on behalf of President for photo purposes. Open to press.

7 p.m. Photo coverage of entrance of dais guests from balcony overlooking grand ballroom. Press area designated.

(Mrs. Ford's participation expected about 9:10 p.m.)

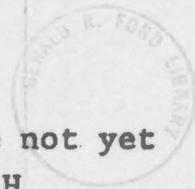
FRIDAY, NOV. 7

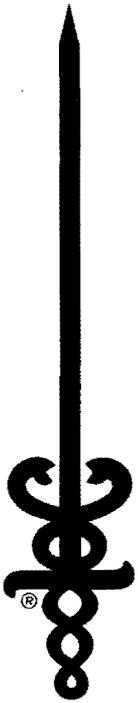
11a.m. - 1 p.m. Credentials issued to those who have not yet picked them up. Waldorf Astoria, rooms 6 G & H

2 p.m. Mrs. Ford will tour the Guttman Institute for detection of breast cancer. Coverage will be by a pool of four reporters (AP, UPI, NewYork Times, TV pool corres.) She and Johnny Bench will visit with reporters briefly and examine a mobile detection unit following the tour (about 2:20p.m. near 200 Madison Ave.)

6:45 p.m. Photo session: Mrs. Ford, Ann Landers, Flip Wilson, Johnny Bench, and other award winners. Press should come to West Foyer, balcony entrance for coverage, Waldorf.

7:30 p.m. Coverage of American Cancer Society annual dinner, main floor (East entrance) Grand Ballroom, Waldorf. Preceded by credentials issuing, 4-6 p.m., rm 6 G & H.





**AMERICAN CANCER SOCIETY, INC.**

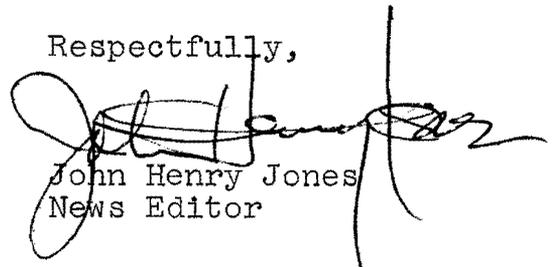
777 THIRD AVENUE • NEW YORK, N.Y. 10017 • (212) 371-2900

**RESEARCH  
EDUCATION  
SERVICE**

Mr. Jerry A. Danzig:

The attached are the names and information submitted by the Council of Churches for clearance re the Family of Man Awards Dinner.

Respectfully,



John Henry Jones  
News Editor

## BACKGROUND on Guttman Clinic

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

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

### Dr. Philip Strax

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

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



THE WHITE HOUSE  
WASHINGTON



Phyllis Tritsch  
Crusade Director  
American Cancer Society

483-2600

ACS has 57 divisions across the country.

As of 10/3 2 checks have been received at the White House. One for \$ 5,000 and one for \$25.

About 20 checks had been received at the D.C. ACS today but they are not divulging the amounts. For our info, they range from \$1 to \$1,000.

1975 CHAIRMAN  
OF THE BOARD  
OF DIRECTORS  
PRESIDING:

Mr. W. Armin Willig

INVOCATION:

The Reverend John Andrew  
Rector  
Saint Thomas Church

PRESENTING:

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

Professor Pierre Denoix\*

Frank J. Rauscher, Ph.D.\*

Miss Ann Landers\*

Mrs. Gerald R. Ford  
Honorary Crusade Chairman

Johnny Bench  
National Chairman  
Athletes Against Cancer

Flip Wilson  
1976 Crusade Chairman

BENEDICTION:

The Reverend Andrew

\*Recipient of National Award

DAIS  
GUESTS:

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

HONORARY LIFE MEMBERS  
and  
PAST OFFICER DIRECTORS

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Emerson Foote  
Mrs. Powell Glass  
Mrs. Anna Rosenberg Hoffman  
Mrs. Robert W. Huff  
Arthur G. James, M.D.  
Donald E. Johnson

(continued)

(continued)

A. Hamblin Letton, M.D.  
Mrs. Forrest E. Mars  
Mrs. R. E. Mosiman  
Harry M. Nelson, M.D.  
Alton Ochsner, M.D.  
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Ashbel C. Williams, M.D.  
David A. Wood, M.D.  
William O. Wuester, M.D.

