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THE WHITE HOUSE

WASHINGTON

MEMORANDUM TO THE FIRST LADY

MEETING WITH THE 1975 POSTER CHILD  
OF THE NATIONAL ASSOCIATION FOR RETARDED CITIZENS

Wednesday, March 26, 1975

2:00 p.m. (10 minutes)

The Map Room

Via: Max Friedersdorf

From: Vern Loen *VL*

I. PURPOSE

For the past 23 years the President or the First Lady has received the annual Poster Child of this non-profit organization to publicize the plight of these retarded persons and assist in their annual fund raising campaign.

II. BACKGROUND, PARTICIPANTS AND PRESS PLAN

A. Background:

1. This year's Poster Child, a 13 year-old girl from Milbank, South Dakota, was found abandoned by her parents. The Sheriff who found her, and his wife, later adopted her even though they already had a retarded child of their own.
2. This meeting was requested by Rep. Clair Burgener (R-Calif), a former Vice President of the association and himself the parent of a retarded child.
3. The child's Congressman is Rep. Larry Pressler (R-SD), who also will attend.
4. The Vice President was scheduled to participate in this event today, but necessarily had to cancel because of his mission to Saudi Arabia.

- B. Participants: The First Lady  
Rep. Clair Burgener  
Rep. Larry Pressler  
Gladys K. Hall - The Poster Child  
Sheriff and Mrs. Ray B. LaRoche  
(Foster Parents) of Milbank, S. D.  
Mr. Marion Smith - Clearwater, Florida  
National President of the National Association  
for Retarded Citizens  
Mr. Paul Marchand - Director of Governmental  
Affairs, NARC (not in pictures)  
Vern Loen (White House staff)  
Pam Needham (Domestic Council)
- C. Press Plan: Wire Services  
White House photographer

### III. TALKING POINTS

1. I am delighted to participate in this event to help draw public attention to the needs of retarded citizens, both children and adult, across our land.
2. I am aware of the dedicated efforts of your non-profit association in assisting these retarded citizens.
3. It is difficult for those of us who are blessed with normal, healthy children to appreciate the problems and the needs of retarded children, but in recent years great strides have been made in helping these victims to become productive citizens.
4. The President joins me in extending greetings to Gladys, her parents, and the association representatives. We hope that this year's fund raising efforts will be most successful.

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# news

## national association for retarded citizens

John W. Murray Jr. / Director of Public Information  
2709 AVENUE E EAST / ARLINGTON, TEXAS 76011 / 817-261-4961



FOR FURTHER INFORMATION CONTACT:

Peg Barry

Twelve year old Gladys Kay Hall, of Milbank, South Dakota, has been chosen as the 23rd poster child of the National Association for Retarded Citizens.

Gladys, a special education student in Milbank, will serve as the 1975 representative for the over 250,000-member organization dedicated to the service of mentally retarded adults and children. Among the highlights of her tenure as 1975 poster child, Gladys will visit the White House and be a guest of honor at the organization's twenty-sixth convention in Las Vegas, Nevada, this fall.

Gladys is a foster child of Ray B. and Jane M. LaRoche of Milbank and has lived with the LaRoche family for the past three and a half years. Mr. LaRoche is a police officer in Milbank and serves as a deputy sheriff for Grant County, South Dakota.

In announcing this year's poster child, Marion P. Smith, President of the National Association for Retarded Citizens said: "Gladys doesn't look mentally retarded. She looks like millions of other youngsters. She shatters one of the popular misconceptions about mentally retarded people...that all mentally retarded citizens are in some way physically different.

(more)



add 1

"Gladys is another good example of what professional guidance, love and understanding can do for any retarded person. Three years ago, when she first went to live with the LaRoche family, she was shy, withdrawn and uncommunicative. Today, she is lively, energetic and developing a good deal of self confidence. Her teachers feel that she has a great deal of potential and that with the proper environment, such as she is in now, she will continue to develop that potential," Smith said.

The National Association for Retarded Citizens and its more than 1700 local member units are dedicated to furthering research into the causes of mental retardation, as well as promoting all known means of prevention.

There are more than six million mentally retarded persons in the United States and it is estimated that at least 100,000 more will be born this year. Conservative estimates are that existing knowledge and technology could reduce the incidence of mental retardation at least 50 percent.