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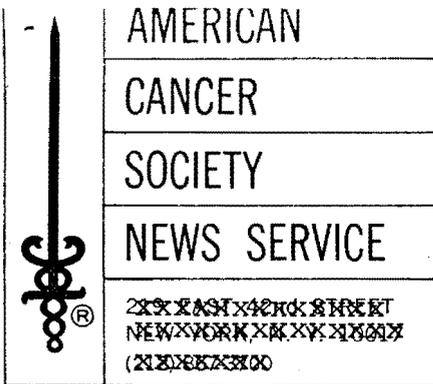
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contacts: Joseph Clark, American Cancer Society (212) 371 2900  
Bill Bertenshaw, Family of Man (212) 749 1214

credentialling being handled by Am Cancer Society. Release going out with all information on both events Monday a. m. and accompanying release on what to do to get credentialled.

Press who call here should call (212) 371 2900 John Henry Jones or Joseph Clark to ask for credentials for any of the three events. Credentialling will be open 9-5 p. m. Monday, Tues and Weds. Deadline is 5 p. m. Weds. Family of Man will be issuing credentials Thurs 4-6 p. m. at the Hilton on the 4th floor next to the ballroom. Am Cancer Society will issue them Fri 9-1 p. m. and 4-6 p. m. in their press room, 6 FGH in the Waldorf.



777 Third Avenue  
New York, N.Y. 10017  
(212) 371-2900

CREDENTIAL RELEASE

Mrs. Ford will be in New York November 6th to attend the Family of Man Awards Dinner at the New York Hilton and the American Cancer Society Dinner at the Waldorf-Astoria November 7th.

All media wishing to cover any portion of Mrs. Ford's visit should submit credentials requests to John Henry Jones, American Cancer Society, 777 Third Avenue, New York, N.Y. 10017, (212) 371-2900 - Ext. 258.

Deadline for credentials request is Wednesday, November 5 at 5:00 P.M.

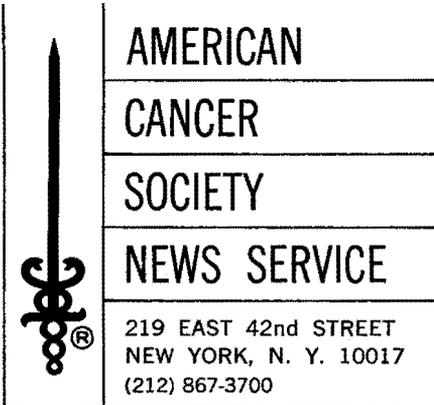
The following information is requested:

Name  
Affiliation and Position  
Social Security Number or Passport Number if not US Citizen  
Date of Birth  
Place of Birth (FORM ATTACHED)  
Business Phone Number  
Home Phone Number

The above information may be delivered in person or called in to the office listed above. This office will be open from 9:00 A.M. to 5:00 P.M. Monday, November 3rd through Wednesday, November 5th.

Credentials must be picked up in person by each individual member of the media during one of these times and locations:

Thursday, November 6, N.Y. Hilton 3-6 P.M. - Ballroom Balcony.  
Friday, November 7, Waldorf-Astoria, 11:00 - 1:00 - Room 6G  
Friday, November 7, Waldorf-Astoria, 4:00 - 6:00 P.M. - Room 6G  
Press Room 6 f,g,&h



MEMO

To: Editors and Science Writers

From: Joe Clark

The 62nd Annual Meeting of the American Cancer Society will be held in the Waldorf Astoria Hotel, Wednesday, November 5, 1975 -- Friday, November 7. There will be several newsworthy events and press conferences. Scheduled so far are:

1. ACS President, Dr. George P. Rosemond, Professor of Surgery, Temple University and Dr. Jesse Steinfeld, Chief Medical Service, V.A. Hospital, Long Beach, California and former U.S. Surgeon General, will have a press conference at 11:30 A.M. Wednesday, November 5 to present proposals to end violations of the cigarette advertising warning label law and to discuss other measures in the fight against cigarette smoking. Dr. Rosemond's Presidential address will be delivered prior to the press conference at the ACS House of Delegates meeting. Text of the speech and a press release will be available. Press conference is in Room 6G of Waldorf.