#







MAR 13 1975

# national association for retarded citizens

GOVERNMENTAL AFFAIRS OFFICE

THE FEDERAL BUILDING • 1522 K STREET, N.W., SUITE 516 • WASHINGTON, D.C. 20005 • (202) 785-3388

Carol Burnett,  
National Honorary  
Chairman

Marion P. Smith,  
President

Philip Roos, Ph.D.,  
Executive Director

March 12, 1975

The Honorable Clair W. Burgener  
U.S. House of Representatives  
316 Cannon House Office Building  
Washington, D.C. 20515

Dear Congressman Burgener:

Please find enclosed a press release on the 1975 Poster Child of the National Association for Retarded Citizens. It is anticipated that the Poster Child will be coming to Washington some time in March, April or May to meet President Ford. If your schedule permits at that time, we would be very grateful if you could take the opportunity to meet Gladys and her family and have some pictures taken of their visit to Capitol Hill. When a date has been scheduled by the White House for the Washington visit, I will be in touch with you to see if such arrangements can be made.

Best regards,

Paul A. Marchand  
Director  
Governmental Affairs

PAM/mkb



FORMERLY THE NATIONAL ASSOCIATION FOR RETARDED CHILDREN



# news

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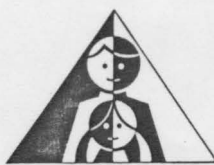


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Carol Burnett,  
National Honorary  
Chairman

Marion P. Smith,  
President

Philip Roos, Ph.D.,  
Executive Director

March 6, 1975

The Honorable Clair W. Burgener  
U.S. House of Representatives  
316 Cannon House Office Building  
Washington, D.C. 20515

Dear Congressman Burgener:

Thank you very much for your assistance in scheduling an appointment for the National Association for Retarded Citizens' poster child to meet with President Ford. I don't need to tell you how important it is for our organization to have this national visibility to forward our efforts on behalf of mentally retarded citizens. Your devotion to our cause is greatly appreciated.

I have attached a copy of a letter that will supply you with a brief description of the new poster child, Gladys Kay Hall of Milbank, South Dakota. You will note that her "story" is an atypical one that reflects many problems that are faced by many mentally retarded citizens in our country. In order to help you in your dealings with the President's scheduling office, the following schedule should be considered. Miss Hall and her family will not be available to meet with the President during the period from March 17 through March 22, due to prior commitments in California. Additionally, the dates of March 31, April 2, 3, 4, 8, 9, 11 and 18, while possible, would prove to be difficult, especially for NARC President Marion Smith. Any other day in the month of March and April is fine.

We are deeply aware of the President's hectic schedule and we understand the problems with scheduling such appointments. If such an appointment is not possible, then we hope to meet with Mrs. Ford, our beautiful First Lady.

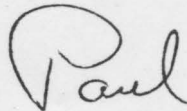


FORMERLY THE NATIONAL ASSOCIATION FOR RETARDED CHILDREN



I look forward to hearing from you as soon as possible, and again, thank you very much for your assistance in this matter. Please don't hesitate to call me at 785-3388, should you need any additional information.

Best regards,

A handwritten signature in cursive script that reads "Paul".

Paul A. Marchand  
Director  
Governmental Affairs

PAM/mkb





# national association for retarded citizens

2709 Avenue E East / P.O. Box 6109 / Arlington, Texas 76011 / (817) 261-4961

Caryl Burnett,  
National Honorary  
Chairman

Marion P. Smith,  
President

Philip Roos, Ph.D.,  
Executive Director

February 10, 1975

Mr. Marion P. Smith  
1884 Oakdale Lane North  
Clearwater, Florida 33516

Dear Mr. Smith:

After careful sorting of 32 applications from our 1975 poster child contest, (both staff and volunteers were present), Gladys Kay Hall, age 13, a foster child of the LaRoche family, was selected as our number one candidate. On February 4, I visited with Mr. and Mrs. Bud LaRoche in Milbank, South Dakota. Gladys is an unusual child and the LaRoche's are a very unusual family. Three and one-half years ago Mr. LaRoche, who is a Deputy Sheriff and a member of the Milbank City Police Department, arrested Gladys' father for public intoxication and several other charges. This occurred at approximately 2:30 AM. Mr. LaRoche found Gladys and her 2 sisters alone in an unheated farm house on a bitter, cold South Dakota night. The next day a judge sentenced Mr. Hall to a term in the county penitentiary and was about to commit the three children to a state institution for the retarded.

Instead, Mr. and Mrs. LaRoche, who have two retarded children of their own, decided to take the children into their home as foster children. At the time the children were taken in they were, in the words of social worker Mary Wright, "truly uncontrollable." Their mother, an alcoholic and mentally retarded, had died almost a year before; and the children had received virtually no attention from their father. The state believes that all three children had been the object of serious child abuse. During the time that Gladys has lived with the LaRoche family she has, according to the special education teacher, made "fantastic progress."

This particular candidate has a number of important attributes: 1) The LaRoche family have provided a tremendous example of what love, concern and attention can do for a retarded child. 2) The state of South Dakota has given their promise of full and confident cooperation with NARC in any public activities that Gladys might be involved in. They feel it would be a tremendous service to all welfare departments across the country in the battle to find foster parents for retarded children. 3) If it had not been for the tremendous charity in the hearts of this family, these children would have all been destined to a grim, desolate life in an out-dated, inadequate state institution.

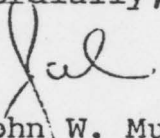


FORMERLY THE NATIONAL ASSOCIATION FOR RETARDED CHILDREN

Instead, they are bright, happy, useful citizens. Gladys' older sister was a winner in this year's calendar art contest; and her younger sister, Mary, at the age of five, is an accomplished horsewoman. Gladys is a pleasant, attractive girl who will probably come to realize even more development in the years to come. The special education teacher continually expressed her amazement at the progress in the past three years. 4) In addition to all of these things, Mr. LaRoche is an American Indian (Sioux) and is willing to work two jobs to support both his natural family and his foster children. 5) Both Mr. and Mrs. LaRoche are pleasant, outgoing parents who have belonged to the Grant County ARC for 11 years. They have been active as chairmen of "Honey Sunday," and co-chairmen of their annual picnic; and in addition, Mrs. LaRoche was president of the Robert County ARC from 1961-1966, has served as treasurer-secretary and was a member of the Grant County executive board from 1966 to 1974. She also serves on the board of directors of the combined appeals (United Way).

The state welfare department has assured me that Gladys' natural father is most willing and happy to have his daughter serve as our poster child. I would hope this nomination will meet with your approval.

Cordially,

  
John W. Murray, Jr.  
Director  
Public Information

JWM:kb

cc: Philip Roos  
Peg Barry



She - Gladys Kay Hall  
13 year old

2:00 - Child from Dulbano  
S. ~~Dulbano~~ <sup>Dakota</sup> - Child found  
as abandoned by a sheriff.  
Father an alcoholic -  
Mother alcoholic & died.  
Child unattended

13

Sheriff who found her ~~at~~  
retarded

Ray B. LaRoche  
Foster Parent

Coming

along with Larry Pressler  
1<sup>st</sup> Dist.

Mentally Retard

Clair ~~Burgener~~ - Rep. from  
California - Former V. Pres.  
of Nat'l Assoc. for Retarded  
Citizens

3

1975 Foster Child Fr  
annual event - for past 23 yrs.

appointment with  
V. Pres. came with  
paying own expenses

Nat'l Assoc.  
of Retarded  
Citizens



1<sup>st</sup> Indian Reservation to name of NARC chapter  
only a yr. ago.

White Star Indian Blanket  
made on Rose Band Reservation.

Sixty Indian

art work Gladys did entered  
into the NARC calendar  
Art Contest.

2 other children who are re.  
Gladys

Pres

UE 7-2500 ✓

# ack to Arkansas

scene. Frank Sinatra receive \$150,000 per appearance—a European record—for concerts in Munich, Frankfurt and West Berlin in this May, concert organizers there report...

former Beatle Paul McCartney and his wife Linda

Airport when police arrested him for assault and battery and public drunkenness after he allegedly slugged an airline employee. Daily, 59, was released on his own recognizance and is to appear in municipal court in April.



## Personalities

# Suing Over Spareribs

Actor Yul Brynner and his wife are suing a Manhattan restaurant for \$2.5 mil-



Va., resident, requested a waiver which would allow her to pay a fine without attending the court hearing. The amount of the fine will not be determined until after return of the waiver form.

## Hoping

Rep. John Jenrette (D-S.C.) says he would resign from Congress in order to prevent his marriage of 14 years from breaking up.

In a complaint filed in

## Sleeping Over

Thirteen-year-old Gladys K. Hall, the 1975 poster girl of the National Association for Retarded Citizens, has been invited to stay overnight at the White House. First Lady Betty Ford extended the invitation at an association meeting in Washington and suggested that the youngster stay with the Fords' daughter, Susan.

Evading

Evading