2. New and highly significant data from the 27 ACS-NCI Breast Cancer Detection Screening Projects will be presented at a press conference

(more)

with incoming ACS President, Dr. Benjamin F. Byrd, Professor of Clinical Surgery, Vanderbilt University, Nashville, Tenn.; Dr. Thomas Carlile, Director Breast Cancer Detection Clinic, Virginia Mason Medical Center, Seattle, Wash.; Dr. Arthur Holleb, Chief Medical Officer, ACS; and a representative of the National Cancer Institute at 12:00 noon, Thursday, November 6, in Room 6G of Waldorf.

3. Flip Wilson, noted TV entertainer and ACS volunteer, will be named National Chairman of the 1976 Cancer Crusade and will meet the press at 10:30 A.M., Friday, November 7 in Room 6G of the Waldorf. He will also be available for radio and press interviews.

4. At the Annual Dinner, the ACS National awards will be presented to Professor Pierre Denoix, President of the International Union Against Cancer (UICC) and Director General of Public Health of France; Dr. Frank J. Rauscher, Director of the National Cancer Institute, and discoverer of the Rauscher virus; and Ann Landers whose syndicated column brought information on breast self-examination to millions of women and also helped produce an avalanche of mail to Congress which helped passage of the National Cancer Act of 1971.

# # #

WITHDRAWAL SHEET (PRESIDENTIAL LIBRARIES)

FORM OF DOCUMENT	CORRESPONDENTS OR TITLE	DATE	RESTRICTION
Doc.	Notes from event / 3 Pages	1975	C

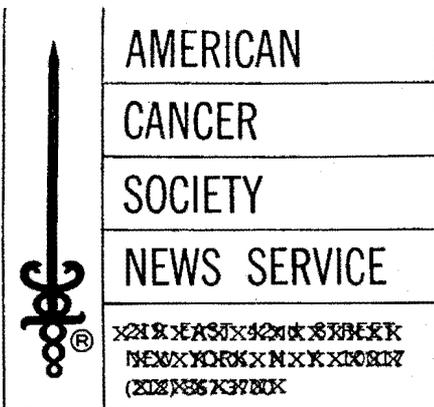
File Location:

Shelia Weidenfeld Files, Box 37, General Subject File: Ford, Betty - Cancer - American Cancer Society

RESTRICTION CODES

JJO 02/27/17

- (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.



777 Third Avenue  
New York, N.Y. 10017  
(212) 371-2900

FOR RELEASE AT WILL

New York, N.Y. -- Mrs. Betty Ford, whose personal triumph over breast cancer encouraged women throughout the country, will make a personal visit to the Guttman Breast Cancer Detection Institute at Madison Avenue and 36th Street, Friday, November 7 at 2:00 P.M. as a guest of the American Cancer Society, co-sponsor of the project along with the National Cancer Institute.

The Guttman project is one of 27 around the country conducting free breast examinations of women over 35 years of age who don't have any cancer symptoms. These projects utilize a physician's examination, thermography (heat image testing) and mammography (a low radiation x-ray examination) in order to detect breast cancer in its earliest stage when the overwhelming majority are curable.

A three-reporter pool will accompany Mrs. Ford in her tour of the Guttman facilities. She will then come down to examine a mobile unit of the Guttman Institute which travels around the city to provide the same types of examinations as at the Institute.

# # #

Note to all media:

All media representatives assigned to cover any part of Mrs. Ford's visit to New York, November 6 and 7, will receive special credentials upon receipt of the information requested in the attached.